

# **KEY PERFORMANCE INDICATORS**

**KEY PERFORMANCE INDICATOR  
CATEGORIES**

**UNIVERSITY**

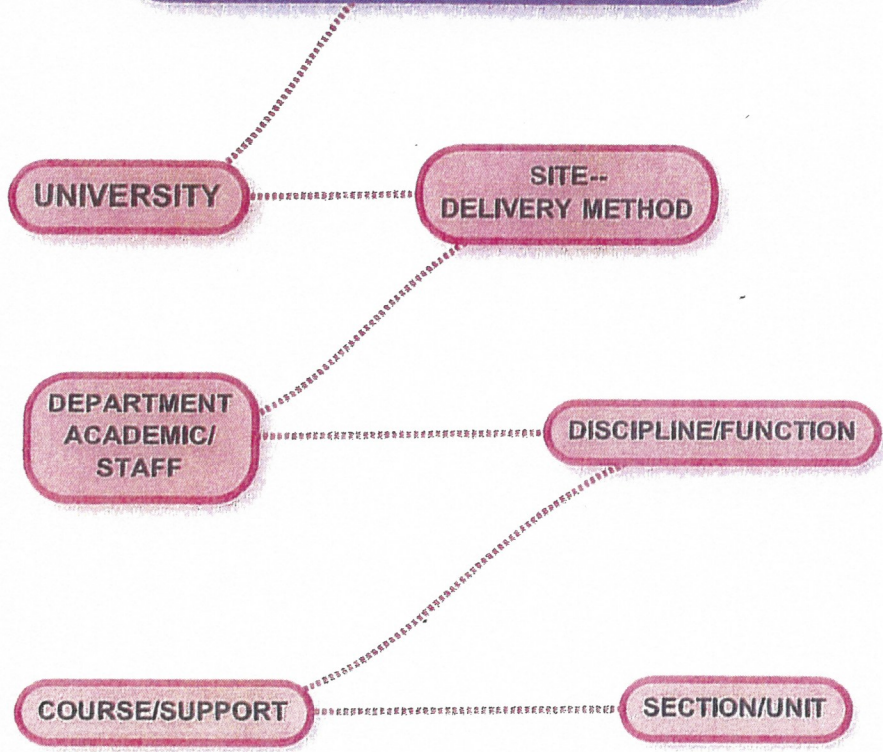
**SITE--  
DELIVERY METHOD**

**DEPARTMENT  
ACADEMIC/  
STAFF**

**DISCIPLINE/FUNCTION**

**COURSE/SUPPORT**

**SECTION/UNIT**





# KEY PERFORMANCE INDICATORS

## UNIVERSITY-WIDE

Student Body (function: to provide housing for students)

- 1) Percent of full time students who live on campus
- 2) Occupancy rate
- 3) Academic Performance of resident vs. non-resident
- 4) Satisfaction studies

Fiscal Resources (function: to generate resources to support programs and maintain facilities)

- 1) Bond coverage ratio
- 2) % of total income devoted to maintenance (all facilities and cleaning related costs)
- 3) % of income devoted to deferred maintenance

Dining Services (function: to provide dining services to students)

- 1) Number of board plans purchased
- 2) % of full time students who purchase board plan
- 3) Satisfaction Studies

Total Freshman Class Success (% Increase)

Graduation Placement & Salaries

Percentage of Students to Post Graduate Training

Number Transferring out versus Student Transferring in (from community colleges)

Graduation Rates

Student Credit Hours

Professional Certification Pass Rates (if applicable)

Retention Rates within Programs

Retention Rate of Faculty

Retention Rate of Other Personnel

Rate of Retention for Students using Face to Face Tutoring

% of Graduating Class Participating in Commencement Ceremonies

% Trends of Full-Time Faculty and Staff with Terminal Degrees

Graduation Rate of Student living on Campus 2 or More Years

Academic Performance of Resident vs. Non-Resident Students

Persistence/Retention of Students Receiving Counseling Services

Enrollment Trends

Financial Aid and Tuition

SCH Production by Fiscal Year

Unduplicated Headcount by Site/Delivery Method

Term Enrollment by Specific Targets

Completion Rates by Program

High School Trend Data (Enrollment and Grad Rates)

PELL Recipients

Distance Learning Enrollment

Non-Traditional Student Enrollment

Student Body and Admission

User Satisfaction Index

- 1) Information Technology: Random survey of end users who requested and received IT support. Track the results over time for comparative analysis.
- 2) University Wide: Conduct a simple student satisfaction survey for students and track the results over time. The survey could be positioned on CampusConnect similar to the diversity survey to produce longitudinal results.

Finance and Advancement

Staffing Issues – Salary Levels

International Student Trends

Interest in Study Abroad Programs



### Grants

- 1) Number of faculty benefiting from incentive policy of Office of Research and Sponsored Programs
- 2) Annual Amount of External Funding Received
- 3) Number of Proposals Submitted
- 4) Number of First-time Grant Writers
- 5) Number of Academic Departments and Program Areas Submitting Grant Proposals
- 6) Number of Students Participating in Oklahoma Research Day
- 7) Number of Faculty Submitting Proposals and the Number Approved for Internal Grants
- 8) Faculty Participation Rate for Professional Development for Writing Grant Proposals

### University Advancement

#### A. Development

- 1) Total Endowment (\$)
- 2) Total Assets (\$)
- 3) Direct Public Support (\$)
- 4) Direct Public Support (# of contributions)
- 5) Largest Single Gift
- 6) Faculty/Staff Support (\$)
- 7) Faculty/Staff Support (%)

#### B. Alumni

- 1) Annual Memberships
- 2) Life Membership
- 3) Century Club Memberships
- 4) Contact Information Updated (#)

### Admission

- 1) It might be helpful to see where the declines have occurred, by school.
- 2) Adjunct faculty are counted at a lower SCH than are regular faculty members. How has that impacted SCH production?

### Academic Affairs

- 1) SCH Productivity Reports – Individual, Course, School Based Reports which track trends over at each level over a 3 to 5 year level
- 2) Cost Analysis Reports – Program cost reports which highlight what it costs to produce a graduate in each program. These reports could include cost/graduate, cost/Faculty FTE and cost/SCH by program.
- 3) Revenue Reports – By Faculty Line, Department, and School

### Ethnic Profiles - % of Ethnic Minorities

Diversity – Admission, Student Body

Number of Students Involved in Student Organizations

### **SITE-DELIVERY METHOD**

Number of IETV Classes

Key indicators should be available aggregated for the overall University but the indicators should also be disaggregated by sites.

Aviation Sciences Institute (Site)

- A. The following are a list of KPIs that would be useful for our unit to understand where we are in the current academic scheme.
  - 1) All of the Information in Student Body as Handed Out
  - 2) All of the Information in the Faculty Column as Handed Out
  - 3) Under Finance and Advancement
    - a. State Appropriations
    - b. End Cash Balance
  - 4) We already receive the FTE and SCH of the academic semester but the information that would be useful could it be listed as location, i.e. Ardmore, etc?

### **DEPARTMENT- ACADEMIC OR STAFF**

Aviation Sciences Institute

- A. Student Body
  - 1) Headcount
  - 2) Graduation
  - 3) Ability to not use Financial Aid as a means to pay for tuition/flight cost.
  - 4) Student Debt after Graduation
- B. Admission
  - 1) Top 10% of Class
  - 2) Average GPA
- C. Finance and Advancement
  - 1) Foundation Assets

Diversity within our Student Body, Faculty, and Administration

KPIs for Administration and Staff

KPIs for Internet Courses



#### Biological Sciences Department

- 1) Comparisons with other A&S Departments – Specifically with the Department of Chemistry, Computer, & Physical Sciences
- 2) KPIs broken into specific categories such as General Education versus Classes for Majors
- 3) Foundation Assets Available

Student to Faculty Ratio, Total Instructional Faculty, Full-Time Faculty, and SCH in the Three Schools

#### Behavioral Sciences – Fall Student Credit Hours

#### Art, Communication, and Theatre

- 1) SCH
- 2) First-Time Freshman
- 3) Student to Faculty Ratio
- 4) Full-Time Faculty
- 5) SE Foundation Assets
- 6) School of Arts and Sciences – SCH

#### KPIs Addressing Decreasing Graduate School Enrollment

- 1) Measure Successful Graduate School Application by Programs
- 2) Measure Successful Placement in Graduate School by Programs
- 3) Measure # of Graduate School Graduates by Program
- 4) Measure # of Research/Internships by Programs

### **SECTION OR UNIT**

#### Cost of General Education SCH

Cost of program SCH, taking into account studio, performance, writing intensive factors, and number of general education SCH taught by Full-Time Faculty

#### Academic Services

##### A. Learning Center

- 1) SCH Produced in Learning Center
- 2) UWI Rate in all Remedial Courses
- 3) GPA in Corresponding Credited Course
- 4) Overall GPA in Academic Year of Remediation
- 5) 1<sup>st</sup> to 3<sup>rd</sup> Semester Retention of Students Enrolled in Remedial Course
- 6) Pre-test, Post-test Gain
- 7) Number of Students Participating in Pre-Reading Course Camp
- 8) Number of Student Contact in Writing Center

B. Advising/Freshman Programs

- 1) Numbers of Individual Student Contacts in AAOC per year
- 2) Percentage of First-Time Freshmen seen by AAOC Advisor
- 3) Number of Students Enrolled in ORIE Course
- 4) Term GPA of Student Enrolled in ORIE Course
- 5) 1<sup>st</sup> to 3<sup>rd</sup> Semester Retention of Students Enrolled in ORIE Course
- 6) Number of BGS Graduates

C. Native American Center for Student Success

- 1) Number of Native American Incoming Freshmen
- 2) Number of Native American New Transfers
- 3) Number of Native American Students
- 4) Number of Native American Graduates
- 5) 1<sup>st</sup> to 3<sup>rd</sup> Semester Retention of Native American Students
- 6) Amount of External Funding Received
- 7) Number of Student Access NACSS for Non-Enrollment Purposes

Financial Aid

A. Student Debt

- 1) Average Debt Upon Graduation
- 2) Average Student Debt Upon Leaving / Not Graduating

B. Access

- 1) % of Students Served
- 2) % of Gift Aid Recipients
- 3) % of Loan Recipients
- 4) Number of ISIRS Read
- 5) Number of Unduplicated Student ISIRS
- 6) % of Students Receiving Tribal Aid
- 7) % of Students Receiving State Aid
- 8) Number / % of Students Receiving OTAG
- 9) Number / % of Students Receiving OHLAP
- 10) Amount and Number in First Distributed
- 11) Number / % of Book Advances

C. Work Study

- 1) % of Students Employed by Institution
- 2) Ratio of Students to Staff
- 3) Unspent Campus Base Funding

D. Education

- 1) Number / % of Parents Attending Financial Aid Sessions
- 2) Number / % of Students attending Financial Aid Sessions
- 3) Student Loan Default Rate

E. Time

- 1) Average File Complete to Fund Disbursement
- 2) Average ISIR Read to Complete Date



## Student Health Services

- A. Provide Medical Services
  - 1) Rate of Patient Satisfaction
  - 2) Rate of Student Use
- B. Provide Health Education
  - 1) Percent of Students who feel the Topics are Relevant to them Staying in School
  - 2) Percent of Students who feel the Program Covered Topics Faced by College Students
- C. Promote Health and Wellness
  - 1) Positive Health Behaviors Indicated on NCHA Survey
  - 2) Negative Health Behaviors Indicated on NCHA Survey
- D. Provide Fitness & Recreation Programs
  - 1) Total Customers Served
  - 2) Satisfaction with Individual Intramural Programs
  - 3) Satisfaction with Fitness Facilities

Attitudinal surveys of 1<sup>st</sup> semester freshman, administered in college success classes, asking them what the factors influenced them to make the choice to come to SE.

Trend Studies of the Memberships into the Alumni Association which include:

- Single Annual
- Joint Annual
- Single Life
- Joint Life
- Century Club

## Recruitment

- 1) # of Inquiries
- 2) # of Applications Received
- 3) # of Campus Tours
- 4) # of High Schools Visited
- 5) # of SE Live Attendees
- 6) # of Transfer Day Attendees
- 7) # of Recruitment Contacts Per Student

## Student Government Association

- 1) Percentage of eligible students who voted in elections, number of unique organizations represented (Need to reflect diverse student population)