



Definitions & Methodology: Retention, Persistence, Completion, & Transfer

KPI	Timeframe	Cohort	Definition
Retention	1 Year	All Fall students	A short-term measure defined as the percentage of students in a Fall cohort who either re-enroll at AWC or earn a credential (degree or certificate) at AWC by the following Fall. AWC monitors retention for all students, disaggregated by student demographics and characteristics.
Persistence	6 Years	Fall first-time students	A longitudinal measure over six years defined as the percentage of first-time students in a Fall cohort who either earn a credential (degree or certificate) at AWC or remain enrolled at AWC or another college/university within a six-year period. <i>It's important to note that student persistence and student retention are closely related but the terms are not synonymous. Student persistence measures a student's success while student retention measures an institution's. For example, a student who transfers to another institution has persisted in their studies but they have not been retained by their starting institution.</i>
Completion (Graduation)	3 Years	Fall first-time, full-time, degree/certificate-seeking students	A longitudinal measure over three years defined as the percentage of first-time, full-time, degree/certificate-seeking students in a Fall cohort who complete a program at AWC within 150% of normal time (typically three years). <i>This measure aligns with the graduation rate reported in the IPEDS Graduation Rate (GRS) survey.</i>
Transfer	3 Years	Fall first-time, full-time, degree/certificate-seeking students	A longitudinal measure over three years defined as the percentage of first-time, full-time, degree/certificate-seeking students in a Fall cohort who transfer to another college/university without first earning a credential at AWC. <i>This measure aligns with the transfer-out rate reported in the IPEDS Graduation Rate (GRS) survey.</i>