



## Statement of Institutional Goals for Student Achievement & Success in Student Achieving Those Goals

Bethune-Cookman University regularly evaluates success with respect to student achievement aligned with its mission, *“to educate a diverse community of learners to become responsible, productive citizens and solution seekers through the promotion of faith, scholarship, creative endeavors, leadership and service,”* and supported by the University’s one of the strategic drivers, *“to promote students’ academic and career success.”* To this end, the University continually evaluates student achievement through its academic and co-curricular effectiveness by providing a comprehensive array of instructional programs and student support services to meet various educational and career goals and needs of its diverse student population.

The University, through its *Strategic Plan*, sets student achievement goals and measures the success of students achieving those goals through numerous assessment strategies based on the following student performance criteria and benchmark.

## STUDENT SUCCESS MEASURES

1. COMPREHENSIVE RETENTION AND GRADUATION RATES – Undergraduate  
Undergraduate retention and graduation rates are built through a series of year-to-year retention rates to graduation rates by cohorts matriculating at B-CU each fall.

### Undergraduate Student Retention and Graduation Rate Report – 2021-2023

- a. RETENTION RATES – Undergraduate

**First-time Freshmen Retention:** This measure provides the retention rates for first year freshmen returning for second year at B-CU.

Baseline: 3-YR Avg. = 56%

Goal 1a: Increase retention rate of freshmen students returning in 2<sup>nd</sup> year to 60% by 2026.

**Undergraduate First-Time Freshmen Retention Rate by Fall Cohort**

UG First-time Retention	Fall 2021		Fall 2022		Fall 2023		3-YR Avg.	
First-time Freshman Retention	#	%	#	%	#	%	#	%
First-time in college	808		953		698		821	
Returning in Year Two	415	51%	535	56%	431	62%	460	56%

**Retention Rate of All Students:** This measure provides term-to-term and year-to-year student retention rate for all students enrolled at B-CU.

Baseline: 3-YR Avg. Fall to Fall 57%; 3-YR Avg. Fall to Spring 84%

Goal 2a: Increase retention of all students to 60% Fall to Fall and to 86% Fall to Spring by 2026.

**Undergraduate All Student Retention Rate by Fall to Fall & Fall to Spring**

All Student Retention	2021	2022	2023	3-YR Avg.
Fall to Fall	55%	56%	61%	57%
Fall to Spring	84%	84%	84%	84%

- b. GRADUATION RATES - Undergraduate

**6-Year Graduation:** This measure provides 6-year graduation rates of first-time freshmen by fall cohorts.

Baseline: 3-YR Avg. 32%

Goal 1b: Increase 6-year graduation rate of first-time freshmen cohort to 32% by 2026.

### Undergraduate Student Graduation Rate by Fall Cohort

YEAR	TOTAL # OF NEW FRESHMEN	New Freshmen who graduated in		New Freshmen who graduated in		New Freshmen who graduated in	
	(FIRST-TIME IN COLLEGE)	4 years (or less)		5 years or less		6 years or less	
	Cohort	#	%	#	%	#	%
2021	902	133	14	263	29	293	32
2022	1167	206	17	366	31	408	35
2023	1175	164	14	285	24	331	28

### Undergraduate Disaggregated Student Graduation Rate by Fall Cohort

Cohort Year	2021						2022						2023					
	Cohort		Completers 150%		6 Yr Graduation Rate		Cohort		Completers 150%		6 Yr Graduation Rate		Cohort		Completers 150%		6 Yr Graduation Rate	
Ethnicity	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Gender																		
Nonresident Alien	8	4	4		50%		6	3	4		67%		0	4	0	4		100%
Hispanic/Latino	8	11	3	1	38%	9%	12	23	3	10	25%	43%	13	26	4	5	31%	19%
American Indian or Alaskan Native	1	0	1		100%			2					1	1	0	0		
Asian													1	0	0	0		
Black or African American	256	437	65	150	25%	34%	313	511	99	192	32%	38%	332	615	78	187	23%	30%
Native Hawaiian or Other Pacific Islander													0	0	0	0		
White	8	2	3		38%		5	6	2		40%		2	2	1	2	50%	100%
Two or more races	17	21	5	8	29%	38%	8	17	3	7	38%	41%	11	22	2	5	18%	23%
Race and ethnicity unknown	60	69	24	29	40%	42%	89	166	24	59	27%	36%	59	86	15	24	25%	28%
Total	358	544	105	188	29%	35%	433	728	135	268	31%	37%	419	756	100	227	24%	30%

source: NCES/IPEDS

c. ANNUAL DEGREE COMPLETION RATES - Undergraduate

**Annual Degree Completions Rate:** This measure provides annual success rates for undergraduate students completing program of study and graduating from B-CU each year.

Baseline: 5-YR Avg. 14%

Goal: Increase percent of annual undergraduate graduation to 20% by 2026.

### Annual Completers AY 2019-2023

Annual Completers and Graduation	2019	2020	2021	2022	2023	5 YR Avg.
Headcount UG Enrollment	3679	3796	3992	3620	2779	3573
Total Graduating Class	538	497	498	477	511	504
Annual Graduation Rate	15%	13%	12%	13%	18%	14%

d. TIME-TO-DEGREE – Graduate Master’s

**Rate of Earned Master’s Degrees:** This measure is specific to desired outcomes determined by individual programs in terms of time to earn postsecondary master’s degrees. Degree completions are tracked by year of matriculation through student time and credit hours toward earning a degree (Graduate Program Length).

Baseline: 3-YR Avg. Graduate Master’s Time to Degree (completed in under 3 years) – 60 %

Goal: Increase time to degree completion GM to 65% by 2026.

#### Time-To-Degree - Master’s Programs

GRADUATE MASTER’S	TTL ENR	FALL 2021						TTL ENR	FALL 2022						TTL ENR	FALL 2023					
		YEARS COMPLETED							YEARS COMPLETED							YEARS COMPLETED					
		1-2		3		4-5			1-2		3		4-5			1-2		3		4-5*	
#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
<b>TOTAL</b>	45	21	46	25	56	26	58	35	16	45	20	57	23	66	28	13	46	19	68	*	*

\*Future Data  
SOURCE: OIR/Jenzabar

2. COURSE COMPLETIONS BASED ON GRADE DISTRIBUTION

Course completion rates are closely linked to other degree progression indicators such as, efficient use of resources, student time, faculty productivity, classes available, etc. University resources are underutilized if they do not yield course credit leading to learning and degree completion.

- a. **Course Completion Rates:** This measure provides the overall success rate of students enrolled at B-CU based on their performance as indicated by the passing grades they received (i.e. attempted versus passed credits with grades A, B, C, P).

Baseline: 3-YR Avg. Course completions for credit - UG 77%; GM 84%

Goal: Increase course completion rates UG to 80%; GM to 86% by 2026.

COURSE PASSING RATES									
UNDERGRADUATE					GRADUATE MASTER'S				
Academic Year	Student Grades	Course Completions		Annual Average	Academic Year	Student Grades	Course Completions		Annual Average
		#	%				#	%	
Fall 2021	15432	11571	75	74%	Fall 2021	370	306	83	83%
Spring 2022	13700	9883	72		Spring 2022	343	280	82	
Fall 2022	15310	11518	75	76%	Fall 2022	306	243	79	80%
Spring 2023	13418	10181	76		Spring 2023	265	212	80	
Fall 2023	14121	11264	80	81%	Fall 2023	340	312	92	90%
Spring 2024	13602	11006	81		Spring 2024	343	298	87	
<b>3-YR UG Average Course Completions 77%</b>					<b>3-YR GM Average Course Completions 84%</b>				

Source: OIR/Jenzabar

### 3. STUDENT PLACEMENT RATES

- a. **Undergraduate Annual Career Placement:** This measure provides initial career placement rates of program completers (graduates).

Baseline: Average Career Services Placement Rate 10%

Goal: Improve programs and services to increase student career placement rates by career services to 15% by 2026.

#### Initial Career Placement Graduates AY 2020-2021 – 2022-2023

	2020-21		2021-22		2022-23		3-YR Avg.	
	#	%	#	%	#	%	#	%
<b>Total No. of Graduates</b>	<b>511</b>		<b>400</b>		<b>338</b>		<b>416</b>	
Graduates Status Unknown*	335		254		289		293	
<b>Total Graduates on Record</b>								
Initial Career Placement	51	10	43	11	27	8	40	10
Graduate and Professional School Placement	125	24	103	26	22	7	83	19

\* Initial career placement is based on follow-up survey conducted one year after each undergraduate graduating class and continuing education data is based on National student clearing house

Source: Graduate Exit survey and National Student Clearing House

- b. **Graduate/Professional School Attendance:** This measure provides the overall success rate of B-CU graduates' preparation in pursuing further education. The rate is measured by 5-year cohort average of graduating classes.

Baseline: Average graduate school attendance 14%

Goal: Improve programs and services to increase student placement rates for further education to 17% by 2026.

#### 5-YR Graduate and Professional School Attendance Rates of Undergraduate Graduates

Graduate/Professional School Attendance	2016-2020		2017-2021		2018-2022	
	#	%	#	%	#	%
5-Year Total Number of Graduates	2400		2230		2048	
Total Attending Graduate & Professional Schools	411	17	338	15	231	11

Source: National Clearing House