



## 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-Athlete GPA & Major Selection**

SUMMARY: William & Mary Athletics is a beacon for student-athletes who want to excel in the classroom *and* in competition. Tracking cumulative GPA data and the number of majors pursued ensures that our student-athletes are prioritizing their education and are taking advantage of all that W&M has to offer.

DATA: Cumulative GPA, as well as the total number of majors/graduate programs pursued.

CYCLE: Data will be updated after each semester.

S.M.A.R.T. GOAL: W&M Athletics will achieve a five-year rolling average cumulative GPA of 3.3+ by 2025  
Current status: **YELLOW** (close to goal); Number of majors pursued by student-athletes will remain above 20 for the department (23 in 2023)

DECISION-MAKING: These KPI's provide important insight into the student-athlete experience and can help inform larger decisions about the athletics department.

### SAMPLE GRAPH FOR A QUADRANT

