# WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS 2018-2028*: <u>MAJOR METRICS</u> updated 3/25/24

| M# | Working Metric (others are under development) | Data Source | 2016/17 Baseline | 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2021-22 | 2022-23 | 2027/28 Target |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Counsel at least 90% of students w/ outstanding financial aid needs prior to enrollment | Student Financial Assistance | • 74.7% | • 74.7% | • 80.3% | • 85.6% | • 87.3% | • 87.9% | • 89.2% | • 90% |
| 2 | Increase the WKU Opportunity Fund; Presidential Initiatives: Academic Excellence, Athletics, and GFCB Building | Philanthropy | • Not established<br>• New FY22 | • Established<br>• NA | • $27M<br>• NA | • $45M<br>• NA | • $55M<br>• NA | • $70.5M | • $87.3M | • $100M<br>• $15-20M each |
| 3 | Increase the number of Baccalaureate STEM + H degrees and the number of underrepresented populations graduating with said degrees | IR | • 825 degrees<br>• 438 degrees to 435 women<br>• 63 degrees to 62 URM students | • 880 degrees<br>• 465 degrees to 461 women<br>• 72 degrees to 72 URM students | • 867 degrees<br>• 470 degrees to 466 women<br>• 90 degrees to 89 URM students | • 928 degrees<br>• 526 degrees to 520 women<br>• 66 degrees to 64 URM students | • 843<br>• 492 degrees to 491 women<br>• 91 degrees to 91 URM students | • 772<br>• 454 degrees to 449 women<br>• 78 degrees to 77 URM students | • 765<br>• 480 degrees to 476 women<br>• 98 degrees to 96 URM students | • 1,156<br>• 512<br>• 90 |
| 4 | Improve WKU's rating on Campus Pride Index to 5 stars | Campus Pride | • 2 stars | • 2.5 stars | • 3 stars | • 3 stars | • 4.5 stars | • 4.5 stars | • TBA | • 5 stars |
| 5 | Increase the number of freshmen, sophomores, and juniors progressing to the next classification or graduating during the academic year | Performance Funding | • FR: 2,051<br>• SO: 2,207<br>• JR: 2,802 | • 2,055<br>• 2,194<br>• 2,727 | • 1,982<br>• 2,194<br>• 2,795 | • 1,798<br>• 2,104<br>• 2,693 | • 1,825<br>• 1,910<br>• 2,584 | • 1,857<br>• 1,966<br>• 2,378 | • 1,805<br>• 2,056<br>• 2,520 | • FR: 2,154<br>• SO: 2,317<br>• JR: 2,942 |
| 6 | Increase the first-to-second year retention of first-time, full-time baccalaureate degree-seeking students | CPE Strategic Agenda | • 69.9% | • 71.5% | • 72.9% | • 76.8% | • 72.8% | • 76.6% | • 78.0% | • 80% |
| 7 | Increase the six-year graduation of first-time, full-time baccalaureate degree-seeking students | CPE Strategic Agenda | • 50.7% | • 53.4% | • 51.6% | • 55.1% | • 57.4% | • 54.0% | • 56.1% | • 60% |
| 8 | Increase the number of graduate and professional degrees awarded during an academic year | CPE Strategic Agenda | • 879 | • 930 | • 834 | • 868 | • 796 | • 791 | • 762 | • 970 |
| 9 | Maintain CPE eligibility to offer new academic programs | DEI Plan | • % UG AA Enr: 8.8%<br>• % UG Hisp Enr: 3.1%<br>• % UG URM Enr: 15.2%<br>• % GR URM enrollment: 11.5%<br>• URM retention rates: 57.8%<br>• Low Income retention: 60.2%<br>• URM graduation rate: 30.7%<br>• Low Income graduation rate: 37.9%<br>• Bacc degrees by URM: 310<br>• Bacc degrees by low income: 1276<br>• %URM tenure track faculty: 9.4%<br>• %URM administrators: 14.0% | • 8.5%<br>• 3.4%<br>• 15.5%<br>• 13.6%<br>• 57.1%<br>• 62.7%<br>• 33.6%<br>• 39.9%<br>• 347<br>• 1361<br>• 8.9%<br>• 14.6% | • 8.1%<br>• 3.7%<br>• 15.5%<br>• 15.1%<br>• 59.5%<br>• 64.7%<br>• 34.7%<br>• 38.3%<br>• 383<br>• 1,298<br>• 9.6<br>• 12.8% | • 8.0%<br>• 4.1%<br>• 15.9%<br>• 15.9%<br>• 73.0%<br>• 69.9%<br>• 36.9%<br>• 41.5%<br>• 386<br>• 1,339<br>• 9.2%<br>• 12.0% | • 8.6%<br>• 4.5%<br>• 17.2%<br>• 17.4%<br>• 65.9%<br>• 65.8%<br>• 40.7%<br>• 43.2%<br>• 388<br>• 1,270<br>• 9.7%<br>• 13.3% | • 8.4%<br>• 5.1%<br>• 17.5%<br>• 16.9%<br>• 72.8%<br>• 71.3%<br>• 33.3%<br>• 40.4%<br>• 348<br>• 1,211<br>• 9.6%<br>• 9.0% | • 8.0%<br>• 5.4%<br>• 17.6%<br>• 15.9%<br>• 74.7%<br>• 69.8%<br>• 36.1%<br>• 42.3%<br>• 393<br>• 1,074<br>• 10.6%<br>• 9.3% | • Maintain eligibility |
| 10 | Increase the number of full-time faculty who complete at least one course/seminar/workshop provided by CITL per year | CITL | • ND | • 286 | • 356 | • 433 | • 603 | • 541 unique (1151 total) | • 474 (982 total) | • 500 |
| 11 | Increase the number/dollar amount of awards for research or creative activity grants | R&CA | • $24.8M | • $16.1M | • $17.5M | • $27M ($13M CARES) | • $52M ($36M CARES) | • $24.6M (152 awards) | • $22M ($3.5M CARES)<br>• (191 awards) | • $25M |
| 12 | Increase percentage of all degree [baccalaureate only] students who participated in study away/abroad programs or other WKU sanctioned SA/A experience (research / CA) | GLIA | • 13% [16%] | • 12% [15%] | • 10% [14%] | • 9% [12%] | • 7% [9%] | • 4% [6%] | • 4% [6%] | • 17% [20%] |
| 13 | Increase the number of readmitted & transfer students who obtain baccalaureate degrees | IR | • 1,248 degrees to 1,236 readmits or transfer students | • 1,219 degrees to 1,211 readmits or transfer students | • 1,138 degrees to 1,128 readmits or transfer students | • 1,220 degrees to 1,208 readmits or transfer students | • 1,118 degrees to 1,112 readmits or transfer students | • 1,049 degrees to 1,042 readmits or transfer students | • 945 degrees to 937 readmits or transfer students | • 1,350 |
| 14 | Increase the percentage of WKU baccalaureate degree earners employed in Kentucky five years after graduation | https://kystats.ky.gov/Latest/PSFR | • N/A | • 51% | • 52% | • 51.2% | • 51.6% | • 51.3% | • % (May not have until Apr 2024) | • 56% |
| 15 | Exceed the required NCAA 930 Academic Progress Report Rate (APR) for each WKU sport; Achieve 90% graduation success rate for all student-athletes who have exhausted their eligibility | Athletics | • Exceed APR 930 per sport<br>• 85% | • >930<br>• 85% | • >930<br>• 85% | • >930<br>• 85% | • >930<br>• 85% | • >930<br>• 85% | • >930<br>• 85% | • > 930/sport<br>• 85% |