



**ASHFORD UNIVERSITY**  
**ONLINE BACHELOR'S DEGREE SEEKING STUDENTS**  
**ONE-YEAR RETENTION RATES - ANNUAL COHORT\***  
**BY PELL**

Year/Pell	Cohort Size	One-Year Retention Rate
<b>2005-06</b>	<b>3,227</b>	<b>47%</b>
Non-Pell	1,851	40%
Pell	1,376	56%
<b>2006-07</b>	<b>9,486</b>	<b>46%</b>
Non-Pell	4,961	37%
Pell	4,525	57%
<b>2007-08</b>	<b>22,989</b>	<b>47%</b>
Non-Pell	10,961	36%
Pell	12,028	56%
<b>2008-09</b>	<b>41,085</b>	<b>44%</b>
Non-Pell	18,989	33%
Pell	22,096	54%
<b>2009-10</b>	<b>53,074</b>	<b>40%</b>
Non-Pell	21,957	31%
Pell	31,117	47%
<b>2010-11</b>	<b>62,124</b>	<b>39%</b>
Non-Pell	22,652	32%
Pell	39,472	43%
<b>2011-12</b>	<b>55,195</b>	<b>37%</b>
Non-Pell	20,050	33%
Pell	35,145	40%

**\*Definitions**

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
One-Year Retention Rate	The number of students in the Annual Cohort who are enrolled or graduated one year after their specific entry date divided by the number of students in the Annual Cohort.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.

*Source: Institutional Research, 2013*



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**ONLINE BACHELOR'S DEGREE SEEKING STUDENTS**  
**GRADUATION RATES - ANNUAL COHORT\***  
**BY PELL**

<b>Year/Pell</b>	<b>Cohort Size</b>	<b>Six-Year Graduation Rate</b>
<b>2005-06</b>	<b>3,227</b>	<b>41%</b>
Non-Pell	1,851	37%
Pell	1,376	46%
<b>2006-07</b>	<b>9,486</b>	<b>37%</b>
Non-Pell	4,961	31%
Pell	4,525	42%

***\*Definitions***

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
Graduation Rate	The number of students in the Annual Cohort who have graduated within 150% of the normal time to earn the degree divided by the number of students in the Annual Cohort.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.

*Source: Institutional Research, 2013*



**ASHFORD UNIVERSITY**  
**ONLINE BACHELOR'S DEGREE SEEKING STUDENTS**  
**PERSISTENCE RATES - ANNUAL COHORT\***  
**BY PELL**

Year/Pell	Cohort Size	Persistence Rate
<b>2005-06</b>	<b>3,227</b>	<b>43%</b>
Non-Pell	1,851	38%
Pell	1,376	49%
<b>2006-07</b>	<b>9,486</b>	<b>38%</b>
Non-Pell	4,961	33%
Pell	4,525	44%
<b>2007-08</b>	<b>22,989</b>	<b>34%</b>
Non-Pell	10,961	29%
Pell	12,028	38%
<b>2008-09</b>	<b>41,085</b>	<b>32%</b>
Non-Pell	18,989	28%
Pell	22,096	36%
<b>2009-10</b>	<b>53,074</b>	<b>29%</b>
Non-Pell	21,957	26%
Pell	31,117	32%
<b>2010-11</b>	<b>62,124</b>	<b>28%</b>
Non-Pell	22,652	26%
Pell	39,472	29%
<b>2011-12</b>	<b>55,195</b>	<b>31%</b>
Non-Pell	20,050	30%
Pell	35,145	31%

**\*Definitions**

Annual Cohort	A group of students who share the same academic entry year. An academic entry year is defined as July 1 through June 30. Students are included in the annual cohort when they matriculate.
Pell	Indicates the student received a Pell Grant, which provides assistance to eligible undergraduate postsecondary students with demonstrated financial need to help meet education expenses.
Persistence Rate	The number of students in the Annual Cohort who are actively pursuing a degree or have graduated as of the last day of the academic year (June 30, 2012) divided by the number of students in the Annual Cohort.

*Source: Institutional Research, 2013*