

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% |