

2003-2004 Enrollment Report: Growth in Field Keeps up with Trend

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Enrollments at the nation's journalism and mass communication programs increased in 2003, reaching unprecedented numbers at the bachelor's, master's and doctoral levels. All indications are that undergraduate enrollments at least will continue to grow, reflecting national trends. In fact, growth in enrollments of the sort experienced in recent years in the field most likely is necessary for journalism and mass communication to maintain its competitive position within the university. Though growth in resources does not appear to have kept pace with growth in enrollments, the field seems to have weathered the most recent economic downturn better than it did the recession of a decade earlier — probably because of the growth in enrollments.

The number of undergraduates studying in journalism and mass communication programs in the United States increased by almost 5% in academic year 2003-2004, continuing a trend of growth in enrollments going back to 1993. In the autumn of 2003, 190,934 undergraduate students were studying journalism and mass communication across the country, compared with 128,367 in 1993, representing a growth over the 10-year period of nearly 50%.

Enrollments increased at the freshman, sophomore, junior, and senior levels, though the level of growth at the freshman level was more modest than at the other levels. This could signal a

softening of enrollments in the future, though freshman enrollments can easily be offset by transfers. Certainly growth in undergraduate enrollments can be expected in the next several years.

The enrollments in journalism and mass communication programs mirror those at the university as a whole. Journalism and mass communication programs seem to be holding their own in competition with other majors on campus.

Enrollments in journalism and mass communication master's degree programs in the United States also increased in the autumn of 2003, resulting in the largest enrollments ever in

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the field. An estimated 11,703 graduate students enrolled in master's degree programs, 7.0% higher than in academic year 2002-2003. The number of programs increased to 189. A year earlier, there were 10 fewer programs.

Enrollment in doctoral programs within journalism and mass communication programs also increased in the autumn of 2003 to 1,512, an increase of 12.4% from a year earlier. The number of programs increased by 2 to 43.

While discussion of program mergers and eliminations involving the journalism and mass communication units clearly took place on some campuses in recent years, the level of these discussions has not reached the level after the economic downturn of the last decade.

These are some of the key findings from the 2003 *Annual Survey of Journalism & Mass Communication Enrollments*, which monitors journalism and mass communication education each year.¹

Methodology

The methods used in the *Annual Survey of Journalism & Mass Communication Enrollments* have remained unchanged since 1988. Schools included in this survey are listed in either the *Journalism & Mass Communication Directory*, published by the Association for Education in Journalism and Mass Communication, or *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available on the web.² All degree-granting senior colleges and universities with courses organized under the labels of journalism and mass communication are invited to be listed in

the *AEJMC Directory*. To be included in the *Guide*, the college or university must offer at least 10 courses in news-editorial journalism, and those courses must include core courses, such as an introduction to the mass media and press law and ethics, as well as basic skills courses, such as reporting and editing. Since 1992, the two journalism programs listed in the *AEJMC Directory* in Puerto Rico have been included in the population.

A combination of these two directories produced 465 listings in 2003. In October 2003, a questionnaire was mailed to the administrator of each of these programs. A second mailing of this questionnaire was sent to the nonresponding schools in December. A third mailing was sent to the nonresponding schools in January of 2004. In February, the administrators were sent a fourth mailing. In each mailing, administrators were given the chance to return a written form, download a form from a Website and return it electronically, or use the Web to complete the survey. The 187 administrators of the programs that had not responded by the beginning of April were contacted by telephone and asked to answer as many of the questions over the telephone as possible.

The questionnaire asked the administrators to provide information on total enrollments in autumn of 2003, enrollment by year in school, enrollment by sequence of study, enrollment by gender, and enrollment by racial or ethnic group. In addition, administrators were asked to indicate the number and type of degrees granted in the 2002-2003 academic year, degrees granted by sequence of study, degrees granted by gender, and degrees granted by racial group. The questionnaire also asked about fac-

ulty size, hiring, and discussions of program change on the campus.

Two of the 465 programs were eliminated from the population when the administrator returned a questionnaire indicating that the program no longer offered journalism or mass communication as a major. Data were obtained for all of the remaining 463 programs in the population. Only 25 forms were actually completed on the web. Of the 463 returns, 330 were for programs listed in both directories, 74 were only in the AEJMC listing, and 59 were only in the Dow Jones *Guide*.³

As in the past, there was great variability in the detail and precision of the information administrators provided. Some administrators answered every question, while others answered only a few. Data on degrees offered and on enrollments at the bachelor's, master's, and doctoral level were obtained from all of the 463 programs. Of all these programs, 460 offered bachelor's degree programs, 189 offered master's degree programs, and 43 offered doctoral programs. Data on degrees granted at the undergraduate level were obtained for 414 of the 460 undergraduate programs, or 90.0%. For master's programs, the number was 165 of 189, or 87.3%. Thirty-nine of the 43 doctoral programs reported number of degrees granted, or 90.7%.

Data from the program administrators were entered into a data file. Inconsistencies in the original documents, where noted, were corrected, sometimes by eliminating obviously erroneous information. Reports by program administrators that were not clearly in error were taken as accurate.

The AEJMC *Directory* lists membership of the Association of Schools of Journalism and Mass Communica-

tion (ASJMC) and accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). This information was included in the data file.⁴ The most complete data were available for the 107 accredited programs.⁵ In general, less complete data were available for the 100 schools that were members of ASJMC but not accredited by ACEJMC. The 256 schools without accreditation or ASJMC membership had the least complete data. In general, these latter schools are smaller than the accredited or ASJMC-affiliated schools.

These two characteristics, accreditation and ASJMC membership, serve as ways of differentiating the 463 journalism and mass communication programs in the population. As was the case in recent years, these two characteristics were used in 2003 to make projections based on the data reported. Data from the reporting accredited schools were used to estimate characteristics of the accredited schools for which there was any missing information. Similarly, statistical means from the nonaccredited ASJMC schools were used to estimate missing data for similar schools, and data from the nonaccredited schools not affiliated with ASJMC were used to estimate missing data for those programs. The overall estimates, then, were based on complete information and best approximations about data not reported.⁶

Enrollments

Journalism and mass communication enrollments continued to grow in academic year 2003-2004, with the number of students studying in the field at 204,149, up 5.0% from a year earlier. The rate of growth is down slightly from

the 6.8% growth rate of a year earlier, but the overall pattern of growth is quite marked. In fact, since 1993, the number of students has increased 46.3% from the 139,520 enrolled in the autumn of that year.

Growth in undergraduate enrollments has been most dramatic during the 1993 to 2003 period. In the autumn of 2003, the number of students enrolled in bachelor's degree programs in journalism and mass communication was 190,934, up 4.8% from a year earlier and 48.7% from 1993. Enrollments actually increased every year during the decade (Figure 1).

The growth in enrollments in journalism and mass communication in recent years has been brought about largely by increased numbers of students at existing programs, not by the addition of new ones. In 2000, 459 programs reported offering undergraduate journalism and mass communication programs, while the figure was 460 in 2003.

Enrollments at the graduate level in 2003 represented an increase of 7.6% over a year earlier. In 2003, 11,703 students were enrolled in the 189 master's programs in the field, while 1,512 were enrolled in the 43 doctoral programs (Figure 1). The former represented an increase of 7.0% from a year earlier, while doctoral enrollments were up 12.4%. While enrollments in master's programs have fluctuated during the decade, the 2003 figure was 15.3% higher than in 1993. Doctoral enrollments also have not grown consistently, though the 2003 enrollment figure is 50.4% higher than a decade earlier.

In the autumn of 2003, 189 journalism and mass communication programs offered a master's degree, up from 179 the previous year. In 2000, there

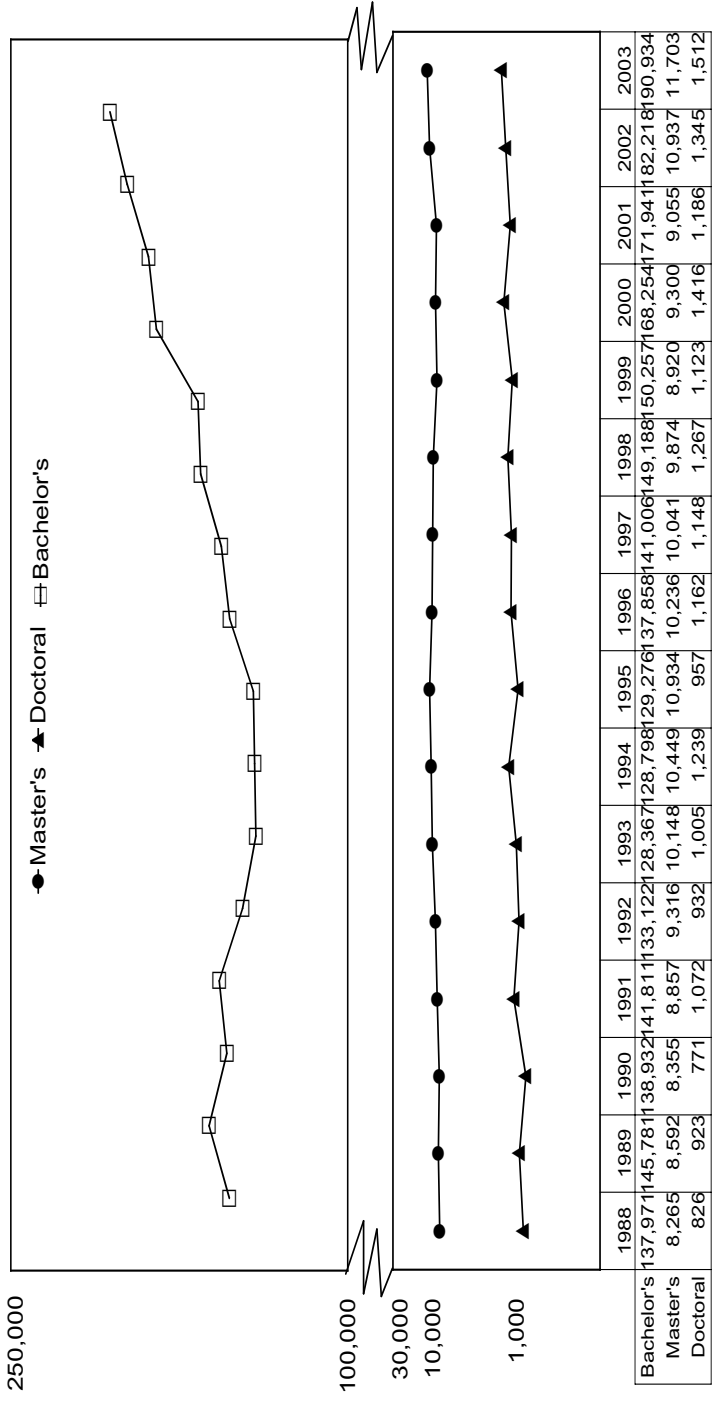
were 177 such programs. The number of doctoral programs offered by journalism and mass communication units in 2003 was 43, up from 41 a year earlier. In 2000, 41 doctoral programs also were being offered.

Journalism and mass communication continues to be a field dominated by undergraduate enrollments. In the autumn of 2003, 93.5% of the enrolled students were studying for a bachelor's degree. The figure had been 93.7% a year earlier.

Undergraduate enrollments in 2003 were higher at each of the four years of study—freshman through senior—than a year earlier. The number of seniors was 12.8% greater than a year earlier, while the number of juniors was 7.7% higher and the number of sophomores was 7.1% higher. The number of freshmen was only 3.3% higher, suggesting the possibility of a slight slowdown in growth in enrollments in the field in the near future. The number of freshmen can be offset by transfer students into the major, however, so any conclusion about such a decline in the level of growth of enrollments is very tentative.

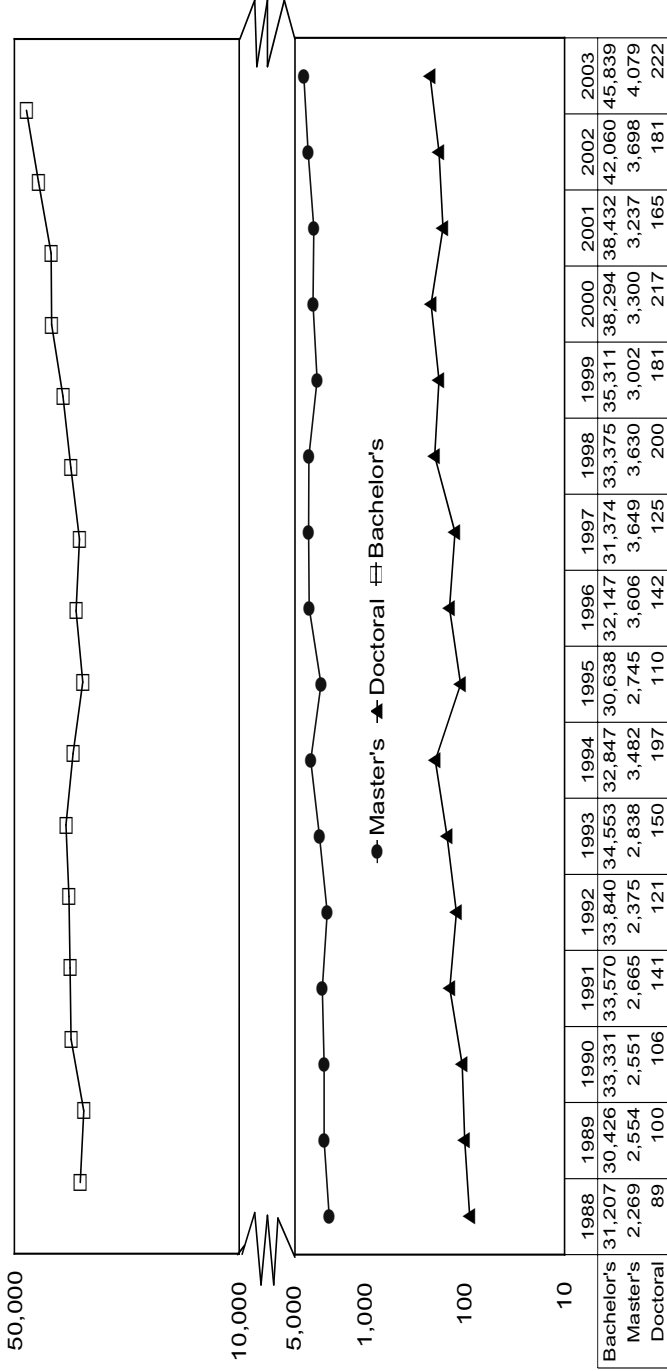
To a considerable extent, of course, journalism and mass communication enrollments reflect those in higher education overall. Journalism and mass communication undergraduate enrollments declined after 1991 and did not begin to recover until 1994, as Figure 1 shows. Nationally, undergraduate enrollments declined after 1992 and did not begin to recover until 1996.⁷ At the graduate level, journalism and mass communication enrollments declined as the economy picked up steam in the last half of the 1990s, while graduate enrollments nationally grew consistently from 1988 through at least 2000.⁸ Analyses of enrollments trends in the

Figure 1
AUTUMN ENROLLMENTS,
UNDERGRADUATE AND GRADUATE



Annual Survey of Journalism and Mass Communication Enrollments

Figure 2
DEGREES GRANTED
UNDERGRADUATE AND GRADUATE



Annual Survey of Journalism and Mass Communication Enrollments

field of journalism and mass communication in the 1988 to 2002 period showed that undergraduate enrollments are associated with economic growth, while master's level enrollments are associated with weakness in the economy.⁹

Of course, a field of study that does not increase at least at the rate of growth in overall enrollment is likely to suffer in the competitive university environment. In 1989, enrollments in journalism and mass communication accounted for 1.22% of overall university enrollments. That figure dropped to 1.04% in 1993 and then began to recover in the 1996 to 1999 period. In 2001, the last year for which national enrollment data are available, journalism and mass communication made up 1.25% of total university enrollments.¹⁰ That figure had been 1.28% a year earlier, but the 2001 figure was above the average of 1.15% for the 14-year period. In other words, the best evidence is that journalism and mass communication enrollments are holding their own within the university, but that the levels of growth reflected in Figure 1 are what is needed merely to keep pace with overall enrollment growth.

The largest undergraduate enrollment in the fall of 2003 was at Pennsylvania State University, with 3,542 students, followed by Middle Tennessee State University with 3,464, and Michigan State University with 2,881. Other schools in the top 10 in terms of undergraduate enrollments were the University of Florida (2,861), California State University Fullerton (2,172), Ball State University (2,092), Boston University (2,020), the University of Central Florida (2,000), the University of the Sacred Heart in Puerto Rico (1,956), and Syracuse University (1,783).

In the fall of 2002, the top 10 schools in terms of undergraduate enrollment were the College of Communication Arts and Sciences at Michigan State University (3,585), Pennsylvania State (3,449), Middle Tennessee State University (3,276), Florida (3,007), Boston University (2,119), the University of Central Florida (2,103), California State University at Fullerton (2,068), Ball State University (1,995), the University of the Sacred Heart in Puerto Rico (1,940), and Syracuse University (1,871).¹¹

The largest master's program in terms of enrolled students in the autumn of 2003 was at Northwestern, which counted 388 in its program. Boston University had the second largest program, with 368 students enrolled, followed by American University with 326, Syracuse University with 321 and Columbia University with 311. Completing the top 10 master's programs in terms of size were Michigan State (291), Ball State (234), Roosevelt in Illinois (223), the University of Missouri (214), and California State University Fullerton (206).

Syracuse had topped the list of the 10 largest master's programs in the fall of 2002 with 405. While the order varied, all of the listed programs except California State University Fullerton were among the 10 largest in 2002 as well.

In 2003, 189 journalism and mass communication programs reported offering a master's degree, compared with 179 in 2002.

In 2003, 43 journalism and mass communication programs reported offering a doctoral program, up from 41 a year earlier. The largest doctoral program in the field of journalism and mass communication in 2003 was at Michi-

gan State University, with 76 students enrolled. Other programs on the top 10 list in terms of size were at Duquesne University in Pennsylvania (69), Purdue University (69), the University of Utah (66), the University of Texas at Austin (60), Howard University (59), the University of Illinois (54), the University of Florida (52), and Pennsylvania State University (52). The University of Washington and the University of Wisconsin, Madison, were tied for the tenth slot with 50 students each.

Michigan State had reported the largest doctoral enrollments in 2002 as well with 87 students. Pennsylvania State and the University of Texas at Austin were new to the 2003 list.

Enrollments for each of the 463 journalism and mass communication programs in the enrollment survey are shown in the Appendix to the report.

Degrees Granted

In academic year 2002-2003, journalism and mass communication programs in the United States granted a projected 50,140 degrees, the vast majority (91.4%) of them at the undergraduate level (Figure 2). The total number of degrees granted was up 9.1% from a year earlier.

The overall trend in degrees granted, of course, looks much like the overall trend in enrollments, as Figure 2 makes clear. In 2002-2003, the estimated 45,839 undergraduate degrees granted at the bachelor's level was 9.0% higher than a year earlier and a 32.7% increase from the 1992-1993 academic year.

The projected 4,079 master's degrees granted in 2002-2003 represented a 10.3% increase from the 3,698 granted a year earlier, and the 222

doctoral degrees were up 22.7% from the 181 granted in 2001-2002. The number of graduate degrees granted at both the master's and doctoral level in 2002-2003 is the highest ever in the field.

The largest journalism and mass communication program in terms of degrees granted in 2002-2003 was Michigan State University with 1,027. Pennsylvania State University was the next largest program, with 626 degrees granted, followed by the University of Florida with 801, Boston University with 677, and San Diego State University with 563. Filling out the top 10 list were California State University Fullerton (551), Syracuse University (516), Middle Tennessee State University (505), Washington State University (448), and the University of Washington (425).

In 2001-2002, Michigan State University also was the largest program in terms of degrees granted with 950. The University of Florida (749), Pennsylvania State (729), Boston University (654), and California State University Fullerton (638) followed. Rounding out the top 10 in terms of number of bachelor's degrees granted were California State University, Sacramento (550), University of Central Florida (523), University of Georgia (445), Syracuse University (420), and San Diego State University (415).

In the 2002-2003 academic year, Northwestern granted 315 master's degrees, more than any other journalism and mass communication program in the country. Other large programs, in order of degrees granted, were Columbia (271), Boston University (178), Syracuse University (161), Michigan State University (133), American University (124), Ball State University (111), New York University (100), the University of

Missouri (67), and the University of Denver (62).

Northwestern, with 263 degrees, also had topped the list of master's programs in terms of number of degrees granted in 2001-2002.

In 2002-2003, the University of Hawaii granted 20 doctoral degrees, making this program, joint with journalism but housed in business administration, the largest in this regard.¹² The University of North Carolina at Chapel Hill granted 17 doctoral degrees in 2002-2003, making it the second largest program, followed by the University of Florida and Howard University, each with 15 graduates. The University of Denver (14), Michigan State University (11), the University of Iowa (10), the University of Tennessee Knoxville, and University of Alabama (9 each), and the University of Missouri and University of Illinois (8 each) round out the list of large programs.

The University of North Carolina at Chapel Hill had topped the list of programs in terms of number of doctoral degrees granted in 2001-2002 with 19.

Degrees granted by the journalism and mass communication programs providing such data are shown in the Appendix at the end of this report.

The *Annual Survey of Journalism & Mass Communication Enrollments* includes only programs that label themselves as having a mass communication orientation or component (through their inclusion in the *AEJMC Directory*) or that have a journalism core (as indicated by their listing in the *Dow Jones Newspaper Fund Career Guide*). Other communication programs at the same university not included in either of these directories are not included in the survey.

All universities in the United States that receive or want to receive any form of federal funding are expected to report data on the number of degrees granted by major as part of the Integrated Postsecondary Education Data System (IPEDS) operated by the U.S. National Center for Education Statistics (NCES).¹³ One component of the IPEDS program is the provision of data on degrees granted by the institution of higher education, broken down by field of study.

To categorize fields of study, NCES uses a Classification of Instruction Program (CIP) code. This code, which was revised for the 2004 filing of IPEDS data, includes a general code "Communications" (09), and a code, "Communications Technologies" (10).¹⁴ Subcodes of the Communication (09) code included "Communication Studies/Speech Communication and Rhetoric," "Mass Communication/Media Studies," "Communication and Media Studies," "Journalism," "Broadcast Journalism," "Photojournalism," "Journalism, Other," "Radio and Television," "Public Relations/Image Management," "Advertising," "Public Relations, Advertising and Applied Communication," and "Publishing." Subcategories of the "Communication Technologies" code include "Radio and Television Broadcast Technology," "Graphic Communication," and "Printing Management."¹⁵

In addition to these two broad codes and their subcategories, the CIP classification includes "Speech and Rhetorical Studies" as part of the larger classification code (23) called "English Language and Literature/Letters."

A total of 1,093 universities recorded granting a bachelor's degree classified in the IPEDS data as 09 "Communications" or 10 "Communications

Table 1
DEGREES GRANTED, 2002-2003:
ANNUAL SURVEY OF JOURNALISM & MASS COMMUNICATION ENROLLMENTS
AND IPEDS COUNTS

Degrees Awarded	Actual Count		Projected for		Total		Total	
	Enrollment Survey		Enrollment Survey		Communication (excluding Speech) IPEDS		Communication and Speech Communication IPEDS	
	Degrees	No. of Units	Degrees	No. of Units	Degrees	No. of Units	Degrees	No. of Units
Bachelor's	41,503	412	45,839	460	72,634	1,093	82,535	1,143
Master's	3,824	165	4,079	189	6,510	285	7,039	302
Doctoral	219	39	222	43	399	83	512	94

Units are universities. In the entries for IPEDS, multiple reports at a single university are counted as a single report.

Technologies” in academic year 2002-2003 (Table 1). Another 50 offered degrees using only the 23.1001 code for “Speech and Rhetorical Studies.” These universities granted 72,634 degrees in the 09 and 10 category, and another 9,901 in the 23.1001 category, for a total of 82,535 degrees. This is the most expansive view of the total number of degrees granted in the broad field of communication.

A comparison of the counts of number of bachelor’s degrees granted in the field of journalism and mass communication via the *Annual Survey of Journalism & Mass Communication Enrollments* and the IPEDS procedures shows that, while only 42.1% of the degree-granting universities are counted in the enrollment survey, 63.1% of the degrees are accounted for by the survey.

The discrepancy in the two estimates probably is explained by two fac-

tors. First, some communication academic units offering programs in “Communication Studies/Speech Communication and Rhetoric,” “Communication and Media Studies,” “Radio and Television,” “Public Relations, Advertising, and Applied Communication,” and “Publishing” and the like are not included in the *Annual Survey of Journalism & Mass Communication Enrollments* because they do not have a journalism companion program (as required for inclusion in the Dow Jones listing used in the enrollment survey’s population definition) or do not see themselves as journalism and mass communication focused (which leads to the desire to be listed in the *AEJMC Directory*, also used in the enrollment survey’s population definition). The second explanation for the discrepancy is that programs in fields such as “Public Relations, Advertising, and Applied Communication,” offered by academic units

in business, would be included in the IPEDS procedures (if the host unit chose to file them there rather than in business) but not in the *Annual Survey of Journalism & Mass Communication Enrollments*.

In sum, the enrollment and degrees granted figures from the *Annual Survey of Journalism & Mass Communication Enrollments* are most likely the best estimates for the field of journalism and mass communication where the "And" is central to the definition. The IPEDS data, then, are probably best used to underscore the population definition used in the enrollment survey.

In addition, the IPEDS figures allow for a comparison of changes in the broader field of communication and growth in the subfield represented by the *Annual Survey of Journalism & Mass Communication Enrollments*. In 2001-2002, based on IPEDS, a total of 66,442 bachelor's degrees were granted in academic year 2001-2002 in the broad field of communications, based on the 09 and 10 codes. The figure of 72,634 degrees granted in 2002-2003 in Table 1 represents an increase of 9.3%, or a figure roughly comparable to the 9.0% growth in number of bachelor's degrees granted by programs included in the *Annual Survey of Journalism & Mass Communication Enrollments*. The 2001-2002 tally of total degrees granted represented an increase of 11.0% in the number of degrees granted a year earlier using the 09 and 10 codes. The estimate of growth using the enrollment survey population between academic years 2000-2001 and 2001-2002 was 9.4%. If the 23.1001 code is included in the 2002-2003 counts of bachelor's degrees granted, the growth rate for 2002-2003 over a year earlier was 8.0%. A year earlier, that figure was 11.9%.¹⁶

At the master's level, based on the IPEDS filing, 6,510 communication degrees were granted in 2002-2003 using codes 09 and 10 and another 529 were granted using code 23.1001. The 6,510 figure compares with the estimate of 4,079 based on the *Annual Survey of Journalism & Mass Communication Enrollments* and is an increase of 7.3% over a year earlier. This growth rate compares with the 10.3% growth rate estimated by the enrollment survey. If 23.1001 is included, the total number of master's degrees granted in academic year 2002-2003 was 7,039, which was 6.5% higher than the 6,610 total degrees in communication a year earlier.

At the doctoral level, according to the IPEDS reports, 399 degrees were granted in 2002-2003, based on the 09 and 10 codes. This compares with the 222 figure for the 43 doctoral programs included in the *Annual Survey of Journalism & Mass Communication Enrollments*. Growth in degrees granted using the IPEDS estimate was 4.1%, compared with the 22.7% estimate based on the enrollment survey. If programs filing their doctoral degrees using the 23.1001 code are included, the number of doctoral degrees granted in 2002-2003 was 512, up from 501 a year earlier, for a growth rate of only 2.2%. The relatively small base for the figures used in computing these growth rates exaggerates these differences. Degrees granted in doctoral programs also seem to vary quite a bit. As Figure 2 shows, the 41 doctoral programs reporting in the 2000 *Annual Survey of Journalism & Mass Communication Enrollments* said they granted 217 degrees, a figure not so different from the 222 reported by the 43 doctoral programs in 2003. In 2001, the 39 doctoral programs reported

in the enrollment survey granted only 165 degrees. The figure grew to 181 (41 programs) the following year and then to 222 in 2003.¹⁷

Characteristics of Students and Graduates

In the autumn of 2003, 7.9% of those enrolled in journalism and mass communication undergraduate programs were studying news editorial (print) journalism, compared with 7.0% a year earlier. The percentage of students in broadcast journalism was 7.8, down markedly from the 15.2% figure of a year earlier but more in line with the percentage enrolled in this area of study in the last decade. In 2003, 12.2% of the journalism and mass communication students were enrolled in journalism, without a medium focus. That figure had been 8.2% a year earlier. In 2003, 8.3% of the enrolled students were in radio/television/telecommunications, 15.5% were in public relations, 9.9% were in advertising, and 3.6% were in combined programs in public relations and advertising.

The figures in 2002 were 6.2% in radio/television/telecommunications, 18.1% were in public relations, 9.0% were in advertising, and 3.4% were in combined programs in public relations and advertising. In general, there is little evidence of dramatic change in student program specialization in recent years. The percentage of bachelor's degrees granted in 2003 were 6.6% news editorial (print) journalism, 7.5% broadcast journalism, 10.7% journalism (undifferentiated), 7.3% radio/television/telecommunications, 15.5% public relations, 12.1%

advertising, and 5.3% public relations and advertising combined.

In the autumn of 2003, 64.7% of the students enrolled in undergraduate journalism and mass communication programs were women, 65.2% of those enrolled in master's degree programs were women, and 56.5% of those enrolled in doctoral programs were women. These figures were mostly unchanged from a year earlier. Women earned 65.4% of the bachelor's degrees granted in 2002-2003, 66.6% of the master's degrees granted, and 55.2% of the doctoral degrees granted. In each case, the percentage is the highest ever recorded going back to the end of World War II. In the fall of 2001, the last year for which data are available, women made up 56.2% of the undergraduate students enrolled at U.S. universities and 58.2% of the graduates.¹⁸ In academic year 2001-2002, again the last year for which data are available, women earned 57.4% of the bachelor's degrees granted by U.S. universities, 58.7% of the master's degrees, and 46.3% of the doctoral degrees.¹⁹ In other words, the field of journalism and mass communication continues to attract and graduate more female students than does the university as a whole.

Students classified as members of racial or ethnic minorities made up 27.9% of the students studying at the undergraduate level in journalism and mass communication programs in the autumn of 2003. Included are those students classified as Other (2.9%) and Foreign (1.4%). African Americans were 13.4% of the undergraduate student body, Hispanics were 5.9%, Asian Pacific Islanders were 3.8%, and Native Americans were 0.5%. Whites made up 72.1% of the fall 2003 enrollees, compared with 71.1% a year earlier. In 2002-

Table 2
PERCENT JOURNALISM AND MASS COMMUNICATION UNITS CREATED BY MERGER
DURING PRIOR FIVE YEARS

Survey Year	ASJMC Accredited	ASJMC Not Accredited	Non-ASJMC Not Accredited	All Academic Institutions*
1996	9.3%	7.7%	9.7%	9.2%
N	97	91	213	449
2003	7.4%	4.6%	5.9%	6.0%
N	95	87	205	463

* Figures are weighted to reflect the full population of programs.

2003, those earning undergraduate journalism degrees were 10.5% African American, 4.6% Hispanic, 3.8% Asian Pacific Islanders, 0.4% Native American, 76.3% White, 2.7% Other, and 1.7% Foreign.

At the master's level, 10.7% of the enrolled students in journalism and mass communication programs in the fall of 2003 were African American, 4.5% were Hispanic, 5.7% were Asian Pacific Islanders, 0.7% were Native American, 61.2% were White, 4.6% were Other, and 12.7% were Foreign. The percentage of students classified as White a year earlier was 63.1%. Of the degrees granted at the master's level in 2002-2003, African Americans earned 7.5%, Hispanics earned 3.4%, Asian Pacific Islanders earned 4.9%, Native Americans earned 0.2%, Whites earned 64.8%, Other earned 2.8%, and Foreign students earned 16.3%.

In the fall of 2003, 9.9% of the students enrolled in doctoral programs at the journalism and mass communication units around the country were African American. Hispanics made up 1.9% of the enrolled doctoral students,

Asian Pacific Islanders made up 6.3%, Native Americans made up 0.4%, and Whites made up 50.4%. In 2003, 1.3% of those enrolled in the doctoral programs were classified as Other, and 29.8% were Foreign. The percentage of students classified as White in 2002 had been 46.1. In 2002-2003, African Americans earned 12.4% of the doctoral degrees granted, Hispanics earned 1.8%, Asian Pacific Islanders earned 10.0%, and Native Americans earned 0.6%. Whites earned 47.2% of the doctoral degrees that year, students classified as Other earned 1.2%, and Foreign students earned 26.7% of those degrees.

Nationally, in the fall of 2001, when data were last reported, 63.9% of those studying to earn bachelor's degrees at U.S. universities were classified as "White, non-Hispanic," and 60.3% of those studying toward graduate degrees were so classified.²⁰ In academic year 2001-2002, those classified as "White, non-Hispanic" earned 68.0% of the bachelor's degrees, 62.1% of the master's degrees and 57.3% of the doctoral degrees.²¹ Journalism and mass communication has fewer minority stu-

Table 3
PERCENT ADMINISTRATORS REPORTING SERIOUS DISCUSSION IN YEAR BEFORE
OF COMBINING PROGRAM WITH ANOTHER

Survey Year	ASJMC Accredited	ASJMC Not Accredited	Non-ASJMC Not Accredited	All Academic Institutions*
1996	14.1%	14.1%	9.6%	11.6%
N	92	78	157	449
2003	11.7%	7.1%	9.8%	9.6%
N	94	85	205	463

* Figures are weighted to reflect the full population of programs.

dents at the undergraduate level than the university as a whole and grants fewer bachelor's degrees to minority students. At the graduate level, the field grants a lower percentage of its master's degrees but a higher percentage of its doctoral degrees to minorities than does higher education overall.²²

Resources and Organizational Change

The more than 200,000 students enrolled in journalism and mass communication programs in the fall of 2003, who made up the largest student body in the field's history, were met by 5,891 full-time faculty members, who made up the largest faculty ever. The number of full-time faculty increased by 206. The number of part-time faculty, at 4,469 in 2003, was actually down 149 from a year earlier.

Though the number of full-time faculty has increased dramatically in recent years, growth in the number of faculty has not kept up with enrollment growth. Specifically, the number of full-

time faculty in journalism and mass communication increased 32.2% in the 1994-2003 period, while the enrollments at journalism and mass communication programs increased 45.3%.²³ As a consequence, the gross student/faculty ratio for the whole field was 31.5 in 1994, and 34.7 in 2003.

The growth in faculty size in recent years came at a time when many universities experienced budget cutbacks and shortfalls, adversely affecting many journalism and mass communication programs. In fact, 25.3% of the journalism and mass communication program administrators indicated in the autumn of 2003 that the operating budget (which normally would not include salary lines) for their unit was lower than a year earlier. Half of the respondents (50.1%) indicated that their operating budget was flat. The remaining 24.6% said the operating budget of the unit had increased.²⁴

The percentage of journalism and mass communication units depending entirely on the university for funding of their operating budgets in 2003 was 58.7%. Accredited programs were con-

Table 4
PERCENT ADMINISTRATORS REPORTING SERIOUS DISCUSSION IN LAST YEAR
OF ELIMINATING PROGRAM

Survey Year	ASJMC Accredited	ASJMC Not Accredited	Non-ASJMC Not Accredited	All Academic Institutions*
1996	5.3%	0.0%	3.2%	3.0%
<i>N</i>	95	80	157	449
2003	1.0%	1.2%	1.9%	1.5%
<i>N</i>	96	86	210	463

* Figures are weighted to reflect the full population of programs.

siderably less likely to rely on the university for full funding of their operating budget than were other programs. In 2003, 42.2% of the accredited programs gave this response, compared with 60.6% of the ASJMC members not accredited and 65.0% of the remaining programs.

As Figure 1 showed, enrollments in journalism and mass communication programs actually declined in the early part of the last decade, when the economy was weak, while they have increased in the early part of this decade, when the economy also has been weak. Responses to a series of questions on the 2003 enrollment survey suggest that, at least so far, universities have protected their journalism and mass communication programs in the recent downturn better—possibly because of the enrollment increases—than they did a decade earlier.

Table 2 shows that only 6.0%, or 28, of the 463 journalism and mass communication programs in 2003 were created through a merger of programs on their campus, compared with 9.2%, or 41 of the 449 programs of journalism

and mass communication in the country in 1996.²⁵ In both 1996 and 2003, accredited programs were more likely to be the product of a merger than were nonaccredited programs. Similarly, in 2003, 9.6% of the journalism and mass communication programs reported that serious discussions about program merger involving their unit took place on campus in the 2002-2003 academic year (Table 3). In 1996, 11.6% of the journalism and mass communication programs administrators reported that such a discussion had taken place in the 1995-1996 academic year. Here, too, administrators of accredited programs, at least in 2003, were more likely to report such discussions than administrators of other programs.²⁶ Finally, only 1.5% of the administrators in 2003 said their program was the subject of discussion about elimination in the prior academic year, compared with 3.0% making that statement in 1996 (Table 4).

While accredited programs in 1996 were more likely to be the subject of such discussions, they were less likely to be in that position in 2003.²⁷ The years 1996 and 2003 are not identical

Table 5
OTHER ACADEMIC UNITS ON CAMPUS OFFERING COMMUNICATION COURSES
2002-2003 ANNUAL SURVEY OF JOURNALISM & MASS COMMUNICATION ENROLLMENTS

# Units	1996				2003			
	% ASJMC Accredited	% ASJMC Not Accredited	% Non-ASJMC Not Accredited	% Total*	% ASJMC Accredited	% ASJMC Not Accredited	% Non- ASJMC Not Accredited	% Total*
0	31.3%	46.4%	52.2%	46.1%	33.0%	41.9%	43.2%	40.5%
1	41.0%	30.4%	26.9%	30.9%	35.2%	40.5%	32.2%	34.7%
2	16.9%	17.4%	17.2%	17.2%	23.9%	10.8%	18.6%	18.3%
3	7.2%	5.8%	1.5%	3.7%	2.3%	2.7%	2.7%	2.6%
4	3.6%	0.0%	1.5%	1.7%	3.4%	2.7%	3.3%	3.2%
5	0.0%	0.0%	0.7%	0.4%	1.1%	1.4%	0.0%	0.4%
6	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%
N	83	69	134	449	88	74	183	463

* Figures are weighted to reflect the full population of programs.

in terms of the economic downturns that preceded them, but the answers to these questions do suggest that, at least so far this decade, recession has not presented an overly strong threat to journalism and mass communication programs. This is not because there are not opportunities for consolidation of programs. In fact, as Table 5 shows, just under 60% of the journalism and mass communication programs operate in university environments in which there is program competition at least in a general sense. And this figure is nearly six percentage points higher than it was in 1996.

Competition is greatest on the campuses of the accredited programs. In 2003, only a third of them were without another unit offering communication courses. One of the programs identified six competitors, and another noted five. Among the non-accredited ASJMC programs, one program reported five competitors, and among the non-accredited, non-ASJMC programs,

six programs reported four other competitors on campus, but none had more. Clearly unit competition is the norm in the broad field of communication studies.

Two-thirds of the journalism and mass communication programs in 2003 were housed in arts and sciences colleges, and that percentage was up five percentage points from 1996 (Table 6). Accredited programs in 2003 were more likely to be independent units than were other journalism and mass communication programs, and this pattern was more pronounced in 2003 than it was in 1996. That said, 4 in 10 of the accredited programs were in arts and sciences colleges in 2003, and 12.2% were subunits of larger communication colleges.

Concluding Comments

Journalism and mass communication programs are clearly in a period of significant growth that mirrors growth

Table 6
LOCATION OF PROGRAM WITHIN ACADEMIC INSTITUTION

Loca- tion within	1996			2003				
	% ASJMC Accredited	% ASJMC Not Accredited	% Non-ASJMC Not Accredited	% Total*	% ASJMC Accredited	% ASJMC Not Accredited	% Non- ASJMC Not Accredited	% Total*
Liberal Arts	47.5%	67.4%	66.1%	62.0%	40.8%	76.7%	74.5%	67.2%
Indepen- dent Unit	28.7%	7.6%	9.7%	13.7%	36.7%	12.2%	8.3%	15.7%
Commu- nication Unit	10.9%	8.7%	6.4%	7.9%	12.2%	2.2%	2.3%	4.6%
Profes- sional Studies Unit	5.0%	3.3%	4.2%	4.2%	3.1%	3.3%	4.2%	3.8%
Other	7.9%	13.0%	13.6%	12.1%	7.1%	5.6%	10.6%	8.7%
N	101	92	236	449	98	90	216	463

* Figures are weighted to reflect the full population of programs.

in university enrollments across the country. Historically, university enrollments have been a function of basic demographic patterns, of economic forces, and of changes in work and educational norms. Nationally, university enrollments are expected to continue to grow, and the best evidence from the *Annual Survey of Journalism & Mass Communication Enrollments* is that enrollments in this field will continue to grow as well.

An academic field that is out of step with overall enrollment growth is likely to suffer. This is particularly likely to be the case if resources are restricted, either because of the expansion or due to other factors. The evidence is that

journalism and mass communication's growth is allowing it to hold its own in competition with other fields. In 1989, journalism and mass communication as a field accounted for an estimated 1.22% of undergraduate enrollments. In 2001, the last year for which it is possible to make an estimate, that figure was 1.25%.

There is some evidence that, even with this growth, journalism and mass communication has lost ground in terms of a key resource: size of the faculty. While the number of full-time faculty in journalism and mass communication increased 32.2% in the 1994-2003 period, enrollments in journalism and mass communication programs in-

creased 45.3% during that same period. As a consequence, the gross student/faculty ratio for the whole field was 31.5 in 1994, and 34.7 in 2003. In addition, only a quarter of the journalism and mass communication program administrators indicated in the autumn of 2003 that the operating budget for their unit had increased over the previous year.

Journalism and mass communication, however, seems to be weathering this current budget crisis better than the one a decade earlier. Talk of mergers and program elimination so far has not reached the level it did at that time.

More than likely, the key to this somewhat better picture is that journalism and mass communication is keeping pace with overall enrollments. This was not the case a decade earlier, when the field dropped—in 1993—to only 1.04% of total student enrollments.

In other words, this report contains both good and bad news for the field. The bad news is that enrollments are going up and that resources are not fully matching them. The good news is that the enrollment growth is allowing the field to remain competitive.

Endnotes

1. The *Annual Survey of Journalism & Mass Communication Enrollments* is conducted in the James M. Cox Jr. Center for International Mass Communication Training and Research, a unit of the Grady College of Journalism and Mass Communication at the University of Georgia. The 2003 survey was made possible through the support of the following sponsors: American Society of Newspaper Editors, Association for Education in Journalism & Mass

Communication, Association of Schools of Journalism & Mass Communication, Cox Newspapers Inc., The Freedom Forum, Gannett, Hearst Corporation, John S. and James L. Knight Foundation, National Association of Broadcasters, Newsletter & Electronic Publishers Foundation, The Newspaper Guild—CWA, Scripps Howard Foundation, and the Grady College of Journalism & Mass Communication, University of Georgia.

2. The URL is <http://djnewspaperfund.dowjones.com/fund/cg_jschools.asp>.

3. Two new programs were added in 2003, and two old programs dropped out.

4. The accrediting listing was verified against the listing for the Accrediting Council on its Website, and the ASJMC listing was verified against records at the organization's headquarters in Columbia, S.C.

5. Indiana University's School of Journalism and the journalism program at the Indianapolis Campus of IU are treated as separate programs in this analysis, though they share accreditation.

6. Special thanks are given to the following University of Georgia students who worked as research assistants or research clerks for the 2003 *Annual Survey of Journalism & Mass Communication Enrollments*: Marcia Apperson, Noah Arceneaux, Windi Blizzard, Jennifer Borja, Catherine Coe, Frederico de Gregorio, Megan Guilliams, Lisa Hebert, Nancy Mace, Evgenia Mussuri, Elvina Mustafaeva, Nancy Nusser, Cunfang Ren, Alex Wallace, Teah West, Jennifer Wiggins, Katie Williams, and Katherine Wooten.

7. See National Center for Education Statistics, *Projections of Education Statistics to 2013*, Table 19, retrieved

from <http://nces.ed.gov//programs/projections/tables/table_19.asp> (3 September 2004).

8. See National Center for Education Statistics, Projections of Education Statistics to 2013, Table 20, retrieved from <http://nces.ed.gov//programs/projections/tables/table_20.asp> (3 September 2004).

9. See Lee B. Becker, Tudor Vlad, Jisu Huh, and Nancy R. Mace, "Graduate and Undergraduate Enrollments Increase Sharply," *Journalism & Mass Communication Educator* 58 (autumn 2003): 273-300.

10. The 2001 figure comes from Laura G. Knapp, Janice E. Kelly, Roy W. Whitmore, Shiyong Wu, Burton Levin, and Seungho Huh, Enrollment in postsecondary Institutions, Fall 2001 and Financial Statistics, Fiscal Year 2001, National Center for Education Statistics 2004-155, retrieved from <<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004155>> (3 September 2004). Data from earlier years comes from National Center for Education Statistics, Projections of Education Statistics to 2013, Table 19, retrieved from <http://nces.ed.gov//programs/projections/tables/table_19.asp> (3 September 2004).

11. Units decide how to report enrollments themselves. The survey is mailed to the unit head listed in the two directories, with the superior unit chosen in cases of conflict. Unit heads, however, can decide to pass the form up the line to the administrator of the larger unit. As long as the report comes from a communication unit, it is accepted.

12. For a report on doctoral programs in journalism and mass communication and in the broader field of communication, see Amy Jo Coffey, Lee B.

Becker, and Tudor Vlad, *Survey of Doctoral Programs in Communication: Updated Report for 2002-2003 Graduates*, at the Website for the *Annual Surveys of Journalism & Mass Communication*, <www.grady.uga.edu/annualsurveys>.

13. The completion of all IPEDS surveys is mandatory for all institutions that participate in or are applicants for participation in any federal financial assistance program authorized by Title IV of the Higher Education Act of 1965, as amended. The completion of the surveys is mandated by 20 U.S.C. 1094, Section 487(a)(17). Title IV covers the administration of the federal student financial aid programs.

14. NCES began requiring its revised "CIP Code 2000" filings with its Winter 2004 data collection cycle.

Under the 1990 CIP Codes, only 14 CIP classifications defined the communication field. The broad classification categories remained unchanged in the 2000 code from the 1990 CIP Code, although many of the individual codes within the categories did change. Institutions make their own decisions on how to use the codes.

15. For a list of the CIP Codes both for 1990 and 2004, see Amy Jo Coffey, Lee B. Becker and Tudor Vlad, *Survey of Doctoral Programs in Communication: Updated Report for 2002-2003 Graduates*, at the Website for the *Annual Surveys of Journalism & Mass Communication*, <www.grady.uga.edu/annualsurveys>. See also U.S. Department of Education, National Center for Education Statistics, *Classification of Instructional Programs--2000* (NCES 2002-165), Washington, DC: U.S. Government Printing Office (2002).

16. The change in the CIP codes for 2000 over 1990 makes perfect comparison of the data for 2002-2003 with ear-

lier years impossible. In the 1990 CIP codes, subcategory 09.0101 was for "Communications, General," while subcategory 09.0101 in 2000 was for "Communication Studies/Speech Communication and Rhetoric." New codes were added in 2000 for 09.0102 "Mass Communication/Media Studies" and 09.0199 "Communication and Media Studies, Other."

17. The total number of degrees granted at the doctoral level shown in Table 1 come from the IPEDS filings, but the number of programs shown here is based on an analysis of doctoral programs across the last three years. See Amy Jo Coffey, Lee B. Becker, and Tudor Vlad, Survey of Doctoral Programs in Communication: Updated Report for 2002-2003 Graduates, at the Website for the *Annual Surveys of Journalism & Mass Communication*, <www.grady.uga.edu/annualsurveys> for details.

18. Laura G. Knapp, Janice E. Kelly, Roy W. Whitmore, Shiyong Wu, Burton Levin, and Seungho Huh, Enrollment in Postsecondary Institutions, Fall 2001 and Financial Statistics, Fiscal Year 2001, National Center for Education Statistics 2004-155, retrieved from <<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004155>> (3 September 2004), Table 7.

19. Laura G. Knapp, Janice E. Kelly, Roy W. Whitmore, Shiyong Wu, and Lorraine M. Gallego, Postsecondary Institutions in the United States: Fall 2002 and Degrees and Other Awards Conferred: 2001-2002, National Center for Education Statistics 2004-154, retrieved from <<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004154>> (3 September 2004), Table C.

20. Laura G. Knapp, Janice E. Kelly, Roy W. Whitmore, Shiyong Wu, Burton

Levin, and Seungho Huh, Enrollment in Postsecondary Institutions, Fall 2001 and Financial Statistics, Fiscal Year 2001, National Center for Education Statistics 2004-155, retrieved from <<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004155>> (3 September 2004), Table 9.

21. Laura G. Knapp, Janice E. Kelly, Roy W. Whitmore, Shiyong Wu, and Lorraine M. Gallego, Postsecondary Institutions in the United States: Fall 2002 and Degrees and Other Awards Conferred: 2001-2002, National Center for Education Statistics 2004-154, retrieved from <<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004154>> (3 September 2004), Table C. Foreign students are included in the classification and counted as such, that is, in a distinct category of their own.

22. Graduate enrollments are not separated by degree sought. Journalism and mass communication has fewer foreign students enrolled than is true across the university, and this accounts for some, but not all, of the discrepancy at the bachelor's degree level. The journalism and mass communication figures include the two programs in Puerto Rico that offer programs in the field; the national data do not include Puerto Rico, suggesting that the difference is even greater than the simple comparisons suggest.

23. The number of full-time faculty was not measured in 1993. The calculation is for a 9-year period.

24. These are weighted estimates, based on the procedure used elsewhere in this report, though the responses of the 355 units for which data were reported varied only slightly from the projected figures.

25. The percentages and numbers are projections based on reported data.

In 2003, 387 of the 463 programs provided a response to this question, and the actual number of those counted that were created through merger was 23, or 5.9%. In 1996, 424 of the 449 answered the question, and 39, or 9.2%, were created through merger.

26. The total figure is a projection to the full populations each year. The other figures are actual responses.

27. An actual count of six programs reported being the subject of elimination discussions in 2003; that number had been 10 in 1996.