



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: Composition Indicators

SUMMARY: William & Mary’s mission defines the university as a “vibrant and inclusive community.” Ensuring vibrant composition of the student body, primarily through enrollment of new and transfer students, is critical to fulfilling that mission. In complying with the U.S. Supreme Court ruling, beginning in fall 2023, an applicant’s race will not be included as part of the demographic information available to application reviewers during the admission process. The university has established concrete goals to advance socioeconomic diversity, seeking to enroll 20% in-state Pell recipients by 2026.

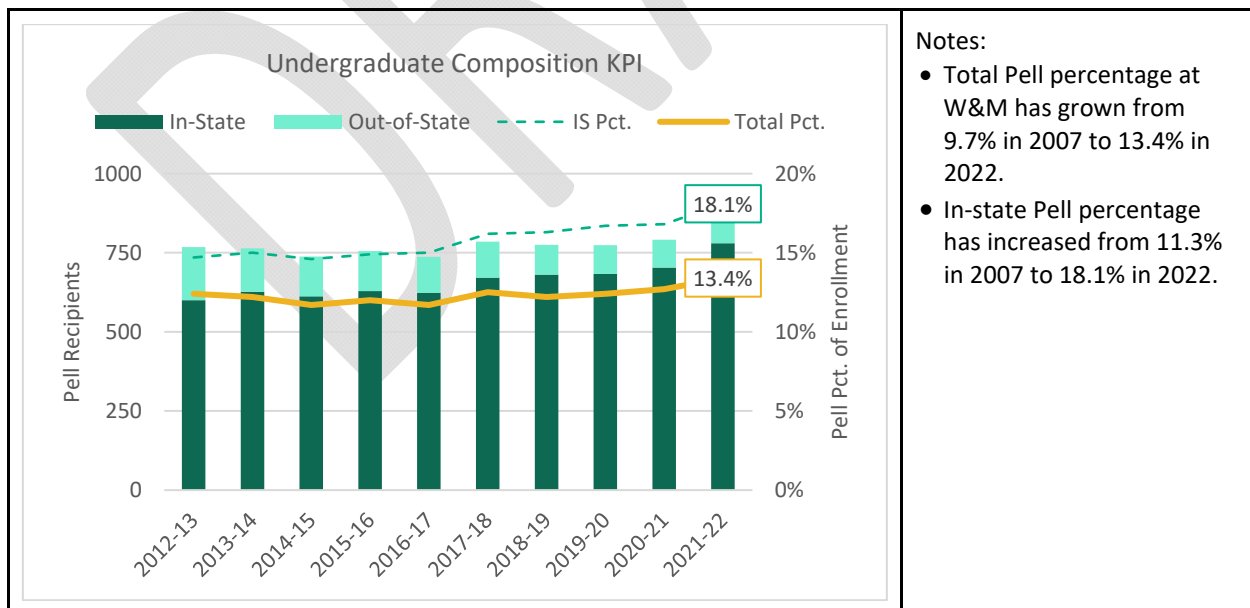
DATA: 1) number of Pell recipients enrolled;
Alternatively, 2) number of fall headcount undergraduates by race/ethnicity.

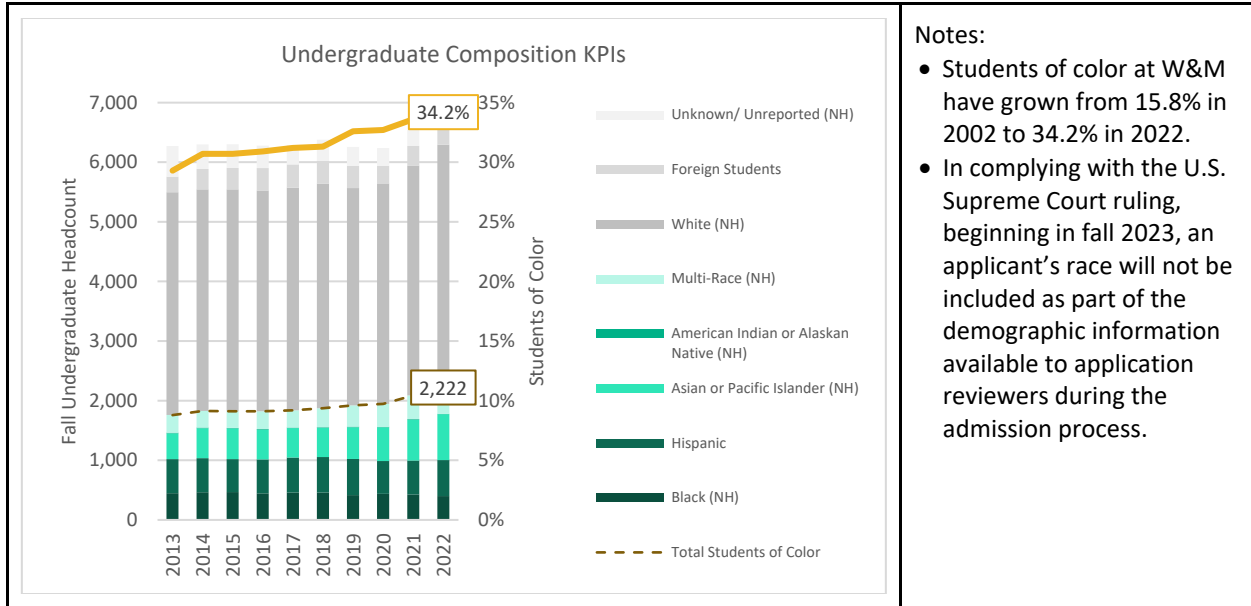
CYCLE: Annual

S.M.A.R.T. GOAL: Enroll 20% in-state Pell recipients by 2026

DECISION-MAKING: Inform the Board about the enrollment efforts to increase socioeconomic diversity towards enrolling a “vibrant and inclusive community.”

SAMPLE GRAPHS FOR A QUADRANT





Notes:

- Students of color at W&M have grown from 15.8% in 2002 to 34.2% in 2022.
- In complying with the U.S. Supreme Court ruling, beginning in fall 2023, an applicant’s race will not be included as part of the demographic information available to application reviewers during the admission process.