



KPI Executive Summary

W&M's 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: Academic Affairs

Date: September 2023

KPI Title: Student Success

SUMMARY: Indicators of student success and learning include course completion rates, persistence rates, time to graduation and graduation rates, all of which reflect students' experiences. Disaggregation of student success rates provides a measure of institutional effectiveness based on student demographics.

DATA: Institutional sources provide student data on retention and graduation rates. A common timeframe for reporting completion rates is 6 years versus 4 years. The National Student Clearinghouse reports that the national 2022 university completion rate for 6 years was 62.2% (UVA=94%; Wake Forest=88.2%).

CYCLE: BOV and ELT track overall completion rates annually. Deans track by program/department by semester. Chairs track by course by semester.

S.M.A.R.T. GOAL: The graduation target for W&M is 94% or above (within 6 years), built on increases in graduation rates based on student income levels and demographics. **YELLOW status:** 91% overall; Pell=84% vs. 92% others; Students of Color=90% vs. 91% others.

DECISION-MAKING: Completion rates indicate institutional effectiveness for student success that inform BOV tuition-setting (April) and operating budget approval (April). Board personnel approvals are informed by the KPI (September, February, April). Faculty contribution analysis by the Provost's Office occurs throughout the year, with deans and chairs monitoring student progression.

SAMPLE DATA

