

John Brown University Online UG & Grad Retention Report Fall 2020



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 2016-17 or earlier.

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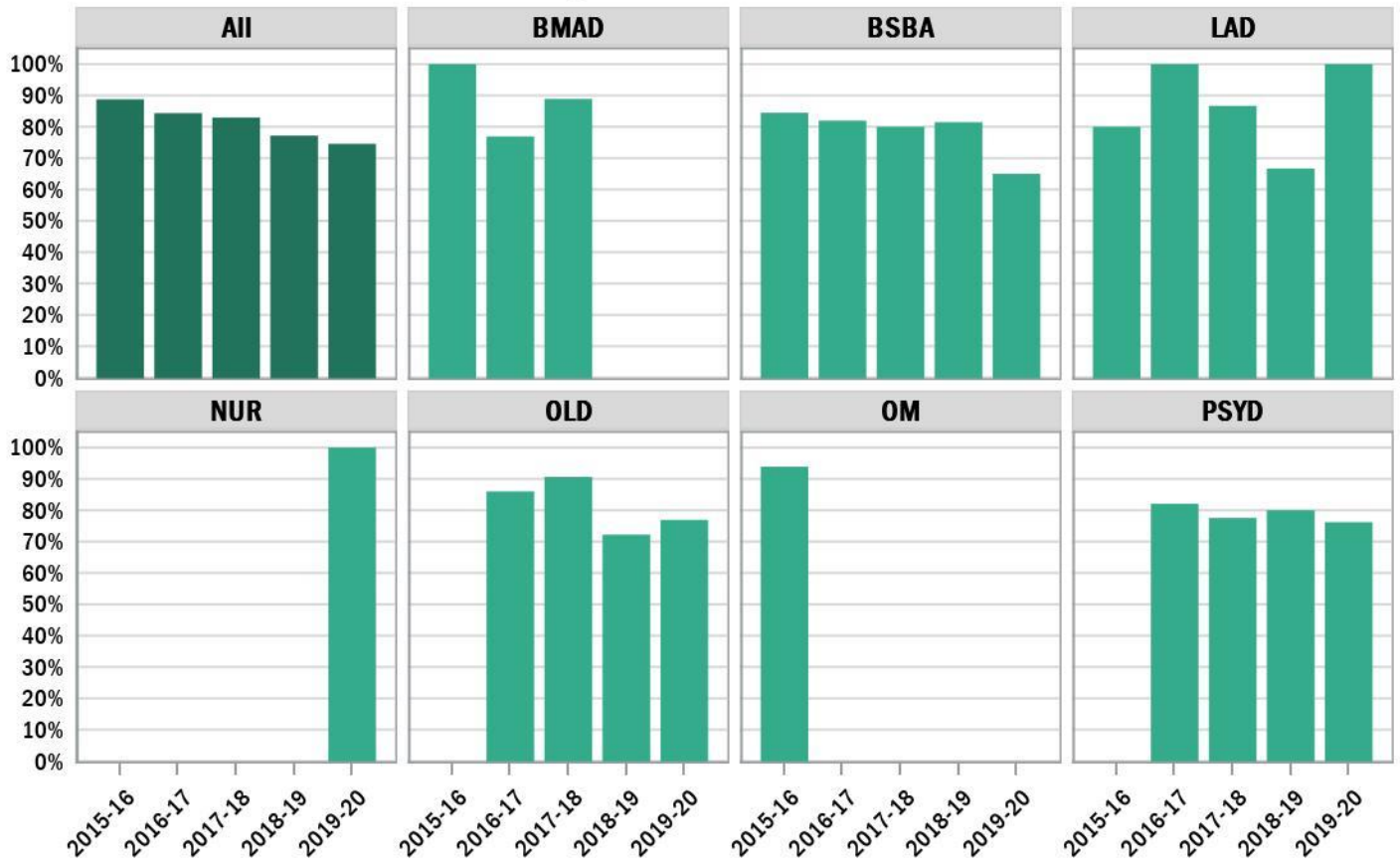
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Online Undergraduate Programs

Retention to second year

		Starting Year				
Program	Retention	2015-16	2016-17	2017-18	2018-19	2019-20
All OLUG	Starting Count	178	179	135	92	59
	Retained to Second Year	158	151	112	71	44
	Retention Rate	88.8%	84.4%	83.0%	77.2%	74.6%
BMAD	Starting Count	8	13	9		
	Retained to Second Year	8	10	8		
	Retention Rate	100.0%	76.9%	88.9%		
BSBA	Starting Count	58	61	30	27	20
	Retained to Second Year	49	50	24	22	13
	Retention Rate	84.5%	82.0%	80.0%	81.5%	65.0%
EDC	Starting Count					
	Retained to Second Year					
	Retention Rate					
LAD	Starting Count	30	16	15	12	3
	Retained to Second Year	24	16	13	8	3
	Retention Rate	80.0%	100.0%	86.7%	66.7%	100.0%
NUR	Starting Count					2
	Retained to Second Year					2
	Retention Rate					100.0%
OLD	Starting Count		50	32	18	13
	Retained to Second Year		43	29	13	10
	Retention Rate		86.0%	90.6%	72.2%	76.9%
OM	Starting Count	82				
	Retained to Second Year	77				
	Retention Rate	93.9%				
PSYD	Starting Count		39	49	35	21
	Retained to Second Year		32	38	28	16
	Retention Rate		82.1%	77.6%	80.0%	76.2%

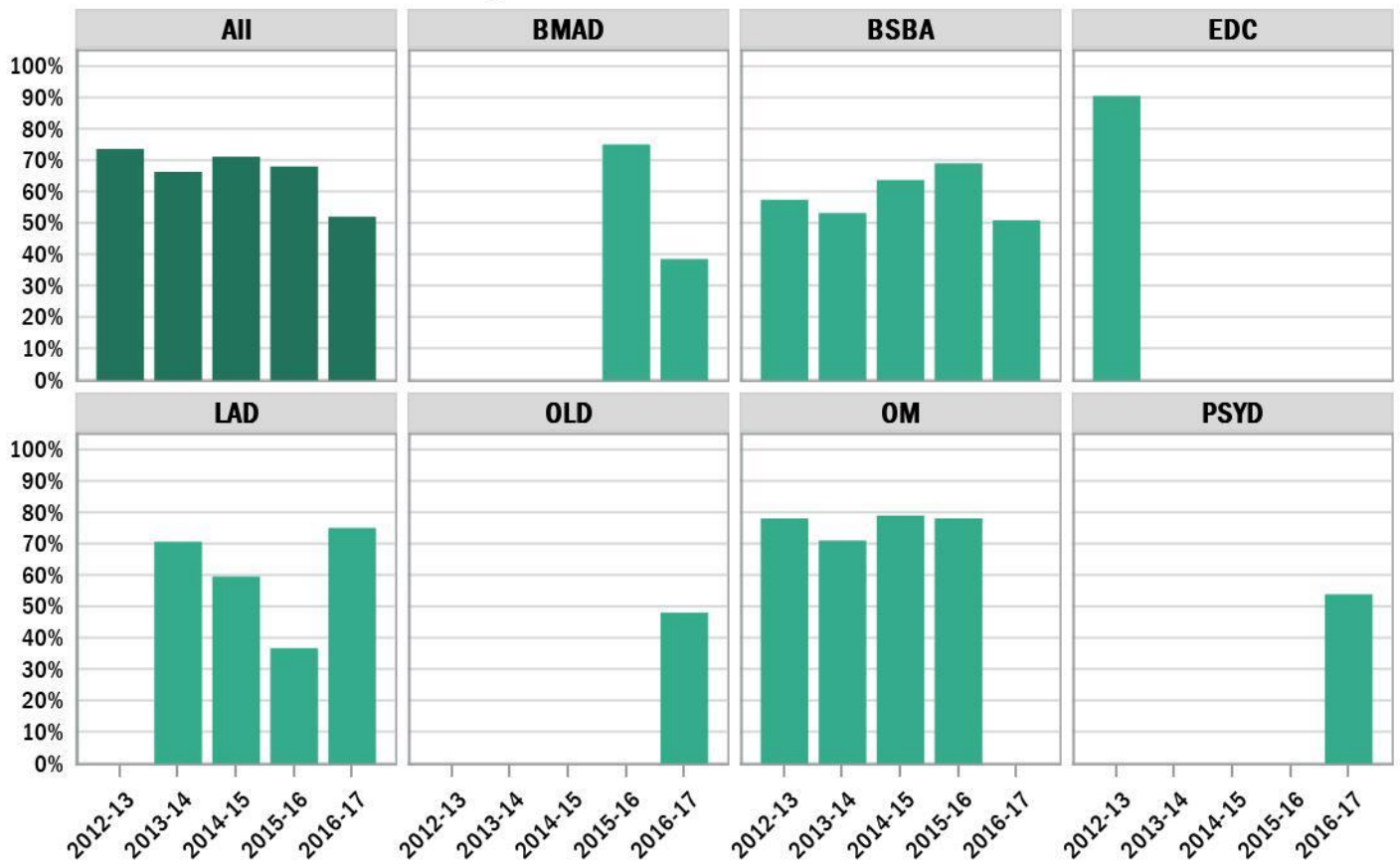
Retention to 2nd Year: Online Undergraduate



Graduation Rates

Program	Retention	6-year rate (year is starting year)			5-year rate	4-year rate
		2012-13	2013-14	2014-15	2015-16	2016-17
All OLUG	Starting Count	223	243	211	178	179
	Graduated in 6-years or less	164	161	150	121	93
	Graduation Rate	73.5%	66.3%	71.1%	68.0%	52.0%
BMAD	Starting Count				8	13
	Graduated in 6-years or less				6	5
	Graduation Rate				75.0%	38.5%
BSBA	Starting Count	61	64	55	58	61
	Graduated in 6-years or less	35	34	35	40	31
	Graduation Rate	57.4%	53.1%	63.6%	69.0%	50.8%
EDC	Starting Count	21				
	Graduated in 6-years or less	19				
	Graduation Rate	90.5%				
LAD	Starting Count		17	42	30	16
	Graduated in 6-years or less		12	25	11	12
	Graduation Rate		70.6%	59.5%	36.7%	75.0%
OLD	Starting Count					50
	Graduated in 6-years or less					24
	Graduation Rate					48.0%
OM	Starting Count	141	162	114	82	
	Graduated in 6-years or less	110	115	90	64	
	Graduation Rate	78.0%	71.0%	78.9%	78.0%	
PSYD	Starting Count					39
	Graduated in 6-years or less					21
	Graduation Rate					53.8%

Graduation Rate: Online Undergraduate

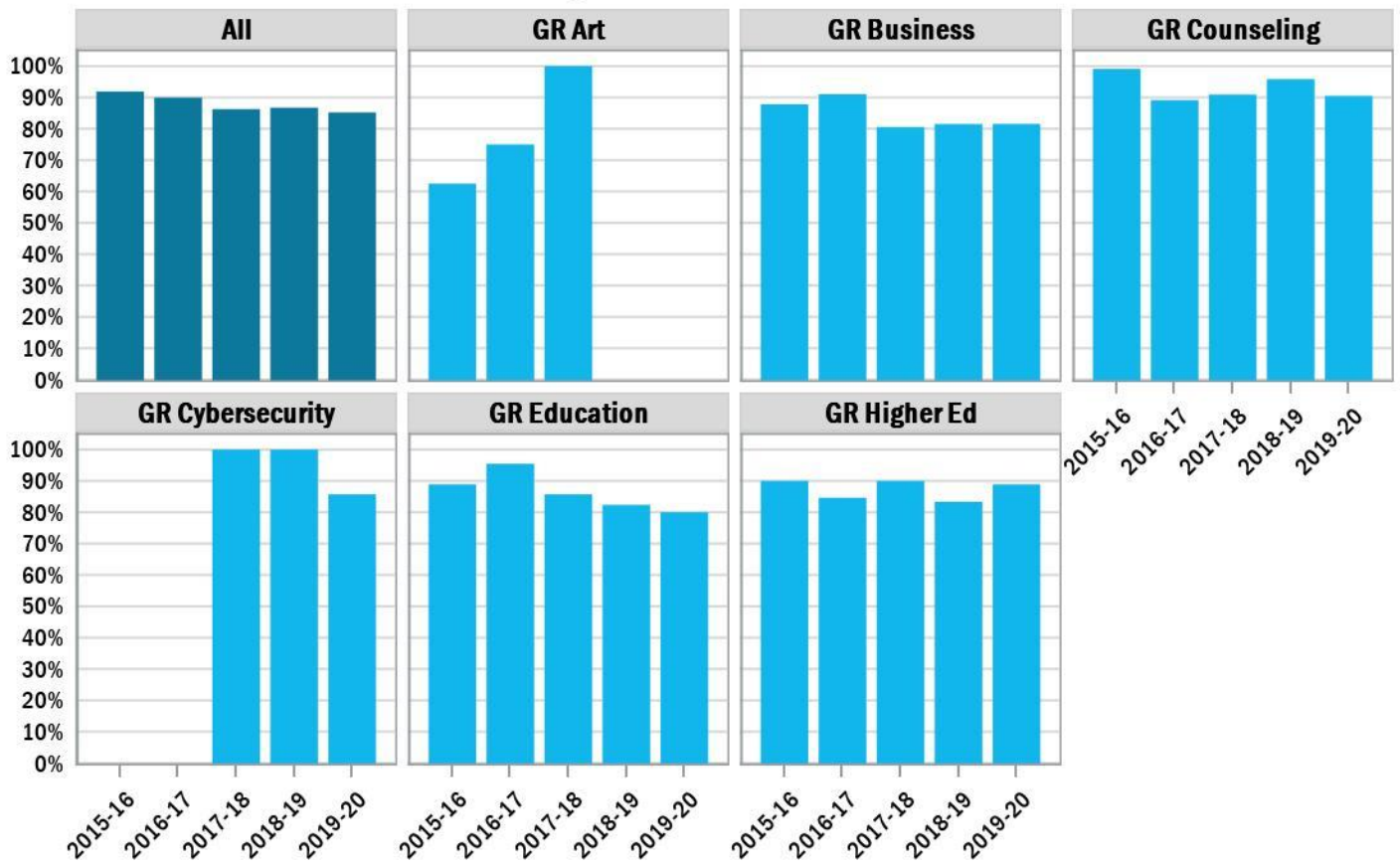


Graduate Programs

Retention to second year

Program	Retention	Starting Year				
		2015-16	2016-17	2017-18	2018-19	2019-20
All	Starting Count	272	319	255	241	223
	Retained to Second Year	250	287	220	209	190
	Retention Rate	91.9%	90.0%	86.3%	86.7%	85.2%
GR Art	Starting Count	8	8	7		
	Retained to Second Year	5	6	7		
	Retention Rate	62.5%	75.0%	100.0%		
GR Business	Starting Count	123	156	108	119	103
	Retained to Second Year	108	142	87	97	84
	Retention Rate	87.8%	91.0%	80.6%	81.5%	81.6%
GR Counseling	Starting Count	113	120	99	72	84
	Retained to Second Year	112	107	90	69	76
	Retention Rate	99.1%	89.2%	90.9%	95.8%	90.5%
GR Cybersecurity	Starting Count			3	10	7
	Retained to Second Year			3	10	6
	Retention Rate			100.0%	100.0%	85.7%
GR Education	Starting Count	18	22	28	34	20
	Retained to Second Year	16	21	24	28	16
	Retention Rate	88.9%	95.5%	85.7%	82.4%	80.0%
GR Higher Ed	Starting Count	10	13	10	6	9
	Retained to Second Year	9	11	9	5	8
	Retention Rate	90.0%	84.6%	90.0%	83.3%	88.9%

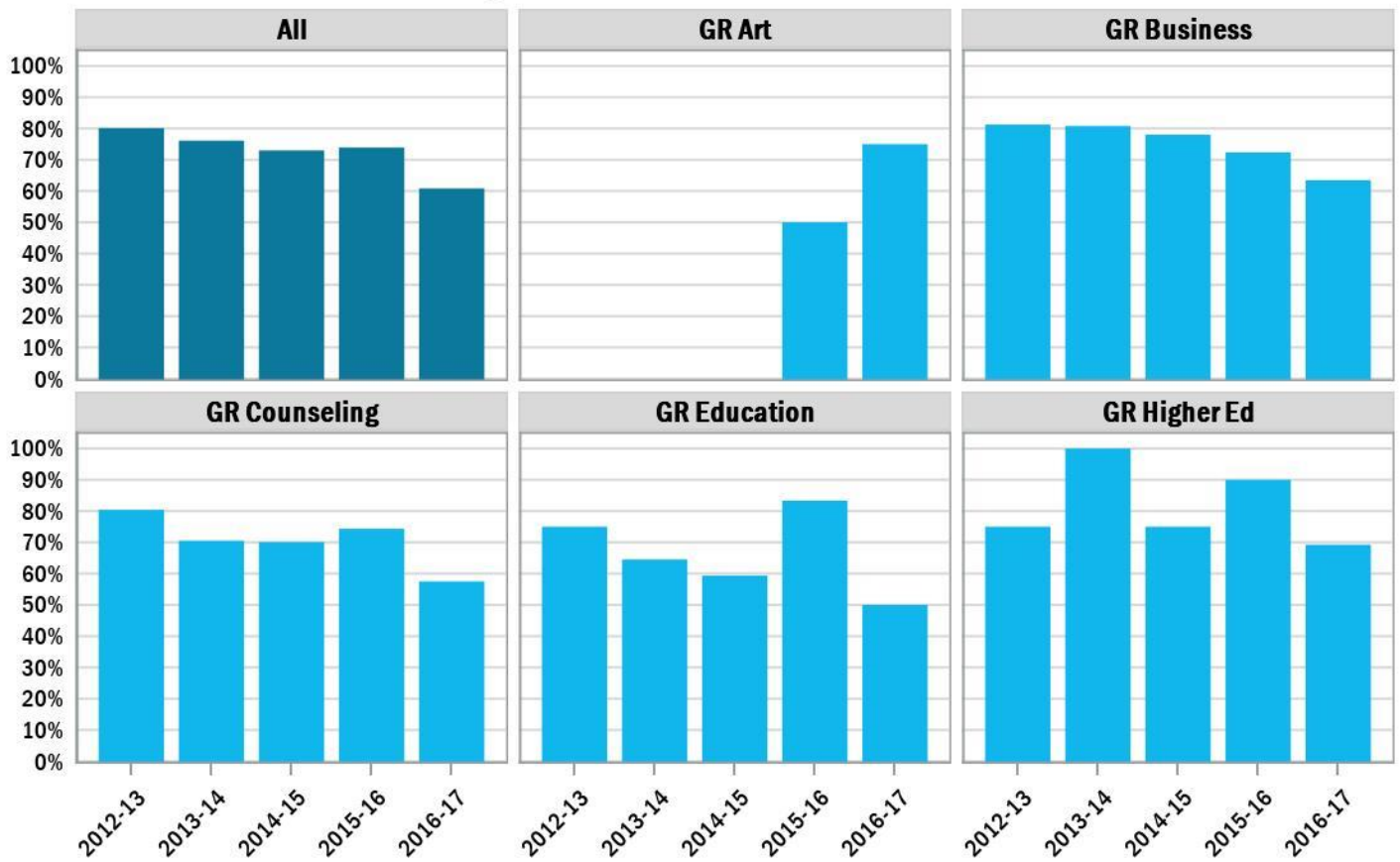
Retention to 2nd Year: Graduate Programs



Graduation Rates

		6-year rate (year is starting year)			5-year rate	4-year rate
Program	Retention	2012-13	2013-14	2014-15	2015-16	2016-17
All	Starting Count	171	247	274	272	319
	Graduated in 6-years or less	137	188	200	201	194
	Graduation Rate	80.1%	76.1%	73.0%	73.9%	60.8%
GR Art	Starting Count				8	8
	Graduated in 6-years or less				4	6
	Graduation Rate				50.0%	75.0%
GR Business	Starting Count	96	130	141	123	156
	Graduated in 6-years or less	78	105	110	89	99
	Graduation Rate	81.3%	80.8%	78.0%	72.4%	63.5%
GR Counseling	Starting Count	51	78	97	113	120
	Graduated in 6-years or less	41	55	68	84	69
	Graduation Rate	80.4%	70.5%	70.1%	74.3%	57.5%
GR Education	Starting Count	16	31	32	18	22
	Graduated in 6-years or less	12	20	19	15	11
	Graduation Rate	75.0%	64.5%	59.4%	83.3%	50.0%
GR Higher Ed	Starting Count	8	8	4	10	13
	Graduated in 6-years or less	6	8	3	9	9
	Graduation Rate	75.0%	100.0%	75.0%	90.0%	69.2%

Graduation Rate: Graduate Programs



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