



2022-30 STATEWIDE STRATEGIC AGENDA

INSTITUTIONAL UPDATE

Western Kentucky University

March 30, 2023



Affordability



Transitions



Success



Equity



Talent

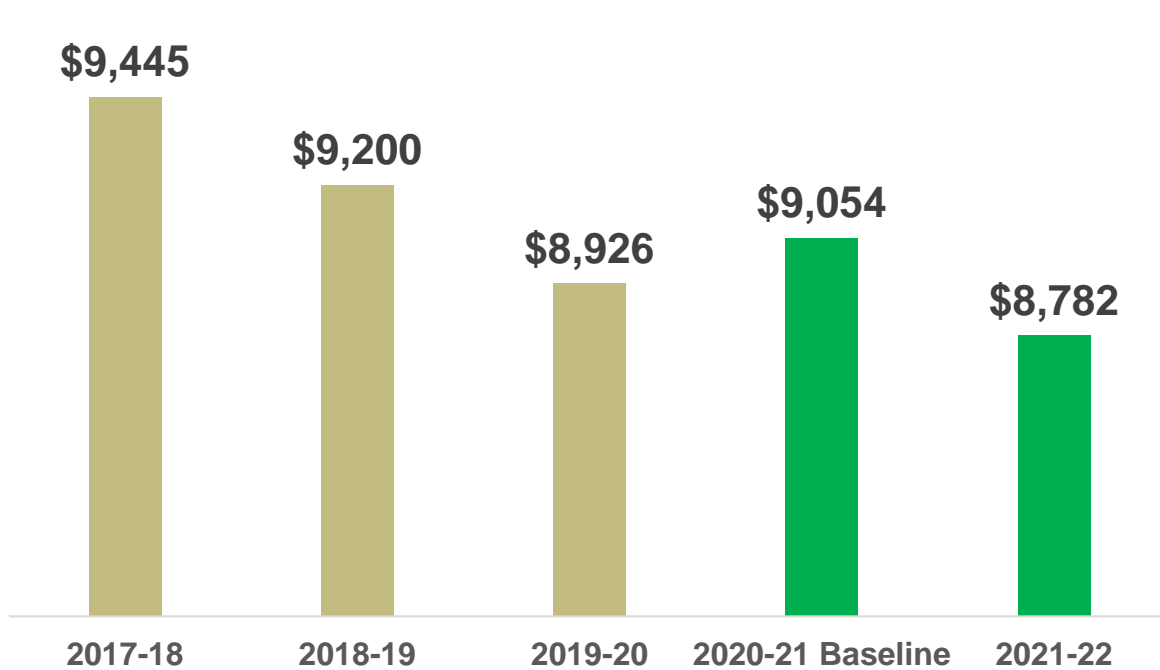


Value

KEY PERFORMANCE INDICATORS -- AFFORDABILITY

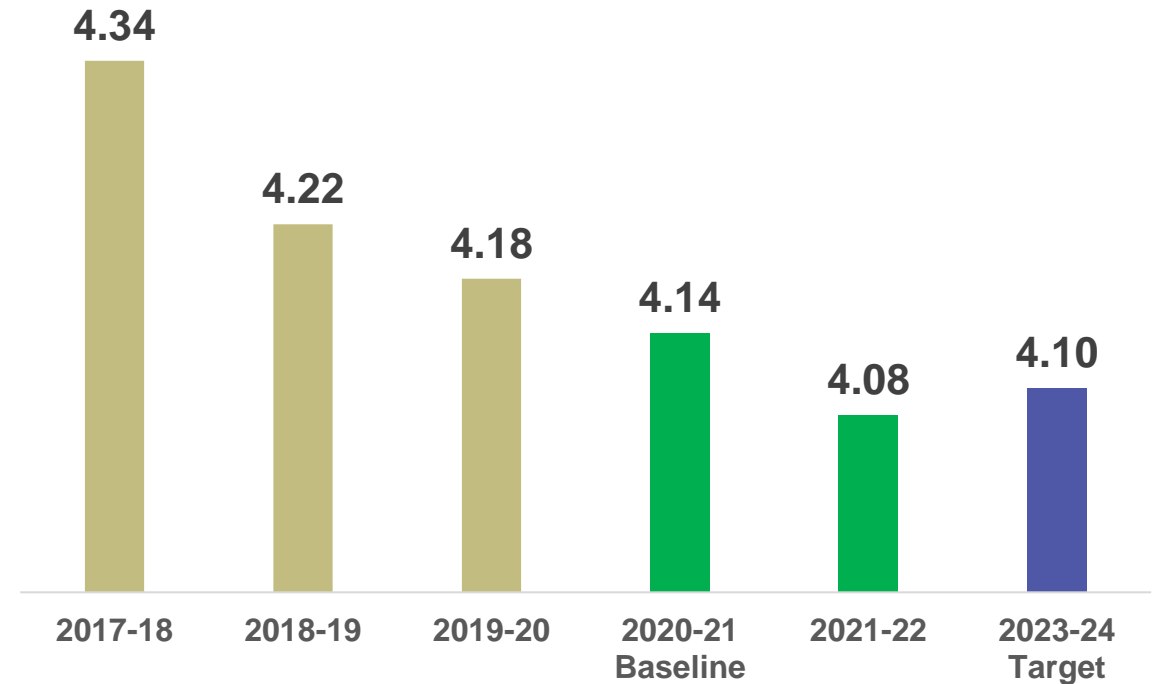
Unmet Need:

Average amount students must pay out-of-pocket after all financial aid and expected family contributions



Time to Degree:

Average number of academic years students are enrolled prior to undergraduate degree completion



WKU'S KEY STRATEGIES ON AFFORDABILITY

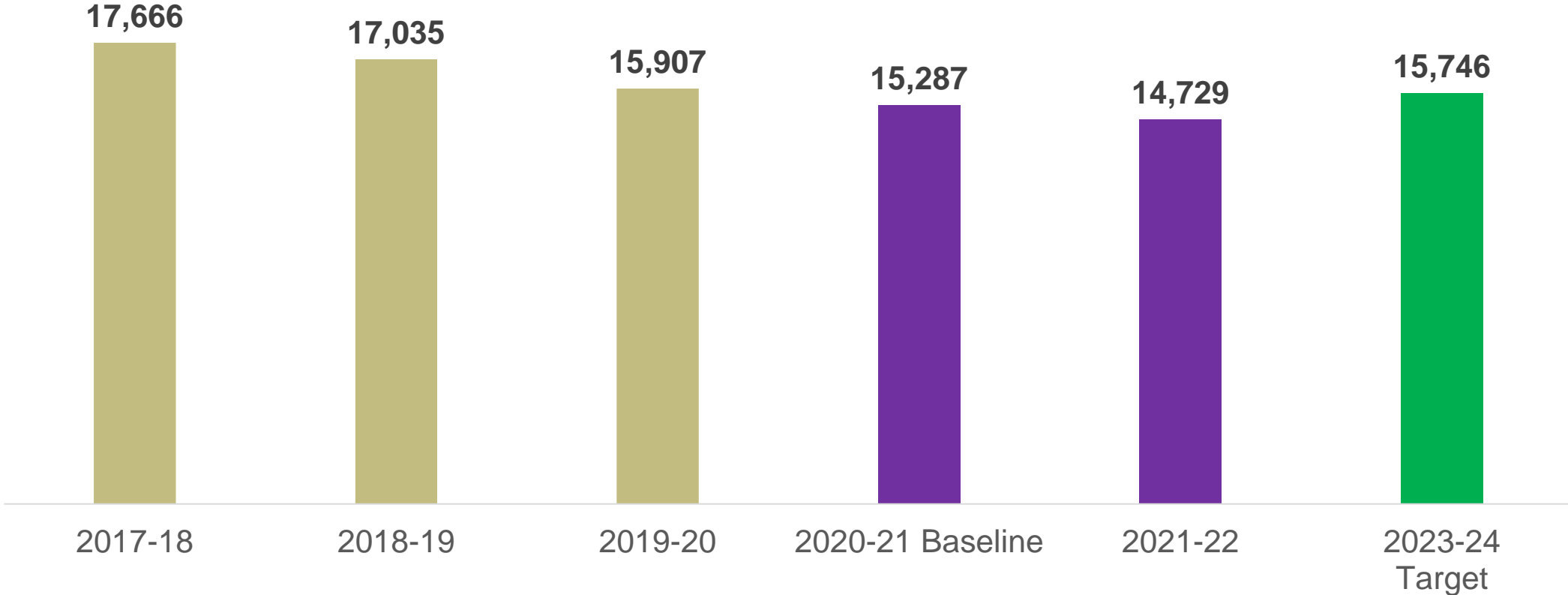


- Incorporate student need & other factors in financial aid decision-making
- Moderate tuition and fees increases
- Reduce campus expenses and cost increases
- Provide informational resources and advising
- Enhance FAFSA completion
- Improve information flow and quality with college access professionals

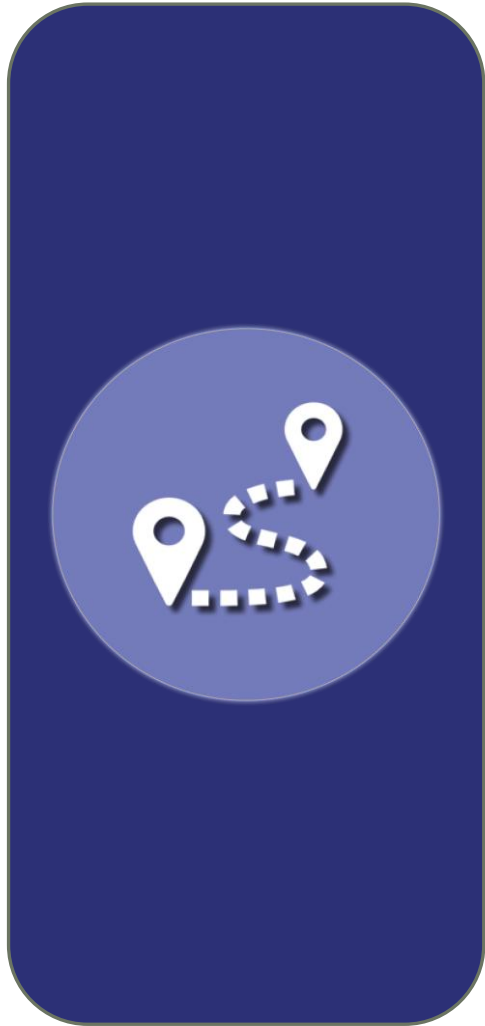
KEY PERFORMANCE INDICATORS -- TRANSITIONS

Undergraduate Enrollment:

Total unduplicated number of students who enroll in an undergraduate program offered by one of Kentucky's public colleges or universities in an academic year, either full-time or part-time.



WKU'S KEY STRATEGIES ON TRANSITIONS

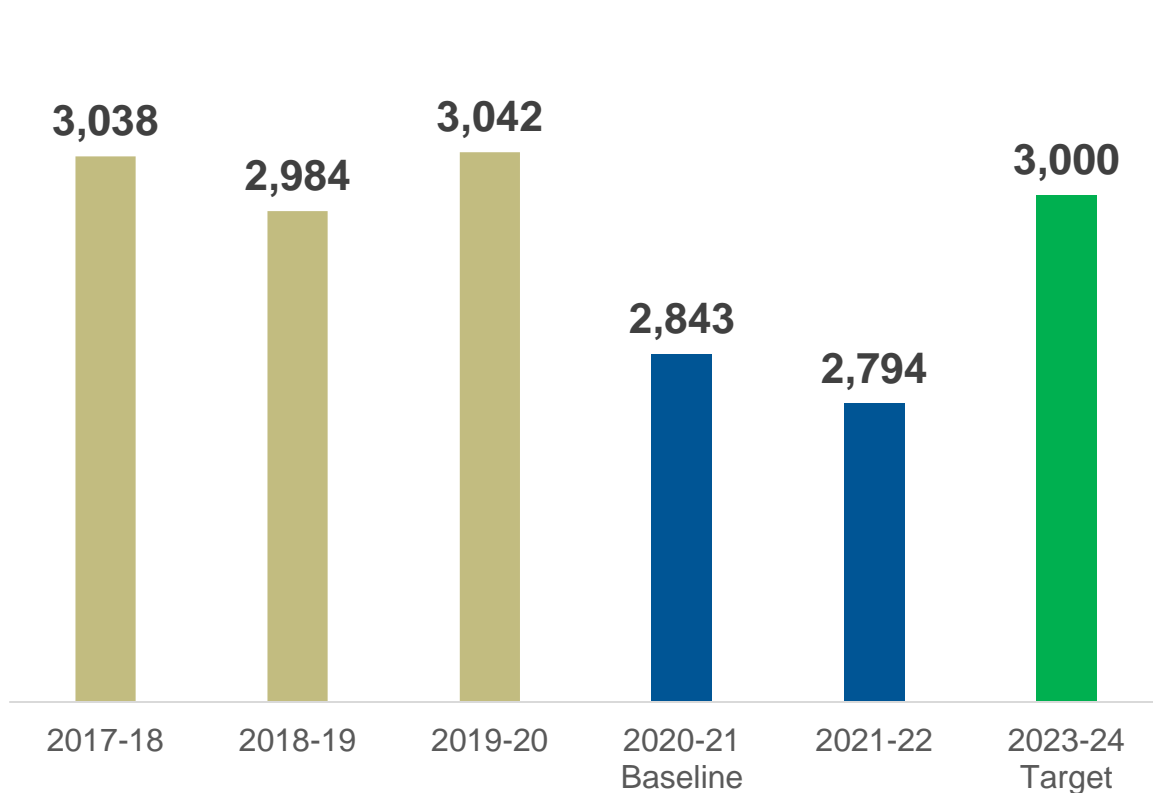


- Create opportunities for high school and high school graduates to prepare for college at WKU
- Facilitate virtual access to WKU for college and career exploration
- Provide regular contact mechanisms with high schools and community colleges
- Create targeted recruitment strategies for type of student and enlist assistance of alumni
- Streamline and simplify admission procedures

KEY PERFORMANCE INDICATORS -- SUCCESS

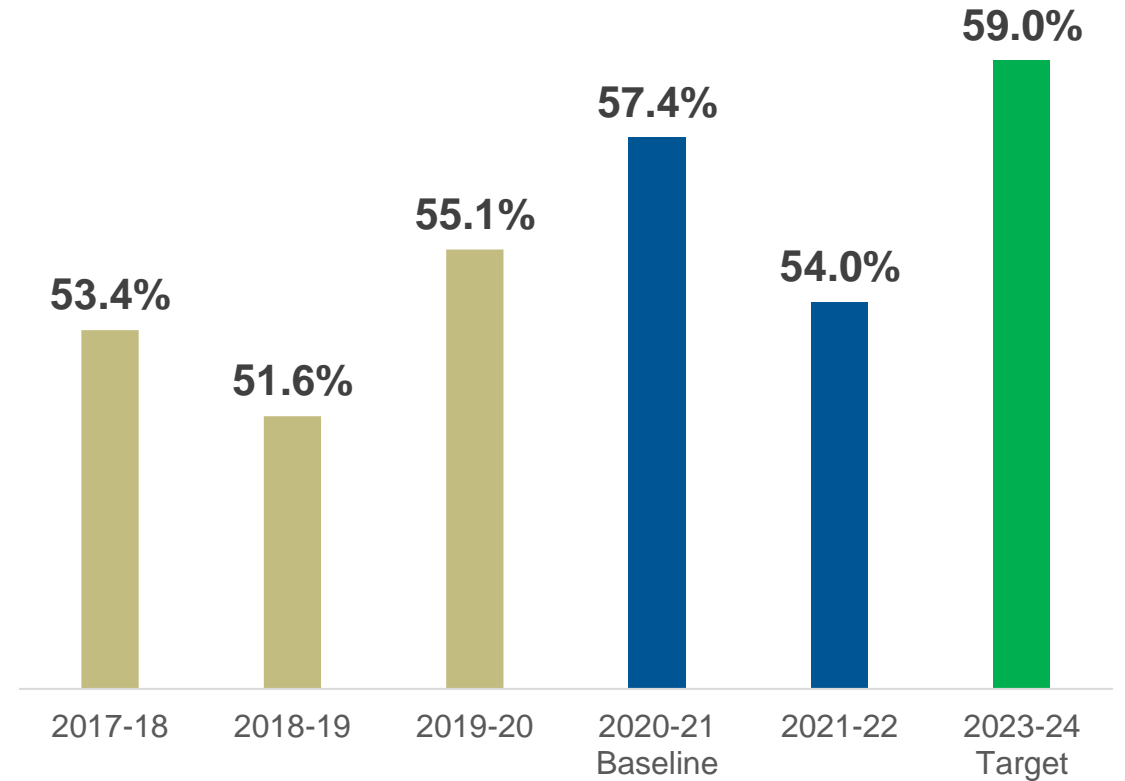
Undergraduate Degrees:

Number of bachelor degrees awarded in an academic year



Graduation Rate:

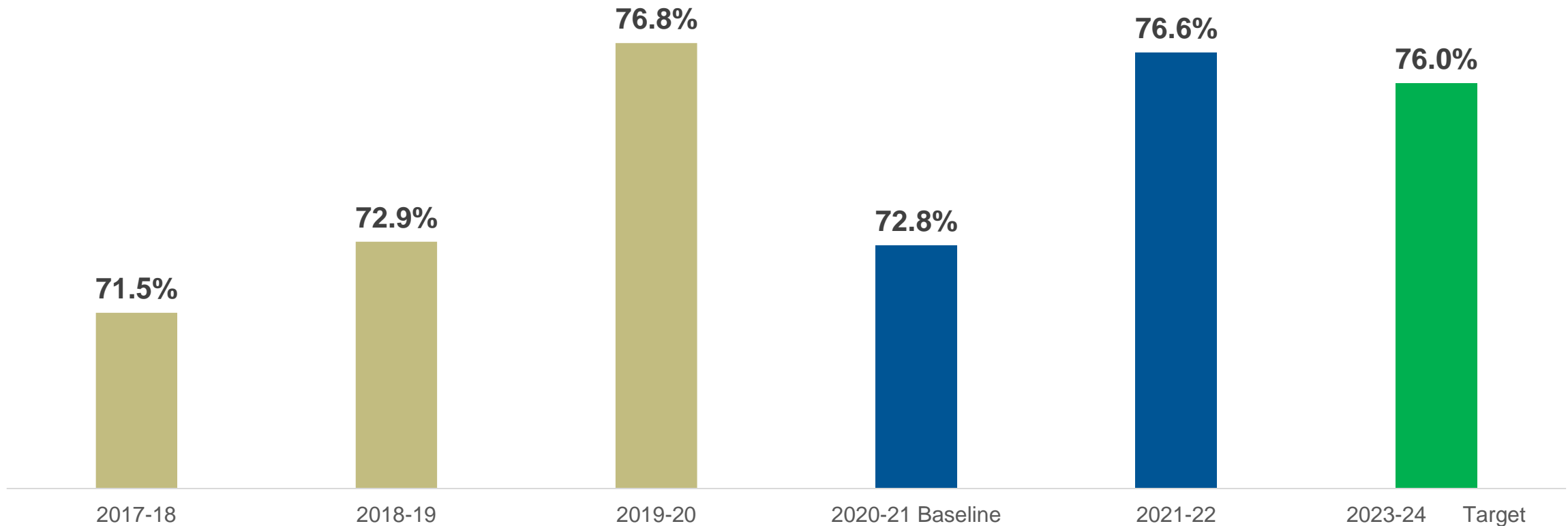
Percentage of first-time, full-time degree-seeking students who receive a bachelor's degree within 6 years



KEY PERFORMANCE INDICATORS -- SUCCESS

Retention Rate:

Percentage of first-time, degree- or credential-seeking students enrolled in the summer or fall of their first year who are still enrolled at the same institution the following fall.



WKU'S KEY STRATEGIES ON SUCCESS

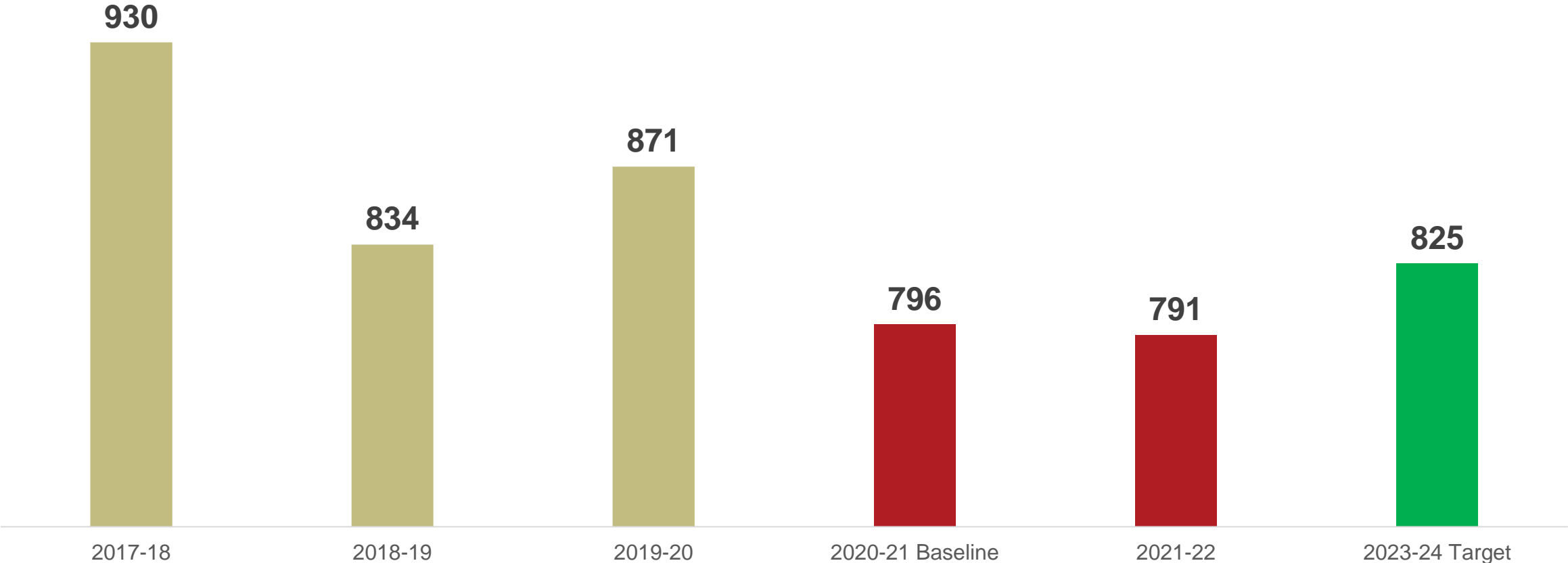


- Enhance and initiate practices to improve retention and graduation
- Create procedures to facilitate on-time graduation
- Create programs focused on the success of URM and low-income students
- Initiate procedures to facilitate the success of adult learners, including active duty and retired military personnel
- Facilitate transfer of dual credit courses, community college credit, and credit at other universities
- Institute advising and fiscal procedures focused on transfer students
- Determine means for individuals to complete unfinished degrees
- Ensure academic program standards are maintained
- Establish and promote equity in academic and co-curricular activities

KEY PERFORMANCE INDICATORS -- TALENT

Graduate/Professional Degrees:

Number of graduate degrees awarded in an academic year

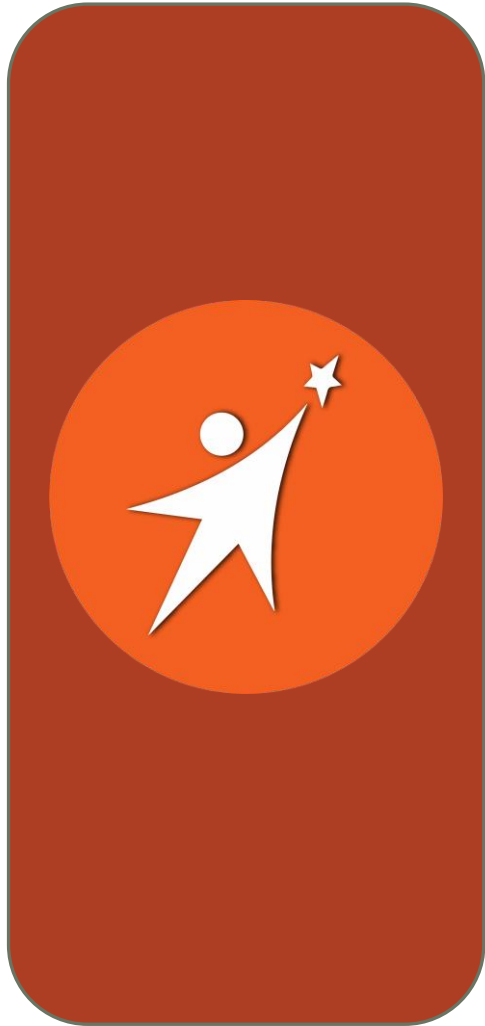


WKU'S KEY STRATEGIES ON TALENT



- Establish experiential learning opportunities related to the student's prospective career path
- Continue to develop career-based activities
- Facilitate business and other community partnerships
- Align relevant academic programs with employment needs
- Expand community engagement, especially in Kentucky's high-need areas

WKU'S KEY STRATEGIES ON VALUE



- Promote WKU as an institution of excellence for higher education and career advancement
- Communicate the return on investment of a WKU degree
- Invest in the future

