

FTIC Students Profile

Cathy Hughes School of Communications

Fall 2024 vs. Fall 2025 First-Time-in-College (FTIC) Cohort

Overview

Total FTIC	Fall 2024	Fall 2025	YoY Change
School of Communications	159	143	-16 (-10.1%)

Gender

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Female	120	75.5%	112	78.3%	-8	-6.7%
Male	39	24.5%	31	21.7%	-8	-20.5%

Race / Ethnicity

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Black or African American	141	88.7%	108	75.5%	-33	-23.4%
Hispanic/Latino	11	6.9%	19	13.3%	+8	+72.7%
Two or more races	6	3.8%	10	7.0%	+4	+66.7%
Race/Ethnicity Unknown	0	0.0%	5	3.5%	+5	N/A
Non-Resident Alien	1	0.6%	1	0.7%	0	0.0%

Residency

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Out of State (Domestic)	154	96.9%	142	99.3%	-12	-7.8%
District of Columbia	3	1.9%	1	0.7%	-2	-66.7%
International	1	0.6%	0	0.0%	-1	-100.0%
Unknown/Not Reported	1	0.6%	0	0.0%	-1	-100.0%

Financial Aid

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Pell Eligible	82	51.6%	35	24.5%	-47	-57.3%
First Generation	40	25.2%	25	17.5%	-15	-37.5%

U.S. Regions — Fall 2025 Only

Region	FA25 Count	FA25 %
Midwest	22	15%
Northeast	25	18%
South	79	55%
West	17	12%

Countries Represented — Fall 2025 Only

No international countries of origin were enrolled for Fall 2025 FTIC students in the School of Communications.

Standardized Test Scores & High School GPA

Term	Avg SAT	Median SAT	Avg ACT	Median ACT	Avg HS GPA	Median HS GPA
Fall 2024	1095	1080	28.3	29	3.74	3.78
Fall 2025	1120	1150	22.8	23	3.66	3.69

Primary Program of Study (All Programs)

	FA24 #	FA24 %	FA25 #	FA25 %	YoY Δ (#)	YoY Δ (%)
Bachelor of Arts in Media, Journalism and Film	124	78.0%	98	68.5%	-26	-21.0%
Bachelor of Arts in Communication Studies	0	0.0%	41	28.7%	+41	N/A
Bachelor of Arts Strategic, Legal and Management Communication	35	22.0%	4	2.8%	-31	-88.6%

Source: Official Enrollment Census Files. Office of Institutional Research and Assessment