

## DISTANCE EDUCATION ACCREDITING COMMISSION

# STUDENT ACHIEVEMENT DISCLOSURE FOR THE PUBLIC

DEAC accredited ins/tu/ons offer a broad array of instruc/onal programs and student support services to meet varied educa/onal and professional goals of a highly diverse student popula/on. Ins/tu/ons determine appropriate performance criteria to measure the success of their students in achieving their goals in the context of the ins/tu/on's specific mission and scope. You will find below (1) a summary of how this ins/tu/on measures student achievement in the context of the ins/tu/on's mission and educa/onal programs, and (2) student achievement metrics which the ins/tu/on believes best reflect student and program performance. For more informa/on about DEAC standards and requirements, please visit [www.deac.org](http://www.deac.org).

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### Summary of Ins-tu-on Mission and Student Achievement

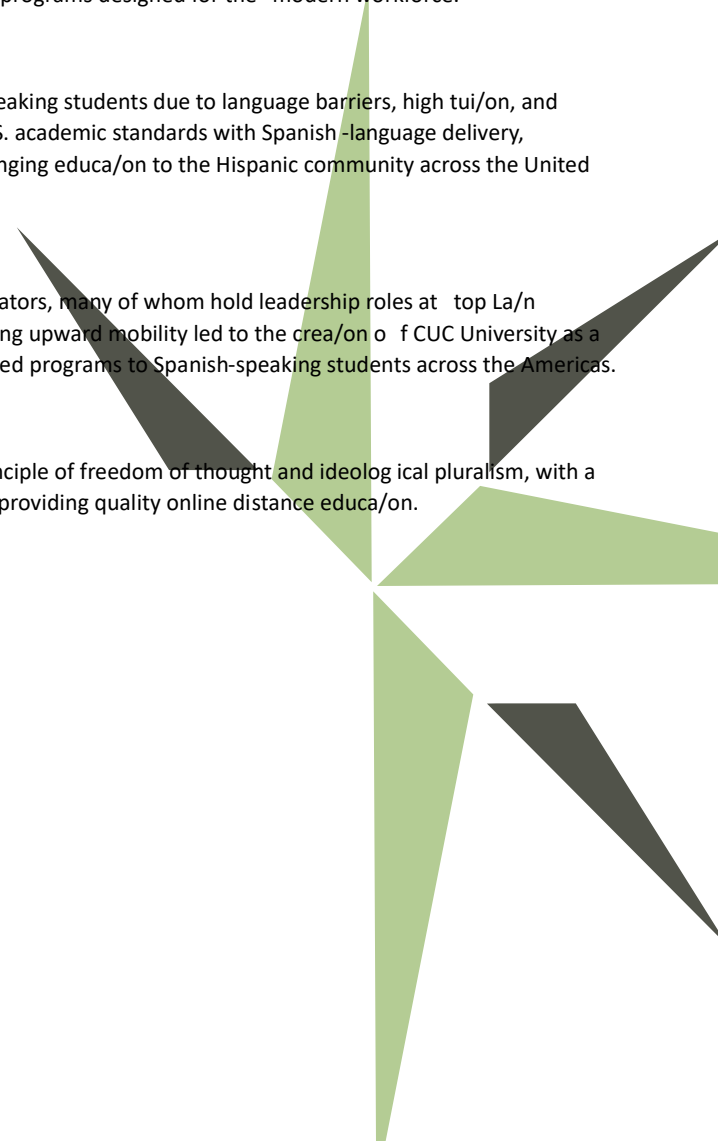
To help Hispanic and La/n American professionals access high -quality, U.S.-licensed educa/on and transform their lives, CUC University created an ins/tu/on dedicated to delivering quality, affordable and flexible online degree programs designed for the modern workforce.

In a world where quality U.S. educa/on remains out of reach for most Spanish -speaking students due to language barriers, high tui/on, and geographic limita/ons, CUC University overcame these obstacles by combining U.S. academic standards with Spanish -language delivery, personalized student support, and strong industry partnerships to bring a life-changing educa/on to the Hispanic community across the United States and La/n America.

The ins/tu/on was established by a group of experienced educators and administrators, many of whom hold leadership roles at top La/n American universi/es. Their commitment to making educa/on possible and fostering upward mobility led to the crea/on o f CUC University as a U.S. licensed ins/tu/on designed to offer affordable, flexible, and workforce -aligned programs to Spanish-speaking students across the Americas.

**Mission:** At CUC University, our mission is to train an integral ci/zen under the principle of freedom of thought and ideolog ical pluralism, with a high sense of responsibility in the permanent search for academics and research, providing quality online distance educa/on.

**Core Purpose:** Transform educa/on to change lives.



## Aggregated Institutional Data on Student Achievement

**Note:** Cohorts starting in 2025 are still studying; graduation rates for these cohorts are not yet available.

Retention rates for 2025 cohorts reflect current enrollment status.

| Program                                      | Metric     | 2023 | 2024 | 2025 | Total | Notes         |
|--|------------|------|------|------|-------|---------------|
| <b>International Business Administration</b> |            |      |      |      |       |               |
| <b>MS International Business</b>             | Graduation | 80%  | 60%  | —    | 63%   |               |
|  | Retention  | 80%  | 74%  | 97%  | 86%   |               |
| <b>AS International Business</b>             | Graduation | N/A  | 100% | —    | 100%  |               |
|  | Retention  | N/A  | 100% | 100% | 100%  |               |
| <b>BS International Business</b>             | Graduation | N/A  | —    | —    | —     | Launched 2024 |
|  | Retention  | N/A  | —    | —    | —     | In progress   |
| <b>Marketing</b>                             |            |      |      |      |       |               |
| <b>MS Marketing</b>                          | Graduation | 75%  | 58%  | —    | 61%   |               |
|  | Retention  | 75%  | 72%  | 89%  | 81%   |               |
| <b>Mass Media and Communication</b>          |            |      |      |      |       |               |
| <b>MS Mass Media &amp; Comm.</b>             | Graduation | 67%  | 100% | —    | 84%   |               |
|  | Retention  | 67%  | 100% | 80%  | 81%   |               |

N/A = No students enrolled in that cohort year

— = Data not yet available (cohort still in progress)