



2020-2021

Key Enrollment Indicators (KEI) Report

Fall 2020

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 VP of Student and Donor Engagement, the Strategic Enrollment Management Office, and the Persistence and Completion Academy Team 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	275	
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%	77.5%	

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	275	
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%	63.6%	

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	275	
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%	16.3%				
5-year Completion target														
Actual 5-Year Completion				18.4%	17.1%	18.7%	20.1%	25.5%	23.5%					
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%	28.7%						

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%	30.9%
2015	298	74.5%	52.7%	44.0%	38.9%	35.6%	32.2%	31.9%	30.5%	29.9%	30.2%	
2016	312	72.1%	45.2%	40.1%	31.7%	31.1%	29.2%	27.9%	28.2%			
2017	254	75.6%	51.6%	45.7%	35.4%	35.4%	31.9%					
2018	280	77.1%	55.4%	45.7%	39.6%							
2019	275	77.5%	63.6%									

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	22	
Retained Fall-to-Fall	15	13	14	3	5	12	7	7	14	
Retention Rate	44.1%	39.4%	53.8%	27.3%	26.3%	38.7%	31.8%	46.7%	63.6%	
Target Rate						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	31	
Retained Fall-to-Fall	11	14	8	5	4	3	11	10	14	
Retention Rate	42.3%	43.8%	28.6%	50.0%	20.0%	11.1%	47.8%	35.7%	45.2%	
Target Rate						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	86	
Retained Fall-to-Fall	41	41	42	61	59	
Retention Rate	47.1%	50.6%	65.6%	60.4%	68.6%	
Target Rate				55.0%	58.0%	60.0%

Transfer Students Retention Rates:

First-Time, Degree-Seeking Transfer Students (All)														
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	262	298	318	339	369	394	384	365	408	397	355	362	312	
Target Fall-to-Spring Percent Retention										80%	80%	80%	80%	
Actual Percent Fall-to-Spring Retention	83%	86%	79%	82.6%	79.1%	78.2%	78.1%	77.3%	80.4%	77.6%	84.5%	79.0%	79.8%	

First-Time, Degree-Seeking Transfer Students (All)														
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	262	298	318	339	369	394	384	365	408	397	355	362	312	
Target Fall to Fall Percent Retention											71%			
Actual Percent Fall to Fall Retention	69%	74%	66%	67.8%	65.3%	67.8%	65.6%	66.8%	72.5%	66.5%	70.7%	69.1%	71.8%	

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	84	
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%	58.3%	

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	227	
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%	77.1%	

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%	14.9%				
Actual 5-Year Completion				32.0%	20.0%	23.2%	19.8%	25.4%	35.3%					
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%	25.4%						
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	243	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%	67.7%				
Actual 5-Year Completion				69.2%	71.8%	66.4%	73.9%	71.7%	71.6%					
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%	73.3%						
7 Plus Year Graduation Rate	70.0%	79.4%	70.5%	73.0%	72.1%									

Athlete Retention Rates:

Fall-to-Fall Retention Rates						
First-Time, Full-Time, Degree-Seeking Athletes						
Fall Cohort	2015	2016	2017	2018	2019	2020
Fall Cohort Size	87	81	64	101	86	
# retained	41	41	42	61	59	
Actual Percent Fall-to-Fall Retention	47.1%	50.6%	65.6%	60.4%	68.6%	
Target Fall-to-Fall Percent Retention				55%	58%	60%

Fall-to-Fall Retention Rates						
Degree-Seeking Transfer Athletes w/o Associates Degree						
Fall Cohort	2015	2016	2017	2018	2019	2020
Fall Cohort Size	34	31	30	30	27	
# retained	21	14	14	20	19	
Actual Percent Fall-to-Fall Retention	61.8%	45.2%	46.7%	66.7%	70.4%	
Target Fall-to-Fall Percent Retention				50%	50%	50%

Fall-to-Fall Retention Rates						
Degree-Seeking Transfer Athletes with Associates Degree						
Fall Cohort	2015	2016	2017	2018	2019	2020
Fall Cohort Size	28	23	30	19	17	
# retained	21	19	21	12	11	
Actual Percent Fall-to-Fall Retention	75.0%	82.6%	70.0%	63.2%	64.7%	
Target Fall-to-Fall Percent Retention				70%	73%	75%

Athlete Completion Rates:

Graduation Rates											
First-Time, Full-Time, Degree-Seeking Athletes											
Fall Cohort	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%	16%	17%	18%	19%	20%
Actual 4-Year Completion			9.8%	10.6%	18.0%	12.6%	17.3%				
6-year Completion target				25%	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%	24.6%						

Graduation Rates											
Degree-Seeking Transfer Athletes w/o Associates Degree											
Fall Cohort	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Fall Cohort Size	48	57	53	43	35	34	31	30	30		
4-year Completion target						15%	18%	20%	23%	25%	25%
Actual 4-Year Completion			23.1%	16.3%	22.9%	32.4%	22.6%				
6-year Completion target				20%	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%	22.9%						

Graduation Rates											
Degree-Seeking Transfer Athletes with Associates Degree											
Fall Cohort	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%	68%	70%	73%	75%	75%
Actual 4-Year Completion			55.6%	59.3%	65.2%	64.3%	69.6%				
6-year Completion target				70%	73.0%	75.0%	78.0%	80.0%	80.0%	81.0%	81.0%
Actual 6-Year Completion	50.0%	75.0%	55.6%	59.3%	65.2%						

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	275	
Number in good academic standing*	262	295	270	223	292	294	266	211	237	213	208	224	218	
Percent in good academic standing*	76%	68%	71%	70%	71%	69%	76%	77%	80%	68%	82%	80%	79%	
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	13.5	
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	275	
% 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%	67.3%	
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%	70.9%	
Target: % of eligible cohort retained who earned the Lottery scholarship										59%	60%	61%	62%	63%
Fall-to-Fall retention rate for students earning the Lottery scholarship							65.1%	78.6%	73.6%	67.6%	68.8%	75.0%	83.8%	