

CHEA Student Achievement

Table 7.1 - Student Achievement							
		Expectation (benchmark)					Observation
Retention Rates		2020	2021	2022	2023	2024	
BS Business Administration	At least 65% retention	67	65	72	67	74	Performance expectations remained stable, with a five-year average of 69, indicating consistent achievement above the benchmark.
BS Accounting	At least 65% retention	80	88	77	62	66	The retention rate exhibited a gradual downward trend, with the 2023 cohort falling below the established benchmark for the first time in the reporting period. However, retention improved again in 2024.
MBA	At least 65% retention	79	70	33	72	68	Retention declined significantly in 2022, coinciding with the phase-out of the hybrid MBA program and the launch of the online MBA in 2023. Aside from this transitional year, retention rates consistently exceeded the established benchmark.
Average Retention		75	74	61	67	69	
Graduation by Program and Year (Degrees Awarded)							
		2021	2022	2023	2024	2025	
BS Business Administration	The Performance Expectation is that the number of degrees awarded will remain relatively stable with a modest increase in recent years.	57	50	41	46	26	There was a decline in degrees awarded with a sharp decline in 2025.
BS Accounting		11	18	8	3	7	There was a decline in degrees awarded with a slight increase in 2025.
MBA		15	26	15	25	68	Although degree completions were largely consistent year-to-year, 2025 saw a marked increase, mirroring the surge in enrollment following the launch of the online MBA program
Total Degrees Awarded		83	94	64	74	101	
Program Enrollment							
		2021	2022	2023	2024	2025	
BS Business Administration	The Performance Expectation is to maintain enrollments in the face of a national decline in the number of traditional high school graduates.	200	195	217	203	230	Performance expectation met, with program enrollments remaining stable. A slight decline occurred in 2022, mirroring the dip in the College's freshman admissions that year, followed by a subsequent increase.
BS Accounting		40	33	42	44	49	
MBA		36	17	81	126	140	
Total Enrollment		276	245	340	373	419	
<p>*Notes:</p> <p>-Enrollment counts observed annually at Fall semester census date. Retention rates were calculated using Fall-to-Fall enrollment comparisons.</p> <p>-The MBA program transitioned from a hybrid model to a fully online model in 2023.</p>							



