

Operations and Support

What do you have to report to the administration? Those are mostly business operation processes.

Performance Measure	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results		Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
			What did you learn from the results?			

2022 2023 2024

The residential campuses will achieve a 60% rate of undergraduate retention at the institution from the first year to the second year (fall to fall) and the adult campuses will achieve a 70% rate.

Cohorts defined by IPEDS Data. Data is also collected from the Retention Exit Survey.

Data is disseminated annually via the Chancellor's Town Hall. Data for the Adult & Online unit remain strong. Declining trend at the residential campuses.

90% of students at the residential campuses are athletes. Retention is closely linked to their athletic success. Students tend to stay if they have a close tie to specific faculty.

Faculty are encouraged to put more effort into communicating and encouraging students to discuss with them any challenges they are facing. A new retention intervention team has been formed.

Student Stakeholder	Retention Rates Adult & Online		Residential	
	RES	AOL		
	2020	59 %		61.9
	2021	49.6 %		57.4
	2022	49.7 %		64.5
	2023	53.1 %		58.1

Increase the number of enrollments in the Angel Snyder School of Business (both undergraduate and graduate) for each program each year.

Note: Dataset previously was pulled from a MAPS report that has now been discontinued due to a transition from systems (CX to J1). The MAPS report that was used for the prior datasets had duplicate counts found upon review. The new Enrollment report only includes students Enrolled using Census Date as a snapshot date (this report excludes students who have dropped)

Data in this report is primarily unfavorable.

The business unit is continuing to feel the effects of Covid and the change in priorities of students from general business program to more specific targeted programming. These data trends are consistent with total enrollment trends university-wide although there are programs that have been able to maintain enrollment.

The most significant declines overall arise from the AZ Adult campus. This resulted in a campus oversight change in January 2024. Swift marked improvement is anticipated. The Covid declines in the EMBA modality has leveled and work with the two primary international recruiting partners is beginning to show results. The goal by 2025 for the EMBA modality is a return to Pre-Covid enrollment numbers. There is a taskforce created to focus effort on Online which has had the largest (most recent) decline in enrollment.

ASSB ACBSP Accredited Programs.	Enrollment. Students				(Total Number of)
	2021	2022	2023	2024	
BA Accounting	76	70	61	44	
BS Business Administration	379	376	345	433	
BA Business Economics	20	31	29	28	
BS Finance	29	29	39	33	
BA Health Care Management	138	117	100	67	
BA Human Resources	42	23	22	13	
BA Leadership & Management	60	65	68	70	
BA Marketing	17	21	36	31	
Master of Arts in Accountancy	20	18	8	9	
Master Business Administration	848	728	642	550	
Master Human Resources	31	30	23	21	
Master of Arts in Leadership	67	69	57	51	

Increase the number of graduates of the Angel Snyder School of Business (both undergraduate and graduate) for each program each year.

Note: Dataset previously was pulled from a MAPS report that has now been discontinued due to a transition from systems (CX to J1). The MAPS report that was used for the prior datasets had duplicate counts found upon review. The new Enrollment report only includes students Enrolled using Census Date as a snapshot date (this report excludes students who have dropped)

These data trends are consistent with total enrollment trends although there were significant increases in # graduates in the BABA and MBA programs in 2022.

Undergraduate: Retention rates junior year and graduation rates are closely correlated for undergraduates. Also it is evident that the attentiveness of the Lead Faculty for a program is directly correlated with graduation from their respective program.

Graduate: If a student in the graduate program perseveres past two semesters, their graduation is almost guaranteed.

Since performance on this measure depends on the ability to both recruit students (i.e. headcount enrollment) and retain students (i.e. retention), any initiatives in either area could lead to gains in number of graduates. To meet the goal, additional work in admissions and recruiting are required. Continue working with the newly implemented intervention team to retain Juniors in the undergraduate degree. Utilize data from the Exit survey to target graduate losses.

ASSB ACBSP Accredited Programs.	Graduates			
	2021	2022	2023	2024
BA Accounting	23	23	20	10
BS Business Administration	60	88	86	125
BA Business Economics	2	3	2	6
BS Finance	11	9	5	11
BA Health Care Management	60	62	46	26
BA Human Resources	22	17	9	10
BA Leadership & Management	12	12	20	42
BA Marketing	3	3	1	22
Master of Accountancy	7	6	9	5
Master Human Resources	15	12	9	10
Master of Arts in Leadership	29	21	15	22
Master Business Administration	243	316	258	176