



**ASHFORD UNIVERSITY
ONLINE MASTER'S DEGREE SEEKING STUDENTS
ONE-YEAR RETENTION RATES - ANNUAL COHORT***

Year	Cohort Size	One-Year Retention Rate
2005-06	358	54%
2006-07	611	67%
2007-08	1,647	64%
2008-09	3,849	66%
2009-10	6,304	63%
2010-11	7,714	65%
2011-12	7,603	65%
2012-13	6,209	65%

****Definitions***

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
One-Year Retention Rate	The number of students in the Annual Cohort who are enrolled or graduated one year after their specific entry date divided by the number of students in the Annual Cohort.

Source: Data Intelligence Center of Excellence, 2014



**ASHFORD UNIVERSITY
ONLINE MASTER'S DEGREE SEEKING STUDENTS
GRADUATION RATES - ANNUAL COHORT***

Year	Cohort Size	Three-Year Graduation Rate
2005-06	358	57%
2006-07	611	66%
2007-08	1,647	61%
2008-09	3,849	63%
2009-10	6,304	59%
2010-11	7,714	60%

****Definitions***

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
Graduation Rate	The number of students in the Annual Cohort who have graduated within 150% of the normal time to earn the degree divided by the number of students in the Annual Cohort.

Source: Data Intelligence Center of Excellence, 2014



**ASHFORD UNIVERSITY
ONLINE MASTER'S DEGREE SEEKING STUDENTS
PERSISTENCE RATES - ANNUAL COHORT***

Year	Cohort Size	Persistence Rate
2005-06	358	58%
2006-07	611	69%
2007-08	1,647	63%
2008-09	3,849	65%
2009-10	6,304	62%
2010-11	7,714	61%
2011-12	7,603	59%
2012-13	6,209	60%

***Definitions**

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
Persistence Rate	The number of students in the Annual Cohort who are actively pursuing a degree or have graduated as of the last day of the academic year (June 30, 2014) divided by the number of students in the Annual Cohort.

Source: Data Intelligence Center of Excellence, 2014