

WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS 2018-2028*: MAJOR METRICS updated 3/26/25

#	Metric	Data Source	2016/17 Baseline	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	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%	• 90%
2	Increase the WKU Opportunity Fund; Presidential Initiatives: Academic Excellence, Athletics, and GFCB Building	Philanthropy	• Not established • New FY22	• Established • NA	• \$27M • NA	• \$45M • NA	• \$55M • NA	• \$70.5M	• \$87.3M	• \$102.8M	• \$100M • \$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 • 438 degrees to 435 women • 63 degrees to 62 URM students	• 880 degrees • 465 degrees to 461 women • 72 degrees to 72 URM students	• 867 degrees • 470 degrees to 466 women • 90 degrees to 89 URM students	• 928 degrees • 526 degrees to 520 women • 66 degrees to 64 URM students	• 843 • 492 degrees to 491 women • 91 degrees to 91 URM students	• 772 • 454 degrees to 449 women • 78 degrees to 77 URM students	• 765 • 480 degrees to 476 women • 98 degrees to 96 URM students	• 832 • 497 degrees to 494 women • 117 degrees to 117 URM students	• 1,156 • 512 • 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	• 4.5 stars	• 4.5 stars	• 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 • SO: 2,207 • JR: 2,802	• 2,055 • 2,194 • 2,727	• 1,982 • 2,194 • 2,795	• 1,798 • 2,104 • 2,693	• 1,825 • 1,910 • 2,584	• 1,857 • 1,966 • 2,378	• 1,805 • 2,056 • 2,520	• 1,886 • 1,994 • 2,630	• FR: 2,154 • SO: 2,317 • 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%	• 78.3%	• 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%	• 57.9%	• 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	• 767	• 970
9	Maintain CPE eligibility to offer new academic programs	DEI Plan	<ul style="list-style-type: none"> • % UG AA Enr: 8.8% • % UG Hisp Enr: 3.1% • % UG URM Enr: 15.2% • % GR URM enrollment: 11.5% • URM retention rates: 57.8% • Low Income retention rate: 60.2% • URM graduation rate: 30.7% • Low Income graduation rate: 37.9% • Bacc degrees by URM: 310 • Bacc degrees by low income: 1276 • %URM tenure track faculty: 9.4% • %URM administrators: 14.0% 	<ul style="list-style-type: none"> • 8.5% • 3.4% • 15.5% • 13.6% • 57.1% • 62.7% • 33.6% • 39.9% • 347 • 1,361 • 8.9% • 14.6% 	<ul style="list-style-type: none"> • 8.1% • 3.7% • 15.5% • 15.1% • 59.5% • 64.7% • 34.7% • 38.3% • 383 • 1,298 • 9.6 • 12.8% 	<ul style="list-style-type: none"> • 8.0% • 4.1% • 15.9% • 15.9% • 73.0% • 69.9% • 36.9% • 41.5% • 386 • 1,339 • 9.2% • 12.0% 	<ul style="list-style-type: none"> • 8.6% • 4.5% • 17.2% • 17.4% • 65.9% • 65.8% • 40.7% • 43.2% • 388 • 1,270 • 9.7% • 13.3% 	<ul style="list-style-type: none"> • 8.4% • 5.1% • 17.5% • 16.9% • 72.8% • 71.3% • 33.3% • 40.4% • 348 • 1,211 • 9.6% • 9.0% 	<ul style="list-style-type: none"> • 8.0% • 5.4% • 17.6% • 15.9% • 74.7% • 69.8% • 36.1% • 42.3% • 393 • 1,074 • 10.6% • 9.4% 	<ul style="list-style-type: none"> • 8.1% • 6.1% • 18.7% • 18.0% • 71.2% • 73.4% • 39.0% • 45.1% • 419 • 1,228 • 11.0% • 9.1% 	• 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)	• 549 unique • 1,122 total • 314 Prof Dev Day*	• 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)	• \$20M (179 awards)	• \$30.6M (176 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)	IR	• 13% [16%]	• 12% [15%]	• 10% [14%]	• 9% [12%]	• 7% [9%]	• 4% [6%]	• 4% [6%]	• 5% [7%]	• 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	• 1,003 degrees to 996 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%	• N/A	• 51.8%	• 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 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• 13/14 sports >930 • 88%	• > 930/sport • 85%

*Began tracking attendance for Professional Development Day in 2023/24.