

AMBERTON UNIVERSITY

Student Achievement Data – Business Division

2022/2023

Amberton University faculty, staff, and administration are committed to assessing student learning outcomes for the purpose of continuous improvement of undergraduate and graduate business programs. Amberton caters to a mature working adult population. The majority of students have spent many years in the business world. Therefore, we use and value student derived indicators to assess the relevancy of our business programs. In addition to graduation rates and course completion, these indicators rely heavily on student satisfaction, student professional growth and advancement, and program relevancy.

All of the University's business programs on both the undergraduate and graduate levels can be completed 100% online. Many of the business programs can be completed through a combination of online and on-campus courses. The majority of Amberton University students enroll in online courses at some point throughout their journey of completing their degree with many taking only online courses. The measures presented in this report are used to assess performance in online and on-campus courses. The same measures are used across all modes of delivery with combined results reported in this document.

Amberton University's mission statement describes the University as a specialized institution designed to meet specific educational needs of mature students, the majority of whom are employed full-time. The average age of Amberton students is approximately 40 years of age. Amberton University is committed to the continuous transformation of the educational process in direct response to the needs of the student and the community, when financially and academically feasible. As a part of this process, the University monitors the performance of its adult students during their time at the University and after graduation.

Course Completion

Each session, the Office for Institutional Effectiveness produces a report on grade distribution by course. This report gives a breakdown of grades given for each course taught for the session. As a part of this report, the percentage of withdrawals for the courses is reported. At year's end, a summary report is provided for grades awarded to students enrolled for the academic year. The administration reviews these reports each session and at year's end looking for courses that have a pattern of higher than normal withdrawals.

Adult students often have work and family responsibilities that prevent them from successful course completion. Amberton University faculty works with these students on an individual basis to help them successfully complete the course; however, sometimes the best decision is to withdraw and to re-take the course at another time.

The following chart represents a seven- year history of course completion rates for undergraduate and graduate students from academic years 2016/2017 through 2022/2023 derived from the annual reports of grade distributions. A course is counted as completed if the student did not drop and earned academic credit. Because of the unique nature of Amberton University and its exclusive focus on the adult learner, sources for comparative data are insufficient. In determining an acceptable threshold for course completion rates, the University relies on its historical data for trends and benchmarks.

Amberton University														
Seven Year History of Course Completion Rates														
	2016/17		2017/18		2018/19		2019/20		2020/21		2021/22		2022/23	
Academic Level	UG	G	UG	G	UG	G	UG	G	UG	G	UG	G	UG	G
Completion Rate	84%	90%	84%	90%	85%	89%	87%	88%	87%	91%	90%	90%	88%	91%
Threshold of Acceptability	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Institutional Goal	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Goal Status	Not Met	Met	Not Met	Met	Met	Met	Met	Met	Met	Met	Met	Met	Met	Met

Institutional Goal: 85% completion rate
 Threshold of Acceptability: 80% completion rate

The course completion data for the past seven years shows a consistency in rates for undergraduates and graduates. Undergraduates complete courses within a range of 84% to 90%, showing improvement since 2016/2017. Graduate students complete at a rate of 88% to 91%. It is to be expected that undergraduate students would have a slightly lower completion rate than graduate students because they tend to take more hours per session. In reviewing course completion data, the University’s goal is to achieve an 85% or greater completion rate for undergraduates and graduates, with a minimum threshold of acceptability of 80%. A review of the seven year history shows that the University met the goal for both the undergraduate and graduate levels five out of the seven years.

Amberton University also monitors course completion by academic division – Business, Human Development, and Interdisciplinary. These three divisions reflect the emphasis of the University’s degree programs on both the undergraduate and graduate levels. Courses in the Business Division include Accounting, Business, Economics, Finance, Management, Management Information Systems, and Marketing. Human Development courses include Counseling, Human Behavior and Development, and Psychology. Interdisciplinary courses include Communication, English, History, Human Resources and Training, Humanities, Math, Religion, Required Graduate Studies (Ethics/Research) and Science.

The following chart reflects course completion by academic division for the past three years. Results are divided further by courses taken at the undergraduate and graduate levels. As in the previous chart, a course is counted as completed if the student did not drop and earned academic credit.

Amberton University Three Year History of Course Completion by Academic Division						
Divisions	2020/21		2021/22		2022/23	
	UG	G	UG	G	UG	G
Business Completion Rate	90%	90%	90%	89%	89%	88%
Human Development & Counseling Completion Rate	91%	92%	92%	93%	90%	94%
Interdisciplinary Completion Rate	81%	87%	88%	83%	85%	85%
Threshold of Acceptability	80%	80%	80%	80%	80%	80%
Institutional Goal	85%	85%	85%	85%	85%	85%
Goal Status	Met except for Interdisciplinary.	Met	Met	Met except for Interdisciplinary	Met	Met

A review of the three-year data by academic division shows that the University met its threshold of acceptability course completion rate of greater than 80% across all divisions. The institutional goal of 85% was met for all divisions except the Interdisciplinary Division, which met the goal for the graduate level in 20/21 and the undergraduate level in 21/22 and both levels in 22/23. The Business Division has maintained a high degree of course completion for the three year review on the undergraduate and graduate levels.

Most of the University's offerings during these time periods were offered online due to the COVID-19 pandemic. Faculty is addressing the issue of trying to keep students engaged throughout the session in order to decrease the number of withdrawals while identifying students at risk. Engagement activities include faculty reaching out to students via email and phone calls. Student Services advisors also try to contact students who are not engaging in classes to help identify any issues and to offer assistance and encouragement.

Historically, over decades of educating the adult student, Amberton University has found that if a student can successfully complete at least four consecutive sessions of enrollment, s/he is much more likely to stay enrolled. The past three years have been challenging for many college students but especially the adult student. Amberton students, the majority of whom are female, were often faced with caring for family members during the pandemic, working remotely, and home schooling children during school closures. Anecdotal reports from faculty and advisors show that students often felt overwhelmed during this time and appreciated personal contact from the University to help with the isolation.

Graduation Rates

Amberton University monitors student achievement through graduation rates. The graduation rate data is disaggregated by academic level. The University currently uses the IPEDS 8 Year Outcomes indicator to establish one baseline for its undergraduate programs; however, currently only 15% of its enrollment is undergraduate with the other 85% being graduate students. Identifying comparable peer institutions through IPEDS Data Feedback Reports is extremely difficult since the data does not address part-time adult students over the age of 25. Amberton University uses other sources of research for comparison of graduation rates for its unique student population, including recent studies focusing on the mature adult student. All graduation rate data is assessed over the University's academic year, which begins in June and ends the following May (summer, fall, winter, and spring sessions). The University's academic year does not follow the IPEDS data reporting year, which covers fall through summer; therefore, there is a difference in the overall graduation rate data reported in IPEDS and through institutional data.

Four-Year History of Graduation Rates - Undergraduates

The following table shows undergraduate program graduation rates for Business Division students for a four-year period 2019/2020, 2020/2021, 2021/2022, and 2022/2023. The table also provides comparative data from four sources: IPEDS Data Feedback Report 2020-2023, *Complete College America – Part-Time Students Must Be a Full-Time Priority-August 2022*, *College Graduation Statistics (Graduation Statistics by Age)*, and the National Student Clearinghouse Research Center: February 2022 as quoted in *Complete College America – Building on Completion Gains – December 2022*.

Amberton University Undergraduate Programs Four-Year History of 8 Year Graduation Rates – Business Division				
Undergraduate Programs N=number of total new students NB= number of total new business students	11/12 New Student Cohort N=144 NB=75	12/13 New Student Cohort N=145 NB=73	13/14 New Student Cohort N=131 NB=54	14/15 New Student Cohort N=148 NB=65
	2019/2020 Evaluation Year	2020/2021 Evaluation Year	2021/2022 Evaluation Year	2022/2023 Evaluation Year
Graduation Rate – All Undergraduate Business Programs	32%	40%	35%	34%
Total headcount of students graduating within 8 Years	24	29	19	22
Threshold of Acceptability Graduation Rate - All Programs	35%	35%	35%	35%
Institutional Goal – All Programs	40%	40%	40%	40%
IPEDS 8 Year Outcome Rate	40%	34%	48%	37%
IPEDS Data Feedback Reports 2020, 2021,2022, 2023 Non-Pell, Non-First Time, part-time, degree-seeking students, all ages, 8 years from matriculation – comparison institutions median graduation rate	46%	39%	43%	53%
Amberton University IPEDS 8 Year Outcome Threshold of Acceptability	35%	35%	35%	35%
Amberton University IPEDS 8 Year Outcome Goal	40%	40%	40%	40%
DATA COMPARABLE TO THE AMBERTON ADULT STUDENT – PART-TIME ADULT STUDENTS OVER THE AGE OF 25 – ALL DISCIPLINES				
	2011/12 Cohort	2012/13 Cohort	2013/14 Cohort	2014/15 Cohort
Complete College America – 8/2022	25% graduation rate for part-time students – 8 years			
College Graduation Statistics https://educationdata.org/number-of-college-graduates/			20% for 24- to 29-year-olds graduating within 5 years. 16.4% for those 30 years and older	8.4% for 24-29 year-olds graduating within 5 years 14.2% for those 30 years and older
National Student Clearinghouse Research Center: November 2023 https://nscresearchcenter.org/completing-college	21.5% graduation rate for 8 years - students who attend exclusively part time	19.7% graduation rate for 8 years - students who attend exclusively part time	20.1% graduation rate for 8 years - students who attend exclusively part time	22.7% graduation rate for 8 years – students who attend exclusively part-time

The Minimum Threshold for Acceptability is 35% for undergraduate programs while the Institutional Goal is 40%. These metrics were derived after looking at the research on the graduation rates for part-time adult students over the age of 25 and reviewing the University’s historical data. These metrics are reviewed regularly.

Four-Year History of Graduation Rates - Graduates

The following table shows 8-Year graduate program graduation rates for the Business Division for a four-year period 2019/2020, 2020/2021, 2021/2022, and 2022/2023.

Amberton University Graduate Programs Four-Year History of 8 Year Graduation Rates – Business Division					
Graduate Programs N=number of total new students NB= number of total new business students	Program Length Excluding Prerequisites	11/12 New Student Cohort N=646 NB=224	12/13 New Student Cohort N=678 NB=227	13/14 New Student Cohort N=675 NB=228	14/15 New Student Cohort N=679 NB=240
		2019/2020 Evaluation Year	2020/2021 Evaluation Year	2021/2022 Evaluation Year	2022/2023 Evaluation Year
Total Graduates within 8 Years		121	138	125	134
Graduation Rate – All Graduate Business Programs	36 Credit Hours	54%	61%	55%	56%
Minimum Threshold of Acceptability Graduation Rate All Programs		40%	40%	40%	40%
Institutional Goal – All Programs		45%	45%	45%	45%

The Minimum Threshold for Acceptability is 40% for graduate programs while the Institutional Goal is 45%. These two metrics are higher than the ones set for undergraduate programs; however, they still take into account the unique enrollment of adult students, which is primarily part-time and largely affected by job and family constraints. These metrics are reviewed regularly for any changes. The Business Division composite graduation rates have met the Institutional Goal for the last four evaluation years.

Job Placement

Since the majority of Amberton students are employed when they enroll, the University uses other, more relevant measures for student achievement. However, the University does track the percentage of employed students. For the 2022/2023 academic year, the University had 411 unduplicated students enrolled in Business Programs. The percentage of employed students was 96%. For the 2021/22 academic year, the University had 494 unduplicated students enrolled in Business Programs, with the percentage of employed students showing 96% . Those not listing employers include those currently out of work and looking for employment, retired individuals, persons not seeking employment, international

students holding F1 visas who are prohibited from working while enrolled and those who declined to disclose their employer.

Surveys of Recent Graduates

While the University does not use job placement rates, students are surveyed at the time of graduation and asked questions related to job status changes. Students are asked to indicate whether they have encountered a job status change since their enrollment and to what extent their additional education contributed to a significant salary increase or promotion since enrollment at Amberton. This information, broken down by degree level, is gathered as a part of the University's institutional research. This information is also gathered exclusively for the Business Division.

For the year 2022/2023, 45% of business program undergraduates finishing their degrees reported a job status change compared to 56% in 2021/2022. For the same reporting periods, graduate students reported a job status change in the following percentages: 57% (2022/2023) and 67% (2021/2022). The changes between the two years can be attributed, in part, to the fluctuating economic and employment conditions.

The data shows that a substantial percentage of Amberton graduates during these time periods received promotions or significant salary increases while they were enrolled and completing their degrees. For those who believed their added education had a positive effect on their advancement, 100% (2022/2023 and 2021/2022) of undergraduates credited their additional education as a reason for their positive job status change. For graduates, the percentage ranged from 85% (2021/2022) to 95% (2022/2023).

Student Satisfaction Results

Each session, Amberton University gives all students the opportunity to evaluate their courses through the Professor/Course Evaluation. Business students are a part of this evaluation process. Through an analysis of the responses, the University is able to determine a level of students' satisfaction with the undergraduate and graduate business programs. This information is used for overall program improvement. All answers are tabulated on a scale from 2=poor to 10=excellent. The results for the following questions on the evaluation are tabulated below providing responses for the Fall 2021, Fall 2022, and Fall 2023 sessions:

1. Rate the relevance of the assignments to meeting course competencies.

	Undergraduates	Graduates
Fall 2021	9.31	9.31
Fall 2022	9.23	9.39
Fall 2023	9.46	9.29

2. Rate the extent to which the course competencies were made clear to you.

	Undergraduates	Graduates
Fall 2021	9.55	9.22
Fall 2022	9.29	9.27
Fall 2023	9.38	9.42

3. Rate the extent to which this course provided you with a significant learning experience.

	Undergraduates	Graduates
Fall 2021	9.48	9.09
Fall 2022	9.11	9.10
Fall 2023	9.42	9.25

4. Rate the extent to which this class improved your ability to think critically and analyze issues.

	Undergraduates	Graduates
Fall 2021	9.20	8.90
Fall 2022	9.20	9.12
Fall 2023	9.48	9.08

5. Rate the extent to which this course added to your ability to apply appropriate ethical standards to discussions, interpretations, and personal use of information related to the discipline.

	Undergraduates	Graduates
Fall 2021	9.14	8.79
Fall 2022	8.95	9.10
Fall 2023	9.38	9.10

Conclusion

The information presented in this report is not all inclusive. It is, however, representative of the unique nature of the student population of Amberton University and the students enrolled in the University's business programs. The administration and faculty regard the assessment of all of the institution's programs and services as a critical component in the overall quality assurance and assessment processes.