

**Public Disclosure of Student Achievement**

**Institution Name:** Roberts Wesleyan University

**Business Unit(s) included in this report:** School of Business

**Academic Period Covered:** 2023-2024 academic year

**Date Report Posted:** January 28, 2025

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| **PROGRAM** | **MEASURE** | **TARGET** | **RESULT** |
| M.S. in Strategic Leadership | Retention Rate | 85% | 83.3% |
| M.S. in Strategic Marketing | Retention Rate | 85% | n/a\* |
| M.S. in Health Administration | Retention Rate | 85% | 83.3% |
| B.S. in Health Administration | Retention Rate | 85% | 57.9% |
| B.S. in Business Management | Retention Rate | 85% | 54.2% |
| Undergraduate Business (majors below) | Retention Rate | 85% | 90.0% |
| Accounting Major | Retention Rate | 85% | 80.0% |
| Business Administration Major | Retention Rate | 85% | 86.0% |
| Management and Social Entrepreneurship Major | Retention Rate | 85% | 100% |
| Marketing Major | Retention Rate | 85% | 87.5% |
| Sports Management | Retention Rate | 85% | 85.7% |

**Calculations for Measures**

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| **MEASURE** | **DESCRIPTION AND HOW IT WAS CALCULATED** |
| Retention Rate | Percentage of students who were enrolled as a business major in Spring 2024 (minus those who graduated) and returned to the RWU in Fall 2024 |

* Program paused