

Journalism Selection and Yield Rates

			Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
All Students	Total Applications		361	425	434	571	507	515
	Total Selected		225	276	256	256	315	338
	Selection Rate		62.3%	64.9%	59.0%	44.8%	62.1%	65.6%
	Total Enrolled		70	87	86	60	88	105
	Yield		31.1%	31.5%	33.6%	23.4%	27.9%	31.1%
GENDER:								
Men	Total Applications		103	121	110	145	106	118
	Total Selected		54	78	53	52	53	71
	Selection Rate		52.4%	64.5%	48.2%	35.9%	50.0%	60.2%
	Total Enrolled		11	27	16	13	16	16
	Yield		20.4%	34.6%	30.2%	25.0%	30.2%	22.5%
Women	Total Applications		258	302	323	424	400	393
	Total Selected		171	198	203	203	261	263
	Selection Rate		66.3%	65.6%	62.8%	47.9%	65.3%	66.9%
	Total Enrolled		59	60	70	47	72	88
	Yield		34.5%	30.3%	34.5%	23.2%	27.6%	33.5%
Non-binary	Total Applications		.	2	1	2	1	3
	Total Selected		.	0	0	1	1	3
	Selection Rate		--	0.0%	0.0%	50.0%	100.0%	100.0%
	Total Enrolled		.	0	0	0	0	1
	Yield		--	--	--	0.0%	0.0%	33.3%
Unidentified	Total Applications		.	.	.	.	.	1
	Total Selected		.	.	.	.	.	1
	Selection Rate		--	--	--	--	--	100.0%
	Total Enrolled		.	.	.	.	.	0
	Yield		--	--	--	--	--	0.0%
ETHNIC GROUPING:								
Under Represented Minorities	Total Applications		122	140	137	173	182	163
	Total Selected		54	72	66	65	99	94
	Selection Rate		44.3%	51.4%	48.2%	37.6%	54.4%	57.7%
	Total Enrolled		15	17	20	18	27	26
	Yield		27.8%	23.6%	30.3%	27.7%	27.3%	27.7%

(Continued)

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ETHNIC GROUPING:	Total Applications		361	425	434	571	507	515
Non-Under Represented Minorities	Total Applications		239	285	297	398	325	352
	Total Selected		171	204	190	191	216	244
	Selection Rate		71.5%	71.6%	64.0%	48.0%	66.5%	69.3%
	Total Enrolled		55	70	66	42	61	79
	Yield		32.2%	34.3%	34.7%	22.0%	28.2%	32.4%
ETHNIC ORIGIN:								
Hispanic/Latino	Total Applications		100	121	122	144	157	143
	Total Selected		46	59	61	49	84	83
	Selection Rate		46.0%	48.8%	50.0%	34.0%	53.5%	58.0%
	Total Enrolled		11	13	20	14	22	24
	Yield		23.9%	22.0%	32.8%	28.6%	26.2%	28.9%
African American	Total Applications		6	8	8	5	8	7
	Total Selected		1	6	3	3	5	3
	Selection Rate		16.7%	75.0%	37.5%	60.0%	62.5%	42.9%
	Total Enrolled		0	3	0	1	2	0
	Yield		0.0%	50.0%	0.0%	33.3%	40.0%	0.0%
Native American	Total Applications		1	.	.	.	1	.
	Total Selected		0	.	.	.	0	.
	Selection Rate		0.0%	--	--	--	0.0%	--
	Total Enrolled		0	.	.	.	0	.
	Yield		--	--	--	--	--	--
Hawaiian/Pacific Islander	Total Applications		2	1	1	4	.	2
	Total Selected		1	0	0	2	.	2
	Selection Rate		50.0%	0.0%	0.0%	50.0%	--	100.0%
	Total Enrolled		1	0	0	1	.	0
	Yield		100.0%	--	--	50.0%	--	0.0%
Asian American	Total Applications		25	36	40	61	41	53
	Total Selected		17	26	29	36	30	37
	Selection Rate		68.0%	72.2%	72.5%	59.0%	73.2%	69.8%
	Total Enrolled		3	8	5	2	6	11
	Yield		17.6%	30.8%	17.2%	5.6%	20.0%	29.7%

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ETHNIC ORIGIN:	Total Applications	361	425	434	571	507	515
Multi-Racial	Total Applications	30	34	27	57	42	47
	Total Selected	18	22	16	31	28	38
	Selection Rate	60.0%	64.7%	59.3%	54.4%	66.7%	80.9%
	Total Enrolled	5	6	6	8	8	9
	Yield	27.8%	27.3%	37.5%	25.8%	28.6%	23.7%
White	Total Applications	183	216	222	282	248	251
	Total Selected	132	157	140	127	163	168
	Selection Rate	72.1%	72.7%	63.1%	45.0%	65.7%	66.9%
	Total Enrolled	47	55	51	33	50	59
	Yield	35.6%	35.0%	36.4%	26.0%	30.7%	35.1%
Non-Resident	Total Applications	4	2	3	2	3	1
	Total Selected	2	1	1	1	2	0
	Selection Rate	50.0%	50.0%	33.3%	50.0%	66.7%	0.0%
	Total Enrolled	0	0	0	0	0	0
	Yield	0.0%	0.0%	0.0%	0.0%	0.0%	--
Other/Unknown	Total Applications	10	7	11	16	7	11
	Total Selected	8	5	6	7	3	7
	Selection Rate	80.0%	71.4%	54.5%	43.8%	42.9%	63.6%
	Total Enrolled	3	2	4	1	0	2
	Yield	37.5%	40.0%	66.7%	14.3%	0.0%	28.6%
RESIDENCY:							
Residency: Residents	Total Applications	329	378	377	516	440	458
	Total Selected	201	232	215	220	260	289
	Selection Rate	61.1%	61.4%	57.0%	42.6%	59.1%	63.1%
	Total Enrolled	63	77	75	53	80	94
	Yield	31.3%	33.2%	34.9%	24.1%	30.8%	32.5%
Residency: Non-Residents	Total Applications	32	47	57	55	67	57
	Total Selected	24	44	41	36	55	49
	Selection Rate	75.0%	93.6%	71.9%	65.5%	82.1%	86.0%
	Total Enrolled	7	10	11	7	8	11
	Yield	29.2%	22.7%	26.8%	19.4%	14.5%	22.4%
HIGHEST PARENT EDUCATION LEVEL PRIOR TO 2015 - HIGHEST GUARDIAN EDUCATION LEVEL 2015 FORWARD:							

(Continued)

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HIGHEST PARENT EDUCATION LEVEL PRIOR TO 2015 - HIGHEST GUARDIAN EDUCATION LEVEL 2015 FORWARD:							
Guardian's Highest Education 2015 forward: No High School	Total Applications	9	9	6	5	11	8
	Total Selected	4	3	5	2	7	3
	Selection Rate	44.4%	33.3%	83.3%	40.0%	63.6%	37.5%
	Total Enrolled	0	0	0	0	1	0
	Yield	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%
Guardian's Highest Education 2015 forward: Some High School	Total Applications	12	9	9	5	13	7
	Total Selected	3	4	5	3	6	2
	Selection Rate	25.0%	44.4%	55.6%	60.0%	46.2%	28.6%
	Total Enrolled	0	1	1	0	0	1
	Yield	0.0%	25.0%	20.0%	0.0%	0.0%	50.0%
Guardian's Highest Education 2015 forward: High School Graduate	Total Applications	26	27	38	35	32	41
	Total Selected	7	9	22	8	18	24
	Selection Rate	26.9%	33.3%	57.9%	22.9%	56.3%	58.5%
	Total Enrolled	2	0	6	6	8	6
	Yield	28.6%	0.0%	27.3%	75.0%	44.4%	25.0%
Guardian's Highest Education 2015 forward: Some College	Total Applications	35	27	31	38	37	33
	Total Selected	15	14	15	11	14	16
	Selection Rate	42.9%	51.9%	48.4%	28.9%	37.8%	48.5%
	Total Enrolled	2	6	7	3	5	6
	Yield	13.3%	42.9%	46.7%	27.3%	35.7%	37.5%
Guardian's Highest Education 2015 forward: 2-Year College Graduate	Total Applications	15	14	20	15	18	18
	Total Selected	6	8	9	9	7	9
	Selection Rate	40.0%	57.1%	45.0%	60.0%	38.9%	50.0%
	Total Enrolled	1	2	2	4	1	0
	Yield	16.7%	25.0%	22.2%	44.4%	14.3%	0.0%
Guardian's Highest Education 2015 forward: 4-Year College Graduate	Total Applications	132	158	142	197	189	182
	Total Selected	85	103	89	76	118	122
	Selection Rate	64.4%	65.2%	62.7%	38.6%	62.4%	67.0%
	Total Enrolled	30	40	33	22	39	40
	Yield	35.3%	38.8%	37.1%	28.9%	33.1%	32.8%

(Continued)

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HIGHEST PARENT EDUCATION LEVEL PRIOR TO 2015 - HIGHEST GUARDIAN EDUCATION LEVEL 2015 FORWARD:	Total Applications	361	425	434	571	507	515
Guardian's Highest Education 2015 forward: Post Graduate	Total Applications	132	179	184	273	204	222
	Total Selected	105	134	111	146	144	161
	Selection Rate	79.5%	74.9%	60.3%	53.5%	70.6%	72.5%
	Total Enrolled	35	38	37	25	34	51
	Yield	33.3%	28.4%	33.3%	17.1%	23.6%	31.7%
Guardian's Highest Education 2015 forward: No Response/Unknown	Total Applications	.	2	4	3	3	4
	Total Selected	.	1	0	1	1	1
	Selection Rate	--	50.0%	0.0%	33.3%	33.3%	25.0%
	Total Enrolled	.	0	0	0	0	1
	Yield	--	0.0%	--	0.0%	0.0%	100.0%
HIGH SCHOOL ORIGIN:							
Partner School Origin	Total Applications	45	62	56	58	83	71
	Total Selected	18	33	36	40	45	41
	Selection Rate	40.0%	53.2%	64.3%	69.0%	54.2%	57.7%
	Total Enrolled	6	10	11	8	13	11
	Yield	33.3%	30.3%	30.6%	20.0%	28.9%	26.8%
Non-Partner School Origin	Total Applications	316	363	378	513	424	444
	Total Selected	207	243	220	216	270	297
	Selection Rate	65.5%	66.9%	58.2%	42.1%	63.7%	66.9%
	Total Enrolled	64	77	75	52	75	94
	Yield	30.9%	31.7%	34.1%	24.1%	27.8%	31.6%

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Journalism

Demographics of Enrolled Students

		Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
All Students	Headcount	70	87	86	60	88	105
GENDER:							
Men	Headcount	11	27	16	13	16	16
	Percent	15.7%	31.0%	18.6%	21.7%	18.2%	15.2%
Women	Headcount	59	60	70	47	72	88
	Percent	84.3%	69.0%	81.4%	78.3%	81.8%	83.8%
Non-binary	Headcount	.	.	.	.	.	1
	Percent	--	--	--	--	--	1.0%
ETHNIC GROUPING:							
Under Represented Minorities	Headcount	15	17	20	18	27	26
	Percent	21.4%	19.5%	23.3%	30.0%	30.7%	24.8%
Non-Under Represented Minorities	Headcount	55	70	66	42	61	79
	Percent	78.6%	80.5%	76.7%	70.0%	69.3%	75.2%
ETHNIC ORIGIN:							
Hispanic/Latino	Headcount	11	13	20	14	22	24
	Percent	15.7%	14.9%	23.3%	23.3%	25.0%	22.9%
African American	Headcount	.	3	.	1	2	.
	Percent	--	3.4%	--	1.7%	2.3%	--
Hawaiian/Pacific Islander	Headcount	1	.	.	1	.	.
	Percent	1.4%	--	--	1.7%	--	--
Asian American	Headcount	3	8	5	2	6	11
	Percent	4.3%	9.2%	5.8%	3.3%	6.8%	10.5%
Multi-Racial	Headcount	5	6	6	8	8	9
	Percent	7.1%	6.9%	7.0%	13.3%	9.1%	8.6%
White	Headcount	47	55	51	33	50	59
	Percent	67.1%	63.2%	59.3%	55.0%	56.8%	56.2%
Other/Unknown	Headcount	3	2	4	1	.	2
	Percent	4.3%	2.3%	4.7%	1.7%	--	1.9%
RESIDENCY:							
Residency: Residents	Headcount	63	77	75	53	80	94
	Percent	90.0%	88.5%	87.2%	88.3%	90.9%	89.5%
Residency: Non-Residents	Headcount	7	10	11	7	8	11
	Percent	10.0%	11.5%	12.8%	11.7%	9.1%	10.5%
HIGHEST PARENT EDUCATION LEVEL PRIOR TO 2015 - HIGHEST GUARDIAN EDUCATION LEVEL 2015 FORWARD:							

(Continued)

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HIGHEST PARENT EDUCATION LEVEL PRIOR TO 2015 - HIGHEST GUARDIAN EDUCATION LEVEL 2015 FORWARD:							
Guardian's Highest Education 2015 forward: No High School	Headcount	.	.	.	.	1	.
	Percent	--	--	--	--	1.1%	--
Guardian's Highest Education 2015 forward: Some High School	Headcount	.	1	1	.	.	1
	Percent	--	1.1%	1.2%	--	--	1.0%
Guardian's Highest Education 2015 forward: High School Graduate	Headcount	2	.	6	6	8	6
	Percent	2.9%	--	7.0%	10.0%	9.1%	5.7%
Guardian's Highest Education 2015 forward: Some College	Headcount	2	6	7	3	5	6
	Percent	2.9%	6.9%	8.1%	5.0%	5.7%	5.7%
Guardian's Highest Education 2015 forward: 2-Year College Graduate	Headcount	1	2	2	4	1	.
	Percent	1.4%	2.3%	2.3%	6.7%	1.1%	--
Guardian's Highest Education 2015 forward: 4-Year College Graduate	Headcount	30	40	33	22	39	40
	Percent	42.9%	46.0%	38.4%	36.7%	44.3%	38.1%
Guardian's Highest Education 2015 forward: Post Graduate	Headcount	35	38	37	25	34	51
	Percent	50.0%	43.7%	43.0%	41.7%	38.6%	48.6%
Guardian's Highest Education 2015 forward: No Response/Unknown	Headcount	.	.	.	.	.	1
	Percent	--	--	--	--	--	1.0%
HIGH SCHOOL ORIGIN:							
Partner School Origin	Headcount	6	10	11	8	13	11
	Percent	8.6%	11.5%	12.8%	13.3%	14.8%	10.5%
Non-Partner School Origin	Headcount	64	77	75	52	75	94
	Percent	91.4%	88.5%	87.2%	86.7%	85.2%	89.5%
GEOGRAPHIC ORIGIN:							
Geographic Origin: Central Coast	Headcount	4	4	3	3	6	3
	Percent	5.7%	4.6%	3.5%	5.0%	6.8%	2.9%
Geographic Origin: Los Angeles	Headcount	16	27	18	19	26	28
	Percent	22.9%	31.0%	20.9%	31.7%	29.5%	26.7%
Geographic Origin: San Francisco Bay Area	Headcount	26	26	37	13	23	35
	Percent	37.1%	29.9%	43.0%	21.7%	26.1%	33.3%
Geographic Origin: San Joaquin	Headcount	3	10	4	5	5	7
	Percent	4.3%	11.5%	4.7%	8.3%	5.7%	6.7%
Geographic Origin: San Diego	Headcount	8	5	8	7	13	8
	Percent	11.4%	5.7%	9.3%	11.7%	14.8%	7.6%
Geographic Origin: Sacramento Area	Headcount	2	4	3	3	5	4
	Percent	2.9%	4.6%	3.5%	5.0%	5.7%	3.8%

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Geographic Origin: Other CA Counties	Headcount	4	1	2	2	2	8
	Percent	5.7%	1.1%	2.3%	3.3%	2.3%	7.6%
Geographic Origin: Other US States	Headcount	7	10	11	8	8	11
	Percent	10.0%	11.5%	12.8%	13.3%	9.1%	10.5%
Geographic Origin: Foreign Countries	Headcount	.	.	.	.	.	1
	Percent	--	--	--	--	--	1.0%
AVENUE OF ADMISSION:							
Academic MCA Run	Headcount	28	55	51	31	47	67
	Percent	40.0%	63.2%	59.3%	51.7%	53.4%	63.8%
Mandated MCA Run	Headcount	40	31	35	28	35	36
	Percent	57.1%	35.6%	40.7%	46.7%	39.8%	34.3%
Alternate Major	Headcount	.	.	.	.	3	1
	Percent	--	--	--	--	3.4%	1.0%
Waitlist	Headcount	.	.	.	.	3	.
	Percent	--	--	--	--	3.4%	--
Other Avenues (e.g. EOP, Athletes, Fac/Staff Dependents, International)	Headcount	2	1	.	1	.	1
	Percent	2.9%	1.1%	--	1.7%	--	1.0%
REMEDATION STATUS:							
No Remediation Needed	Headcount	70	87	86	60	88	105
	Percent	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Journalism Entrance Measures

		Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Total Students		70	87	86	60	88	105
MCA Academic Score	N	69	87	86	60	88	104
	Average	4124	4291	4358	4416	4248	4288
High School GPA	N	64	85	80	57	82	102
	Average	3.93	3.94	3.97	3.98	3.98	3.93
SAT Reading	N	0	0	0	0	0	0
	Average	.	.	.	.	.	.
SAT Evidence Based Reading & Writing Section	N	52	16	13	15	11	15
	Average	632	671	631	681	636	625
SAT Math	N	0	0	0	0	0	0
	Average	.	.	.	.	.	.
SAT Mathematics Section	N	52	16	13	15	11	15
	Average	610	642	592	634	574	576
ACT Composite	N	28	11	4	3	4	0
	Average	27.1	26.3	28.5	28.0	29.5	.
ACT English	N	28	11	4	4	4	0
	Average	29.0	26.7	31.5	30.8	31.3	.
ACT Math	N	28	11	4	4	4	0
	Average	25.5	25.3	25.0	25.3	27.0	.
ACT Reading	N	28	11	4	4	4	0
	Average	29.3	28.7	28.8	32.5	33.8	.
ACT Science Reasoning	N	28	11	4	4	4	0
	Average	25.5	25.5	28.8	26.0	26.5	.
High School Rank	N	20	31	6	2	9	4
	Average	84.4	82.0	81.5	45.5	74.4	82.6
Age	N	70	87	86	60	88	105
	Average	18.0	18.1	18.0	18.0	18.3	18.1

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