

Addendum S: Student Success

Graduation Rates: The CoB 4-year rate for 2016 freshmen is 51.20%¹. The 6-year rate for 2014 freshmen, the most recent data available, is 61.52%. Georgia College’s goal for the 6-year rate for fall 2015 freshmen is 62%. The table below shows the 4-year graduation completion rate for Fall 2016 freshmen, and the second table shows the time to undergraduate major completion for FY20.

Fall 2016 Freshmen Cohorts 4-Yr Graduation Rates		
Major	Within Major	Within Georgia College
Accounting	41.94%	58.06%
Management	36.84%	52.63%
MIS	44.44%	55.56%
Marketing	30.91%	43.64%
All BBAs	38.53%	52.47%

IPEDS First-time Freshmen		
Major	Avg Yrs to Completion	# of Graduates
Accounting	3.87	38
Management	4.13	71
MIS	4.10	38
Marketing	3.99	82
All BBAs	4.02	229

Employment Placement: The University Career Center did a survey six months after graduation. The numbers for the ones completing the survey are shown in the table below.

Major	Spring/Summer 2019				Spring/Summer 2020			
	# Total	# with jobs	# grad school	# still looking	# Total	# with jobs	# grad school	# still looking
Accounting	27	9	15	3	33	15	13	5
Management	60	47	1	12	44	22	4	18
MIS	38	26	3	9	36	26	1	9
Marketing	65	42	2	21	54	34	2	18
All BBAs	190	124	21	45	167	97	20	50

In Spring/Summer 2020, two listed volunteering and six listed part-time and working so these were omitted from the data above. In spring/summer 2019, seven graduates were hired by Insight Global (one accounting, two management, and four marketing) and five were hired by NCR (one management, three MIS, and one marketing). However, in 2020, Insight Global only hired one while NCR increased to 12 (two management, six MIS, and four marketing). Frazier & Deeter, LLC, and Techtronic Industries tied with four each in 2020.

¹ <https://irout.gcsu.edu/stuach20/SACS-1001.2.html>

Major	Spring/Summer 2019		Spring/Summer 2020	
	Avg. Salary	Placement Rate	Avg Salary	Placement Rate
Accounting	49,168	88.9%	50,812	84.8%
Management	40,877	80.0%	47,569	59.1%
MIS	61,064	76.3%	62,097	75.0%
Marketing	40,583	67.7%	44,589	66.7%
All BBAs	44,827	76.3%	51,235	70.1%

The average salary is for all those reporting a salary, and placement rates include those attending graduate school, although no information was gathered on acceptances to graduate school. The placement rates were lower in 2020, which was probably due to COVID.

Graduate School Placement: While the Georgia College Career Center hosts a graduate school fair every year, graduate school is not the focus of the BBA curriculum except for accounting majors who are encouraged to complete enough hours to take the CPA exam by getting their MAcc.

The information in employment placement rates includes those who were planning to attend graduate school. The spring/summer 2020 data included information on the institutions that students were planning to attend. The accounting students all picked Georgia College except one chose Georgia State University and one chose Kennesaw State University. One management major was planning to pursue a graduate degree at Georgia Southern while the other three selected different programs at GC (MLSCM, MMIS, and Ga WebMBA). The one MIS undergrad was staying at GC for the MMIS while the two in marketing were changing fields, with one selecting GC for the MMIS and one selecting journalism at UGA.

CPA passage rates: The 2018 and 2019 rates are shown in the table below. The 2020 passage rates will not be available until September 2021.

	2019	GA Rank *	2018	GA Rank *
Overall	54.5%	7th	52.45%	5th
Auditing	37%	10th	33%	11th
BEC	54%	8th	63%	5th
FAR (financial)	54%	3rd	44%	5th
REG (Tax and BLAW)	83%	1st	79%	1st

Eleven institutions in the state make up the GA comparative ranking: Emory, Georgia College, GA Southern University, GA State University, GA Tech, Kennesaw State University, Mercer, North GA State University, University of GA, Valdosta State University, and West GA State University.

Our overall pass rate for first time test takers who completed their Bachelor's at GC (includes those who went on to another institution's MAcc program) was 59.2% (4th of 11) in 2019.

In 2019, the average pass rate for all U.S. was 52.8%. The number of students in the U.S. attempting CPA sections peaked in 2016 at 47,580. During the past three years this number has declined to 36,640 in 2019.

But, the 2019 and 2018 numbers are virtually identical. Students rushed to take the exam in 2016 before the significant changes were made to the exam beginning in 2017.

The faculty have discussed why the auditing scores are lower, and raising these scores are a focus of the current accounting curriculum discussions. Some faculty members have observed that students tend to take REG first, do not work as auditors, and take AUD long after they took a class in it.

Awards: Over the last five years, one marketing (2016) and management (2019) received national scholarship honors. In 2016, a marketing major, Kelly Van Roy, received the Japanese Exchange and Teaching Program (JET). In 2019, a management major, Julian Lopez, was a semi-finalist for the Fulbright Scholarship - English Teaching Assistantship. Economics and mathematics student Maxwell Harley was Omicron Delta Kappa's Emerging Leader of the Year for 2021. Harley was identified by Georgia College's Circle of ODK, the National Leadership Honor Society, for his exemplary achievements in leadership, scholarship and character.