



2022-30 STATEWIDE STRATEGIC AGENDA

INSTITUTIONAL UPDATE

Eastern Kentucky
University

March 28, 2024



Affordability



Transitions



Success



Equity



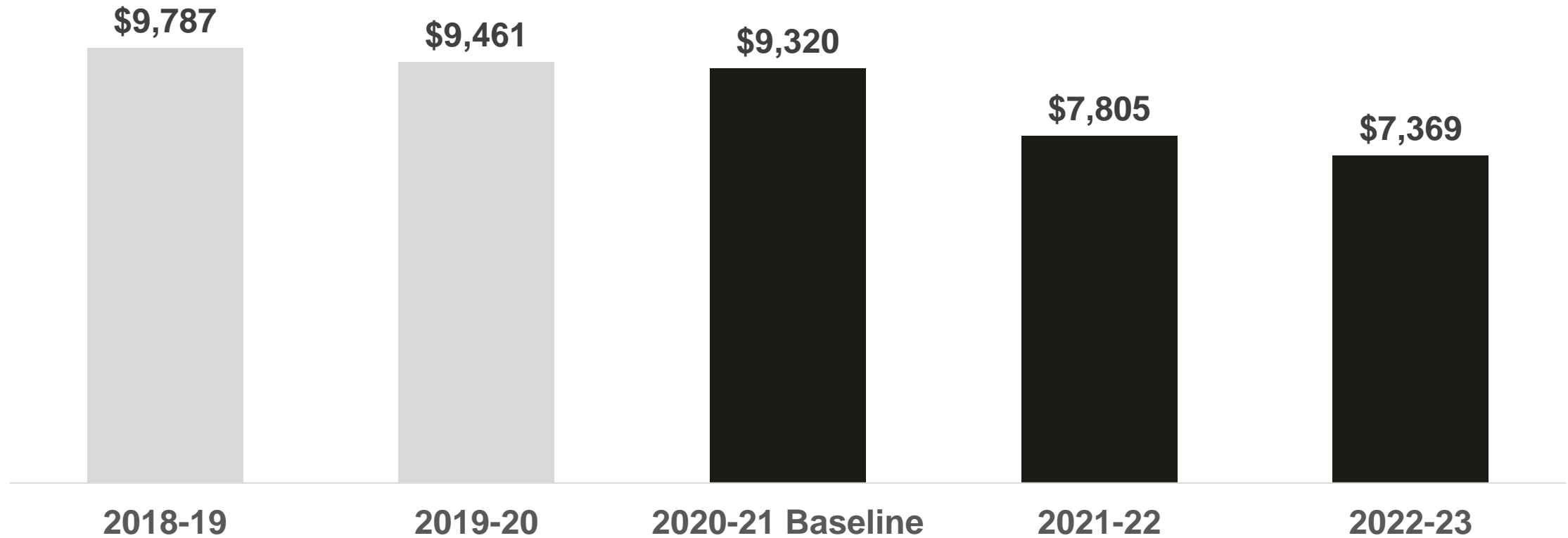
Talent



Value

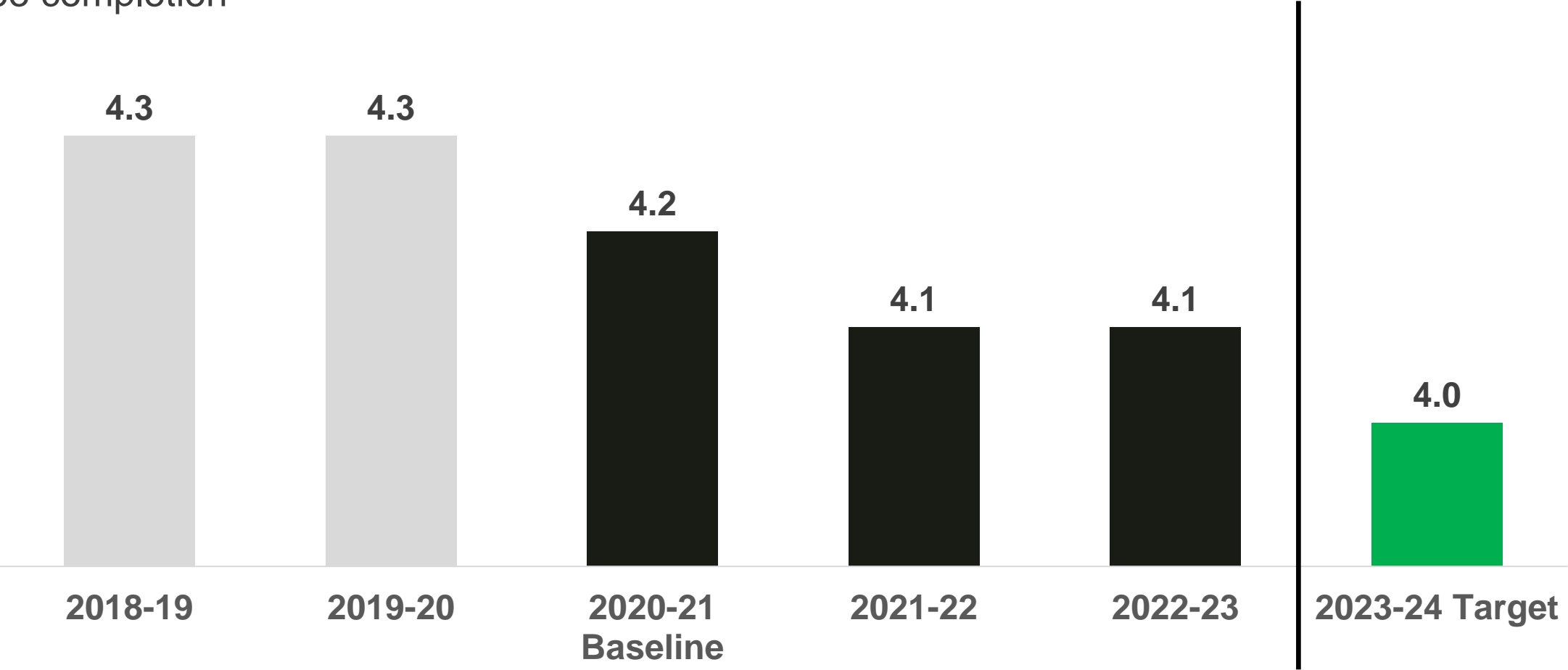
KEY PERFORMANCE INDICATORS -- AFFORDABILITY

Unmet Need: Average amount students must pay out-of-pocket after all financial aid and expected family contributions.



KEY PERFORMANCE INDICATORS -- AFFORDABILITY

Time to Degree: Average number of academic years students are enrolled prior to undergraduate degree completion



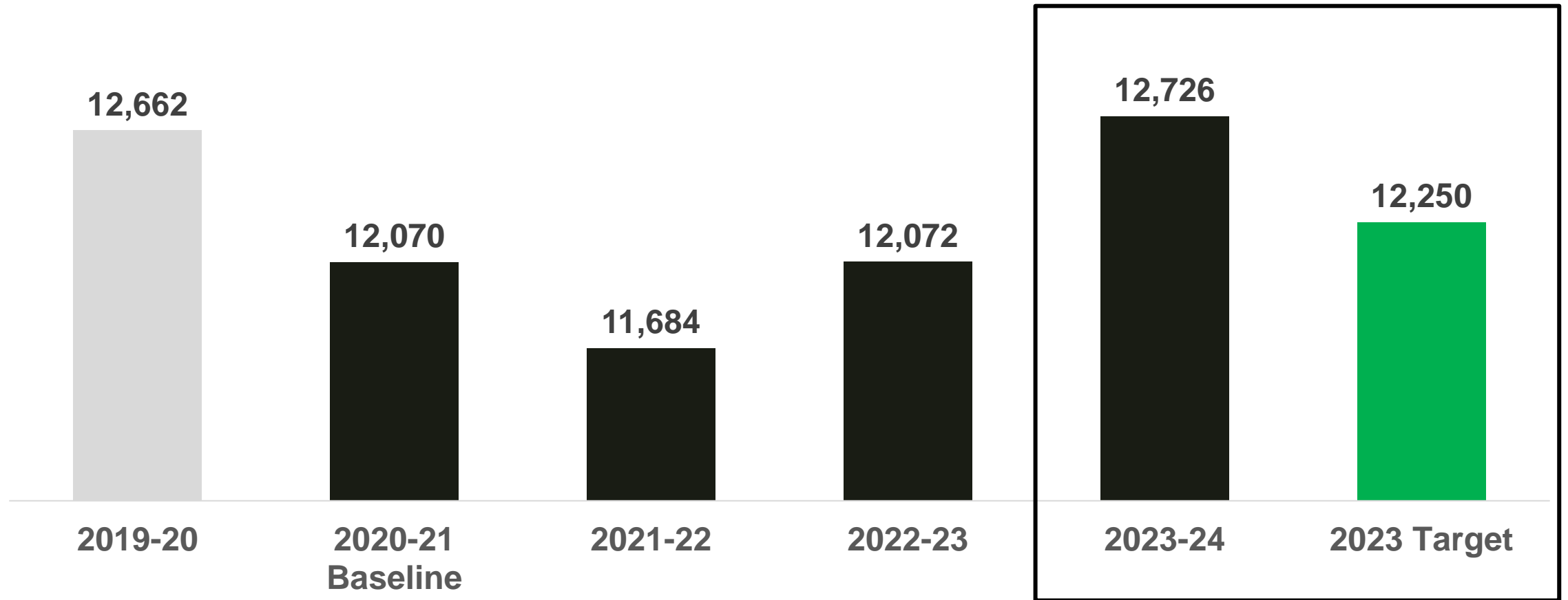
EKU'S KEY STRATEGIES ON AFFORDABILITY



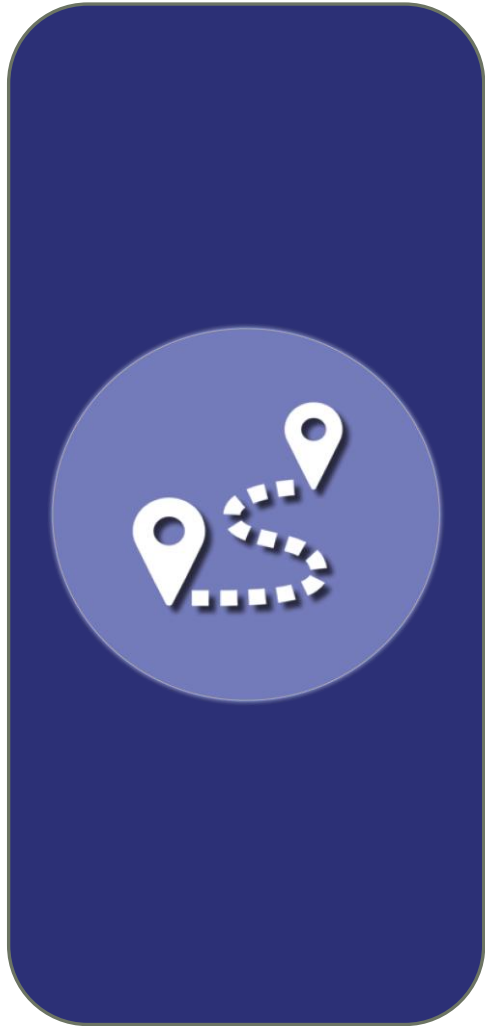
- **Unmet Need has decreased 5.6%** to \$7,369, the lowest amount reported in recent years.
- Of Fall 2023 freshman, **63% earned merit aid**, an increase of 11% since 2019.
- EKU expanded the BookSmart program to graduate students: now **100% of EKU students receive free textbooks**
- Our commitment to students' success extends beyond the classroom through **housing grants** for students in need and those who do not have a safe and/or stable place to stay.
- Since its inception in January 2020, the **Student Assistance Fund for Eastern (SAFE)** offers hope for EKU students facing unforeseen challenges. In four years, SAFE has assisted over 300 students, providing over \$123,000 in much-needed financial aid, as well as funding for a variety needs, from dental care to technology repairs.

KEY PERFORMANCE INDICATORS -- TRANSITIONS

Undergraduate Enrollment: Total unduplicated number of students who enroll in an undergraduate program offered by one of Kentucky's public colleges or universities in an academic year, either full-time or part-time.



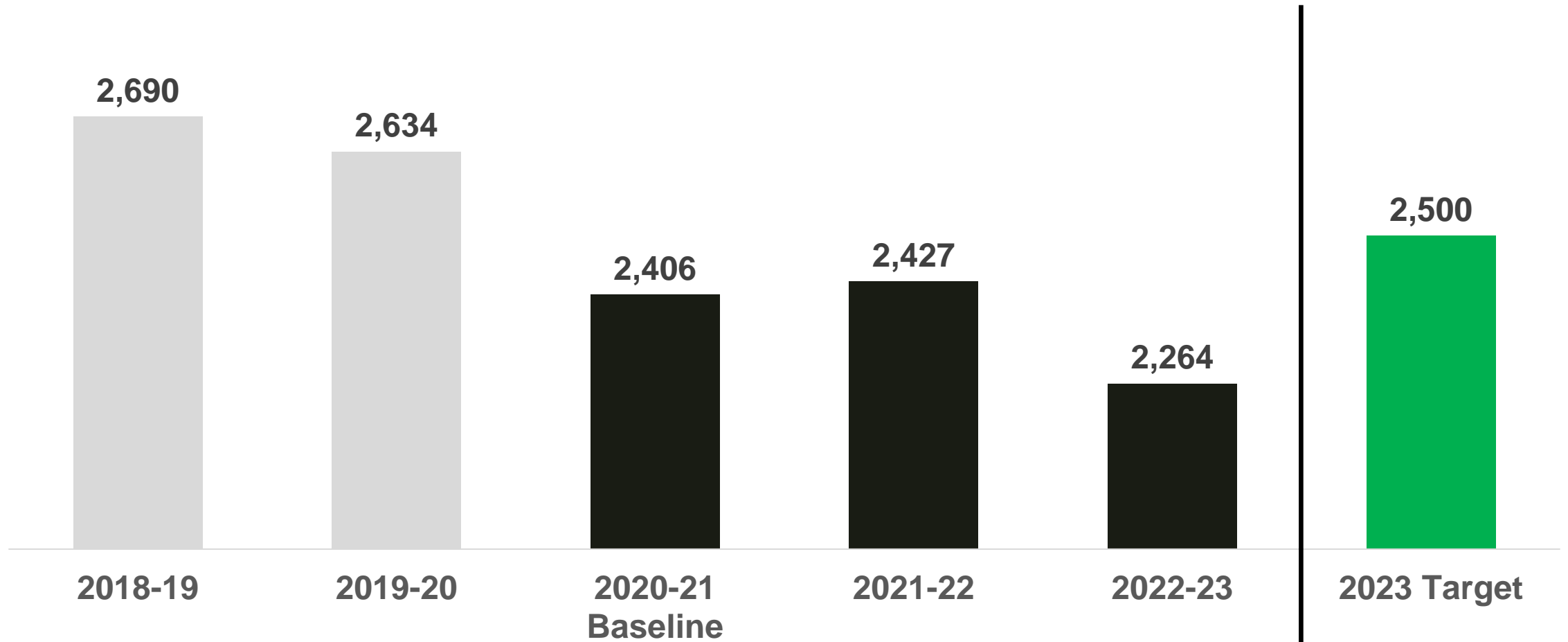
EKU'S KEY STRATEGIES ON TRANSITIONS



- EKU has sustained enrollment **growth in the freshman class**: 9.2% growth from 20-21, 9.0% growth from 21-22, and 1.9% growth from 22-23.
- Total enrollment grew in 22-23 with a **4.8% increase**, including increased accessibility for all populations surpassing the CPE Diversity Target Goal (both undergraduate and graduate).
- Implemented a new process for proactive communications regarding **articulation of transfer credit**. This communication includes just in time communications for recording, articulation, and syllabus needs from students.
- Developed **enhanced recruitment measures** in admitted student days, Senior Spotlight days, College Enrollment Centralization, and Funding High School visits to our campus.

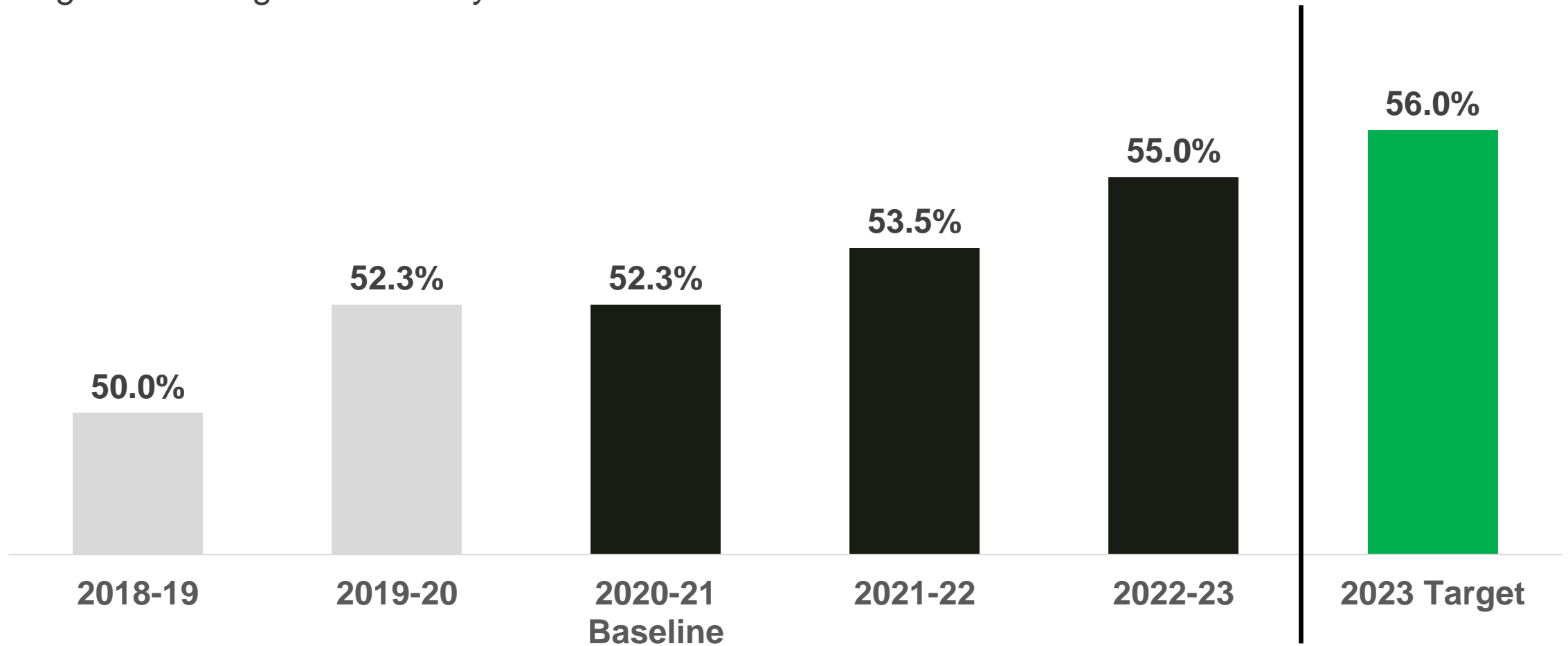
KEY PERFORMANCE INDICATORS -- SUCCESS

Undergraduate Degrees & Credentials: Number of undergraduate degrees awarded in an academic year.



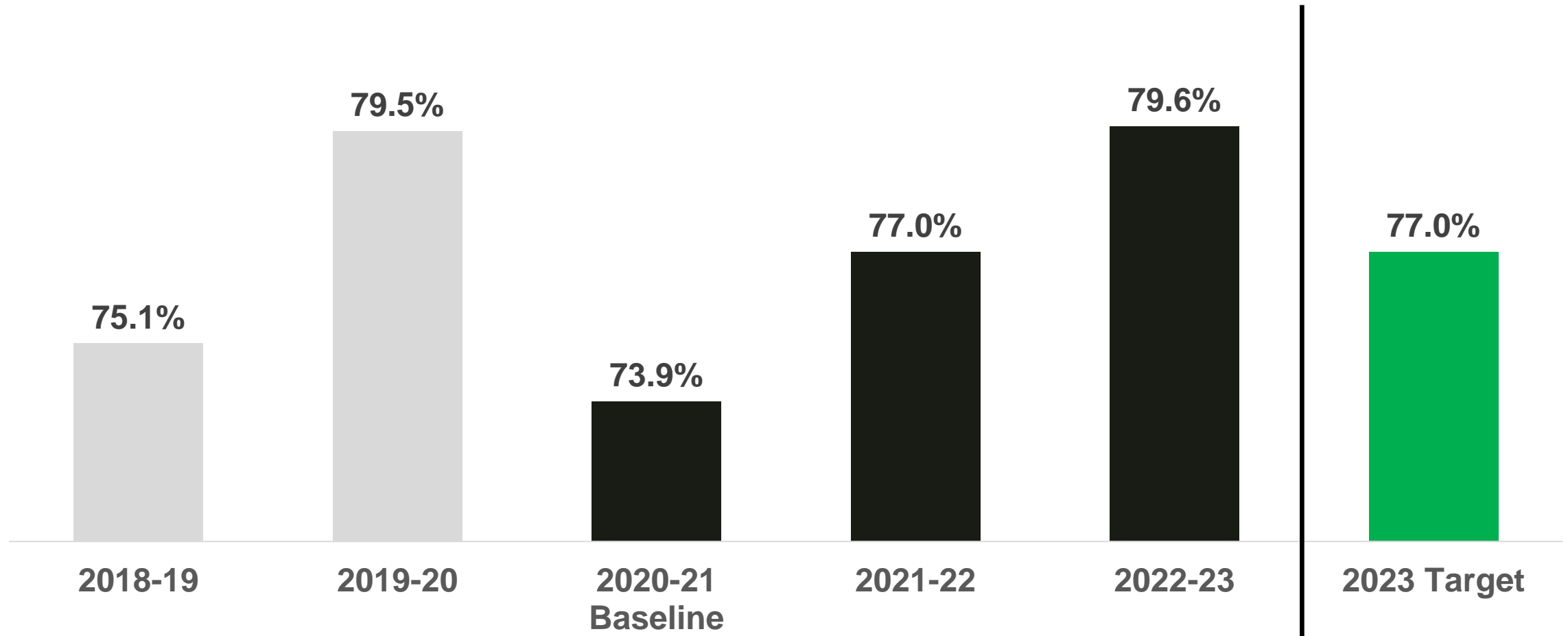
KEY PERFORMANCE INDICATORS -- SUCCESS

Graduation Rate: Percentage of first-time, full-time degree-seeking students who receive an undergraduate degree within 6 years



KEY PERFORMANCE INDICATORS -- SUCCESS

Retention Rate: Percentage of first-time, degree- or credential-seeking students enrolled in the summer or fall of their first year who are still enrolled at the same institution the following fall.



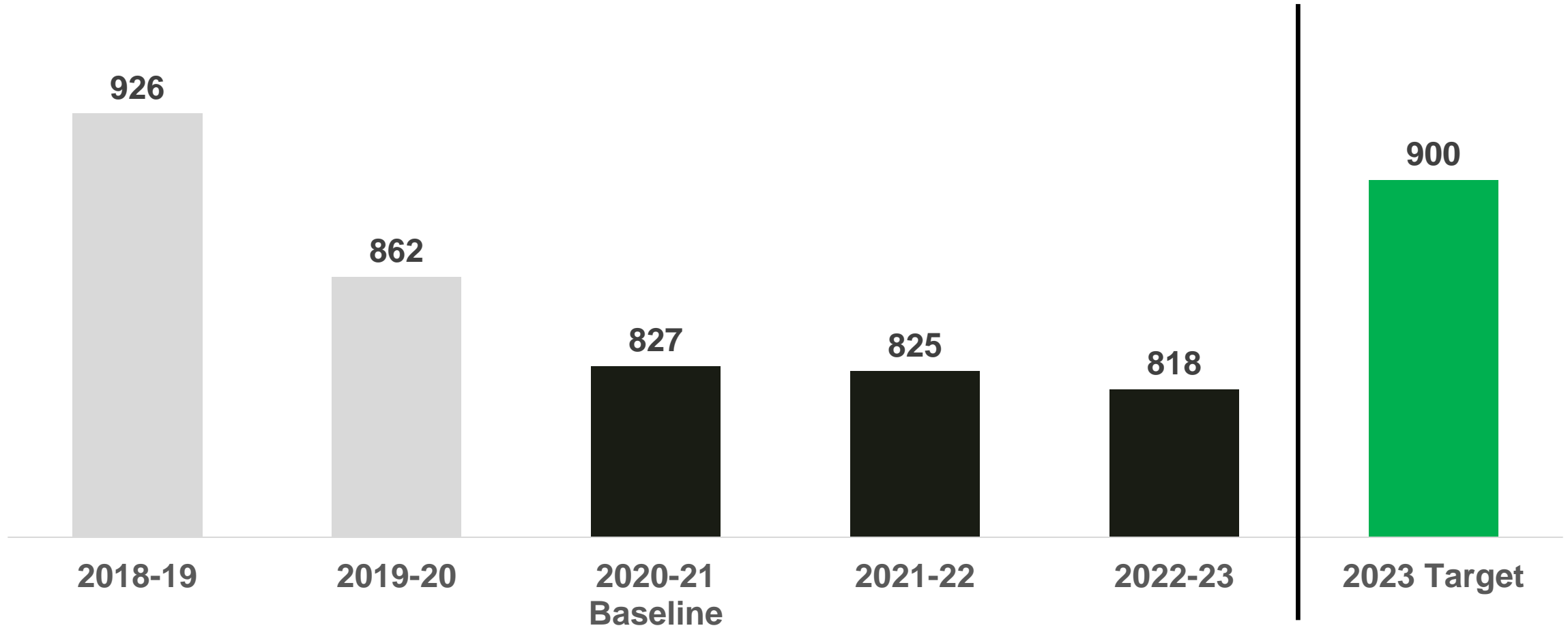
EKU'S KEY STRATEGIES ON SUCCESS



- The 21-22 graduation rate of **55%** is the highest six-year graduation rate reported.
- The current retention rate of **79.5%** achieves the **23-24 target of 77%**. Increased retention is also occurring among under served and low-income students.
- A reorganization of Advising & Career Services, increased collaboration with college advisors, “Advising 360” an upgraded advising portal, and increased outreach through micro-surveys and strategic nudges have contributed to increased retention.

KEY PERFORMANCE INDICATORS -- TALENT

Graduate and Professional Degrees: Total number of graduate/professional degrees awarded in an academic year.

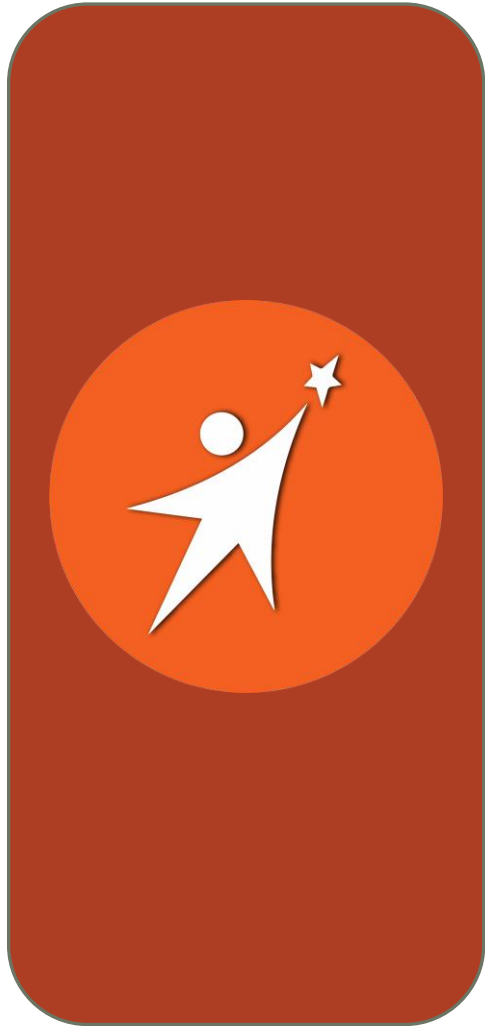


EKU'S KEY STRATEGIES ON TALENT



- EKU launched a campuswide initiative to evaluate innovative approaches to increasing online enrollment.
- We are pursuing institutional approval for **competency-based education** programs, and strategically prioritizing resources to support **credit for prior learning**.
- We have **surpassed our goal of having a diverse talent pool** in both Management Occupations (10.4%) and Tenure/Tenure-Track faculty (9.3%).
- Our full-time, tenure/tenure-track faculty retention has **increased to 93.6%**.

EKU'S KEY STRATEGIES ON VALUE



- EKU paid **\$40 million in institutional aid** in 2023-2024, compared to \$36.9 million in 2021-2022.
- We are examining institutional aid models and discount rates to **maximize student value** with university success.
- EKU is improving the curriculum to support post-graduation employability through **skills integration**.
- We are right-sizing **course capacities** and frequency of **course offerings** to optimize resources and enhance student experience.

