



## 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:** Academic Affairs

**Date:** September 2023

**KPI Title:** Post-Graduation Outcomes

**SUMMARY:** Data revealing recent graduates' success at securing gainful employment or graduate school admissions indicate that the William & Mary education provides an excellent launching pad for students to translate personal learning experiences into career success after graduation.

**DATA:** W&M's Office of Career Development & Professional Engagement generates data based on frameworks (including "knowledge rate") established by National Association of Colleges & Employers (NACE) database. Alumni data comes from the W&M Office of University Advancement.

**CYCLE:** Data from W&M offices is tracked and updated on an annual basis

**S.M.A.R.T. GOAL:** At W&M, the percentage of graduates securing full-time placement within six months of graduation should exceed 55% once the pandemic has fully receded. **YELLOW status 52%**. The percentage of graduates admitted to graduate school should exceed 33.33%. **Green status: 36.0%**

**DECISION-MAKING:** Post-graduation outcomes indicate institutional success at translating personal learning experiences into successful post-graduation careers. Such success informs BOV tuition-setting (April) and operating budget approval (April).

