



CLARK ATLANTA UNIVERSITY

Office of Planning, Assessment and Institutional Research

First-time Freshmen Retention: This measure provides the retention rates for first year freshmen returning for second year at CAU.

Goal 1: Increase retention rate of freshmen student returning for 2nd year to 73% by 2023.

FIRST-TIME, FRESHMAN RETENTION RATE ENTRY YEAR FALL 2015 – 2019

Academic Semester	FALL 2015=844		FALL 2016=999		FALL 2017=914		FALL 2018=921		FALL 2019=814	
	#	%	#	%	#	%	#	%	#	%
Total New Freshman	844		999		914		921		814	
Returning in Year Two	561	66%	696	70%	636	70%	676	73%	516	63%

Source: Banner by Ellucian/OPAR
Columns represent each entering cohort.

Retention Rate of Continuing Students: This measure provides term-to-term and year-to-year student retention rate for all continuing students matriculated at CAU.

Goal 2: Increase retention of all undergraduate and graduate students to 70% Fall to Fall and to 95% Fall to Spring by 2023.

CONTINUING STUDENTS RETENTION RATE AY 2017 – 2019

Academic Year	2017	2018	2019	3-YR Avg.
Fall to Fall	70%	70%	60%	67%
Fall to Spring	90%	95%	89%	91%

Source: Banner by Ellucian/OPAR
Columns represent each academic year.

6-Year graduation: This measure provides 6-year graduation rates of first-time freshmen by fall cohorts.

Goal: Increase 6-yr graduation rate for first-time freshmen cohort to 50% by 2023.

FIRST-TIME, FRESHMAN GRADUATION RATE BY FALL ENTRY ENTRY YEAR FALL 2010 -2015

Fall Semester	No. of Freshman Enrolled	No. Graduated within 4yrs or less		No. Graduated within 5yrs or less		No. Graduated within 6yr or less	
2010	852	199	23%	292	34%	324	38%
2011	833	215	26%	313	38%	326	39%
2012	637	211	33%	267	42%	280	44%
2013	781	237	30%	303	39%	341	44%
2014	717	197	27%	280	39%		
2015	844	196	23%				

Source: Banner by Ellucian/OPAR
Rows represent each entry year.