

WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS 2018-2028*: WORKING METRICS 2/7/2020 updated

M#	Working Metric (others are under development)	Data Source	2016/17 Baseline	2017-18	2018-19	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"> • 80.3% 	<ul style="list-style-type: none"> • In prep 	<ul style="list-style-type: none"> • 90%
2	Increase the WKU Opportunity Fund; Capital campaign one (June 2022 goal dates)	Philanthropy	<ul style="list-style-type: none"> • Not established • In prep 	<ul style="list-style-type: none"> • Established • April 2020 	<ul style="list-style-type: none"> • \$27M • TBA 	<ul style="list-style-type: none"> • TBD • TBD
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"> • 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"> • 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"> • 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"> • 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"> • 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"> • 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"> • 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"> • 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"> • \$25M
12	Increase percentage of baccalaureate degree 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% 	<ul style="list-style-type: none"> • 12% 	<ul style="list-style-type: none"> • 10% 	<ul style="list-style-type: none"> • 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"> • 1,350
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"> • 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/sport • 85%