



Public Disclosure of Student Achievement

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

Business Unit(s) included in this report: Department of Accounting, Business Administration, and Economics

Academic Period Covered: 2023-2024

Date Report Posted: January 22, 2025

| 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% | 81% |
| Economics | Career Placement Rate | 85% | Insufficient data is available |
| Finance | Career Placement Rate | 85% | 100% |
| International Business | Career Placement Rate | 85% | Insufficient data is available |
| Management | Career Placement Rate | 85% | 86% |
| Marketing | Career Placement Rate | 85% | 83% |
| Graduate Programs | | | |
| Master of Business Administration (MBA) | Career Placement Rate | 85% | 96% |

Calculations for Measures

| MEASURE | DESCRIPTION AND HOW IT WAS CALCULATED |
|-----------------------|---|
| Career Placement Rate | The Career Placement Rate is determined through a comprehensive survey of 2023 graduates conducted by the |

| | |
|--|--|
| | <p>Franciscan University Office of Personal Vocation. 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 response rate for graduates ranged from 75% for the BS in International Business to over 90% 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 Administration, and Economics. 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-2024. Data on 2023 MBA graduates were collected via LinkedIn searches conducted 12 months post-graduation (in 2024).</p> |
|--|--|