



**Public Disclosure of Student Achievement**

**Institution Name: Gwynedd Mercy University**

**Business Unit(s) included in this report: College of Arts, Sciences and Professional Studies**

**Academic Period Covered: 2024-2025**

**Date Report Posted:**

<b>PROGRAM</b>	<b>MEASURE</b>	<b>TARGET</b>	<b>RESULT</b>
Accounting	Attrition Rate	15%	8%
Finance	Attrition Rate	15%	5%
Management	Attrition Rate	15%	18%
Marketing	Attrition Rate	15%	8%
Sports Management	Attrition Rate	15%	12%
Bachelor’s of Science in Business Administration-Organization Management	Attrition Rate	15%	13%
Master’s of Business Administration Concentration Management and Leadership	Attrition Rate	15%	9%
Master’s of Business Administration Concentration in Healthcare Administration	Attrition Rate	15%	13%

**Calculations for Measures**

<b>MEASURE</b>	<b>DESCRIPTION AND HOW IT WAS CALCULATED</b>
Attrition Rate	The cohort includes all students (first time, transfer and returning, full-time, and part-time) enrolled in the fall semester Benchmarked to University rate of 15%
Attrition Rate	For non-term students, some students finished their courses before the Fall semester, and graduated in December/January. These students are considered retained by Non-term Attrition Rate. Attrition Rate for non-term has adjusted the original 12-

	month graduation reporting cycle to 17 months to include graduates in the Fall semester that do not take Fall classes.
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