

DeVoe Division of Business (Marion) Student Success Measures

Notes:

- Retention rate is defined here as the percentage of first-time freshmen who return for their sophomore year.
- Graduation rate is defined here as the percentage of first-time freshmen who graduated within 150% of normal time (six years).
- It is important to remember that the two figures are measuring two separate groups of students; both looking at retroactive cohorts. Retention rates look at students from one year prior, while grad rates look at students from six years prior.
- For each program, DeVoe-Marion has the expressed goals of:
 - Retention rate \geq 75%
 - Graduation rate \geq 72%

Figure 1) Retention Rates

Overall combined (5-year) retention rate for all majors: **78.4%**

Major	2019	2020	2021	2022	2023	5-Yr Total
Accounting	*77.8%	*100%	87.5%	91.7%	*100.0%	90.7%
Business Administration	85.0%	82.1%	77.3%	76.9%	63.0%	76.4%
Entrepreneurship	*75.0%	*20.0%	*83.3%	*50.0%	*85.7%	65.6%
Finance	81.8%	81.8%	81.8%	81.8%	61.5%	78.5%
Management	*57.1%	*77.8%	*75.0%	81.8%	*100.0%	79.1%
Marketing	75.0%	78.9%	83.3%	81.8%	70.6%	77.5%

*Indicates a starting cohort containing less than 10 students. Interpret with caution.

Figure 2) Graduation Rates

Overall combined (5-year) graduation rate for all DeVoe majors: **64.9%**

Major	2019	2020	2021	2022	2023	5-Yr Total
Accounting	71.4%	*66.7%	64.3%	68.8%	73.3%	69.1%
Business Administration	61.5%	66.7%	80.0%	60.7%	39.4%	58.9%
Entrepreneurship	*60.0%	*100.0%	*40.0%	*75.0%	*42.9%	61.5%
Finance	*87.5%	*66.7%	*83.3%	*87.5%	58.3%	75.7%
Management	*75.0%	*66.7%	*66.7%	*100.0%	*100.0%	82.6%
Marketing	81.8%	57.1%	60.0%	45.5%	63.2%	61.5%

*Indicates a starting cohort containing less than 10 students. Interpret with caution.