



Public Disclosure of Student Achievement

Institution Name: Dakota Wesleyan University

Business Unit(s) included in this report:

- Master of Business Administration in Strategic Leadership
- Bachelor of Science in Accounting
- Bachelor of Science in Business Administration
- Bachelor of Science in Entrepreneurial Leadership

Academic Period Covered: 2024-2025

Date Report Posted: 1/27/2026

PROGRAM	MEASURE	TARGET	RESULT
Master of Business Administration			
- Strategic Leadership	Retention Rate	70%	84%
- Athletic and Activities Administration	Retention Rate	70%	100%
- Nonprofit Administration for Ministry Leaders	Retention Rate	70%	100%
Bachelor of Science in Accounting	Retention Rate	70%	81%
Bachelor of Science in Business Administration with concentrations in:	Retention Rate	70%	79%
- Agriculture	Retention Rate	70%	Insufficient data is available at the emphasis level
- Construction Management	Retention Rate	70%	
- Entrepreneurial Leadership	Retention Rate	70%	
- Management	Retention Rate	70%	
- Marketing	Retention Rate	70%	
- Nonprofit	Retention Rate	70%	
- Sports Management	Retention Rate	70%	

Bachelor of Science in Entrepreneurial Leadership with concentrations in:	Retention Rate	70%	90%
- Agriculture	Retention Rate	70%	Insufficient data is available at the emphasis level
- Construction Management	Retention Rate	70%	
- Management	Retention Rate	70%	
- Marketing	Retention Rate	70%	
- Sports Management	Retention Rate	70%	

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Retention rates for 4 year programs are calculated by percentage of first time FT traditional students in fall 2024 returning for the second year in fall 2025
Retention Rate	Retention rates for 1 year programs are calculated by percentage of incoming MBA students in fall 2024 returning for the second semester in spring 2025