

Loyola University New Orleans
School of Mass Communication
Retention by Program

	Cohort	Sophomore Year				Junior Year				Senior Year			
		Returning 2nd Fall To Loyola ¹	Persistence %	Returning 2nd Fall In Cohort Major ¹	Persistence %	Returning 3rd Fall To Loyola	Persistence %	Returning 3rd Fall In Cohort Major	Persistence %	Returning 4th Fall to Loyola	Persistence %	Returning 4th Fall in Cohort Major	Persistence %
Class of 2023 (2019 Cohort)													
Communications Majors	51	40	78%	39	76%								
CMAD	6	6	100%	3	50%								
CMJR	22	20	91%	18	82%								
CMPR	15	14	93%	14	93%								
CMVC	8	4	50%	4	50%								
All Loyola Students	822	681	83%	557	68%								
Class of 2022 (2018 Cohort)													
Communications Majors	46	42	91%	30	65%	39	85%	26	57%				
CMAD	11	11	100%	7	64%	11	100%	7	64%				
CMJR	20	17	85%	13	65%	15	75%	10	50%				
CMPR	10	10	100%	7	70%	9	90%	6	60%				
CMVC	5	4	80%	3	60%	4	80%	3	60%				
All Loyola Students	768	601	79%	472	61%	532	70%	415	54%				
Class of 2021 (2017 Cohort)													
Communications Majors	47	40	85%	32	68%	38	81%	30	64%	38	83%	29	62%
CMAD	8	7	88%	6	75%	6	75%	5	63%	6	86%	5	63%
CMJR	26	23	88%	16	62%	21	81%	15	58%	21	81%	15	58%
CMPR	13	10	77%	10	77%	11	85%	10	77%	11	85%	9	69%
All Loyola Students	801	679	85%	599	75%	596	74%	435	54%	568	72%	407	51%
Class of 2020 (2016 Cohort)													
Communications Majors	38	35	92%	28	74%	34	89%	27	71%	35	92%	28	74%
CMAD	9	8	89%	7	78%	9	100%	7	78%	9	100%	7	78%
CMJR	20	19	95%	15	75%	17	85%	14	70%	18	90%	15	75%
CMPR	9	8	89%	6	67%	8	89%	6	67%	8	89%	6	67%
All Loyola Students	612	489	80%	417	68%	449	73%	415	68%	414	70%	285	47%
Class of 2019 (2015 Cohort)													
Communications Majors	60	51	85%	42	70%	41	68%	34	57%	42	70%	28	47%
CMAD	7	4	57%	3	43%	3	43%	2	29%	3	43%	2	29%
CMJR	32	28	88%	23	72%	20	63%	17	53%	21	66%	12	38%
CMPR	21	19	90%	16	76%	18	86%	15	71%	18	86%	14	67%
All Loyola Students	660	521	79%	455	69%	458	69%	421	64%	436	67%	289	44%
Class of 2018 (2014 Cohort)													
Communications Majors	53	36	68%	35	66%	33	62%	23	43%	32	60%	22	42%
CMAD	9	6	67%	6	67%	5	56%	4	44%	5	56%	4	44%
CMJR	24	14	58%	14	58%	15	63%	10	42%	15	63%	10	42%
CMPR	18	15	83%	14	78%	13	72%	9	50%	12	67%	8	44%
CMMN	2	1	50%	1	50%	0	0%	0	0%	0	0%	0	0%
All Loyola Students	609	469	77%	400	66%	411	69%	368	60%	372	62%	214	36%
Class of 2017 (2013 Cohort)													
Communications Majors	53	42	79%	36	68%	36	69%	26	49%	36	69%	25	47%
All Loyola Students	620	493	80%	422	68%	434	71%	387	62%	411	67%	247	40%
Class of 2016 (2012 Cohort)													
Communications Majors	49	39	80%	32	65%	32	65%	26	53%	29	59%	24	49%
All Loyola Students	866	696	80%	583	67%	592	69%	525	61%	570	66%	305	35%
Class of 2015 (2011 Cohort)													
Communications Majors	60	47	78%	38	63%	41	68%	31	52%	40	67%	30	50%
All Loyola Students	857	634	74%	515	60%	553	65%	484	56%	522	61%	255	30%
Class of 2014 (2010 Cohort)													
Communications Majors	66	51	77%	47	71%	43	65%	35	53%	43	66%	32	48%
All Loyola Students	767	587	77%	504	66%	504	66%	460	60%	471	61%	243	32%
Class of 2013 (2009 Cohort)													
Communications Majors	68	60	88%	51	75%	53	78%	36	53%	51	75%	35	51%
All Loyola Students	796	651	82%			575	72%			544	68%		
Class of 2012 (2008 Cohort)													
Communications Majors	51	41	80%	35	69%	39	76%	31	61%	38	75%	28	55%
All Loyola Students	690	552	80%			492	71%			462	67%		
Class of 2011 (2007 Cohort)													
Communications Majors	45	37	82%	34	76%	31	70%	25	56%	24	55%	18	40%
All Loyola Students	495	362	73%			317	64%			300	61%		
Class of 2010 (2006 Cohort)													
Communications Majors	45	36	80%	32	71%	35	78%	29	64%	32	71%	25	56%
All Loyola Students	520	405	78%			346	67%			320	62%		

¹ Of the 38 communications majors, 35 returned for their sophomore year regardless of major and of this 35 - 28 returned to the major/department in which they were enrolled in their cohort year. Conversely, of the 612 students in the cohort, 488 returned for their sophomore year to Loyola regardless of major and of the 488 - 374 returned to the major/department in which they were enrolled in their cohort year.

Retention methodology is not based upon continuous enrollment. Students graduating before their senior year are subtracted from the denominator when calculating the retention percentage; deceased removed from the