

**TITLE:** Proposed Revisions to the 2022-30 Statewide Strategic Agenda

**DESCRIPTION:** The Academic and Strategic Initiatives Committee recommends the Council approve the proposed revisions to the 2022-30 statewide Strategic Agenda.

**STAFF CONTACTS:** Lee Nimocks, Sr. Vice President and Chief of Staff  
Travis Muncie, Chief Information Officer  
Melissa Young, Executive Director and Chief Writer, Communications

---

### **COMMITTEE REVIEW & APPROVAL**

The Academic and Strategic Initiatives Committee reviewed and endorsed for final approval the proposed revisions to the 2022-30 statewide Strategic Agenda at its November 15, 2024, meeting.

### **BACKGROUND INFORMATION**

The CPE is directed by KRS 164.020 to develop a statewide strategic agenda for the public postsecondary education system and revise it on a regular cycle. The agenda identifies statewide priorities and a vision for long-term economic growth through improvements in the education and skill levels of Kentucky's workforce. The agenda sets performance goals for students and institutions that reflect high expectations and standards, emphasize continuous improvement, and support technology-based solutions and innovative practices.

### **AGENDA & MID-TERM REVIEW**

The Council's statewide strategic agenda for 2022-30, "Higher Education Matters," was approved by the Council at its November 2021 Council meeting, and campus metric goals were established in early 2022. Because the plan extends over nine years, staff built in a review process that would allow for necessary adjustments every three years (in 2024 and 2027).

Over the last three years, staff has monitored implementation at the campus level and engaged in a variety of statewide initiatives to advance progress. Over the last several months, CPE staff engaged in a comprehensive review of the statewide strategies and key performance indicators with internal and campus work groups.

## PROPOSED REVISIONS

In general, the statewide agenda narrative has been updated to decrease references to the COVID pandemic and update data in the text and infographics. Additionally, verbiage regarding underrepresented students and diversity, equity and inclusion has been updated to conform with new CPE standards. Specifically, “underrepresented minority students” is now “underrepresented students,” and “diversity, equity and inclusion” is now “access, engagement and belonging.”

CPE staff propose the following revisions to the key performance indicators:

- 2030 Target Year - Performance targets will be established for 2030 with a mid-cycle review in 2027.
- 3-Year Average Baseline - To smooth out yearly variance, baselines will be based on a 3-year average.
- First-Time Student Unmet Need Metric- Unmet need targets will be set for each institution as well as for the state.
- Debt at Graduation Added - Total debt at graduation will be added as the primary contextual metric under the “Affordability” priority area.
- Adult Student Subgroups Added – Performance metrics will be disaggregated by adult student populations.
- Technical Changes to FAFSA Completion Metric- FAFSA completion now will be calculated based on the proportion of high school seniors completing the FAFSA, instead of students enrolled in postsecondary institutions.
- Addition of Workforce-Oriented Metrics - New metrics that focus on the return on investment of postsecondary degrees and salary outcomes of low-income graduates will be added.

CPE staff proposes the following revisions to the objectives and strategies:

### Affordability, Objective 1

- Remove existing strategy 1c.
- Add new 1c that states, “Work with campuses to reduce unmet financial need and student loan debt among undergraduate students.”
- Add strategy 1d that states, “Monitor the financial health of Kentucky public institutions and their ability to facilitate financial access and student success.”

### Affordability, Objective 2

- Amend objective to include the words “the out-of-pocket cost of.”
- Add “financial literacy” to list of resources in strategy 2a for college counselors, teachers and community partners.
- Reword 2d to emphasize the need for increased awareness of FAFSA changes.

#### Transitions, Objective 3

- Revise strategy 3c to include adult education programs in the list of outreach partners.

#### Transitions, Objective 4

- Add “increase college-going rates” to the objective.
- Remove the word “minoritized” from strategy 4a and emphasize the three student populations that need increased focus.

#### Success, Objective 5

- Revise strategy 5c to remove the words “of color” and change “low-income students” to “students with low incomes.”

#### Success, Objective 6

- Add strategy 6c that states, “Increase opportunities for students to earn credit for prior learning.”

#### Success, Objective 7

- Revise strategy 7a to specify that the Kentucky Graduate Profile applies to undergraduate programming and call out our intention to increase work-based learning opportunities.
- Remove existing strategy 7b.
- Add a new strategy 7b that states, “Align statewide policies and initiatives to the Kentucky Graduate Profile, including program review and approval processes.”

#### Talent, Objective 8

- Replace existing objective 8 with the following, “Improve postsecondary education’s responsiveness to and alignment with current and projected workforce demands.”
- Replace existing strategy 8a with, “Engage adult learners, veterans, justice-involved individuals and others in programs designed to fill critical work shortages.”
- Revise strategy 8c to include wording that references the need to strengthen Kentucky’s workforce and economy.

#### Talent, Objective 9

- Replace objective 9 with the following: “Guide investments in research, training and scholarships to support innovation and growth.”
- Add strategy 9c that states, “Work with policy makers to create innovative solutions to grow Kentucky’s talent pool and alleviate educational barriers to workforce participation.”

#### Value, Objective 10

- Add the word “transformative” to objective 10.

- Replace strategy 10a with the following, “Implement communications strategies that articulate what postsecondary education is (i.e., it includes short-term technical training, certifications and degrees) and why it’s critically important to individuals and the Commonwealth.”
- Add a new strategy 10b that states, “Leverage partnerships with campuses, state agencies and national partners to amplify messages about the value of postsecondary education and its return on investment.”

Value, Objective 11

- Revise strategy 11a to reference the benefits of higher education instead of its return on investment.