



STPL-1000: KPI Definitions and Responsibility

Origination: 9-1-2020

Effective: 08-20-2021

Reviewed:

Last Updated: 08-26-2021

KPI	Definition	Party Responsible for Reporting
1. % students that are Pell-eligible (to be included once college is eligible for federal funding) per AY	Academic students: eligible/total	VPFA
2. % of students using non-Title IV government funding (Career Link/WIOA/TAA/OVR/Other) per AY	WFD students: number of students/total students Academic students: number of students/total students	VPFA
3. % of first-generation students per AY	First-generation students in academic programs/total students	VPASA
4. % of students who receive external funding for college (scholarships/grants/3 rd party payors etc.) per AY	Recipients/Total of Academic students Recipients/Total of WFD students	VPFA President
5. Website conversions or website traffic to website lead ratio per AY	# of requests for more information or "Request Information" form submissions	VPASA
	# of applications started	VPASA
	# of applications submitted	VPASA
6. Website conversion rate per AY	Total number of completed applications/total number of conversions (clicks onto the application web page)	President
7. Return on marketing investment (ROMI) per fiscal year	(Sales Growth - Marketing Cost) / Marketing Cost	President
8. % of students who pass initial math and English classes per AY	# students with A, B, C, D or P grades in initial math and English classes/total enrolled in those classes	VPASA
9. Student attendance per AY	# class sessions students are reported as present per academic term/(# class sessions per academic term less unreported class days)	VPASA
10. Term course mortality rate (F and W grades) per AY	# of F and W grades per academic term/total number of grades earned in that academic term	VPASA

<p>11. Internally-Defined Perseverance per AY</p> <p style="text-align: center;">AND</p> <p>IPEDS-Defined Retention per AY (First-Time, Full-Time Fall to Fall)</p> <p style="text-align: center;">AND</p> <p>Internally-Defined Retention per AY (Attendance in at least one academic term per consecutive AY)</p> <p>NOTE: Definitions for internal use are currently under review for retention, persistence, and perseverance</p>	<p># 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</p> <p style="text-align: center;">AND</p> <p># 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)</p> <p style="text-align: center;">AND</p> <p># 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)</p>	<p>VPASA</p>
<p>12. Student Placement Rate for Academic Programs per AY</p>	<p>(% graduates employed 6 mos. following graduation and graduates who are continuing educational pursuit) / Total graduates</p>	<p>VPASA President</p>
<p>13. Transfer rate per AY</p>	<p># 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)</p>	<p>VPASA</p>
<p>14. % of faculty participating in professional development programs focusing on best practices in teaching and learning for higher education per AY</p>	<p>Participants/number of faculty (Full-time and adjunct)</p>	<p>VPASA</p>
<p>15. % of staff participating in professional development programs</p>	<p>Participants/number of permanent employees</p>	<p>VPFA</p>
<p>16. # grant applications submitted</p>	<p>Calculated annually based on the fiscal year</p>	<p>President</p>
<p>17. % of budget spent on education (program) compared to administrative costs</p>	<p>Three functional expense categories: (i) Program (education); (ii) Administrative & General; and (iii) Fundraising. Each category is divided by total expenses to obtain comparative percentages.</p>	<p>VPFA</p>

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	VPFA
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)	VPFA
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.	VPFA
21. Advancement: Development	<p># gifts received within a given time</p> <p>New Donors Acquisition rate growth (# donors gained in a certain timeframe)</p> <p>Donor Retention Rate (Percentage of donors who have given more than once)</p> <p>Fundraising ROI (# of dollars coming in per dollars spent on fundraising)</p> <p>% 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)</p>	President