



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: Student Experience

Date: September 2023

KPI Title: Athletics Competitive Success KPI

SUMMARY: William & Mary Athletics is a beacon for student-athletes who want to excel in the classroom *and* in competition. Tracking competitive success ensures that we are delivering upon the promise of a world-class student-athlete experience in all areas.

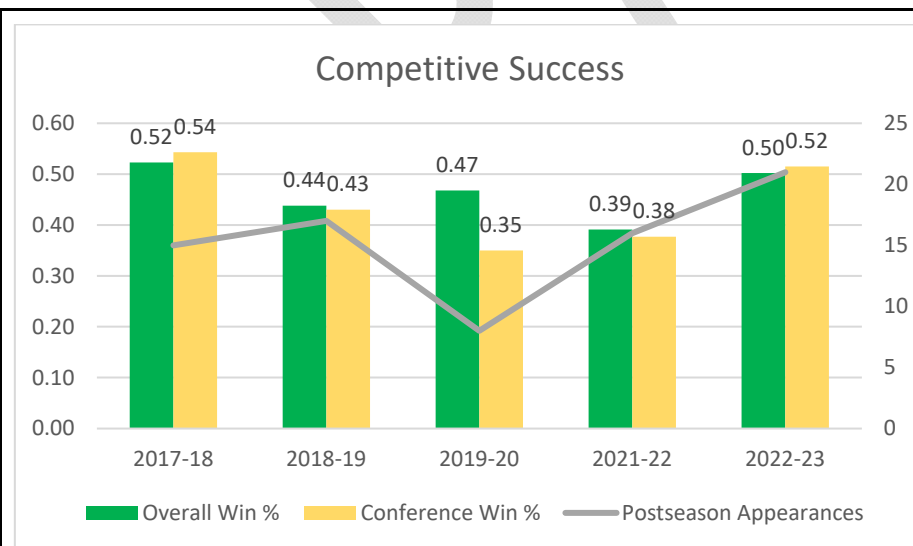
DATA: Win-loss records across the department, as well as a representation of postseason appearances

CYCLE: Data will be updated annually.

S.M.A.R.T. GOAL: W&M Athletics will win at a rate above 55% in both conference and overall records, as well as participate in the postseason in every sport (either as a team or as individuals). Current status: **YELLOW** (close to goal).

DECISION-MAKING: These KPI's provide important insight into the competitive success of the department and/or given programs and can help inform larger decisions about the athletics department.

SAMPLE GRAPH FOR A QUADRANT



*2019-20 COVID shortened spring season meant that 8/11 programs competed in the postseason.
*2020-21 year is not represented due to COVID restrictions on competition

Potential variations in data views

- We can also track W-L record at home and on the road, as well as success in the postseason (rather than simply an appearance)