

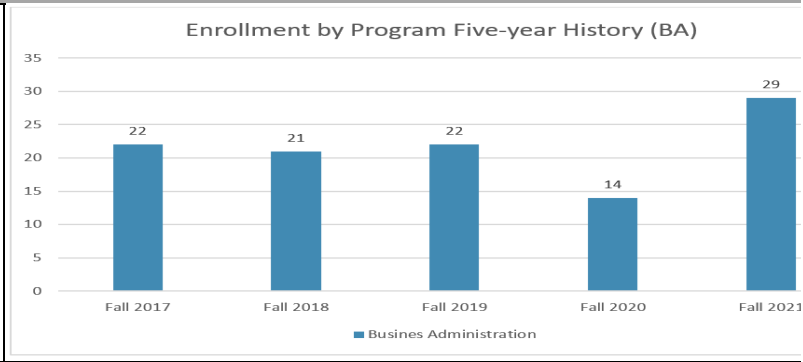
Table 7.1 - Template Student Achievement

Use this table to supply data for Standard 7

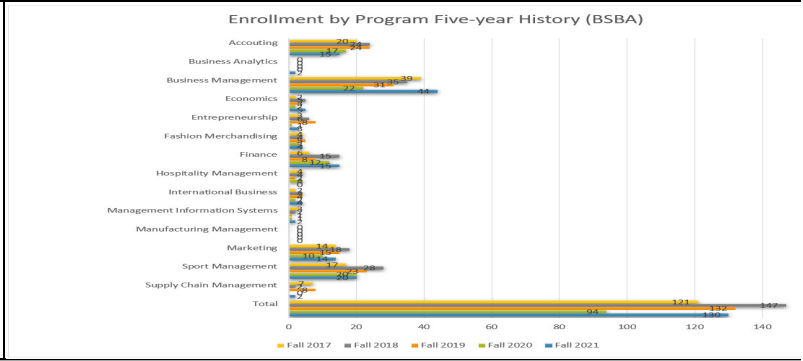
You must provide results for each program, concentration, specialization, etc. accredited or to be accredited. There must be a link on your business page website to this table. Place link here such as: <https://www.nmcc.edu/accreditation/business-technology-accreditation/>

Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results		Insert Graphs or Tables of Resulting Trends(3-5 data points preferred)
			Analysis of Results	Action Taken or Improvement made	
Measurable goal	(Indicate length of cycle)	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	
What is your goal?					
Student Achievement					

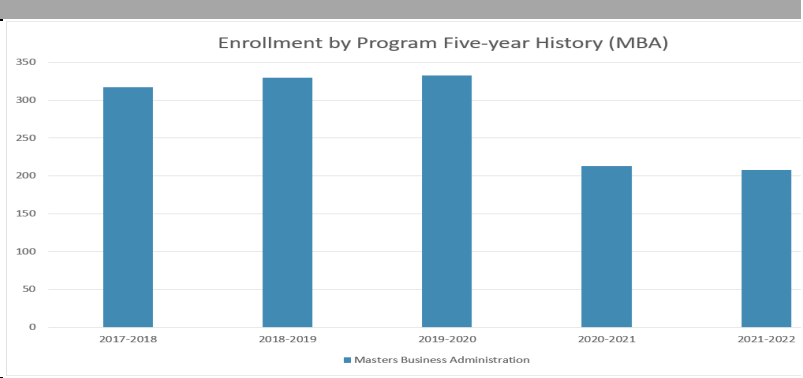
<p>Increase fall enrollment for first-time students (BA & BSBA) into the Dauch COBE</p>	<p>Enrollment data as reported by the University Enrollment Management Division. Enrollment Data reported at fall and spring Board of Trustees Meeting and Town Hall Meetings.</p>	<p>130 COBE students in fall 2021.</p>	<p>Enrollment had declined in fall 2019 and 2020. Positive trend in fall 2021</p>	<p>In the height of COVID-19 enrollment had declined significantly. Beginning with the Fall 2020 semester, the college returned to face-to-face instruction as soon as possible and created a CDC recommended environment where students and faculty felt comfortable returning to face-to-face (F2F) classes on campus. Focusing on retention, the Dauch COBE faculty embraced the added safety measures and offered additional assistance to all students.</p> <p>Coming out of COVID, the Enrollment Management Division established more relational marketing initiatives vs the traditional digital marketing.</p> <p>Examples: Increase in high school visits; better reporting and record keeping of enrollment data; increase quantity and quality of open houses, orientations, general admission days; increase faculty visits with on-campus student visits.</p>
---	--	--	---	---



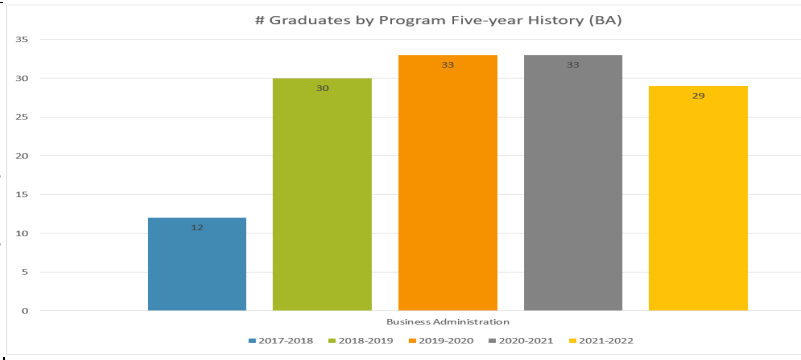
--	--	--	--	--



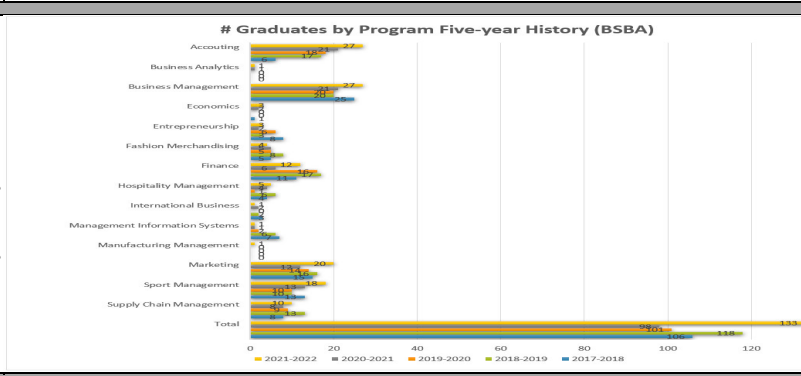
<p>Increase fall enrollment for domestic MBA students into the Dauch COBE</p>	<p>Enrollment data as reported by the MBA program office. Enrollment Data for graduate programs (i.e. MBA) reported at fall and spring Board of Trustees Meeting</p>	<p>208 MBA students enrolled in fall 2021</p>	<p>Enrollment had declined since fall 2019. Some positive trends for fall 2022.</p>	<p>In the height of COVID-19 enrollment had declined significantly. Coming out of COVID, the MBA program worked more closely with Enrollment Management division to streamline the communication flow. Additionally, establish more relational marketing initiatives vs the traditional digital marketing.</p> <p>Examples: Increase in company visits; better reporting and record keeping of enrollment data at the domestic and international level</p>
---	--	---	---	--



Number of graduates (BA) to increase for each program each academic year	# Graduates by Program	These data trends are consistent with total enrollment trends.	Graduating numbers are consistent with enrollment trends	<p>Performance on this measure depends on the ability to both recruit and retain students. Any gains in either of this area could effect number of graduates.</p> <p>The Center for Academic Support utilizes an early alert system to collect feedback on attendance and academic performance from instructors and identify at-risk students, notifying faculty advisors for follow-up and intervention. Life Calling courses are available to assist students who are undecided about their major, or who want assistance in identifying their strengths and finding an appropriate career direction.</p> <p>Additional retention initiatives such as the implementation of the SOAR (Starfish) CRM, donor funding for faculty-led activities with freshmen, and tuition discounts for students who remain at Ashland University, have been implemented.</p>
--	------------------------	--	--	--



Number of graduates (BSBA) to increase for each program each academic year	# Graduates by Program	These data trends are consistent with total enrollment trends.	Graduating numbers are consistent with enrollment trends.	<p>Performance on this measure depends on the ability to both recruit and retain students. Any gains in either of this area could effect number of graduates.</p> <p>The Center for Academic Support utilizes an early alert system to collect feedback on attendance and academic performance from instructors and identify at-risk students, notifying faculty advisors for follow-up and intervention. Life Calling courses are available to assist students who are undecided about their major, or who want assistance in identifying their strengths and finding an appropriate career direction.</p> <p>Additional retention initiatives such as the implementation of the SOAR (Starfish) CRM, donor funding for faculty-led activities with freshmen, and tuition discounts for students who remain at Ashland University, have been implemented.</p>
--	------------------------	--	---	--



Number of graduates (MBA) to increase for each program each academic year	# Graduates by Program	These data trends are consistent with total enrollment trends.	General enrollment declines in two COVID years contributed to decreased # graduates,	<p>Performance on this measure depends on the ability to both recruit and retain students. Any gains in either of this area could effect number of graduates.</p> <p>MBA students are advised by the Executive Director and Assistant Director of the MBA program, providing advising support for MBA students. MBA faculty also provide advice and support to students. Upon admission, students receive information detailing the MBA curriculum, including required core courses and options for electives.</p> <p>Career development support is available to all students through the Career Center for Life Calling (CCLC). A variety of resources are available to students to support career development.</p> <p>The COBE has a dedicated, experienced, MBA Career Coach providing one-on-one career development services to all MBA students and alumni.</p>
---	------------------------	--	--	--

