



Statement of Institutional Goals for Student Achievement & Success in Student Achieving Those Goals AY 2019-2020

Bethune-Cookman University regularly evaluates success with respect to student achievement aligned with its mission, *“to develop global leaders committed to service, life-long learning and diversity by providing a faith-based environment of academic excellence and transformative experiences,”* 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 – 2010-2019

		FALL 2010=924		FALL 2011= 886		FALL 2012=898		FALL 2013=1023		FALL 2014=992		FALL 2015=899		FALL 2016=1167		FALL 2017=1180		FALL 2018 =939		FALL 2019 = 559	
RETENTION		#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1	Total number of new freshmen (first-time-in-college)	924		886		898		1023		992		899		1167		1175		939		559	
2	Average high school GPA	2.91		2.95		2.87		2.89		2.95		2.97		3.0		2.95		3.05		3.1	
3	Number of students from Line 1 returning for a 2nd year.	638	69	567	64	566	63	675	66	605	61	566	63	782	67	761	65	511	54		
4	Number of students from Line 1 who returned for a 3rd year	425	46	434	49	458	51	512	50	457	46	432	48	573	49	485	41				
5	Number of students from Line 1 who returned for a 4th year	380	41	419	47	387	43	438	43	427	43	369	41	470	40						
6	Number of students from Line 1 who returned for a 5th year	258	28	275	31	225	25	277	27	264	27	200	22								
7	Number of students from Line 1 who returned for a 6th year	120	13	116	13	63	7	90	9	89	9										
GRADUATION																					
8	Number of students from Line 1 who graduated in 4 years (or less)	132	14	113	13	125	14	151	15	202	20	125	14								
9	Number of students from Line 1 who graduated in 5 years or less (include those from line 8)	258	28	268	30	262	29	287	28	272	27										
10	Number of students from Line 1 who graduated in 6 years or less (include those from Lines 8 & 9)	306	33	324	37	306	34	334	33												

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.

Undergraduate First-Time Freshmen Retention Rate by Fall Cohort

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		5-YR Avg.	
	#	%	#	%	#	%	#	%	#	%	#	%
Total New Freshmen	992		899		1167		1175		939		1034	
Returning in Year Two	605	61	566	63	782	67	761	65	511	54	645	62

Baseline: 5-YR Avg. = 62%

Goal 1a: Increase retention rate of freshmen students returning for 2nd year to 70% by 2021.

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: 5-YR Avg. Fall to Fall 63%;
5-YR Avg. Fall to Spring 85%

Goal 2a: Increase retention of all students to 65% Fall to Fall and to 87% Fall to Spring by 2021.

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

All Student Retention	2014	2015	2016	2017	2018	5-YR Avg.
Fall to Fall	66%	61%	63%	67%	57%	63%
Fall to Spring	87%	85%	84%	83%	85%	85%

b. GRADUATION RATES - Undergraduate

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

Baseline: 5-YR Avg. 34%

Goal 1b: Increase 6-yr graduation rate for first-time freshmen cohort to 40% by 2021.

Undergraduate Student Graduation Rate by Fall Cohort

Fall Semester	No. of Freshman Enrolled	No. Graduated within 4yrs or less		No. Graduated within 5yrs or less		No. Graduated within 6yr or less	
2009	917	233	25%	286	31%	297	32%
2010	924	132	14%	258	28%	306	33%
2011	886	113	13%	268	30%	324	37%
2012	898	125	14%	262	29%	306	34%
2013	1023	151	15%	287	28%	334	33%
5-YR Avg.	930	151	16%	272	29%	313	34%

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 16% by 2021.

Annual Completers AY 2015-2019

Annual Completers and Graduation	2015	2016	2017	2018	2019	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

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: 5-YR Avg. Graduate Master’s Time to Degree – 58%

Goal: Increase time to degree completion GM to 60% by 2021.

Time-To-Degree - Master's Programs

GRADUATE MASTER'S	TTL ENR	FALL 2018							TTL ENR	FALL 2019							TTL ENR	FALL 2020						
		YEARS COMPLETED								YEARS COMPLETED								YEARS COMPLETED						
		1-2		3		4-5				1-2		3		4-5				1-2		3		4-5*		
		#	%	#	%	#	%			#	%	#	%	#	%			#	%	#	%	#	%	
TOTAL	48	21	44	25	52	26	54	59	32	54	38	64	-	-	44	26	59	30	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, S).

Baseline: 3-YR Avg. Course completions for credit - UG 76%; GM 86%

Goal: Increase course completion rates UG to 78%; GM to 88% by 2021.

Student Success Based on Passing Grade Distribution

UNDERGRADUATE					GRADUATE MASTERS				
Academic Year	Student Grades	Course Completions		Annual Average	Academic Year	Student Grades	Course Completions		Annual Average
		#	%				#	%	
Fall 2017	23989	18730	78	76	Fall 2017	493	406	82	85.5
Spring 2018	22686	16807	74		Spring 2018	449	401	89	
Fall 2018	22830	17255	76	76	Fall 2018	496	456	92	88.5
Spring 2019	20464	15499	76		Spring 2019	434	371	85	
Fall 2019	17614	14376	82	75	Fall 2019	341	287	84	85
Spring 2020	16407	11213	68		Spring 2020	370	319	86	
3-YR UG Average Course Completions 76%					3-YR GM Average Course Completions 86%				

Source: OIR/Jenzabar

- b. Capstone Course Passing Rates: This measure provides the overall success rate of students in out-of-class performance as indicated by the completion of their thesis, dissertation, internship, portfolio projects.

Baseline: 3-YR Avg. Capstone course completions for credit - UG 83%; GM - 85%

Goal: Increase capstone course passing rates UG to 85%; GM - 87% by 2021

Student Success Based on Capstone Course Completions for Credit

CAPSTONE COURSE PASSING RATES												
Academic Term	UNDERGRADUATE						GRADUATE					
	Student Grades	Passing		Failing		Annual Average Passing Rate	Student Grades	Passing		Failing		Annual Average Passing Rate
		#	%	#	%			#	%	#	%	
Fall 2017	283	257	91	22	8	88	19	13	84	1	5	87
Spring 2018	292	247	85	26	9		42	38	90	1	2	
Fall 2018	229	202	88	22	9	86	53	47	89	2	4	87
Spring 2019	272	229	84	22	8		55	47	85	3	15	
Fall 2019	306	211	69	28	9	73.5	63	51	81	5	8	81.5
Spring 2020	431	337	78	23	5		49	40	82	2	4	
3-YR UG Average Passing Rate 83%							3-YR GD Average Passing Rate 85%					

Source: Jenzabar

3. STUDENT PLACEMENT RATES

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

Benchmark: Average Career Services Placement Rate 52%

**Initial Career Placement of Graduates
AY 2016-2017 – 2018-2019**

	2016-17		2017-18		2018-19		3-YR Average	
	#	%	#	%	#	%	#	%
Total No. of Graduates	497		508		477		494	
Graduates Status Unknown*	221		170		100		491	
Total Graduates on Record								
Initial Career Placement	201	40	275	54	285	60	761	52
Graduate and Professional School Placement	75	15	83	16	92	19	83	17

* Based on follow-up survey conducted one year after each undergraduate graduating class.

Source: Office of Career Services

Goal: Improve programs and services to increase student placement rates by career services to 54% by 2021

- a. Graduate or 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.

Benchmark: Average graduate school attendance 17%

Goal: Improve programs and services to increase student placement rates for further education to 19% by 2021.

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

	2013-2017		2014-2018		2015-2019	
	#	%	#	%	#	%
5-Year Total Number of Graduates	2545		2525		2529	
Total Attending Graduate & Professional Schools	291	11	296	12	419	17

Source: National Clearing House
 *Data to be updated with 2019 clearing house data

4. LICENSURE COMPLETION RATES

- a. Teacher Education: This measure provides Licensure completion rates for the Teacher Education program completers (graduates).

Benchmark: Average FTCE licensure pass rate 100%

3-Year Teacher Education FTCE Licensure Passing Rates
2017-2018 – 2019-2020

Academic Year	FTCE Examinees		Passing Rates		Florida State Average
	#		#	%	Passing Rate
AY 2017-2018	14		14	100	82
AY 2018-2019	13		13	100	81
AY 2019-2020	22		22	100	73

*Academic Testing Year September 1 to August 30
 Source: School of Education

Goal: Overall, Bethune-Cookman University completers' results show a solid performance outcome for candidates who have taken the FTCE assessment during the most recent three academic testing years (September 1 to August 30) with a 100% pass rate for all three academic years

- b. Nursing BSN: This measure provides Licensure completion rates for the Nursing BSN program completers (graduates).

Benchmark: Average NCLEX-RN licensure pass rate 79.5%

**Nursing NCLEX-RN Licensure Passing Rates
AY 2018-2019 – 2019-2020**

Academic Year	NCLEX-RN Examinees	Passing Rates		Florida State Average Passing Rate
		#	%	
2018-2019	11	8	73	89
2019-2020	7	6	86	89
2-Yr Avg. Rate			79	89

*Academic Testing Years
Source: School of Nursing

Goal: Students completing NCLEX-RN assessments will remain within ten percent of annual average pass rate for BSN programs in compliance with Florida Board of Nursing’s Statutes subsection 464.019(5) (a) 1