



2022 Student Success and Retention Benchmarks

For first-year, second-year, and transfer students
at four-year private and public institutions



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FTIC = First Time in College (first-year students)

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INSIGHTS INTO PERSISTENCE, PROGRESSION, AND RETENTION

This is the fourth iteration of our student retention benchmark poll. We have collected persistence, progression, and retention benchmarks so that you can compare your outcomes and student success strategies.

About the survey and research process

All of the figures in the report are judged to be statistically significant. This determination was made by calculating each finding's statistical significance (e.g., means, medians, proportions, and other relevant test statistics) and then judging the confidence interval to be acceptably small relative to the size of the finding.

Institutional selectivity for private institutions

Selectivity for four-year private institutions was determined by institutional admit rate. The median admit rate for the sample in this sector was 76 percent. Thus, institutions with higher selectivity were those with admit rates less than or equal to 75 percent and those with lower selectivity with admit rates greater than 76 percent.

**MEDIAN FOR ALL
PRIVATE INSTITUTIONS**

76%

**HIGHER
SELECTIVITY**

<75%

**LOWER
SELECTIVITY**

76%

TERM-TO-TERM PERSISTENCE BENCHMARKS

Persistence is defined as term-to-term return. For the tables in this section, each percentage was calculated based on the enrollment of the previous term.

Table 1

FTIC TERM-TO-TERM PERSISTENCE RATE BENCHMARKS

(Based on 2020-21 FTIC cohort)

Persistence Ratios		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
		ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
Persistence from term one to term two, 2020-2021 academic year	25th Percentile	84.8%	85.0%	82.0%	81.3%
	Median	88.0%	88.5%	87.5%	86.5%
	75th Percentile	92.5%	91.8%	92.5%	89.0%
Persistence from term two of the 2020-2021 academic year to term three (the beginning of the 2021-2022 academic year)	25th Percentile	80.3%	82.3%	76.8%	78.0%
	Median	83.5%	87.5%	81.5%	82.0%
	75th Percentile	88.5%	90.5%	85.3%	85.0%

Table 2

SECOND-YEAR UNDERGRADUATE TERM-TO-TERM PERSISTENCE RATE BENCHMARKS

(Based on 2020-21 second-year cohort)

Persistence Ratios		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
		ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
Persistence from term one to term two, 2020-21 academic year	25th Percentile	91.0%	91.5%	87.0%	84.8%
	Median	93.0%	93.0%	94.0%	91.5%
	75th Percentile	95.3%	94.0%	97.0%	93.0%
Persistence from term two of the 2020-21 academic year to term three (the beginning of the 2021-22 academic year, i.e., the students' third year)	25th Percentile	87.0%	87.5%	86.5%	88.0%
	Median	90.0%	90.0%	89.5%	92.0%
	75th Percentile	92.0%	91.5%	91.8%	93.5%

Table 3**NEWLY-ARRIVED TRANSFER STUDENT TERM-TO-TERM PERSISTENCE RATE BENCHMARKS**

(Based on 2020-21 new transfer student cohort)

Persistence Ratios		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
		ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
Persistence from term one to term two, 2020-21 academic year	25th Percentile	79.0%	79.0%	78.5%	80.0%
	Median	85.0%	83.0%	86.0%	84.0%
	75th Percentile	88.0%	87.0%	88.3%	87.0%
Persistence from term two of the 2020-21 academic year to term three (the beginning of the 2021-22 academic year, i.e., the students' second year)	25th Percentile	80.0%	80.0%	81.0%	84.0%
	Median	85.0%	85.0%	89.5%	87.0%
	75th Percentile	91.5%	90.0%	93.0%	88.5%

Table 4**RETURNING TRANSFER STUDENT TERM-TO-TERM PERSISTENCE RATE BENCHMARKS**

(Based on 2020-21 returning transfer student cohort)

Persistence Ratios		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
		ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
Persistence from term one to term two, 2020-21 academic year	25th Percentile	88.0%	86.0%	88.0%	86.0%
	Median	91.0%	91.0%	92.5%	90.5%
	75th Percentile	94.0%	93.0%	94.3%	92.5%
Persistence from term two of the 2020-21 academic year to term three (the beginning of the 2021-22 academic year, i.e., the students' third year)	25th Percentile	60.0%	60.0%	59.0%	68.0%
	Median	68.0%	63.0%	68.5%	88.0%
	75th Percentile	78.0%	84.5%	73.5%	94.0%



PROGRESSION BENCHMARKS

Progression is defined as any activity that correlates with persistence, such as course completion and academic probation rates.

Table 5

FTIC CREDIT HOURS ATTEMPTED VS. CREDIT HOURS COMPLETED IN TERM ONE, 2020-21 ACADEMIC YEAR

Progression Metrics	FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC	
	ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL	
Credit hours attempted	25th Percentile	14.15	14.03	15.05	13.77
	Median	15.20	14.58	15.53	14.25
	75th Percentile	15.90	15.69	15.93	14.93
Credit hours completed	25th Percentile	13.03	13.28	11.93	11.00
	Median	13.80	13.84	13.58	12.00
	75th Percentile	14.28	14.79	14.07	12.80
Ratio of credit hours completed to credit hours attempted	25th Percentile	0.86	0.91	0.83	0.79
	Median	0.92	0.94	0.87	0.80
	75th Percentile	0.94	0.96	0.89	0.88

Table 6**FTIC CREDIT HOURS ATTEMPTED VS. CREDIT HOURS COMPLETED IN TERM TWO, 2020-21 ACADEMIC YEAR**

Progression Metrics		FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
		ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
Credit hours attempted	25th Percentile	14.00	14.00	14.15	13.20
	Median	14.70	14.70	14.53	14.10
	75th Percentile	15.50	15.50	15.15	15.00
Credit hours completed	25th Percentile	12.70	13.79	11.53	10.80
	Median	13.79	13.98	12.75	12.00
	75th Percentile	14.70	14.70	13.82	13.30
Ratio of credit hours completed to credit hours attempted	25th Percentile	0.86	0.92	0.81	0.77
	Median	0.92	0.93	0.86	0.82
	75th Percentile	0.94	0.94	0.90	0.91

Table 7**PROPORTIONS OF FTIC STUDENTS ON ACADEMIC PROBATION AT END OF TERM ONE VS. END OF TERM TWO, 2020-21 ACADEMIC YEAR**

Progression Metrics		FOUR-YEAR PRIVATE	FOUR-YEAR PUBLIC
		Proportion of students on probation at end of term one, 2020-21 academic year	25th Percentile
	Median	11.0%	11.5%
	75th Percentile	22.4%	18.4%
Proportion of students on probation at end of term two, 2020-21 academic year	25th Percentile	7.0%	4.0%
	Median	9.5%	5.3%
	75th Percentile	21.5%	16.0%

Note that for this probation measurement, it was more accurate to compare all private and public institutions instead of including selectivity for four-year private institutions.

RETENTION BENCHMARKS

Table 8

FTIC FALL-TO-FALL RETENTION RATE BENCHMARKS FROM FALL 2020 TO FALL 2021

(Based on 2020-21 FTIC cohort)

Retention Ratios	FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
	ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
25th Percentile	69.5%	73.0%	62.8%	67.5%
Median	76.0%	77.5%	74.5%	73.5%
75th Percentile	82.5%	84.8%	80.0%	91.0%

Table 9

SECOND-YEAR UNDERGRADUATE FALL-TO-FALL RETENTION RATE BENCHMARKS FROM FALL 2020 TO FALL 2021

(Based on 2020-21 second-year cohort)

Retention Ratios	FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
	ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
25th Percentile	79.5%	81.3%	75.0%	82.0%
Median	82.0%	82.0%	82.0%	84.0%
75th Percentile	88.0%	87.8%	87.0%	87.0%

Table 10**NEWLY-ARRIVED TRANSFER STUDENT FALL-TO-FALL RETENTION RATE BENCHMARKS FROM FALL 2020 TO FALL 2021**

(Based on 2020-21 new transfer student cohort)

Retention Ratios	FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
	ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
25th Percentile	71.0%	69.0%	73.3%	70.0%
Median	78.0%	78.0%	79.0%	75.5%
75th Percentile	87.0%	89.0%	81.8%	86.3%

Table 11**RETURNING TRANSFER STUDENT FALL-TO-FALL RETENTION RATE BENCHMARKS FROM FALL 2020 TO FALL 2021**

(Based on 2020-21 returning transfer student cohort)

Retention Ratios	FOUR-YEAR PRIVATE			FOUR-YEAR PUBLIC
	ALL	HIGHER SELECTIVITY	LOWER SELECTIVITY	ALL
25th Percentile	54.0%	56.0%	48.8%	63.5%
Median	67.0%	71.0%	66.0%	86.5%
75th Percentile	71.0%	80.0%	68.8%	91.3%

Table 12

LONGITUDINAL VIEW FOR FTIC STUDENTS: CONTINUING ENROLLMENT, TERMS ONE TO FIVE

(Based on 2020-21 FTIC cohort)

Continuation Rates	FOUR-YEAR PRIVATE	FOUR-YEAR PUBLIC
Persistence from term one to term two, 2019-20 academic year	88.5%	87.0%
Persistence from term two of the 2019-20 academic year to term three (first term of 2020-21 academic year)	87.0%	83.0%
Persistence from term three to term four, 2020-21 academic year	93.0%	91.5%
Persistence from term four of the 2020-21 academic year to term five (first term of 2021-2022 academic year)	93.0%	91.5%



PARTICIPATING INSTITUTIONS

FOUR-YEAR PRIVATE INSTITUTIONS

Arcadia University
Ashland University
Augustana College
Aultman College
Berry College
Bloomfield College
Carroll College
Cleveland Institute of Art
Columbia College Hollywood
Daemen College
Denver Seminary
Episcopal Theological Seminary of the Southwest
Franklin & Marshall College
Geneva College
Goshen College
Hastings College
Loras College
Manor College
McKendree University
Metropolitan College of New York
Miles College
Mount Carmel College of Nursing
Mount Mercy University
Naropa University
Northwestern College
Ozark Christian College
Paine College
Point Park University
Spring Arbor University
St. Ambrose University
University of Pikeville
University of Saint Joseph
University of St. Francis
Vanguard University of Southern California
William Jewell College

FOUR-YEAR PUBLIC INSTITUTIONS

Arizona Western College
Austin Peay State University
Indiana University Purdue University Indianapolis
Indiana University Southeast
Kean University
Murray State University
New Jersey City University
New Jersey Institute of Technology
Northeastern State University
Portland State University
Salisbury University
Southern Utah University
SUNY Oswego
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Union County College
University of Minnesota Crookston
University of North Texas at Dallas
University of Puerto Rico at Aguadilla
University of Vermont
Western Michigan University

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