



## 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:** Health & Wellness Engagement

**SUMMARY:** Student learning and adult development is enhanced when students are healthy. To the degree that students can find engagement in their personal expression of wellness, they will attribute their experience here as deeply personal. Engagement in healthy behaviors is a key determinant of flourishing, a central value of W&M. Finally, as our world increases in pace, uncertainty and change, it is imperative that our students develop a habit of healthy engagement that can be integrated into their post-graduate life.

**DATA:** Will track engagement via the utilization of our H&W departments' resources, services and programs (Campus Recreation, Counseling Center, Health Promotion and Student Health). Will compare to national benchmarks that are available, as well as longitudinal comparisons.

**CYCLE:** Data will be updated after each semester.

**S.M.A.R.T. GOAL:** Each H&W dept will demonstrate engagement levels that are equal to or exceed national benchmark standards. Current status: **Goal met.**

**DECISION-MAKING:** The data provided will underscore wellness and flourishing as a critical part of our academic mission and will substantiate support for innovative wellness resources and staffing that meet our student needs.

### SAMPLE GRAPH

Each H&W department will have a graph depicting one form of engagement of their services and programs. This is an example of a graph from the Counseling Center depicting appointments.

