

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

Year/Pell	Cohort Size	One-Year Retention Rate
2005-06	3,227	47%
Non-Pell	1,851	40%
Pell	1,376	56%
2006-07	9,486	46%
Non-Pell	4,961	37%
Pell	4,525	57%
2007-08	22,989	47%
Non-Pell	10,961	36%
Pell	12,028	56%
2008-09	41,085	44%
Non-Pell	18,989	33%
Pell	22,096	54%
2009-10	53,074	40%
Non-Pell	21,957	31%
Pell	31,117	47%
2010-11	62,124	39%
Non-Pell	22,652	32%
Pell	39,472	43%
2011-12	55,195	37%
Non-Pell	20,050	33%
Pell	35,145	40%
2012-13	38,236	39%
Non-Pell	13,239	34%
Pell	24,997	41%

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

Year/Pell	Cohort Size	Six-Year Graduation Rate
2005-06	3,227	41%
Non-Pell	1,851	37%
Pell	1,376	46%
2006-07	9,486	37%
Non-Pell	4,961	31%
Pell	4,525	42%
2007-08	22,989	33%
Non-Pell	10,961	28%
Pell	12,028	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 ONLINE BACHELOR'S DEGREE SEEKING STUDENTS PERSISTENCE RATES - ANNUAL COHORT* BY PELL

2005-06 3,227 43% Non-Pell 1,851 38% Pell 1,376 48% 2006-07 9,486 38% Non-Pell 4,961 33% Pell 4,525 44% 2007-08 22,989 34% Non-Pell 10,961 29% Pell 12,028 38% 2008-09 41,085 32% Non-Pell 18,989 28% Pell 22,096 36% 2009-10 53,074 29% Non-Pell 18,989 28% Pell 21,957 27% Non-Pell 31,117 31% 2010-11 62,124 26% Non-Pell 22,652 26% Pell 39,472 26%	
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*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