

Table 7.A. New Graduate Students - Inquiries, Conversion, Acceptance, and Yield Rates, Fall 2016 to 2025										
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Inquiries	256	388	300	403	321	270	287	260	2,106	2,105
MBA	198	147	161	157	112	91	92	91	799	540
MSN	58	40	47	39	50	24	26	23	545	710
MAEd	—	201	92	207	159	155	169	146	367	291
MSW	—	—	—	—	—	—	—	—	395	564
Total Applicants	95	122	152	164	101	114	129	128	189	275
MBA	71	61	70	80	44	39	46	41	60	85
MSN	18	15	31	22	18	5	4	3	19	11
MAEd	6	46	51	62	39	70	79	84	107	122
MSW	—	—	—	—	—	—	—	—	3	57
Total Admitted	51	66	60	64	72	61	71	67	83	131
MBA	35	31	25	25	23	17	9	12	20	36
MSN	13	11	14	9	13	5	2	0	7	2
MAEd	3	24	21	30	36	39	60	55	55	58
MSW	—	—	—	—	—	—	—	—	1	35
Total Enrolled	39	47	40	41	60	31	34	45	58	58
MBA	28	22	19	18	14	8	5	9	12	5
MSN	10	11	9	7	13	2	1	0	5	0
MAEd	1	14	12	16	33	21	28	36	41	34
MSW	—	—	—	—	—	—	—	—	0	19
Overall Conversion Rate	37.1%	31.4%	50.7%	40.7%	31.5%	42.2%	44.9%	49.2%	9.0%	13.1%
MBA	35.9%	41.5%	43.5%	51.0%	39.3%	42.9%	50.0%	45.1%	7.5%	15.7%
MSN	31.0%	37.5%	66.0%	56.4%	36.0%	20.8%	15.4%	13.0%	3.5%	1.5%
MAEd	—	22.9%	55.4%	30.0%	24.5%	45.2%	46.7%	57.5%	29.2%	41.9%
MSW	—	—	—	—	—	—	—	—	0.8%	10.1%
Overall Admission Rate	53.7%	54.1%	39.5%	39.0%	71.3%	53.5%	55.0%	52.3%	43.9%	47.6%
MBA	49.3%	50.8%	35.7%	31.3%	52.3%	43.6%	19.6%	29.3%	33.3%	42.4%
MSN	72.2%	73.3%	45.2%	40.9%	72.2%	100.0%	50.0%	0.0%	36.8%	18.2%
MAEd	50.0%	52.2%	41.2%	48.4%	92.3%	55.7%	75.9%	65.5%	51.4%	47.5%
MSW	—	—	—	—	—	—	—	—	33.3%	61.4%
Overall Yield Rate	76.5%	71.2%	66.7%	64.1%	83.3%	50.8%	47.9%	67.2%	69.9%	44.3%
MBA	80.0%	71.0%	76.0%	72.0%	60.9%	47.1%	55.6%	75.0%	60.0%	13.9%
MSN	76.9%	100.0%	64.3%	77.8%	100.0%	40.0%	50.0%	NA	71.4%	0.0%
MAEd	33.3%	58.3%	57.1%	53.3%	91.7%	53.8%	46.7%	65.5%	74.5%	58.6%
MSW	—	—	—	—	—	—	—	—	0.0%	54.3%

MBA=Master of Business Administration; MSN=Master of Science in Nursing; MAEd=Master of Arts in Education; MSW=Master of Social Work

Overall Conversion Rate = Total Applicants/Total Inquiries; Overall Admission Rate = Total Admitted/Total Applicants; Overall Yield Rate = Total Enrolled/Total Admitted

The increase in Inquiries in 2024 is a result of more intense and expansive marketing strategies.