

# SMSU Marketing Program Data

## Retention of New Entering Student Cohorts

Fall Entering Terms 2014-2021



Retention is based on New Entering Students only. These rates also only refer to "FULL-TIME" students.

Retention Rates			Term								8-Yr. Composite Retention
Program	Category	Result	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	
Marketing	Traditional	% Students Leaving	26.7%	44.4%	21.4%	11.1%	58.3%	18.2%	40.0%	41.2%	33.7%
		% Students Retained	73.3%	55.6%	78.6%	88.9%	41.7%	81.8%	60.0%	58.8%	66.3%
	Transfer	% Students Leaving	50.0%	28.6%	14.3%	0.0%	0.0%	41.7%	20.0%	16.7%	23.5%
		% Students Retained	50.0%	71.4%	85.7%	100.0%	100.0%	58.3%	80.0%	83.3%	76.5%

SMSU Overall Traditional Rate	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	8-Yr. Composite
	68.4%	68.3%	59.9%	64.7%	67.2%	73.7%	63.1%	67.1%	66.5%

Students in Cohort			Term								Total
Program	Category	Result	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	
Marketing	Traditional	# Students Leaving	4	8	3	1	7	2	2	7	34
		# Students Retained	11	10	11	8	5	9	3	10	67
	<b>Traditional Total</b>		<b>15</b>	<b>18</b>	<b>14</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>5</b>	<b>17</b>	<b>101</b>
	Transfer	# Students Leaving	2	2	1			5	1	1	12
		# Students Retained	2	5	6	6	4	7	4	5	39
	<b>Transfer Total</b>		<b>4</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>5</b>	<b>6</b>	<b>51</b>
<b>Marketing Total</b>			<b>19</b>	<b>25</b>	<b>21</b>	<b>15</b>	<b>16</b>	<b>23</b>	<b>10</b>	<b>23</b>	<b>152</b>

