



Public Disclosure of Student Achievement

Institution Name: Oklahoma Wesleyan University

Business Unit(s) included in this report: Chesapeake Energy School of Business.

Academic Period: Covered: Fall 2023-24

PROGRAM	INDICATOR	TARGET	RESULT
	Indicator	Percentage Retained or Graduated	Percentage Retained or Graduated
Bachelor of Arts Business	Retention	80%	100%
Bachelor of Science in Accounting	Retention	80%	139%
Bachelor of Science in Business Administration	Retention	80%	69%
Bachelor of Science in Business	Retention	80%	68%
Bachelor of Science in Business Communications	Retention	80%	77%
Bachelor of Science Financial Services	Retention	80%	86%
Bachelor of Science Management & Leadership	Retention	80%	215%
Bachelor of Science Sports Management	Retention	80%	73%
Bachelor of Science Sports Marketing	Retention	80%	75%
Bachelor of Science Marketing	Retention	80%	111%
Bachelor of Science Organizational Management	Retention	80%	71%
Master in Business Administration	Retention	80%	84%
Master in Strategic Leadership	Retention	80%	125%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Attrition and Retention	Calculated by taking all enrolled students in Fall 2023 and determining if the student re-enrolled in Fall 2024 or graduated