



ASHFORD UNIVERSITY STUDENT PROFILE AND SUCCESS

Ashford University Provides Access and Education to the ‘New Majority’ Student

With the number of 18- to 24-year-olds down and expected to remain flat through at least 2035, according to the U.S. Census Bureau, older students make up an increasingly important market for universities and colleges.¹ The “New Majority” includes first-generation college students, students of color, and adults and military veterans.² Twenty-five percent of Ashford’s students are military students.³

Figure 1 compares the percentages of higher education students age 25 and older nationwide and at Ashford.⁴

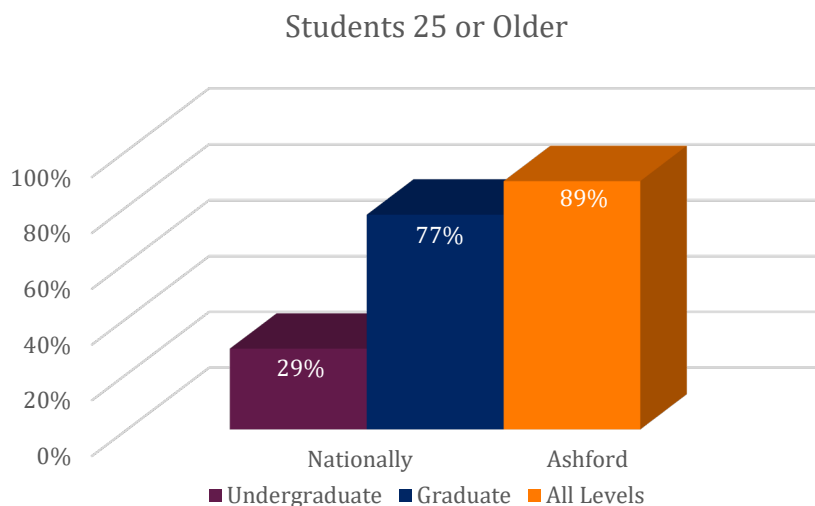


Figure 1. Percentage of Higher Education Students Age 25 or Older

¹ U.S. Census Bureau, Population Division. (2018, September). *Projected Age Groups and Sex Composition of the Population*. Retrieved from Main Projections Series for the United States, 2017-2060: <https://www.census.gov/data/tables/2017/demo/popproj/2017-summary-tables.html>

² Lyon, K., & Matson, T. (2019, August 9). *How University Leaders Can Empower the 'New Majority' Student*. Retrieved from Gallup: <https://www.gallup.com/education/264299/university-leaders-empower-new-majority-student.aspx>

³ Students who are active duty or eligible to receive/use education benefits while attending AU, and that the student has received an internal military discount at some point in his or her academic career at AU. Institutional Research Services, 2020.

⁴ Sources: NCES. (2019). IPEDS Spring 2008 through Spring 2018, Fall Enrollment component. Washington, DC: U.S. Department of Education; Institutional Research Services, 2020.

Figure 2⁵ shares characteristics of Ashford students. **Figure 3⁶** compares the rate of degree completion of primarily working students at Ashford and at higher education institutions nationwide.

Characteristics of Ashford Students

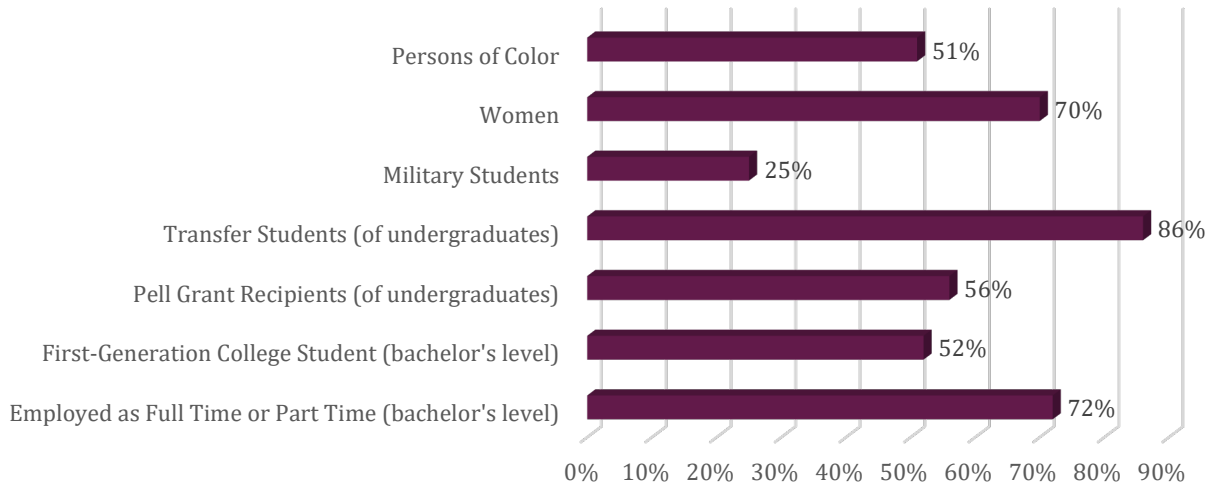


Figure 2. Characteristics of Ashford Students

Average Completion Rate

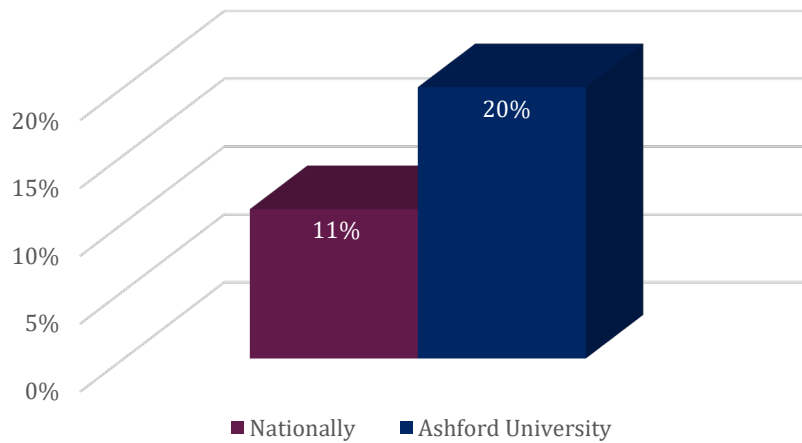


Figure 3. Degree Completion Rate of Primarily Working Students—Ashford Compared to Higher Education Institutions Nationwide

⁵ Sources: *Persons of Color, Women, Military Students, Transfer Students (of undergraduates), and Pell Grant Recipients (of undergraduates)*: IPEDS Spring 2019, Fall Enrollment component. Institutional Research Services, 2020. *First-Generation College Students and Employed Full Time or Part Time (both of bachelor's students)*: Ashford University's Office of Institutional Effectiveness (2019, January 24). *Active Undergraduates December 2018*. Report #06-01-01-19.

⁶ Source: NCES. (2020).

The 'True' Persistence Rate at Ashford University

Unlike a traditional, predominantly on-ground institution, Ashford University serves a highly mobile adult student population. These students are likely to transfer credits into and out of multiple institutions during their course of study.

Indeed, when looking at bachelor's students who attended Ashford in 2017-2018, the data show that a majority of the students, 86.7%, were transfer students. Only 13.3% were first-time students (Figure 4).⁷

Taking into account the high mobility of this adult online student population, the "true" persistence rate of Ashford students is over 69%, as shown in Figure 5⁸ (next page). That is, more than 69% of Ashford students who were active in 2017-2018 were either still active or had graduated a year later either at Ashford or another institution. Thus, in addition to the students who remained at Ashford the following year, an additional 8% attended courses at other institutions the following year. These results may suggest that a considerable number of students attend multiple institutions, perhaps even in the same year, to take advantage of attractive courses that are dispersed across various programs and schools.

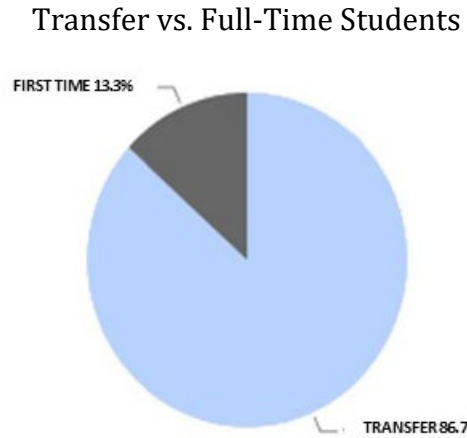


Figure 4. Bachelor's Students Who Attended Ashford in 2017-2018

⁷ Source: Ashford University's Office of Institutional Effectiveness (2020). *Institutional Success Report for Quarter 2, 2020*. Report #07-08-20.

⁸ Ibid.

Persistence Across Institutions

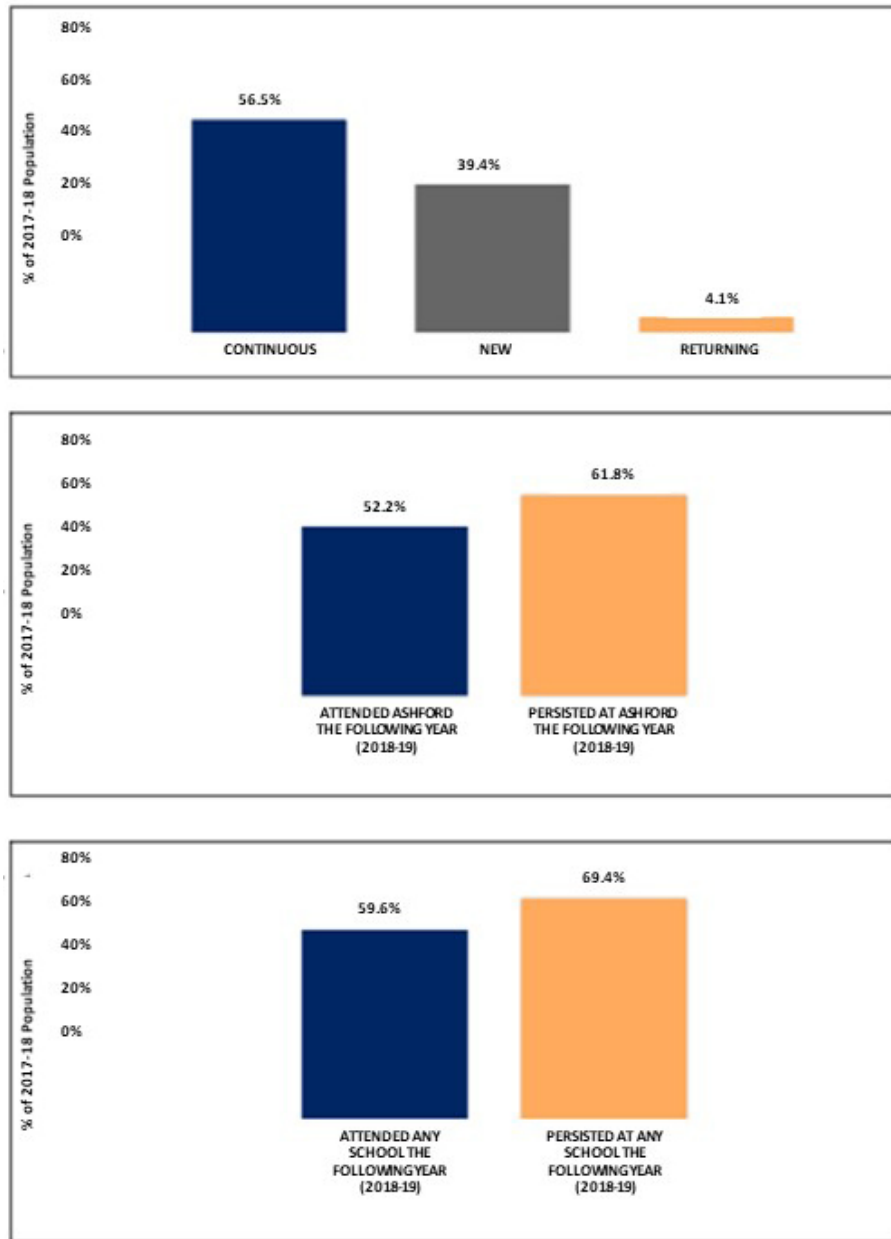


Figure 5. Bachelor's Students Persistence Across Institutions in 2017-2018

Based on the most recent IPEDS outcome measures report, the Ashford University 2011-2012 undergraduate cohort had 41% of part-time students. Nationally, 37% of college students are attending on a part-time basis.⁹

⁹ Bombardieri, M. (2017, September 6). *Hidden in Plain Sight: Understanding Part-Time College Students in America*. Retrieved from Center for American Progress: <https://www.americanprogress.org/issues/education-postsecondary/reports/2017/09/06/438341/hidden-plain-sight/>

Ashford University Student Success Compared to Institutions That Share Similar Characteristics and Student Demographics

Ashford's graduation and retention rates are comparable to or exceed those of other institutions serving similar student populations. Ashford's 6-year and 8-year completion rates for full-time, non-first-time students is in line with the rates of institutions serving a student population similar to that of Ashford. For example, Ashford's 6-year and 8-year completion rates for non-first-time students was 39% and 40%, respectively, compared to 40% and 42%, respectively, for similar institutions, as shown in **Table 1** (next page).

Table 1. 2018 Enrollment and Retention Comparison of Ashford University Students to Peer Institution Students

Institution Name	Sector	Open Admission Policy	Total Enrollment	Undergraduate Enrollment						IPEDS Outcome Measures				Full-Time Retention Rate
				% Women	% Minorities	% 25 Years+	% Enrolled Exclusively Online	% Enrolled in Some Online Courses	% Pell Grant Recipients	First-Time Full-Time		Non-First-Time Full Time		Full-time Retention Rate
										% Receiving Award at 6 Yrs	% Receiving Award at 8 Yrs	% Receiving Award at 6 Yrs	% Receiving Award at 8 Yrs	
Ashford University	Private for-profit, 4-year or above	Yes	34,710	71%	54%	87%	100%	0%	56%	17%	18%	39%	40%	51%
Ashford University Peer Institutions:														
American InterContinental University	Private for-profit, 4-year or above	Yes	8,777	71%	38%	85%	100%	0%	65%	21%	21%	34%	35%	41%
Capella University	Private for-profit, 4-year or above	Yes	37,171	79%	31%	94%	100%	0%	43%	20%	20%	25%	25%	56%
Colorado Technical University-Colorado Springs	Private for-profit, 4-year or above	Yes	26,184	63%	32%	87%	96%	3%	60%	19%	20%	27%	28%	39%
Strayer University - All Campuses	Private for-profit, 4-year or above	Yes	46,317	74%	77%	86%	87%	11%	61%	12%	13%	32%	34%	46%
University of Maryland-University College	Public, 4-year or above	Yes	60,603	47%	50%	75%	77%	12%	24%	8%	8%	41%	43%	53%
University of Phoenix-Arizona	Private for-profit, 4-year or above	Yes	95,777	69%	38%	86%	99%	0%	43%	22%	22%	31%	32%	33%
Western Governors University	Private not-for-profit, 4-year or	Yes	121,437	65%	27%	91%	100%	0%	30%	16%	24%	36%	42%	N/A
Bryant & Stratton College-Online	Private for-profit, 4-year or above	Yes	4,442	90%	51%	80%	100%	0%	75%	23%	24%	17%	17%	29%
Florida Technical College	Private for-profit, 4-year or above	Yes	3,950	68%	84%	63%	42%	35%	80%	67%	67%	24%	24%	29%
Grantham University	Private for-profit, 4-year or above	Yes	8,059	49%	56%	87%	100%	0%	47%	47%	47%	62%	63%	45%
Mid-America Christian University	Private not-for-profit, 4-year or	Yes	1,938	64%	61%	72%	60%	0%	55%	26%	27%	82%	84%	60%
National University	Private not-for-profit, 4-year or	Yes	16,930	63%	52%	86%	40%	22%	34%	43%	43%	67%	68%	50%
Platt College-Miller-Motte-Wilmington	Private for-profit, 4-year or above	Yes	1,867	83%	75%	76%	59%	6%	54%	41%	41%	45%	45%	75%
Additional Group Averages:			33,342	68%	52%	82%	82%	7%	52%	28%	29%	40%	42%	46%

Sources: IPEDS Data Center, Provisional Data Set for 2018; Institutional Research Services, 2020.

Note: N/A refers to data not available for Western Governors University because the institution had no first-time full-time students in its retention cohort. Age data was pulled from the IPEDS 2017 Fall Enrollment data set because student ages are reported in odd-numbered years. Outcome Measures shows results for only full-time Ashford University students for comparison to other institutions.