



**2019-2020**

**Key Enrollment Indicators (KEI) Report**

To understand retention, persistence, and completion in a holistic manner and to move towards a campus culture of making data-informed decisions, Highlands collects and analyzes data by broadly exploring institutional and specific group trends as well as examining student satisfaction and success in the realms of academics, student support and campus life. Since the creation of the Office of Strategic Enrollment Management, Highlands has increased and focused its collection and analysis of data.

To this end, the Retention Advisory Council created the Key Enrollment Indicators (KEI) document which contains historical data on the various measurable retention goals set forth in the annual retention plan. The KEI document is updated bi-annually with the most recent retention data after student census day at the beginning of each fall and spring semester. This document is posted and available to the campus community on the university's website.

The Office of Strategic Enrollment Management, the Retention Advisory Council, the Persistence and Completion Academy Team, and the Matriculation Task Force use the data collected to address retention concerns and reduce barriers to completion use. This information has been extremely helpful in moving forward our retention efforts, as described in the 2016-2017 Retention Accomplishments report, 2017-2018, Retention Update, 2017-2018 Retention Accomplishments report, the 2018-2019 Retention Plan, and the 2018-2022 Strategic Enrollment Management Plan.

## First-Time Freshmen Retention Rates:

First-Time, Full-Time Freshman Students Historical Retention Percentages and Targets Percent Fall-to-Spring (Second Semester) Retention														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size	347	437	379	320	414	424	349	275	298	312	254	280		
Target Fall-to-Spring Percent Retention	n/a	n/a	77%*	77%*	77%*	77%*	78%*	78%*	78%*	78%*	78%	78%	79%	80%
Actual Percent Fall-to-Spring	73.5%	72.1%	70.9%	77.8%	72.2%	73.2%	75.4%	76.7%	74.5%	72.1%	75.6%	77.1%		

First-Time, Full-Time Freshman Students Historical Retention Percentages and Targets Percent Fall-to-Fall (Third Semester) Retention														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size	347	437	379	320	414	424	349	275	298	312	254	280		
Target Fall-to-Fall Percent Retention	53%*	53%*	53%*	53%*	53%*	53%*	53%*	53%*	53%*	53%*	53%	54%	55%	56.7%
Actual Percent Fall-to-Fall Retention	45.8%	45.3%	48.3%	50.6%	55.3%	46.2%	48.4%	52.0%	52.7%	45.2%	51.6%	55.4%		

## First-Time Freshmen Completion Rates:

First-Time, Full-Time Freshman Students Historical Completion Percentages and Targets														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size	347	437	379	320	414	424	349	275	298	312	254	280		
4-year Completion target								9%	9.5%	9.9%	10.5%	11.0%	11.5%	12.0%
Actual 4-Year Completion	8.6%	8.0%	6.0%	10.3%	8.0%	9.9%	10.9%	20.4%	17.8%					
5-year Completion target														
Actual 5-Year Completion				18.4%	17.1%	18.7%	20.1%	25.5%						
6-year Completion target	20%*	20%*	20%*	20%*	20%*	20%	20%	20%	22%	23.9%	25%	25.5%	26%	26.5%
Actual 6-Year Completion	18.4%	17.2%	17.9%	22.2%	22.2%	21.5%	22.1%							

First-Time Full-Time Freshman Retention-Graduation rates by Semester												
AY	First Year		Second Year		Third Year		Fourth Year		Fifth Year		Sixth Year	
Cohort	SIZE	SEM 2	SEM 3	SEM 4	SEM 5	SEM 6	SEM 7	SEM 8	SEM 9	SEM 10	SEM 11	SEM 12
Year	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
2010	320	77.8%	50.6%	44.4%	30.3%	29.7%	27.2%	27.2%	26.6%	24.7%	24.1%	24.4%
2011	414	72.2%	55.3%	46.1%	35.5%	31.6%	27.8%	28.0%	25.6%	24.4%	25.1%	26.1%
2012	433	73.2%	46.2%	40.4%	29.1%	27.5%	25.9%	24.0%	24.2%	23.3%	23.6%	23.8%
2013	349	75.4%	48.4%	40.1%	36.1%	30.4%	27.5%	27.8%	25.8%	24.9%	23.5%	22.9%
2014	275	76.7%	52.0%	45.5%	35.3%	36.7%	33.5%	32.0%	31.60%	30.9%	30.9%	
2015	298	74.5%	52.7%	44.0%	38.9%	35.6%	32.2%	31.9%	30.5%			
2016	312	72.1%	45.2%	40.1%	31.7%	31.1%	29.2%					
2017	254	75.6%	51.60%	45.7%	35.4%							
2018	280	77.10%	55.40%									

### Enrollment Success Program Retention Rates:

New First Full-Time Degree-Seeking Enrollment Success Program Students								
Fall Cohort	2013	2014	2015	2016	2017	2018	2019	2020
Cohort Size	52	51	46	60	17	32	19	
Retained Fall-to-Fall	24	20	21	17	7	15		
Retention Rate	46.2%	39.2%	45.7%	28.3%	46.7%	46.9%		
Target Rate						45.0%	50.0%	52.5%

## Freshmen Sub-Population Retention Rates:

Ethnicity (Native American)										
Cohort	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort size	34	33	26	11	19	31	22	15		
Retained Fall-to-Fall	15	13	14	3	5	12	7	7		
Retention Rate	44.1%	39.4%	53.8%	27.3%	26.3%	38.7%	31.8%	46.7%		
<i>Target Rate</i>						28.0%	30.0%	32.0%	33.0%	34.0%

Ethnicity (African American)										
Cohort	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort size	26	32	28	10	20	27	23	28		
Retained Fall-to-Fall	11	14	8	5	4	3	11	10		
Retention Rate	42.3%	43.8%	28.6%	50.0%	20.0%	11.1%	47.8%	35.7%		
<i>Target Rate</i>						23.0%	25.0%	27.0%	28.0%	29.0%

Athletes						
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort size	87	81	64	101		
Retained Fall-to-Fall	41	41	42	61		
Retention Rate	47.1%	50.6%	65.6%	60.4%		
<i>Target Rate</i>				55.0%	58.0%	60%

## Achieve In Research, Math and Science (ARMAS) Retention Rates:

STEM Students Participating at ARMAS							
Fall Cohort	2014	2015	2016	2017	2018	2019	2020
Cohort Size	34	40	44	32	45		
Retained Fall-to-Fall	20	26	29	21	32		
Retention Rate	58.8%	65.0%	65.8%	65.6%	71.1%		
Target Rate					66.0%	67.0%	68.0%

Non-STEM Students Participating at ARMAS							
Fall Cohort	2014	2015	2016	2017	2018	2019	2020
Cohort Size	52	75	135	63	58		
Retained Fall-to-Fall	31	35	53	37	39		
Retention Rate	59.6%	46.7%	39.3%	58.7%	67.2%		
Target Rate					58.7%	59.7%	61.0%

All Students Participating at ARMAS							
Fall Cohort	2014	2015	2016	2017	2018	2019	2020
Cohort Size	86	115	179	95	103		
Retained Fall-to-Fall	49	61	82	58	71		
Retention Rate	59.3%	53.0%	45.8%	61.1%	68.9%		
Target Rate					61.5%	62.5%	63.5%

## Transfer Students Retention Rates:

First-Time, Degree-Seeking Transfer Students Entering <u>without</u> an Associate's Degree (AA)														
Historical Retention Percentages and Targets														
Percent Fall-to-Fall (Third Semester) Retention														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size				150	145	142	131	118	103	109	110	103		
Target Fall to Fall Percent Retention											52%	54%	56%	58%
Actual Percent Fall to Fall Retention				54.0%	46.2%	48.6%	38.9%	40.7%	54.4%	40.4%	51.8%	59.2%		

First-Time, Degree-Seeking Transfer Students Entering <u>with</u> Associate's Degree (AA)														
Historical Retention Percentages and Targets														
Percent Fall-to-Fall (Third Semester) Retention														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size				185	220	250	253	247	305	288	245	259		
Target Fall to Fall Percent Retention											79%	80%	82%	84%
Actual Percent Fall to Fall Retention				79.5%	79.1%	78.8%	79.4%	79.4%	78.7%	76.4%	79.2%	73.0%		

## Transfer Students Completion Rates:

First-Time, Degree-Seeking Transfer Students Entering <u>without</u> an Associate's Degree (AA)														
Historical Completion Percentages and Targets														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Transfer Cohort Size	112	143	142	150	145	142	131	118	103	109	111	103		
2-Year Completion target										17.0%	17.5%	18.0%	18.5%	19.0%
Actual 2-Year Completion	8.0%	6.3%	10.6%	7.3%	3.4%	4.9%	4.6%	5.9%	17.5%	2.8%	5.2%			
Actual 3-Year Completion				21.3%	13.8%	14.1%	16.0%	16.9%	28.4%	10.9%				
4-Year Completion target								21.0%	22.0%	23.0%	24.0%	25.0%	26.0%	27.0%
Actual 4-Year Completion	25.0%	24.5%	21.8%	26.7%	17.9%	20.4%	17.6%	21.4%	32.4%					
Actual 5-Year Completion				32.0%	20.0%	23.2%	19.8%	25.4%						
6-Year Completion target							25.0%	26.0%	27.0%	28.0%	29.0%	30.0%	31.0%	32.0%
Actual 6-Year Graduation Rate	33.0%	28.7%	31.0%	36.0%	22.1%	25.4%	19.8%							
7 Plus Year Graduation Rate	36.6%	29.4%	31.0%	35.5%	21.9%									

First-Time, Degree-Seeking Transfer Students Entering with Associate's Degree (AA)														
Historical Completion Percentages and Targets														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Transfer Cohort Size	150	155	176	185	220	250	253	247	305	288	245	259		
2-Year Completion target										50.5%	51.0%	51.5%	52.0%	52.5%
Actual 2-Year Completion	32.0%	41.9%	33.5%	33.0%	41.4%	38.4%	41.9%	50.2%	47.9%	48.3%	50.4%			
Actual 3-Year Completion				53.5%	61.4%	60.0%	64.4%	65.6%	66.0%	63.5%				
4-Year Completion target								71.0%	71.5%	72.0%	72.5%	73.0%	73.5%	74.0%
Actual 4-Year Completion	61.3%	68.4%	61.4%	65.9%	68.6%	62.8%	69.6%	69.8%	69.3%					
Actual 5-Year Completion				69.2%	71.8%	66.4%	73.9%	71.7%						
6-Year Completion target							68.0%	69.0%	70.0%	71.0%	72.0%	73.0%	74.0%	75.0%
Actual 6-Year Graduation Rate	67.3%	76.8%	68.8%	71.9%	72.7%	67.2%	74.7%							
7 Plus Year Graduation Rate	70.0%	79.4%	70.5%	73.0%	72.1%									

### Athlete Retention Rates:

Retention Rates						
New First Full-Time Degree-Seeking Freshmen Athletes						
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort Size	87	81	64	101		
Retained Fall-to-Fall	41	41	42	61		
Retention Rate	47.1%	50.6%	65.6%	60.4%		
Target Rate				55.0%	58.0%	60.0%



Retention Rates						
Transfer Athletes Without Associate's Degree						
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort Size	34	31	30	30		
Retained Fall-to-Fall	21	14	14	20		
Retention Rate	61.8%	45.2%	46.7%	66.7%		
Target Rate				50.0%	50.0%	50.0%

Retention Rates						
Transfer Athletes With Associate's Degree						
Cohort	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Cohort Size	28	23	30	19		
Retained Fall-to-Fall	21	19	21	12		
Retention Rate	75.0%	82.6%	70.0%	63.2%		
Target Rate				70.0%	73.0%	75.0%

### Athlete Completion Rates:

New First-Time Full-Time Degree Seeking Athletes														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size				47	76	82	94	61	87	81	64	101		
4-Year Completion Target									15.0%	16.0%	17.0%	18.0%	19.0%	20.0%
Actual 4-Year Completion						9.8%	10.6%	18.0%	12.6%					
6-Year Completion Target						23.2%	25.0%	29.0%	32.0%	35.0%	38.0%	40.0%	42.0%	44.0%
Actual 6-Year Completion				38.3%	28.9%	23.2%	20.2%							

Transfer Athletes Without Associate's Degree														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Cohort Size				48	57	53	43	35	34	31	30	30		
4-Year Completion Target									15.0%	18.0%	20.0%	23.0%	25.0%	25.0%
Actual 4-Year Completion						23.1%	16.3%	22.9%	32.4%					
6-Year Completion Target							20.0%	23.0%	25.0%	28.0%	30.0%	30.0%	31.0%	31.0%
Actual 6-Year Completion				29.2%	14.0%	24.5%	18.6%							

Transfer Athletes With Associate's Degree														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size				24	32	18	27	23	28	23	30	19		
4-Year Completion Target									65.0%	68.0%	70.0%	73.0%	75.0%	75.0%
Actual 4-Year Completion						55.6%	59.3%	65.2%	64.3%					
6-Year Completion Target							70%	73%	75.0%	78.0%	80.0%	80.0%	81.0%	81.0%
Actual 6-Year Completion				50.0%	75.0%	55.6%	59.3%							

## Student Success Data for Academic Standing & Average Credits Earned:

Student Success Data for Academic Standing and Average Credits Earned with Targets-First-Time Full-Time Freshmen, First Semester														
Fall Cohort	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Cohort Size	347	437	379	320	414	424	349	275	298	312	254	280		
Number in good academic standing*	262	295	270	223	292	294	266	211	237	213	208	224		
Percent in good academic standing*	76%	68%	71%	70%	71%	69%	76%	77%	80%	68%	82%	80%		
Target: Good Academic standing											77%	80%	81%	82%
Average Credits Earned	12.1	11.1	11.2	11.2	11	11.2	12	12.9	13.1	12.6	13.5	13.4		
Target: Average credits earned											15	15	15	15

## Student Success Data for Freshmen Lottery Scholarship:

Student Success Data for Lottery Scholarship with Targets First-Time, Full-Time Freshmen, First Semester														
Fall Semester	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort	347	437	379	320	414	424	349	275	298	312	254	280		
% of eligible cohort earning Lottery scholarship	53.0%	54.0%	53.0%	50.0%	49.0%	47.0%	32.5%	47.7%	57.6%	48.4%	50.5%	58.5%		
Target: % of eligible cohort earning Lottery scholarship										66%	67%	68%	70%	72%
% of eligible cohort retained who earned the Lottery scholarship	44.7%	47.7%	47.6%	44.1%	41.7%	41.7%	24.3%	46.2%	56.7%	51.8%	48.9%	60.0%		
Target: % of eligible cohort retained who earned the Lottery scholarship										59%	60%	61%	62%	63%