

Key Performance Indicators | 2019/20 – 2024/25

Six-Year Performance Review

EXECUTIVE SNAPSHOT — 2024/25 FLAGSHIP METRICS

RETENTION (2024-25)	GRADUATION (2024-25)	STUDENT SATISFACTION (2024-25)	INTL STUDENTS (2024-25)
79.72%	92.36%	83.00%	21.29%
YoY: +9.19 pp	YoY: -4.25 pp	YoY: -0.40 pp	YoY: +4.33 pp
6-Yr: -5.28 pp	6-Yr: -1.87 pp	6-Yr: -2.00 pp	6-Yr: +12.64 pp
vs. 2019-2020 baseline	vs. 2019-2020 baseline	vs. 2019-2020 baseline	vs. 2019-2020 baseline

KEY TAKEAWAYS — WHAT CHANGED IN 2024/25

Retention rebounded sharply

70.53% (2023-24) → 79.72% (2024-25), +9.19 pp YoY. Reverses a four-year decline; strongest recovery in the report.

International student share hit a record

16.96% → 21.29%, +4.33 pp YoY and +12.64 pp over six years. Diversification trajectory continues to compound.

Employer ratings improved on three of five dimensions

Communication +4 pp (85% → 89%), specialized business knowledge held at 84%, NGOs' CEE rating recovered +5 pp to 92%.

Graduation rate moderated from prior-year peak

100.00% (2022-23) → 96.61% (2023-24) → 92.36% (2024-25). Still +1 pp above the six-year low.

Full-time faculty teaching share dropped sharply

66.67% (2023-24) → 54.00% (2024-25), -12.67 pp YoY. Reverses last year's recovery.

Student-faculty publications fell to zero

Steady decline 5 → 2 → 0 over six years. First zero observation in the series.

Average class size continued to climb

20.28 (2023-24) → 21.17 (2024-25), +0.89 YoY.

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Source: see Data sheet

SECTION 1

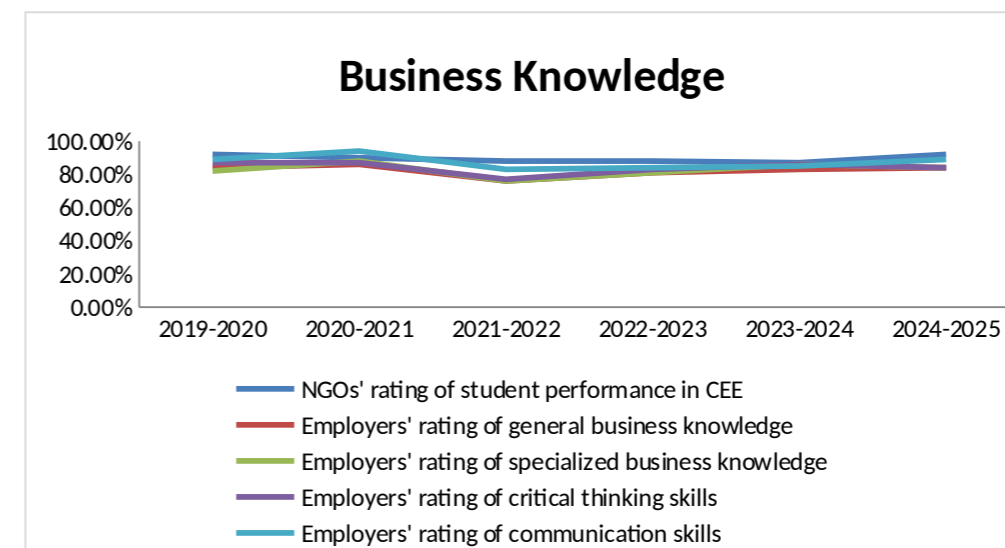
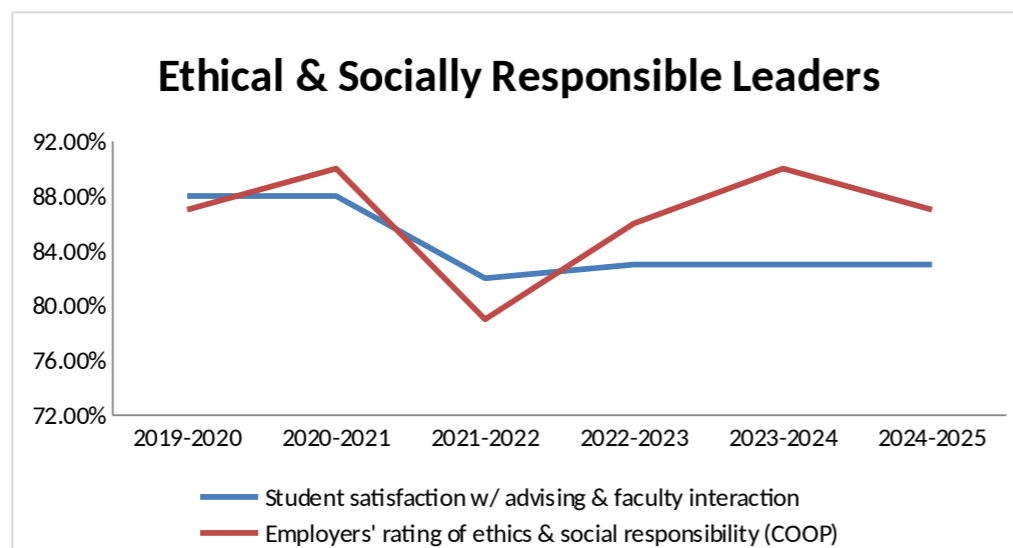
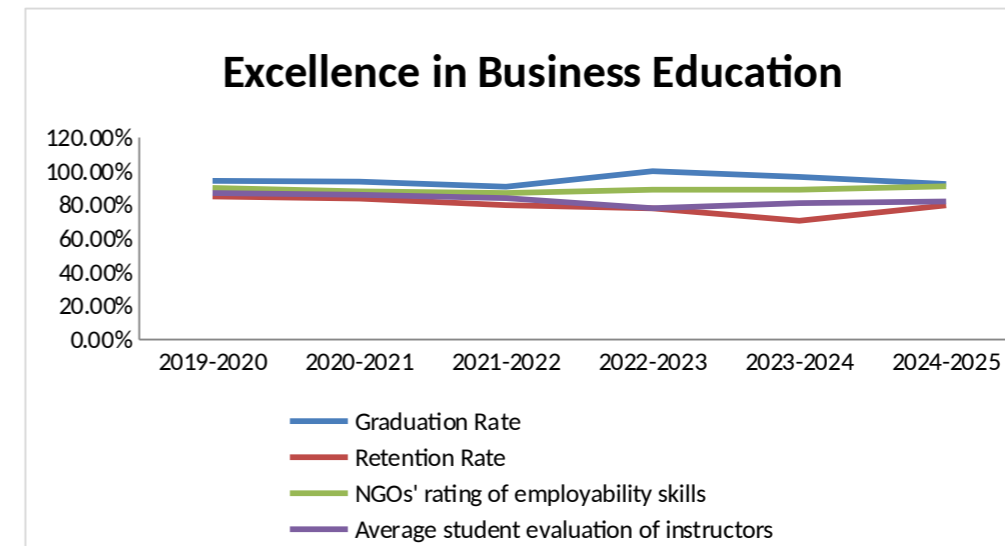
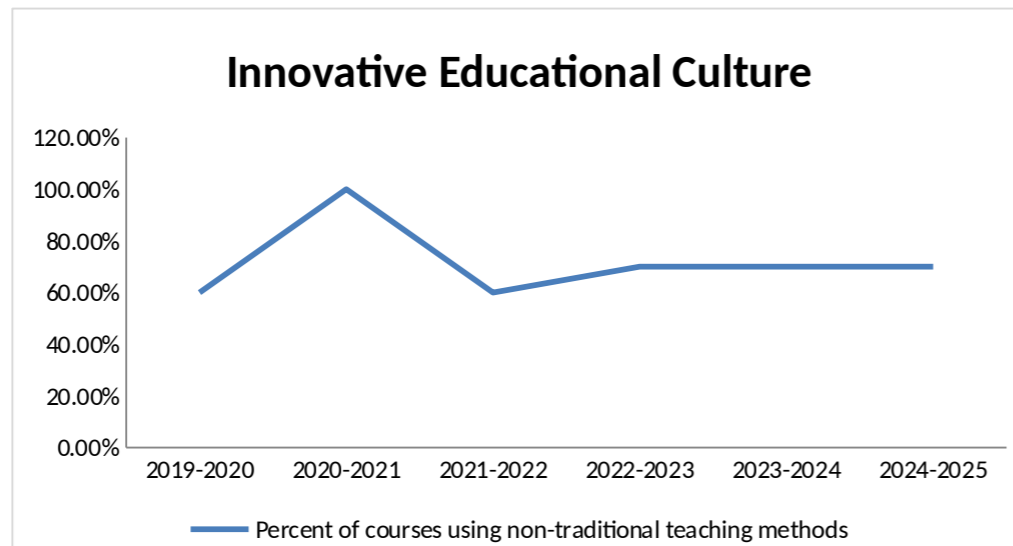
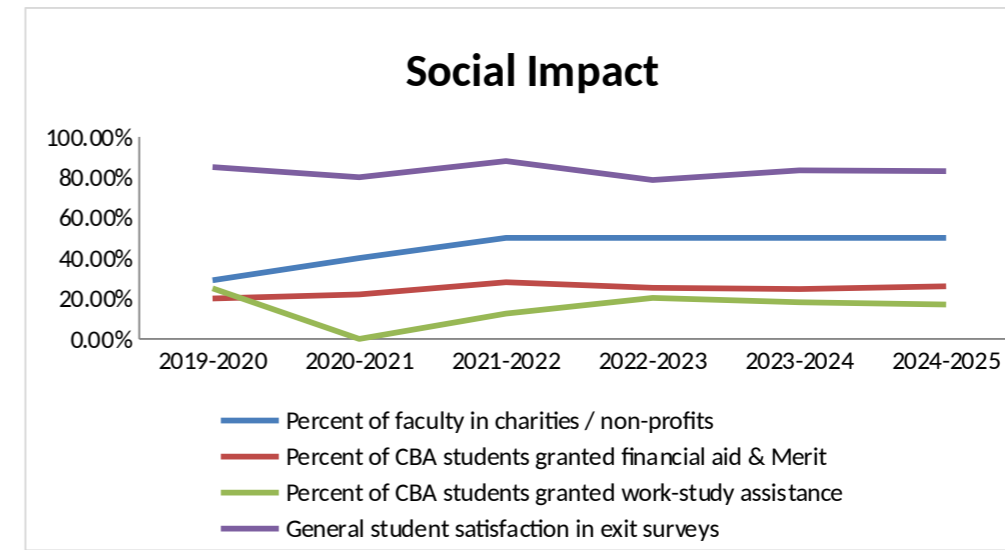
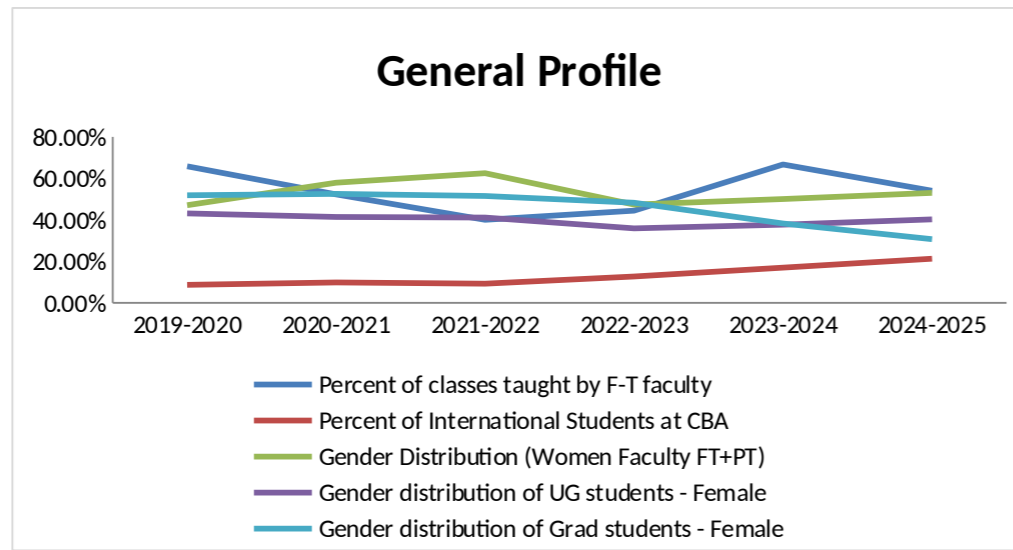
Key Performance Indicators — Six-Year Grid

Heat-map shades each KPI row from its six-year low (red) to high (green) — reversed for metrics where lower is better. YoY = change vs. prior year; 6-Year Δ = change vs. 2019-2020. Percent metrics show change in percentage points (pp); counts/ratios/scores in native units.

Category	Key Performance Indicator	Dir	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	YoY	6-Year Δ
General Profile	Percent of classes taught by F-T faculty	↑	65.78%	52.27%	40.00%	44.44%	66.67%	54.00%	-12.67 pp	-11.78 pp
General Profile	Percent of classes taught by P-T faculty	↓	34.21%	47.72%	60.00%	55.55%	33.33%	46.00%	+12.67 pp	+11.79 pp
General Profile	Average # of Faculty (FT+PT)	—	17	19	16	19	18	17	-1	0
General Profile	Gender Distribution (Women Faculty FT+PT)	—	47.05%	57.89%	62.50%	47.36%	50.00%	53.00%	+3.00 pp	+5.95 pp
General Profile	Gender Distribution (Men Faculty FT+PT)	—	52.94%	42.10%	37.50%	52.63%	50.00%	47.00%	-3.00 pp	-5.94 pp
General Profile	Percent of International Students at CBA	↑	8.65%	9.80%	9.22%	12.71%	16.96%	21.29%	+4.33 pp	+12.64 pp
General Profile	Gender distribution of UG students - Female	—	43.09%	41.39%	41.11%	35.90%	37.67%	40.22%	+2.55 pp	-2.87 pp
General Profile	Gender distribution of UG students - Male	—	56.90%	58.60%	58.88%	64.09%	62.32%	59.77%	-2.55 pp	+2.87 pp
General Profile	Gender distribution of Grad students - Female	—	51.85%	52.50%	51.50%	48.21%	38.23%	30.67%	-7.56 pp	-21.18 pp
General Profile	Gender distribution of Grad students - Male	—	48.14%	47.50%	48.50%	51.78%	61.76%	69.23%	+7.47 pp	+21.09 pp
General Profile	Number of undergraduate programs (incl. minors)	—	8	8	8	7	7	7	0	-1
General Profile	Number of graduate programs	—	2	2	2	2	2	2	0	0
Social Impact	Percent of faculty in charities / non-profits	↑	29.00%	40.00%	50.00%	50.00%	50.00%	50.00%	0.00 pp	+21.00 pp
Social Impact	Percent of CBA students granted financial aid & Merit	↑	20.00%	22.00%	28.00%	25.25%	24.64%	26.00%	+1.36 pp	+6.00 pp
Social Impact	Percent of CBA students granted work-study assistance	↑	25.00%	N/A	12.50%	20.30%	18.10%	17.00%	-1.10 pp	-8.00 pp
Social Impact	General student satisfaction in exit surveys	↑	85.00%	80.00%	88.00%	78.60%	83.40%	83.00%	-0.40 pp	-2.00 pp
Innovative Educational Culture	Number of student-faculty publications	↑	5	2	3	2	2	0	-2	-5
Innovative Educational Culture	Employers' rating of students' IT knowledge	↑	4.27	4.46	3.83	3.97	4.20	4.17	-0.03	-0.10
Innovative Educational Culture	Percent of courses using non-traditional teaching methods	↑	60.00%	100.00%	60.00%	70.00%	70.00%	70.00%	0.00 pp	+10.00 pp
Excellence in Business Education	Graduation Rate	↑	94.23%	93.75%	90.74%	100.00%	96.61%	92.36%	-4.25 pp	-1.87 pp
Excellence in Business Education	Retention Rate	↑	85.00%	83.75%	79.78%	77.89%	70.53%	79.72%	+9.19 pp	-5.28 pp
Excellence in Business Education	Average Class Size	—	5.30	6.20	7.40	7.30	20.28	21.17	+0.89	+15.87
Excellence in Business Education	Student to Faculty Ratio	↓	12.23	14.42	21.00	18.63	20.27	20.61	+0.34	+8.38
Excellence in Business Education	NGOs' rating of employability skills	↑	90.00%	88.00%	87.00%	89.00%	89.00%	91.00%	+2.00 pp	+1.00 pp
Excellence in Business Education	Average student evaluation of instructors	↑	87.00%	86.00%	84.00%	78.00%	81.00%	82.00%	+1.00 pp	-5.00 pp
Ethical & Socially Responsible Leaders	Student satisfaction w/ advising & faculty interaction	↑	88.00%	88.00%	82.00%	83.00%	83.00%	83.00%	0.00 pp	-5.00 pp
Ethical & Socially Responsible Leaders	Employers' rating of ethics & social responsibility (COOP)	↑	87.00%	90.00%	79.00%	86.00%	90.00%	87.00%	-3.00 pp	0.00 pp
Business Knowledge	NGOs' rating of student performance in CEE	↑	92.00%	90.00%	88.00%	88.00%	87.00%	92.00%	+5.00 pp	0.00 pp
Business Knowledge	Employers' rating of general business knowledge	↑	84.00%	86.00%	76.00%	81.00%	83.00%	84.00%	+1.00 pp	0.00 pp
Business Knowledge	Employers' rating of specialized business knowledge	↑	82.00%	88.00%	76.00%	81.00%	86.00%	84.00%	-2.00 pp	+2.00 pp
Business Knowledge	Employers' rating of critical thinking skills	↑	87.00%	87.00%	77.00%	83.00%	86.00%	84.00%	-2.00 pp	-3.00 pp
Business Knowledge	Employers' rating of communication skills	↑	89.00%	94.00%	83.00%	84.00%	85.00%	89.00%	+4.00 pp	0.00 pp

Category Trends — Six-Year Trajectories

One mini-chart per KPI category. Percent metrics plot on a 0–100% scale; counts, ratios, and scores show on their native scales. All series share the same six-year x-axis.



Source Data — All KPIs, All Years (2019/20 – 2024/25)

Source data table — values shown in their native units. All charts and summaries in this report are derived from this sheet.

#	Category	Key Performance Indicator	Unit	Direction	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
1	General Profile	Percent of classes taught by F-T faculty	percent	up	65.78%	52.27%	40.00%	44.44%	66.67%	54.00%
2	General Profile	Percent of classes taught by P-T faculty	percent	down	34.21%	47.72%	60.00%	55.55%	33.33%	46.00%
3	General Profile	Average # of Faculty (FT+PT)	count	neutral	17	19	16	19	18	17
4	General Profile	Gender Distribution (Women Faculty FT+PT)	percent	neutral	47.05%	57.89%	62.50%	47.36%	50.00%	53.00%
5	General Profile	Gender Distribution (Men Faculty FT+PT)	percent	neutral	52.94%	42.10%	37.50%	52.63%	50.00%	47.00%
6	General Profile	Percent of International Students at CBA	percent	up	8.65%	9.80%	9.22%	12.71%	16.96%	21.29%
7	General Profile	Gender distribution of UG students - Female	percent	neutral	43.09%	41.39%	41.11%	35.90%	37.67%	40.22%
8	General Profile	Gender distribution of UG students - Male	percent	neutral	56.90%	58.60%	58.88%	64.09%	62.32%	59.77%
9	General Profile	Gender distribution of Grad students - Female	percent	neutral	51.85%	52.50%	51.50%	48.21%	38.23%	30.67%
10	General Profile	Gender distribution of Grad students - Male	percent	neutral	48.14%	47.50%	48.50%	51.78%	61.76%	69.23%
11	General Profile	Number of undergraduate programs (incl. minors)	count	neutral	8	8	8	7	7	7
12	General Profile	Number of graduate programs	count	neutral	2	2	2	2	2	2
13	Social Impact	Percent of faculty in charities / non-profits	percent	up	29.00%	40.00%	50.00%	50.00%	50.00%	50.00%
14	Social Impact	Percent of CBA students granted financial aid & Merit	percent	up	20.00%	22.00%	28.00%	25.25%	24.64%	26.00%
15	Social Impact	Percent of CBA students granted work-study assistance	percent	up	25.00%	N/A	12.50%	20.30%	18.10%	17.00%
16	Social Impact	General student satisfaction in exit surveys	percent	up	85.00%	80.00%	88.00%	78.60%	83.40%	83.00%
17	Innovative Educational Culture	Number of student-faculty publications	count	up	5	2	3	2	2	0
18	Innovative Educational Culture	Employers' rating of students' IT knowledge	score	up	4.27	4.46	3.83	3.97	4.20	4.17
19	Innovative Educational Culture	Percent of courses using non-traditional teaching methods	percent	up	60.00%	100.00%	60.00%	70.00%	70.00%	70.00%
20	Excellence in Business Education	Graduation Rate	percent	up	94.23%	93.75%	90.74%	100.00%	96.61%	92.36%
21	Excellence in Business Education	Retention Rate	percent	up	85.00%	83.75%	79.78%	77.89%	70.53%	79.72%
22	Excellence in Business Education	Average Class Size	ratio	neutral	5.30	6.20	7.40	7.30	20.28	21.17
23	Excellence in Business Education	Student to Faculty Ratio	ratio	down	12.23	14.42	21.00	18.63	20.27	20.61
24	Excellence in Business Education	NGOs' rating of employability skills	percent	up	90.00%	88.00%	87.00%	89.00%	89.00%	91.00%
25	Excellence in Business Education	Average student evaluation of instructors	percent	up	87.00%	86.00%	84.00%	78.00%	81.00%	82.00%
26	Ethical & Socially Responsible Leaders	Student satisfaction w/ advising & faculty interaction	percent	up	88.00%	88.00%	82.00%	83.00%	83.00%	83.00%
27	Ethical & Socially Responsible Leaders	Employers' rating of ethics & social responsibility (COOP)	percent	up	87.00%	90.00%	79.00%	86.00%	90.00%	87.00%
28	Business Knowledge	NGOs' rating of student performance in CEE	percent	up	92.00%	90.00%	88.00%	88.00%	87.00%	92.00%
29	Business Knowledge	Employers' rating of general business knowledge	percent	up	84.00%	86.00%	76.00%	81.00%	83.00%	84.00%
30	Business Knowledge	Employers' rating of specialized business knowledge	percent	up	82.00%	88.00%	76.00%	81.00%	86.00%	84.00%
31	Business Knowledge	Employers' rating of critical thinking skills	percent	up	87.00%	87.00%	77.00%	83.00%	86.00%	84.00%
32	Business Knowledge	Employers' rating of communication skills	percent	up	89.00%	94.00%	83.00%	84.00%	85.00%	89.00%

Methodology & Definitions

Abbreviations

CBA	College of Business Administration
F-T	Full-Time (faculty)
P-T	Part-Time (faculty)
UG	Undergraduate (students)
Grad	Graduate (students)
CEE	Community Engagement Experience
COOP	Cooperative Education Program
NGO	Non-Governmental Organization
YoY	Year-over-Year change (vs. prior reporting year)
pp	Percentage points (absolute change, not relative)

Direction Legend

↑	Higher is better — improvement is upward movement
↓	Lower is better — improvement is downward movement
—	Neutral — target-dependent or a balance metric (e.g. gender distribution)

Selected Definitions

Retention Rate	Share of enrolled students continuing to the next fall term. Reported here as the college-wide rate.
Graduation Rate	Per ACBSP Standard 6 / IPEDS convention: percentage of full-time, first-time, degree-seeking undergraduate students who complete their program within 150% of the normal time to degree at the same institution (i.e., six years for a four-year baccalaureate).
Average Class Size	Mean number of students per class section.
Student to Faculty Ratio	Students enrolled ÷ total faculty (FT + PT). Lower values indicate more individual attention per student.
Employers' Ratings	Average rating from employer surveys of CBA graduates. Most are reported as percentages; 'IT knowledge' is on a 0-5 scale.
NGOs' Ratings	Average rating from partner NGOs evaluating CBA students during CEE placements.
6-Year Δ	Absolute change from 2019-20 to 2024-25 in the KPI's native units (percentage points for percent metrics; units for counts, ratios, scores).
YoY	Year-over-Year change from 2023-24 to 2024-25.