Journalism cohorts are composed of new on-campus students for the listed fall semester. The retention rate of those students is the number of the initial cohort that returned the following fall semester. For example in fall 2011, 60 new students entered the School of Journalism and of that number, 41 students returned to the institution in the fall of 2012.

High retention rates indicate student satisfaction with an institution or program.

Percentages include all specializations, including advertising, news and editorial, photojournalism, new media producer and sports media.