

NPRC Key Performance Indicators (KPIs) and Data Results
Academic Year: 2020-21, Fiscal Year: 2020-21

KPI	Definition	Frequency of Data Reported	Result
1. % of students that are Pell-eligible (to be included once college is eligible for federal funding)	Academic students: eligible/total	Academic Year	Not applicable at this time.
2. % of students eligible for non-Title IV government funding (Career Link/WIOA/TAA/OVR/Other)	WFD students: number of students/total students Academic students: number of students/total students	Academic Year	Workforce Development: 14.29% Academics: 3.74%
3. % of first-generation students	First-generation students in academic programs/total students	Academic Year	64.36%
4. % of students who receive external funding for college (scholarships/grants/3rd party payors/etc.)	Recipients/Total of Academic students Recipients/Total of WFD students	Academic Year	Workforce Development: 76.19% Academics: 5.61%
5. Website conversions or website traffic to website lead ratio	# of requests for more information or "Request Information" form submissions	Academic Year	92
	# of applications started		178
	# of applications submitted		158
6. Website conversion rate	Total number of completed applications/total number of conversions (clicks onto the application web page)	Academic Year	17.03%
7. Return on marketing investment (ROMI)	(Sales Growth - Marketing Cost) / Marketing Cost	Fiscal Year	-50.70% (unaudited)
8. % of students who pass initial math and English classes	# students with A, B, C, D or P grades in initial math and English classes/total enrolled in those classes	Academic Year	English: 91.89% Math: 82.76%
9. Student attendance	# class sessions students are reported as present per academic term/(# class sessions per academic term less unreported class days)	Academic Year	Fall 2020: 91.41% Spring 2021: 91.12% Summer 2021: 90.05%
10. Term course mortality rate (F and W grades)	# of F and W grades per academic term/total number of grades earned in that academic term	Academic Year	Fall 2020: 10.62% Spring 2021: 13.98% Summer 2021: 12.50%
11. Internally-Defined Perseverance AND IPEDS-Defined Retention per AY (First-Time, Full-Time Fall to Fall) AND Internally-Defined Retention per AY (Attendance in at least one academic term per consecutive AY) NOTE: Definitions for internal use are currently under review for retention, persistence, and perseverance	# of degree-seeking students who enroll the following academic term / (# of degree-seeking students who entered in the previous academic term minus students who graduated or transferred, when known), excluding summer terms	Academic Year	Perseverance - Fall 2020 to Spring 2021: 82.29%
	# of degree-seeking students who enroll in the following AY Fall/ (# of degree-seeking students entering in their first Fall minus students who graduated or transferred, when known)		IPEDS Retention: 40.00%
	# of degree-seeking students who enroll in any academic term in the following AY / (# of degree-seeking students enrolled in any academic term in the previous AY minus students who graduated or transferred, when known)		Institutional Retention: 61.84%
12. Student Placement Rate for Academic Programs	(% graduates employed 6 mos. following graduation and graduates who are continuing educational pursuit) / Total graduates	Academic Year	75.00%
13. Transfer rate	# degree-seeking students in denominator who request a transcript sent to a different institution and do not return/ (# degree-seeking students enrolled in the academic year minus graduates)	Academic Year	4.65%
14. % of faculty participating in professional development programs focusing on best practices in teaching and learning for higher education	Participants/number of faculty (Full-time and adjunct)	Academic Year	68.90%
15. % of staff participating in professional development programs	Participants/number of permanent employees	Fiscal Year	76.47%
16. # grant applications submitted	Calculated annually based on the fiscal year	Fiscal Year	3
17. % of budget spent on education (program) compared to administrative costs	Three functional expense categories: (i) Program (education); (ii) Administrative & General; and (iii) Fundraising. Each category is divided by total expenses to obtain comparative percentages.	Fiscal Year	Education (program): 39% Administrative and General: 60% Fundraising: 1%
18. Student loan borrowing rate (to be included once college is eligible for federal funding)	The total number of all students taking out federal Stafford loans in a fiscal year divided by the total number of all students in that same fiscal year	Fiscal Year	Not applicable at this time.
19. Student loan default rate (to be included once college is eligible for federal funding)	The official Cohort Default Rate (CDR) as calculated by the Department of Education multiplied by the College's Student Loan Borrowing Rate (SLBR)	Fiscal Year	Not applicable at this time.
20. Modified composite financial index	The Composite Financial Index is a measure of financial health used widely throughout higher education. The College uses the Primary Reserve Ratio (Expendable Net Assets /Total Expenses), the Viability Ratio (Expendable Net Assets/Long Term Debt), the Return on Net Assets Ratio (Total Change in Net Assets/Total Net Assets) and Net Income Ratio (Change in Unrestricted Net Assets/Total Unrestricted Net Assets). The combination of the four ratios results in a CFI score on a ten-point basis. A score of 3 indicates the College is relatively financially healthy.	Fiscal Year	24.2
21. Advancement: Development	# gifts received within a given time	Fiscal Year	28 gifts
	New Donors Acquisition rate growth (# donors gained in a certain timeframe)	Fiscal Year to Fiscal Year	2019-20 to 2020-21: 75% increase
	Donor Retention Rate (Percentage of donors who have given more than once)	Fiscal Year to Fiscal Year	2019-20 to 2020-21: 31%
	Fundraising ROI (# of dollars coming in per dollars spent on fundraisi	Fiscal Year	Not applicable at this time
	% of full-time employees who donate to NPRC each fiscal year (calculated by number of as full-time or permanent part-time employees who donated during fiscal year/total number of unduplicated individuals employed by the College as full-time or permanent part-time employees at any time during the fiscal year)	Fiscal Year	22%