



University of Idaho

School of Journalism and Mass Media

Public Accountability Statistics

Enrollment by Major

Program	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Advertising	70	82	91	73	61	52	36	36
Broadcasting & Digital Media	97	95	75	74	48	42	32	37
Film & Television			11	30	41	44	47	69
Journalism	64	68	91	57	37	45	38	40
Public Relations	105	99	72	68	40	40	26	27
JAMM Total	336	344	340	302	227	223	179	209

First Year Student Retention Rates, percentage

Entering Class	JAMM	University of Idaho
2006-07	75	76
2007-08	74	77
2008-09	74	77
2009-10	87	81
2010-11	82	80
2011-12	74	77
2012-13	78	79
2013-14	80	77
2014-15	80	80
2015-16	71	77
2016-17	93	82
2017-18	77	81
2018-19	64	77
2019-20	80	77
2020-21	71	74
2021-22	76	73

Graduation Rates, percentage

Entering Class	Four-Year		Five-Year		Six-Year	
	JAMM	UI	JAMM	UI	JAMM	UI
2004-05	15	24	44	50	47	55
2005-06	27	23	52	46	52	51
2006-07	19	23	47	49	53	56
2007-08	24	25	46	48	46	54
2008-09	28	28	58	52	62	58
2009-10	44	29	65	54	68	57
2010-11	31	30	46	51	49	56
2011-12	38	30	53	50	57	54
2012-13	33	34	51	54	58	59
2013-14	50	35	64	52	64	56
2014-15	47	37	63	56	63	60
2015-16	46	38	57	56	59	59
2016-17	56	40	78	58	78	61
2017-18	49	41	60	58	NA	NA
2018-19	43	43	NA	NA	NA	NA

All data for the School of Journalism and Mass Media includes both BS and BA degrees.