Campbellsville University 2024-2025 -- Student Achievement

Campbellsville University uses a variety of measures of student success. The Academic Council reviews and approves student achievement measures. The results of these measures are published annually on the Campbellsville University website.

As measures for undergraduate student achievement, Campbellsville University uses retention rates, IPEDS graduation rates, course completion rates, licensure pass rates from some workforce certificate programs, licensure pass rates in education and nursing, and employment rates in education and nursing. In addition, measures of graduate student achievement include data from the business and social work master's programs.
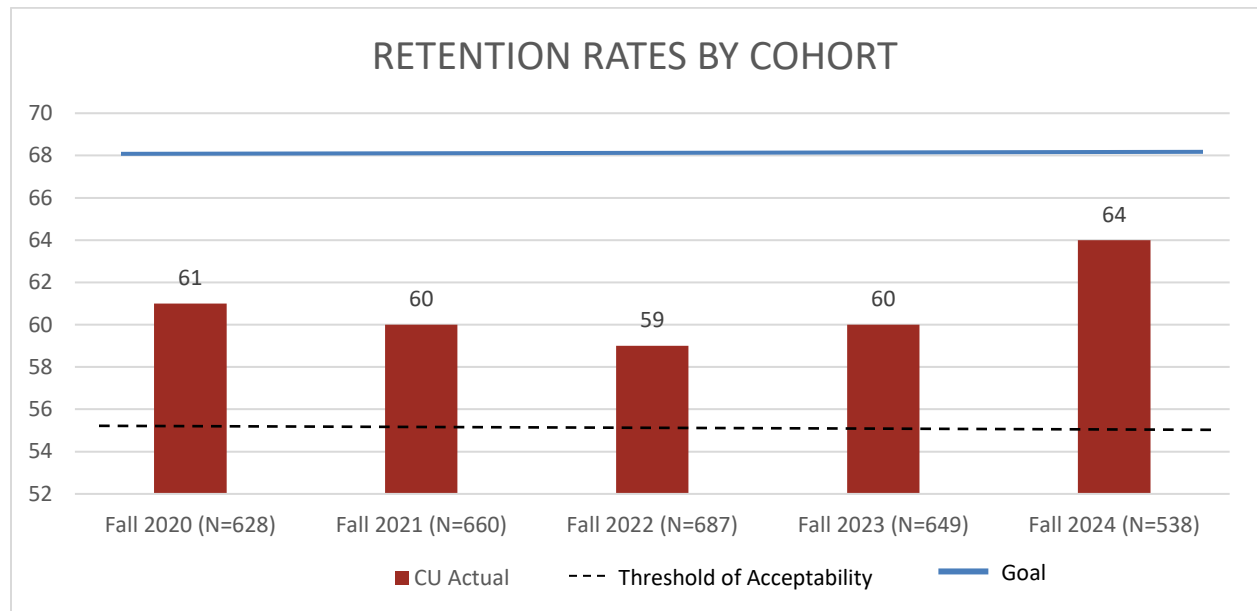
The following narrative explains why these criteria were selected, how thresholds were determined, and how they are consistent with the mission of the university.

Student Achievement Report 2024-2025 Undergraduate Level

Retention Rate (Fall-to-Fall FTFT Retention)

The retention rate calculated in this section is based on the definitions outlined in the Integrated Postsecondary Education Data System (IPEDS). These cohorts include only the first-time, full-time Bachelors or Equivalent Degree-Seeking sub-cohort.

Table 1 Retention Rates

RETENTION RATES BY COHORT

Cohort	CU Actual
Fall 2020 (N=628)	61
Fall 2021 (N=660)	60
Fall 2022 (N=687)	59
Fall 2023 (N=649)	60
Fall 2024 (N=538)	64

Legend: CU Actual · Threshold of Acceptability · Goal (68)

The threshold of acceptability is 90% of the five-year average (=55%). The Achievement Goal of 68% is the average of the CU comparison group of similar colleges and universities across the South (Belhaven, Bethel, Charleston Southern, Coker, Cumberland, Florida Memorial, Lindsey Wilson, Lubbock Christian, Mars Hill, Pfeiffer, Thomas More, U of Mobile, U of Mount Olive, and U of the Cumberlands) based on IPEDS retention rates for full-time undergraduates. The comparison group was selected based on institutions in SACSCOC region by comparative size, academic status, and financial endowment status.

Junior Persistence Rate (Freshmen to Junior Persistence)

The junior persistence rate calculated in this section is determined by enrollment in the students' third fall at the institution. The cohorts include all incoming first-time full-time students.

Table 2 Junior Persistence Rates
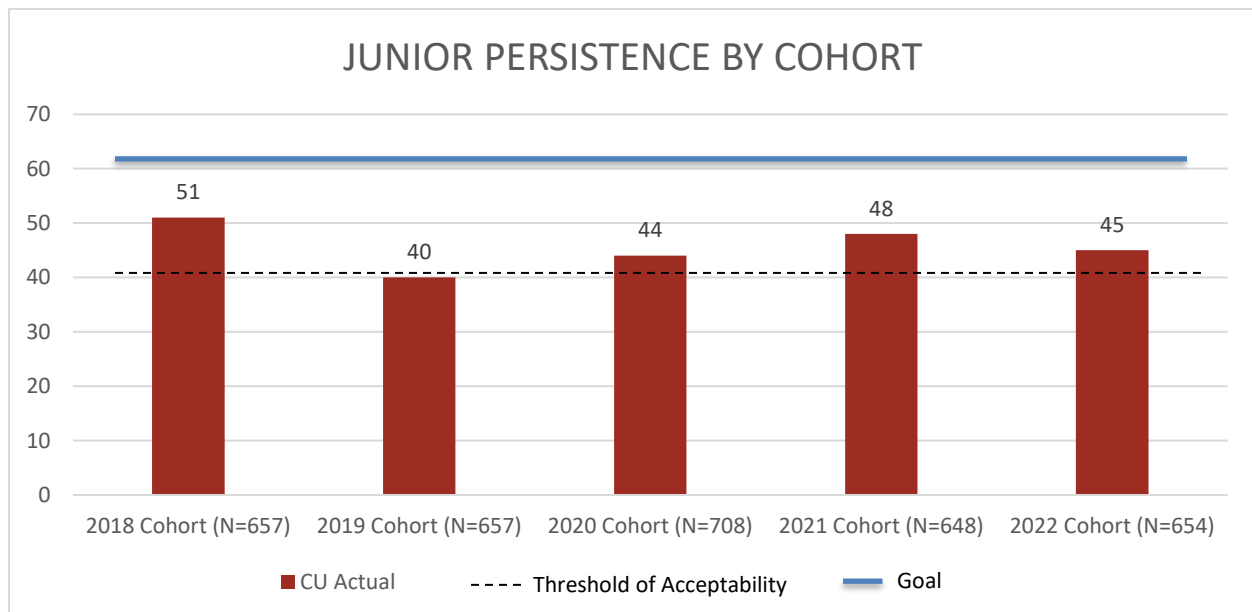
The threshold of acceptability is 90% of the five-year average (=41%). The Goal is 90% of the overall fall-to-fall retention goal (= 61%).

IPEDS Graduation Rates

The use of graduation rates as a measure of student success also shows that the university provides an environment conducive for student success. The Goal is to be at the average graduation rates of the institutions in the comparison group based on IPEDS reporting.

Table 3 IPEDS Cohort Graduation Percentage (150% Grad Rate)

	2014 Cohort	**2015 Cohort**	**2016 Cohort**	**2017 Cohort**	**2018 Cohort**	**Threshold**	**Goal****
Total	187/518 36%	181/506 36%	225/553 41%	246/522 47%	267/638 42%	36%	44%
Female	100/234 43%	111/248 45%	138/298 46%	160/274 58%	166/313 53%	44%	50%
Male	87/284 31%	70/258 27%	87/255 34%	86/248 35%	101/325 31%	29%	38%
URM*	23/125 18%	20/86 23%	35/113 31%	33/118 28%	44/156 28%	23%	43%

*Underrepresented Minorities (URM) includes domestic students in the following race/ethnicities: Black or African American, Hispanics/Latino, Two or more races, Asian, American Indian or Alaska Native, and Native Hawaiian or Other Pacific Islander.

150% Graduation Rate definition aligns with the Department of Education and indicates the percentage of first-time, full-time degree-seeking students who completed a degree within 150% of normal time (or 6 years).

Threshold = 90% of five-year CU average.   Goal = average of comparison group.

Course Completions

The university's course completion rate is another measure that shows student success. This measure supports the core value of the university mission: "To provide an environment conducive for student success."

Campbellsville University considers an 85% course completion rate to be the threshold for success based upon calculating 90% of the success rate + withdrawals. The Academic Council has set a goal of 92% success rate.

Table 4 Course Completion Rates

Measure	Fall 2021	Spring 2022	Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
Total Grades	17914	14068	15292	12216	15610	12653	15160	12499
Completed Grades	16942	13283	14606	11698	15074	12226	14693	12095
Completed Successfully	14866	11663	13738	10888	14271	11451	13936	11290
% Successful	87.7%	87.8%	94.1%	93.1%	94.7%	93.7%	94.8%	93.3%
Completed Unsuccessfully	2076	1620	868	810	803	775	757	805
% Unsuccessful	12.3%	12.2%	5.9%	6.9%	5.3%	6.3%	5.2%	6.7%
Withdrawals	972	785	686	518	536	427	467	404
% Withdrawals	5.4%	5.6%	4.5%	4.2%	3.4%	3.4%	3.1%	3.2%

To calculate the data in Table 4-Course Completion Rates, grades of F (Failing), I (Incomplete), NR (Not Recorded), U (Unsatisfactory), and WA (Withdrawn Administratively) were deemed unsuccessful grades. NG (No Grade), and W (Withdrawn) grades are removed from the calculations. For example, courses such as science labs that have a corresponding course credit that is graded receive a grade of NG.

Workforce Certificate Pass Rates

Certificates in Barbering, Cosmetology, and Emergency Medical Technician use "Certification Pass Rate" as a measure of student achievement. A threshold of 70% average has been set for the programs. The faculty has observed from professional experience that if less than 70% of completing class passes the licensure examination, students do not have the ability or skills necessary to function in the profession. Given the diverse background of students in the program a goal of 80% pass rate has been selected.

Table 5 Workforce Certificate License Pass Rates

Barbering				
Year	Threshold	Goal	Pass Rate	Number
2024-25	70%	80%	92%	39
2023-24	70%	80%	91%	36
2022-23	70%	80%	100%	23
Cosmetology				
Year	Threshold	Goal	Pass Rate	Number
2024-25	70%	80%	77%	57
2023-24	70%	80%	95%	75
2022-23	70%	80%	73%	71
Limited Medical Radiography				
Year	Threshold	Goal	Pass Rate	Number
2024-25*	70%	80%	100%	1
2023-24	70%	80%	88%	7
2022-23	70%	80%	100%	1

Students sit for the LMR certification exam no sooner than 90 days of program completion. Results are reported within one month after students have taken the exam. Students are allowed three attempts within one year of completion for passing. During 24-25, 6 students completed the program, but only one has taken the certification.

Practical Success of Graduates for Education and Nursing

School of Education (SOE) PRAXIS Pass Rate

The SOE uses many sources of data to determine program improvement and student achievement. Praxis Subject Assessment pass rates and job employment percentage provides critical data to determine candidate (student) achievement through licensure completion (graph 1) and job attainment (graph 2). In compliance with Council for Accreditation of Education Preparation (CAEP), the SOE continuously collects and analyzes data that demonstrate student achievement of all Kentucky Teacher Performance Standards (KTPS/InTASC), including standards on Professional Development and Learning Environment. Meeting the KTPS is necessary for the successful completion of state licensure (Praxis Subject Assessments) and job placement. SOE faculty members analyze such data every year and determine areas for growth based on data. The SOE creates an annual strategic plan to create accountability for improvement and change as needed. All of these measures ensure that the SOE addresses the CU mission statement in achieving academic excellence through rigor and relevance in undergraduate programs.

The university uses pass rates for the PRAXIS in the SOE to measure success in those majors requiring licensure. The particular PRAXIS discussed in this section include both subject assessments, based on certification areas, and assessment of pedagogical knowledge assessed through the Principles of Learning and Teaching (PLT). The Campbellsville University SOE offers degrees leading to licensure by the Kentucky Educational Professional Standards Board (EPSB) in the following areas: Interdisciplinary Early Childhood Education, Elementary, Middle Grades, Biology, Chemistry, English, Mathematics, Social Studies at the 8-12 level, and Health and Physical Education, Music, Art, and Spanish at the P-12 level for undergraduates and for 5-9 and 8-12 at the graduate level Masters of Art of Teaching (MAT) as well as a Masters of Art of Teaching for Health and Physical Education. An acceptable pass rate on the PRAXIS subject assessments implies students are being successful in these academic areas. In addition, the PRAXIS pass rate indirectly implies these students are successful in general education and other disciplines. The knowledge and experience gained through active participation and service in a classroom under the mentorship of a certified and seasoned teacher has also had a strong impact on PRAXIS pass rates.

The data that follows shows direct support of the core value of the mission statement: To foster academic excellence through rigor and relevance in undergraduate, master's and doctoral level programs. The SOE has set a 90% goal for their PRAXIS pass rate.
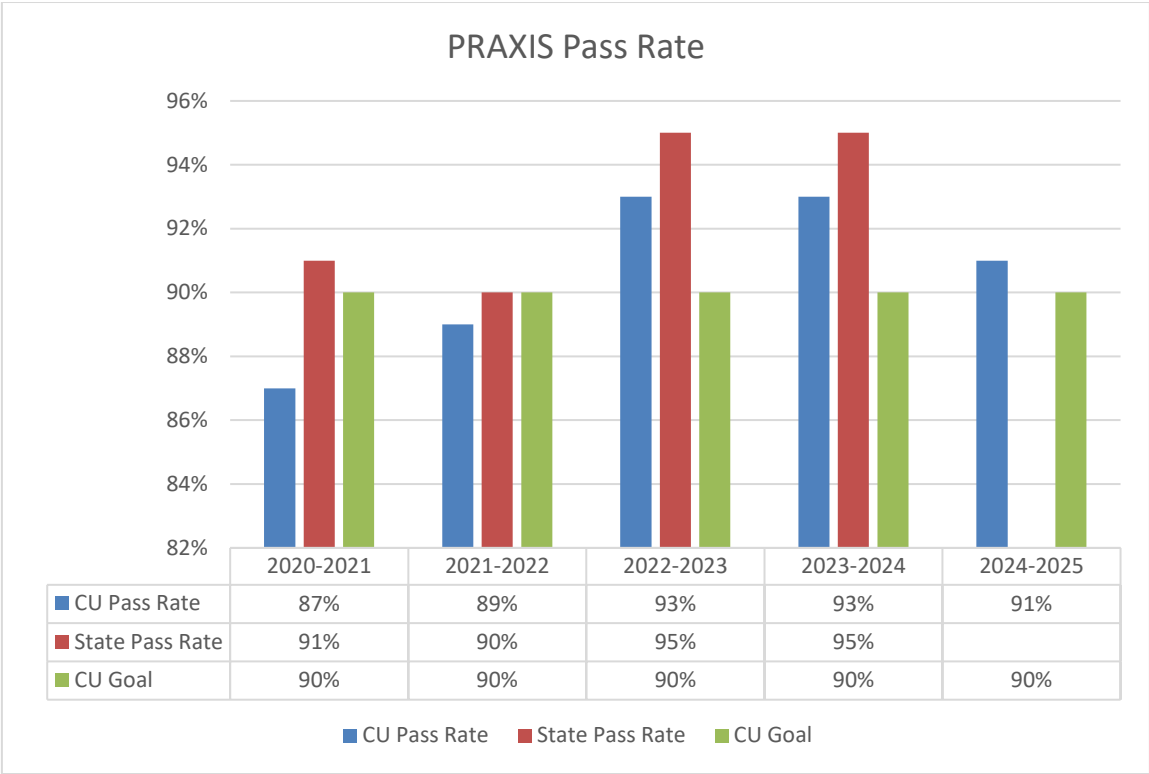
Table 6 Education PRAXIS Pass Rate

PRAXIS Pass Rate

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
CU Pass Rate	87%	89%	93%	93%	91%
State Pass Rate	91%	90%	95%	95%	
CU Goal	90%	90%	90%	90%	90%

■ CU Pass Rate   ■ State Pass Rate   ■ CU Goal

Table 6 illustrates the PRAXIS subject assessment and PLT pass rate for the last five years. CU consistently shows a pass rate above the threshold of 85% required by the Kentucky Educational Professional Standards Board and set as the university threshold. The current estimated pass rate of 91% exceeds the School of Education (SOE) goal of 90% for the 2024-25 school year.

Note: The state pass rate is not officially calculated until after data from all programs is loaded in the fall and completes a resolution period in February. Therefore, the official institution PRAXIS pass rate along with state pass rate will not be available until April 2026. This data contains both undergraduate and graduate initial certification students.

Table 7 Education First Year Employment Rates

CU First Year Employment Rates

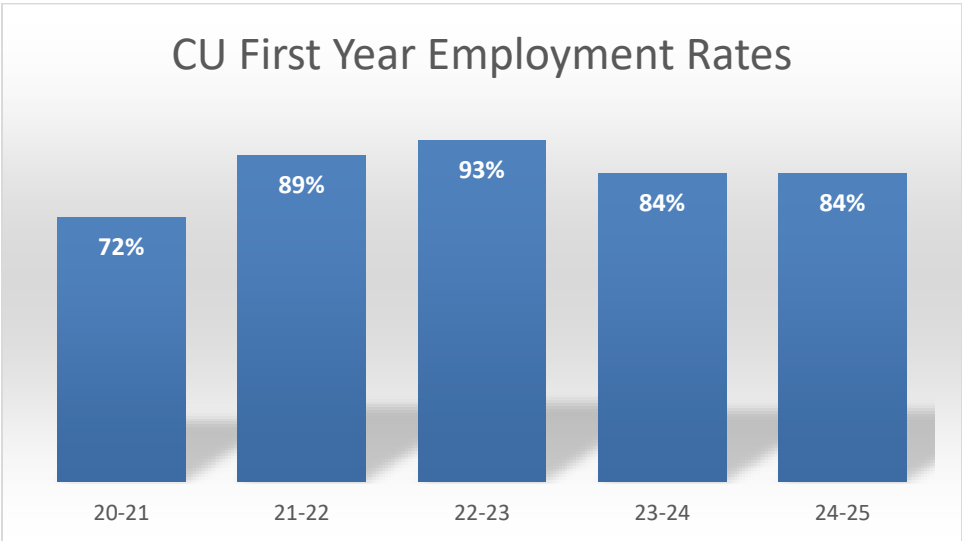| Year	Rate
20-21	72%
21-22	89%
22-23	93%
23-24	84%
24-25	84%

Table 7 illustrates employment rates for initial program completers.

The Campbellsville University SOE employment threshold for initial program completers is 50%, with a goal of 70%, which is in line with the Kentucky average. Although some graduates may wish to pursue advanced degrees or choose not to teach for personal reasons, the majority of recent graduates completed their initial certification and choose to enter the workforce immediately. According to data obtained from the Kentucky Educator Professional Standards Board and data relating to graduates who pursued teaching positions in states outside of Kentucky, 84% of the 2024-2025 graduates from our initial teaching certification programs are employed in a position for which they have been prepared.

School of Nursing NCLEX Pass Rate and Employment Rate

School of Nursing NCLEX Pass Rate (2020-2024 latest official data) The School of Nursing uses licensure exam (NCLEX-RN) pass rates on the first attempt as a measure of student success. The graph illustrates the successful pass rate of CU associate degree nursing students for the past five years. The table compares the NCLEX-RN pass rate with the national average data from the National Council on State Boards of Nursing (NCSBN). The Accrediting Commission for Education in Nursing (ACEN) utilizes the 80% benchmark for completion rate of the first-time test-takers. The Kentucky State Board of Nursing also adopted this same threshold for pass rates. The School of Nursing established the 80% threshold that is currently maintained by these entities.
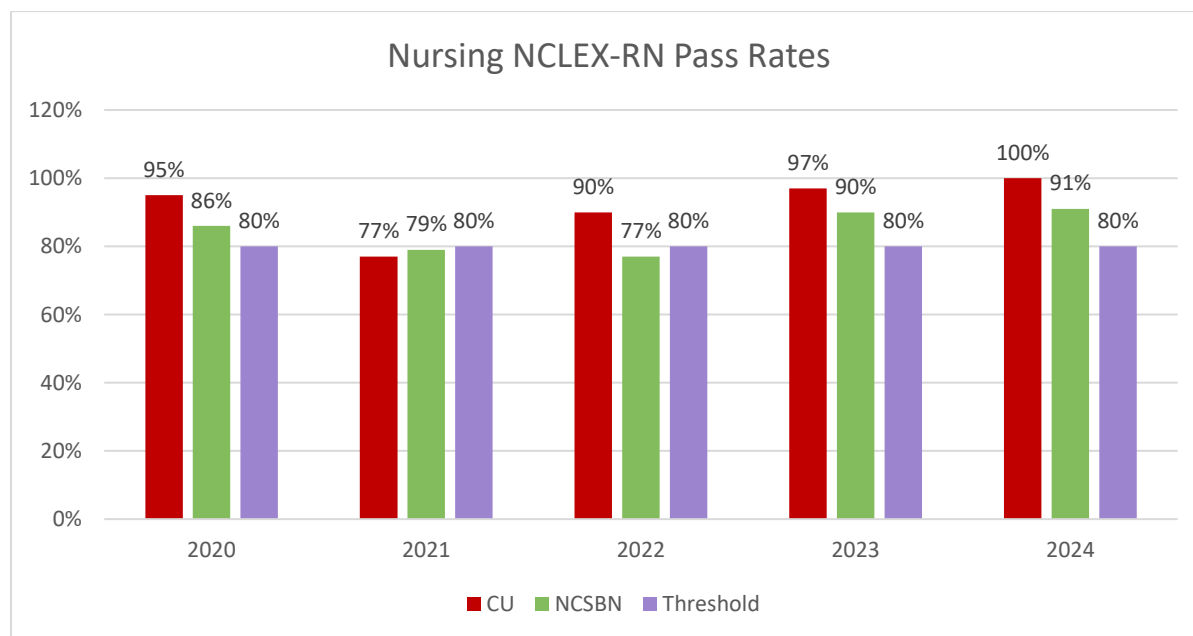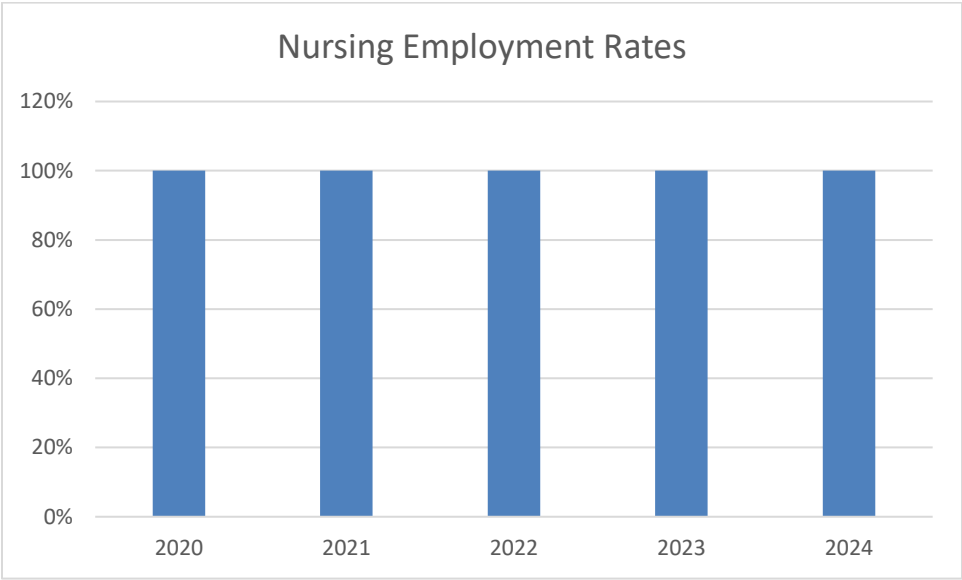
Table 8 Nursing NCLEX-RN Pass Rates

Table 9 Nursing Employment Rates

Nursing Employment Rates

All new graduates of the Associate Degree in Nursing program have a nursing job within six months of graduation. In 2024, 22 students graduated. The School of Nursing was able to verify 100% job placement by tracking social media, phone calls, and visual confirmation.

Student Achievement Report 2024-2025 Graduate Level

*School of Business, Economics, & Technology Professional Pass Rates*

The School of Business, Economics, & Technology (SBET) uses many sources of data to determine graduate student success and program achievement. SBET uses course projects and reports to gauge the student's ability to meet the set objectives as a graduate student in the following programs: Master of Science in Information Technology Management (ITM), Master of Science in Cloud Computing (MSCC), Master of Science in Data Science and Artificial Intelligence (MSDSAI), Master of Science in Computer Science (MSCS), Master of Science in Management and Leadership (MML), Professional Master of Business Administration (PMBA), and Master of Business Administration (MBA). SBET faculty members and the Business Outcomes Assessment Committee analyze graduate student achievement data and scores each year and determine areas of improvement and growth based on the data collected. The assessment committee then develops action plans for the following academic year to improve student achievement and success within each program. All measures and criteria ensure that SBET addresses Campbellsville Universities institutional goals, SBET planning unit goals, and set assessment objectives.

The pass rate for SBET programs is gathered by an average of student pass rate on direct measures set for each program. The threshold set for the School of Business graduate programs is 80%. Since there is no national average for scoring based on assignments (projects, papers, and research reports), this threshold was set because it is considered passing for a graduate course and is equivalent to a "B" grade in the graduate program.

The goal for SBET graduate programs is an 85% pass rate. SBET works to challenge students to a goal of 85% determined by students completing graduate work at a "B" average or better. The student's ability to meet the goal is measured by the student achieving a rating of "acceptable" or higher within the rubric grading of Capstone Projects, Presentations, and Written Research Papers. The majority of the assessment is measured within the capstone courses for the PMBA, MBA, MSITM, MSCC, MSDSAI, and MML programs. The assessment for the MSCS students is gathered from one of three designated courses set for the student to complete at the end of their program.

Table 10 Business Graduate Programs Pass Rate

The threshold for graduate students passing set objectives is 80% and the goal is 85%. MSDSAI and MSCC graduates are only included starting in 2023-24 AY due to being the first year of graduates for both programs.

Percentage of Graduates That Met The Threshold & Goal (by year)
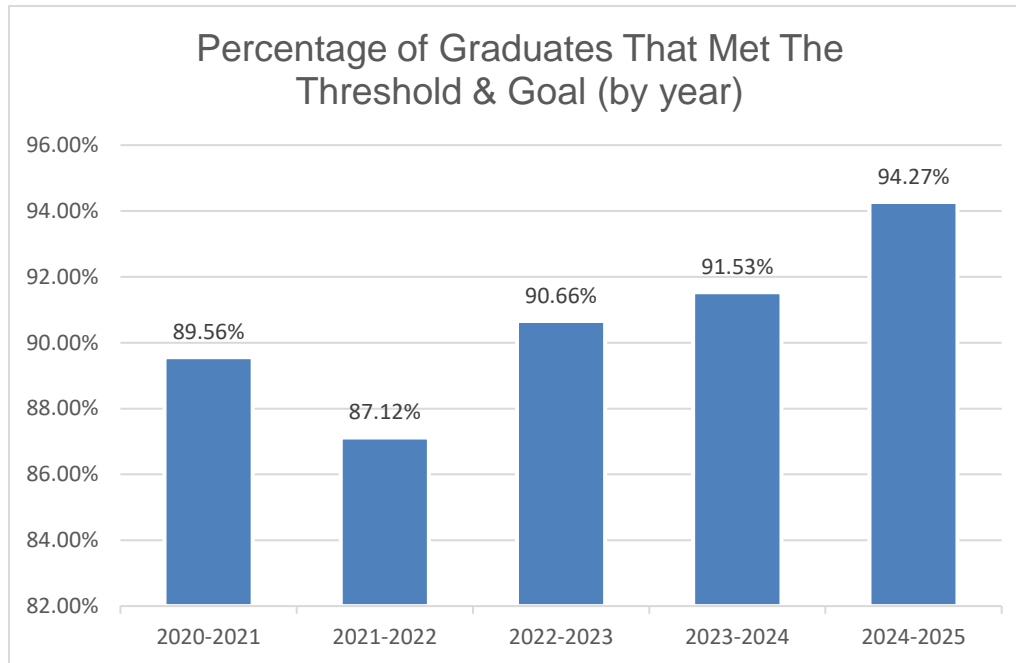
Carver School of Social Work

The faculty of the MSW consider the first three competencies of the SLO assessment process as a measure of student achievement as given in the following table.

Table 11 MSW Learning Outcome Assessment

Competency	Competency Benchmark (%) Generalist	Competency Benchmark (%) Specialized	Percentage Of Students Achieving Benchmark 2023-24		Percentage Of Students Achieving Benchmark 2024-25	
			Generalist practice	Advanced Generalist	Generalist practice	Advanced Generalist
			n = 42	n = 214	n=49	n=160
Competency 1: Demonstrate Ethical and Professional	70% of Students meet the 4.0 benchmark	70% of Students meet the 4.0 benchmark	100%	98%	98%	96%
Competency 2: Engage Diversity and Difference	70% of Students meet the 4.0 benchmark	70% of Students meet the 4.0 benchmark	100%	99%	100%	95%
Competency 3: Advance Human Rights and Social, Economics, and Environmental Justice	70% of Students meet the 4.0 benchmark	70% of Students meet the 4.0 benchmark	98%	94%	94%	91%

The benchmark was set by MSW faculty discussion. Both threshold and goal were determined as 70% of students will score 4.0 out of a maximum of 5.0 on the Rubric.