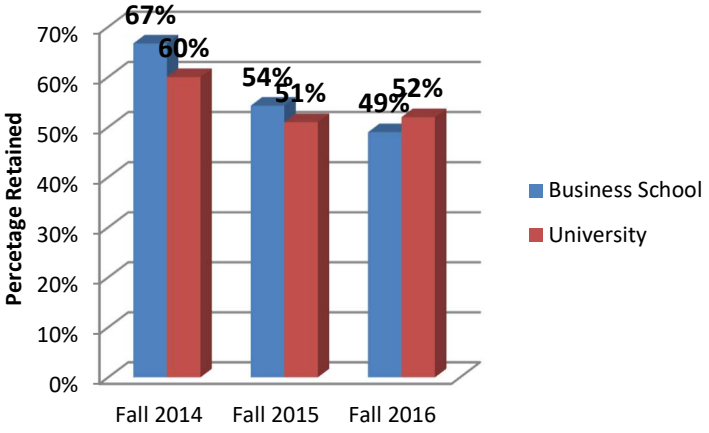


Angell Snyder School of Business

Retention / Enrollment Data

| Organizational Effectiveness Results | | | | | | | | | | | | | |
|---|---|--|---|--|---|------|--------------------|------|-----|------|-----|------|------|
| Performance Measure | Measurement Instrument & Length of Cycle | Current Results | Analysis of Results | Action Taken or Improvement made | Insert Graphs or Tables of Resulting Trends | | | | | | | | |
| Enrollment / Headcount | The business unit's strategic plan states the business unit would like to increase enrollment 10% annually until fiscal year 2019-2020 with the goal of an overall enrollment of 2,000 students (undergraduate and graduate combined) in the business unit. | In Fall 2017 the business unit has 1,152 students (undergraduate and graduate combined). | The graph shows growth from Fall 2015 to Fall 2017 of 20%. This growth exceeds the standard set by the business unit. | <p>The ASSB will continue to review both the degree programs offered and the modality mix to ensure that quality is maintained along with the growth.</p> <p>While antidotal, increased utilization of the student success team concept appears to be the primary driver of this metric.</p> | <p>Enrollment Headcount Business Unit</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Enrollment Headcount Business Unit</caption> <thead> <tr> <th>Year</th> <th>Number of Students</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>927</td> </tr> <tr> <td>2016</td> <td>933</td> </tr> <tr> <td>2017</td> <td>1152</td> </tr> </tbody> </table> | Year | Number of Students | 2015 | 927 | 2016 | 933 | 2017 | 1152 |
| Year | Number of Students | | | | | | | | | | | | |
| 2015 | 927 | | | | | | | | | | | | |
| 2016 | 933 | | | | | | | | | | | | |
| 2017 | 1152 | | | | | | | | | | | | |

| <p>Retention Rates</p> | <p>Goal is 65% retention rate for undergraduate students.</p> <p>Goal is 65% retention rate for graduate students.</p> | <p>Fall 2016 Cohort at The College has a retention rate of 52% for FTFTFT students and 64% for transfer students for a total retention rate of 55%.</p> <p>Fall 2016 Cohort for APGS undergraduate students has a retention rate of 60%.</p> <p>The Fall 2015 Cohort for Graduate students retention rate is 71%.</p> | <p>The results for The College are below the goal.</p> <p>The results for APGS undergraduate students are below the goal. The data was disaggregated by campus. The data showed strength in retention at the Kansas City campus (72%) location and a weakness in retention of our Online student population (36%).</p> <p>The results from the Graduate student population are above goal. No change is needed.</p> | <p>Creation of the University-wide Retention and Completion Council (U-RACC) was established in the spring of 2017. U-RACC'S charge from the Associate Provost is to oversee student retention, persistence, and completion by:</p> <ol style="list-style-type: none"> 1. Determining U-RACC assessment methodologies, 2. Collecting and analyzing data, and 3. Presenting findings and recommending assessment-based actions for institutional change. | <p style="text-align: center;">Retained FYFTFT Students at The College*</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Retained FYFTFT Students at The College*</caption> <thead> <tr> <th>Year</th> <th>Business School</th> <th>University</th> </tr> </thead> <tbody> <tr> <td>Fall 2014</td> <td>67%</td> <td>60%</td> </tr> <tr> <td>Fall 2015</td> <td>54%</td> <td>51%</td> </tr> <tr> <td>Fall 2016</td> <td>49%</td> <td>52%</td> </tr> </tbody> </table> <p>* Retention rate is determined using the IPEDS definition of retention (enrolled in the fall term of year XX and still enrolled in the following Fall term one year later). For APGS students due to the nature of their enrollment patterns and scheduling Ottawa University alters the IPEDS definition slightly by considering students who are enrolled in +/- a term of the following Fall term. (For example a new student in Fall of 2016 in APGS is considered retained if they are enrolled in any of the following terms SU 2017, Fall 2017 or Fall II 2017).</p> <p>At this time only data from The College has been disaggregated by school. It is a goal of U-RACC to disaggregated APGS data by school and graduate student data by program. When this goal is accomplished the business unit will began tracking data for retention and graduation for the business unit.</p> | Year | Business School | University | Fall 2014 | 67% | 60% | Fall 2015 | 54% | 51% | Fall 2016 | 49% | 52% |
|------------------------|--|---|---|--|---|------|-----------------|------------|-----------|-----|-----|-----------|-----|-----|-----------|-----|-----|
| Year | Business School | University | | | | | | | | | | | | | | | |
| Fall 2014 | 67% | 60% | | | | | | | | | | | | | | | |
| Fall 2015 | 54% | 51% | | | | | | | | | | | | | | | |
| Fall 2016 | 49% | 52% | | | | | | | | | | | | | | | |

| <p>Graduation Rates</p> | <p>The goal for The College is 50%.</p> <p>The goal for APGS undergraduate students is 60%.</p> <p>The goal for graduate students is 50%.</p> | <p>Looking at the most recent Cohort available for 6 year graduations rates (Fall 2010 Cohort) at the College the combine result across all three schools was a graduation rate of 32% for FYFTFT students and a rate of 59% for transfer students.</p> <p>The Fall 2010 APGS cohort has a graduation rate of 56%.</p> <p>The Fall 2010 Graduate Cohort has a graduation rate of 72%.</p> | <p>The business unit's disaggregated data shows a graduation rate for the Fall 2010 Cohort of 32% for FYFTFT students and 71.4% for transfer students. The results are below the goal, but aligned with University standards.</p> <p>Currently there has been no disaggregation of APGS graduation rates by school. This is a goal for the U-RACC.</p> <p>Currently there has been no disaggregation of Graduate student graduation rates by program. This is a goal for U-RACC.</p> | <p>The University has made it a priority to focus more attention and resources to improving our retention, persistence, and completion rates. The business unit will aid in these efforts. Please see the Retention Rates Performance Measure for additional information.</p> | <div style="text-align: center;"> <h3>Graduation Rates (Fall 2010 Cohort, The College)</h3> <table border="1"> <caption>Graduation Rates Data</caption> <thead> <tr> <th>Category</th> <th>FYFTFT (%)</th> <th>Transfer (%)</th> </tr> </thead> <tbody> <tr> <td>Business School</td> <td>32%</td> <td>71%</td> </tr> <tr> <td>School of Arts & Sciences</td> <td>31%</td> <td>46%</td> </tr> <tr> <td>School of Education</td> <td>35%</td> <td>68%</td> </tr> <tr> <td>University-Wide</td> <td>32%</td> <td>59%</td> </tr> </tbody> </table> </div> | Category | FYFTFT (%) | Transfer (%) | Business School | 32% | 71% | School of Arts & Sciences | 31% | 46% | School of Education | 35% | 68% | University-Wide | 32% | 59% |
|---------------------------|---|---|--|---|--|----------|------------|--------------|-----------------|-----|-----|---------------------------|-----|-----|---------------------|-----|-----|-----------------|-----|-----|
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