



Student Achievement	GOAL	RESULTS			
		2021-2022	2022-2023	2023-2024	2024-2025*
HEADCOUNT					
Fresno Pacific University	YoY Improvement	3,522	3,029	2,919	2,889
Business Administration, MBA		35	32	49	48
Bachelor of Art in Business, (TUG)		155	128	159	150
Bachelor of Art in Business, (DC)		278	217	145	156
TOTAL Business Unit		468	377	353	354
BUSINESS REPRESENTATION IN FPU STUDENT BODY					
Business Representation shows the percentage of FPU students who identify as Business majors.					
Business Administration, MBA	Business majors represent >10% of total FPU student population.	0.99%	1.06%	1.68%	1.66%
Bachelor of Art in Business, (TUG)		4.40%	4.23%	5.45%	5.19%
Bachelor of Art in Business, (DC)		13.29%	12.45%	12.09%	12.25%
TOTAL Business Unit		13.29%	12.45%	12.09%	12.25%
NEW STUDENTS					
Fresno Pacific University	YoY Improvement	984	873	902	835
Business Administration, MBA		15	16	27	16
Bachelor of Art in Business, (TUG)		52	36	62	50
Bachelor of Art in Business, (DC)		72	46	42	30
NEW STUDENTS RETENTION RATE					
Business Administration, MBA	>50%	60%	81.3%	59.3%	82.4%
Bachelor of Art in Business, (TUG)		61.5%	86.1%	58.1%	63.6%
Bachelor of Art in Business, (DC)		58.3%	67.4%	66.7%	70.0%
PERSISTENCE					
Business Administration, MBA	>40%	60.0%	75.0%	63.0%	87.50%
Bachelor of Art in Business, (TUG)		67.3%	86.5%	62.5%	63.50%
Bachelor of Art in Business, (DC)		69.4%	62.3%	69.0%	62.50%
GRADUATES					
Fresno Pacific University		977	1065	893	377
Business Administration, MBA		15	14	11	30
Bachelor of Art in Business, (TUG)		32	24	27	35
Bachelor of Art in Business, (DC)		101	111	59	39
BUSINESS REPRESENTATION IN GRADUATING CLASS					
Business Representation shows the percentage of FPU graduating class who identify as Business majors.					
Business Administration, MBA		1.54%	1.31%	1.23%	7.96%
Bachelor of Art in Business, (TUG)		3.28%	2.25%	3.02%	9.28%
Bachelor of Art in Business, (DC)		10.34%	10.42%	6.61%	10.34%
TOTAL Business Unit		15.15%	13.99%	10.86%	27.59%

*Denotes Self-Study Year