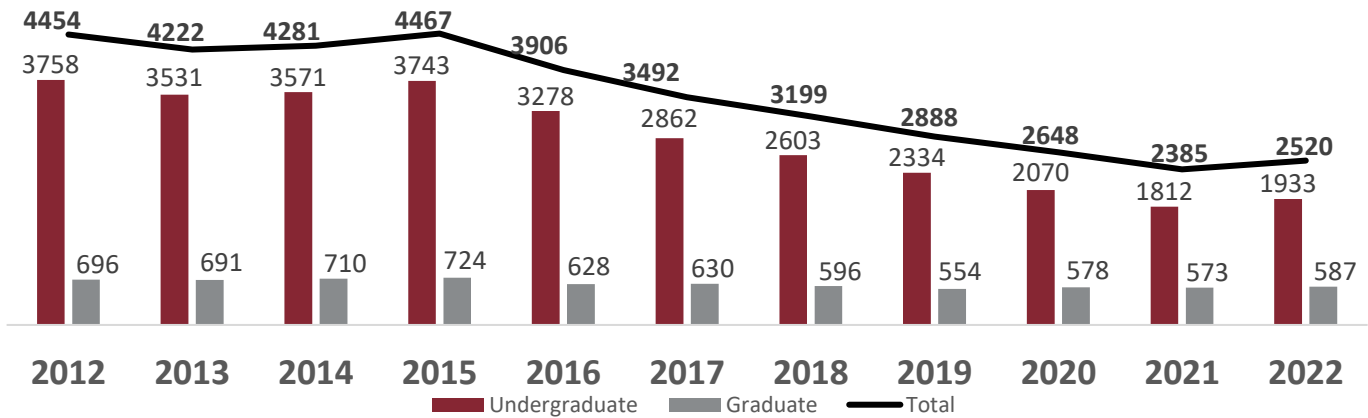


# University of Maryland Eastern Shore Retention Rates

## Fall Student Enrollment (Undergraduate and Graduate)



## Undergraduate 1<sup>st</sup> to 2<sup>nd</sup> Year Retention Rates

Term	UMES	HBCU Average
2012	68%	64%
2013	73%	65%
2014	68%	66%
2015	58%	66%
2016	65%	66%
2017	63%	66%
2018	62%	67%
2019	73%	67%
2020	61%	68%
2021	71%	68%



## What gives students the motivation to return?

- “Finish what I started”
- “Personal goal”
- “Earning potential”
- “Career change”
- “A better life”

## What have we done to increase retention?

- We enhanced our student communications and marketing strategies;
- We packaged student financial aid earlier;
- We employed more data-driven decisions to support our students; and
- We increased peer tutoring/mentoring services.

## Top 5

### Programs with the highest retention rates

over the past 7 years for both 1st to 2nd year and 1st to 3rd year.

1. **Biology**
2. **Criminal Justice**
3. **General Studies**
4. **Kinesiology**
5. **Computer Science**

## Undergraduate enrollment for students that received Financial Aid and relative percentage

