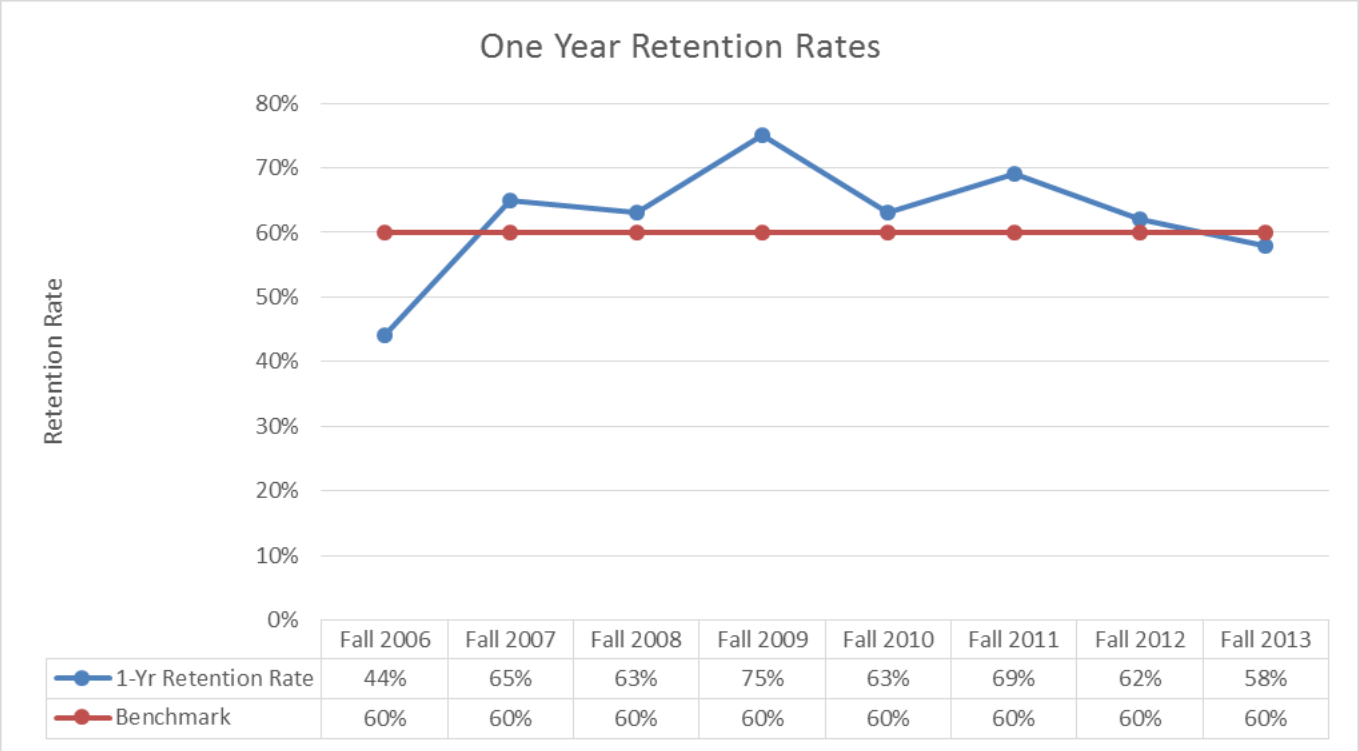
University of Saint Francis
Keith Busse School of Business and Entrepreneurial Leadership

First-Time, Full-Time, Degree Seeking Undergraduate Freshman Retention Rate
1-Year Retention Rate

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken/ Improvement Made
The one year retention rate for first-time, full-time, degree-seeking undergraduate freshmen will be at or above 60%.	Measurement instrument is the Graduate and Retention report provided by Office of Institutional Research and Effectiveness (OIRE). Retention is gathered annually for the previous year's cohort.	Current results are below benchmark.	Recent retention data indicates a downward trend.	The development of an introduction to business course, BUS 101, was developed for Fall 2015 to introduce business majors and help students bond during their first semester at the university. Additionally, the Busse Business Academy was launched Summer 2015 to help to familiarize at-risk incoming undergraduate freshmen to USF and KBSoBEL resources.



	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
1-Yr Retention Rate	44%	65%	63%	75%	63%	69%	62%	58%
Benchmark	60%	60%	60%	60%	60%	60%	60%	60%