



**ASHFORD UNIVERSITY**  
**ON-CAMPUS BACHELOR'S DEGREE SEEKING STUDENTS**  
**ONE-YEAR RETENTION RATES - ANNUAL COHORT\***  
**BY PELL**

Year/Pell	Cohort Size	One-Year Retention Rate
<b>2005-06</b>	<b>128</b>	<b>56%</b>
Non-Pell	72	56%
Pell	56	57%
<b>2006-07</b>	<b>142</b>	<b>61%</b>
Non-Pell	76	58%
Pell	66	65%
<b>2007-08</b>	<b>175</b>	<b>63%</b>
Non-Pell	76	67%
Pell	99	61%
<b>2008-09</b>	<b>207</b>	<b>65%</b>
Non-Pell	110	59%
Pell	97	71%
<b>2009-10</b>	<b>202</b>	<b>70%</b>
Non-Pell	65	66%
Pell	137	72%
<b>2010-11</b>	<b>447</b>	<b>75%</b>
Non-Pell	228	82%
Pell	219	67%
<b>2011-12</b>	<b>442</b>	<b>69%</b>
Non-Pell	215	73%
Pell	227	66%
<b>2012-13</b>	<b>332</b>	<b>67%</b>
Non-Pell	183	69%
Pell	149	64%

***\*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.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.

*Source: Data Intelligence Center of Excellence, 2014*



**ASHFORD UNIVERSITY**  
**ON-CAMPUS BACHELOR'S DEGREE SEEKING STUDENTS**  
**GRADUATION RATES - ANNUAL COHORT\***  
**BY PELL**

<b>Year/Pell</b>	<b>Cohort Size</b>	<b>Six-Year Graduation Rate</b>
<b>2005-06</b>	<b>128</b>	<b>48%</b>
Non-Pell	72	43%
Pell	56	54%
<b>2006-07</b>	<b>142</b>	<b>45%</b>
Non-Pell	76	42%
Pell	66	48%
<b>2007-08</b>	<b>175</b>	<b>43%</b>
Non-Pell	76	51%
Pell	99	37%

***\*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.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.

*Source: Data Intelligence Center of Excellence, 2014*



**ASHFORD UNIVERSITY**  
**ON-CAMPUS BACHELOR'S DEGREE SEEKING STUDENTS**  
**PERSISTENCE RATES - ANNUAL COHORT\***  
**BY PELL**

Year/Pell	Cohort Size	Persistence Rate
<b>2005-06</b>	<b>128</b>	<b>49%</b>
Non-Pell	72	44%
Pell	56	55%
<b>2006-07</b>	<b>142</b>	<b>46%</b>
Non-Pell	76	42%
Pell	66	50%
<b>2007-08</b>	<b>175</b>	<b>45%</b>
Non-Pell	76	54%
Pell	99	37%
<b>2008-09</b>	<b>207</b>	<b>55%</b>
Non-Pell	110	57%
Pell	97	52%
<b>2009-10</b>	<b>202</b>	<b>48%</b>
Non-Pell	65	46%
Pell	137	48%
<b>2010-11</b>	<b>447</b>	<b>58%</b>
Non-Pell	228	66%
Pell	219	49%
<b>2011-12</b>	<b>442</b>	<b>53%</b>
Non-Pell	215	60%
Pell	227	46%
<b>2012-13</b>	<b>332</b>	<b>53%</b>
Non-Pell	183	59%
Pell	149	46%

**\*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.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.
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*