

WKU STRATEGIC PLAN *CLIMBING TO GREATER HEIGHTS 2018-2028*: **MAJOR METRICS** updated 23JAN26

#	Metric	Data Source	2016/17 Baseline	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2027/28 Target
1	Counsel at least 90% of students w/ outstanding financial aid needs prior to enrollment	Student Financial Assistance	<ul style="list-style-type: none">74.7%	<ul style="list-style-type: none">74.7%	<ul style="list-style-type: none">80.3%	<ul style="list-style-type: none">85.6%	<ul style="list-style-type: none">87.3%	<ul style="list-style-type: none">87.9%	<ul style="list-style-type: none">89.2%	<ul style="list-style-type: none">90.2%	<ul style="list-style-type: none">90.3%	<ul style="list-style-type: none">90%
2	Increase the WKU Opportunity Fund; Presidential Initiatives: Academic Excellence, Athletics, and GFCB Building	Philanthropy	<ul style="list-style-type: none">Not establishedNew FY22	<ul style="list-style-type: none">EstablishedNA	<ul style="list-style-type: none">\$27MNA	<ul style="list-style-type: none">\$45MNA	<ul style="list-style-type: none">\$55MNA	<ul style="list-style-type: none">\$70.5M	<ul style="list-style-type: none">\$87.3M	<ul style="list-style-type: none">\$102.8M	<ul style="list-style-type: none">Goal Met-- Campaign compete	<ul style="list-style-type: none">\$100M\$15-20M each
3	Increase the number of Baccalaureate STEM + H degrees and the number of underrepresented populations graduating with said degrees	IR	<ul style="list-style-type: none">825 degrees438 degrees to 435 women63 degrees to 62 URM students	<ul style="list-style-type: none">880 degrees465 degrees to 461 women72 degrees to 72 URM students	<ul style="list-style-type: none">867 degrees470 degrees to 466 women90 degrees to 89 URM students	<ul style="list-style-type: none">928 degrees526 degrees to 520 women66 degrees to 64 URM students	<ul style="list-style-type: none">843492 degrees to 491 women91 degrees to 91 URM students	<ul style="list-style-type: none">772454 degrees to 449 women78 degrees to 77 URM students	<ul style="list-style-type: none">765480 degrees to 476 women98 degrees to 96 URM students	<ul style="list-style-type: none">832497 degrees to 494 women117 degrees to 117 URM students	<ul style="list-style-type: none">856509 degrees to 486 female students134 degrees to 125 URM students	<ul style="list-style-type: none">1,15651290
4	Improve WKU’s rating on Campus Pride Index to 5 stars	Campus Pride	<ul style="list-style-type: none">2 stars	<ul style="list-style-type: none">2.5 stars	<ul style="list-style-type: none">3 stars	<ul style="list-style-type: none">3 stars	<ul style="list-style-type: none">4.5 stars	<ul style="list-style-type: none">4.5 stars	<ul style="list-style-type: none">4.5 stars	<ul style="list-style-type: none">4.5 stars	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">5 stars
5	Increase the number of freshmen, sophomores, and juniors progressing to the next classification or graduating during the academic year	Performance Funding	<ul style="list-style-type: none">FR: 2,051SO: 2,207JR: 2,802	<ul style="list-style-type: none">2,0552,1942,727	<ul style="list-style-type: none">1,9822,1942,795	<ul style="list-style-type: none">1,7982,1042,693	<ul style="list-style-type: none">1,8251,9102,584	<ul style="list-style-type: none">1,8571,9662,378	<ul style="list-style-type: none">1,8052,0562,520	<ul style="list-style-type: none">1,8861,9942,630	(Prelim) <ul style="list-style-type: none">1,8992,1152,554	<ul style="list-style-type: none">FR: 2,154SO: 2,317JR: 2,942
6	Increase the first-to-second year retention of first-time, full-time baccalaureate degree-seeking students	CPE Strategic Agenda	<ul style="list-style-type: none">69.9%	<ul style="list-style-type: none">71.5%	<ul style="list-style-type: none">72.9%	<ul style="list-style-type: none">76.8%	<ul style="list-style-type: none">72.8%	<ul style="list-style-type: none">76.6%	<ul style="list-style-type: none">78.0%	<ul style="list-style-type: none">78.3%	<ul style="list-style-type: none">79.4%	<ul style="list-style-type: none">80%
7	Increase the six-year graduation of first-time, full-time baccalaureate degree-seeking students	CPE Strategic Agenda	<ul style="list-style-type: none">50.7%	<ul style="list-style-type: none">53.4%	<ul style="list-style-type: none">51.6%	<ul style="list-style-type: none">55.1%	<ul style="list-style-type: none">57.4%	<ul style="list-style-type: none">54.0%	<ul style="list-style-type: none">56.1%	<ul style="list-style-type: none">57.9%	<ul style="list-style-type: none">59.1%	<ul style="list-style-type: none">60%
8	Increase the number of graduate and professional degrees awarded during an academic year	CPE Strategic Agenda	<ul style="list-style-type: none">879	<ul style="list-style-type: none">930	<ul style="list-style-type: none">834	<ul style="list-style-type: none">868	<ul style="list-style-type: none">796	<ul style="list-style-type: none">791	<ul style="list-style-type: none">762	<ul style="list-style-type: none">767	<ul style="list-style-type: none">849	<ul style="list-style-type: none">970
9	Maintain CPE eligibility to offer new academic programs	DEI Plan	<ul style="list-style-type: none">% UG AA Enr: 8.8%% UG Hisp Enr: 3.1%% UG URM Enr: 15.2%% GR URM enrollment: 11.5%URM retention rates: 57.8%Low Income retention rate: 60.2%URM graduation rate: 30.7%Low Income graduation rate: 37.9%Bacc degrees by URM: 310Bacc degrees by low income: 1276%URM tenure track faculty: 9.4%%URM administrators: 14.0%	<ul style="list-style-type: none">8.5%3.4%15.5%13.6%57.1%62.7%33.6%39.9%34713618.9%14.6%	<ul style="list-style-type: none">8.1%3.7%15.5%15.1%59.5%64.7%34.7%38.3%3831,2989.612.8%	<ul style="list-style-type: none">8.0%4.1%15.9%15.9%73.0%69.9%40.7%41.5%3861,3399.2%12.0%	<ul style="list-style-type: none">8.6%4.5%17.2%17.4%65.9%65.8%40.7%43.2%3881,2709.7%13.3%	<ul style="list-style-type: none">8.4%5.1%17.5%16.9%72.8%71.3%33.3%40.4%3481,2119.6%9.0%	<ul style="list-style-type: none">8.0%5.4%17.6%15.9%74.7%69.8%36.1%42.3%3931,07410.6%9.4%	<ul style="list-style-type: none">8.1%6.1%18.7%18.0%71.2%73.4%39.0%45.1%4191,22811.0%9.1%	<ul style="list-style-type: none">8.4%6.5%19.7%17.0%72.1%74.2%43.0%47.4%4761,29910.7%9.9%	<ul style="list-style-type: none">Maintain eligibility
10	Increase the number of full-time faculty who complete at least one course/seminar/workshop provided by CITL per year	CITL	<ul style="list-style-type: none">ND	<ul style="list-style-type: none">286	<ul style="list-style-type: none">356	<ul style="list-style-type: none">433	<ul style="list-style-type: none">603	<ul style="list-style-type: none">541 unique (1151 total)	<ul style="list-style-type: none">474 (982 total)	<ul style="list-style-type: none">549 unique1,122 total314 Prof Dev Day*	<ul style="list-style-type: none">462 unique1,505 total353 Prof Dev Day	<ul style="list-style-type: none">500
11	Increase the number/dollar amount of awards for research or creative activity grants	R&CA	<ul style="list-style-type: none">\$24.8M	<ul style="list-style-type: none">\$16.1M	<ul style="list-style-type: none">\$17.5M	<ul style="list-style-type: none">\$27M (\$13M CARES)	<ul style="list-style-type: none">\$52M (\$36M CARES)	<ul style="list-style-type: none">\$24.6M (152 awards)	<ul style="list-style-type: none">\$20M (179 awards)	<ul style="list-style-type: none">\$30.6M (176 awards)	<ul style="list-style-type: none">\$17M (151 awards)	<ul style="list-style-type: none">\$25M
12	Increase percentage of all degree [baccalaureate only] students who participated in study away/abroad programs or other WKU sanctioned SA/A experience (research / CA)	IR	<ul style="list-style-type: none">13% [16%]	<ul style="list-style-type: none">12% [15%]	<ul style="list-style-type: none">10% [14%]	<ul style="list-style-type: none">9% [12%]	<ul style="list-style-type: none">7% [9%]	<ul style="list-style-type: none">4% [6%]	<ul style="list-style-type: none">4% [6%]	<ul style="list-style-type: none">5% [7%]	<ul style="list-style-type: none">8% [9%]	<ul style="list-style-type: none">17% [20%]
13	Increase the number of readmitted & transfer students who obtain baccalaureate degrees	IR	<ul style="list-style-type: none">1,248 degrees to 1,236 readmits or transfer students	<ul style="list-style-type: none">1,219 degrees to 1,211 readmits or transfer students	<ul style="list-style-type: none">1,138 degrees to 1,128 readmits or transfer students	<ul style="list-style-type: none">1,220 degrees to 1,208 readmits or transfer students	<ul style="list-style-type: none">1,118 degrees to 1,112 readmits or transfer students	<ul style="list-style-type: none">1,049 degrees to 1,042 readmits or transfer students	<ul style="list-style-type: none">945 degrees to 937 readmits or transfer students	<ul style="list-style-type: none">1,003 degrees to 996 readmits or transfer students	<ul style="list-style-type: none">985 degrees to 978 readmits or transfer students	<ul style="list-style-type: none">1,350
14	Increase the percentage of WKU baccalaureate degree earners employed in Kentucky five years after graduation	https://kystats.ky.gov/Latest/PSFR	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">51%	<ul style="list-style-type: none">52%	<ul style="list-style-type: none">51.2%	<ul style="list-style-type: none">51.6%	<ul style="list-style-type: none">51.3%	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">51.8%	<ul style="list-style-type: none">N/A	<ul style="list-style-type: none">56%
15	Exceed the required NCAA 930 Academic Progress Report Rate (APR) for each WKU sport; Achieve 90% graduation success rate for all student-athletes who have exhausted their eligibility	Athletics	<ul style="list-style-type: none">Exceed APR 930 per sport85%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">>93085%	<ul style="list-style-type: none">13/14 sports >93088%	<ul style="list-style-type: none">>93089%	<ul style="list-style-type: none">> 930/sport85%

*Began tracking attendance for Professional Development Day in 2023/24.