

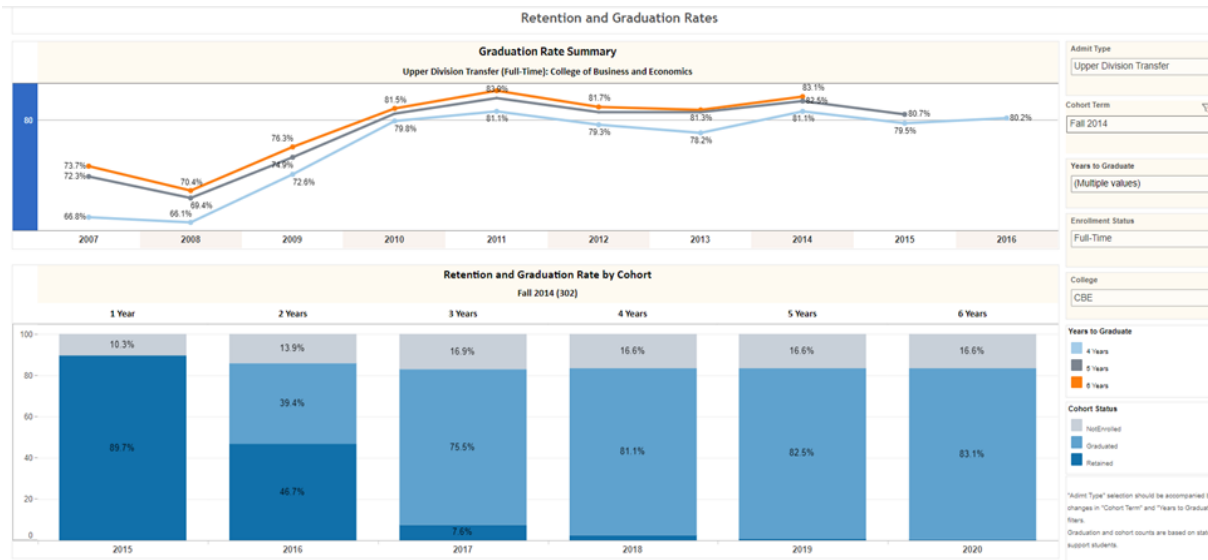
Student Achievement Data

CAL STATE
EAST BAY
COLLEGE OF BUSINESS & ECONOMICS



Post-Graduation Success

- **CBE graduation rates are satisfactory**
 - Graduation Rates by Year for Undergrad Programs from Institutional Research (data source: [Pioneer Insights \(csueastbay.edu\)](http://PioneerInsights.csueastbay.edu))

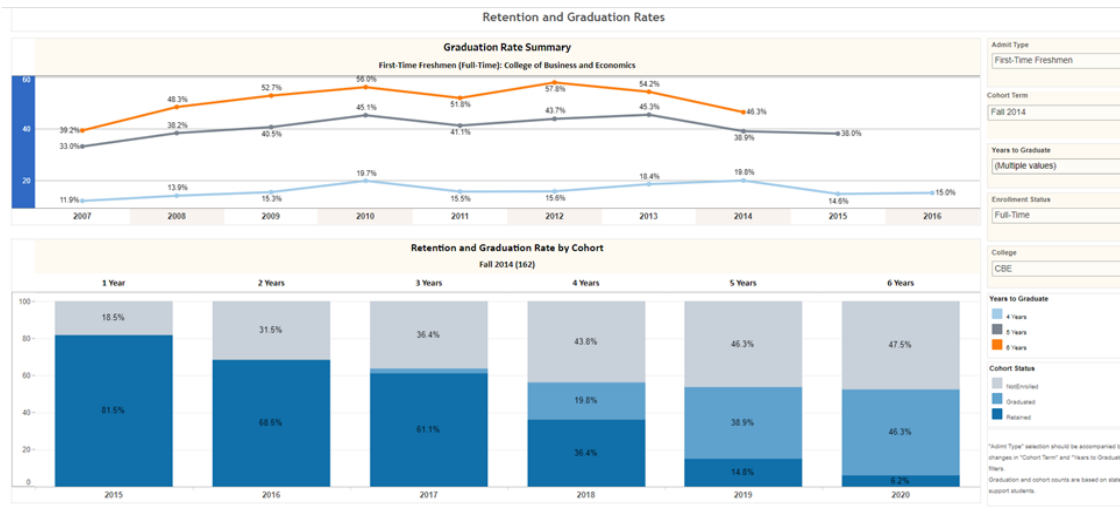


The top figure shows the graduation rate for upper division transfer (Full Time) students for College of Business and Economic (CBE). From the bottom to the top lines, we have 4 years (blue), 5 years (gray), and 6 years (orange) to graduate.

The 4 year graduation rate ranged from 78.2% to 81.1% during the 2010 to 2016 period. We successfully achieved the 80% target in 2011 (81.1%), 2014 (81.1%), and again in 2016 (80.2%). In 2010 (79.8%), 2012 (79.3%), 2013 (78.2%) and 2015 (79.5%), we were very close to achieving the target, only missed by less than 2%.

The 5 year graduation rate has been achieving the 80% target since 2010 and consistently achieved the target from 2010 to 2015 (2010:80.8%, 2011: 82.9%, 2012:81%. 2013:81%). For the 6 years graduate rate, we successfully achieved the 80% target since 2010 (81.5%). From 2011 to 2014, we continuously achieved the target (2011: 83.9%, 2012:81.7%, 2013:81.3% and 2014:83.1%).

The bottom figure shows the retention rate (dark blue), graduation rate (light blue), and drop out rate (gray) for upper division transfer students for the Fall 2014 cohort. The 4 year, 5 years and 6 years retention rate is 83.1%, 82.5% and 81.1%, respectively. For the Fall 2015 cohort (not shown in the figure), the 4 year, and 5 years retention rate is 79.5% and 80.7%, respectively.



The above figure shows graduation rate for first-time freshmen (Full Time) students for College of Business and Economic (CBE). From the bottom to the top lines, we have 4 years (blue), 5 years (gray), and 6 years (orange) to graduate

The 6 year graduation rate for first-time freshmen ranged from 46.3% to 57.8% during the 2010 to 2014 period. The 6 year graduation target is 60%. Although we have not been able to meet the target graduation rate during the past couple of years, we do observe the improvement since 2007 (6 year graduation rate is 39.2%).

The bottom figure shows the retention rate (dark blue), graduation rate (light blue), and drop out rate (gray) for first-time freshmen students for Fall 2014 cohort. The 4 year, 5 years and 6 years retention rate for the 2014 cohort is 36.4%,38.9% and 46.3%, respectively.

- **Employment in Business**

LinkedIn search of Alumni (Graduation year between 2010 – 2021), with “Business Administration” keyword shows that our alumni are widely placed in a variety of industries. The top 15 employers are in the areas of healthcare (Kaiser Permanente and Stanford Healthcare), Finance (Wells Fargo, First Republic Bank), Technology (Amazon, Apple, Google, Facebook, Workday), Utilities (PG &E), Manufacturing (Tesla, Penumbra), Education (California State University East Bay), and Government (Alameda County, Contra Costa County).

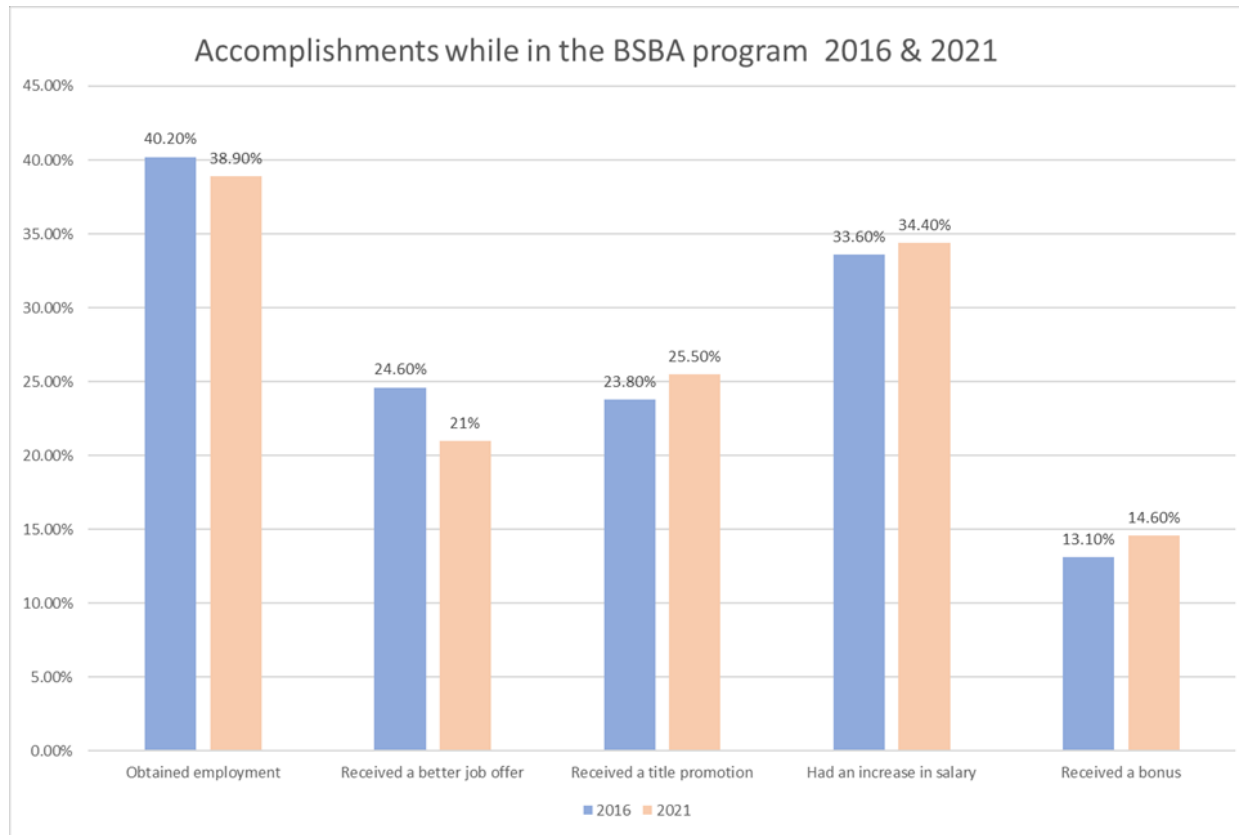
Top 10 Employers and Industries of CBE Graduates

Top 10 Companies	Top 10 Industries
PG & E	Financial Services
Kaiser Permanente	Hospital and Healthcare
Wells Fargo	Real Estate
Apple Inc.	Information Technology Services
Robert Haft	Computer Software
AT & T	Government Administration
Bank of West	Retail
Bank of America	Internet
Ernst & Young	Banking
U.S Bank	Accounting

Source: LiveAlumni Report

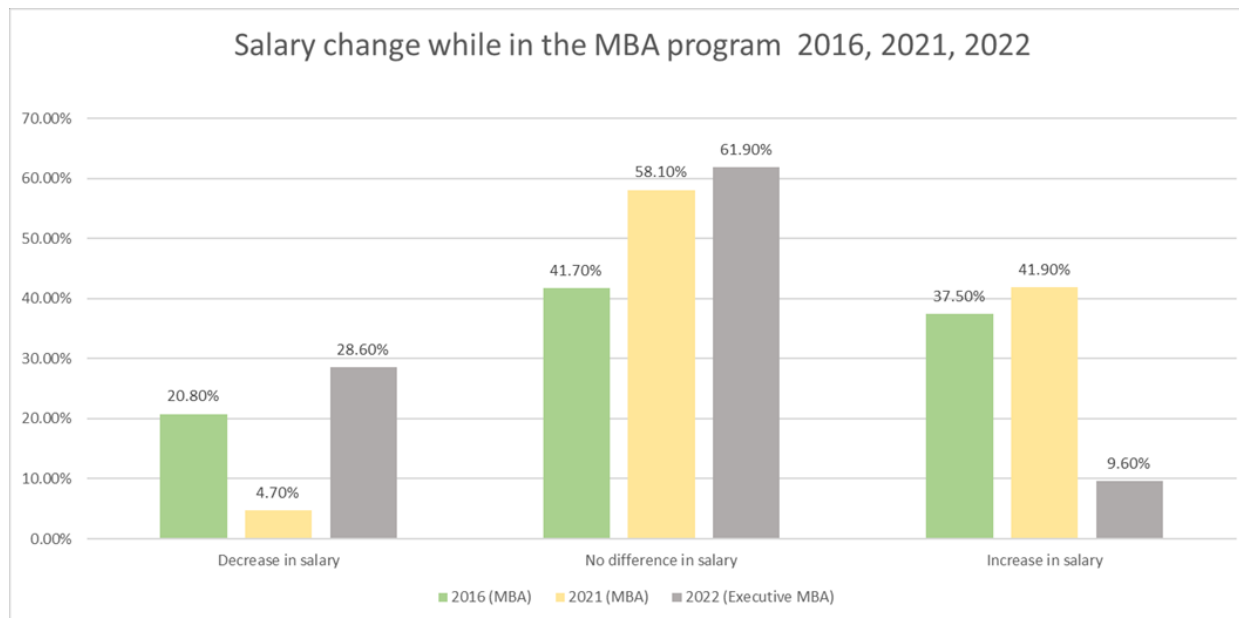
- **Job Placement Outcomes**

Students' accomplishments while in the BSBA program. CBE conducted exit surveys for BSBA students graduating in May 2016 and December 2021, respectively, to understand their experiences and accomplishments. The college collected 122 responses in 2016 and 143 responses in 2021. One survey question asked students what they had accomplished during the program, and responses from 2016 and 2021 were compared in the following table (Table XX). Although the overall patterns were similar, we found areas of strengths and weaknesses worthy of further exploration. For example, a slightly lower percentage of students obtained employment and received a better job offer in 2021 than in 2016 (38.9% vs. 40.2% and 21% vs. 24.6%). These decreases can be largely attributed to poor job market conditions due to the pandemic and should be interpreted with caution. That said, the result sheds light on the importance of actively assisting students with job searches and better preparing students for work assignments. We also found that BSBA students had fared better at work in 2021 than in 2016 despite facing unprecedented challenges. The percentages of students who had received a promotion, salary increase and bonus were all higher in 2021 than in 2016 (25.5% vs. 23.8%, 34.4% vs. 33.6%, 14.6% vs. 13.1%). These changes are noteworthy as the education they received from the BSBA program must have contributed to their performance improvement at work.



Students' accomplishments while in the MBA program. CBE surveyed MBA students in May 2016, December 2021, and February 2022 to seek feedback for improvement. We collected 24 responses in 2016 and 48 responses in 2021 from MBA students on Hayward campus. In 2022, we collected 23 responses from the Executive MBA for Global Innovators program at the San Ramon campus. While the responses from the Executive MBA program may not be directly comparable to those from Hayward's MBA program due to different curricula and goals, we included the data to provide a more comprehensive picture about strengths and weaknesses of CBE's MBA programs. In an effort to measure improvement in how our MBA programs have contributed to students' career advancement, we asked about their salary at the beginning and by the end of the MBA program to compare potential differences.

The results showed that a higher percent of MBA students in 2021 had either obtained a salary increase (41.9% vs. 37.5%) or maintained their salary (58.1% vs. 41.7%) during the program compared to 2016. This change is praiseworthy as many organizations utilized pay cuts or layoffs to overcome economic downturns during the pandemic. On the other hand, the Executive MBA survey showed that only 9.6% students had a salary increase while 61.9% maintained their salary and 28.6% experienced a salary decrease. This difference can be partially explained by the differing career status of Executive MBA students. Many Executive MBA students join the program at a later career point, when they may have already reached the highest status at a particular company and are looking for other growth opportunities. Nonetheless, this finding points to an important area for future improvement as we develop the program.



MBA Income Progression by Program -- 2020-22

	One Year Intensive MBA: Early career & career reset One Year Intensive MBA 82% Exit Survey Response Rate			MBA with Concentrations: Early & mid career development The MBA with Concentrations 67% Exit Survey Response Rate			MBA for Global Innovators: Executive career development The MBA for Global Innovators 95% Exit Survey Response Rate		
	Before MBA	At Graduation	Comment on Income	Before MBA	At Graduation	Comment on Income	Before MBA	At Graduation	Comment on Income
\$250K or more	0%	0%		0%	2%		18%	24%	33% increase
225-250	0%	0%		0%	0%		0%	0%	
200-224	0%	0%		2%	5%		0%	0%	
175-199	0%	0%		2%	2%		5%	10%	100% increase
150-174	0%	0%		5%	2%	58% increase	5%	10%	
125-149	0%	0%		2%	9%		18%	5%	
100-124	11%	36%	320% increase	7%	12%		23%	19%	41% decrease
80-99	11%	0%		21%	19%		9%	0%	
60-79	20%	11%		16%	21%	11% increase	9%	9%	
40-59	25%	11%	39% decrease	9%	12%		0%	0%	62% decrease
20-39	20%	20%		16%	9%	60% decrease	5%	0%	
Less than \$20K	11%	11%		7%	0%		0%	0%	
Unemployed	0%	11%	Unfinished Job Search	9%	7%	Unfinished Job Search	9%	24%	Unfinished Job Search

- **Certification or Licensure Exam Results- CBE graduates receive decent exam results**

Recent CPA exam results

	Passing Rates		
	2017	2018	2019
AACSB Accredited Schools	48.3%	51.5%	51.5%
California	45.3%	50.0%	49.8%
CSU, East Bay	35.9%	39.1%	43.1%
Cal Poly, Pomona	34.9%	40.2%	38.4%
Cal Poly, San Luis Obispo	57.3%	65.2%	67.3%
CSU, Fresno	38.6%	37.2%	39.9%
CSU, Long Beach	40.8%	43.1%	44.9%
CSU, Los Angeles	30.0%	27.8%	32.0%
CSU, Sacramento	42.1%	43.3%	40.9%
San Francisco State	40.8%	44.4%	37.2%
San Jose State	41.2%	40.7%	40.1%
Santa Clara University	52.9%	63.0%	57.2%

Source: internal data from the Department of Accounting & Finance

- **Employment Advancement- CBE graduates continue to advance in their careers after graduation**

Analysis of LiveAlumni data indicates that, among BSBA Alumni that have graduated between 7-10 years ago, 45% have held job titles that include Manager, 13% have held a director position and 9% have held titles that include Vice President. The alumni data also includes graduates of the online BSBA program, who are typically full time working professionals and have held senior titles including Manager and Director although at smaller organizations.

Employment Title	Years since graduation				
	0 - 2 yrs	3-5 yrs	5 - 7 yrs	7- 10 yrs	10+ yrs
Held title Includes "Manager"	25%	36%	39%	45%	50%
Held title Includes "Director"	4%	0%	5%	13%	22%
Held title Includes "VP"	2%	0%	0%	9%	11%
Held position that is labeled as "Senior" by LiveAlumni	12%	32%	17%	23%	34%

Note: 1) Based on analysis of 1632 BSBA Alumni LinkedIn profiles provided by LiveAlumni; 2) 84% of the data is of Alumni who graduated 10+ years ago.

- **Internships- CBE continues to offer various programs helping students find temporary and permanent job opportunities.**

- Marketing Internship Placement Program was launched in fall 2021 and it has achieved considerable success, as indicated by the following table.

Students Started Program	187
Students Completed Program	67
Employer Partners	45
Students Placed in Internships or Jobs	28

- **Entrepreneurial Activities- CBE encourages students' entrepreneurial spirits by offering the following events.**

- Start-It UP Series: Each year, the Smith Center organizes the Start-It-UP! Series with the UP! Club, where student entrepreneurs are mentored to create the perfect pitch for their startup. Students attend a series of workshops to develop their ideas and prepare to present to a panel of judges made up of VCs, entrepreneurs, CEOs, and industry leaders for a chance to win \$10,000 in prizes. The Smith Center has hosted two such events in 2020 and 2021.
 - The 2020 Pitch Day attracted over 20 applications, and over 100 undergrad and grad students participated in the whole series (Start-it-Up! series consisting of 3-4 workshops). There were over 125 attendees to the Pitch Day event.
 - The 2021 Pitch Day attracted over 15 applications, and over 100 undergrad and grad students participated in the whole series (Start-it-Up! series consisting of 3-4 workshops). There were over 100 attendees at the Pitch Day event.

LiveAlumni Report with Business Owner or Founder in Primary Employment Title

Graduation Year	Business Owners and Founders (Primary Employment)
2000 and earlier	69
2000 to 2005	14
2005 to 2010	10
2010 to 2015	10
#N/A	33

- **Activity with positive societal impact**

The Women in Leadership (WIL) Program in the College of Business and Economics provides the opportunity to accelerate students' skills to enable them to succeed and advance professionally. This is an academia-industry collaboration that provides a significant and high-impact learning experience with insights from industry leaders, and creates the opportunity for high-potential students to work on social impact initiatives with their mentors to practice what they have learned. WIL Fellows have worked with several non-profit partners and community organizations such as Community Child Care Council of Alameda County, DESI Rainbow Parent and Allies on various social impact initiatives.

LiveAlumni Report on Philanthropic Causes and Volunteer Positions

Philanthropic Cause	Number of Alumni Volunteers
Animal Welfare	57
Arts and Culture	100
Children	337
Civil Rights and Social Action	37
Disaster and Humanitarian Relief	45
Economic Empowerment	123
Education	297
Environment	55
Health	132
Human Rights	24
Politics	37

Poverty Alleviation	81
Science and Technology	54
Social Services	280

CSUEB Rankings

Quality Rankings

- USNews and World Report 2022
 - [#71 in Regional Universities West](#) (tie)
 - [#19 in Best Undergraduate Teaching](#) (tie)
 - [#34 in Top Performers on Social Mobility](#) (tie)
 - [#34 in Top Public Schools](#) (tie)
- **U.S. News & World Report 2020**
 - 2020 Top Performers on Social Mobility (Ranked No. 24)
 - 2020 Top Public Schools (Ranked No. 40)
 - 2020 Regional Universities in the West (Ranked No. 80)
- [Top Colleges for Non-Traditional Students in California](#)
 - #1 · [collegefactual.com](#)
- #1 Best Online College in California, 2018 - [Affordable Colleges Online](#)
- #4 Largest Bay Area Universities and Colleges, 2017 - [San Francisco Business Times](#)
- #19 Online College in California, 2018 - [Center for Online Education](#)
- #27 Best Online Schools | Study.com
- **The Princeton Review - 2020 Best Western**
- GuideToOnlineSchools.com
 - 2020 Best Online Bachelor's Degrees in California (No. 6)
 - 2020 Best Online Colleges (No. 14 nationwide)
 - 2020 Best Online Bachelor's Degrees (No. 16 nationwide)
- **Forbes - 2019 Top Colleges in the West (Ranked No. 95)**
- Stars - **A program of the Association for The Advancement of Sustainability in Higher Education — 2019 Bronze Rating for Sustainability**
- ValueColleges.com - **2020 Best Online Schools in California (No. 3 statewide)**
- CollegeNet.com - **2019 Social Mobility Index (No. 15 nationwide)**

Value Rankings

- [Top 15 Cheapest Colleges in California](#) - #6 · [greatvaluecolleges.net](#)
- [Most Affordable Colleges & Universities California](#) - #11 · [edsmart.org](#)

- #49 Best Value College in California, 2018 – [Niche](#)
- #121 America’s Best Value Colleges, 2018 - [Forbes](#)
- **Forbes - 2019 America’s Best Value Colleges (Ranked No. 108)**
- **Money Magazine - 2019 Best Colleges for Your Money (Ranked No. 181 in the nation)**

Diversity Rankings

- [The 50 Top Ethnically Diverse Colleges In America](#) - #14 · bestcollegereviews.org
- #1 Ethnically – Diverse Campus in the West, 2018 - [Campus Ethnic Diversity Regional Universities West](#)
- #1 Ethnically – Diverse Campus in the Nation, 2018 - [Campus Ethnic Diversity Regional Universities](#)
- #7 Greatest Diversity | U.S. News & World Report
- **U.S. News & World Report - 2020 Greatest Racial and Ethnic Diversity (Ranked No. 7)**
- Wall Street Journal - **2020 “Environment” / Diversity (Ranked No. 5 out of 600)**
- Insight Into Diversity Magazine - **2014-19 Higher Education Excellence in Diversity (HEED) Award**

CBE Rankings

- The Princeton Review
 - 2020 Best Business Schools in the West
 - 2020 Best Business Schools
- [California School Rankings for Best Undergrad Business Programs](#)
 - #8 · [topmanagementdegrees.com](#)
 - #8 Top Undergraduate Business Schools in California, 2017 – [Top Management Degrees](#)
- #37 Best Online Undergraduate Business Schools 2019 [College Consensus](#)
- Study.com - **2019 Best Online Business Schools (No. 27 nationwide)**
- #9 Top 10 Most affordable Business Bachelor's Degree 2020 [Great Business Schools](#)
- USNews and World Report
 - [#206-273 in Part-time MBA](#)
- #9 Top MBA Programs in California, 2017 – [Top Management Degrees](#)