

WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS* 2018-2028: MAJOR METRICS updated 12/07/21

M#	Working Metric (others are under development)	Data Source	2016/17 Baseline	2017-18	2018-19	2019-20	2020-21	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"> 74.7% 	<ul style="list-style-type: none"> 74.7% 	<ul style="list-style-type: none"> 80.3% 	<ul style="list-style-type: none"> 85.6% 	<ul style="list-style-type: none"> 87.3% 	<ul style="list-style-type: none"> 90%
2	Increase the WKU Opportunity Fund; Presidential Initiatives: Academic Excellence, Athletics, and GFCB Building	Philanthropy	<ul style="list-style-type: none"> Not established New FY22 	<ul style="list-style-type: none"> Established NA 	<ul style="list-style-type: none"> \$27M NA 	<ul style="list-style-type: none"> \$45M NA 	<ul style="list-style-type: none"> \$55M NA 	<ul style="list-style-type: none"> \$100M \$15-20M each
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"> 825 degrees 438 degrees to 435 women 63 degrees to 62 URM students 	<ul style="list-style-type: none"> 880 degrees 465 degrees to 461 women 72 degrees to 72 URM students 	<ul style="list-style-type: none"> 867 degrees 470 degrees to 466 women 90 degrees to 89 URM students 	<ul style="list-style-type: none"> 928 degrees 526 degrees to 520 women 66 degrees to 64 URM students 	<ul style="list-style-type: none"> 843 492 degrees to 491 women 91 degrees to 91 URM students 	<ul style="list-style-type: none"> 1,156 512 90
4	Improve WKU's rating on Campus Pride Index to 5 stars	Campus Pride	<ul style="list-style-type: none"> 2 stars 	<ul style="list-style-type: none"> 2.5 stars 	<ul style="list-style-type: none"> 3 stars 	<ul style="list-style-type: none"> 3 stars 	<ul style="list-style-type: none"> 4.5 stars 	<ul style="list-style-type: none"> 5 stars
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"> FR: 2,051 SO: 2,207 JR: 2,802 	<ul style="list-style-type: none"> 2,055 2,194 2,727 	<ul style="list-style-type: none"> 1,982 2,194 2,795 	<ul style="list-style-type: none"> 1,798 2,104 2,693 	<ul style="list-style-type: none"> Feb 2022 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 69.9% 	<ul style="list-style-type: none"> 71.5% 	<ul style="list-style-type: none"> 72.9% 	<ul style="list-style-type: none"> 76.8% 	<ul style="list-style-type: none"> 72.8% 	<ul style="list-style-type: none"> 80%
7	Increase the six-year graduation of first-time, full-time baccalaureate degree-seeking students	CPE Strategic Agenda	<ul style="list-style-type: none"> 50.7% 	<ul style="list-style-type: none"> 53.4% 	<ul style="list-style-type: none"> 51.6% 	<ul style="list-style-type: none"> 55.1% 	<ul style="list-style-type: none"> 57.4% 	<ul style="list-style-type: none"> 60%
8	Increase the number of graduate and professional degrees awarded during an academic year	CPE Strategic Agenda	<ul style="list-style-type: none"> 879 	<ul style="list-style-type: none"> 930 	<ul style="list-style-type: none"> 834 	<ul style="list-style-type: none"> 868 	<ul style="list-style-type: none"> 796 	<ul style="list-style-type: none"> 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 1361 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"> Maintain eligibility
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"> ND 	<ul style="list-style-type: none"> 286 	<ul style="list-style-type: none"> 356 	<ul style="list-style-type: none"> 433 	<ul style="list-style-type: none"> 603 	<ul style="list-style-type: none"> 500
11	Increase the number/dollar amount of awards for research or creative activity grants	R&CA	<ul style="list-style-type: none"> \$24.8M 	<ul style="list-style-type: none"> \$16.1M 	<ul style="list-style-type: none"> \$17.5M 	<ul style="list-style-type: none"> \$27M (\$13M CARES) 	<ul style="list-style-type: none"> \$52M (\$36M CARES) 	<ul style="list-style-type: none"> \$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	<ul style="list-style-type: none"> 13% [16%] 	<ul style="list-style-type: none"> 12% [15%] 	<ul style="list-style-type: none"> 10% [14%] 	<ul style="list-style-type: none"> 9% [12%] 	<ul style="list-style-type: none"> 7% [9%] 	<ul style="list-style-type: none"> 17% [20%]
13	Increase the number of readmitted & transfer students who obtain baccalaureate degrees	IR	<ul style="list-style-type: none"> 1,248 degrees to 1,236 readmits or transfer students 	<ul style="list-style-type: none"> 1,219 degrees to 1,211 readmits or transfer students 	<ul style="list-style-type: none"> 1,138 degrees to 1,128 readmits or transfer students 	<ul style="list-style-type: none"> 1,220 degrees to 1,208 readmits or transfer students 	<ul style="list-style-type: none"> 1,118 degrees to 1,112 readmits or transfer students 	<ul style="list-style-type: none"> 1,350
14	Increase the percentage of WKU baccalaureate degree earners employed in Kentucky five years after graduation	https://kystats.ky.gov/Latest/PSFR	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> 51% 	<ul style="list-style-type: none"> 52% 	<ul style="list-style-type: none"> 51.2% 	<ul style="list-style-type: none"> May 2022 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Exceed APR 930 per sport 85% 	<ul style="list-style-type: none"> >930 85% 	<ul style="list-style-type: none"> >930 85% 	<ul style="list-style-type: none"> >930 85% 	<ul style="list-style-type: none"> >930 85% 	<ul style="list-style-type: none"> > 930/sport 85%