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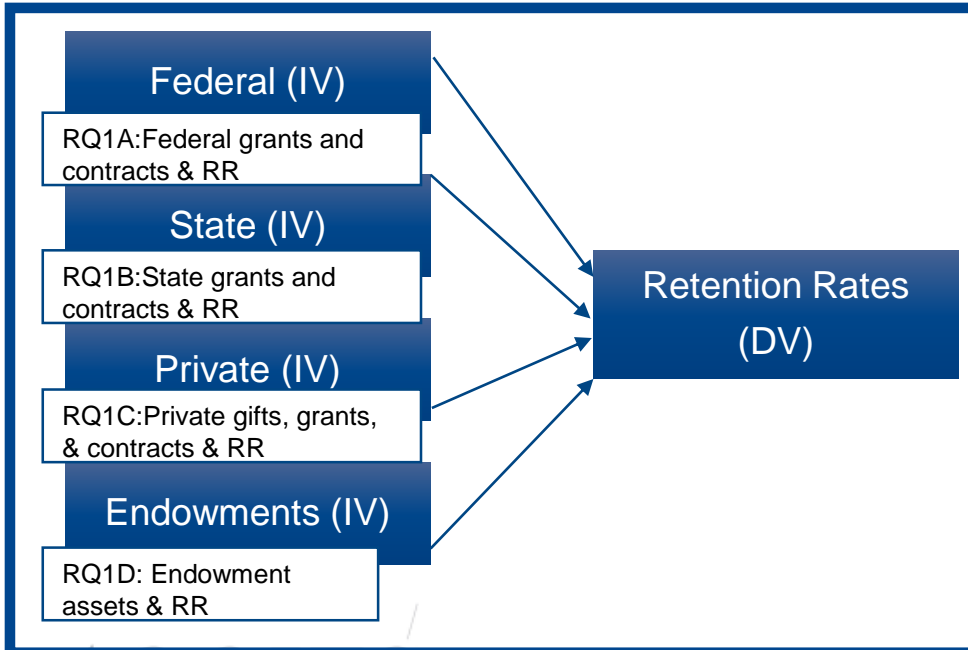
Program: Leadership Studies and Adult Education

Dissertation Title: A Study of the Relationship Among

Revenue Sources and Retention Rates at Private

Historically Black Colleges and Universities

Major Professor: Dr. Comfort Okpala



RESEARCH QUESTIONS / PROBLEMS:

- What is the relationship between revenue sources and retention rates at private HBCUs?
- Are revenues predictive of retention rates at private HBCUs?

METHODS:

- Retention and financial data was collected from the Integrated Postsecondary Educational Data System (IPEDs) on the 51 private, baccalaureate degree granting HBCUs.

RESULTS / FINDINGS:

- The correlation coefficients over time (in a year-to-year comparison) show that federal grants exhibit a positive correlation with retention rates, starting year 2012. State grants are negatively correlated with retention rates and a statistically significant correlation between private gifts and retention rates. The strongest correlation is between endowment assets and retention rates.
- Federal grants and State grants are a negative correlation as predictive of retention rates at private HBCUs. Only the endowment assets and private gifts are significant predictors of retention rates

SIGNIFICANCE / IMPLICATIONS:

- Private HBCUs should reduce dependence on one particular revenue source or on a particular type of revenue source. Private HBCU presidents should work closely with their board of trustees, providing members of their board of trustees with clear data and hire qualified and experienced business professionals with backgrounds in accounting, marketing, and statistics.