Introduction
Retention is a key issue facing John Brown University. In our Strategic Plan we have set a goal of a 70% graduation rate in the traditional undergraduate program. The first step to accomplishing this would be to have at least 82% of the freshman cohort retain to the second year. Every cohort since 2011 except the 2014 and 217 cohorts hit the 82% retention mark. Our latest 6 year graduation rate cohort, the 2013 cohort had 72% graduation rate.

The purpose of this document is to show our retention and graduation rates for students with various characteristics. It is hoped that this data can help inform our intervention strategies with students to help improve their connection to JBU and, hence, their learning and persistence.

2019 Results

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Retention and Graduation Rates: Overall and by Gender

Note that the most recent 6-year graduation rate is from the 2013 cohort. The graphs show the 4-year and 5-year rates for the 2015 and 2014 cohorts, respectively. While transfer students are not included in the official retention and graduation rates, the number of transfer students makes a significant impact on enrollment.
Retention and Graduation Rates by ACT & SAT Scores: Freshman Only

We would expect greater retention for students with higher ACT and SAT scores, and the data bear that out. The data suggest that initiatives directed at students with low to mid scores (ACT 20-25 and SAT 900-1100) could help with retention. And the lowest scorers are much less likely to graduate even if they do continue for the second year.

Retention to 2nd Year: Freshman Cohort by ACT Score

Graduation Rate: Freshman Cohort by ACT Score
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by Application Date

Students matriculating as first time freshman persist at a higher rate if they get into the application process early. This has become increasingly true also for transfer students. Graduation rates have not been consistent across categories and years.

Retention to 2nd Year: Freshman Cohort by Application Date

Graduation Rate: Freshman Cohort by Application Date

6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by Geography

The majority of our TUG students are from Arkansas, Texas, and Oklahoma. The retention rate for Freshman students from Arkansas has remained steady for the past 5 years.

Retention to 2nd Year: Freshman Cohort by Geography

Graduation Rate: Freshman Cohort by Geography

6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention to 2nd Year: Transfer Cohort by Geography

Graduation Rate: Transfer Cohort by Geography
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by Scholarship Amounts

One area that is often cited as a major factor in retention is finances. The data confirm that students are generally more likely to retain and graduate if they have higher scholarship amounts.

Retention to 2nd Year: Freshman Cohort by Scholarship Amount

Graduation Rate: Freshman Cohort by Scholarship Amount

6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by Loan Amounts

Retention to 2nd Year: Freshman Cohort by Loan Amount

Graduation Rate: Freshman Cohort by Loan Amount
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention to 2nd Year: Transfer Cohort by Loan Amount

Graduation Rate: Transfer Cohort by Loan Amount
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention Rates by First-Year On-/Off-Campus Residence

The cohort size for off-campus freshmen is small—averaging less than 10% of the total cohort. It is clear, however, that our freshmen commuters are missing out on something that helps connect them to the institution.
Retention and Graduation Rates by Athletes

On the whole, our athletes persist at rates similar to those of the student body. There is great year-to-year variation within individual sports. The cohort sizes of most sports and for transfers by sport are too small to be treated separately.

Retention to 2nd Year: Athletes

Graduation Rate: Athletes

6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by Pell Status: Freshman Only

Generally, Pell recipients have retained and graduated at a slightly lower rate than the non-Pell students with a greater difference in the graduation rate than in the retention rate.
Retention and Graduation Rates by Race/Ethnicity: Freshman Only

Retention to 2nd Year: Freshman by Race/Ethnicity

Graduation Rate: Freshman by Race/Ethnicity
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
Retention and Graduation Rates by First-Gen Status: Freshman Only

Retention to 2nd Year: Freshman by First Gen Status

Graduation Rate: Freshman by First-Gen Status
6-Year Rates for 2010-13 Cohorts; 5-year rate for 2014; 4-year rate for 2015
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