



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

| Year/Age | Cohort Size | One-Year Retention Rate |
|----------------|---------------|-------------------------|
| 2005-06 | 3,227 | 47% |
| <=24 | 448 | 34% |
| >=25 | 2,779 | 49% |
| 2006-07 | 9,486 | 46% |
| <=24 | 1,246 | 35% |
| >=25 | 8,240 | 48% |
| 2007-08 | 22,989 | 47% |
| <=24 | 2,801 | 38% |
| >=25 | 20,188 | 48% |
| 2008-09 | 41,085 | 44% |
| <=24 | 5,226 | 35% |
| >=25 | 35,859 | 46% |
| 2009-10 | 53,074 | 40% |
| <=24 | 6,906 | 33% |
| >=25 | 46,168 | 41% |
| 2010-11 | 62,124 | 39% |
| <=24 | 9,528 | 31% |
| >=25 | 52,596 | 40% |
| 2011-12 | 55,195 | 37% |
| <=24 | 8,886 | 29% |
| >=25 | 46,309 | 39% |
| 2012-13 | 38,236 | 39% |
| <=24 | 5,638 | 30% |
| >=25 | 32,598 | 40% |

***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*
BY AGE

| Year/Age | Cohort Size | Six-Year Graduation Rate |
|-----------------|--------------------|---------------------------------|
| 2005-06 | 3,227 | 41% |
| <=24 | 448 | 34% |
| >=25 | 2,779 | 42% |
| 2006-07 | 9,486 | 37% |
| <=24 | 1,246 | 28% |
| >=25 | 8,240 | 38% |
| 2007-08 | 22,989 | 33% |
| <=24 | 2,801 | 25% |
| >=25 | 20,188 | 34% |

****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 BACHELOR'S DEGREE SEEKING STUDENTS
PERSISTENCE RATES - ANNUAL COHORT*
BY AGE

| Year/Age | Cohort Size | Persistence Rate |
|----------------|---------------|------------------|
| 2005-06 | 3,227 | 43% |
| <=24 | 448 | 37% |
| >=25 | 2,779 | 44% |
| 2006-07 | 9,486 | 38% |
| <=24 | 1,246 | 30% |
| >=25 | 8,240 | 39% |
| 2007-08 | 22,989 | 34% |
| <=24 | 2,801 | 27% |
| >=25 | 20,188 | 35% |
| 2008-09 | 41,085 | 32% |
| <=24 | 5,226 | 24% |
| >=25 | 35,859 | 33% |
| 2009-10 | 53,074 | 29% |
| <=24 | 6,906 | 24% |
| >=25 | 46,168 | 30% |
| 2010-11 | 62,124 | 26% |
| <=24 | 9,528 | 20% |
| >=25 | 52,596 | 27% |
| 2011-12 | 55,195 | 25% |
| <=24 | 8,886 | 18% |
| >=25 | 46,309 | 26% |
| 2012-13 | 38,236 | 32% |
| <=24 | 5,638 | 25% |
| >=25 | 32,598 | 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.

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