

**WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS 2018-2028*: MAJOR METRICS updated 1/22/24**

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 • New FY22	• Established • NA	• \$27M • NA	• \$45M • NA	• \$55M • NA	• \$70.5M	• \$87.3M	• \$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	• 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	• 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 • 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	• Avail Feb 2024	• 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%	• 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	<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>• 8.6%</li> <li>• 4.5%</li> <li>• 17.2%</li> <li>• 17.4%</li> <li>• 65.9%</li> <li>• 65.8%</li> <li>• 40.7%</li> <li>• 43.2%</li> <li>• 388</li> <li>• 1,270</li> <li>• 9.7%</li> <li>• 13.3%</li> </ul>	<ul style="list-style-type: none"> <li>• 8.4%</li> <li>• 5.1%</li> <li>• 17.5%</li> <li>• 16.9%</li> <li>• 72.8%</li> <li>• 71.3%</li> <li>• 33.3%</li> <li>• 40.4%</li> <li>• 348</li> <li>• 1,211</li> <li>• 9.6%</li> <li>• 9.0%</li> </ul>	<ul style="list-style-type: none"> <li>• 8.0%</li> <li>• 5.4%</li> <li>• 17.6%</li> <li>• 15.9%</li> <li>• 74.7%</li> <li>• 69.8%</li> <li>• 36.1%</li> <li>• 42.3%</li> <li>• 393</li> <li>• 1,074</li> <li>• 10.6%</li> <li>• 9.3%</li> </ul>	• 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)	• \$20M (179 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	<a href="https://kystats.ky.gov/Latest/PSFR">https://kystats.ky.gov/Latest/PSFR</a>	• N/A	• 51%	• 52%	• 51.2%	• 51.6%	• 51.3%	• % (May not have until Mar 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 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• >930 • 85%	• > 930/sport • 85%