

**WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS* 2018-2028: 12/03/2020 update**

M#	Working Metric (others are under development)	Data Source	2016/17 Baseline	2017-18	2018-19	2019-20	2027/28 Target
1	Counsel at least 90% of students w/ outstanding financial aid needs prior to enrollment	Student Financial Assistance	<ul style="list-style-type: none"> <li>• Not available</li> </ul>	<ul style="list-style-type: none"> <li>• 74.7%</li> </ul>	<ul style="list-style-type: none"> <li>• 80.3%</li> </ul>	<ul style="list-style-type: none"> <li>• 85.6%</li> </ul>	<ul style="list-style-type: none"> <li>• 90%</li> </ul>
2	Increase the WKU Opportunity Fund; Capital campaign one (June 2022 goal dates)	Philanthropy	<ul style="list-style-type: none"> <li>• Not established</li> <li>• In prep</li> </ul>	<ul style="list-style-type: none"> <li>• Established</li> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• \$27M</li> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• \$45M</li> <li>• TBA</li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> <li>• TBD</li> </ul>
3	Increase the number of Baccalaureate STEM + H degrees and the number of underrepresented populations graduating with said degrees	IR	<ul style="list-style-type: none"> <li>• 825 degrees</li> <li>• 438 degrees to 435 women</li> <li>• 63 degrees to 62 URM students</li> </ul>	<ul style="list-style-type: none"> <li>• 880 degrees</li> <li>• 465 degrees to 461 women</li> <li>• 72 degrees to 72 URM students</li> </ul>	<ul style="list-style-type: none"> <li>• 867 degrees</li> <li>• 470 degrees to 466 women</li> <li>• 90 degrees to 89 URM students</li> </ul>	<ul style="list-style-type: none"> <li>• 928 degrees</li> <li>• 526 degrees to 520 women</li> <li>• 66 degrees to 64 URM students</li> </ul>	<ul style="list-style-type: none"> <li>• 1,156</li> <li>• 512</li> <li>• 90</li> </ul>
4	Improve WKU's rating on Campus Pride Index to 5 stars	Campus Pride	<ul style="list-style-type: none"> <li>• 2 stars</li> </ul>	<ul style="list-style-type: none"> <li>• 2.5 stars</li> </ul>	<ul style="list-style-type: none"> <li>• 3 stars</li> </ul>	<ul style="list-style-type: none"> <li>• 3 stars</li> </ul>	<ul style="list-style-type: none"> <li>• 5 stars</li> </ul>
5	Increase the number of freshmen, sophomores, and juniors progressing to the next classification or graduating during the academic year	Performance Funding	<ul style="list-style-type: none"> <li>• FR: 2,051</li> <li>• SO: 2,207</li> <li>• JR: 2,802</li> </ul>	<ul style="list-style-type: none"> <li>• 2,055</li> <li>• 2,194</li> <li>• 2,727</li> </ul>	<ul style="list-style-type: none"> <li>• 1,982</li> <li>• 2,194</li> <li>• 2,795</li> </ul>	<ul style="list-style-type: none"> <li>• TBD Feb 2021</li> <li>• TBD Feb 2021</li> <li>• TBD Feb 2021</li> </ul>	<ul style="list-style-type: none"> <li>• FR: 2,154</li> <li>• SO: 2,317</li> <li>• JR: 2,942</li> </ul>
6	Increase the first-to-second year retention of first-time, full-time baccalaureate degree-seeking students	CPE Strategic Agenda	<ul style="list-style-type: none"> <li>• 69.9%</li> </ul>	<ul style="list-style-type: none"> <li>• 71.5%</li> </ul>	<ul style="list-style-type: none"> <li>• 72.9%</li> </ul>	<ul style="list-style-type: none"> <li>• 76.8%</li> </ul>	<ul style="list-style-type: none"> <li>• 80%</li> </ul>
7	Increase the six-year graduation of first-time, full-time baccalaureate degree-seeking students	CPE Strategic Agenda	<ul style="list-style-type: none"> <li>• 50.7%</li> </ul>	<ul style="list-style-type: none"> <li>• 53.4%</li> </ul>	<ul style="list-style-type: none"> <li>• 51.6%</li> </ul>	<ul style="list-style-type: none"> <li>• 55.1%</li> </ul>	<ul style="list-style-type: none"> <li>• 60%</li> </ul>
8	Increase the number of graduate and professional degrees awarded during an academic year	CPE Strategic Agenda	<ul style="list-style-type: none"> <li>• 879</li> </ul>	<ul style="list-style-type: none"> <li>• 930</li> </ul>	<ul style="list-style-type: none"> <li>• 834</li> </ul>	<ul style="list-style-type: none"> <li>• 868</li> </ul>	<ul style="list-style-type: none"> <li>• 970</li> </ul>
9	Maintain CPE eligibility to offer new academic programs	DEI Plan	<ul style="list-style-type: none"> <li>• % UG AA Enr: 8.8%</li> <li>• % UG Hisp Enr: 3.1%</li> <li>• % UG URM Enr: 15.2%</li> <li>• % GR URM enrollment: 11.5%</li> <li>• URM retention rates: 57.8%</li> <li>• Low Income retention rate: 60.2%</li> <li>• URM graduation rate: 30.7%</li> <li>• Low Income graduation rate: 37.9%</li> <li>• Bacc degrees by URM: 310</li> <li>• Bacc degrees by low income: 1276</li> <li>• % URM tenure track faculty: 9.4%</li> <li>• % URM administrators: 14.0%</li> </ul>	<ul style="list-style-type: none"> <li>• 8.5%</li> <li>• 3.4%</li> <li>• 15.5%</li> <li>• 13.6%</li> <li>• 57.1%</li> <li>• 62.7%</li> <li>• 33.6%</li> <li>• 39.9%</li> <li>• 347</li> <li>• 1361</li> <li>• 8.9%</li> <li>• 14.6%</li> </ul>	<ul style="list-style-type: none"> <li>• 8.1%</li> <li>• 3.7%</li> <li>• 15.5%</li> <li>• 15.1%</li> <li>• 59.5%</li> <li>• 64.7%</li> <li>• 34.7%</li> <li>• 38.3%</li> <li>• 383</li> <li>• 1,298</li> <li>• 9.6</li> <li>• 12.8%</li> </ul>	<ul style="list-style-type: none"> <li>• 8.0%</li> <li>• 4.1%</li> <li>• 15.9%</li> <li>• 15.9%</li> <li>• 73.0%</li> <li>• 69.9%</li> <li>• 36.9%</li> <li>• 41.5%</li> <li>• 386</li> <li>• 1,339</li> <li>• 9.2%</li> <li>• 12.0%</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain eligibility</li> </ul>
10	Increase the number of full-time faculty who complete at least one course/seminar/workshop provided by CITL per year	CITL	<ul style="list-style-type: none"> <li>• ND</li> </ul>	<ul style="list-style-type: none"> <li>• 286</li> </ul>	<ul style="list-style-type: none"> <li>• 356</li> </ul>	<ul style="list-style-type: none"> <li>• 433</li> </ul>	<ul style="list-style-type: none"> <li>• 500</li> </ul>
11	Increase the number/dollar amount of awards for research or creative activity grants	R&CA	<ul style="list-style-type: none"> <li>• \$24.8M</li> </ul>	<ul style="list-style-type: none"> <li>• \$16.1M</li> </ul>	<ul style="list-style-type: none"> <li>• \$17.5M</li> </ul>	<ul style="list-style-type: none"> <li>• \$27M (\$13 M Covid/Cares)</li> </ul>	<ul style="list-style-type: none"> <li>• \$25M</li> </ul>
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	<ul style="list-style-type: none"> <li>• 13% [16%]</li> </ul>	<ul style="list-style-type: none"> <li>• 12% [15%]</li> </ul>	<ul style="list-style-type: none"> <li>• 10% [14%]</li> </ul>	<ul style="list-style-type: none"> <li>• 9% [12%]</li> </ul>	<ul style="list-style-type: none"> <li>• 17% [20%]</li> </ul>
13	Increase the number of readmitted & transfer students who obtain baccalaureate degrees	IR	<ul style="list-style-type: none"> <li>• 1,248 degrees to 1,236 readmits or transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• 1,219 degrees to 1,211 readmits or transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• 1,138 degrees to 1,128 readmits or transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• 1,220 degrees to 1,208 readmits or transfer students</li> </ul>	<ul style="list-style-type: none"> <li>• 1,350</li> </ul>
14	Increase the percentage of WKU baccalaureate degree earners employed in Kentucky five years after graduation	<a href="https://kystats.ky.gov/Latest/PSFR">https://kystats.ky.gov/Latest/PSFR</a>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	<ul style="list-style-type: none"> <li>• 51%</li> </ul>	<ul style="list-style-type: none"> <li>• 52%</li> </ul>	<ul style="list-style-type: none"> <li>• 51.2%</li> </ul>	<ul style="list-style-type: none"> <li>• 56%</li> </ul>
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	<ul style="list-style-type: none"> <li>• Exceed APR 930 per sport</li> <li>• 85%</li> </ul>	<ul style="list-style-type: none"> <li>• &gt;930</li> <li>• 85%</li> </ul>	<ul style="list-style-type: none"> <li>• &gt;930</li> <li>• 85%</li> </ul>	<ul style="list-style-type: none"> <li>• &gt;930</li> <li>• 85%</li> </ul>	<ul style="list-style-type: none"> <li>• &gt; 930/sport</li> <li>• 85%</li> </ul>