

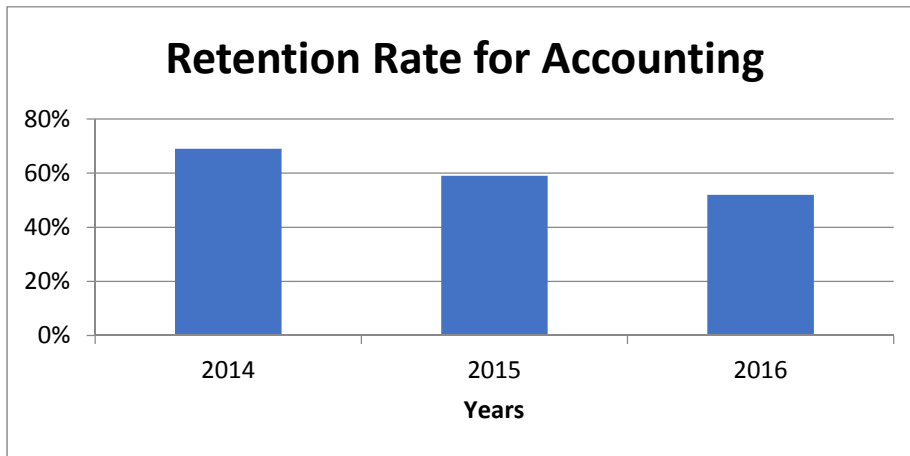
# Measurement and Analysis of Business Program Performance

## ACCOUNTING

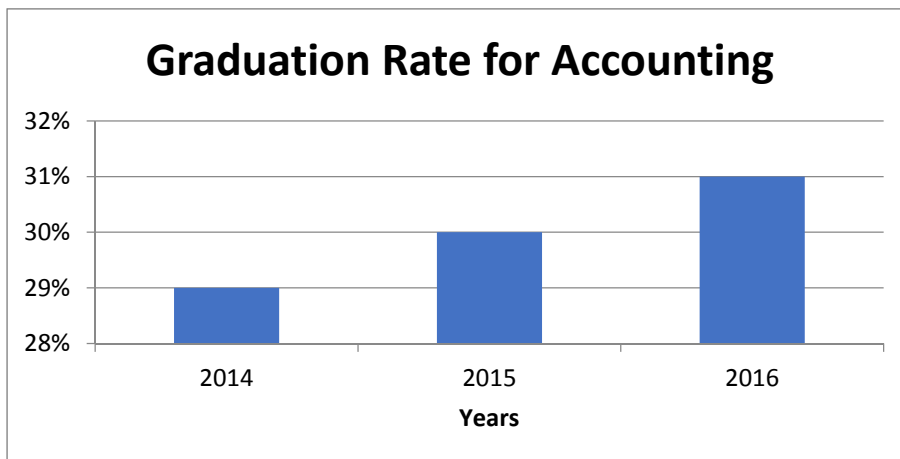
Student achievement data for the Business Program of Huston-Tillotson University. The data and corresponding charts below describe the student retention, student graduation and student enrollment of the Accounting Concentration for the last 3 years (2014 – 2016).

	<b>2014</b>	<b>2015</b>	<b>2016</b>
Retention Rate	69 %	59 %	52 %
Graduation Rate	29 %	30 %	31 %
Enrollment	49	45	40

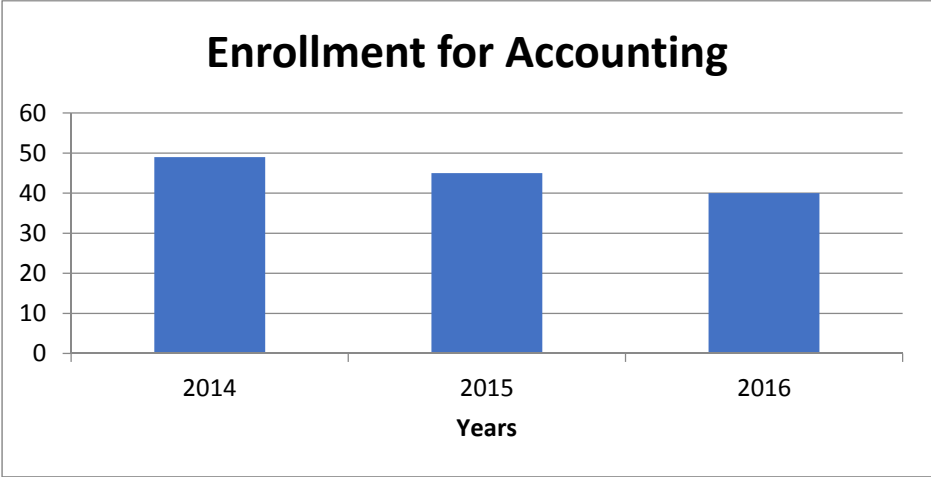
Retention rates as reported by the University's Institutional Research every August from 2014 – 2016.



Graduation rates as reported by the University's Institutional Research every September from 2014 – 2016.



Enrollment rates as reported by the University's Institutional Research every September from 2014 – 2016.

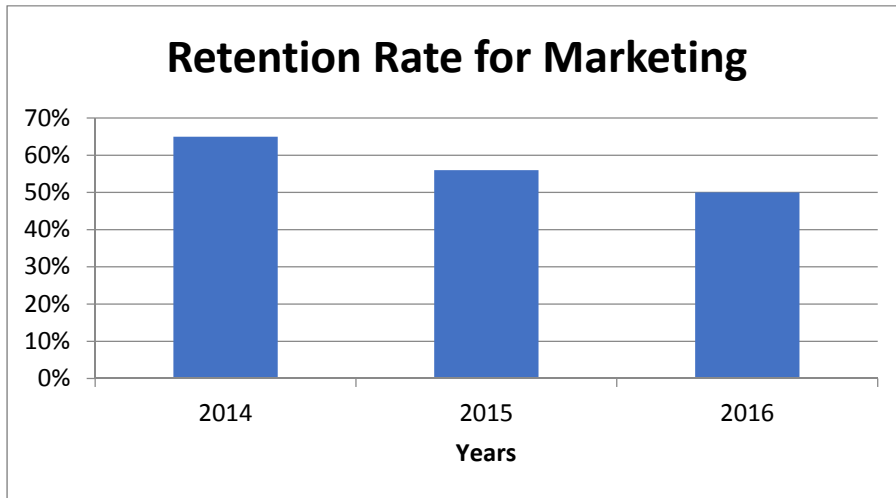


## MARKETING

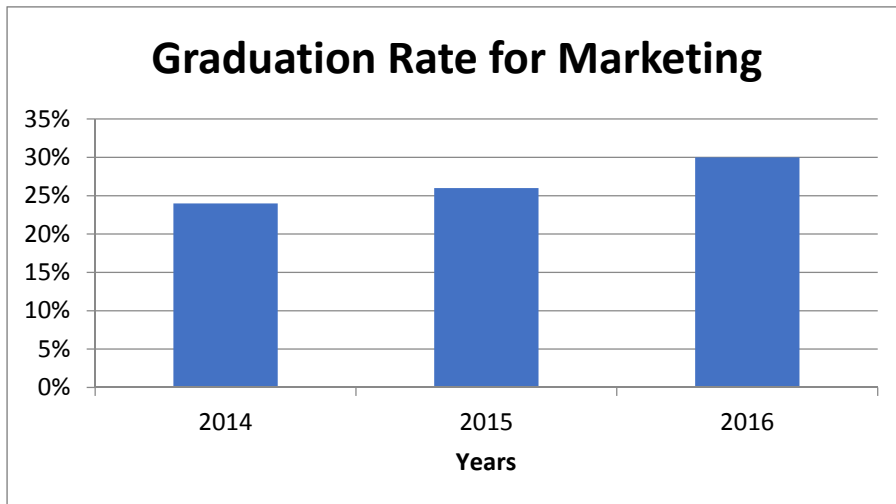
Student achievement data for the Business Program of Huston-Tillotson University. The data and corresponding charts below describe the student retention, student graduation and student enrollment of the Marketing Concentration for the last 3 years (2014 – 2016).

	<b>2014</b>	<b>2015</b>	<b>2016</b>
Retention Rate	65 %	56 %	50 %
Graduation Rate	24 %	26 %	30 %
Enrollment	39	35	36

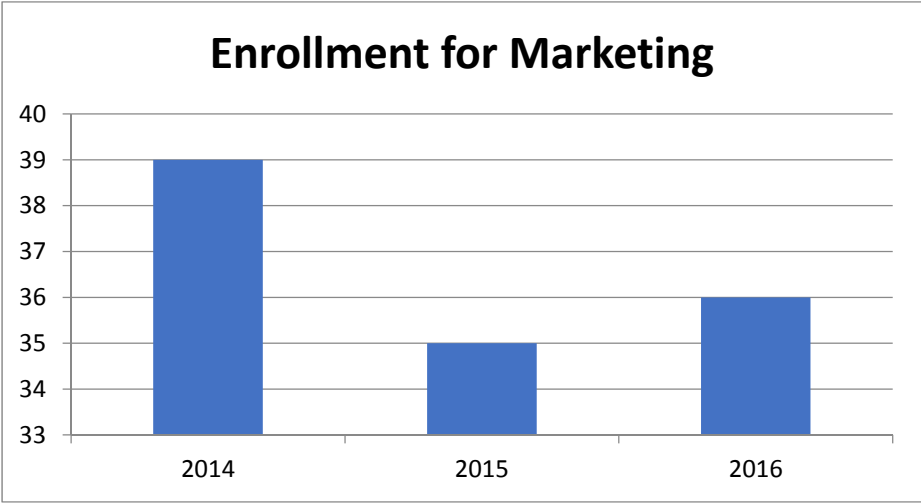
Retention rates as reported by the University's Institutional Research every August from 2014 – 2016



Graduation rates as reported by the University's Institutional Research every September from 2014 – 2016.



Enrollment rates as reported by the University's Institutional Research every September from 2014 – 2016.

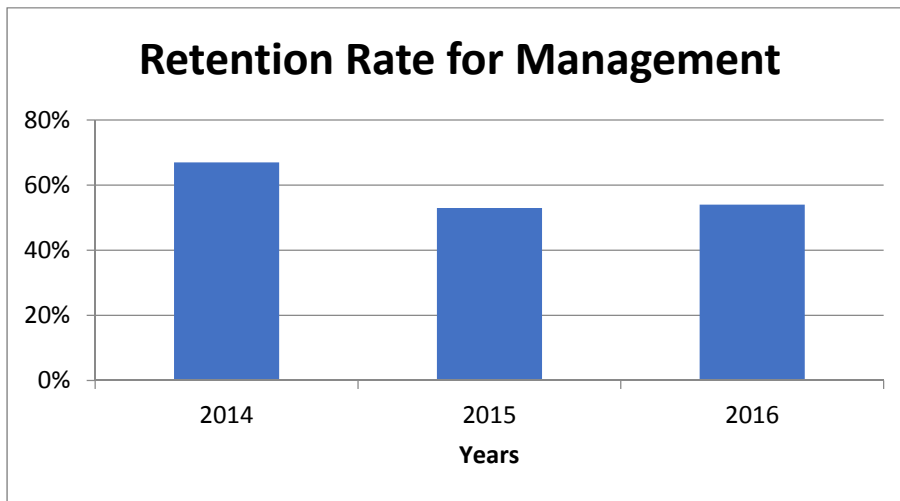


## MANAGEMENT

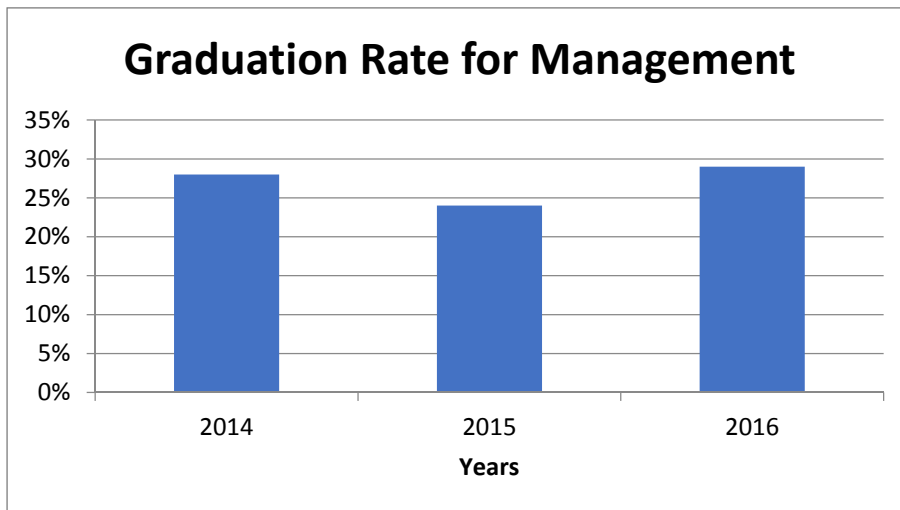
Student achievement data for the Business Program of Huston-Tillotson University. The data and corresponding charts below describe the student retention, student graduation and student

	<b>2014</b>	<b>2015</b>	<b>2016</b>
Retention Rate	67 %	53 %	54 %
Graduation Rate	28 %	24 %	29 %
Enrollment	55	70	62

Retention rates as reported by the University's Institutional Research every August from 2014 – 2016.



Graduation rates as reported by the University's Institutional Research every September from 2014 – 2016.



Enrollment rates as reported by the University's Institutional Research every September from 2014 – 2016.

