# Moravian University
## School of Business and Economics
Student Outcome Data

For enrollment, a quantitative target makes sense because hard data on a historical basis is readily available, can be tracked, and the number of students enrolled will drive SOBE resource decisions. It is important to monitor student enrollment closely and track relative to the target.
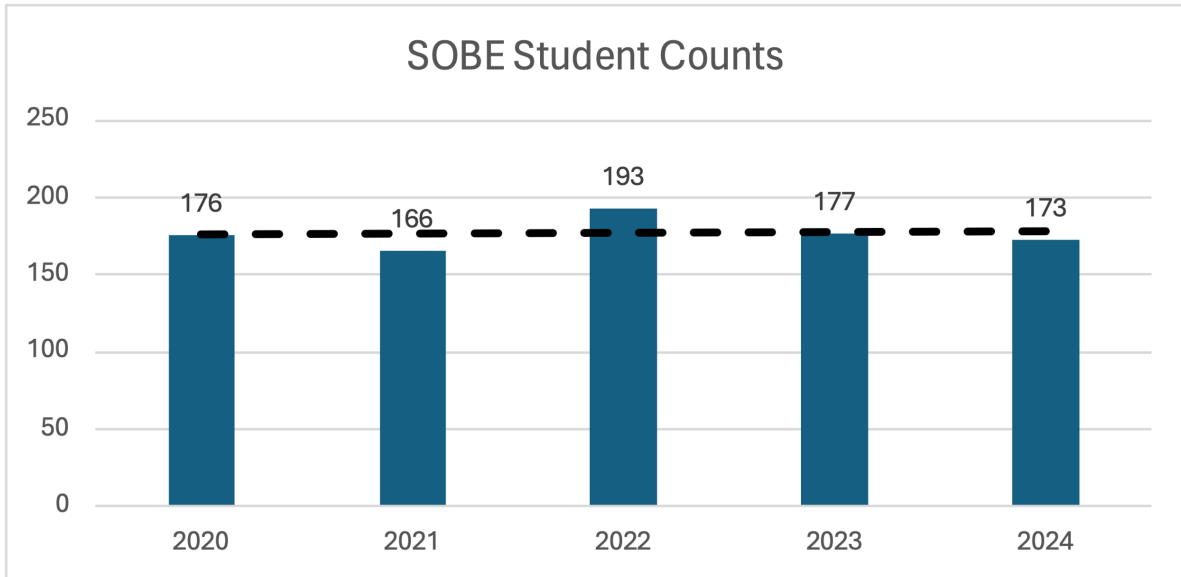

Using the 2024-25 data of unique SOBE students, we've established the baseline. With a 7% growth university target, this translates into a 2025-26 SOBE quantitative target of 185 students. This is shown in the figure below.
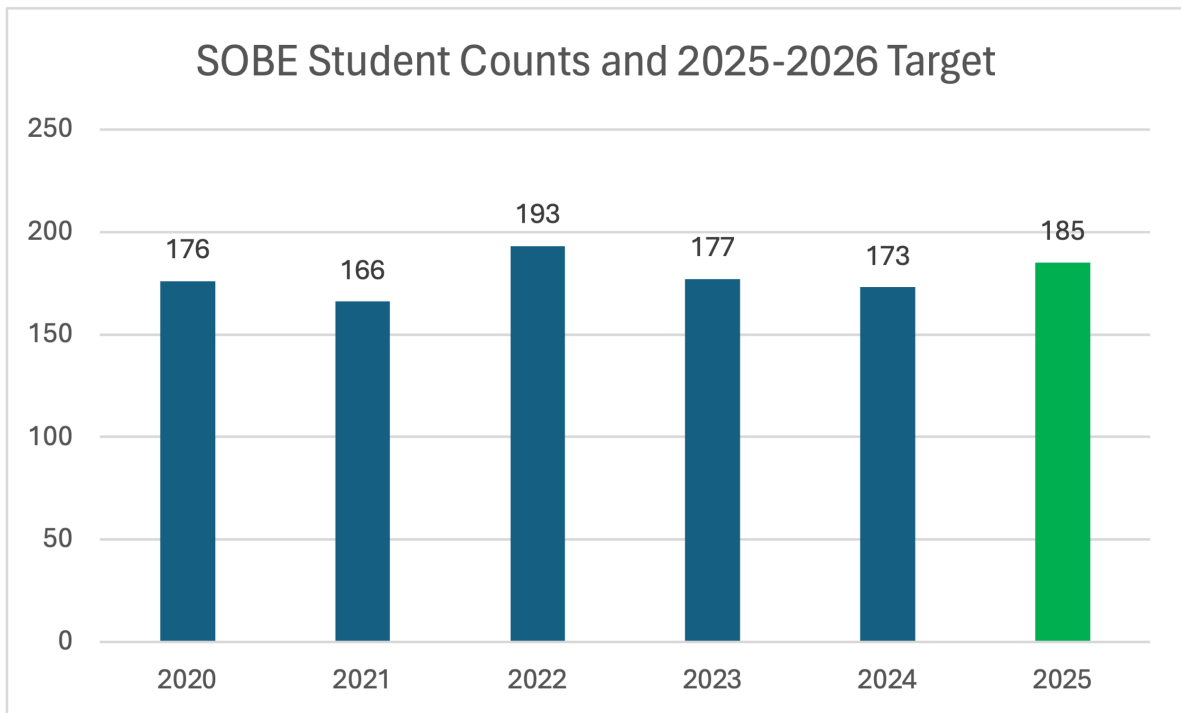
An extension of the data shows that counting students with double-majors and minors raised the overall SOBE student counts. Therefore, while the student counts above are unique counts, the counts below show how students are becoming more heavily invested in the SOBE curriculum. For example, in 2020, there were eight students with double-majors or minors. By 2024, the count has risen to 23. At current trends, the 7% unique student increase translates to an overall increase in double-majors and minors from 196 students in 2024 to 210 students in 2025.

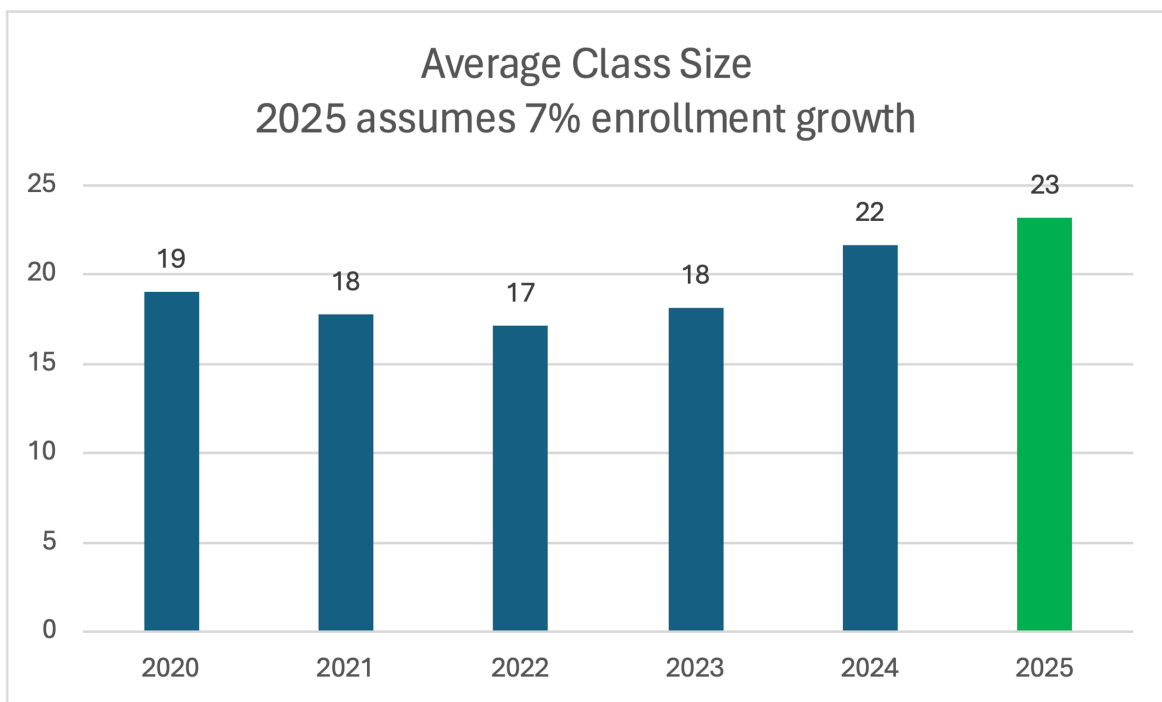SOBE Students counts including double-majors and minors - 2025 Target
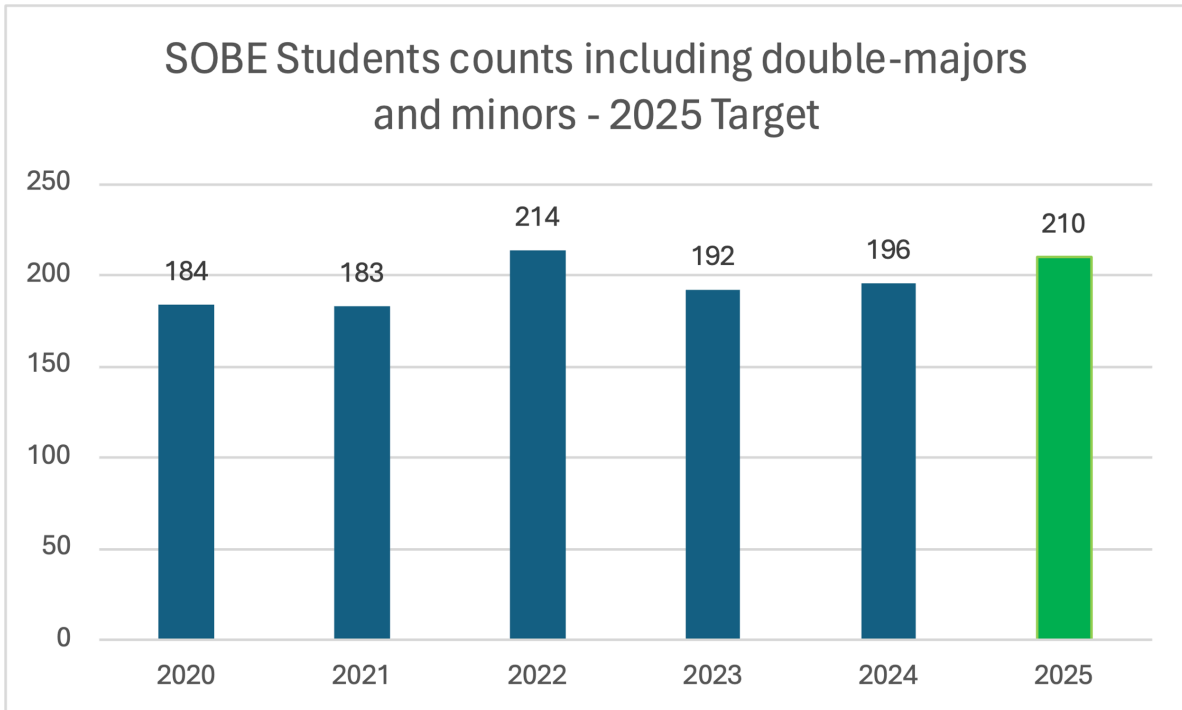
In addition to measuring unique majors and minors in SOBE disciplines, the data allows us to provide overall enrollment in SOBE courses. This is shown in the figure below. Although overall enrollment as a SOBE major or minor has been relatively flat, SOBE course enrollment has been increasing since 2022 growing at 6% in 2023 and another 5.7% in 2024. Enrollment since 2022 shows a clear positive upward trend. Applying the 7% growth rate to the overall enrollment in SOBE courses suggests an increase from 878 students in 2024 to 939 students in 2025 as shown in the figure below.
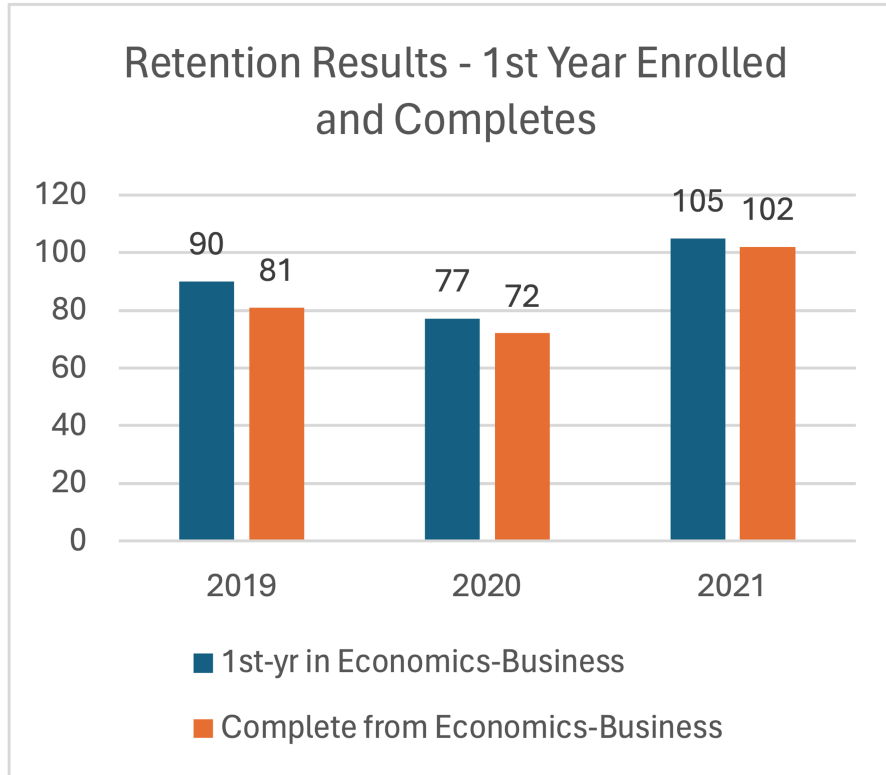

SOBE Course Enrollment
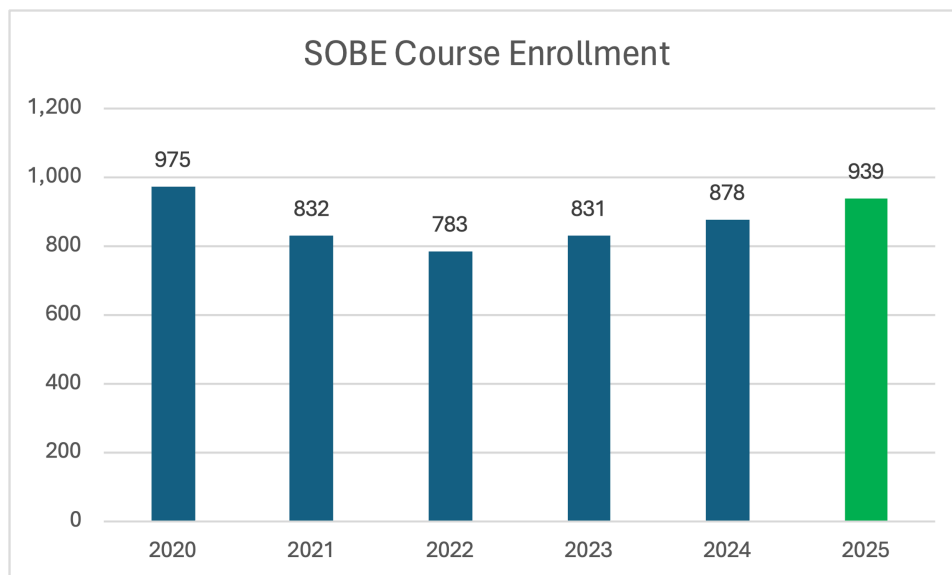
Recent course enrollment growth has led to increases in the average class size. Class size has increased from 17 students in 2022 to 22 students in 2024. The figure below reflects the average class size for regular classes excluding internships and independent study.

A 7% growth implies an increased class size from 22 students per class in 2024 to about 23 students per class in 2025.

It should be noted that because of increasing class sizes, SOBE faculty proactively work to improve their course delivery and management. Ideas on streamlining courses, the delivery of class materials and testing approaches are shared both informally and during regular SOBE meetings. Despite the increasing average class size, student satisfaction remains high. This is reviewed in more detail in the student retention section of this document.

Average Class Size
2025 assumes 7% enrollment growth

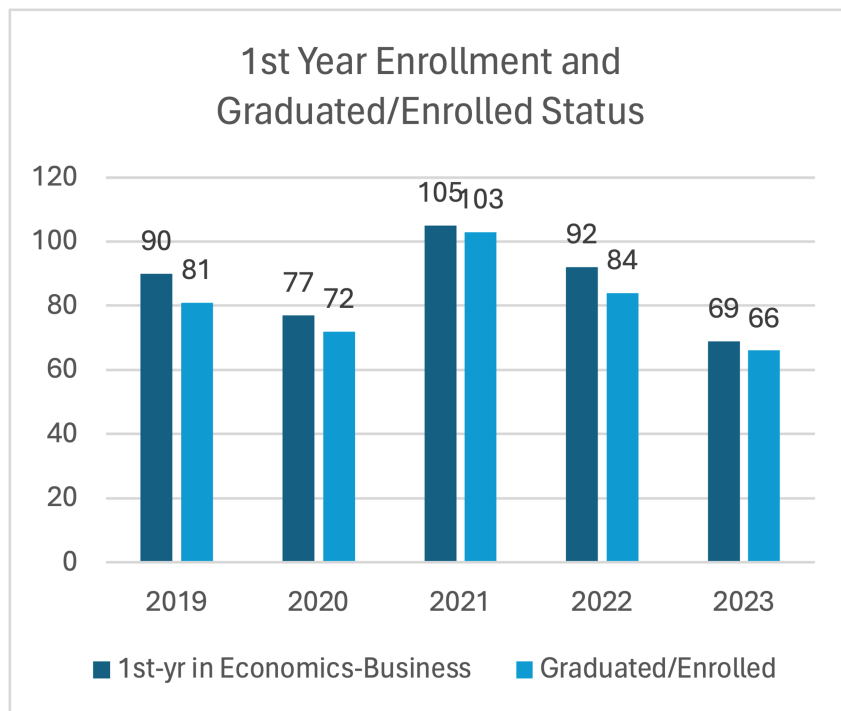| Year	Average Class Size
2020	19
2021	18
2022	17
2023	18
2024	22
2025	23

Overall, SOBE student enrollment is increasing, and the target is for more growth consistent with the university's strategic plan. The school is proactively taking steps to meet the challenge given its available resources by utilizing best practices to deliver high quality courses. The importance of delivering high quality courses and student retention is further discussed in the next KPI.

Retention Results - 1st Year Enrolled and Completes

A bar chart showing retention results for years 2019, 2020, and 2021, comparing "1st-yr in Economics-Business" (dark blue) and "Complete from Economics-Business" (orange).

- 2019: 90, 81
- 2020: 77, 72
- 2021: 105, 102

Legend:
- 1st-yr in Economics-Business
- Complete from Economics-Business

The graph below shows the data for graduation and currently studying students in the program who enrolled in Business & Economics between 2019 and 2023. This data extends the complete data by including students who are still studying in the school. This is applicable for 2022 and 2023 because their graduation year will be in the future. Thus, this captures both current and graduated students.

As can be seen below, rates of graduates + current students relative to the first year of enrollment remain very high with nearly all the first-year students completing their program of study or are in it now.

1st Year Enrollment and Graduated/Enrolled Status

A bar chart showing 1st year enrollment and graduated/enrolled status for years 2019-2023, comparing "1st-yr in Economics-Business" (dark blue) and "Graduated/Enrolled" (light blue).

- 2019: 90, 81
- 2020: 77, 72
- 2021: 105, 103
- 2022: 92, 84
- 2023: 69, 66

Legend:
- 1st-yr in Economics-Business
- Graduated/Enrolled

The percentages are provided below, and they range from 90% to 98% since 2019. The complete columns are blank for 2022 and 2023 because students entering the program in those years have not graduated yet.
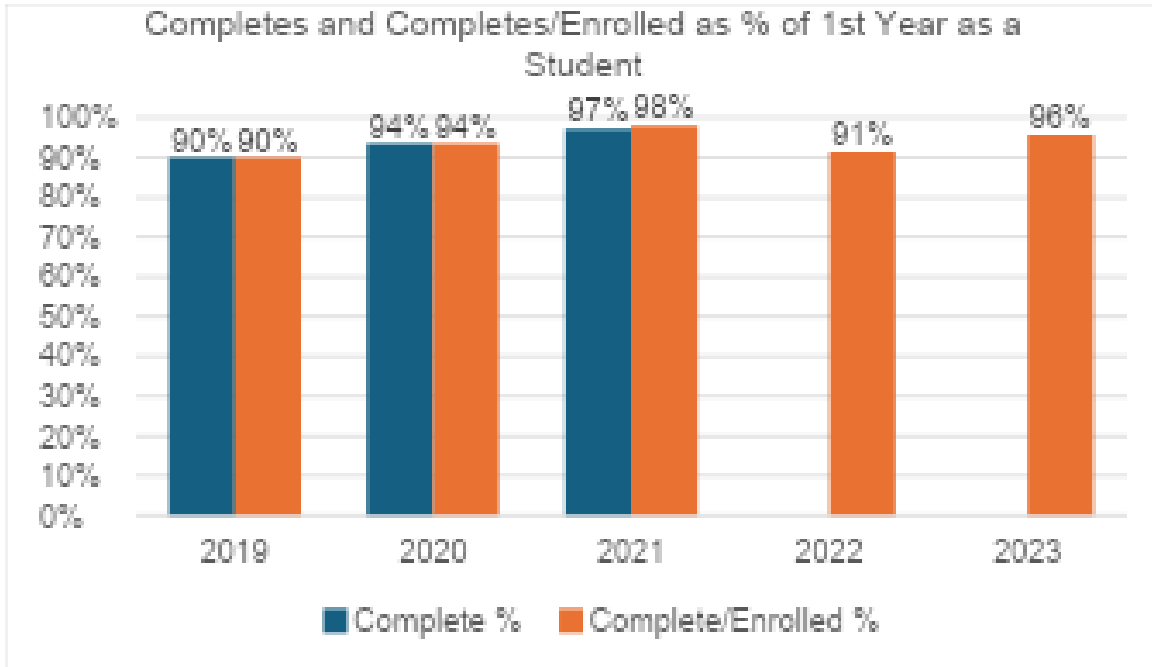
The goal of SOBE is to take steps to continue to improve its retention rates. To that end, SOBE collected data from several sources that it believes are among the factors driving its current retention rate.

Like enrollment, a quantitative target for retention is a good approach because hard data on a historical basis is readily available and can be tracked. And since the number of students retained will drive SOBE resource decisions, it is important to track this figure.

Reducing barriers and retaining students takes several forms. First, courses need to be delivered effectively and students need to find value in them. This improves student satisfaction in their education and therefore has a direct impact on retention. Additionally, there are resources that students can access within Moravian enabling them to understand and explore their career options. The availability of these resources improves student satisfaction and retention. Finally, in demonstrating the SOBE commitment to experiential learning, opportunities for internships with local companies provides opportunities for skill development that would not otherwise be available to them.

Several data sources are used in the effort to better understand student retention and improve student outcomes:
- Canvas course evaluations
- Data from the Moravian University Office of Career & Civic Engagement
  - This data measures the frequency of engagements with university resources and takes several forms.
- Internship data from the Office of Career & Civic Engagement

Each is discussed below.

Canvas
Moravian University uses the Canvas Learning Management System. Canvas sends out a survey to students for every course at the university.

There are thirteen questions in the survey that directly address the effectiveness of the delivery of the course materials. This impacts student satisfaction in the courses and therefore enhances overall student satisfaction with their education, and therefore retention.
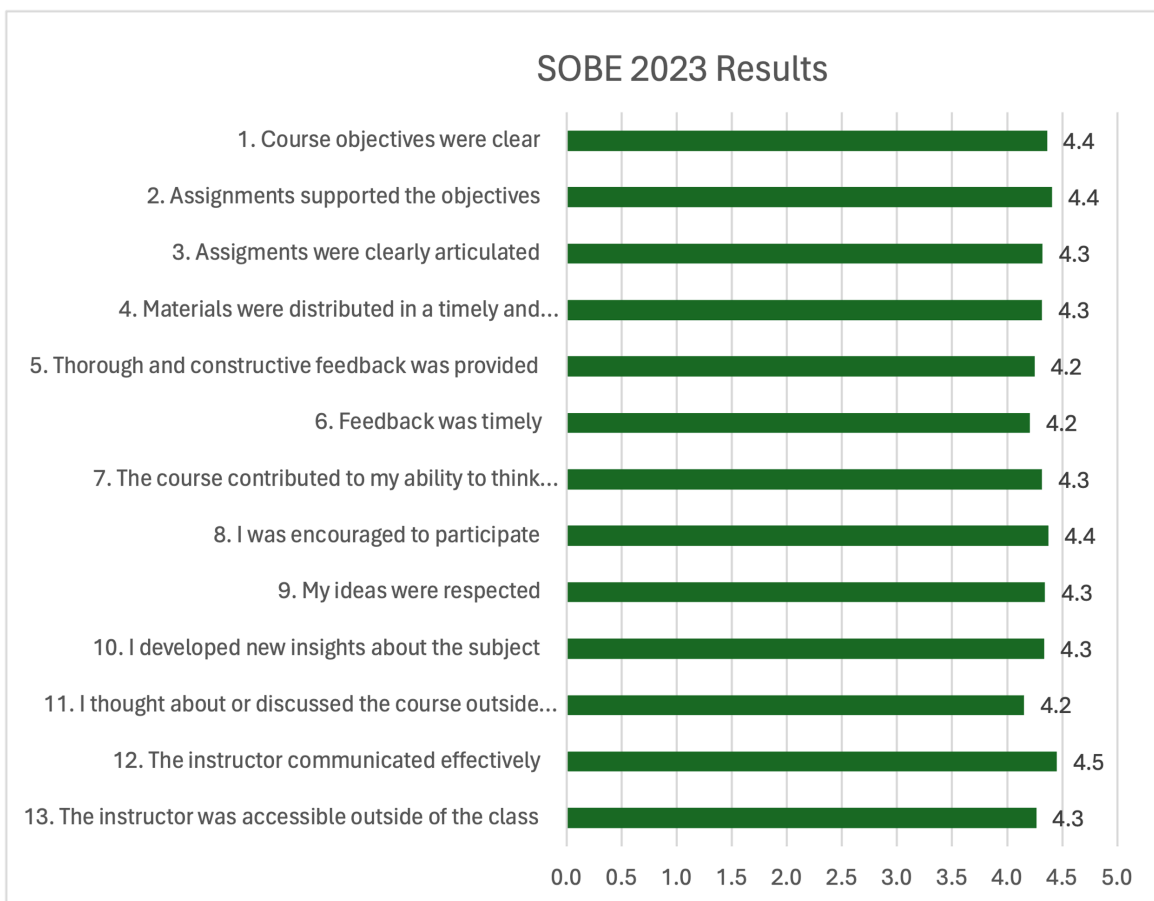
The questions covered in the survey include the following:
- Course objectives were clear
- Assignments supported the objectives
- Assignments were clearly articulated
- Materials were distributed in a timely and organized manner
- Thorough and constructive feedback was provided
- Feedback was timely
- The course contributed to my ability to think critically
- I was encouraged to participate
- My ideas were respected
- I developed new insights about the subject
- I thought about or discussed the course outside of class
- The instructor communicated effectively
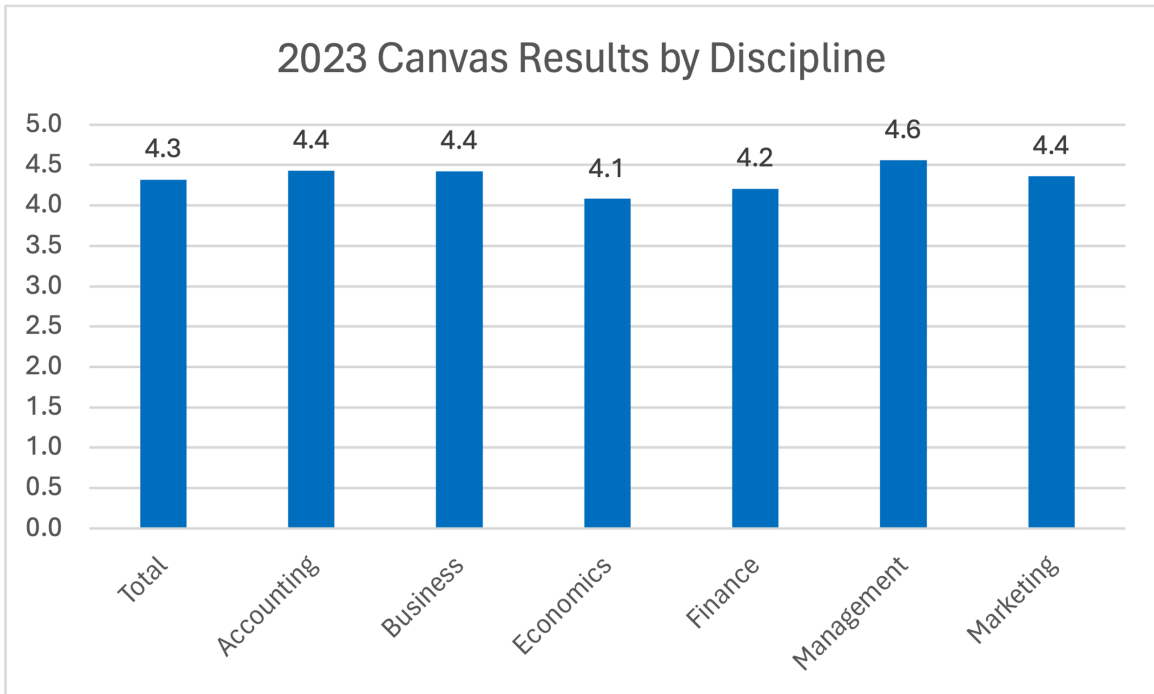- The instructor was accessible outside of the class

The point scale of the survey questions ranges from 0 to 5 with 0 being the lowest and 5 being the highest. The responses for each question were averaged across all the SOBE courses. The graph below shows the overall SOBE results for 2021 through 2023. The scores range between 4.3 and 4.4 for all three years.

Total SOBE Scores 2021-2023
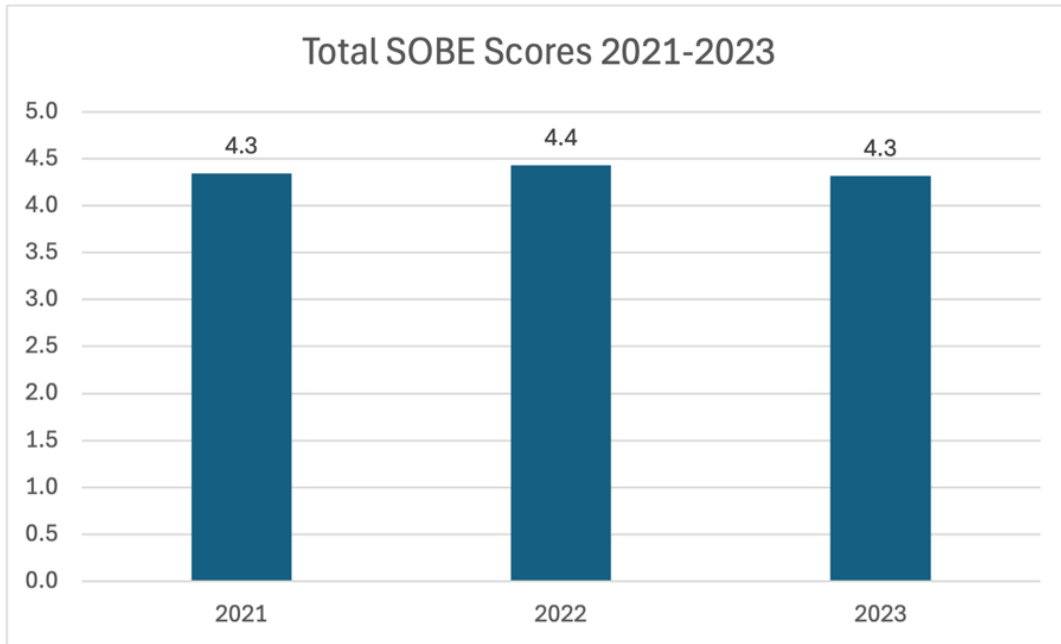
The data can be disaggregated further. Averages were calculated for each question for 2023. As can be seen from the figure below, the results across all the questions range between 4.2 and 4.5. What is striking is the consistency of the scores across all the questions.

SOBE 2023 Results

Question	Score
1. Course objectives were clear	4.4
2. Assignments supported the objectives	4.4
3. Assigments were clearly articulated	4.3
4. Materials were distributed in a timely and…	4.3
5. Thorough and constructive feedback was provided	4.2
6. Feedback was timely	4.2
7. The course contributed to my ability to think…	4.3
8. I was encouraged to participate	4.4
9. My ideas were respected	4.3
10. I developed new insights about the subject	4.3
11. I thought about or discussed the course outside…	4.2
12. The instructor communicated effectively	4.5
13. The instructor was accessible outside of the class	4.3

This same kind of consistency can also be found at the disaggregated level across the various SOBE disciplines. The figure below represents a summary of an overall measure of student satisfaction with their SOBE courses by discipline for 2023. It is calculated by taking an average of the 13 Canvas questions assessing the course and the instructor. The overall SOBE average is 4.3. The results for the different disciplines range from 4.1 to 4.6.

2023 Canvas Results by Discipline

Discipline	Score
Total	4.3
Accounting	4.4
Business	4.4
Economics	4.1
Finance	4.2
Management	4.6
Marketing	4.4

In summarizing the Canvas results, what stands out is the consistency in SOBE results across the different disciplines and across the elements that make for an effective course. SOBE instructors consistently deliver an excellent product as reflected across their various disciplines and the different elements that make up a great course.

We believe this reflects the strong cohesiveness and sense of community across the SOBE faculty. There is considerable information sharing both informally and formally so that the faculty have access to the ideas and practices that are working well in their classrooms. Because this is done throughout the year, faculty can quickly adjust their courses in real-time.

Maintaining high-quality courses will continue to be an important driving factor in achieving high student retention rates. And by extension, this will drive high SOBE enrollment growth.

Student Engagement
Having access to resources enabling students to research career opportunities is another important part in reducing barriers to success and therefore increasing student retention.

Student engagement is measured by the Moravian University Office of Career & Civic Engagement systems in applying for jobs and internships. The data used to capture this consists of three elements: 1) Logins to the Career & Civic Engagement systems, 2) Job applications via the Handshake website and 3) Appointments with Career & Civic Engagement. The data is summarized below.

As can be seen, the overall trend is positive. The bump in 2022 reflects the increased enrollment in SOBE students that same year.
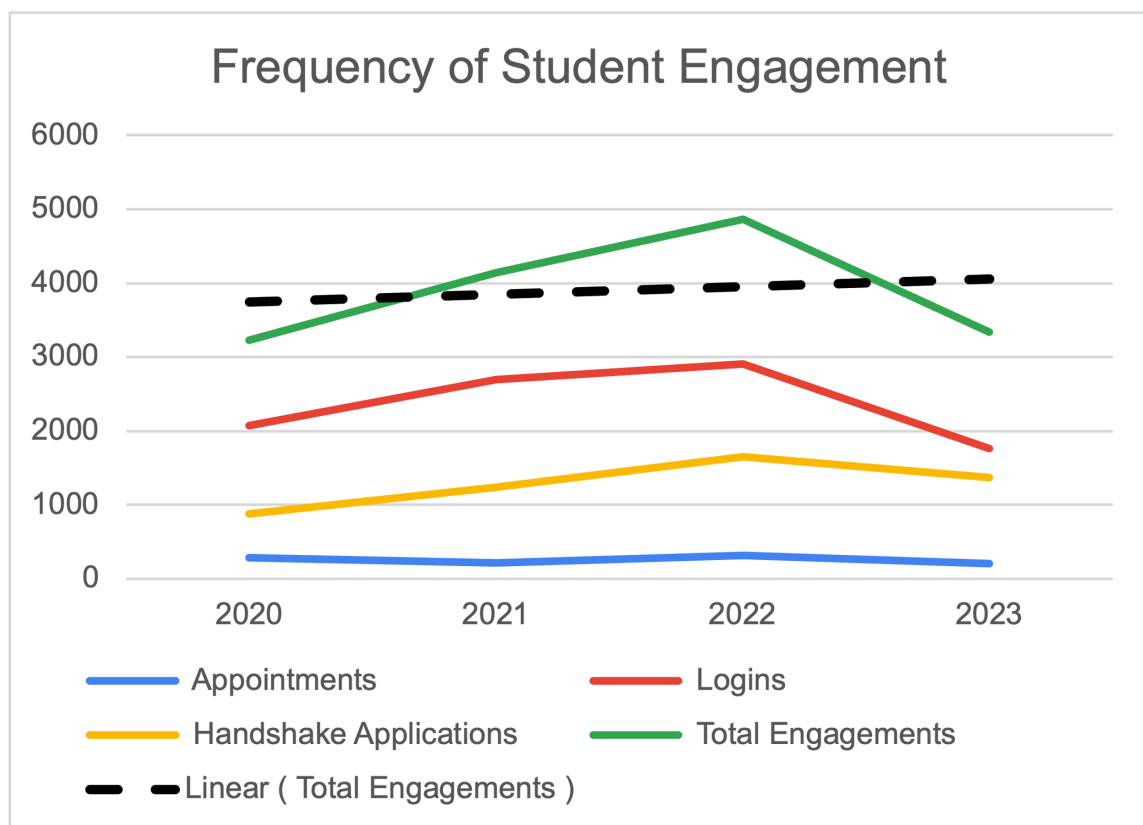
Internships

The third element of the target is Internships for Credit. Internships are arranged with local companies. Figures are available for 2022 and 2023. As can be seen below, internships increased from 28 in 2022 to 37 in 2023.

Internships for Credit

Year	Internships
2022-2023	28
2023-2024	37
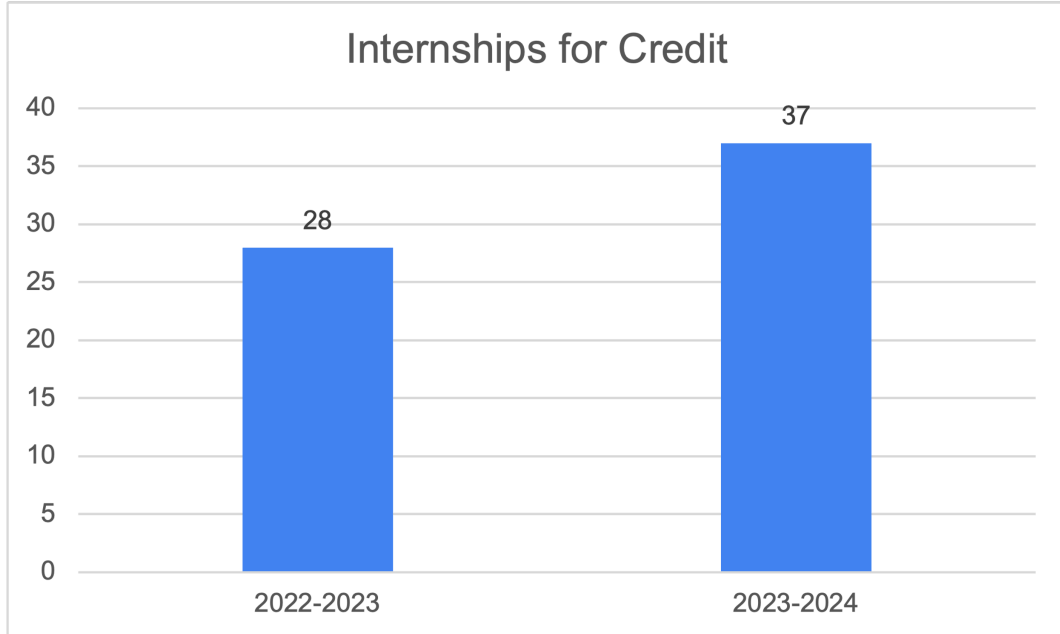
Going Forward: SOBE collected a considerable amount of data from multiple organizations for the first time. It is in the process of organizing the data into a database that will provide a foundation for further analysis, refinement, and establishing metrics and targets going forward.

###