

2017 Competitor Analysis

Pima Community College

Institutional Research, Planning and Effectiveness



PimaCommunityCollege

Introduction

As part of the Society for College and University Planning (SCUP) framework for strategic planning, colleges and universities perform what is called a *competitor analysis*. A competitor analysis is where a college or university examines its competition as part of its planning process. SCUP defines *competition* as “when multiple organizations try to provide value to the same group of users”¹ and *competitors* as “an individual or organization that provides a similar program or service to the same users as you”². In the following pages, information is presented to assist in answering questions such as the following: 1) who is the most important student segment for the College or who is Pima Community College (PCC) really seeking to serve; 2) what services does PCC offer to this student segment; 3) who else provides the same services to this student segment; and 4) are there any possible competitors that could provide the same services to the same student segment? The information in this competitor analysis will shed some light on PCC’s role in Pima County and provide some information on the competitive landscape in higher education in the area as well.

Objectives

The aim of this competitive analysis is to examine information about Pima Community College (PCC) and its competitors within the larger landscape of higher education in Southern Arizona and across the country via schools that offer courses and credentials online as a means of determining PCC’s competitiveness in comparison to other institutions and to present what PCC has to offer in comparison to other schools in the following areas: school information, admissions, enrollment, residence, distance education status, faculty, tuition and fees, tuition plans, financial aid, cohort default rates, retention, graduation, transfer-out rates, programs and majors, veterans services, accreditation, athletics, campus safety and consumer information.

Background

With diminishing enrollment across the country and state for community colleges, funding cuts that have taken place in Arizona (PCC’s state funding was cut to zero dollars), and growing concerns that students are not getting an adequate return on investment in higher education, it has become increasingly more important for students to choose the college and/or university which will fulfill their needs at a non-prohibitive cost. Colleges need to do more with less and cannot let that affect the quality of education that their students need and expect from their institution. Therefore, competition between institutions of higher education has increased across the board, with the exception of for-profit schools in Southern Arizona. Four for-profit schools have closed, or will be closing their doors in the area, which reduces some of the competition in the region. These schools are, ITT Technical Institute, Brown Mackie College, The Art Institute and Tucson College. Conversely, with advancement of technology and more flexible schedules, online education programs continue to gain momentum and add competition beyond physical location or geographic region.

¹ SCUP Planning Institute 1: Laying the Groundwork for Strategic Planning, p. 29

² SCUP Planning Institute 1: Laying the Groundwork for Strategic Planning, p. 29

Method

Eleven schools were chosen for use in this analysis. The National Center for Education Statistics' College Navigator was used to provide consistent information presented in the tables within the following pages. A search of 2-year Public, Private non-profit and Private for-profit schools was used to limit the scope of this analysis to a 25 mile radius around the Tucson metropolitan area. Pima Community College, Carrington College, Pima Medical Institute, Brown Mackie College and Brookline College appeared in the search results. The additional schools presented in this analysis have been added due to their online offerings and large online enrollment across the nation. The list of schools included in this study is non-exhaustive and other schools can be added in future versions if desired. In addition, as more current data becomes available from the National Center for Education Statistics, this report can be updated with the most recent data available. It is important to note that the information provided for the schools in this study is also non-exhaustive. In the case that there is specific information not contained here, that information may be found by using the links for each school in the Consumer Information section (Table 21).

PCC and the Competitive Landscape in Pima County and Surrounding Areas

Pima Community College (PCC) is one of the largest community colleges in the United States. The College offers a total of 185 transfer and occupational programs. Degree programs include Associate of Arts, Associate of Applied Arts, Associate of Applied Science, Associate of Business Administration, and Associate of General Studies degrees, to name a few. The College also offers many Certificate Programs. In 2015-2016, the College served nearly 45,000 students in credit and non-credit courses. Unduplicated headcount was 42,787 for credit and 2,876 for non-credit courses. The graduating class of 2016 included 3,909 students earning 6,200 degrees and certificates. PCC's enrollment reflects the ethnic diversity of Southern Arizona and the U.S. Department of Education has recognized PCC as a Hispanic Serving Institution. Fifty-two percent of the College's students are women.

In addition to Pima Community College (PCC), there are approximately nineteen different colleges offering coursework in the Tucson area, and, as mentioned above, many others that students in Tucson can access online. Out of the schools with physical locations in Tucson, three are Theological schools, four are focused on Healthcare, two on Arts, and six teach Cosmetology. The remaining institutions examined in this competitor analysis offer a variety of courses, degrees and certificates considered more general in subjects of study offered, what one could consider more of a generalist nature, offering traditional academic disciplines, workforce/occupational and general education coursework for transfer to university. PCC falls into this last category. We must note, in addition, that there are ten additional community college districts across the state, however, the assumption is that in this report we just focus on the schools in our region. We may find it valuable to look at those other schools within a competitive context in the future updates to this competitor analysis. The schools presented in this analysis are Pima Community College, Pima Medical Institute, The University of Arizona, Arizona State University, Grand Canyon University, Brookline College Tucson, Brown Mackie College Tucson, The University of Phoenix, Ashford University, Capella University and Southern New Hampshire University. In addition to the schools listed above, there are also numerous online options for students to compete coursework and earn academic credentials. For example, the University of Phoenix, Ashford University, Capella University and Southern New Hampshire University and are among the most popular in the area and country based on enrollment.

School Information

Table 1: Information on school type, awards offered, campus setting, campus housing, student population and student to faculty ratio.

School	Type	Awards Offered	Campus Setting ¹	Campus Housing	Student Population	Student to Faculty Ratio
<i>Pima Community College</i>	2-year, Public	Less than one year certificate; One but less than two years certificate; Associate's degree	City: Large	No	26, 880 (All Undergraduate)	25 to 1
Pima Medical Institute	4-year, primarily associate's, Private for-profit	Less than one year certificate; One but less than two years certificate; Associate's degree; Bachelor's degree	City: Large	No	2,023 (All Undergraduate)	25 to 1
The University of Arizona	4-year, Public	Bachelor's degree; Postbaccalaureate certificate; Master's degree; Post-master's certificate; Doctor's degree - research/scholarship; Doctor's degree - professional practice	City: Large	Yes	33,331 (Undergraduate)	22 to 1
Arizona State University	4-year, Public	Less than one year certificate; One but less than two years certificate; Bachelor's degree; Postbaccalaureate certificate; Master's degree; Doctor's degree - research/scholarship; Doctor's degree - professional practice	City: Midsize	Yes	41,828 (Undergraduate)	23 to 1
Grand Canyon University	4-year, Private for-profit	Bachelor's degree; Master's degree;	City: Large	Yes	43,295 (Undergraduate)	17 to 1

¹ As defined by the NCES, a Large City is a territory inside an urbanized area and inside a principal city with population of 250,000 or more; A Midsize City is a territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000 and a Small City is a territory inside an urbanized area and inside a principal city with population less than 100,000.

		Post-master's certificate; Doctor's degree - research/scholarship				
Brookline College Tucson	4-year, primarily associate's, Private for- profit	Less than one year certificate; Associate's degree; Bachelor's degree	City: Large	No	393 (All Undergraduate)	19 to 1
Brown Mackie College Tucson	4-year, primarily associate's, Private for- profit	One but less than two years certificate; Associate's degree; Bachelor's degree	City: Large	No	450 (All Undergraduate)	10 to 1
The University of Phoenix	4-year, Private for-profit	Less than one year certificate; Associate's degree; Bachelor's degree; Postbaccalaureate certificate; Master's degree; Post-master's certificate; Doctor's degree - research/scholarship	City: Midsize	No	133,211 (Undergraduate)	36 to 1
Ashford University	4-year, Private for-profit	Associate's degree; Bachelor's degree; Master's degree	City: Large	Yes	37,070 (Undergraduate)	13 to 1
Capella University	4-year, Private for-profit (Distance Learning Only)	Bachelor's degree; Postbaccalaureate certificate; Master's degree; Post-master's certificate; Doctor's degree - research/scholarship; Doctor's degree - professional practice	City: Large	No	7,835 (Undergraduate)	20 to 1
Southern New Hampshire University	4-year, Private not-for- profit	Less than one year certificate; Associate's degree; Bachelor's degree; Postbaccalaureate certificate; Master's degree; Post-master's certificate; Doctor's degree - research/scholarship	City: Midsize	Yes	43,831 (Undergraduate)	30 to 1
Carrington College	2-year, Private for-profit	One but less than two years certificate; Associate's degree	City: Large	No	357 (Undergraduate)	45 to 1

Table 2: Information on special learning opportunities, student services, credit accepted, Carnegie Classification, religious affiliation, federal aid, and disability resources

School	Special Learning Opportunities	Student Services	Credit Accepted	Carnegie Classification	Religious Affiliation	Federal Aid	Undergraduate students enrolled who are formally registered with office of disability services
<i>Pima Community College</i>	ROTC (Army, Navy, Air Force); Teacher certification; Distance education opportunities - undergraduate level; Weekend/evening college	Remedial services; Academic/career counseling service; Employment services for students	Dual credit; Advanced placement (AP) credits	Associate's Colleges: High Transfer-Mixed Traditional/ Nontraditional	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	5%
Pima Medical Institute	Distance education opportunities - undergraduate level	Academic/career counseling service; Employment services for students; Placement services for completers	Credit for life experiences	Special Focus Four-Year: Other Health Professions Schools	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
The University of Arizona	ROTC (Army, Navy, Air Force); Teacher certification; Distance education opportunities - undergraduate level; Distance education	Remedial services; Academic/career counseling service; Employment services for students; Placement services for completers	Dual credit; Advanced placement (AP) credits	Doctoral Universities: Highest Research Activity	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	7%

	opportunities - graduate level; Study abroad; Weekend/evening college						
Arizona State University	ROTC (Army, Navy, Air Force); Teacher certification; Distance education opportunities - undergraduate level; Distance education opportunities - graduate level; Study abroad; Weekend/evening college	Academic/career counseling service; Employment services for students; Placement services for completers; On-campus day care for students' children	Dual credit; Advanced placement (AP) credits	Doctoral Universities: Highest Research Activity	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans)	3% or less
Grand Canyon University	ROTC (Army); Teacher certification; Distance education opportunities - undergraduate level; Distance education opportunities - graduate level; Study abroad; Weekend/evening college	Academic/career counseling service; Employment services for students	Dual credit, Credit for life experiences; Advanced placement (AP) credits	Doctoral Universities: Moderate Research Activity	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
Brookline College Tucson	Weekend/evening college	Remedial services; Academic/career counseling service;	Dual credit; Advanced placement (AP) credits	Baccalaureate/Associate's Colleges: Mixed Baccalaureate/Associate's	Not applicable	Eligible students may receive Pell Grants and other federal	3% or less

		Employment services for students; Placement services for completers				aid (e.g. Direct Loans).	
Brown Mackie College Tucson	Weekend/evening college	Remedial services; Academic/career counseling service; Employment services for students; Placement services for completers	Institution does not accept dual, credit for life, or AP credits	Baccalaureate/Associate's Colleges: Mixed Baccalaureate/Associate's	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
The University of Phoenix	Distance education opportunities - undergraduate level; Distance education opportunities - graduate level; Weekend/evening college	Academic/career counseling service	Credit for life experiences; Advanced placement (AP) credits	Doctoral Universities: Moderate Research Activity	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
Ashford University	Teacher certification; Distance education opportunities - undergraduate level; Distance education opportunities - graduate level	Academic/career counseling service; Employment services for students	Dual credit; Credit for life experiences; Advanced placement (AP) credits	Master's Colleges & Universities: Larger Programs	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less

Capella University	Distance education opportunities - undergraduate level; Distance education opportunities - graduate level	Academic/career counseling service; Employment services for students; Placement services for completers	Dual credit; Credit for life experiences; Advanced placement (AP) credits	Doctoral Universities: Moderate Research Activity	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
Southern New Hampshire University	ROTC (Army) Teacher certification; Distance education opportunities - undergraduate level; Distance education opportunities - graduate level; Study abroad; Weekend/evening college	Remedial services; Academic/career counseling service; Employment services for students; Placement services for completers	Dual credit; Credit for life experiences; Advanced placement (AP) credits	Master's Colleges & Universities: Larger Programs	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans).	3% or less
Carrington College	Distance education opportunities - undergraduate level; Weekend/evening college	Academic/career counseling service Employment services for students	Credit for life experiences	Special Focus Two-Year: Health Professions	Not applicable	Eligible students may receive Pell Grants and other federal aid (e.g. Direct Loans)	3% or less

Table 3: Admissions Policy by School

School	Admissions Policy
<i>Pima Community College</i>	Open admissions policy
Pima Medical Institute	Open admissions policy
The University of Arizona	Closed admissions policy (considerations for admission)
Arizona State University	Closed admissions policy (considerations for admission)
Grand Canyon University	Closed admissions policy (considerations for admission)
Brookline College Tucson	Open admissions policy
Brown Mackie College Tucson	Open admissions policy
The University of Phoenix	Open admissions policy
Ashford University	Open admissions policy
Capella University	Open admissions policy (with conditions)
Southern New Hampshire University	Open admissions policy
Carrington College	Open admissions policy (with conditions)

Table 4: Percent Undergraduate Enrollment by Full Time and Part Time Status and Gender, Fall 2015

School	Full Time	Part Time	Male	Female
<i>Pima Community College</i>	32%	68%	47%	53%
Pima Medical Institute	100%	0%	23%	77%
The University of Arizona	89%	11%	49%	51%
Arizona State University	91%	9%	57%	43%
Grand Canyon University	30%	70%	73%	27%
Brookline College Tucson	54%	46%	26%	74%
Brown Mackie College Tucson	100%	0%	42%	58%
The University of Phoenix	100%	0%	31%	69%
Ashford University	100%	0%	31%	69%
Capella University	21%	79%	29%	71%
Southern New Hampshire University	46%	54%	37%	63%
Carrington College	100%	0%	19%	81%

Table 5: Percent Undergraduate Enrollment by Race and Ethnicity, Fall 2015

School	American Indian or Alaskan Native	Asian	Black or African American	Hispanic /Latino	Native Hawaiian or other...	White	Two or More Races	Race/Ethnicity Unknown	Non-Resident Alien
<i>Pima Community College</i>	2%	3%	4%	43%	0%	40%	3%	3%	1%
Pima Medical Institute	1%	4%	6%	38%	0%	44%	4%	3%	0%
The University of Arizona	1%	6%	4%	25%	0%	52%	4%	1%	7%
Arizona State University	1%	7%	4%	19%	0%	52%	4%	1%	13%
Grand Canyon University	1%	4%	17%	19%	1%	48%	3%	8%	0%
Brookline College Tucson	6%	1%	8%	56%	0%	27%	2%	1%	0%
Brown Mackie College Tucson	6%	2%	10%	47%	0%	32%	0%	3%	0%
The University of Phoenix	0%	1%	17%	8%	0%	27%	8%	38%	1%
Ashford University	1%	1%	35%	11%	1%	46%	3%	2%	0%
Capella University	1%	1%	26%	8%	1%	45%	2%	16%	0%
Southern New Hampshire University	0%	1%	11%	6%	0%	44%	1%	35%	1%
Carrington College	5%	1%	4%	69%	0%	19%	1%	1%	0%

Table 6: Percent Undergraduate Enrollment by Age, Fall 2015

School	24 and Under	25 and Older	Age Unknown
<i>Pima Community College</i>	61%	39%	0%
Pima Medical Institute	34%	64%	0%
The University of Arizona	92%	8%	0%
Arizona State University	88%	12%	0%
Grand Canyon University	39%	61%	0%
Brookline College Tucson	48%	52%	0%
Brown Mackie College Tucson	32%	68%	0%
The University of Phoenix	17%	83%	0%
Ashford University	10%	90%	0%
Capella University	5%	95%	0%
Southern New Hampshire University	27%	73%	0%
Carrington College	68%	32%	0%

Table 7: Percent Undergraduate Student Residence, Fall 2015

School	In-State	Out-of-State	Foreign Countries	Unknown
<i>Pima Community College</i>	94%	4%	0%	3%
Pima Medical Institute	68%	32%	0%	0%
The University of Arizona	58%	38%	3%	1%
Arizona State University	58%	32%	10%	0%
Grand Canyon University	37%	63%	0%	0%
Brookline College Tucson	100%	0%	0%	0%
Brown Mackie College Tucson	100%	0%	0%	0%
The University of Phoenix	3%	97%	0%	0%
Ashford University	5%	94%	1%	0%
Capella University	2%	98%	0%	0%
Southern New Hampshire University	16%	82%	0%	1%
Carrington College	100%	0%	0%	0%

Table 8: Undergraduate Distance Education Status, Fall 2014

School	Enrolled Only in Distance Education	Enrolled in Some Distance Education	Not Enrolled in any Distance Education
<i>Pima Community College</i>	12%	16%	72%
Pima Medical Institute	44%	0%	56%
The University of Arizona	1%	21%	77%
Arizona State University	0%	51%	49%
Grand Canyon University	68%	1%	31%
Brookline College Tucson	0%	0%	100%
Brown Mackie College Tucson	0%	0%	100%
The University of Phoenix	98%	1%	2%
Ashford University	99%	0%	1%
Capella University	100%	0%	0%
Southern New Hampshire University	88%	4%	8%
Carrington College	0%	24%	76%

Table 9: Instructional Faculty by Full-time and Part-time, Fall 2015

School	Full Time	Percent Full Time	Part Time	Percent Part Time
<i>Pima Community College</i>	351	30%	816	70%
Pima Medical Institute	37	59%	26	41%
The University of Arizona	1,824	75%	605	25%
Arizona State University	1,935	92%	168	8%
Grand Canyon University	339	7.2%	4,380	92.8%
Brookline College Tucson	9	90%	1	10%
Brown Mackie College Tucson	3	7.7%	36	92.3%
The University of Phoenix	272	2.3%	11,606	97.7%
Ashford University	179	5.7%	2,996	94.3%
Capella University	237	15%	1,295	85%
Southern New Hampshire University	128	2.9%	4,372	97.1%
Carrington College	6	50%	6	50%

Table 10: Estimated Tuition, Fees, Books and Supplies for Academic Year: 2015-2016

School	In-State	% Change 2014-2015 to 2015-2016	Out-of-State	% Change 2014-2015 to 2015-2016	Books and Supplies	% Change 2014-2015 to 2015-2016
<i>Pima Community College</i>	\$1,974	7%	\$8,610	7%	\$1,600	0%
Pima Medical Institute	\$12,404	2.5%	N/A	N/A	\$670	0.6%
The University of Arizona	\$11,403	4.1%	\$32,630	10.9%	\$1,200	0%
Arizona State University	\$10,158	0%	\$25,458	3.9%	\$1,081	2%
Grand Canyon University	\$17,050	0%	N/A	N/A	\$800	-78.1%
Brookline College Tucson	\$15,225	0%	N/A	N/A	N/A	N/A
Brown Mackie College Tucson	\$13,788	4.4%	N/A	N/A	\$603	0%
The University of Phoenix	\$10,554	7.6%	N/A	N/A	\$1,115	4%
Ashford University	\$10,720	2.3%	N/A	N/A	\$950	0%
Capella University	\$13,176	2.8%	N/A	N/A	\$558	9.4%
Southern New Hampshire University	\$30,386	2.6%	N/A	N/A	\$1,200	0%
Carrington College	\$14,265	-.01%	N/A	N/A	N/A	N/A

Table 11: Average Net Price for Full Time Beginning Students 2014-2015

School	Average Net Price
<i>Pima Community College</i>	\$2,662
Pima Medical Institute	\$20,309
The University of Arizona	\$15,591
Arizona State University	\$12,893
Grand Canyon University	\$19,775
Brookline College Tucson	\$24,044
Brown Mackie College Tucson	\$18,227
The University of Phoenix	\$17,025
Ashford University	\$16,078
Capella University	\$12,918
Southern New Hampshire University	\$34,256
Carrington College	\$19,529

Table 12: Alternative Tuition Plans Offered

School	Tuition Guarantee Plan	Prepaid Tuition Plan	Tuition Payment Plan	Other Alternative Tuition Plan
<i>Pima Community College</i>			X	
Pima Medical Institute	X		X	
The University of Arizona	X		X	
Arizona State University			X	
Grand Canyon University			X	
Brookline College Tucson			X	
Brown Mackie College Tucson			X	
The University of Phoenix				X
Ashford University			X	
Capella University			X	
Southern New Hampshire University			X	
Carrington College			X	

Table 13: Financial Aid for All Undergraduate Students: Grant or Scholarship Aid, 2014-2015

School	Number Receiving Aid	Percent Receiving Aid	Total Amount of Aid Received	Average Amount of Aid Received
<i>Pima Community College</i>	9,722	35%	\$35,588,814	\$3,661
Pima Medical Institute	1,745	57%	\$10,658,443	\$6,108
The University of Arizona	22,423	69%	\$222,505,081	\$9,923
Arizona State University	29,280	73%	\$295,817,666	\$10,103
Grand Canyon University	27,672	70%	\$218,854,211	\$7,909
Brookline College Tucson	538	72%	\$2,172,255	\$4,038
Brown Mackie College Tucson	544	89%	\$2,662,030	\$4,893
The University of Phoenix	125,158	80%	\$486,457,298	\$3,887
Ashford University	35,783	79%	\$151,527,255	\$4,235
Capella University	7,339	84%	\$30,575,362	\$4,166
Southern New Hampshire University	15,245	52%	\$75,225,864	\$4,394
Carrington College	571	83%	\$2,016,252	\$3,531

Table 14: Financial Aid for All Undergraduate Students: Pell Grants, 2014-2015

School	Number Receiving Aid	Percent Receiving Aid	Total Amount of Aid Received	Average Amount of Aid Received
<i>Pima Community College</i>	8,753	31%	\$32,526,166	\$3,716
Pima Medical Institute	1,551	50%	\$7,530,766	\$4,885
The University of Arizona	10,342	32%	\$45,346,216	\$4,385
Arizona State University	12,540	31%	\$53,136,36	\$4,237
Grand Canyon University	18,805	48%	\$95,418,747	\$5,074
Brookline College Tucson	535	71%	\$2,011,455	\$3,760
Brown Mackie College Tucson	527	86%	\$2,030,058	\$3,852
The University of Phoenix	88,430	57%	\$351,609,357	\$3,976
Ashford University	25,714	57%	\$93,696,056	\$3,644
Capella University	4,677	53%	\$15,517,309	\$3,318
Southern New Hampshire University	12,915	44%	\$36,051,535	\$2,791
Carrington College	545	80%	\$1,895,209	\$3,477

Table 15: Financial Aid for All Undergraduate Students: Federal Student Loans, 2014-2015

School	Number Receiving Aid	Percent Receiving Aid	Total Amount of Aid Received	Average Amount of Aid Received
<i>Pima Community College</i>	3,264	12%	\$10,098,043	\$3,094
Pima Medical Institute	2,018	65%	\$21,195,224	\$10,553
The University of Arizona	13,289	41%	\$85,634,226	\$6,444
Arizona State University	17,250	43%	\$116,315,092	\$6,743
Grand Canyon University	25,239	64%	\$202,555,055	\$8,025
Brookline College Tucson	418	56%	\$3,426,780	\$8,198
Brown Mackie College Tucson	449	73%	\$2,798,590	\$6,233
The University of Phoenix	84,594	54%	\$749,048,478	\$8,855
Ashford University	30,822	68%	\$222,196,820	\$7,209
Capella University	7,262	83%	\$63,553,297	\$8,751
Southern New Hampshire University	19,727	67%	\$147,347,660	\$7,469
Carrington College	343	50%	\$2,680,757	\$7,816

Table 16: 2013 Cohort Default Rates

School	Default Rate	Number in Default	Number in Repayment
<i>Pima Community College</i>	20.9%	934	4,452
Pima Medical Institute	10.0%	713	7,123
The University of Arizona	5.6%	346	6,122
Arizona State University	6.9%	1,131	16,222
Grand Canyon University	9.2%	2,218	24,074
Brookline College Tucson	11.6%	288	2,471
Brown Mackie College Tucson	19.3%	4,270	22,025
The University of Phoenix	13.3%	26,004	194,107
Ashford University	14.5%	7,545	51,710
Capella University	6.5%	1,171	17,982
Southern New Hampshire University	9.1%	424	4,619
Carrington College	21.3%	854	3,996

Table 17: Retention, Graduation and Transfer-Out

School	First-to-Second Year Retention Rates ²	Overall Graduation Rate ³	Overall Transfer out Rates ⁴
<i>Pima Community College</i>	63% FT and 41% PT Students	14%	20%
Pima Medical Institute	60% Full-Time Students	73%	Data not Available
The University of Arizona	80% FT and 63% PT Students	61%	Data not Available
Arizona State University	86% FT and 43% PT Students	66%	Data not Available
Grand Canyon University	67% FT and 37% PT Students	34%	Data not Available
Brookline College Tucson	60% Full-Time Students	60%	Data not Available
Brown Mackie College Tucson	36%	75%	1%
The University of Phoenix	35% Full-Time Students	17%	Data not Available
Ashford University	34% Full-Time Students	14%	Data not Available
Capella University	26% Part-Time Students	Data not Available	Data not Available
Southern New Hampshire University	61% FT and 43% PT Students	58%	Data not Available
Carrington College	73% Full-Time Students	71%	2%

² Percentage of Students Who Began Their Studies in Fall 2014 and Returned in Fall 2015

³ Percentage of Full-time, First-Time Students Who Graduated Within 150% of "Normal Time" to Completion for Their Program

⁴ Percentage of Full-time, First-Time Students Who Transferred out Within 150% of "Normal Time" to Completion for Their Program

Table 18: Service Members and Veteran Services and Programs

School	Services and Programs for Servicemembers and Veterans
<i>Pima Community College</i>	Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Recognized student veteran organization Member of Servicemembers Opportunity Colleges
Pima Medical Institute	No Information Available
The University of Arizona	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Recognized student veteran organization Member of Servicemembers Opportunity Colleges
Arizona State University	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Recognized student veteran organization Member of Servicemembers Opportunity Colleges
Grand Canyon University	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Recognized student veteran organization Member of Servicemembers Opportunity Colleges
Brookline College Tucson	Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families
Brown Mackie College Tucson	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families
The University of Phoenix	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Member of Servicemembers Opportunity Colleges
Ashford University	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Member of Servicemembers Opportunity Colleges Credit for military training may be granted if credit has been awarded by ACE for the military training or experience and is a match to the level and content of our classes.
Capella University	Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program) Credit for military training Dedicated point of contact for support services for veterans, military servicemembers, and their families Member of Servicemembers Opportunity Colleges

Southern New Hampshire University	<p>Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program)</p> <p>Credit for military training</p> <p>Dedicated point of contact for support services for veterans, military servicemembers, and their families</p> <p>Recognized student veteran organization</p> <p>Member of Servicemembers Opportunity Colleges</p>
Carrington College	<p>Yellow Ribbon Program (officially known as Post-9/11 GI Bill, Yellow Ribbon Program)</p> <p>Credit for military training</p> <p>Dedicated point of contact for support services for veterans, military servicemembers, and their families</p>

Table 19: Accreditation

School	Institution Accreditor	Specialized Accreditation (Agency and Program(s))	Accreditation Status
<i>Pima Community College</i>	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>Accreditation Commission for Education in Nursing, Inc. – May 6, 2013 Formerly: National League for Nursing Accrediting Commission</p> <ul style="list-style-type: none"> Nursing (ADNUR) - Associate degree programs <p>American Dental Association, Commission on Dental Accreditation</p> <ul style="list-style-type: none"> Dental Assisting (DA) Dental Laboratory Technology (DT) Dental Hygiene (DH) <p>Joint Review Committee on Education in Radiologic Technology</p> <ul style="list-style-type: none"> Radiologic Technology (RAD) - Programs for radiographers 	Accredited
Pima Medical Institute	Accrediting Bureau of Health Education Schools	<p>American Occupational Therapy Association, Accreditation Council for Occupational Therapy Education</p> <ul style="list-style-type: none"> Occupational Therapy Assistant (OTA) - Programs leading to an associate degree <p>American Physical Therapy Association, Commission on Accreditation in Physical Therapy Education</p>	Accredited

		<ul style="list-style-type: none"> Physical Therapy (PTA) - Programs for the physical therapist assistant <p>Joint Review Committee on Education in Radiologic Technology</p> <ul style="list-style-type: none"> Radiologic Technology (RAD) - Programs for radiographers 	
The University of Arizona	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>Academy of Nutrition and Dietetics, Accreditation Council for Education in Nutrition and Dietetics</p> <ul style="list-style-type: none"> Didactic Program in Dietetics <p>Accreditation Council for Pharmacy Education</p> <ul style="list-style-type: none"> Pharmacy (PHAR) - Professional degree programs <p>American Bar Association, Council of the Section of Legal Education and Admissions to the Bar</p> <ul style="list-style-type: none"> Law (LAW) - Professional schools <p>American Psychological Association, Commission on Accreditation</p> <ul style="list-style-type: none"> Clinical Psychology (CLPSY) - PhD Doctoral programs School Psychology (SCPSY) - PhD Doctoral programs <p>American Speech-Language-Hearing Association, Council on Academic Accreditation in Audiology and Speech-Language Pathology</p> <ul style="list-style-type: none"> Audiology (AUD) - Graduate degree programs Speech-Language Pathology (SLP) - Graduate degree programs 	Accredited

		<ul style="list-style-type: none"> • Clinical doctoral program in Audiology <p>Commission on Collegiate Nursing Education</p> <ul style="list-style-type: none"> • Nursing (CNURED) - Nursing education programs at the baccalaureate degree levels • Nursing (CNURED) - Nursing education programs at the graduate degree levels <p>Commission on English Language Program Accreditation</p> <ul style="list-style-type: none"> • English Language <p>Council on Accreditation of Nurse Anesthesia Educational Programs</p> <ul style="list-style-type: none"> • Nurse Anesthesia (ANEST) - Institutions and programs at the master's degree, post master's certificate or doctoral degree levels <p>Council on Education for Public Health</p> <ul style="list-style-type: none"> • Public Health (PHB) - Baccalaureate and Graduate level school of public health <p>Liaison Committee on Medical Education</p> <ul style="list-style-type: none"> • Medicine (MED) - Programs leading to the M.D. degree <p>National Association of Schools of Dance, Commission on Accreditation</p> <ul style="list-style-type: none"> • Dance (DANCE) - Institutions and units within institutions offering degree-granting and non-degree-granting programs <p>National Association of Schools of Music, Commission on Accreditation</p>	
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		<ul style="list-style-type: none"> • Music (MUS) - Institutions and units within institutions offering degree-granting and/or non-degree-granting programs <p>National Association of Schools of Theatre, Commission on Accreditation</p> <ul style="list-style-type: none"> • Theatre (THEA) - Institutions and units within institutions offering degree-granting and/or non-degree-granting programs 	
Arizona State University	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>American Bar Association, Council of the Section of Legal Education and Admissions to the Bar</p> <ul style="list-style-type: none"> • Law (LAW) - Professional schools <p>American Psychological Association, Commission on Accreditation</p> <ul style="list-style-type: none"> • Counseling Psychology (COPSY) - PhD Doctoral programs • Clinical Psychology (CLPSY) - PhD Doctoral programs • School Psychology (SCPSY) - PhD Doctoral programs <p>American Speech-Language-Hearing Association, Council on Academic Accreditation in Audiology and Speech-Language Pathology</p> <ul style="list-style-type: none"> • Speech-Language Pathology (SLP) - Graduate degree programs • Audiology (AUD) - Graduate degree programs • Clinical doctoral program in Audiology 	Accredited

		<p>Commission on Accreditation of Healthcare Management Education</p> <ul style="list-style-type: none"> Health Services Administration (HSA) - Graduate programs in health services administration <p>National Association of Schools of Art and Design, Commission on Accreditation</p> <ul style="list-style-type: none"> Art and Design (ART) - Degree-granting schools and departments and non-degree-granting programs <p>National Association of Schools of Music, Commission on Accreditation</p> <ul style="list-style-type: none"> Music (MUS) - Institutions and units within institutions offering degree-granting and/or non-degree-granting programs 	
Grand Canyon University	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>Commission on Collegiate Nursing Education</p> <ul style="list-style-type: none"> Nursing (CNURED) - Nursing education programs at the baccalaureate degree levels Nursing (CNURED) - Nursing education programs at the graduate degree levels Nursing (CNDNP) - Nursing education programs at the doctorate degree levels 	Accredited
Brookline College Tucson	Accrediting Council for Independent Colleges and Schools	N/A	Accredited
Brown Mackie College Tucson	Accrediting Council for Independent Colleges and Schools	<p>Accrediting Bureau of Health Education Schools</p> <ul style="list-style-type: none"> Surgical Technology (STAB) - Schools and Programs for the surgical technician <p>American Occupational Therapy Association, Accreditation Council for Occupational Therapy Education</p>	Accredited

		<ul style="list-style-type: none"> Occupational Therapy Assistant (OTA) - Programs leading to an associate degree 	
The University of Phoenix	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>Commission on Collegiate Nursing Education</p> <ul style="list-style-type: none"> Nursing (CNURED) - Nursing education programs at the baccalaureate degree levels Nursing (CNURED) - Nursing education programs at the graduate degree levels <p>National Council for Accreditation of Teacher Education</p> <ul style="list-style-type: none"> Graduate Teacher Education Accreditation Council (GTEAC) - Graduate programs 	Accredited
Ashford University	Western Association of Schools and Colleges, Senior College and University Commission	N/A	Accredited
Capella University	North Central Association of Colleges and Schools, The Higher Learning Commission	<p>Commission on Collegiate Nursing Education</p> <ul style="list-style-type: none"> Nursing (CNURED) - Nursing education programs at the baccalaureate degree levels Nursing (CNURED) - Nursing education programs at the graduate degree levels <p>National Council for Accreditation of Teacher Education</p> <ul style="list-style-type: none"> Teacher Education (TED) - Baccalaureate and graduate programs for the preparation of teachers and other professional personnel for elementary and secondary schools 	Accredited
Southern New Hampshire University	New England Association of Schools and Colleges, Commission on Institutions of Higher Education	<p>Commission on Collegiate Nursing Education</p> <ul style="list-style-type: none"> Nursing (CNURED) - Nursing education programs at the 	Accredited

		baccalaureate degree levels <ul style="list-style-type: none"> Nursing (CNURED) - Nursing education programs at the graduate degree levels 	
Carrington College	Medical Assistant Education (MAAB) - Private schools and programs	N/A	Accredited

Programs and Majors

Details on programs and majors can be found on each college/university Consumer Information webpage. See Table 21 for more information.

Athletics

Athletic programs are offered at Pima Community College, Arizona State University, the University of Arizona and Grand Canyon University. Details of athletic programs can be found in the Consumer Information webpages presented in Table 21.

Campus Crime Statistics:

Campus crime statistics are reported through the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. The act is *a federal statute requiring colleges and universities participating in federal financial aid programs to maintain and disclose campus crime statistics and security information. The U.S. Department of Education conducts reviews to evaluate an institution's compliance with the Clery Act requirements. A review may be initiated when a complaint is received, a media event raises certain concerns, the school's independent audit identifies serious noncompliance, or through a review selection process that may also coincide with state reviews performed by the FBI's Criminal Justice Information Service (CJIS) Audit Unit. Once a review is completed, the Department issues a Final Program Review Determination. In addition, the Department conducts general assessment compliance reviews and audits which may also result in fine actions taken by the Department against an institution for violations of the Clery Act.*⁵

Clery Act information for the schools included in this analysis can be found at: <https://studentaid.ed.gov/sa/about/data-center/school/clery-act-reports>

College/University Consumer Information Webpages

Consumer information from colleges provide notices and disclosures provided in accordance with the Higher Education Opportunity Act. The Higher Education Opportunity Act (Public Law 110-315) (HEOA) was enacted on August 14, 2008, and reauthorized the Higher Education Act of 1965. Every college is required to provide consumer information and includes information of a general

⁵ <https://studentaid.ed.gov/sa/about/data-center/school/clery-act-reports>

nature as well as Academic Information, Health and Safety, Student Financial Assistance, Academics, Student Outcomes, Intercollegiate Athletic Program, and Voter Registration information. The Consumer Information webpages for the colleges/universities are displayed in the table below:

Table 21: Consumer Information Webpages

School	Consumer Information Website
<i>Pima Community College</i>	https://pima.edu/about-pima/consumer-information/index.html
Pima Medical Institute	https://pmi.edu/consumerinfo
The University of Arizona	https://financialaid.arizona.edu/managing-my-aid/consumer-information
Arizona State University	https://students.asu.edu/financialaid/consumer-info
Grand Canyon University	https://www.gcu.edu/academics/academic-policies.php
Brookline College Tucson	http://brooklinecollege.edu/reporting-and-disclosure/
Brown Mackie College Tucson	https://www.brownmackie.edu/why-brown-mackie/student-consumer-information
The University of Phoenix	http://www.phoenix.edu/content/dam/altcloud/doc/about_uopx/Consumer-Information-Guide.pdf
Ashford University	https://www.ashford.edu/about/consumer-information
Capella University	https://www.capella.edu/content/dam/capella/PDF/Consumer_Information.pdf
Southern New Hampshire University	http://www.snhu.edu/consumer-information
Carrington College	http://docs.carrington.edu/forms/disclosures/CCTucson20162017AnnualDisclosure.pdf