



Public Disclosure of Student Achievement

Institution Name: Franciscan University of Steubenville (Steubenville, OH)

Business Unit(s) included in this report: Department of Accounting & Business

Academic Period Covered: 2022-2023

Date Submitted: February 20, 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Arts Degree Economics	Career Placement Rate	85%	None awarded this period
Bachelor of Science Degrees			
Accounting	Career Placement Rate	85%	86%
Economics	Career Placement Rate	85%	100%
Finance	Career Placement Rate	85%	100%
International Business	Career Placement Rate	85%	100%
Management	Career Placement Rate	85%	93%
Marketing	Career Placement Rate	85%	88%
Graduate Programs			
Master of Business Administration (MBA)	Career Placement Rate	85%	100%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Career Placement Rate	The Career Placement Rate is determined through a comprehensive survey of 2022 graduates conducted by the Franciscan University Office of Institutional. The survey determines a successful career placement as being either a full-time job in the graduate's field of study or continued study in graduate school within 12 months of graduation. The survey

	<p>response rate for graduates ranged from 50% for the BS in Economics to over 75% for all the other BS majors and the MBA degree. Franciscan University habitually achieves high response rates for this survey that measures a critical success metric for the Department of Accounting & Business. There is a usual lag in the graduation year report compared to the Academic Year it is reported for. More simply, it collects outplacement data for the 2023 graduation year during the 2023-2024 Academic Year and collates it in mid-2023. MBA graduates were surveyed in 2022-2023.</p>
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