

John Brown University Online UG & Grad Retention Report Fall 2021



Introduction

These pages show the rates at which students stay and finish their JBU education. The information is organized first by school (Online Undergraduate and Graduate) and then, within each school, by program area. The data definitions vary both between and within the schools. Generally, we use the following definitions:

Persistence and Completion Rates: While the terms “retention rate” and “graduation rate” generally refer only to students who enter as first-time, full-time students, the rates in this report apply to all students who begin as degree seeking. Undergraduate completion Rates are only shown for students beginning in 2017-18 or earlier and graduate completion rates are shown for students beginning in 2018-19 or earlier.

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Online Undergraduate Programs

Retention to second year

Retained at least one semester within one year of starting: Online Undergraduate

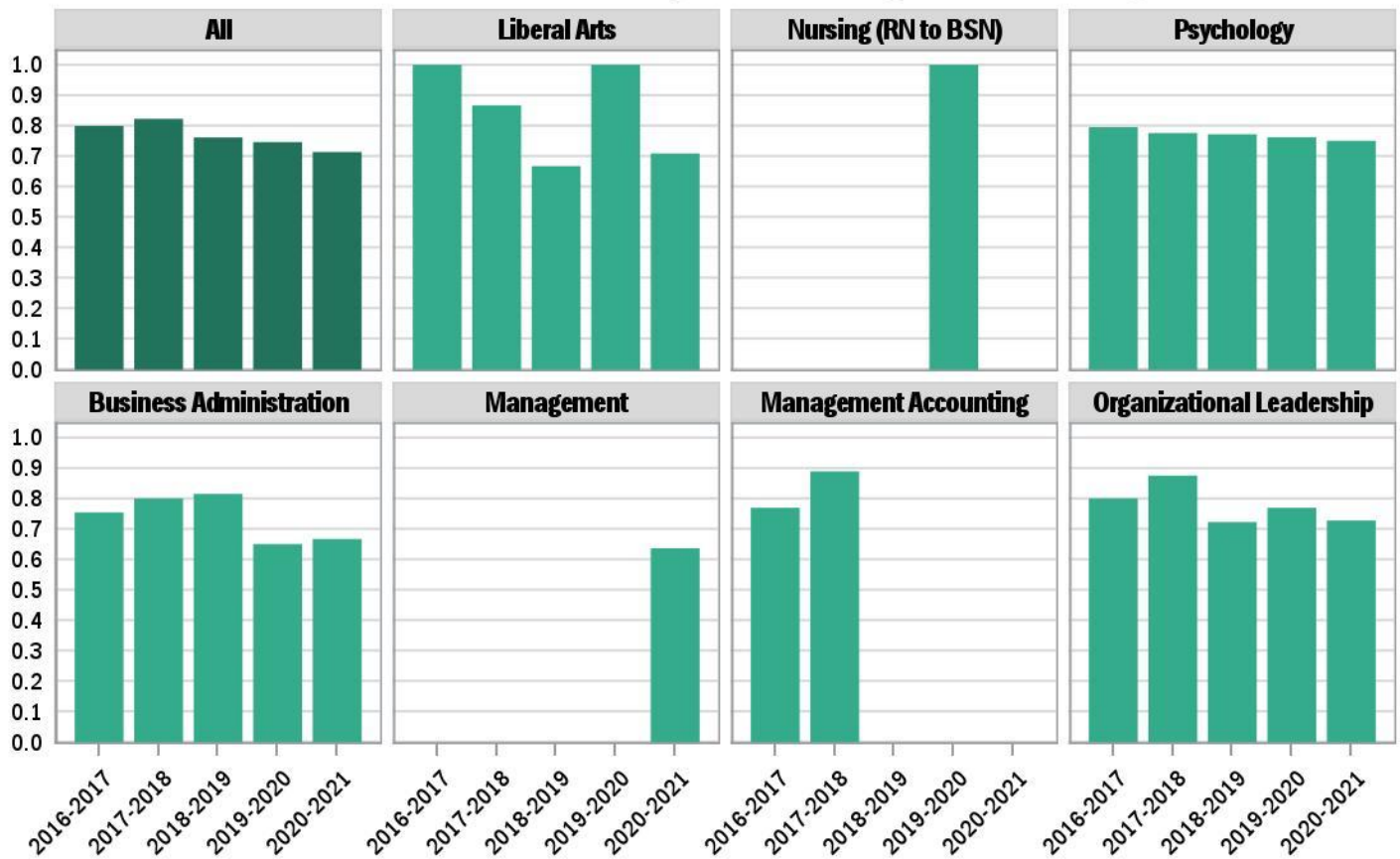


TABLE 1: RETENTION RATE OF DEGREE-SEEKING ONLINE UG STUDENTS

Academic Year	Retained at least one semester within one year of starting												
	Detail										Overall		
	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
#	#	%	#	%	#	%	#	%	#	%	#	%	
2016-2017	179	129	72%	5	3%	8	4%	1	1%	143	80%	36	20%
2017-2018	135	104	77%	2	1%	5	4%	0	0%	111	82%	24	18%
2018-2019	92	65	71%	0	0%	5	5%	0	0%	70	76%	22	24%
2019-2020	59	43	73%	0	0%	1	2%	0	0%	44	75%	15	25%
2020-2021	115	75	65%	0	0%	1	1%	6	5%	82	71%	33	29%

TABLE 2: RETENTION FOR STUDENTS WHO STARTED IN LIBERAL ARTS

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	16	11	69%	1	6%	3	19%	1	6%	16	100%	0	0%	
2017-2018	15	12	80%	0	0%	1	7%	0	0%	13	87%	2	13%	
2018-2019	12	8	67%	0	0%	0	0%	0	0%	8	67%	4	33%	
2019-2020	3	3	100%	0	0%	0	0%	0	0%	3	100%	0	0%	
2020-2021	24	13	54%	0	0%	0	0%	4	17%	17	71%	7	29%	

TABLE 3: RETENTION FOR STUDENTS WHO STARTED IN NURSING (RN TO BSN)

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2019-2020	2	2	100%	0	0%	0	0%	0	0%	2	100%	0	0%	

TABLE 4: RETENTION OF STUDENTS WHO STARTED IN PSYCHOLOGY

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	39	30	77%	0	0%	1	3%	0	0%	31	79%	8	21%	
2017-2018	49	36	73%	0	0%	2	4%	0	0%	38	78%	11	22%	
2018-2019	35	22	63%	0	0%	5	14%	0	0%	27	77%	8	23%	
2019-2020	21	16	76%	0	0%	0	0%	0	0%	16	76%	5	24%	
2020-2021	52	37	71%	0	0%	0	0%	2	4%	39	75%	13	25%	

TABLE 5: RETENTION FOR STUDENTS IN THE BUSINESS DEPARTMENT

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	124	88	71%	4	3%	4	3%	0	0%	96	77%	28	23%	

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2017-2018	71	56	79%	2	3%	2	3%	0	0%	60	85%	11	15%	
2018-2019	45	35	78%	0	0%	0	0%	0	0%	35	78%	10	22%	
2019-2020	33	22	67%	0	0%	1	3%	0	0%	23	70%	10	30%	
2020-2021	39	25	64%	0	0%	1	3%	0	0%	26	67%	13	33%	

TABLE 6: RETENTION FOR STUDENTS IN BUSINESS ADMINISTRATION

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	61	40	66%	4	7%	2	3%	0	0%	46	75%	15	25%	
2017-2018	30	24	80%	0	0%	0	0%	0	0%	24	80%	6	20%	
2018-2019	27	22	81%	0	0%	0	0%	0	0%	22	81%	5	19%	
2019-2020	20	13	65%	0	0%	0	0%	0	0%	13	65%	7	35%	
2020-2021	6	4	67%	0	0%	0	0%	0	0%	4	67%	2	33%	

TABLE 7: RETENTION FOR STUDENTS IN MANAGEMENT

		Retained at least one semester within one year of starting												
		Detail								Overall				
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2020-2021	22	13	59%	0	0%	1	5%	0	0%	14	64%	8	36%	

TABLE 8: RETENTION FOR STUDENTS IN MANAGEMENT ACCOUNTING

		Retained at least one semester within one year of starting											
		Detail								Overall			
Academic Year	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	13	10	77%	0	0%	0	0%	0	0%	10	77%	3	23%
2017-2018	9	6	67%	2	22%	0	0%	0	0%	8	89%	1	11%

TABLE 9: RETENTION FOR STUDENTS IN ORGANIZATIONAL LEADERSHIP

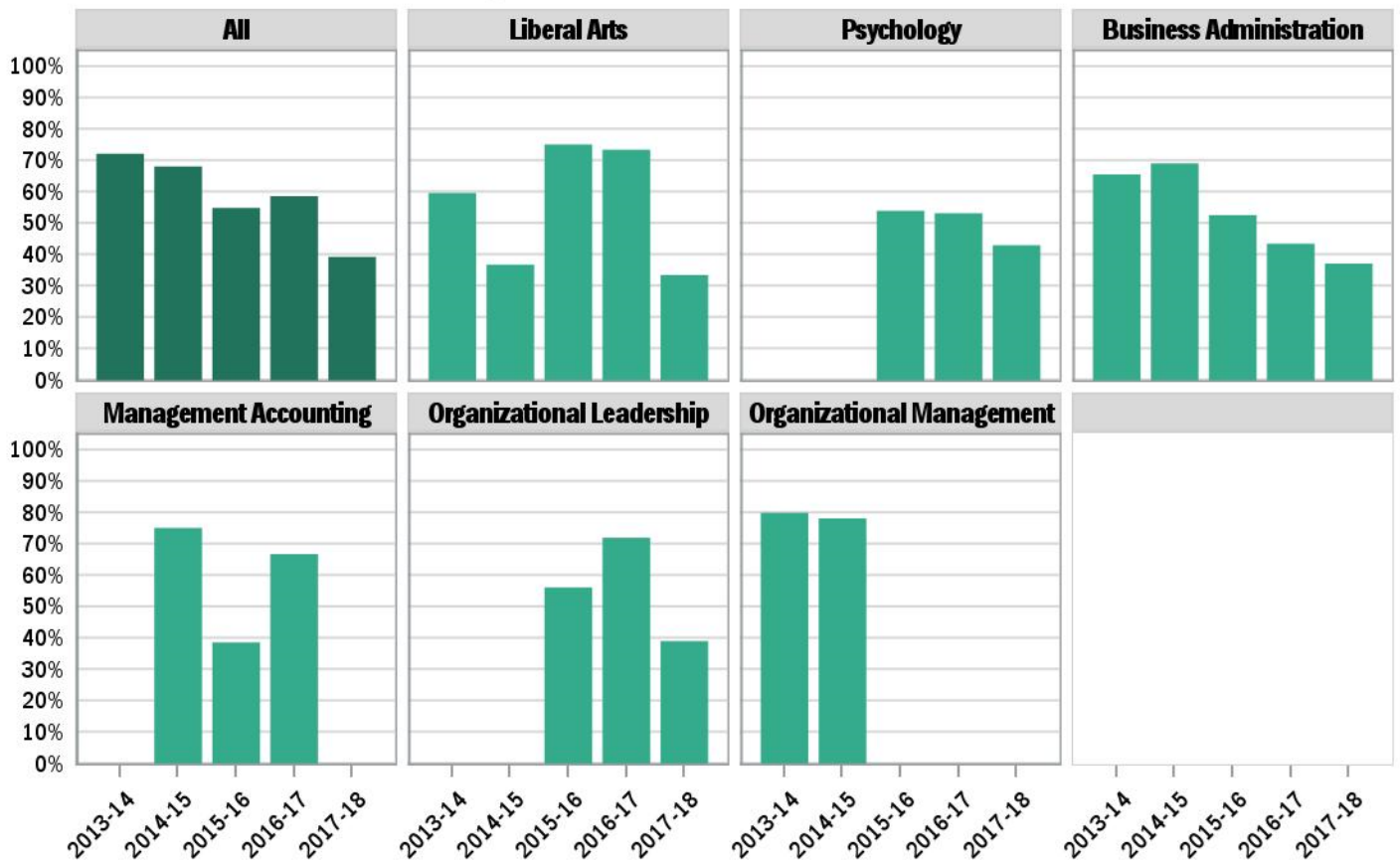
		Retained at least one semester within one year of starting											
		Detail								Overall			
Academic Year	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Retained at JBU		Not Retained at JBU	
		#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	50	38	76%	0	0%	2	4%	0	0%	40	80%	10	20%
2017-2018	32	26	81%	0	0%	2	6%	0	0%	28	88%	4	13%
2018-2019	18	13	72%	0	0%	0	0%	0	0%	13	72%	5	28%
2019-2020	13	9	69%	0	0%	1	8%	0	0%	10	77%	3	23%
2020-2021	11	8	73%	0	0%	0	0%	0	0%	8	73%	3	27%

Graduation Rates

TABLE 10: GRADUATION RATES FOR ONLINE UNDERGRADUATE STUDENTS

		6-year rate (year is starting year)			5-year rate	4-year rate
Program	Retention	2013-14	2014-15	2015-16	2016-17	2017-18
All	Starting Count	243	211	178	179	135
	Graduated in 6-years or less	162	152	121	98	79
	Graduation Rate	66.7%	72.0%	68.0%	54.7%	58.5%
Liberal Arts	Starting Count	17	42	30	16	15
	Graduated in 6-years or less	12	25	11	12	11
	Graduation Rate	70.6%	59.5%	36.7%	75.0%	73.3%
Psychology	Starting Count				39	49
	Graduated in 6-years or less				21	26
	Graduation Rate				53.8%	53.1%
Business Administration	Starting Count	64	55	58	61	30
	Graduated in 6-years or less	34	36	40	32	13
	Graduation Rate	53.1%	65.5%	69.0%	52.5%	43.3%
Management Accounting	Starting Count			8	13	9
	Graduated in 6-years or less			6	5	6
	Graduation Rate			75.0%	38.5%	66.7%
Organizational Leadership	Starting Count				50	32
	Graduated in 6-years or less				28	23
	Graduation Rate				56.0%	71.9%
Organizational Management	Starting Count	162	114	82		
	Graduated in 6-years or less	116	91	64		
	Graduation Rate	71.6%	79.8%	78.0%		

Graduation Rate: Online Undergraduate



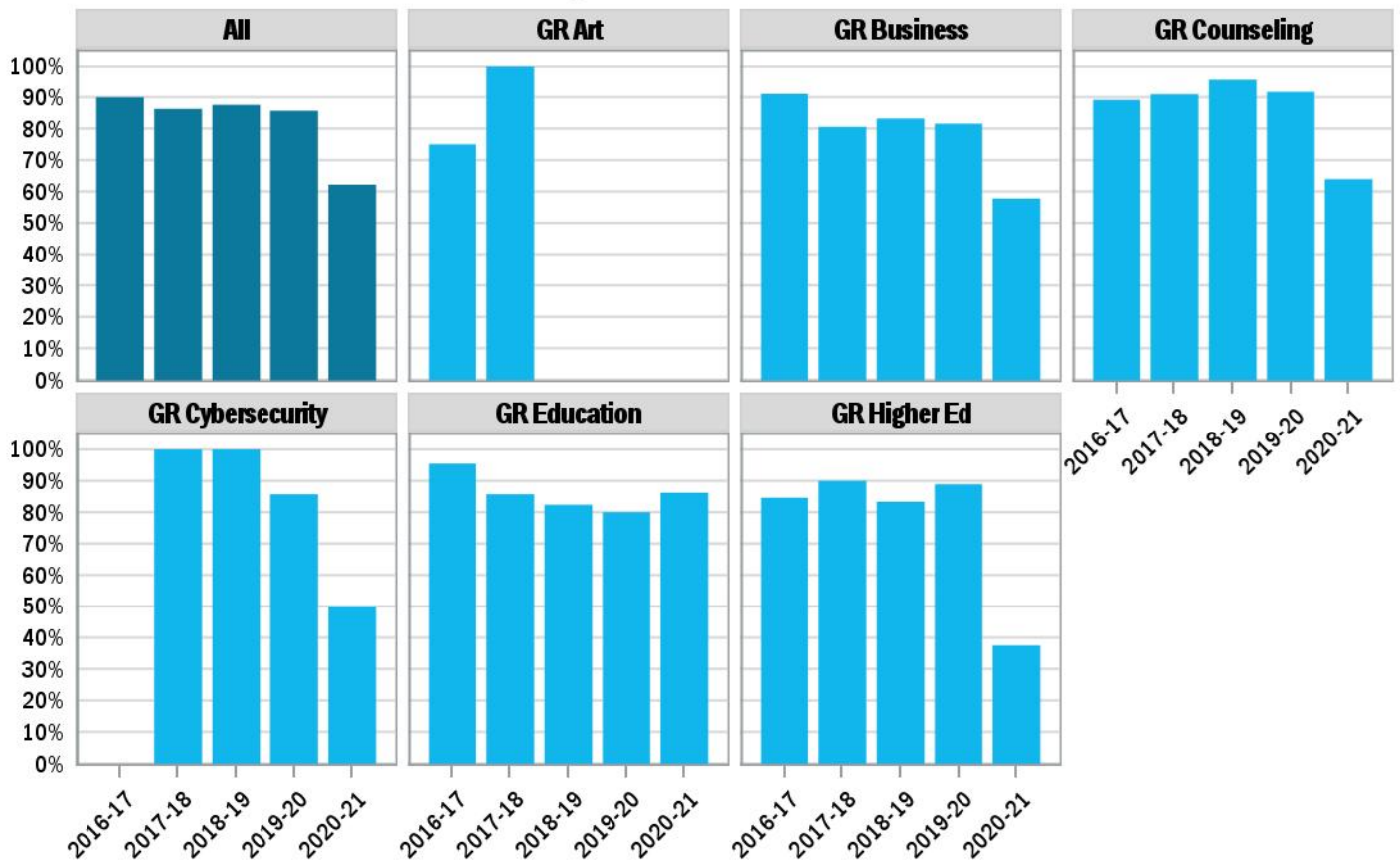
Graduate Programs

Retention to second year

TABLE 11: RETENTION FOR STUDENTS IN GRADUATE STUDIES

Program	Retention	Starting Year				
		2016-17	2017-18	2018-19	2019-20	2020-21
All	Starting Count	319	255	241	223	378
	Retained to Second Year	287	220	211	191	235
	Retention Rate	90.0%	86.3%	87.6%	85.7%	62.2%
GR Art	Starting Count	8	7			
	Retained to Second Year	6	7			
	Retention Rate	75.0%	100.0%			
GR Business	Starting Count	156	108	119	103	161
	Retained to Second Year	142	87	99	84	93
	Retention Rate	91.0%	80.6%	83.2%	81.6%	57.8%
GR Counseling	Starting Count	120	99	72	84	172
	Retained to Second Year	107	90	69	77	110
	Retention Rate	89.2%	90.9%	95.8%	91.7%	64.0%
GR Cybersecurity	Starting Count		3	10	7	8
	Retained to Second Year		3	10	6	4
	Retention Rate		100.0%	100.0%	85.7%	50.0%
GR Education	Starting Count	22	28	34	20	29
	Retained to Second Year	21	24	28	16	25
	Retention Rate	95.5%	85.7%	82.4%	80.0%	86.2%
GR Higher Ed	Starting Count	13	10	6	9	8
	Retained to Second Year	11	9	5	8	3
	Retention Rate	84.6%	90.0%	83.3%	88.9%	37.5%

Retention to 2nd Year: Graduate Programs

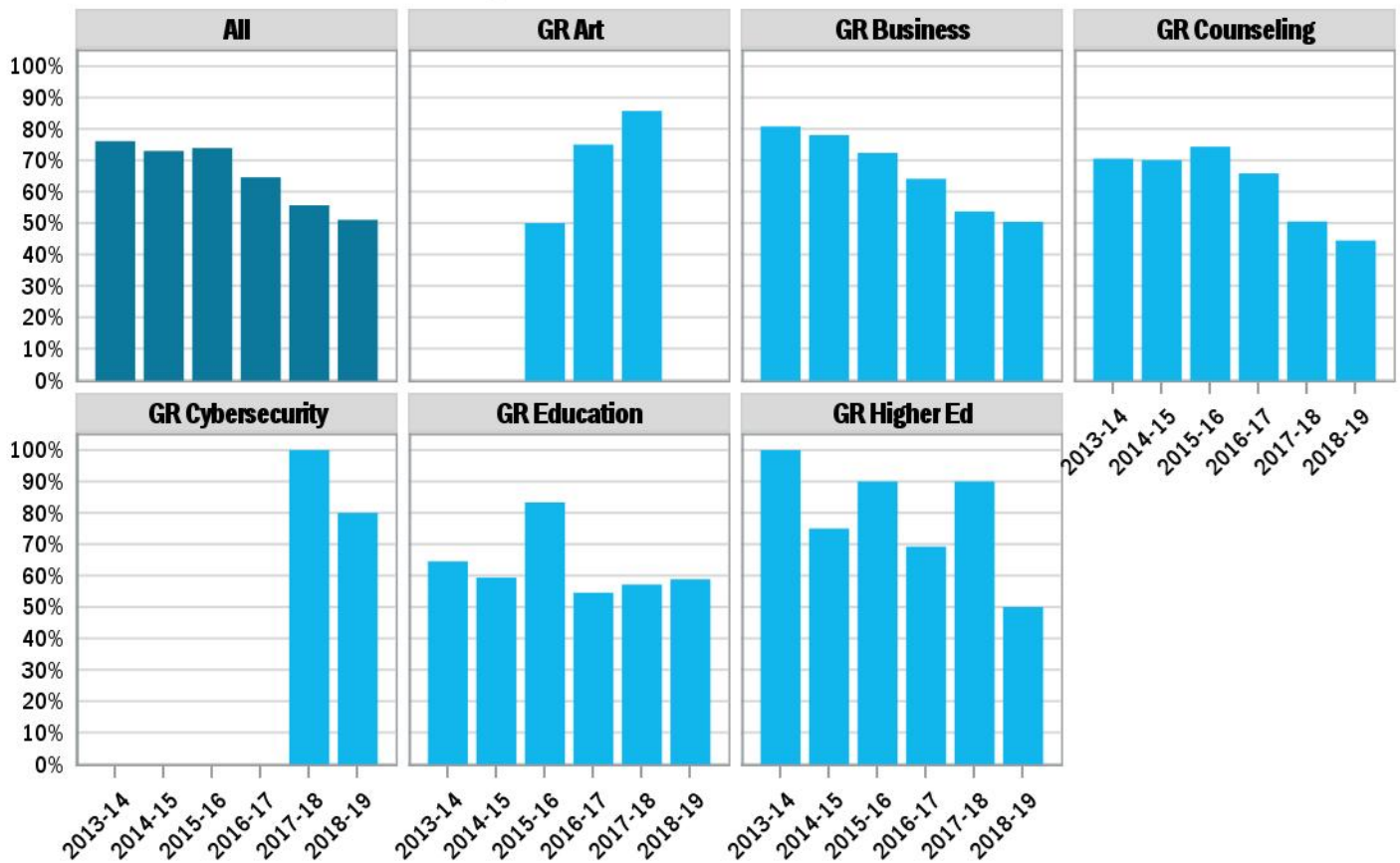


Graduation Rates

TABLE 12: GRADUATION RATES FOR GRADUATE STUDENTS

Program	Graduation	6-year rate (year is starting year)			5-year rate	4-year rate	3-year rate
		2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
All	Starting Count	247	274	272	319	255	241
	Graduated in 6-years or less	188	200	201	206	142	123
	Graduation Rate	76.1%	73.0%	73.9%	64.6%	55.7%	51.0%
GR Art	Starting Count			8	8	7	
	Graduated in 6-years or less			4	6	6	
	Graduation Rate			50.0%	75.0%	85.7%	
GR Business	Starting Count	130	141	123	156	108	119
	Graduated in 6-years or less	105	110	89	100	58	60
	Graduation Rate	80.8%	78.0%	72.4%	64.1%	53.7%	50.4%
GR Counseling	Starting Count	78	97	113	120	99	72
	Graduated in 6-years or less	55	68	84	79	50	32
	Graduation Rate	70.5%	70.1%	74.3%	65.8%	50.5%	44.4%
GR Cybersecurity	Starting Count					3	10
	Graduated in 6-years or less					3	8
	Graduation Rate					100.0%	80.0%
GR Education	Starting Count	31	32	18	22	28	34
	Graduated in 6-years or less	20	19	15	12	16	20
	Graduation Rate	64.5%	59.4%	83.3%	54.5%	57.1%	58.8%
GR Higher Ed	Starting Count	8	4	10	13	10	6
	Graduated in 6-years or less	8	3	9	9	9	3
	Graduation Rate	100.0%	75.0%	90.0%	69.2%	90.0%	50.0%

Graduation Rate: Graduate Programs



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