



University of Idaho

School of Journalism and Mass Media

Undergraduate Enrollment by Major

Program	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Advertising	61	52	36	36	35	42
Broadcasting & Digital Media	48	42	32	37	38	44
Film & Television	41	44	47	69	69	68
Journalism	37	45	38	40	33	37
Public Relations	40	40	26	27	22	31
JAMM Total	227	223	179	209	197	222

First Year Undergraduate 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
2022-23	88	76
2023-24	76	75

Undergraduate 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	66	61
2018-19	43	43	50	54	50	57
2019-20	58	43	65	56	NA	NA
2020-21	55	44	NA	NA	NA	NA

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