



Student Success Report 2015

Prepared by:
Office of Institutional Research & Assessment
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Student Achievement

STUDENT ACHIEVEMENT

Graduation

Graduation Rate - Institution						
Academic Year Entered (Fall Term)	Percent of New Degree-Seeking Students that Entered School in Fall and Graduated within 1 to 6 Yrs					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
2009	0.38%	16.7%	41.5%	49.4%	53.6%	55.7%
2010	0.51%	18.2%	43.1%	51.6%	55.6%	56.8%
2011	0.40%	20.1%	44.8%	51.5%	55.4%	--
2012	0.28%	18.4%	44.9%	53.9%	--	--
2013	0.13%	17.0%	39.7%	--	--	--
2014	0.46%	14.7%	--	--	--	--
2015	0.14%	--	--	--	--	--

Graduation Rate - College of Arts & Sciences						
Academic Year Entered (Fall Term)	Percent of New Degree-Seeking Students that Entered School in Fall and Graduated within 1 to 6 Yrs					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
2009	0.40%	15.9%	38.2%	46.2%	49.8%	52.6%
2010	0.72%	12.6%	34.5%	47.5%	51.8%	52.9%
2011	0.76%	19.1%	43.9%	50.4%	53.8%	--
2012	0.83%	17.5%	38.3%	50.0%	--	--
2013	0.37%	19.3%	37.2%	--	--	--
2014	0.83%	12.8%	--	--	--	--
2015	0.00%	--	--	--	--	--

Graduation Rate - College of Business						
Academic Year Entered (Fall Term)	Percent of New Degree-Seeking Students that Entered School in Fall and Graduated within 1 to 6 Yrs					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
2009	0.66%	19.6%	41.2%	46.8%	51.5%	53.6%
2010	0.72%	26.1%	44.2%	50.7%	53.3%	54.7%
2011	0.36%	23.8%	43.1%	50.2%	53.0%	--
2012	0.00%	23.2%	45.4%	51.1%	--	--
2013	0.00%	18.9%	42.6%	--	--	--
2014	0.39%	20.7%	--	--	--	--
2015	0.00%	--	--	--	--	--

Graduation Rate - College of Education						
Academic Year Entered (Fall Term)	Percent of New Degree-Seeking Students that Entered School in Fall and Graduated within 1 to 6 Yrs					
	1 Year	2 Years	3 Years	4 Years	5 Years	6 Years
2009	0.00%	13.7%	45.9%	56.2%	60.5%	61.8%
2010	0.00%	15.1%	52.8%	57.8%	63.3%	64.2%
2011	0.00%	16.3%	48.5%	55.0%	60.9%	--
2012	0.00%	12.6%	52.4%	62.8%	--	--
2013	0.00%	9.8%	37.9%	--	--	--
2014	0.00%	7.6%	--	--	--	--
2015	0.57%	--	--	--	--	--

Completions <i>First Major only Fall, Spring, Summer</i>	Number of Students that Graduated						
	2009	2010	2011	2012	2013	2014	2015
Institution (All Colleges)	805	823	970	933	893	813	787
College of Arts & Sciences	265	276	325	305	309	264	267
College of Business	279	299	358	352	360	356	332
College of Education	261	248	287	276	224	193	188

STUDENT ACHIEVEMENT

Retention

Retention Rate - Institution		
Fall to Fall Terms	Percent of Students Enrolled in Fall that Returned the Next Fall	
	After 1 Year	After 2 Years
Fall 2010	67.0%	53.4%
Fall 2011	73.9%	57.9%
Fall 2012	69.3%	53.1%
Fall 2013	69.9%	55.5%
Fall 2014	72.3%	- -

Retention Rate - College of Arts & Sciences		
Fall to Fall Terms	Percent of Students Enrolled in Fall that Returned the Next Fall	
	After 1 Year	After 2 Years
Fall 2010	65.4%	51.9%
Fall 2011	69.7%	55.1%
Fall 2012	66.4%	47.5%
Fall 2013	64.6%	46.9%
Fall 2014	66.4%	- -

Retention Rate - College of Business		
Fall to Fall Terms	Percent of Students Enrolled in Fall that Returned the Next Fall	
	After 1 Year	After 2 Years
Fall 2010	66.4%	49.1%
Fall 2011	72.9%	54.0%
Fall 2012	69.7%	55.2%
Fall 2013	73.3%	61.6%
Fall 2014	75.4%	- -

Retention Rate - College of Education		
Fall to Fall Terms	Percent of Students Enrolled in Fall that Returned the Next Fall	
	After 1 Year	After 2 Years
Fall 2010	69.8%	58.6%
Fall 2011	80.6%	66.5%
Fall 2012	73.0%	57.3%
Fall 2013	72.6%	59.3%
Fall 2014	77.0%	- -

STUDENT ACHIEVEMENT

Persistence

Persistence Rate - Institution

Fall to Spring Terms	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	3,624	82.4%
Fall 2011 to Spring 2012	3,389	83.8%
Fall 2012 to Spring 2013	3,415	81.9%
Fall 2013 to Spring 2014	3,175	82.8%
Fall 2014 to Spring 2015	3,129	82.6%

Persistence Rate - College of Arts & Sciences

Fall to Spring Terms	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	1,163	82.2%
Fall 2011 to Spring 2012	1,064	86.2%
Fall 2012 to Spring 2013	1,098	81.9%
Fall 2013 to Spring 2014	1,014	83.2%
Fall 2014 to Spring 2015	1,056	83.0%

Persistence Rate - College of Business

Fall to Spring Terms	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	1,305	84.5%
Fall 2011 to Spring 2012	1,317	85.0%
Fall 2012 to Spring 2013	1,360	85.0%
Fall 2013 to Spring 2014	1,271	86.9%
Fall 2014 to Spring 2015	1,207	87.6%

Persistence Rate - College of Education

Fall to Spring Terms	Enrolled	Persistence Rate
Fall 2010 to Spring 2011	1,002	85.3%
Fall 2011 to Spring 2012	895	84.9%
Fall 2012 to Spring 2013	792	86.1%
Fall 2013 to Spring 2014	714	84.9%
Fall 2014 to Spring 2015	728	84.0%

STUDENT ACHIEVEMENT

Employment & Continuing Education

Employment Characteristics Job Placement	Percent of Graduates Employed			
	% of All Graduates:		% of Employed Graduates:	
	Employed	Employed in Major-Related Position	Employed Full Time	Employed in a Permanent Position
All Respondents (n=788)	83%	56%	92%	96%
College of Arts & Sciences (n=305)	83%	52%	88%	93%
College of Business (n=313)	86%	54%	96%	97%
College of Education (n= 169)	80%	67%	94%	97%

Continuing Education Post Graduate Studies	Percent of Graduates		
	Completed Post - Graduate Studies	Currently Pursuing Post-Graduate Studies	Have Considered Pursuing Further Studies
All Respondents (n=788)	28%	11%	44%
College of Arts & Sciences (n= 305)	33%	13%	40%
College of Business (n=313)	16%	11%	50%
College of Education (n=169)	38%	10%	41%

Student Satisfaction



Student Satisfaction

Institution	Percent of graduating seniors indicating their satisfaction as "Strong" or "Somewhat Strong" with:				
	n= 1039	n= 1003	n= 898	n= 855	n= 654
	2011	2012	2013	2014	2015
Academic Environment	75%	79%	77%	79%	79%
Campus Environment (University Life)	75%	80%	78%	81%	82%
Student Services *	73%	78%	77%	82%	78%
Quality of teaching by faculty in your major	89%	91%	93%	91%	91%
Campus Safety	83%	86%	83%	86%	88%

College of Arts & Sciences	Percent of graduating seniors indicating their satisfaction as "Strong" or "Somewhat Strong" with:				
	n= 352	n= 324	n= 303	n= 272	n= 209
	2011	2012	2013	2014	2015
Academic Environment	70%	73%	70%	74%	70%
Campus Environment (University Life)	71%	74%	74%	78%	77%
Student Services *	71%	75%	71%	78%	74%
Quality of teaching by faculty in your major	89%	89%	91%	90%	87%
Campus Safety	81%	79%	80%	83%	84%

*All student services were included beginning in 2015. Prior to 2015, only selected student services were included.

Data Source: Graduate Senior Exit Survey

Student Satisfaction

College of Business	Percent of graduating seniors indicating their satisfaction as "Strong" or "Somewhat Strong" with:				
	n= 396	n= 389	n= 380	n= 373	n= 277
	2011	2012	2013	2014	2015
Academic Environment	78%	82%	81%	82%	83%
Campus Environment (University Life)	77%	84%	79%	82%	86%
Student Services *	78%	85%	83%	84%	82%
Quality of teaching by faculty in your major	89%	91%	93%	91%	93%
Campus Safety	86%	88%	84%	86%	92%

College of Education	Percent of graduating seniors indicating their satisfaction as "Strong" or "Somewhat Strong" with:				
	n= 291	n= 290	n= 215	n= 201	n= 160
	2011	2012	2013	2014	2015
Academic Environment	77%	80%	80%	82%	83%
Campus Environment (University Life)	77%	82%	81%	84%	82%
Student Services *	74%	80%	81%	82%	79%
Quality of teaching by faculty in your major	88%	91%	93%	94%	94%
Campus Safety	83%	88%	85%	90%	89%

*All student services were included beginning in 2015. Prior to 2015, only selected student services were included.

Data Source: Graduate Senior Exit Survey



LEARNING OUTCOMES

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Evidence-Based Data)

Percent of Students Achieving Acceptable Criteria on Learning Outcomes (AY 2015)								
LEARNING OUTCOME	Institution		College of Arts & Sciences		College of Business		College of Education	
	N= ⁽¹⁾	%	N= ⁽¹⁾	%	N= ⁽¹⁾	%	N= ⁽¹⁾	%
Knowledge of Fundamental Concepts-Major Area ⁽²⁾	1125	91	200	79	337	94	588	99
Proficiency in Written Communication	1096	97	203	94	302	97	591	99
Proficiency in Oral Communication	1114	99	224	99	299	98		
Proficiency in the Use of Technology	830	96	149	94	89	95	592	98
Critical Thinking and Analysis	1135	92	200	90	345	88	590	98
Appreciation for Ethical Standards	815	95	112	92	112	93	591	99
Appreciation for Societal, Cultural, and Global Diversity	1041	91	134	92	315	81	592	99

Notes: (1) N=Number of students assessed. In some cases the number of students may be duplicated due to one student being assessed multiple times for one outcome and the number may not include all students since not all students were assessed for every outcome. (2) Data reported for Knowledge of Fundamental Concepts in Major Area is based on Capstone Exams for the Colleges of Arts & Sciences and Business and on Internship Observation Performance (Educate Alabama Rubrics) for the College of Education.

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Self-Assessment)

Institution Competency in selected KSAs	Percent of graduating seniors rating their exiting competency as "Strong" or "Somewhat Strong"				
	n=1038	n=1003	n=898	n=855	n=654
	2011	2012	2013	2014	2015
Knowledge-Major Area of Study	91%	91%	91%	93%	90%
Writing Skills	87%	88%	87%	86%	87%
Speaking Skills	83%	85%	84%	85%	83%
Analytical/Critical Thinking Skills	89%	91%	89%	90%	89%
Technology Proficiency	89%	89%	91%	90%	90%
Group/Teamwork Skills	86%	87%	87%	88%	86%
Appreciation of Ethical Standards	90%	91%	90%	91%	90%
Leadership Skills	85%	87%	86%	86%	86%

College of Arts and Sciences Competency in selected KSAs	Percent of graduating seniors rating their exiting competency as "Strong" or "Somewhat Strong"				
	n=352	n=324	n=303	n=272	n=209
	2011	2012	2013	2014	2015
Knowledge-Major Area of Study	90%	85%	88%	92%	88%
Writing Skills	83%	79%	83%	84%	85%
Speaking Skills	81%	80%	79%	82%	77%
Analytical/Critical Thinking Skills	87%	88%	88%	88%	85%
Technology Proficiency	85%	82%	88%	86%	85%
Group/Teamwork Skills	78%	79%	83%	82%	75%
Appreciation of Ethical Standards	87%	85%	87%	89%	86%
Leadership Skills	81%	80%	81%	83%	78%

LEARNING OUTCOMES

Knowledge, Skills and Abilities (KSAs) (Self-Assessment)

College of Business Competency in selected KSAs	Percent of graduating seniors rating their exiting competency as "Strong" or "Somewhat Strong"				
	n=396	n=389	n=380	n=373	n=277
	2011	2012	2013	2014	2015
Knowledge-Major Area of Study	89%	92%	90%	90%	89%
Writing Skills	88%	91%	88%	86%	89%
Speaking Skills	81%	85%	84%	84%	84%
Analytical/Critical Thinking Skills	89%	92%	90%	91%	92%
Technology Proficiency	91%	92%	93%	94%	95%
Group/Teamwork Skills	87%	87%	89%	90%	91%
Appreciation of Ethical Standards	92%	94%	91%	93%	94%
Leadership Skills	84%	86%	95%	88%	90%

College of Education Competency in selected KSAs	Percent of graduating seniors rating their exiting competency as "Strong" or "Somewhat Strong"				
	n=290	n=290	n=215	n=201	n=160
	2011	2012	2013	2014	2015
Knowledge-Major Area of Study	94%	95%	95%	97%	95%
Writing Skills	90%	93%	91%	88%	88%
Speaking Skills	88%	91%	91%	93%	89%
Analytical/Critical Thinking Skills	90%	92%	90%	92%	88%
Technology Proficiency	89%	94%	91%	88%	89%
Group/Teamwork Skills	94%	95%	89%	93%	91%
Appreciation of Ethical Standards	93%	94%	92%	94%	91%
Leadership Skills	92%	94%	90%	89%	89%



Enrollment and Distance Learning



Enrollment & Distance Learning

Student Enrollment	Academic Year (Fall, Spring, and Summer)				
	2011	2012	2013	2014	2015
Institution (All Colleges)*	4,781	4,580	4,625	4,301	4,202
College of Arts & Sciences	1,495	1,431	1,454	1,329	1,380
College of Business	1,678	1,711	1,777	1,594	1,521
College of Education	1,183	1,088	968	926	966
No College Designated/Certificates	482	396	473	488	402

** Some students were enrolled in more than one college during an academic year.*

Institution Enrollment by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total Enrolled Students	3,624	3,389	3,415	3,175	3,129
Taking at least one DL Class	85.4%	86.5%	88.8%	86.6%	88.0%
Taking all DL Classes	50.5%	51.0%	54.1%	51.4%	52.5%
Taking no DL Classes	14.6%	13.5%	11.2%	13.4%	12.0%

College of Arts & Sciences Enrollment by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total College of Arts & Sciences Enrolled Students	1,162	1,066	1,098	1,014	1,056
Taking at least one DL Class	80.7%	84.5%	84.4%	78.6%	80.3%
Taking all DL Classes	34.1%	34.7%	34.3%	26.2%	24.7%
Taking no DL Classes	19.3%	15.5%	15.6%	21.4%	19.7%

Distance Learning (DL) includes fully online and blended courses.

Data Source: Institutional Research Data Reports Enrollment & Course Statistics (Data Warehouse, Official Data)

Enrollment & Distance Learning

College of Business Enrollment by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total College of Business Enrolled Students	1,283	1,298	1,360	1,271	1,207
Taking at least one DL Class	94.5%	95.2%	96.0%	95.4%	96.4%
Taking all DL Classes	67.7%	67.3%	71.5%	71.6%	76.2%
Taking no DL Classes	5.5%	4.8%	4.0%	4.6%	3.6%

College of Education Enrollment by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total College of Education Enrolled Students	971	856	792	714	728
Taking at least one DL Class	79.7%	75.0%	82.6%	82.9%	85.7%
Taking all DL Classes	41.6%	39.7%	45.8%	44.0%	48.2%
Taking no DL Classes	20.3%	25.0%	17.4%	17.1%	14.3%

No College Designated/Certificates Enrollment by Course Delivery Method	Fall Term				
	2010	2011	2012	2013	2014
Total Non-Degree Seeking Enrolled Students	208	169	165	176	138
Taking at least one DL Class	82.2%	90.5%	88.5%	84.7%	84.8%
Taking all DL Classes	77.9%	85.2%	82.4%	81.3%	80.4%
Taking no DL Classes	17.8%	9.5%	11.5%	15.3%	15.2%

Distance Learning (DL) includes fully online and blended courses.

Data Source: Institutional Research Data Reports Enrollment & Course Statistics (Data Warehouse, Official Data)



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