**CIS 450-76-4228: Exam 1**

**Hannah Sadikovic**

**Introduction**

The following is an analysis of the retention rates and tuition rates at the University of Louisville, how these data sets are connected, what the data can tell us, and what it says about the current status of the university as compared to the “Agility” aspect of the university’s Cardinal Principles.

**Retention Rates Analysis**

The retention rates data tells us that except for the last year (2020), consistently over a four-year period from 2015 to 2019, retention rates maintain around 90.0% for the first year and then decrease to around 80% the second year, and then decrease to around 70% the third year. In 2020 the same roughly 10% gap between the first year and second year exists, but the retention rate for the first year is below 90% unlike in the other years. The third-year data for 2020 does not exist.

One of the core cardinal principles is Agility, where they state that they recognize that as things change, UofL needs to adapt to keep up with the changing environment. From the data, it appears that UofL has been able to maintain retention rates consistently, without increasing or decreasing them significantly. However, in 2020 there is a somewhat obvious decrease as compared to previous years, and this could be due to Covid-19 affecting those enrolled in the university. This event is significant enough to affect the changing environment and indicates that the university needs to adapt in order to continue to maintain previous retention rates.

**Tuition Rates Analysis**

When we look at tuition rates for undergraduate residents of the state, we can see that the tuition steadily rises from around $10,250 to about $11,750 from the 2014-2015 period to the 2019-2020 period. The same steady rise holds true for the undergraduate non-residents. This data shows us that the tuition increases from just over $24,000 to just under $28,000 from the 2014-2015 period to the 2019-2020 period.

**Conclusion**

Since there is a steady rise in tuition for undergraduate students, we can conclude that this is not likely affecting the retention rates because the retention rates have remained mostly constant in the same time period. This is important as many might assume that the rising cost of tuition would be negatively affecting the retention rates. This also could indicate that the decline in retention in 2020 may not necessarily be due to rising tuition costs but rather something like Covid-19. In order to continue honoring their “agility” principle, the University of Louisville should investigate other factors that may be affecting retention rates rather than tuition costs.