

The Cost of Losing Students to *Dropout*

According to national average facts for 4-year public institutions, the 4-year graduation rate is 63%

Revenue loss associated with students who drop out between year 1 and year 2 costs the college \$4,626,000*

If just **one** student can be retained throughout all four years of college, that student's revenue retention is equal to \$77,100**

*Using an entering in-state class size of 1,000 students

**Based on national average facts associated with 4-year public college student retention

Benefits of Student Retention

The early identification of concerns matters.

For every student retained through graduation, ConcernCenter's revenue retention benefit averages \$7,700/student.*

Only **6** students (out of 370 who are expected to drop out over 4 years) would need to graduate in order for ConcernCenter to pay for itself.

*Giving ConcernCenter just 10% credit