



NATIONAL COMMUNICATION ASSOCIATION

Graduate Enrollment and Degrees in Communication/Journalism: Benchmarking Data from the 2011 Council of Graduate Schools/Graduate Record Examinations Survey

Since 1986, the Council of Graduate Schools (CGS) has conducted a Survey of Graduate Enrollment and Degrees. The 2011 Survey is a jointly sponsored effort of the Council of Graduate Schools (CGS) and the Graduate Record Examinations (GRE) Board. Though the public results of the Survey are classified by “broad field,” CGS also provides break-out results organized by specific discipline or field of study. The National Communication Association (NCA) requested discipline-specific information for Communication and this report summarizes the data provided to NCA by CGS.

Executive Summary

- In Fall 2011, **19,843** students were pursuing a graduate degree in Communication & Journalism.
 - 64.5% of these graduate students are female.
 - 58% of these graduate students are white.
 - 85% of these graduate students are U.S. citizens or permanent residents of the U.S.
- In Fall 2011, **6,081** students were enrolled for the first time in graduate school pursuing degrees in Communication & Journalism. In terms of sex, race/ethnicity, and citizenship status, the first time enrollees were similar in distribution to the larger population of graduate students in Communication & Journalism.
- Total graduate enrollment in Communication & Journalism from 2010 to 2011 declined by 1.2%. First-time graduate school enrollment in Communication & Journalism declined by 4.1%.
- In 2010-2011, **565 doctoral degrees** and **6,534 master’s degrees** were conferred in the U.S. in the discipline of Communication & Journalism.
- Doctoral degrees conferred in Communication & Journalism declined by 2.7% between 2010 and 2011. Master’s degrees conferred in Communication & Journalism increased by 10.1%.



The CGS survey was sent to 788 U.S.-based institutions that were members of CGS or one of the four regional graduate school associations as of November 2011. A total of 655 usable responses were received, resulting in an 83% response rate. While the total number of responding institutions represents about one-third (34%) of the approximately 1,950 degree-granting colleges and universities in the U.S. that offer programs at the graduate certificate level or above, the responding institutions confer about 74% of the 688,000 master's degrees and 91% of the 69,000 doctorates awarded each year by U.S. colleges and universities.

Categories of Data

- **First-Time Enrollment:** The number of students enrolled for the first time in graduate certificate, education specialist, master's, or doctoral programs for the fall of 2011.
- **Total Enrollment:** The total number of students enrolled (first-time and continuing students) in graduate certificate, education specialist, master's, or doctoral programs for the fall of 2011.
- **Degrees:** The number of master's and doctoral degrees awarded in the United States in the 2010/11 academic year (July 1, 2010 through June 30, 2011).

Communication & Journalism as a Broad Field

Respondents to the 2011 CGS/GRE Survey of Graduate Enrollment and Degrees were asked to provide first-time enrollment, total enrollment, and degrees awarded according to 51 broad fields, one of which was "Communications and Journalism." This broad field includes the following programs/disciplines:

- Advertising
- Communication and Media Studies
- Communications Technologies
- Journalism
- Mass Communication
- Public Relations
- Publishing
- Radio, Television, and Digital Communication
- Speech Communication
- Communications and Journalism, Other

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Table 1.

First-Time Graduate Enrollment in Communications and Journalism by Citizenship, Race/Ethnicity, and Gender, Fall 2011

Total	6,081
<u>Citizenship and Race/Ethnicity</u>	
U.S. Citizens and Permanent Residents	5,084
Hispanic/Latino	405
<i>Non-Hispanic:</i>	
American Indian/Alaskan Native	14
Asian	194
Black/African American	533
Native Hawaiian/Other Pacific Islander	8
White	3,434
Two or More Races	134
Race/Ethnicity Unknown	362
Temporary Residents	971
Citizenship Unknown	2
<u>Gender</u>	
Male	2,068
Female	4,013

Note: Because not all institutions responded to all items, details may not sum to totals.

Source: 2011 CGS/GRE Survey of Graduate Enrollment and Degrees.

Table 2.

Total Graduate Enrollment in Communications and Journalism by
Citizenship, Race/Ethnicity, and Gender, Fall 2011

Total	19,843
<u>Citizenship and Race/Ethnicity</u>	
U.S. Citizens and Permanent Residents	16,878
Hispanic/Latino	1,266
<i>Non-Hispanic:</i>	
American Indian/Alaskan Native	78
Asian	661
Black/African American	1,795
Native Hawaiian/Other Pacific Islander	24
White	11,529
Two or More Races	313
Race/Ethnicity Unknown	1,212
Temporary Residents	2,867
Citizenship Unknown	22
<u>Gender</u>	
Male	7,041
Female	12,802

Note: Because not all institutions responded to all items, details may not sum to totals.

Source: 2011 CGS/GRE Survey of Graduate Enrollment and Degrees.

Table 3.
 Graduate Degrees Awarded in Communications and Journalism by
 Degree Level and Gender, 2010-11

Broad Field	Doctoral Degrees			Master's Degrees		
	Total	Male	Female	Total	Male	Female
Communications and Journalism	565	201	364	6,534	2,156	4,378

Table 4.
 First-Time and Total Graduate Enrollment in Communications and
 Journalism by Citizenship, Race/Ethnicity, and Gender, Fall 2001 to Fall 2011

Citizenship, Race/Ethnicity, and Gender	First-Time Graduate Enrollment			Total Graduate Enrollment		
	% Change, 2010 to 2011	Average Annual % Change, 2006 to 2011	Average Annual % Change, 2001 to 2011	% Change, 2010 to 2011	Average Annual % Change, 2006 to 2011	Average Annual % Change, 2001 to 2011
Total	-4.1%	-2.5%	2.7%	-1.2%	-2.8%	2.0%
<u>Citizenship and Race/Ethnicity</u>						
U.S. Citizens and Permanent Residents	-5.2%	1.5%	1.3%	-0.4%	1.8%	1.7%
American Indian/Alaskan Native	0.0%	-11.1%	-6.0%	-20.0%	-5.7%	-2.1%
Asian/Pacific Islander	-9.6%	-0.3%	-1.7%	-3.2%	-0.7%	-0.4%
Black/African American	-8.3%	1.3%	2.5%	2.6%	2.6%	3.5%
Hispanic/Latino	1.6%	4.9%	6.0%	-1.7%	4.2%	6.4%
White	-5.3%	1.4%	1.2%	-0.4%	1.7%	1.3%
Temporary Residents	0.9%	2.4%	1.1%	1.2%	2.2%	1.2%
Other/Unknown	0.4%	-3.0%	3.6%	-11.3%	0.7%	7.4%
<u>Gender</u>						
Male	-4.7%	-3.0%	1.1%	-2.3%	-2.5%	1.4%
Female	-3.7%	-2.3%	1.6%	-0.6%	-3.0%	2.0%

Notes: Because not all institutions responded to all items, details may not sum to totals. Asian/Pacific Islander includes Asians and Native Hawaiians/Other Pacific Islanders. Other/Unknown includes U.S. citizens and permanent residents of two or more races, U.S. citizens and permanent residents whose race/ethnicity is not known, and individuals whose citizenship is not known.

Source: 2011 CGS/GRE Survey of Graduate Enrollment and Degrees.

Table 5.
Graduate Degrees Awarded in Communications and Journalism by
Degree Level and Gender, 2000-01 to 2010-11

	Doctoral Degrees			Master's Degrees		
	% Change, 2009-10 to 2010-11	Average Annual % Change, 2005-06 to 2010-11	Average Annual % Change, 2000-01 to 2010-11	% Change, 2009-10 to 2010-11	Average Annual % Change, 2005-06 to 2010-11	Average Annual % Change, 2000-01 to 2010-11
Total	-2.7%	2.6%	2.0%	10.1%	1.9%	3.4%
Male	-11.2%	-1.0%	-1.3%	13.4%	1.9%	2.7%
Female	2.6%	5.3%	5.4%	8.5%	2.0%	3.7%

Notes: A small number of institutions did not provide degree data by gender. Since data were not imputed for non-responding institutions, the percent changes for the totals may not always fall between the percent changes for men and women.

Source: 2011 CGS/GRE Survey of Graduate Enrollment and Degrees.

About National Communication Association



Founded in 1914, the National Communication Association (NCA) is the oldest and largest national organization promoting effective and ethical communication. The Association supports the communication research, teaching, public service, and practice of a diverse community of scholars, educators, administrators, students, practitioners, and publics. NCA is a non-profit organization with members who work and reside in every state and around the globe. NCA sponsors an annual convention, other conferences and seminars, and publishes eleven academic journals. For more information, visit www.natcom.org.