



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: Applied Learning Opportunities

SUMMARY: Knowing how many and what percentage of students participate in internships and other applied learning opportunities including fieldwork, service learning, etc. offer evidence that students are receiving personal learning experiences that require regular and sustained engagement. Forms of community engagement (including student volunteer work) present additional opportunities.

DATA: Given the central role that applied learning plays in enhancing a student's personal learning experience, W&M must build the infrastructure to measure *all* such opportunities going forward, *whether or not they earn the student course credits.* Additionally, the Office of Community Engagement measures individual student involvement with a volunteering, internship or dialogue opportunity. Thus data should be drawn from W&M's Registrar's Office (for credit-bearing courses and other learning exercises), 2012-23; NACE First-Destination Survey, 2018-22.

CYCLE: W&M Registrar and First-Destination survey track participation on an annual basis.

S.M.A.R.T. GOAL: #1: At W&M, overall rates of participation in for-credit internships (or other applied learning opportunities) will increase by 10% [by 2026]. **#2:** Overall rate for internships in general (credit and non-credit) are by definition incomplete, but W&M Career Center survey responses show 100% of survey responders report having fulfilled the goal outlined in Vision 2026. **Yellow status 61%** in self-reported survey data (2022).

DECISION-MAKING: Applied learning opportunities contribute to students' personal learning experiences and improved student success and outcomes, which in turn informs tuition-setting (April) and operating budget approval (April). Authentic learning experiences contribute to the criteria required for the Community Engagement designation from the Carnegie classification that W&M holds.

