

2020-2025 Strategic Plan  
Key Performance Indicators

Objective # 2: Retention																					
	Historical Data								Targets					Comparative Data							
	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24 Actuals	2023-24 Targets	2020-21	2021-22	2022-23	2023-24	2024-25	SREB			SBC				
															25th percentile	50th percentile	75th percentile	25th percentile	50th percentile	75th percentile	
Institution Retention Rate																					
*Traditional Freshmen to Sophomore Student	71%	73%	76%	78%	75%	76%	73%	80%	77%	~78%	~79%	~80%	~81%								
National Average shown by IPEDS	81.1%	81.3%	81.5%	75.7%	75.6%	76.5%	not available							64%	72%	80%	71%	74%	78%		
*Traditional Sophomore to Junior Student	58%	56%	54%	53%	55%	51%	52%	58%	55%	~56%	~57%	~58%	~59%								
**Part-time Student	40%	38%	42%	39%	30%	29%	39%	46%	43%	~44%	~45%	~46%	~47%	29%	45%	58%	33%	48%	52%		
***Online Student	61%	70%	65%	61%	59%	63%	69%	69%	66%	~67%	~68%	~69%	~70%								
														Comparative data can be compared to 2023-24							
*Traditional Student - A student enrolled in 12 or more hours on the Troy, Alabama campus.																					
**All students on every campus under 12 hours																					
***First-Time full-time Freshmen Re-Enrolled During next Fall																					
~ Target to increase retention by 1% each year																					
SREB - Southern Regional Education Board																					
SBC - Sun Belt Conference																					