2014-2015 KPI's Attached to Strategic Priorities (as of 6/10/14)

KPI's = bolded bullets (i.e. Faculty Quality is a KPI for Advance Academic Excellence)

All of the KPI's should have "as possibly measured by" because these are not final approved metrics. LRPC will review again in fall after Fall Conference.

Advance Academic Excellence

1. **Faculty Quality – as measured by:**
   a. % of tenured faculty
   b. % of faculty earning grants
   c. # of presentations/publications by faculty
      - % of faculty who present/publish
   d. # of full-time faculty
   e. % of faculty attaining tenure and promotion
   f. Excellence in teaching, scholarship, service

2. **Incoming Student Quality – as measured by:**
   a. SEMAC – Identified measures

3. **Program Quality – as measured by:**
   a. Major/minor programs
      - Service learning
      - Study away rates
   b. General education program
      - Service learning
      - Study away rates
   c. External funding (grants)
   d. Progress on NWCCU Accreditation recommendations
   e. % of departments meeting external accreditation standards
   f. Excellence in areas of distinction (International Education, Student/Faculty Collaboration, Vocation)
      - # of students involved in International Education, Student/Faculty Collaboration, Vocation

Enhance Student Achievement and Success

1. **Career/Vocation Preparation – as measured by**
   a. Alumni Success
      - Income
      - Service
      - Publications
      - Honors
   b. % of students participating in vocation preparation programs
   c. employment rates of recent grads (compared to other public/privates) by degree/major

2. **Co-Curricular Quality and Engagement – as measured by:**
   a. Engagement
      - % of active members of a co-curricular activity
      - % of members participating in co-curricular activity
   b. Engagement – depth
      - # of semesters a student is engaged in a co-curricular activity
   c. Engagement – breadth
      - # of co-curricular activities engaged in by a student (different types)
   d. Quality
      - Congruence of co-curricular activities to PLU education goals
      - External validation of co-curricular activities (awards, etc.)

3. **Student Progress and Performance – as measured by:**
   a. Student Performance on standardized placement exams (LSAT, GMAT, MCAT, etc)
   b. % of students who successfully completed capstone on first try
   c. total graduation rate
      - graduation rate of "high risk" students
   d. # of presitigious post-graduate awards (Fulbright, LVC, PeaceCorps, AmeriCorps, Peace Scholars, etc)
   e. Graduate school/professional school placement

<u>Increase Community Engagement and Leadership</u>

1. **1st Rank Professional Development – as measured by:**
   a. % of professional development covered by PLU
      - internal/external
      - type
   b. % of faculty/staff who attend professional development annually
   c. % of students in leadership roles who attend professional development annually
      - internal/external
      - type

2. **Faculty/Staff/Student Leadership Diversity – as measured by:**
   a. Proportion of faculty/staff diversity to student diversity
   b. % diversity in leadership roles:
      - Student leadership
      - Program leaders
      - Regents

3. **Local Community Engagement – as measured by:**
   a. # of volunteer hours
      - Students
      - Faculty/staff
   b. track faculty/staff in local community leadership, local politics, local school districts
   c. track students in local community leadership, local politics, local school districts

Accelerate Strategic Enrollment Management and Marketing

1. **Retention – as measured by:**
   a. First-year retention to years 2-4
   b. Retention to year 2
   c. Students of color

2. **Total Enrollment – as measured by:**
   a. total number
   b. undergraduate number
   c. graduate number
   d. international student number

3. **Student Diversity – as measured by:**
   a. % of students of color (or URM)
   b. # of military-affiliated students
   c. residence hall occupancy

4. **Academic Profile of New Students – as measured by:**
   a. first-year average SAT
   b. new first-year average SAT
   c. % of AIS 5
   d. % of AIS 1
   e. new TR average GPA
   f. % of new TR placed in major at admission

5. **Enrollment by Academic Division – as measured by:**
   a. UG (HUMA, NSCI, Social Sciences, SOAC, BUSA, ED/KINS, NURS)
   b. GR (BUSA, EDUC, NURS, Creative Writing, MFT)

6. **Graduation Rates – as measured by:**
   a. UG (4 year, 5-year, 6-year)

Improve Financial and Physical Resources

1. **Effective Learning Environment – as measured by:**
   a. Campus Safety
   b. Dispute resolution
      - Title IX progress
   c. Sightlines infrastructure score/position improved
   d. Quality classroom space

2. **Faculty/Staff Compensation – as measured by:**
   a. Median income for staff – compared to regional/local area
   b. Ratio of administrative salaries to staff salaries
   c. CUPA & Chronicle of Higher Education %
      - Faculty compensation by region/discipline (AAUP)

3. **Fiscal Health/Sustainability – as measured by:**
   a. Audit outcome
   b. Non-tuition revenue increases
      - Student debt as % compared to peers
      - Garfield Station plan
      - 208 Garfield plan
   c. Deferred maintenance amount
   d. Endowment/1 year budget

4. **Donor Base/Engagement – as measured by:**
   a. Non-alum giving
   b. Faculty/staff giving % and $
   c. Alumni giving % and $
      - # of alumni contacted

5. **Environmental Sustainability – as measured by:**
   a. Carbon neutral progress
   b. STARS rating
      - Under STARS (% of waste stream reduction)
      - Under STARS (% of waste recycled)

Meta Priorities (DJS, Elements of Lutheran Higher Education, Market Position)

Diversity, Justice and Sustainability
- Policies include evidence-based environmental sustainability choices
- % of students doing beyond minimum language requirement
- KPI's measured by General Education Committee
- % of students Studying Away

Elements of Lutheran Higher Education

Market Position
- Mirror % of state-wide high school enthnicities
- Sibling enrollment
- # of referrals (of new students by current students)
- Price of enrollment to price of other schools
- Rank against: ELCA, NAC&U, ICW, 17-school list
- Rank of graduate programs by USNWR
- Web analysis – Google analytics
- Student-faculty ratio
- Enrollment mirror 5-county population distribution
- Local/state perceptions of PLU