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Institutional Effectiveness and Research (IER)
Institutional Effectiveness and Research Resources
General Education Core Competencies/Learner-Centered Outcomes - Approved

Student Achievement

Student Achievement Data

Dallas Baptist University is committed to student learning and success as part of its mission to "provide Christ-centered quality higher education." Moreover, the University's 2019-2024 Strategic Plan Goal strengthen academic rigor, and improve student learning.

To this end, DBU tracks and reports its performance regarding student retention, graduation rates, and other measures. For graduation rates DBU has identified 6-Year National Student Clearinghouse Total Completion Rate as its Key Student Completion Indicator, and reports student completion rates at six years after matriculation. DBU also tracks the success of its students in achieving professional certifications and assesses General Education and Academic Program Learner Centered Outcomes on a regular basis, using the learning and achievement data gathered to drive its continuous improvement efforts.

For each of the measures published here, a threshold of minimum acceptability is identified along with a justification, a goal for achievement is identified, and a brief narrative discusses DBU's evaluation of success in the identified area.

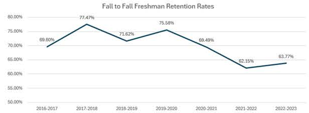
Retention Rates

Minimum Threshold of Acceptability: DBU has established a 70% first-to-second year retention rate as its minimum threshold of acceptability. This threshold is based upon its recent historic performance in this area as well as a survey of other Texas Baptist Universities' published retention rate standards.

The Goal for Achievement

DBU has established a goal to achieve 78% first-to-second year retention by the Fall of 2022 and to achieve 80% first-to second-year retention by the Fall of 2024. These goals are derived from the Strategic Plan and recent trends in this area.

Fall to Fall	Cohort	Retention Rate
Fall 2016 to Fall 2017	FA16	69.60%
Fall 2017 to Fall 2018	FA17	77.47%
Fall 2018 to Fall 2019	FA18	71.62%
Fall 2019 to Fall 2020	FA19	75.58%
Fall 2020 to Fall 2021	FA20	69.49%
Fall 2021 to Fall 2022	FA21	62.15%
Fall 2022 to Fall 2023	FA22	63.77%



Narrative: Fall-to-Fall retention measurements starting with Fall 2016-Fall 2017 through Fall 2022-Fall 2023 show that while DBU met its threshold of minimum acceptability of retention for years prior to 2019-2020, it has not met this minimum for the past three periods. The impact of COVID-19 may account for some of the drop, but other factors are under investigation. A Student Retention Committee was appointed by the President in January, 2024, and was made a standing University committee.

Overall Graduation Rates

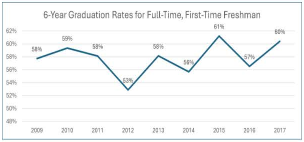
Minimum Threshold of Acceptability: DBU has established a minimum threshold of acceptability for its overall graduation rate of 53% of each cohort graduating within six years of matriculation. This threshold is based upon a historic average transfer-out rate of 33% as well as its recent historic performance in this area.

The Goal for Achievement

DBU has established a goal of 60% of each cohort graduating within six years of matriculation by the Fall of 2022 and a goal of 62% graduating within six years of matriculation by Fall of 2024. These goals are derived from the Strategic Plan and recent trends in this area.

6-Year (150%) graduate Rates for Full-Time, First Time Freshman Cohorts

Full-time, First-Time Freshman	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Original Cohort	350	374	437	488	485	492	495	522	538
Graduates from Cohort	202	222	254	258	282	274	303	295	325
6-Year Graduation Rates	58%	59%	58%	53%	58%	56%	61%	57%	60%



Narrative: DBU has an average six-year graduation rate of 58% from cohorts beginning in 2009 to cohorts beginning in 2017. For each individual student, the time to graduation is impacted by a variety of factors including degree plan, number of hours attempted per semester, finances, employment, and other extenuating circumstances. Retention rates and graduation rates are connected, and as retention and persistence improve, then graduation rates should also see positive improvement. Therefore, the initiatives to improve retention and persistence are also key measures to improve graduation rates.

Graduate Employment Rates

Minimum Threshold of Accountability: DBU has established a 60% overall employment rate upon graduation as its minimum threshold of acceptability. This threshold is based upon employment rate yearly averages since 2016 (excluding the 2019-2020 academic year due to the COVID-19 pandemic) as well as a survey of other Texas Baptist Universities and peer institutions' published employment placement rate standards.

The Goal for Achievement

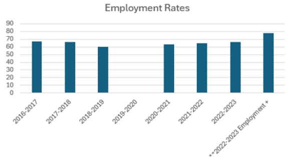
DBU has established a goal of 70% employment rate to be achieved by the academic year 2023-2024. This goal is derived from recent performance and the Strategic Plan (Goal 2.2.1 - enhance student resources that support academic readiness, professional development, and career readiness; Goal 2.3.4 - prioritize the connection of academic experiences to career outcomes through opportunities such as internships, career placement services, and career-driven programs).

Employment rates are calculated for each academic year based upon graduation surveys administered at the University's December, May, and August commencement ceremonies.

N.B. Complete data could not be obtained for the 2019-2020 academic year due to the COVID-19 pandemic, therefore no data is published for that period.

In the 2022-2023 academic year, DBU also began tracking graduates who expected to be employed within three months and those who did not intend to seek employment but were rather continuing into post-baccalaureate education. This data is shown in the chart as **2022-2023+ at 78%.

Employment Rates at Graduation
Academic Years 2016/2017-2022/2023*



Narrative: DBU students are surveyed upon graduation to determine whether they are employed. For students graduating in the 2022-2023 academic year, 66% reported employment.

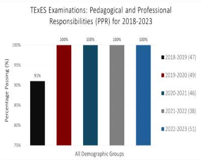
The University continues to expand the Center for Career and Professional Development, including the Career Services, Service-Learning, and Mentoring departments, to assist students in achieving a successful career path.

Educator Licensure

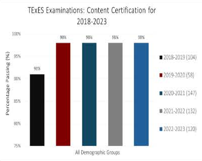
Minimum Threshold of Acceptability: The Texas Education Agency (TEA) has established a minimum threshold of acceptability for all candidates passing licensure tests by the second attempt.

The Goal for Achievement

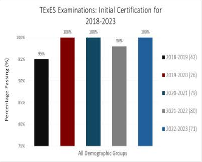
The Dallas Baptist University Educator Preparation Program (EPP) expects 100% of candidates to pass all licensure tests by the second attempt. This goal applies to undergraduate candidates seeking initial certification and to graduate candidates seeking advanced certification. The following graphs show the percentage passing rates for DBU College of Education students in the EPP.



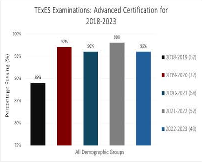
TExES Professional Pedagogy and Responsibilities test is required for all initial certification (classroom teacher) candidates.



Depending on their area of certification, candidates working toward both initial and/or advanced certifications take a content certification test.



The initial certification tests pertain to teacher candidates only.



Graduate candidates seeking advanced certifications take various licensure tests including school counselor, principal, superintendent, educational diagnostician, and reading specialist examinations.

Narrative: Since 2018, 89%-100% of candidates in the DBU Educator Preparation Program have passed their TExES PPR, Content, and/or Advanced Certificate licensure tests by the second attempt. This information can be found via the following Texas Education Agency pages, for not only DBU, but also all Texas institutions of higher education: PPR Page and Content Page.

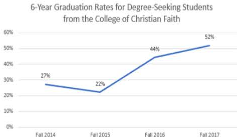
College of Christian Faith Graduation and Employment Rates

College of Christian Faith Graduation Rates

Minimum Threshold of Acceptability: In alignment with DBU standards, the College of Christian Faith has established a minimum threshold of acceptability for its overall graduation rate of 53% of each cohort graduating within six years of matriculation. This threshold is based upon a historic average transfer-out rate of 33% as well as its recent historic performance in this area.

The Goal for Achievement: In alignment with DBU standards, the College of Christian Faith has established a goal of 60% of each cohort graduating within six years of matriculation by the Fall of 2022 and a goal of 62% graduating within six years of matriculation by Fall of 2024. These goals are derived from the Strategic Plan and recent trends in this area.

College of Christian Faith	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Original Cohort	77	81	70	81
Graduates from Cohort	21	18	31	42
6-Year Graduation Rates	27%	22%	44%	52%

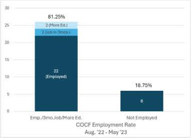


Narrative: These graduation rates represent counts for students who have completed their degree programs and for those who have yet to graduate based on catalog year. While the College of Christian Faith has not yet achieved its goals for students graduating within 6 years, the 52% rate for the most recent Fall 2017 cohort is a marked improvement over previous years.

College of Christian Faith Employment Data

Minimum Threshold of Accountability: In alignment with DBU, the College of Christian Faith has established a 60% overall employment rate upon graduation as its minimum threshold of acceptability. This threshold is based upon employment rate yearly averages since 2016 (excluding the 2019-2020 academic year due to the COVID-19 pandemic) as well as a survey of other Texas Baptist Universities and peer institutions' published employment placement rate standards.

The Goal for Achievement: In alignment with DBU, the College of Christian Faith has established a goal of 70% employment rate to be achieved by the academic year 2023-2024



Narrative: For the 2022-2023 academic year, the College of Christian Faith achieved an employment rate of 69% when only those employed on the date of graduation are accounted for. However, when those who will be employed within three months of graduation are accounted for, the rate rises to 76%, exceeding the goal for achievement. Further, when those not seeking employment because they are going on to graduate education are accounted for, the rate rises to 81%.

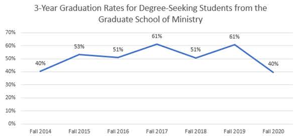
Graduate School of Ministry Completion and Employment Rates

Graduate School of Ministry Program Completion Rates

Minimum Threshold of Acceptability: For its degree completion rate, the Dallas Baptist University Graduate School of Ministry degree programs have established a minimum threshold of acceptability of 60% of candidates completing their respective program within 3 years, averaging over 6 long semesters. For Dual degrees, a minimum threshold exists of 50%.

The Goal for Achievement: The goal for achievement is for 70% of candidates to complete the program within 3 years, averaging over 6 long semesters, excluding dual degrees. But the goal is 60% for dual degree students.

Graduate School of Ministry	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Original Cohort	72	98	63	77	77	51	53
Graduates from Cohort	29	52	32	47	39	31	21
3-Year Graduation Rates	40%	53%	51%	61%	51%	61%	40%

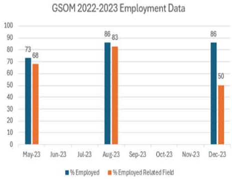


Narrative: The Graduate School of Ministry did not meet its minimum threshold of acceptability for the most recent cohort, which began in 2020. The global COVID 19 pandemic is almost certainly a factor in the lower than acceptable achievement rate. The Graduate School of Ministry expects this rate to increase for the 2021 cohort and will continue to track for improvement.

Graduate School of Ministry Program Employment Rates

Minimum Threshold of Acceptability: For its employment rate, the Dallas Baptist University Graduate School of Ministry degree programs have established a minimum threshold of acceptability of 50% of graduates employed with a related job position upon graduation.

The Goal for Achievement: The goal for achievement is for 60% of graduates to be employed with related job position upon graduation.



Narrative: The Graduate School of Ministry did meet the minimum threshold of acceptability this past year of 50% as well as meeting the goal for achievement of 60%, with an average calculation of 67.25%.

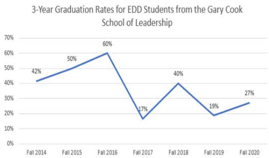
Cook School of Leadership

Ed.D. Program Completion Rates

Minimum Threshold of Accountability: The Dallas Baptist University Gary Cook School of Leadership (CSL) Ed.D. Program is designed for graduates to complete all requirements and graduate in 36 months or 3 years. For the current accelerated three-year model, a minimum threshold of acceptability of 60% of candidates completing the program within 36 months or 3 years has been established.

The Goal for Achievement: The goal for achievement is for 75% of candidates to complete the program within 36 months or 3 years.

Gary Cook School of Leadership - EDD	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Original Cohort	12	12	10	6	10	16	11
Graduates from Cohort	5	6	6	1	4	3	3
3-Year Graduation Rates	42%	50%	60%	17%	40%	19%	27%



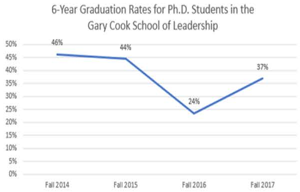
Narrative: The minimum threshold of acceptability was achieved for the cohort starting in Fall 2016. For the cohorts that began in Fall 2017, Fall 2018, Fall 2019, and Fall 2020, achievement rates dropped significantly. The global COVID-19 pandemic is certainly a factor in these lower rates, but program modifications are in review by the Doctoral Council in response to this drop.

Ph.D. Program Completion Rates

Minimum Threshold of Accountability: For its degree completion rate, the Dallas Baptist University Gary Cook School of Leadership Ph.D. Program has established a minimum threshold of acceptability of 60% of candidates completing the program within 6 years.

The Goal for Achievement: The goal for achievement is for 75% of candidates to complete the program within 6 years.

Gary Cook School of Leadership - PHD	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Original Cohort	13	18	17	19
Graduates from Cohort	6	8	4	7
6-Year Graduation Rates	46%	44%	24%	37%


6-Year Graduation Rates for Ph.D. Students in the Gary Cook School of Leadership

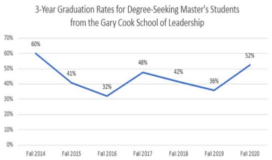
Narrative: The Ph.D. Program has not met its minimum threshold for cohorts beginning in Fall 2014, Fall 2015, Fall 2016, or Fall 2017. The lowest success rate was for the Fall 2016 cohort. The global COVID -19 pandemic is certainly a factor in these low rates, but program revisions are under review with the Doctoral Council in response to these rates.

Master's Degrees

Minimum Threshold of Acceptability: For its master's degree completion rate, the Gary Cook School of Leadership has established a minimum threshold of acceptability of 60% of candidates completing master's degrees in 3 years.

The Goal of Achievement: The goal for achievement is for 75% of candidates to complete the program within 3 years.

Gary Cook School of Leadership - Master's	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Original Cohort	15	32	25	21	24	14	21
Graduates from Cohort	9	13	8	10	10	5	11
3-Year Graduation Rates	60%	41%	32%	48%	42%	36%	52%


3-Year Graduation Rates for Degree-Seeking Master's Students from the Gary Cook School of Leadership

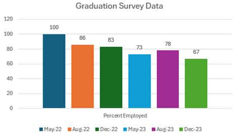
Narrative: The Gary Cook School of Leadership master's degree programs have only met their goal for achievement once since Fall 2014. Degree revisions have been reviewed and approved by the Master's Curriculum Committee and the Faculty Council, and the School of Leadership expects to see improvement in these rates going forward.

CSL Employment Rates

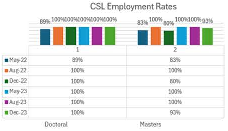
Minimum Threshold of Accountability: In alignment with DBU, the Cook School of Leadership has established a 60% overall employment rate upon graduation as its minimum threshold of acceptability. This threshold is based upon employment rate yearly averages since 2016 (excluding the 2019-2020 academic year due to the COVID-19 pandemic) as well as a survey of other Texas Baptist Universities and peer institutions' published employment placement rate standards.

The Goal for Achievement: In alignment with DBU, the Cook School of Leadership has established a goal of 70% employment rate to be achieved by the academic year 2023-2024. This goal is derived from recent performance and the Strategic Plan (Goal 2.2.1 - enhance student resources that support academic readiness, professional development, and career readiness; Goal 2.3.4 - prioritize the connection of academic experiences to career outcomes through opportunities such as internships, career placement services, and career-driven programs).

Narrative: Data gathered through graduation surveys show that among those who attended the service and responded to the survey, employment rates were high for Cook School of Leadership graduates, exceeding the goal in each semester except December 2023.


Graduation Survey Data

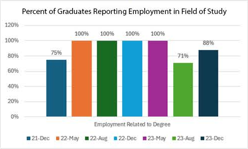
However, Cook School of Leadership's internal surveys of graduates conducted through personal interviews suggest that these rates are even higher.


CSL Employment Rates

	1	2
May-22	89%	83%
Aug-22	100%	100%
Dec-22	100%	80%
May-23	100%	100%
Aug-23	100%	100%
Dec-23	100%	93%
	Doctoral	Masters

At both the master's and doctoral levels, these data show the CSL has exceeded its goal of 70% employment at graduation, with 100% employment at graduation reported for five of the six semesters at the doctoral level and three of the six semesters reported at the master's level.

For additional context, the CSL tracked the percentage of master's and doctoral graduates who reported that their job was in a field related to the degree earned.



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"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future." - Jeremiah 29:11

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