



KPI Executive Summary

W&M university strategy: *to ensure the most personal learning experience of any public university in the nation.* W&M Key Performance Indicators (KPIs) allow us to track and analyze business performance towards this strategy.

Committee Name: Institutional Advancement

Date: September 2023

KPI Title: Student & Alumni Participation

SUMMARY: At W&M, broad-based participation in supporting the university philanthropically is an important indicator of 1) student and alumni satisfaction; 2) projections for current and future philanthropic support.

DATA: 1) Alumni Participation Rate (can be compared using U.S. News & World Report Data); 2) Senior Class Gift and Young Guarde participation rates; 3) Olde Guarde participation rates; 4) Alumni Engagement Touch Points.

CYCLE: Annual

S.M.A.R.T. GOAL: W&M will seek to be the highest participation rate (#1) amongst all nationally ranked public universities (U.S. News): **GREEN** (goal met).

DECISION-MAKING: The information will inform the board's decisions about a wide range of decisions because it will be an indicator of "customer" satisfaction. This will be an important barometer in response to board and university decisions because there is often a dramatic swing connected to significant decisions.

SAMPLE GRAPH FOR A QUADRANT

