



WILLIAM & MARY
CHARTERED 1693

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: Admissions Indicators

SUMMARY: Undergraduate Admission is a collective effort of that office with University Marketing, University Communications and the entire university. We seek to be selective in admissions, pursuing a 30% admit rate. Achieving sufficient application numbers allows selectivity in admissions, which is also driven by our ability to yield enrolling students from those admitted, a hallmark of market strength.

DATA: 1) Number of applicants; 2) number of admitted applicants; 3) number of enrolling students

CYCLE: Annual, could be updated during the year (applicants known January 15, admits largely known by May 15, enrolling largely known by June 1)

S.M.A.R.T. GOAL: By 2026, W&M seek to achieve 30/30 – 20/40:

- Admit 30% of applicants, which requires increasing applications by expanding market interest;
- Yield 30% of admits, which would indicate increasing market strength;
- Enroll 20% in-state Pell recipients, which indicates increased socioeconomic diversity; and
- Enroll 40% out-of-state undergraduates, which will increase tuition revenue generated.

DECISION-MAKING: Inform the Board about market strength, which should inform tuition decisions.

SAMPLE GRAPHS FOR A QUADRANT

