

John Brown University Online UG & Grad Retention Report Fall 2023



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. Completion Rates are only shown for students beginning in 2020-21 or earlier.

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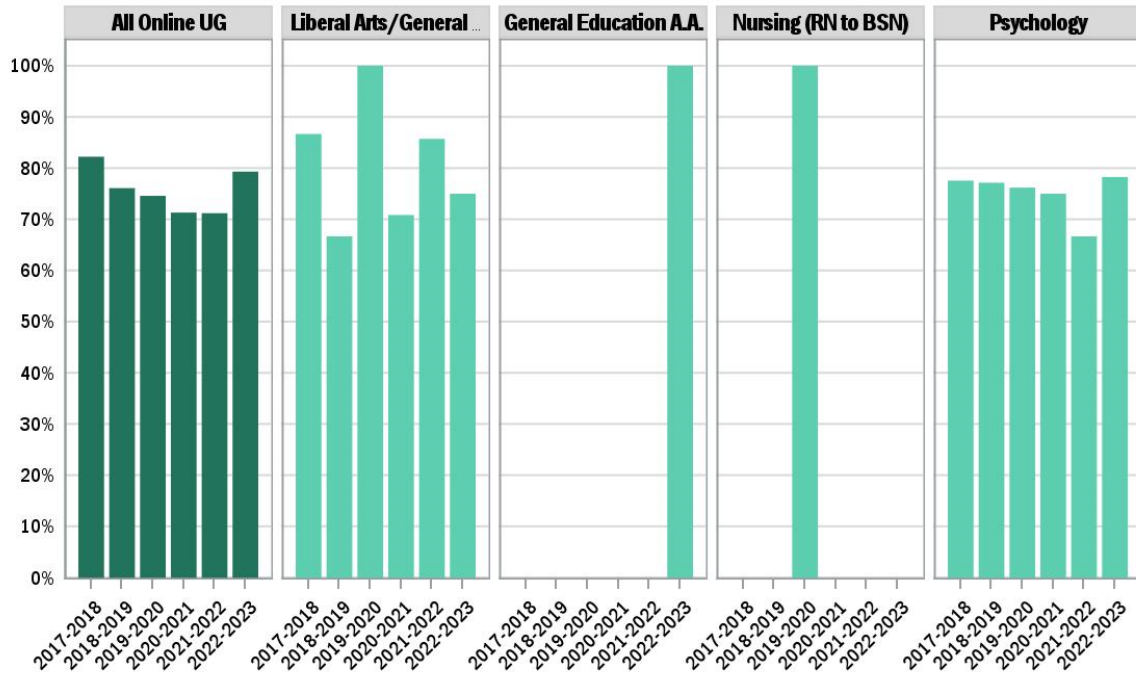
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Online Undergraduate Programs

Retention to second year

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

Overall, Liberal Arts/General Studies, General Education A.A., Nursing, Psychology



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

Business

Overall, Business Administration/General Business, Management, Marketing, Management Accounting, Organizational Leadership

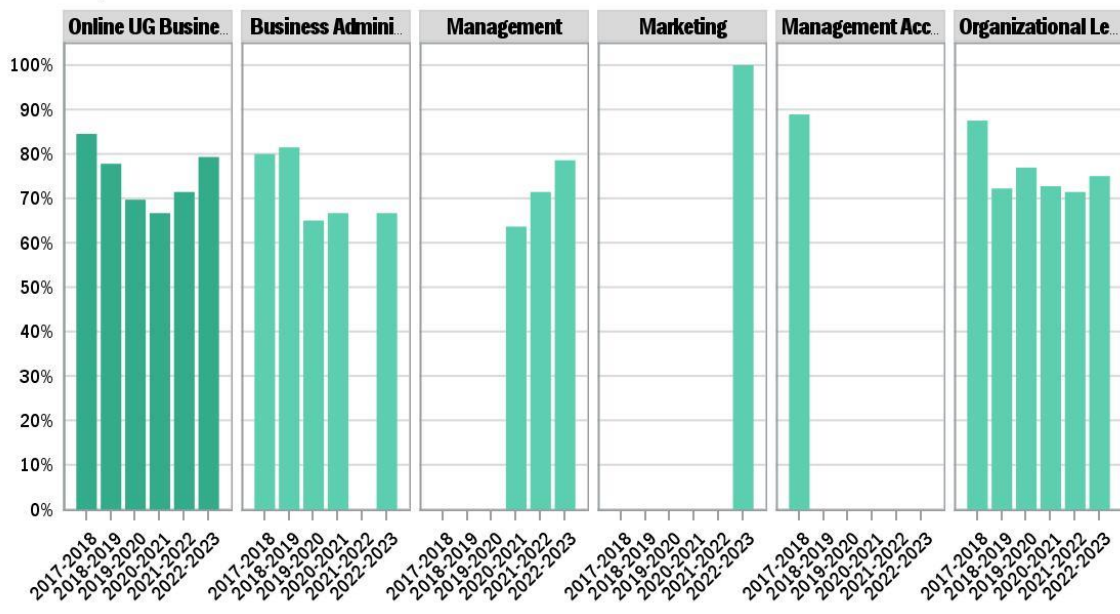


TABLE 1: RETENTION RATE OF DEGREE-SEEKING ONLINE UG STUDENTS

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	
		#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	96	72	75%	4	4%	3	3%	0	0%	79	82%	17	18%
2015-2016	96	67	70%	5	5%	7	7%	0	0%	79	82%	17	18%
2016-2017	178	129	72%	5	3%	8	4%	1	1%	143	80%	35	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%
2021-2022	59	39	66%	1	2%	1	2%	1	2%	42	71%	17	29%
2022-2023	58	44	76%	1	2%	1	2%	0	0%	46	79%	12	21%

TABLE 2 RETENTION RATE OF STUDENTS WHO STARTED IN LIBERAL ARTS/GENERAL STUDIES

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	
		#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	41	31	76%	0	0%	1	2%	0	0%	32	78%	9	22%
2015-2016	30	16	53%	0	0%	7	23%	0	0%	23	77%	7	23%
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%
2021-2022	7	5	71%	0	0%	0	0%	1	14%	6	86%	1	14%
2022-2023	4	3	75%	0	0%	0	0%	0	0%	3	75%	1	25%

TABLE 3: RETENTION OF STUDENTS WHO STARTED IN GENERAL EDUCATION A. A.

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	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2022-2023	2	2	100%	0	0%	0	0%	0	0%	2	100%	0	0%	

TABLE 4: RETENTION OF 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 5: RETENTION RATE 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%	
2021-2022	24	16	67%	0	0%	0	0%	0	0%	16	67%	8	33%	
2022-2023	23	18	78%	0	0%	0	0%	0	0%	18	78%	5	22%	

TABLE 6: RETENTION RATE OF STUDENTS WHO STARTED IN THE BUSINESS DEPARTMENT, ALL PROGRAM COMBINED

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	
		#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	55	41	75%	4	7%	2	4%	0	0%	47	85%	8	15%
2015-2016	66	51	77%	5	8%	0	0%	0	0%	56	85%	10	15%
2016-2017	123	88	72%	4	3%	4	3%	0	0%	96	78%	27	22%
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%
2021-2022	28	18	64%	1	4%	1	4%	0	0%	20	71%	8	29%
2022-2023	29	21	72%	1	3%	1	3%	0	0%	23	79%	6	21%

TABLE 7: RETENTION RATE OF STUDENTS WHO STARTED IN BUSINESS ADMINISTRATION/GENERAL BUSINESS

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	
		#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	55	41	75%	4	7%	2	4%	0	0%	47	85%	8	15%
2015-2016	55	43	78%	2	4%	0	0%	0	0%	45	82%	10	18%
2016-2017	60	40	67%	4	7%	2	3%	0	0%	46	77%	14	23%
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%
2022-2023	3	2	67%	0	0%	0	0%	0	0%	2	67%	1	33%

TABLE 8: RETENTION RATE OF STUDENTS WHO STARTED 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%
2021-2022	21	13	62%	1	5%	1	5%	0	0%	15	71%	6	29%
2022-2023	14	9	64%	1	7%	1	7%	0	0%	11	79%	3	21%

TABLE 9: RETENTION RATE OF STUDENTS WHO STARTED 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	
		#	%	#	%	#	%	#	%	#	%	#	%
2015-2016	11	8	73%	3	27%	0	0%	0	0%	11	100%	0	0%
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 10: RETENTION OF STUDENTS WHO STARTED IN MARKETING

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	
		#	%	#	%	#	%	#	%	#	%	#	%
2022-2023	4	4	100%	0	0%	0	0%	0	0%	4	100%	0	0%

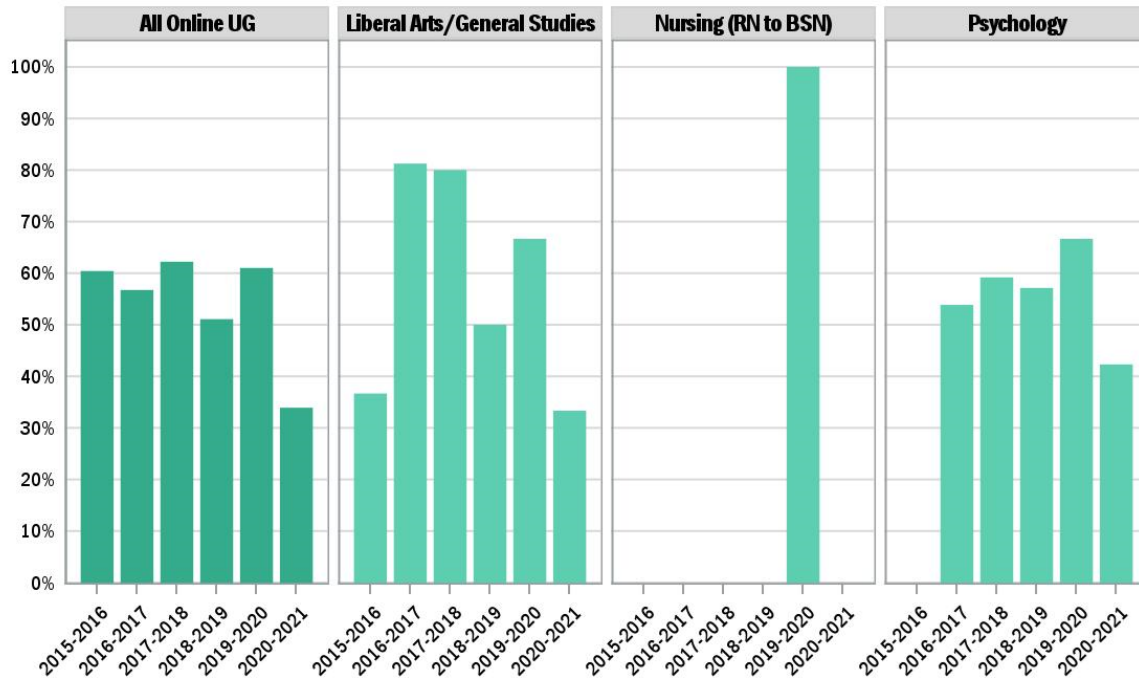
TABLE 11: RETENTION RATE OF STUDENTS WHO STARTED IN ORGANIZATIONAL LEADERSHIP

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%					
2021-2022	7	5	71%	0	0%	0	0%	0	0%	5	71%	2	29%					
2022-2023	8	6	75%	0	0%	0	0%	0	0%	6	75%	2	25%					

Graduation Rates

Graduation Rate: Online Undergraduate

Overall, Liberal Arts/General Studies, Nursing, Psychology



Graduation Rate: Online Undergraduate Business

Overall, Business Administration/General Business, Management, Management Accounting, Organizational Leadership

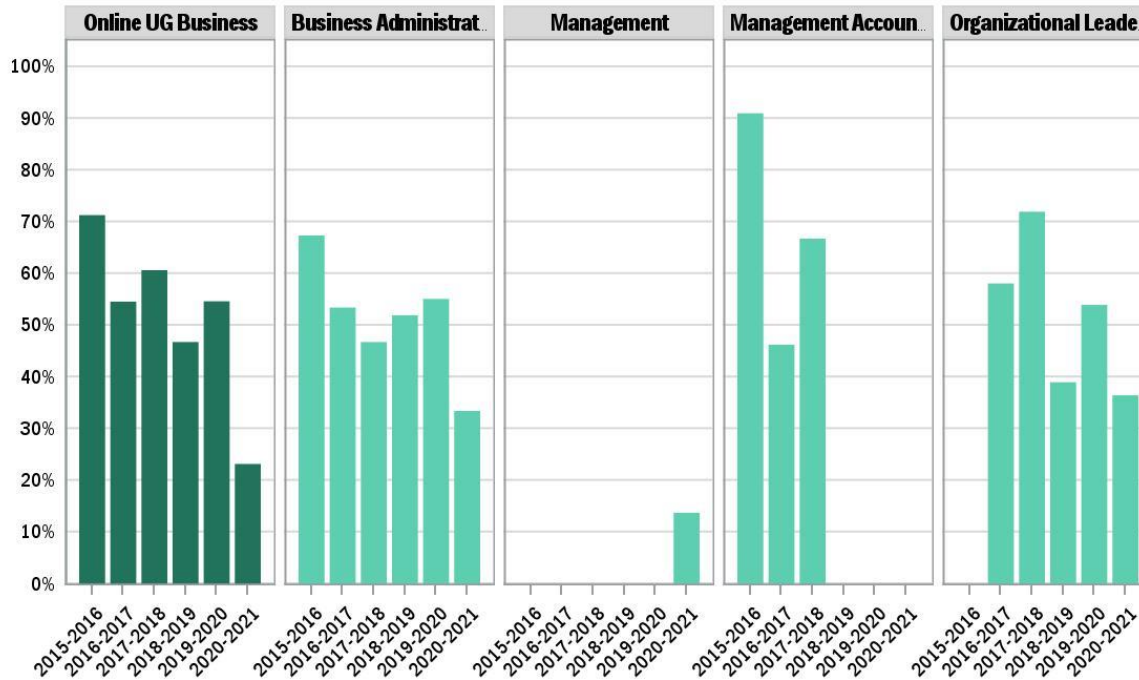


FIGURE 1: GRADUATION RATES FOR ONLINE UG

TABLE 12: GRADUATION RATES FOR ONLINE UNDERGRADUATE STUDENTS

		Graduated											
		Detail								Overall			
	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	96	58	60%	1	1%	58	60%	1	1%	59	61%	17	18%
2015-2016	96	52	54%	5	5%	53	55%	5	5%	58	60%	17	18%
2016-2017	178	89	50%	6	3%	94	53%	7	4%	101	57%	35	20%
2017-2018	135	76	56%	3	2%	81	60%	3	2%	84	62%	24	18%
2018-2019	92	45	49%	0	0%	47	51%	0	0%	47	51%	22	24%
2019-2020	59	36	61%	0	0%	36	61%	0	0%	36	61%	15	25%
2020-2021	115	35	30%	0	0%	36	31%	3	3%	39	34%	33	29%

TABLE 13 GRADUATION RATES FOR LIBERAL ARTS/GENERAL STUDIES

		Graduated											
		Detail								Overall			
	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	41	25	61%	0	0%	25	61%	0	0%	25	61%	9	22%
2015-2016	30	10	33%	0	0%	11	37%	0	0%	11	37%	7	23%
2016-2017	16	10	63%	1	6%	11	69%	2	13%	13	81%	0	0%
2017-2018	15	11	73%	0	0%	12	80%	0	0%	12	80%	2	13%
2018-2019	12	6	50%	0	0%	6	50%	0	0%	6	50%	4	33%
2019-2020	3	2	67%	0	0%	2	67%	0	0%	2	67%	0	0%
2020-2021	24	7	29%	0	0%	7	29%	1	4%	8	33%	7	29%

TABLE 14: GRADUATION RATES FOR NURSING (RN TO BSN)

		Graduated											
		Detail								Overall			
	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%	#	%	#	%
2019-2020	2	2	100%	0	0%	2	100%	0	0%	2	100%	0	0%

TABLE 15: GRADUATION RATES FOR PSYCHOLOGY

		Graduated											
		Detail								Overall			
Academic Year	Initial Headcount	in Same Major		in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
	#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	39	20	51%	0	0%	21	54%	0	0%	21	54%	8	21%
2017-2018	49	27	55%	0	0%	29	59%	0	0%	29	59%	11	22%
2018-2019	35	18	51%	0	0%	20	57%	0	0%	20	57%	8	23%
2019-2020	21	14	67%	0	0%	14	67%	0	0%	14	67%	5	24%
2020-2021	52	20	38%	0	0%	20	38%	2	4%	22	42%	13	25%

TABLE 16: GRADUATION RATES FOR BUSINESS DEPARTMENT (ONLINE PROGRAMS ONLY)

		Graduated												
		Detail										Overall		
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	55	33	60%	1	2%	33	60%	1	2%	34	62%	8	15%	
2015-2016	66	42	64%	5	8%	42	64%	5	8%	47	71%	10	15%	
2016-2017	123	59	48%	5	4%	62	50%	5	4%	67	54%	27	22%	
2017-2018	71	38	54%	3	4%	40	56%	3	4%	43	61%	11	15%	
2018-2019	45	21	47%	0	0%	21	47%	0	0%	21	47%	10	22%	
2019-2020	33	18	55%	0	0%	18	55%	0	0%	18	55%	10	30%	
2020-2021	39	8	21%	0	0%	9	23%	0	0%	9	23%	13	33%	

TABLE 17: GRADUATION RATES FOR BUSINESS ADMINISTRATION/GENERAL BUSINESS

		Graduated												
		Detail										Overall		
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2014-2015	55	33	60%	1	2%	33	60%	1	2%	34	62%	8	15%	
2015-2016	55	35	64%	2	4%	35	64%	2	4%	37	67%	10	18%	
2016-2017	60	27	45%	3	5%	29	48%	3	5%	32	53%	14	23%	
2017-2018	30	14	47%	0	0%	14	47%	0	0%	14	47%	6	20%	
2018-2019	27	14	52%	0	0%	14	52%	0	0%	14	52%	5	19%	
2019-2020	20	11	55%	0	0%	11	55%	0	0%	11	55%	7	35%	
2020-2021	6	2	33%	0	0%	2	33%	0	0%	2	33%	2	33%	

TABLE 18: GRADUATION RATES FOR MANAGEMENT

		Graduated												
		Detail									Overall			
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2020-2021	22	2	9%	0	0%	3	14%	0	0%	3	14%	8	36%	

TABLE 19: GRADUATION RATES FOR MANAGEMENT ACCOUNTING

		Graduated												
		Detail									Overall			
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2015-2016	11	7	64%	3	27%	7	64%	3	27%	10	91%	0	0%	
2016-2017	13	4	31%	2	15%	4	31%	2	15%	6	46%	3	23%	
2017-2018	9	4	44%	2	22%	4	44%	2	22%	6	67%	1	11%	

TABLE 20: GRADUATION RATES FOR ORGANIZATIONAL LEADERSHIP

		Graduated												
		Detail									Overall			
Academic Year	Initial Headcount	in Same Major			in Dept, Diff Major		in OLUG, Diff Major, Diff Dept		at JBU, moved to TUG		Graduated from JBU		Not Graduated	
		#	#	%	#	%	#	%	#	%	#	%	#	%
2016-2017	50	28	56%	0	0%	29	58%	0	0%	29	58%	10	20%	
2017-2018	32	20	63%	1	3%	22	69%	1	3%	23	72%	4	13%	
2018-2019	18	7	39%	0	0%	7	39%	0	0%	7	39%	5	28%	
2019-2020	13	7	54%	0	0%	7	54%	0	0%	7	54%	3	23%	
2020-2021	11	4	36%	0	0%	4	36%	0	0%	4	36%	3	27%	

Graduate Programs

Retention to second year and Graduation Rates

Retention to 2nd Year: Graduate Programs

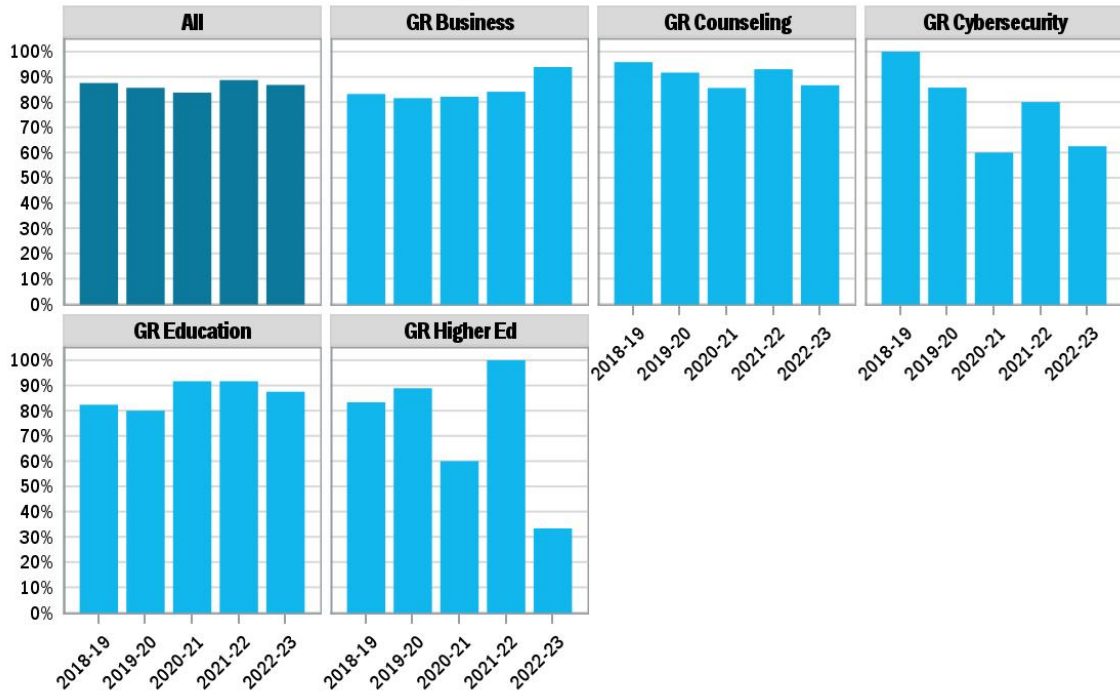


FIGURE 2: RETENTION TO 2ND YEAR FOR GRADUATE PROGRAMS

Graduation Rate: Graduate Programs

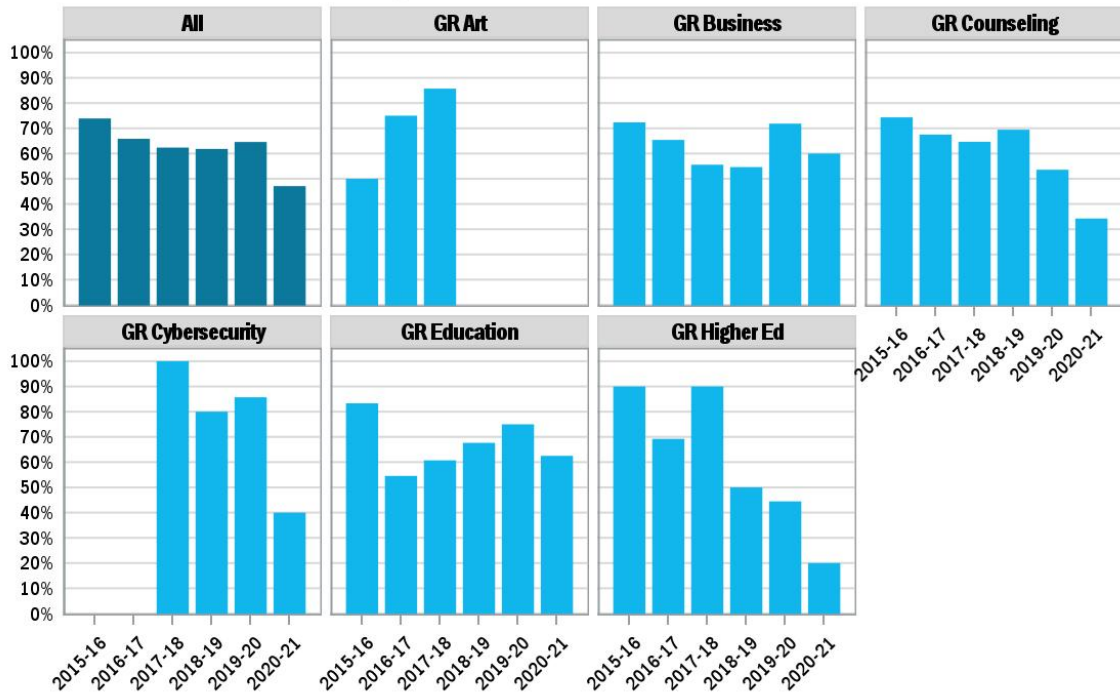


FIGURE 3: GRADUATION RATE FOR GRADUATE PROGRAMS

TABLE 21 RETENTION AND GRADUATION RATES FOR ALL GRADUATE STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	255	220	86%	35	14%	159	62%	96	38%
2018-19	241	211	88%	30	12%	149	62%	92	38%
2019-20	223	191	86%	32	14%	144	65%	79	35%
2020-21	240	201	84%	39	16%	113	47%	127	53%
2021-22	195	173	89%	22	11%				
2022-23	159	138	87%	21	13%				

TABLE 22 RETENTION AND GRADUATION RATES FOR GR ART STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	7	7	100%	0	0%	6	86%	1	14%

TABLE 23 RETENTION AND GRADUATION RATES FOR GR BUSINESS STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	108	87	81%	21	19%	60	56%	48	44%
2018-19	119	99	83%	20	17%	65	55%	54	45%
2019-20	103	84	82%	19	18%	74	72%	29	28%
2020-21	95	78	82%	17	18%	57	60%	38	40%
2021-22	88	74	84%	14	16%				
2022-23	49	46	94%	3	6%				

TABLE 24 RETENTION AND GRADUATION RATES FOR GR COUNSELING STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	99	90	91%	9	9%	64	65%	35	35%
2018-19	72	69	96%	3	4%	50	69%	22	31%
2019-20	84	77	92%	7	8%	45	54%	39	46%
2020-21	111	95	86%	16	14%	38	34%	73	66%
2021-22	86	80	93%	6	7%				
2022-23	75	65	87%	10	13%				

TABLE 25 RETENTION AND GRADUATION RATES FOR GR CYBERSECURITY STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	3	3	100%	0	0%	3	100%	0	0%
2018-19	10	10	100%	0	0%	8	80%	2	20%
2019-20	7	6	86%	1	14%	6	86%	1	14%
2020-21	5	3	60%	2	40%	2	40%	3	60%
2021-22	5	4	80%	1	20%				
2022-23	8	5	63%	3	38%				

TABLE 26 RETENTION AND GRADUATION RATES FOR GR TEACHER EDUCATION STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	28	24	86%	4	14%	17	61%	11	39%
2018-19	34	28	82%	6	18%	23	68%	11	32%
2019-20	20	16	80%	4	20%	15	75%	5	25%
2020-21	24	22	92%	2	8%	15	63%	9	38%
2021-22	12	11	92%	1	8%				
2022-23	24	21	88%	3	13%				

TABLE 27 RETENTION AND GRADUATION RATES FOR GR HIGHER EDUCATION STUDENTS

		Retained at least one semester within one year of starting?				Graduated within 6 years?			
	Initial Headcount	Retained		Not Retained		Graduated		Not Graduated	
Academic Year	#	#	%	#	%	#	%	#	%
2017-18	10	9	90%	1	10%	9	90%	1	10%
2018-19	6	5	83%	1	17%	3	50%	3	50%
2019-20	9	8	89%	1	11%	4	44%	5	56%
2020-21	5	3	60%	2	40%	1	20%	4	80%
2021-22	4	4	100%	0	0%				
2022-23	3	1	33%	2	67%				

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