
EXAMPLES OF MEASURES OF STUDENT SUCCESS

The following are examples of measures of student success found on the websites of selected member institutions. The measures are categorized into six groups and within each group by type of institution (e.g., community college, liberal arts college). The six groups of measures are:

1. Retention and Graduation Rates
2. What do graduates do?
3. Licensure and passage rates
4. Transfer students
5. Student experiences as undergraduates
6. Other Public Disclosures re: Student Success

1. Retention and Graduation Rates

Success in Remedial Courses

State College or University

- Number and percentage of students getting C- or higher or D+ or lower in Math 099 and ENG 099 for Fall and /spring semesters, five year trends
- Number and percentage of students passing MTH 099 and enrollment and success (C- or higher) in MTH101 or higher within two semesters. (Also for ENG099 and ENG110)
- One-year retention rate of students taking MTH099 in Fall semesters, by year.

Student Retention

Community Colleges

- Course withdrawal (percentage of enrollments that resulted in “W,” “WA,” “N” or “NA” grades)
- Webcourse withdrawal rates (as above)
- Webcourse productive grades (percent of Grades A, B, C and P awarded in online courses each term)
- Semester-to-Semester retention (percent of students [headcount] who re-enroll Fall to Spring, Spring to Fall, Fall to Fall)
- Persistence of full-time students: Fall to Fall for First time (no transfer credits) Full-Time (12 credits or more): How many re-enroll the following Fall? How many are part-time the following Fall?

Art School

- First-second year retention rates compared with AICAD peers.

State College or University

- One- two- and three-year retention rates

Graduation (and completion)**Community Colleges**

- Five years after enrolling, the percent of full-time students who completed a degree or certificate or transferred to a bachelor's degree or other certificate-granting institution or remained enrolled at the community college.
- Percent of students leaving in good academic standing prior to earning a degree or certificate who said they had completely or partially satisfied their primary educational goal.

State College or University

- Year-to-year enrollment, drop-out, and graduation numbers and percents for six years for cohort groups
- Four- and six-year graduation rate by ethnicity

Art School

- Six year graduation rate compared with AICAD peers and local peers

Business or Engineering School

- Year-to-year retention rates over 6 years by cohort

Public Research University

- Four-, five-, and six-year graduation rates for in-state and out-of-state students
- Graduation rates (4, 5, and 6 years) by college of entrance to the university – graduated from that college or another college or did not graduate.
- Retention numbers and percents for cohort groups after one year, two years; and retention and graduation numbers and percents after four- five, and six years.

Private Research University

- Graduation in 4, 6, and 8 years, overall and by gender and racial/ethnic status, trends for 12 years
- Years of study to Ph.D. by division and department
- Percent of Ph.D. students awarded the degree within 9 years

2. WHAT DO GRADUATES DO?

Liberal Arts Colleges

- Graduates, 6 months out: percent employed only, attending school only, employed and attending school, neither
- Employment 6 months out: categorized into 18 field, grouped (e.g., business) for summary
- Employment 6 months out: match field of employment with desired field of employment, report % working in desired field
- Reported satisfaction with current job (5 point scale)
- Attending school 6 months out: degree-seeking master's, degree seeking doctoral, degree seeking professional; certificate-seeking technical; non-degree seeking.
- Doctoral degrees earned, by academic discipline, college alumni 1966-2006, National Science Foundation, Survey of Earned Doctorates. (Does not include professional degrees)
- Survey of students in May, just prior to graduation: Percent of graduating students who say they: have accepted full-time employment, are waiting to confirm offers or still looking; headed to graduate school; awaiting school acceptance; internships or fellowships; planning to travel; no plans.
- Percent of students attending graduate school within five years of baccalaureate degree; percent of students becoming scientists, go into social service or government work, involved in education, pursue careers in arts and design, and go into business.
- Named awards, scholarships and fellowships for past three years (includes Harry S. Truman Scholarships, NSF graduate research fellowships, and Fulbright Full Grants)

Art Institutions

- Survey one year from graduation. Percent employed; percent in full-time education program. Of employed, percent employed in a position directed related to their major, percent employed in position indirectly related to their major.
- Number of alumni nominated for an Emmy

Business and Engineering Schools

- Percent of baccalaureate students employed within 6 months; their mean and median starting salaries
- Percent of full-time MBA graduates employed within 6 months; their mean and medial starting salaries
- Rates of placement in employment and admission to graduate school among students who register with the Career Development Center

State College or University

- Percent of graduating seniors with “job lined up,” who say they “will be employed or enrolled in graduate school within a few months of graduation.” Percents employed working in six named sectors plus “other”
- Percent of graduating seniors pursuing additional education the following year; percent enrolled full-time in a program leading to a degree; percent working toward teacher certification; percent of those enrolled with some form of fellowship or scholarship
- List of institutions where graduating seniors will be in graduate school the following year

Research Universities**Undergraduates**

- Number of undergraduates receiving the Rhodes, Marshall, Fulbright, Truman & Goldwater Scholarships over a 30-year period.
- One-year after graduation survey of baccalaureate graduates: employment (by 7 broad categories, plus “other,” plus not employed, by major; enrollment in professional and graduate school percents and numbers by major; enrollment by graduate institution; plans for further study.
- Number of applications and number of acceptances to graduate / professional school
- Employment: part-time temporary, part-time permanent, full-time temporary, full-time permanent, with salary distribution levels for each of the above.
- Also, for the above categories: distribution by how long it took to find the job; how related the job is to undergraduate studies and to career goals, how well the university prepared them for the job; how satisfied they are with the job. The preceding by the school from which they graduated. For students not employed, the reason (8 choices, plus “other.”)
- Survey of baccalaureate graduates, 6 months out. Average salary for those with full-time employment, by undergraduate college, and for men and women.
- Percent of baccalaureate graduates who say their job is related to their undergraduate major.
- Jobs by major (first and second major, as applicable) from senior survey; indicates major, name of employer, city, state, and title or position
- Graduate school by major (first and second major, as applicable), from senior survey; major, graduate school, field of study, and degree.

Graduate students

- Percent of recent Ph.Ds who secured positions in: the non-profit sector (including private academic institutions), the public sector (including public academic institutions), in the private sector
- Percent of recent Ph.Ds who secured positions in administration, teaching, research, consulting, and direct service.

- MBA graduates: percent working in the non-profit sector, the public sector, the non-profit sector; and the percentage pursuing an additional academic credential.
- Average salaries earned by graduates entering industry, by level of degree (bachelor's master's, Ph.D., and by 3 broad fields of Master's degrees)
- Employment status at time of submission of dissertation and five years later. Number and percent who indicated: faculty, postdoctoral position, non-academic position, not-yet employed, and not seeking employment.
- Employment status, in above categories, after five years, by broad field of study

3 LICENSURE PASSAGE RATES

Community College

- Nursing: NCLEX, number examined, number passed, passage rate
- Medical Radiography: ARRT, number examined, number passed, passage rate

State College or University

- Teaching: Percent passing Praxix II (not required for program completion)
- Marriage and family therapy: percent achieving licensure in state within two years of graduation
- Computer Science: percentile score on ETS major field test in Computer Science

Special purpose institution

- Percent passing licensure exam on the first attempt in the four states with the highest number of graduates taking the exam

4 TRANSFER STUDENTS

Public College of University

- Top feeder institutions from which students have transferred, with numbers of students entering

Business or Engineering College

- Top 5 prior institutions for entering transfer students
- List of institution from which entering students have transferred, with numbers of students entering from each.

5. STUDENT EXPERIENCES AS UNDERGRADUATES

Liberal Arts Colleges

- Number of studying abroad in a given year (undergraduate day students)
- Percent among a graduating class who completed internships while enrolled
- Percent of junior class participating in officially sanctioned off-campus study
- Percent of graduates receiving credit for foreign study
- Percent of students who engage in academic service learning while undergraduates
- Number and percent of the junior class studying away (in the U.S. and abroad), also by male and female students

Public Colleges and Universities

- Number of co-op students placed in business
- Percent of students offered permanent employment by their co-op employers

Master's Colleges and Universities

- Percent of students who compete in intramural, club, or varsity sports

Research Universities

- Percent of undergraduates who say they volunteer in community service at the institution, participate in off-campus internships, play intramural or recreational athletics, play intercollegiate athletics, participate in student government
- Percent of students completing an internship while undergraduates
- Percent of graduates who say they have completed none, one, two, or three or more internships while a student

6. OTHER PUBLIC DISCLOSURES RE: STUDENT SUCCESS

College Portrait (VSA from APLUS and AASCU) linked on institution website

- Public College or University
- Research University

UCAN (from NAICU), linked on institution's website

- Liberal Arts College
- Research University

NSSE – National Survey of Student Engagement

Liberal Arts Colleges

- Institutional report of selected NSSE item results, with comparisons to
- NSSE-selected institutions, Carnegie peers, and NSSE totals

Research Universities

- NSSE results, with peer comparisons on item-level and benchmark
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Average debt of graduating class

Bachelor's/Master's University

- Average debt fro loan borrowers, including federal and private loans

State College or University

- Percent of graduates with loans, average amount of debt for graduates

Changes to academic program made based on assessment

- Liberal Arts College

Other reviews by org groups made public from the institution's website

American Society of Engineering Education College Profiles

- Business or Engineering College

Ratings and reviews by students at www.onlinedegreereviews.org/college

- Master's college or university