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

Year	Cohort Size	One-Year Retention Rate
2005-06	3,227	47%
2006-07	9,486	46%
2007-08	22,989	47%
2008-09	41,085	44%
2009-10	53,074	40%
2010-11	62,124	39%
2011-12	55,195	37%
2012-13	38,236	39%

*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 BACHELOR'S DEGREE SEEKING STUDENTS
GRADUATION RATES - ANNUAL COHORT*

Year	Cohort Size	Six-Year Graduation Rate
2005-06	3,227	41%
2006-07	9,486	37%
2007-08	22,989	33%

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

Year	Cohort Size	Persistence Rate
2005-06	3,227	43%
2006-07	9,486	38%
2007-08	22,989	34%
2008-09	41,085	32%
2009-10	53,074	29%
2010-11	62,124	26%
2011-12	55,195	25%
2012-13	38,236	32%

*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