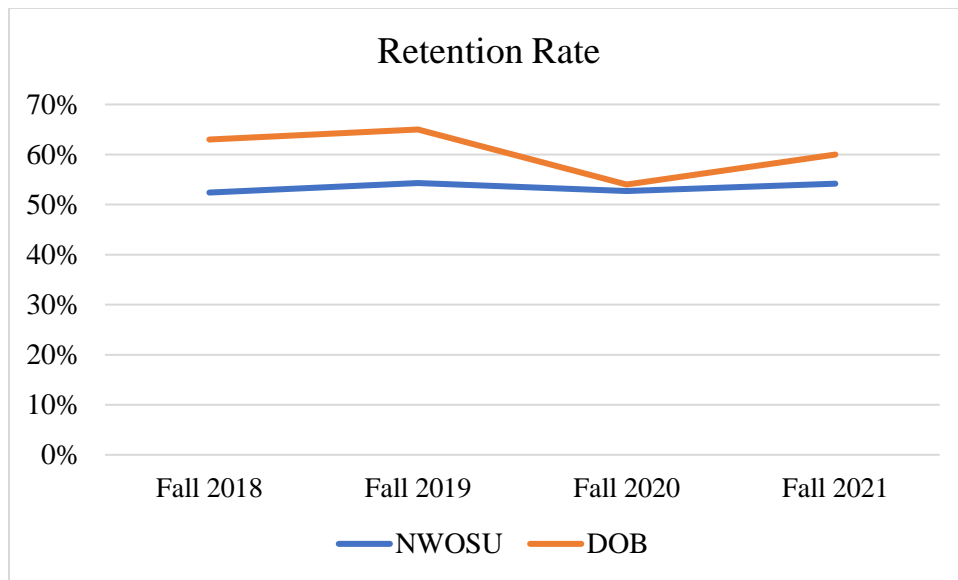


**Division of Business
Student Achievement Data
2017-2021**

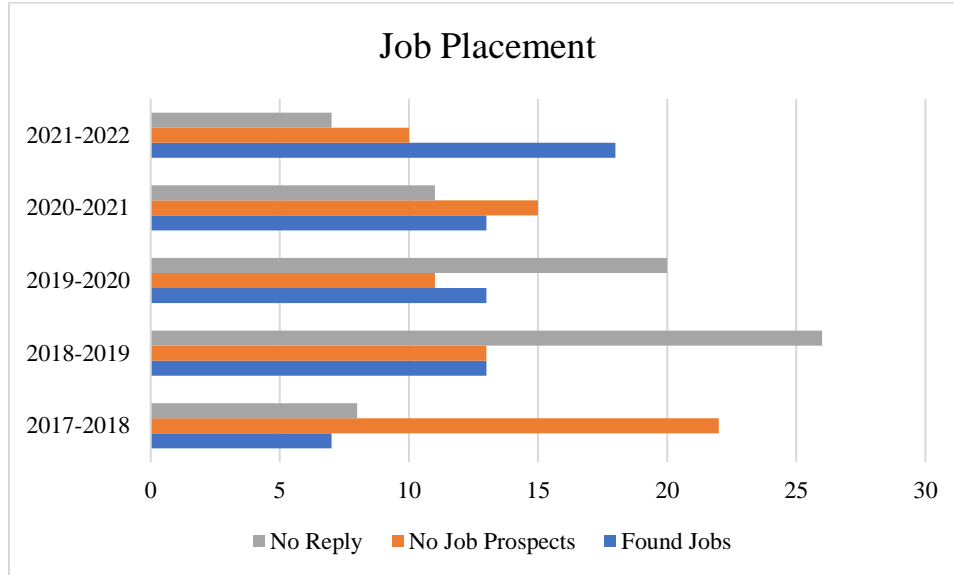
The division chair monitors the retention rate of DOB students annually. During the initial accreditation process, the DOB had a lower retention rate than the university. The Division of Business retention rate has been higher than the overall retention rate for NWOSU since the Fall of 2018. The dip in 2020 can be attributed to COVID-19. Many students did not return to higher education, and overall enrollment at the school decreased. Retention rates rose for the DOB in the Fall of 2021. These numbers indicate that the Division of Business has done an adequate job of ensuring students have access to educational support services and faculty as required by ACBSP. See Figure 7.1 for more information.

Figure 7.1



Job placement data is sent to the division chair three times per year by the director of assessment and institutional effectiveness. Job placement data can be seen in Figure 7.2. The percentage of students graduating with a job has increased from 2017 to 2022. However, the data collection process is flawed due to limited student response. A large percentage of students check neither yes nor no when asked if they have found a job upon graduation. The data collection process may need to be reexamined to gain more accurate information.

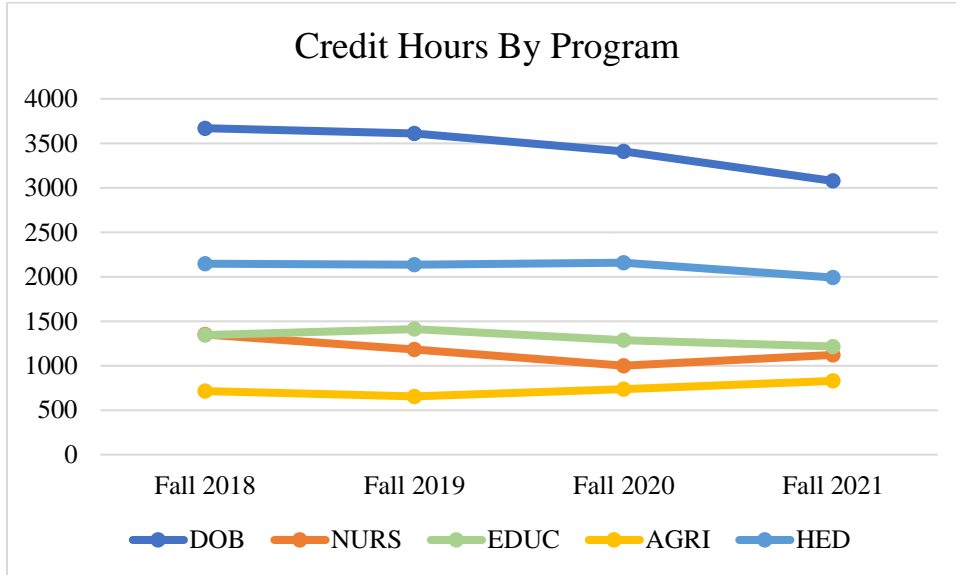
Figure 7.2



Enrollment within the division is up 13% in the Fall of 2022. Many non-traditional and traditional students are returning to the program. Enrollment will continue to be monitored and is expected to increase back to normal levels. The division is also planning to work with administration to develop a marketing campaign for online programs in areas beyond the 10-county service area. Social media marketing (Facebook, Instagram, and LinkedIn) have already been implemented to reach traditional students and local stakeholders.

Despite the decline in graduation numbers and graduation rate, the division has continued to generate the most credit hours of any program at Northwestern Oklahoma State University. Figure 7.3 displays the credit hours generated by the largest programs at NWOSU during the fall semester. Business, Education, and Health and Sports Science all experienced decreases in credit hours generated during the self-study year. Overall enrollment at NWOSU decreased from 2020 to 2021, due in large part to COVID-19. The Division of Business was impacted more significantly because there is a large number of non-traditional students within the program. Many non-traditional students/parents paused their education during the pandemic because of work-from-home conditions and public schools closing their doors. Credit hours declined during this time at correctional facilities as well. Correctional Coordinators could not meet with students on-site due to lockdowns. Most correctional students major in Business or Accounting due to our ITV/Zoom broadcasting to their facilities

Figure 7.3



The division chair monitors several student achievement processes. Graduation numbers and the 6-year overall graduation rate are analyzed by the division chair annually. Graduation numbers for Business students and overall graduation rates have declined slightly in recent years. The decline in graduation numbers is attributed to the decline in enrollment due to COVID-19. Enrollment decreased during 2020, and many non-traditional students took time off from school. These numbers will continue to be monitored as higher education returns to normal. Accounting graduates increased in AY 2021-2022. Please view Figures 7.4 and 7.5 for more detail. More enrollment information can be found in Standard 3.

Figure 7.4

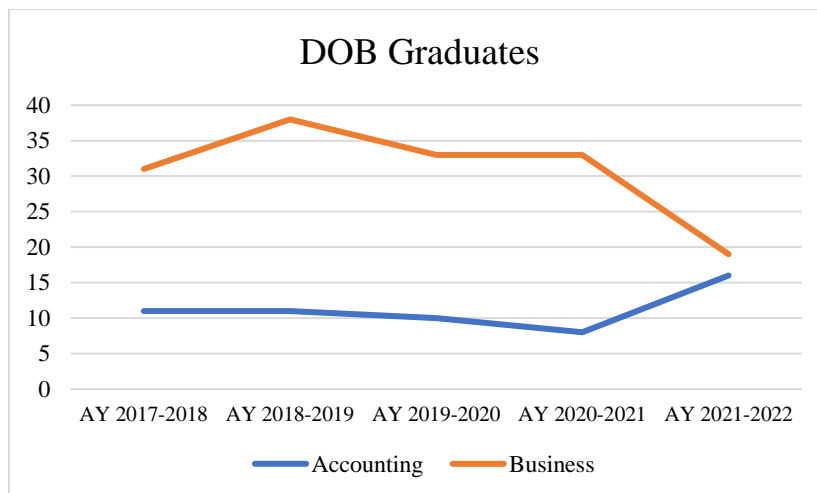


Figure 7.5

