Pipeline: Yield Rate

OVERALL FRESHMEN
Fall 2020

8,600 APPLIED TO NKU
5,819 ADMITTED TO NKU
1,825 ENROLLED AT NKU

31.4% YIELD RATE

Yield Rate is tracking the % of new students that enroll at NKU out of the total number of students admitted to NKU each fall. We provide the number students applying to give a sense of the overall enrollment pipeline, but the Yield Rate is calculated using just the admitted students and the students who actually enroll at NKU.
This metric is looking at the profile of our student population and how diverse it is. Students can appear in multiple categories (e.g., URM and Online) and as such, the totals will not add up to 100%.
Affordability: Net Price and Unmet Need

2019-2020

$17,680 \rightarrow $9,664 \rightarrow $1,099

COST OF ATTENDANCE \rightarrow NET PRICE \rightarrow UNMET NEED

Total Cost of Attendance is the sum of published tuition and required fees for in-state students, including books, supplies, and the weighted average for room and board. Average Net Price is generated by subtracting the average amount of federal, state/local government, or institutional grant and scholarship aid from the total cost of attendance (COA). Unmet Need is the expected out of pocket expenses after financial aid, loans, and family contributions are subtracted from the total Cost of Attendance.
Retention will be tracking the % of new freshmen who enter in the fall semester and return the next fall semester. Students can appear in multiple categories (e.g., URM and Online) and as such, the totals will not add up to 100%.
Curriculum and Coordinated Care: Overall Graduation Rates and Opportunity Gaps

Graduation Rates are tracking the number of new freshmen who enter each fall and then graduate within 6 years. Students can appear in multiple categories (e.g., URM and Online) and as such, the totals will not add up to 100%.

- **URM**: 39.9%
- **Low Income**: 36.5%
- **First Generation**: 42.6%
- **School-based Scholar**: 70.3%

**OVERALL**: 48.2%

Six-Year Rate
Fall 2014 Cohort
Retention and Graduation rates are looking at just New Freshmen. Persistence Rates are looking at all degree-seeking students and the % of them that return from one semester to the next (after we remove graduates). There is a calculation for students returning from each Fall to Spring term and then also for each Spring to the next Fall. Students can appear in multiple categories (e.g., URM and Online) and as such, the totals will not add up to 100%.
### Curriculum and Coordinated Care: Overall Persistence (Term to Term) and Opportunity Gaps

<table>
<thead>
<tr>
<th></th>
<th>Fall 2019-Spring 2020</th>
<th>Spring-Fall 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate Degree-seeking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>URM</td>
<td>85.3%</td>
<td>81.7%</td>
</tr>
<tr>
<td>Low Income</td>
<td>89.2%</td>
<td>82.6%</td>
</tr>
<tr>
<td>First Generation</td>
<td>86.6%</td>
<td>82.9%</td>
</tr>
<tr>
<td>Online</td>
<td>82.6%</td>
<td>66.3%</td>
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<tr>
<td><strong>Graduate Degree-seeking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>URM</td>
<td>90.7%</td>
<td></td>
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</tbody>
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Degrees and Credentials Conferred includes all certificates and degrees awarded during an academic year to students at the undergraduate and graduate level (including law). Students can appear in multiple categories (e.g., URM and Online) and as such, the totals will not add up to 100%.
Curriculum and Coordinated Care: Credit Hours to Degree

Time to degree is looking at the average number of credit hours a student earned when they completed their bachelor’s or master’s degree. The typical bachelor’s degree requires 120 credit hours and the typical master’s degree requires 30-40 hours, although some require more.