



Student Achievement Outcomes Report

Institution	Hallmark University
Publication cycle	Annual update by May 1
Current cycle	Prepared for the May 1, 2026 publication cycle
Institutional mission	We change individual lives by developing superior skills, knowledge, and character.

This report is designed as Hallmark University's central public student achievement disclosure.

Purpose and Reporting Method

Hallmark University identifies, evaluates, and publishes goals and outcomes for student achievement appropriate to the institution's mission, the nature of its students, and the kinds of academic programs offered. The measures in this report document completion, career placement, retention / persistence, and certification or licensure outcomes.

For each measure, Hallmark reports a minimum threshold of acceptability and a goal target. The minimum threshold defines the institution's acceptable level of performance. The goal target reflects the aspirational level of performance Hallmark seeks to achieve through planning, assessment, and continuous improvement.

Public small-cell reporting rule

Public program-level results are suppressed when the denominator is fewer than 10 students. Suppressed results are labeled Not Published - N<10. Data remain available for internal review and may be aggregated where analytically appropriate.

Summary Scorecard

Measure	Reporting definition	Minimum threshold	Goal target	Most recent result	Status
Graduation Rate	IPEDS Six-Year Graduation Rate; Key Student Completion Indicator	San Antonio-area peer group average	NSC national six-year graduation rate	65% for 2025-2026 IPEDS reporting year	Exceeds Goal
Graduate Career Placement	Placement-eligible graduates placed in field within 90 days	70%	90%	92% institutional placement rate for 2025	Exceeds Goal
Retention / Student Persistence	Term-over-term persistence based on formal withdrawal status	95%	96%	96.35% annual average for 2025	Exceeds Goal
Certification and Licensure	NCLEX first-time pass rates; annual credential attainment for applicable non-nursing programs	80%	90%	Varies by program; see tables	Program-specific

Status Definitions

Status	Definition
Exceeds Goal	Result equals or exceeds the goal target.
Meets Minimum	Result is below the goal but at or above the minimum threshold.
Below Minimum	Result is below the minimum threshold of acceptability.
Not Published - N<10	Public reporting is suppressed because the denominator is fewer than 10; data are retained for internal review.
Not Reported	Measure is not applicable, no candidates existed, source data are not yet available, or the program is new.

Measure 1: Graduation Rate

Hallmark University formally identifies the IPEDS Six-Year Graduation Rate as its Key Student Completion Indicator for SACSCOC Core Requirement 8.1. Graduation rate is a core completion measure that reflects whether students complete recognized credentials within the applicable federal reporting window.

The minimum threshold is the average IPEDS Six-Year Graduation Rate for the approved San Antonio-area peer group, when comparable data are available. The goal target is the National Student Clearinghouse national six-year graduation rate for the applicable cohort period.

Reporting year / cohort	Cohort N	Completed N	Actual	Minimum	Goal	Status
2025-2026 IPEDS	500	324	65%	Pending - latest peer average 55%	61.1%	Exceeds Goal
2024-2025 IPEDS	395	262	66%	55%	61.4%	Exceeds Goal
2023-2024 IPEDS	353	241	68%	50%	61.1%	Exceeds Goal
2022-2023 IPEDS	363	241	66%	49%	61.2%	Exceeds Goal

Hallmark exceeded the applicable goal target in each reported IPEDS cohort year. The University will continue to monitor graduation outcomes institutionally and will review disaggregated results internally to identify completion gaps by student population, program, modality, or credential level.

Measure 2: Graduate Career Placement

Graduate Career Placement is the percentage of placement-eligible graduates who are placed in field within 90 days of graduation. The 90-day window begins on the student's official graduation date. This measure is central to Hallmark's workforce-focused mission and provides direct evidence of career readiness and return on educational investment.

Placement counts include direct in-field employment, in-field self-employment, in-field promotion, and continuation in an existing in-field job. Documented continuing education and military placement/status are excluded from the denominator and do not count for or against the placement rate.

Year	Total graduates	Placement cohort N	Placed in field N	Placement rate	Minimum	Goal	Status
2025	330	298	275	92%	70%	90%	Exceeds Goal
2024	350	325	266	82%	70%	90%	Meets Minimum
2023	368	347	199	57%	70%	90%	Below Minimum

Program-Level Placement Rates

Program	2023	2024	2025
AAS Airframe	Not Published - N<10	74% - Meets Minimum	Not Published - N<10
AAS Airframe & Powerplant	49% - Below Minimum	Not Published - N<10	95% - Exceeds Goal
AAS Powerplant	Not Published - N<10	90% - Exceeds Goal	Not Published - N<10
BS Aviation Maintenance Management	60% - Below Minimum	93% - Exceeds Goal	Not Published - N<10
BS Business Management	70% - Meets Minimum	100% - Exceeds Goal	100% - Exceeds Goal
M Business Management	69% - Below Minimum	Not Published - N<10	100% - Exceeds Goal
BS Cybersecurity	33% - Below Minimum	68% - Below Minimum	79% - Meets Minimum
BS Information Systems	50% - Below Minimum	71% - Meets Minimum	Not Published - N<10
MS Cybersecurity	47% - Below Minimum	75% - Meets Minimum	Not Published - N<10
BS Nursing	52% - Below Minimum	96% - Exceeds Goal	93% - Exceeds Goal
Vocational Nursing Certificate	74% - Meets Minimum	Not Published - N<10	Not Published - N<10

Institutional placement improved from 57% in 2023 to 82% in 2024 and 92% in 2025. Program-level results below goal or below minimum are reviewed by Career Services, Academic Affairs, Institutional Strategy and Analytics, and program leadership to identify targeted improvement actions.

Measure 3: Retention / Student Persistence

Retention / Student Persistence is measured as term-over-term persistence based on formal university withdrawal status in Hallmark's accelerated academic term model. Because Hallmark operates on accelerated terms, term-over-term persistence provides timely information for advising, academic support, and early intervention.

Formal withdrawals from the University count against retention. Leave of absence, stop-out status, and program change do not count against retention if the student remains active with the University and has not formally withdrawn. Graduates are excluded from the following term persistence calculation.

Year	Avg. term enrollment	Avg. retained N	Annual avg. persistence	Minimum	Goal	Status
2025 annual average	703	678	96.35%	95%	96%	Exceeds Goal
2024 annual average	683	659	96.40%	95%	96%	Exceeds Goal
2023 annual average	714	682	95.58%	95%	96%	Meets Minimum

Term-Level Detail

Year	Term	Enrolled	Retained	Persistence	Status
2025	Spring I	665	638	95.94%	Meets Minimum
2025	Spring II	682	657	96.33%	Exceeds Goal
2025	Summer I	695	676	97.27%	Exceeds Goal
2025	Summer II	698	670	95.99%	Meets Minimum
2025	Fall I	744	722	97.04%	Exceeds Goal
2025	Fall II	736	703	95.52%	Meets Minimum
2024	Spring I	703	676	96.16%	Exceeds Goal
2024	Spring II	672	651	96.88%	Exceeds Goal
2024	Summer I	664	641	96.54%	Exceeds Goal
2024	Summer II	654	635	97.09%	Exceeds Goal

Year	Term	Enrolled	Retained	Persistence	Status
2024	Fall I	698	666	95.42%	Meets Minimum
2024	Fall II	709	683	96.33%	Exceeds Goal
2023	Spring I	723	691	95.57%	Meets Minimum
2023	Spring II	727	689	94.77%	Below Minimum
2023	Summer I	683	651	95.31%	Meets Minimum
2023	Summer II	677	656	96.90%	Exceeds Goal
2023	Fall I	747	715	95.72%	Meets Minimum
2023	Fall II	727	692	95.19%	Meets Minimum

Hallmark met or exceeded the minimum threshold in all reported annual averages and exceeded the 96% goal target in 2024 and 2025. Term-level review allows the University to identify points of increased student attrition and connect results to advising, attendance monitoring, faculty outreach, financial planning support, and other student success interventions.

Measure 4: Certification and Licensure

Certification and Licensure outcomes measure program-specific success where licensure or certification is a defined programmatic objective. Nursing programs are reported as first-time NCLEX pass rates. Non-nursing programs are reported as credential attainment rates for the applicable annual or third-party reporting period.

Program	Measure	Period	Eligible / cohort	Actual rate	Minimum	Goal	Status
VN Program	NCLEX-PN first-time pass rate	2025	9	88.89%	80%	90%	Meets Minimum
VN Program	NCLEX-PN first-time pass rate	2024	No candidates	No candidates	80%	90%	Not Reported
VN Program	NCLEX-PN first-time pass rate	2023	New program	New program	80%	90%	Not Reported
BSN	NCLEX-RN first-time pass rate	2025	59	79.66%	80%	90%	Below Minimum
BSN	NCLEX-RN first-time pass rate	2024	49	85.71%	80%	90%	Meets Minimum
BSN	NCLEX-RN first-time pass rate	2023	47	97.87%	80%	90%	Exceeds Goal
AAS Airframe & Powerplant	AMG - General	8/1/2023-12/31/2024	181	87.3%	80%	90%	Meets Minimum
AAS Airframe & Powerplant	AMA - Airframe	8/1/2023-12/31/2024	385	92.0%	80%	90%	Exceeds Goal
AAS Airframe & Powerplant	AMP - Powerplant	8/1/2023-12/31/2024	416	86.3%	80%	90%	Meets Minimum
AAS Unmanned Aircraft Systems Technology	FAA Remote Pilot Certificate / Part 107	2025	New program	New program	80%	90%	Not Reported

BSN NCLEX-RN first-time pass rate fell below the minimum threshold in 2025 and will require focused program-level analysis and improvement action. Aviation credential results met the minimum threshold across General and Powerplant and exceeded the goal target for Airframe during the available reporting period. New programs or small cohorts are monitored internally until public reporting is appropriate under the small-cell suppression rule.

Continuous Improvement and Annual Publication

Hallmark University reviews student achievement results through its institutional effectiveness and planning processes. Institutional Strategy and Analytics validates data and calculation logic; Compliance reviews the report for alignment with accreditation expectations; Academic Affairs, Career Services, Registrar, and Student Support Services review results connected to their operational areas; and University leadership reviews findings and improvement actions.

This report will be updated annually by May 1 to include data from the most recently closed calendar year and the most recent official data available from IPEDS, NCES, National Student Clearinghouse, Texas Board of Nursing, FAA, and other applicable third-party sources.