

Enrollment

- Spring total enrollment declined 24 percent, Summer total enrollment declined 25 percent, and Fall total enrollment declined 22 percent from 2015-2019. Undergraduate and graduate enrollment for the Spring decreased by 20 and 29 percent respectively. Summer undergraduate and graduate enrollment declined by 19 and 32 percent respectively. Fall undergraduate enrollment decreased by 19 percent and Fall graduate enrollment decreased by 27 percent.
- Spring enrollment for associates in Business increased 45 percent between 2015 and 2018 before declining 42 percent in 2019. Spring enrollment for bachelors in Business declined 47 percent from 2015-2018 but increased 17 percent in 2019. Summer enrollment for associates in Business declined 53 percent while bachelors in Business decreased 17 percent. Undergraduate enrollment in Business for the Fall had a 30 percent decline in associates and a 17 percent decline in bachelors.
- Spring graduate enrollment in Financial Services increased 8 percent while General Management and Media Management both by 55 and 28 percent respectively from 2015-2019. Summer graduate enrollment in Media Management decreased 57 percent, General Management declined 18 percent, and Financial Services dropped 26 percent. Fall graduate enrollment in Media Management and General Management declined by 37 percent and 55 percent respectively. Fall graduate enrollment in Financial Services increased 36 percent.

Retention

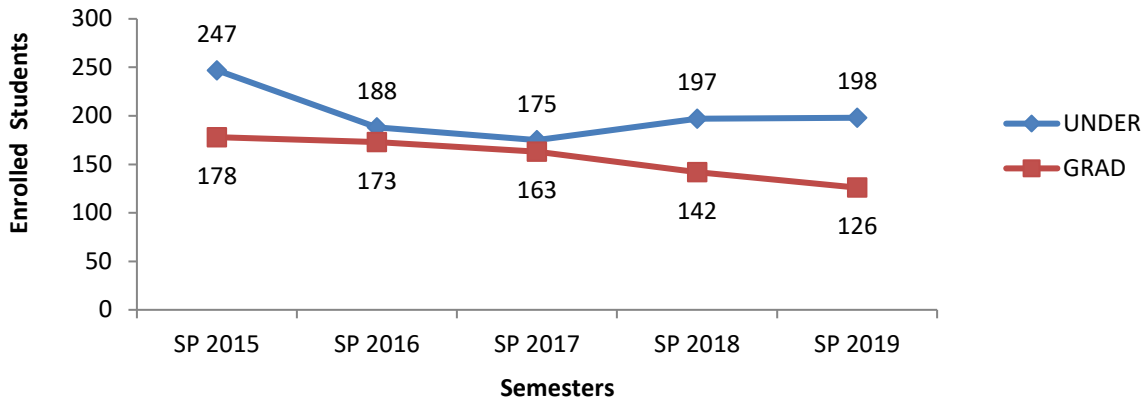
- Spring to Spring retention rates for First-Time Freshman new to the College decreased 34 percent for associates in Business and declined 17 percent for bachelors in Business. Summer to Summer retention rates for new First-Time Freshman pursuing an associate in Business reached a high of 50 percent in 2016 to a low of 29 percent in both 2017 and 2018. Fall to Fall retention rates for First-Time Freshman declined 43 percent for associates in Business and 19 percent for bachelors in Business from 2015-2017.
- Spring to Fall retention rate for new graduates in Financial Services were above 85 percent from 2016-2018 before declining to 50 percent in 2019. Spring to Fall retention rates for both Media Management and General Management remained volatile from 2016-2019. Summer to Fall retention rates were above 70 percent for Financial Services, Media Management and General Management from 2016-2019 with the exception of 2017. Fall to Spring retention rates in all three programs remained above 75 percent from 2016-2019 with the exception of Financial Services in 2017 and Media Management in 2017.

Graduation

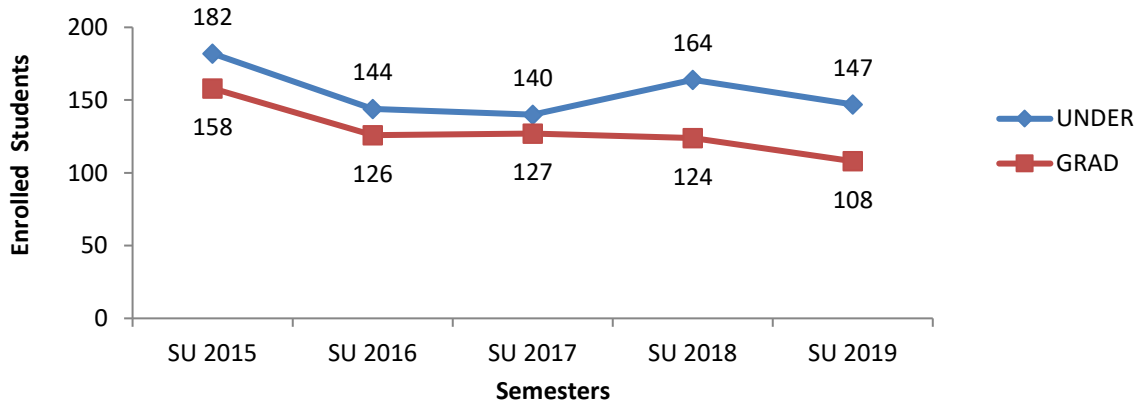
- On average, 30 percent of new undergraduate Business students graduated starting in the Spring, 34 percent of new undergraduate Business students graduated starting in the Summer, and 33 percent of new undergraduate Business students graduated starting in the Fall.
- On average, 72 percent of new graduate Business students graduated starting in the Spring, 64 percent of new graduate Business students graduated starting in the Summer, and 71 percent of new graduate Business students graduated starting in the Fall.

Total Student Enrollment

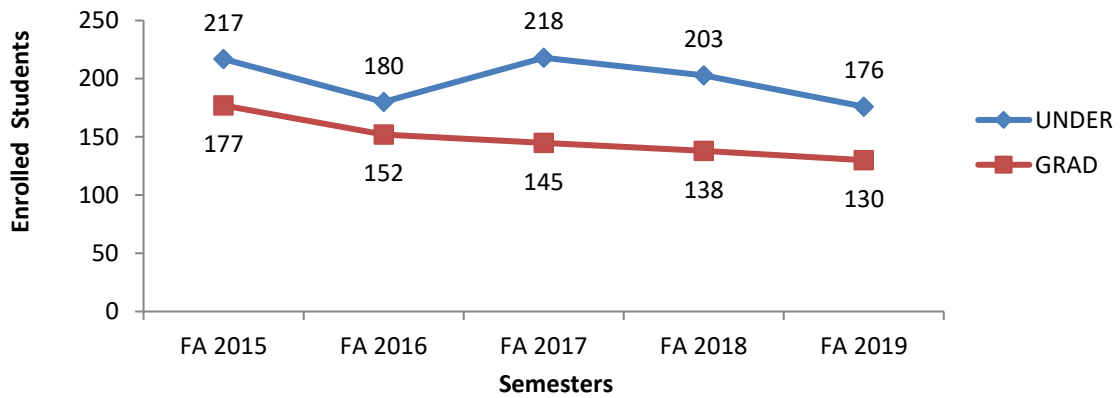
Spring Total Student Enrollment



Summer Total Student Enrollment

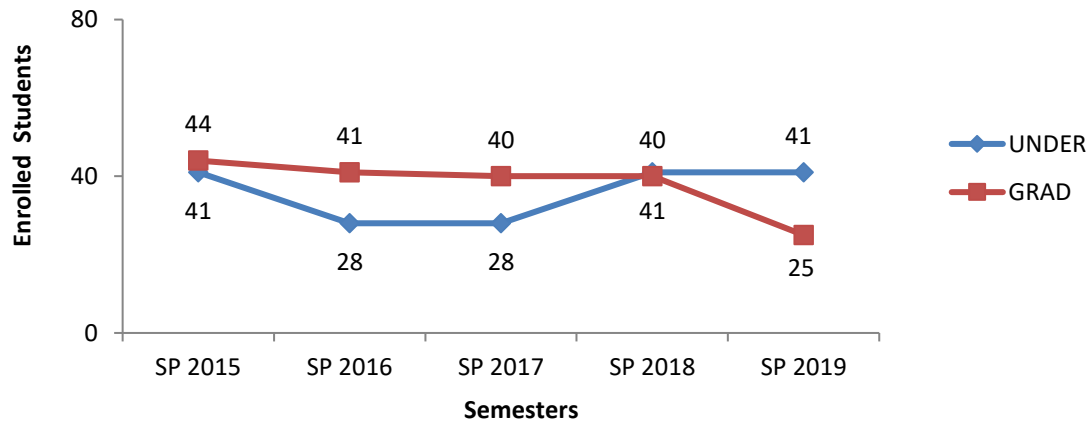


Fall Total Student Enrollment

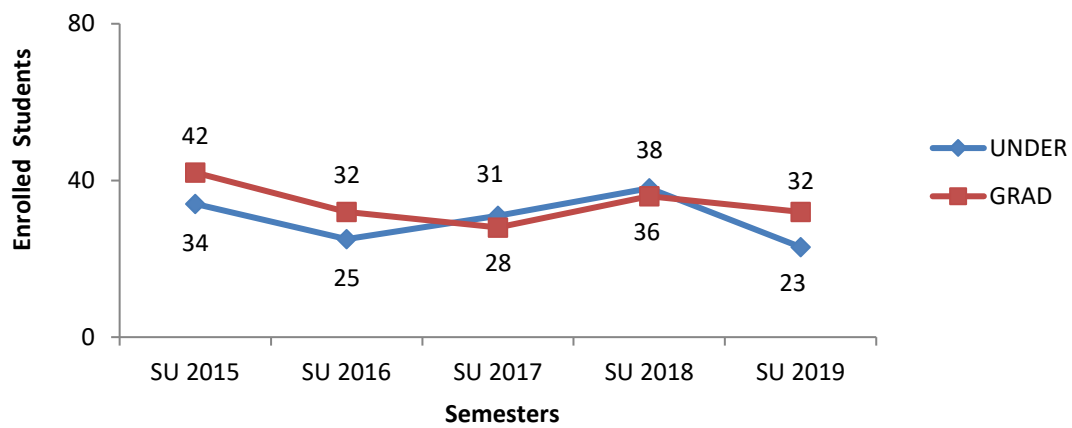


Total New Student Enrollment

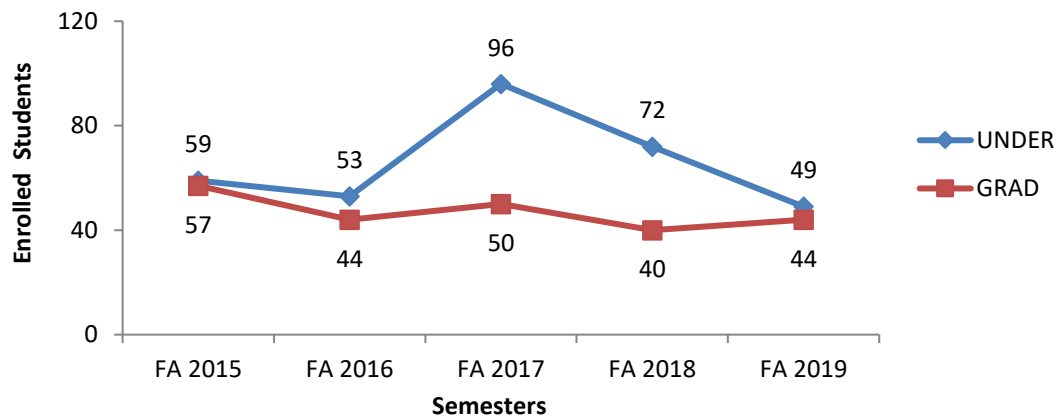
Spring Total New Student Enrollment



Summer Total New Student Enrollment

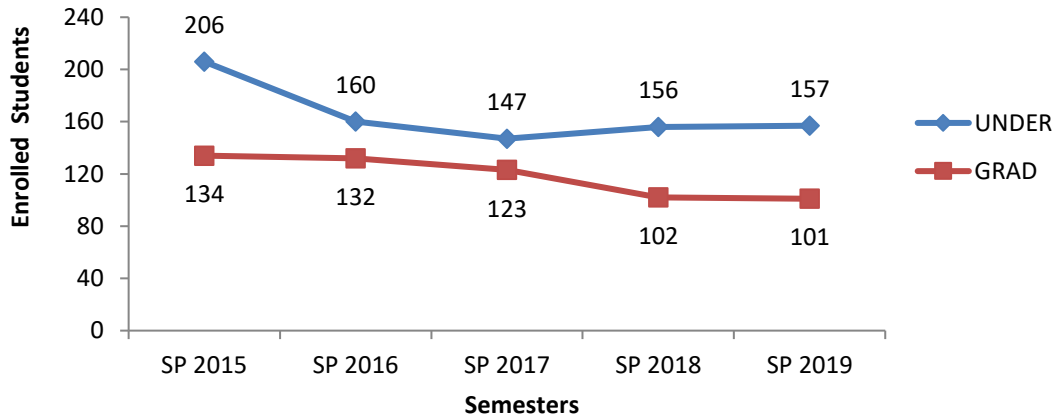


Fall Total New Student Enrollment

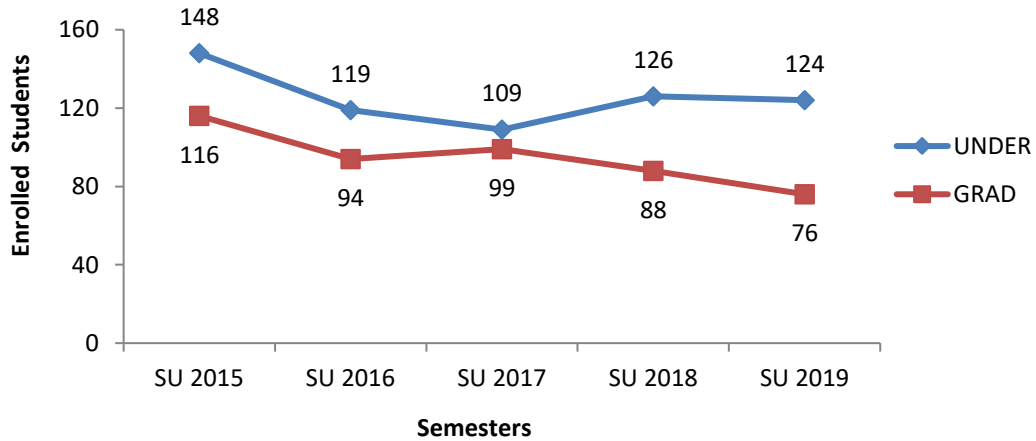


Total Continuing Enrollment

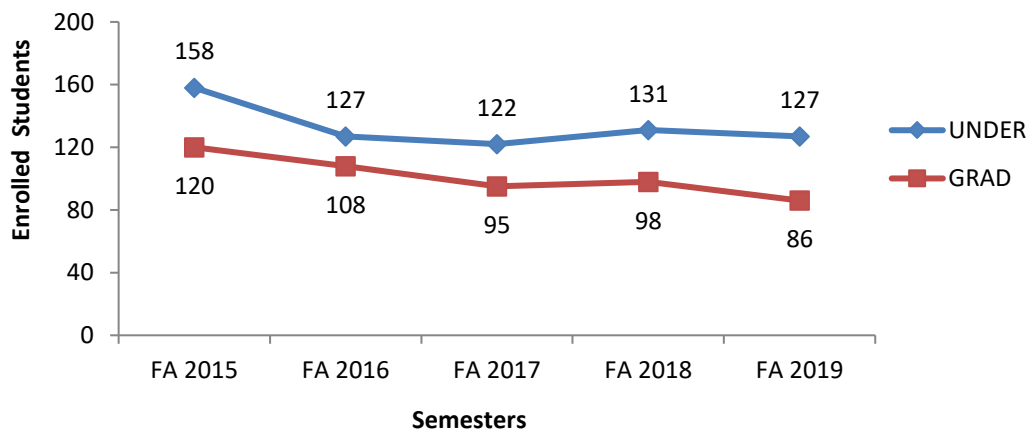
Spring Total Continuing Student Enrollment



Summer Total Continuing Student Enrollment

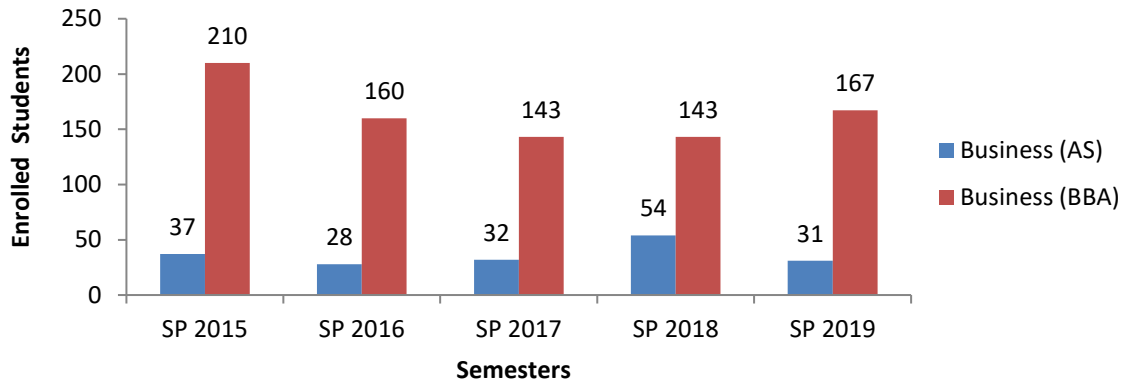


Fall Total Continuing Student Enrollment

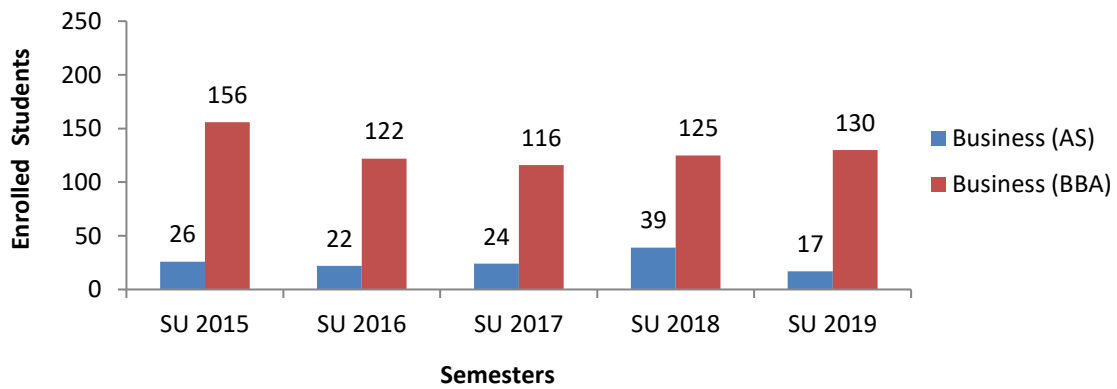


Total Undergraduate Enrollment

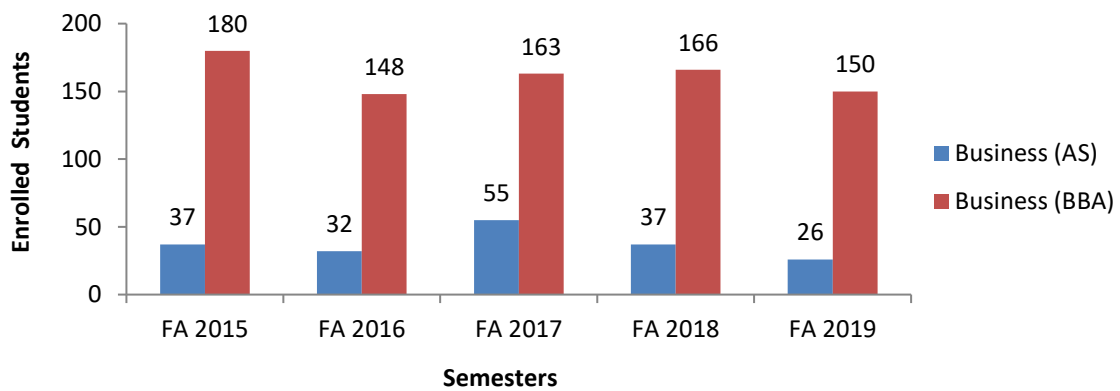
Spring Total Undergraduate Enrollment



Summer Total Undergraduate Enrollment

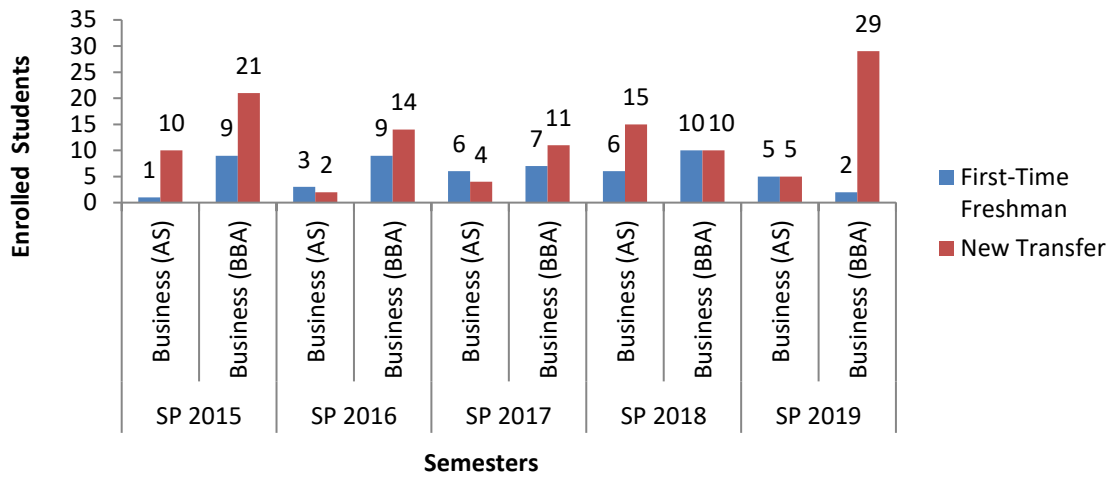


Fall Total Undergraduate Enrollment

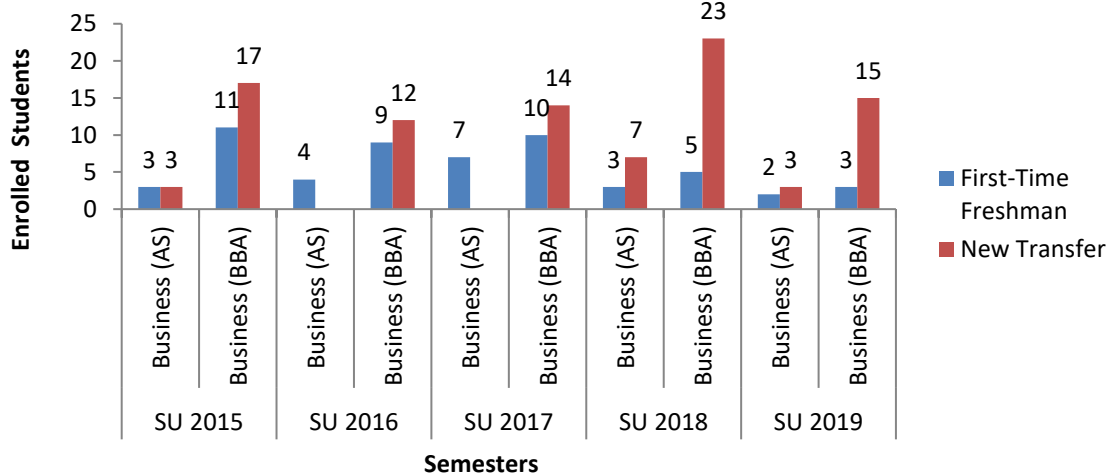


Undergraduate New Student Enrollment

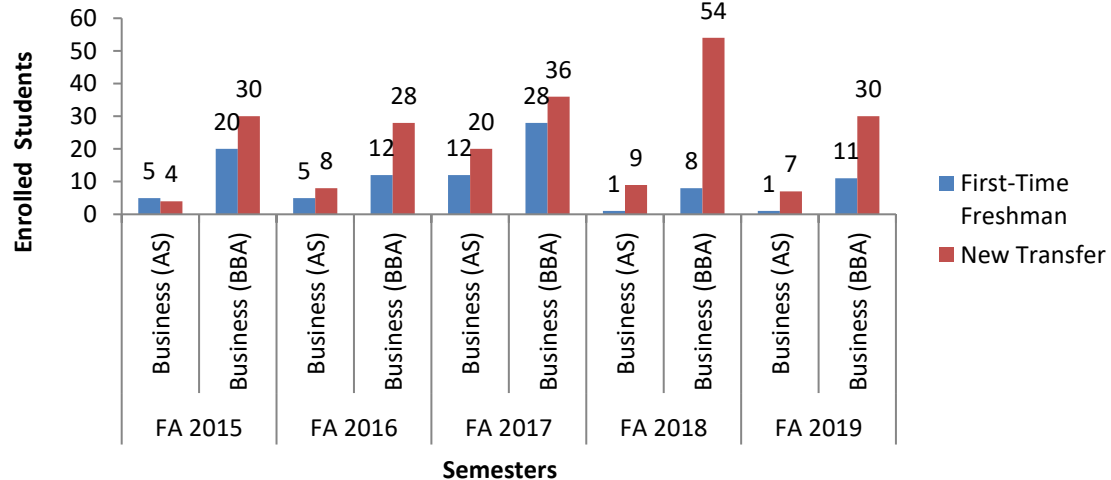
Spring Undergraduate New Enrollment



Summer Undergraduate New Enrollment

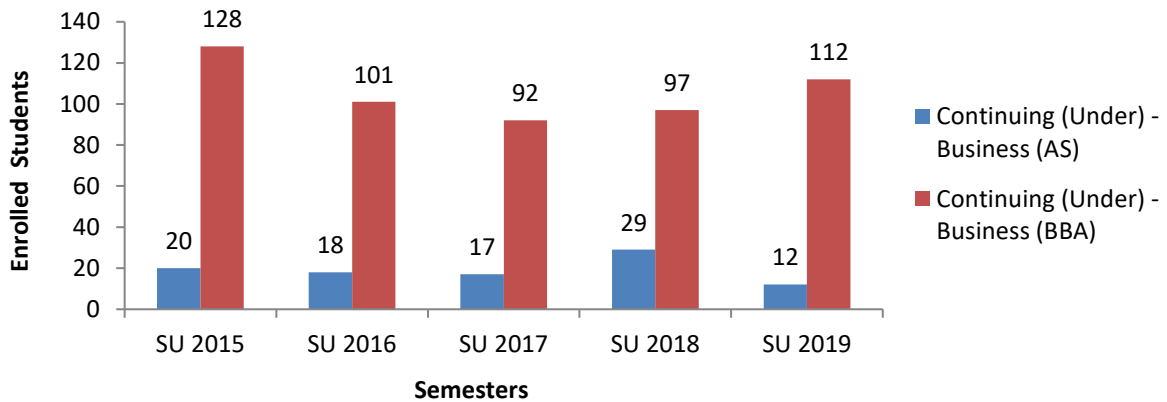


Fall Undergraduate New Enrollment

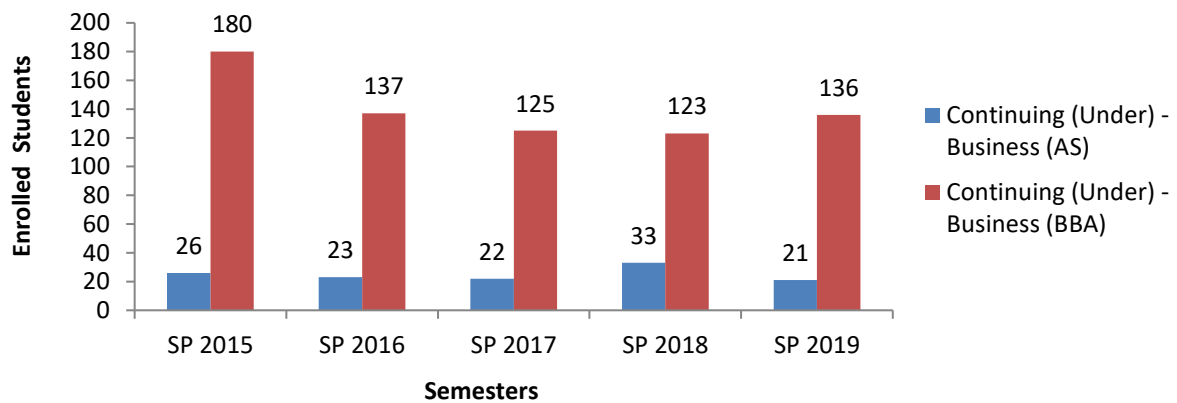


Undergraduate Continuing Student Enrollment

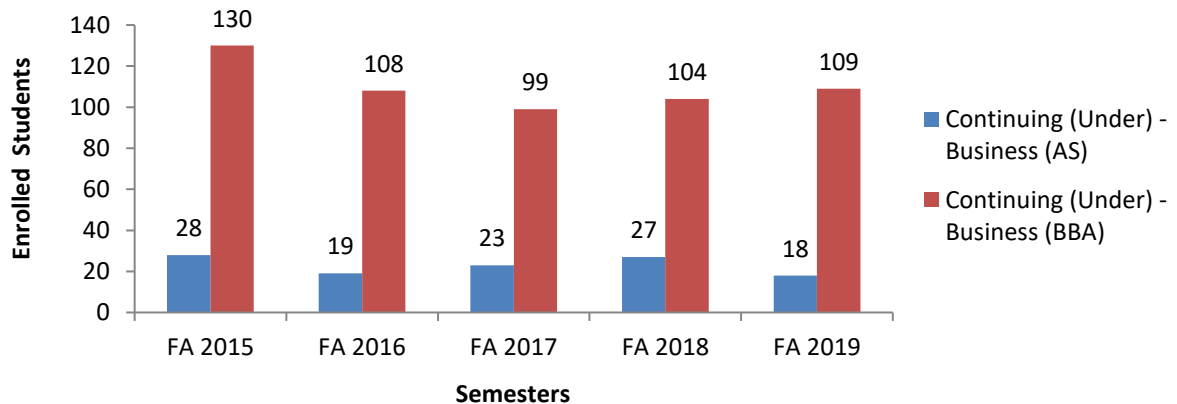
Summer Undergraduate Continuing Enrollment



Spring Undergraduate Continuing Enrollment

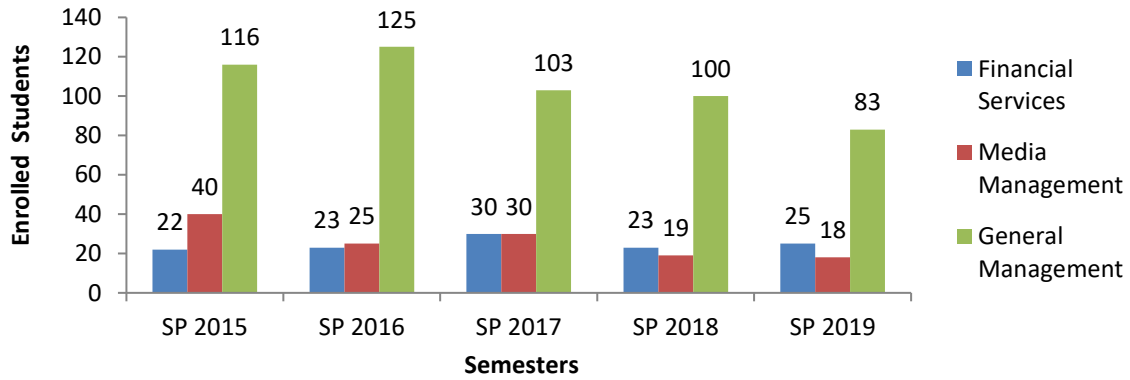


Fall Undergraduate Continuing Enrollment

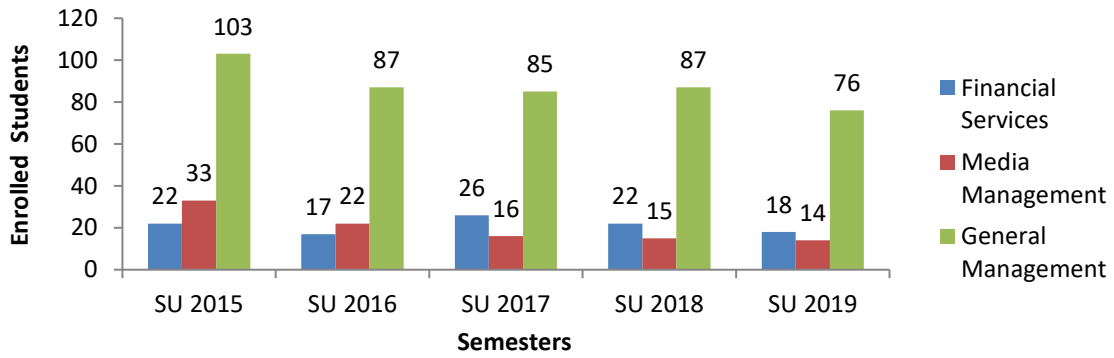


Total Graduate Enrollment

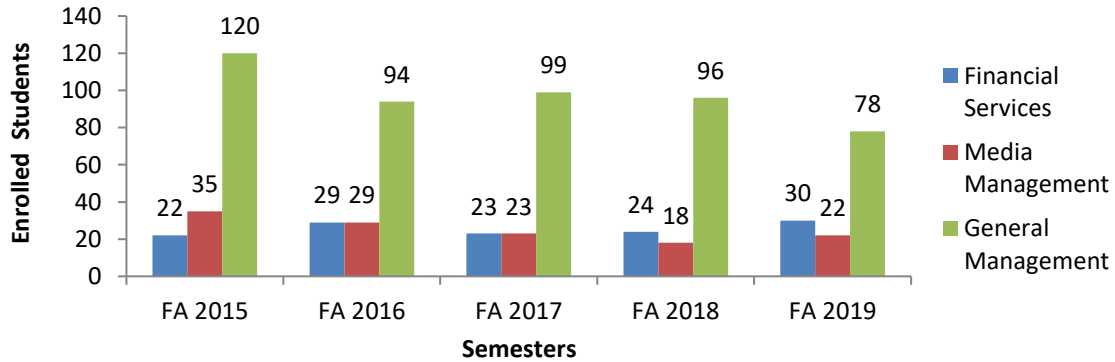
Spring Total Graduate Enrollment



Summer Total Graduate Enrollment

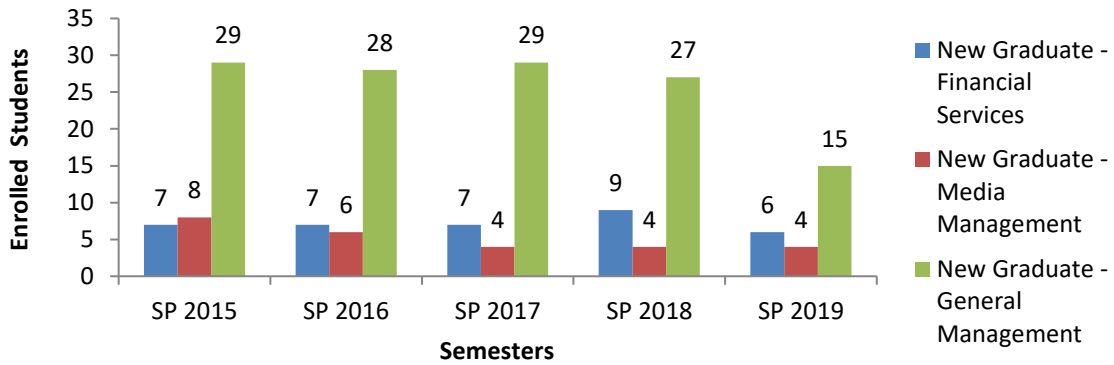


Fall Total Graduate Enrollment

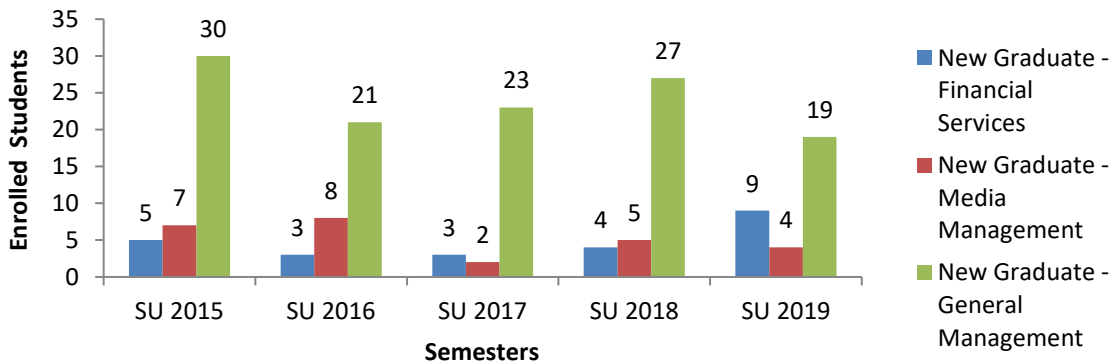


Graduate New Student Enrollment

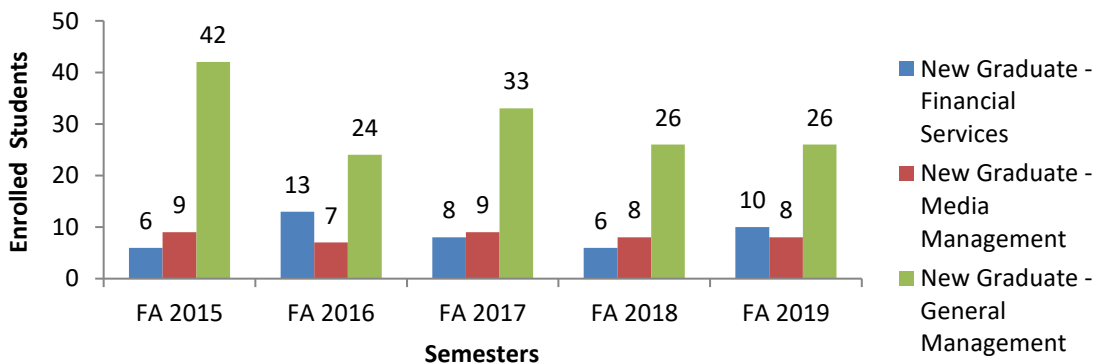
Spring Graduate New Student Enrollment



Summer Graduate New Student Enrollment

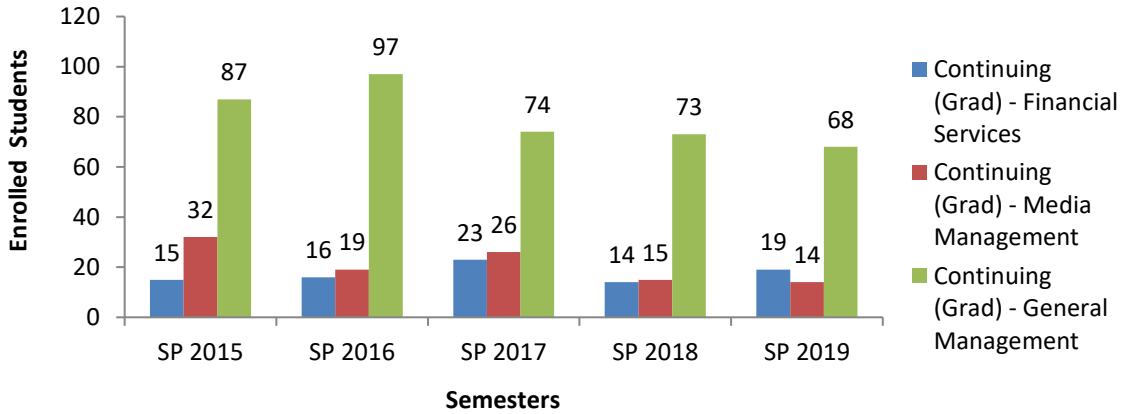


Fall Graduate New Student Enrollment

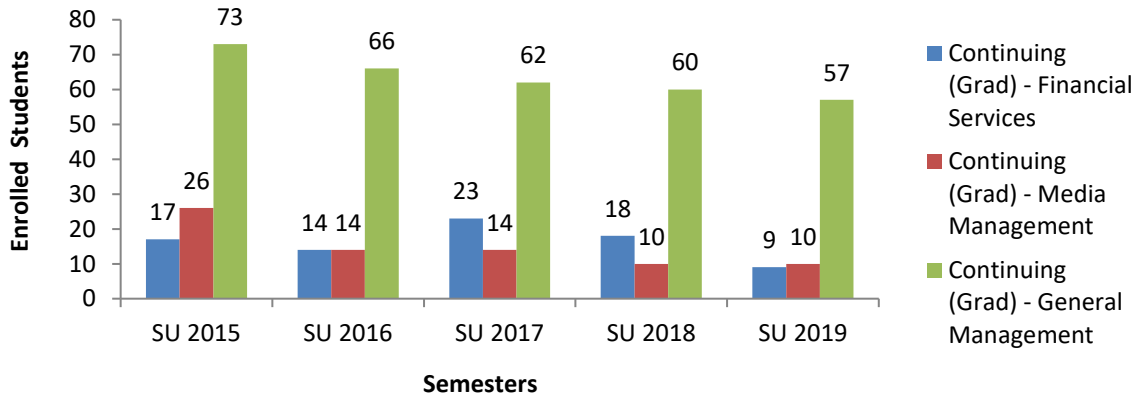


Graduate Continuing Student Enrollment

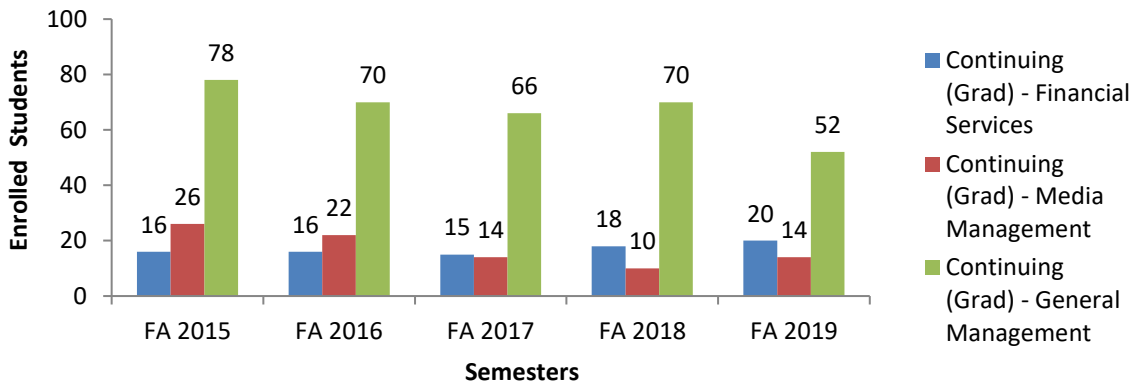
Spring Graduate Continuing Student Enrollment



Summer Graduate Continuing Student Enrollment

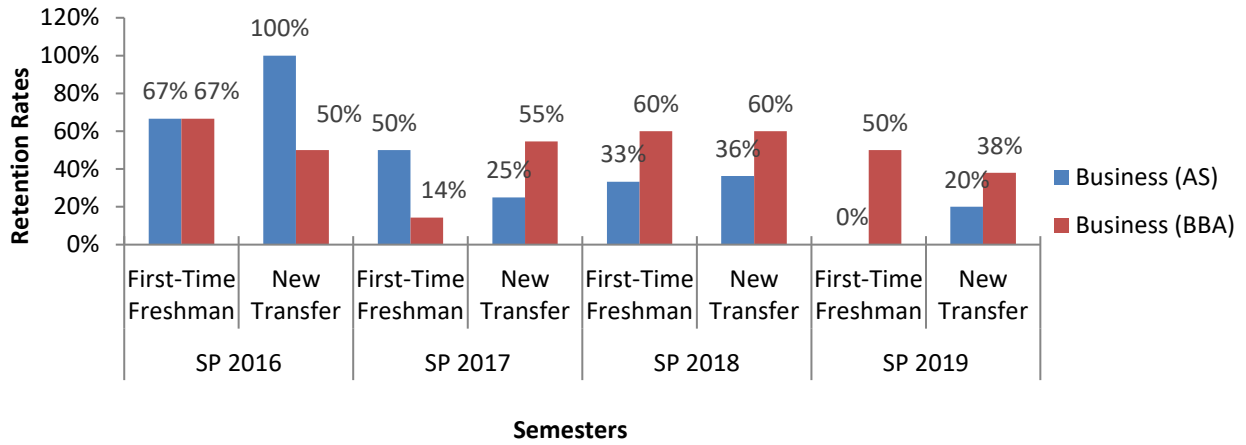


Fall Graduate Continuing Student Enrollment

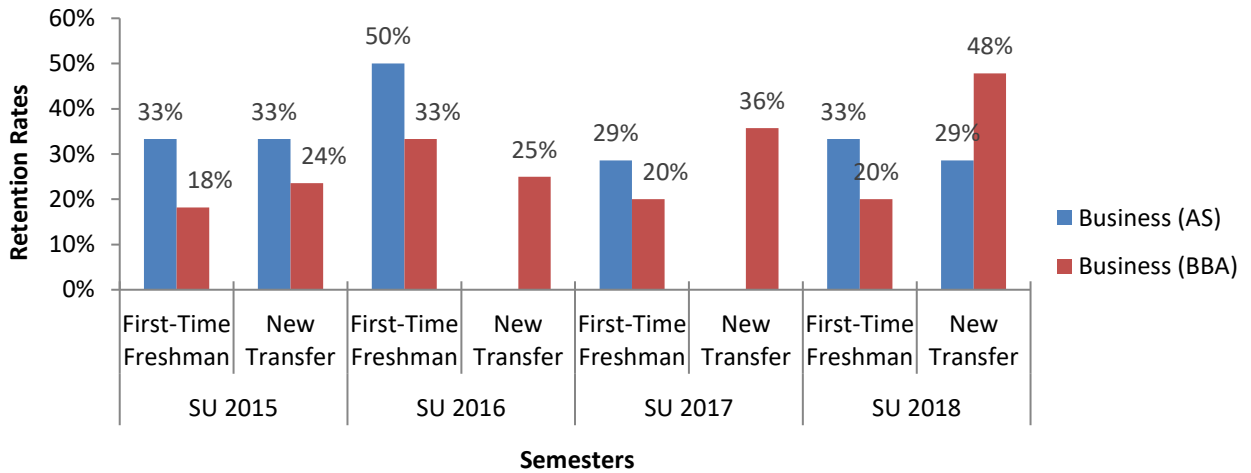


Undergraduate New Student Retention Rates

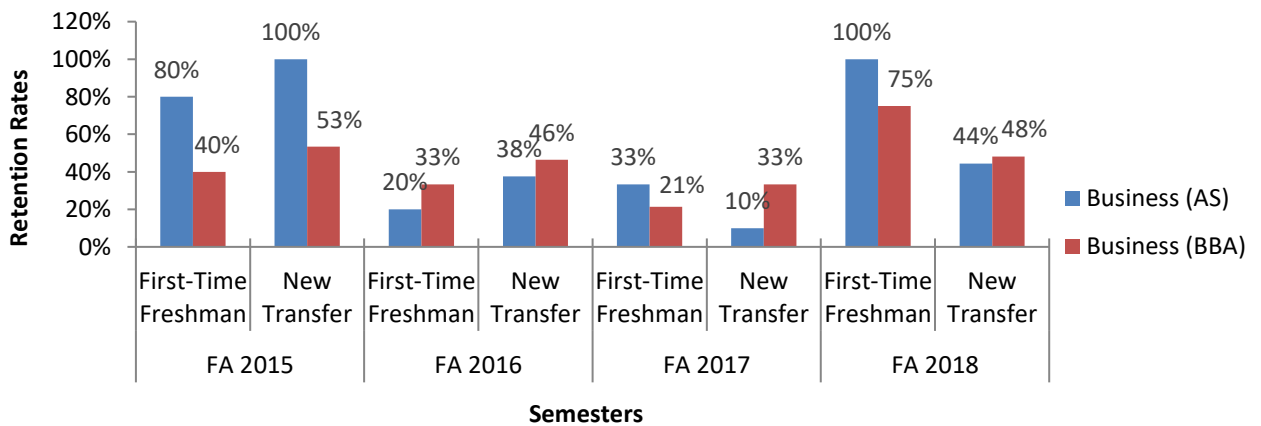
Spring-to-Spring New Undergraduate Retention Rates



Summer-to-Summer New Undergraduate Retention Rates

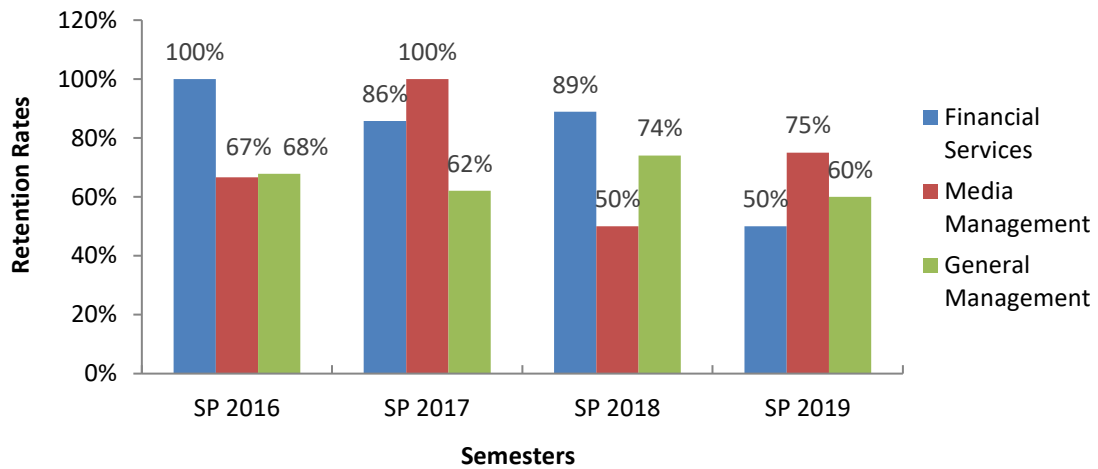


Fall-to-Fall New Undergraduate Retention Rates

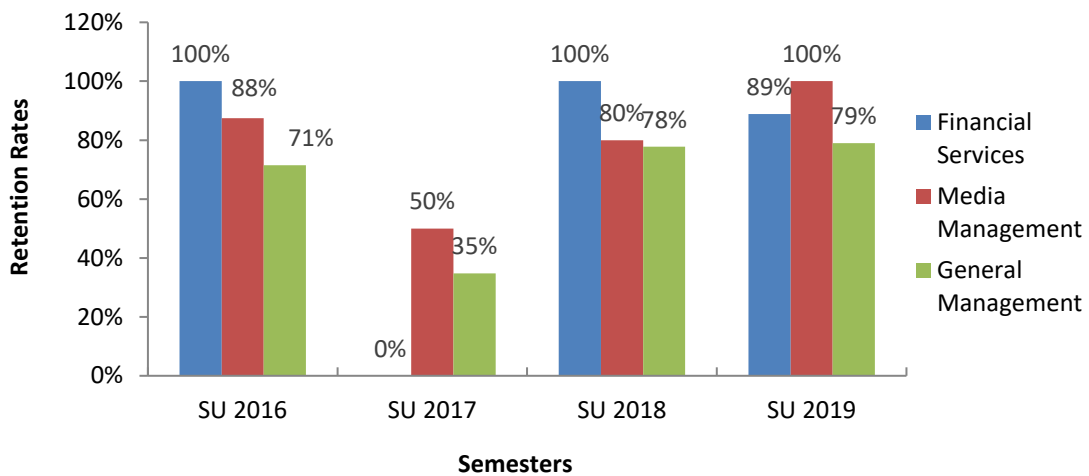


Graduate New Student Retention Rates

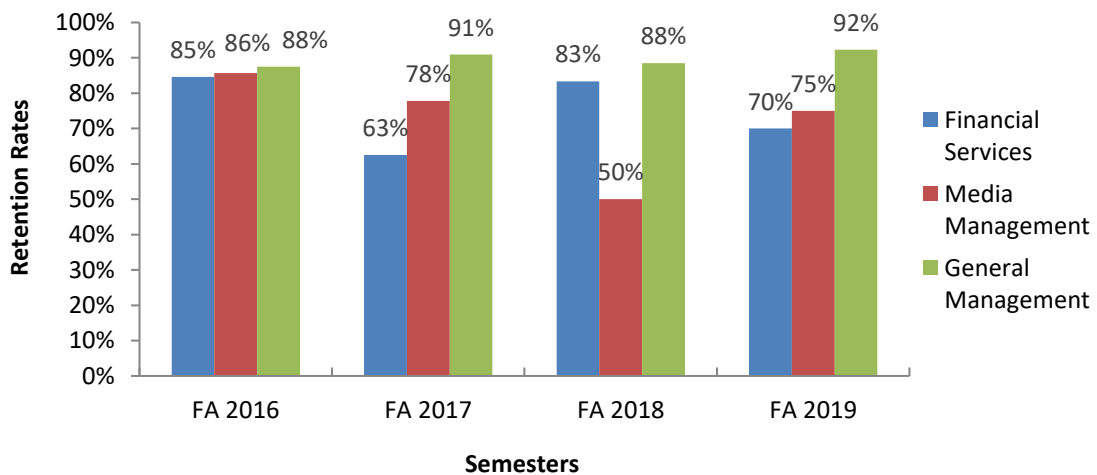
Spring-to-Fall New Graduate Retention Rates



Summer-to-Fall New Graduate Retention Rates



Fall-to-Spring New Graduate Retention Rates



Undergraduate New Student Graduation Rates*

Undergraduate New Student Graduation Rates						
Spring Semester	Business (AS)		Business (BBA)		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad
2006	15	13%	24	29%	39	23%
2007	13	15%	33	27%	46	24%
2008	14	21%	17	41%	31	32%
2009	8	13%	32	22%	40	20%
2010	11	27%	30	43%	41	39%
2011	12	25%	36	28%	48	27%
2012	14	21%	41	41%	55	36%
2013	17	24%	31	45%	48	38%
Average	13	20%	31	35%	44	30%

Undergraduate New Student Graduation Rates						
Summer Semester	Business (AS)		Business (BBA)		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad
2006	8	38%	14	43%	22	41%
2007	12	17%	18	44%	30	33%
2008	11	27%	18	39%	29	34%
2009	9	44%	25	32%	34	35%
2010	14	21%	25	36%	39	31%
2011	11	45%	25	32%	36	36%
2012	18	17%	39	36%	57	30%
2013	11	18%	31	39%	42	33%
Average	12	28%	24	38%	36	34%

Undergraduate New Student Graduation Rates						
Fall Semester	Business (AS)		Business (BBA)		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad
2006	16	13%	32	22%	48	19%
2007	17	24%	35	26%	52	25%
2008	14	43%	37	38%	51	39%
2009	20	40%	63	46%	83	45%
2010	25	24%	64	39%	89	35%
2011	17	47%	48	31%	65	35%
2012	20	20%	75	40%	95	36%
2013	23	26%	57	42%	80	38%
Average	19	30%	51	35%	70	33%

*Graduation rates include First-Time Freshman and New Transfers

Graduate New Student Graduation Rates

Graduate New Student Graduation Rates								
Spring Semester	Financial Services		Media Management		General Management		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad	N Started	% Grad
2009	10	90%	20	85%	17	76%	47	83%
2010	11	82%	12	75%	17	76%	40	78%
2011	9	56%	11	55%	18	72%	38	63%
2012	6	100%	5	20%	34	74%	45	71%
2013	1	100%	11	45%	23	70%	35	63%
2014	6	100%	14	50%	30	77%	50	72%
2015	7	86%	8	63%	29	76%	44	75%
2016	7	100%	6	67%	28	68%	41	73%
Average	7	89%	10	57%	25	74%	42	72%

Graduate New Student Graduation Rates								
Summer Semester	Financial Services		Media Management		General Management		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad	N Started	% Grad
2009	7	86%	10	80%	9	80%	26	85%
2010	4	75%	12	25%	12	83%	28	57%
2011	3	100%	8	63%	10	80%	21	76%
2012	8	50%	5	80%	14	57%	27	44%
2013	5	60%	---	---	22	50%	27	52%
2014	1	100%	7	57%	23	57%	31	58%
2015	5	40%	7	71%	30	77%	42	71%
2016	3	100%	8	88%	21	62%	32	72%
Average	5	76%	8	55%	17	69%	29	64%

Graduate New Student Graduation Rates								
Fall Semester	Financial Services		Media Management		General Management		Total	
	N Started	% Grad	N Started	% Grad	N Started	% Grad	N Started	% Grad
2009	13	92%	30	86%	29	66%	77	79%
2010	11	82%	15	79%	28	86%	58	83%
2011	10	80%	17	71%	35	77%	69	75%
2012	13	46%	8	57%	48	71%	75	64%
2013	14	71%	9	56%	37	57%	67	60%
2014	10	70%	10	77%	39	74%	62	74%
2015	6	67%	4	44%	42	74%	57	68%
2016	13	62%	4	57%	24	75%	44	68%
Average	11	71%	23	66%	35	72%	64	71%