

BUA Institutional Goals for Student Achievement and Performance

Baptist University of the Americas (BUA) identifies, evaluates, and publishes goals and outcomes with respect to student achievement consistent with its mission, the nature of students it serves, and the kinds of programs offered. The institution uses multiple measures to document student success. In evaluating student success with respect to student achievement consistent with its mission, the university identifies indicators to demonstrate success. These indicators of success are common to higher education institutions of this type and age.

Goal One: New Student Cohort Fall-to-Fall Retention Rate

BUA defines the Fall-to-Fall Retention Rate as the percent of first cohort degree-seeking students enrolling in consecutive fall and fall terms (e.g., fall 2021 and fall 2022). Graduates are not included in the calculation. BUA's target Retention Rate is of 60%.

Table One: Fall-to-Fall Retention Rate

Tracking Term	First-Time Cohort	Retained to Next Fall	Retention Rate
Fall 2019 to Fall 2020	15	6	40%
Fall 2020 to Fall 2021	13	8	62%
Fall 2021 to Fall 2022	8	5	63%
Overall			52.8%

Ref: The Student Information System at BUA

Goal Two: Persistence Rate (Fall-to-Spring) by Year

BUA defines Persistence Rate as the percent of registered degree-seeking students enrolling in consecutive fall and spring terms (e.g., fall 2021 and spring 2022). Graduates are not included in the calculation. BUA's target Persistence Rate is 75%.

Table Two: Persistence Rate (Fall-to-Spring) by Year

Academic Year	Fall	Continued to Spring	Persistence Rate
AY 2018-2019	154	130	84%
AY 2019-2020	152	120	79%
AY 2020-2021	117	86	74%
Persistence Rate			79.4%

Ref: The Student Information System at BUA

Goal Three: Course Completion Rate

BUA monitors course completion rates with completion defined as earning a passing grade in the course (Grade of A, B, C, or D). BUA's target course completion rate is 90%.

Table Three: Course Completion Rate

Program	Fall 2019	Fall 2020	Fall 2021
BA in Biblical/Theological Studies	95%	93%	93%
BA in Business Leadership	98%	94%	99%
BA in Human Behavior	100%	100%	100%
BA in Music	100%	100%	100%
Master of Arts in Practical Theology & Ministry	NA	NA	NA
BUA Institutional Average	98.3%	96.8%	98.0%

Ref: The Student Information System at BUA

Goal Four: Graduation Rates for 4-Year Undergraduate Students (150% - 6 Year)

BUA tracks the graduation rate of initial undergraduate degree-seeking cohorts over a period of six years from the initial Fall semester through the Spring semester of the final year. The graduation rates by program follow. BUA's target 150% Undergraduate Graduation Rate is 40%. The graduation rates by program follow. BUA notes that many students selecting to enter the institution as a degree seeking student are, in fact, only choosing to pursue study of Bible and/or Theology courses.

Table Four: 150% Graduation Rates for Each Undergraduate Program (6 Years)

Program – Fall Year 1 to Spring Year 6	2014-2020	2015-2021	2016-2022
BA in Biblical/Theological Studies	22%	33%	0%
BA in Business Leadership	50%	40%	0%
BA in Human Behavior	100%	33%	29%
BA in Music	50%	50%	0%
Overall	55.5%	39.0%	7.3%

Ref: The Student Information System at BUA

Note: Completion Rates Were Very Negatively Impacted by the COVID-19 Pandemic

Goal Five: Graduation Rates for Graduate Students (150% - 3 Year)

BUA tracks the graduation rate of initial Fall semester graduate cohorts over a period of three years. BUA's target 150% Graduate Student Graduation Rate is 50%. The graduation rates by program follow. Please note that this is the first year that BUA has offered a graduate degree. These values will be tracked in coming years to demonstrate student performance.

Table Five: 150% Graduation Rates for Each Graduate Program (3 Years)

Program – Fall Year 1 to Spring Year 3	2022-2025	2023-2026	2024-2027
Master of Arts in Practical Theology & Ministry	NA	NA	NA
Overall	NA%	NA%	NA%

Ref: The Student Information System at BUA

Goal Six: Graduate Employment Rate Within Twelve Months of Graduation

BUA tracks the employment rate of undergraduate 4-year degree completers within 1 year of completion. Success for undergraduate completers is measured as either employment or pursuing additional education. Graduation occurs in the subsequent October of the previous year. Accordingly, data are provided through AY 2021-2022. BUA's target Graduate Employment Rate is 80%.

Table Six: Graduate Employment Rate Within Twelve Months of Graduation

Category	AY 2019-2020	AY 2020-2021	AY 2021-2022
Total Graduates	30	24	34
Graduates Contacted	20	20	30
Employed or Pursuing Additional Education	20	20	30
Employment Rate	66.7%	83.3%	88.2%

Ref: Direct Graduate Contact

For Additional Information

Those desiring additional student achievement data may contact Institutional Effectiveness for assistance at Rusty.Waller@bua.edu.