



Public Disclosure of Student Achievement

Institution Name: West Liberty University

Business Unit(s) included in this report: Gary E. West College of Business

Academic Period Covered: AY 24 - 25

Date Report Posted: December 2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Science in Business Administration Includes Concentrations in: <ul style="list-style-type: none">• Accounting• Business Innovation• Computer Information Systems• Cybersecurity• Financial Planning• General Business• Healthcare Management• Management• Marketing• Sport Management	Retention	75%	81%

PROGRAM	MEASURE	TARGET	RESULT
Master of Business Administration: Includes Concentrations in: <ul style="list-style-type: none">• Fraud and Forensic Investigation• Healthcare Management• Management	Retention	75%	83%

Calculation for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate By Major - BSBA	<p>Students enrolled in all concentrations in Fall 2024 returning to continue their degree in Fall 2025. Students enrolled in Fall 2024 who graduated prior to Fall 2025 were excluded from the retention calculation.</p> <p>Students enrolled in the Business Pathway (no formally declared major) were also excluded from the retention calculation.</p>
Retention Rate By Major - MBA	<p>Students enrolled in Fall 2024 and returned in Fall 2025.</p> <p>Note: The MBA program within the Gary E. West College of Business includes a 1-year/3-term accelerated completion pathway, allowing students to complete their entire program within the academic year.</p> <p>All students who enrolled in the MBA program Fall 2024 and graduated within the accelerated 1-year/3-term time frame were not counted as retained.</p>