



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: Student Co-Curricular Engagement

SUMMARY: Each year, students are presented with a wide array of co-curricular engagement opportunities. A primary means of student involvement occurs through recognized student organizations (RSOs) – and William & Mary has more RSOs per student than other institutions our size. We encourage students to engage meaningfully with activities of interest, to view leadership as a possibility for all and to embrace lifelong civic learning and action.

DATA: Student Organization Registration data in Tribelink, GivePulse volunteer data, Room reservations and data from the Multi-Institutional Study of Leadership (MSL)

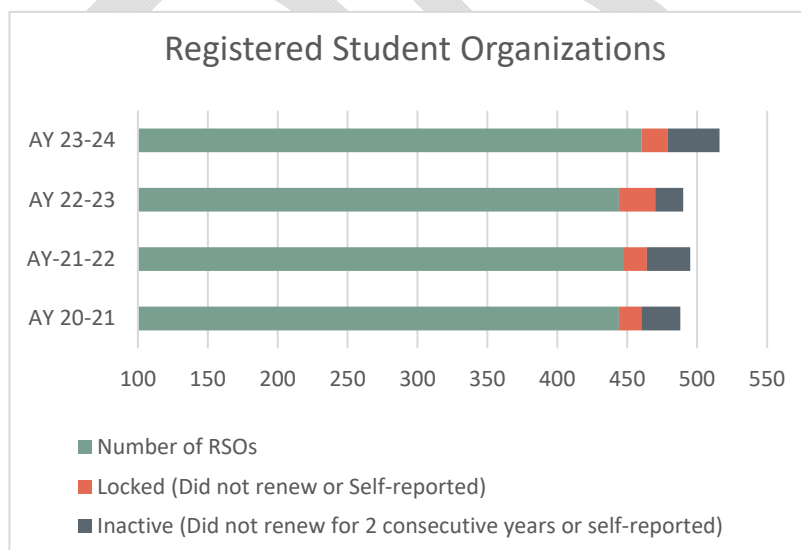
CYCLE: On a yearly or 3-year cycle

S.M.A.R.T. GOAL: MSL data reflecting student self-reported benefits of co-curricular activities return to (by 2025) and surpass (by 2028) pre-pandemic levels aligned with Student Affairs and University goals for co-curricular impact. Note current status: **RED** (far)

DECISION-MAKING: This KPI provides important context about the student experience; that context informs institutional priorities and resource allocation (fiscal and human).

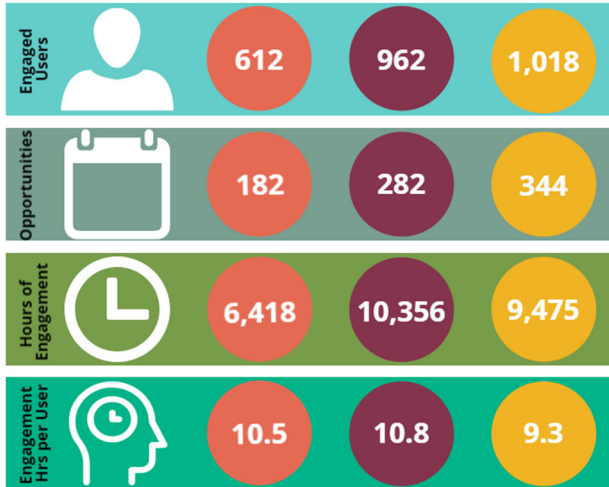
SAMPLE GRAPHS

From the annual Student Organization Registration process in Tribelink



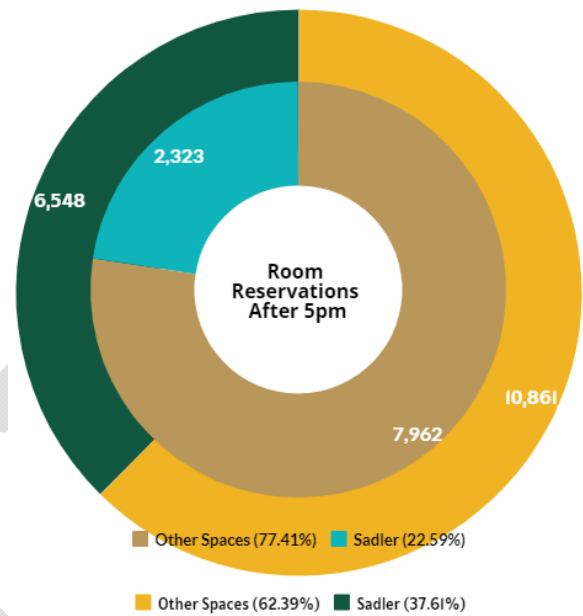


GivePulse Engagement Data By Academic Year
AY20-21 AY21-22 AY22-23



From GivePulse (reviewed each academic year)

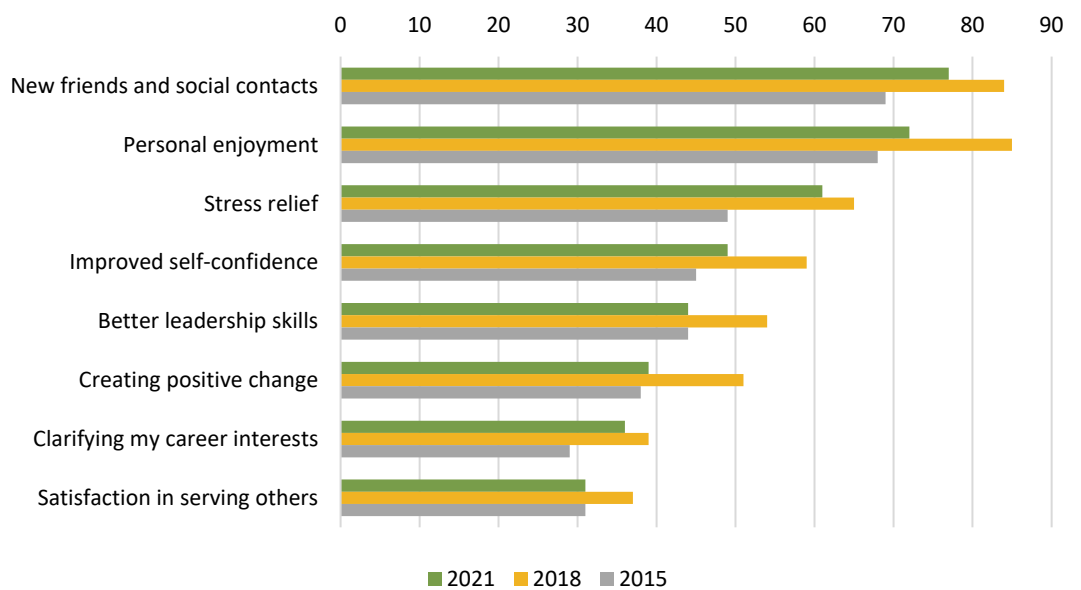
Total Rooms Reserves By SUE



From Room Reservation Software

What are the most important skills/abilities you have learned from your out-of-class activities on campus?

(Check all that apply)



From the Multi-Institutional Study of Leadership (administered every 3 years)