



## 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 GRADAUTION 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 – 2022-2024

- 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. = 58%

Goal 1a: Increase retention rate of freshmen students returning in 2<sup>nd</sup> year to 60% by 2028

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

UG First-time Retention	Fall 2022		Fall 2023		Fall 2024		3-YR Avg.	
First-time Freshman Retention	#	%	#	%	#	%	#	%
First-time in college	953		698		1,012		888	
Returning in Year Two	535	<b>56</b>	431	<b>62</b>	580	<b>57</b>	515	<b>58</b>

**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 85%

Goal 2a: Increase retention of all students to 60% Fall to Fall and to 88% Fall to Spring by 2028.

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

All Student Retention	2022	2023	2024	3-YR Avg.
Fall to Fall	56%	61%	60%	57%
Fall to Spring	84%	84%	88%	85%

- b. GRADAUTION 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 34% by 2028.

### 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	#	%	#	%	#	%
2022	1161	207	18	368	32	403	35
2023	1175	161	14	283	24	327	28
2024	937	151	16	260	28	286	31

### Undergraduate Disaggregated Student Graduation Rate by Fall Cohort

Cohort Year	2022						2023						2024					
Ethnicity	Cohort		Completers 150%		6 Yr. Graduation Rate		Cohort		Completers 150%		6 Yr. Graduation Rate		Cohort		Completers 150%		6 Yr. Graduation Rate	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Nonresident Alien	6	3	4		67%		0	4	0	4		100%	5	8	1	5	20%	63%
Hispanic/Latino	12	23	3	10	25%	43%	13	26	4	5	31%	19%	17	24	6	3	35%	13%
American Indian or Alaskan Native		2					1	1	0	0			2	0	1	0	50%	
Asian							1	0	0	0			0	0	0	0		
Black or African American	313	511	99	192	32%	38%	332	615	78	187	23%	30%	266	510	66	175	25%	34%
Native Hawaiian or Other Pacific Islander							0	0	0	0			1	0	0	0		
White	5	6	2		40%		2	2	1	2	50%	100%	4	3	0	1	0%	33%
Two or more races	8	17	3	7	38%	41%	11	22	2	5	18%	23%	11	14	3	4	27%	29%
Race and ethnicity unknown	89	166	24	59	27%	36%	59	86	15	24	25%	28%	30	42	7	14	23%	33%
Total	433	728	135	268	31%	37%	419	756	100	227	24%	30%	336	601	84	202	25%	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: 3-YR Avg. 12%

Goal: Increase percent of annual undergraduate graduation to 15% by 2028.

### Annual Completers AY 2022-2024

Annual Completers and Graduation	2022	2023	2024	3 YR Avg.
Headcount UG Enrollment	2628	2415	2733	2592
Total Graduating Class	338	291	325	318
Annual Graduation Rate	13%	12%	12%	12%

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) – 65 %

Goal: Increase time to degree completion GM to 68% by 2028.

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

GRADUATE MASTER’S	TTL ENR	FALL 2022						TTL ENR	FALL 2023						TTL ENR	FALL 2024					
		YEARS COMPLETED							YEARS COMPLETED							YEARS COMPLETED					
		1-2		3		4-5			1-2		3		4-5			1-2		3		4-5*	
#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%		
<b>TOTAL</b>	35	16	45	20	57	23	66	28	13	46	19	68	22	78	29	16	55	20	69	*	*

\*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 79%; GM 86%

Goal: Increase course completion rates UG to 82%; GM to 88% by 2028.

COURSE PASSING RATES									
UNDERGRADUATE					GRADUATE MASTER'S				
Academic Year	Student Grades	Course Completions		Annual Average	Academic Year	Student Grades	Course Completions		Annual Average
		#	%				#	%	
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	
Fall 2024	16792	13397	80	79%	Fall 2024	396	367	93	88%
Spring 2025	15739	12336	78		Spring 2025	309	252	82	
<b>3-YR UG Average Course Completions 79%</b>					<b>3-YR GM Average Course Completions 86%</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 19%

Goal: Improve programs and services to increase student career placement rates by career services to 23% by 2028.

#### Initial Career Placement Graduates AY 2021-2022 – 2023-2024

	2021-22		2022-23		2023-24		3-YR Avg.	
	#	%	#	%	#	%	#	%
<b>Total No. of Graduates</b>	<b>400</b>		<b>338</b>		<b>291</b>		<b>343</b>	
<b>Total Graduates on Record</b>								
a. Initial Career Placement	43	11	57	17	92	32	64	19
b. Graduate and Professional School Placement	103	26	79	23	26	9	69	20

\* 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.

Baseline: 3 YR Average graduate school attendance 20%

Goal: Improve programs and services to increase student placement rates for further education to 23% by 2028.