

STRATEGIC DIRECTIONS and KEY PERFORMANCE INDICATORS

1. FSU has a comprehensive enrollment management process that results in stable growth and improvements in the quality of undergraduate students.

Potential Key Performance Indicators

- a. Enrollment trends
- b. Number and amount of scholarships
- c. SAT scores and GPA
- d. Retention/Persistence
- e. Tracking from prospect to enroll
- f. Conversion and yield
- g. Geographic diversity (out-of-state, overseas)
- h. Transfer students
- i. Graduation rates
- j. Alumni survey (Rob Smith)
- k. Financial aid and tuition - perceived value

2. The enrollment management process at FSU has strategies in place that result in stable growth and improvements in the quality of graduate students.

Potential Key Performance Indicators

- a. Enrollment trend
- b. Number and amount of scholarships
- c. GPA, GRE, GMAT
- d. Retention/Persistence
- e. Tracking from prospect to enroll
- f. Conversion and yield
- g. Geographic diversity (out-of-state, overseas)
- h. Number/dollar amount of graduate assistantships
- i. Full-time and part-time students
- j. Graduation rates

3. The professional working environment at FSU attracts and retains diverse and qualified faculty members, allowing them significant opportunities for growth and development.

Potential Key Performance Indicators

- a. # overall searches
- b. # failed searches
- c. # successful searches
- d. Opportunities/ \$ available for professional development.
- e. Turnover rate - compare more experienced w/ less experienced faculty
- f. Adjunct v. tenured v. full-time contractual
- g. Competitive and comparative salaries
- h. Amount of mentoring being done
- i. Organizational culture indices
- j. # faculty with terminal degrees
- k. Track professional output
- l. Student-faculty ratio
- m. Outcomes of FSU's mentoring program
- n. Amount of faculty awards given out

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4. FSU's professional working environment attracts and retains diverse and qualified staff members, allowing them significant opportunities for growth and development.

Potential Key Performance Indicators

- a. # overall searches
 - b. # failed searches
 - c. # successful searches
 - d. Opportunities/ \$ available for professional development.
 - e. Turnover rate - compare more experienced w/ less experienced faculty
 - f. PIN v. contractual
 - g. Competitive and comparative salaries
 - h. Amount of mentoring being done
 - i. Organizational culture indices
 - j. Student-staff ratio
 - k. Outcomes of FSU's mentoring program
 - l. Amount of staff awards given out
5. FSU offers exceptional academic programs and a constantly evolving approach to learning.

Potential Key Performance Indicators

- a. NSSE survey
- b. Tracking alumni employment/ satisfaction surveys
- c. % of programs that are eligible for accreditation that are accredited.
- d. Enrollment within programs
- e. Graduation rates within programs
- f. % of academic programs that have effective assessment procedures

6. FSU provides exceptional co-curricular and support programs.

Potential Key Performance Indicators

- a. NSSE survey
- b. Satisfaction surveys
- c. Accreditations where appropriate
- d. Participation within programs
- e. Percentage of programs that have effective assessment procedures

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7. FSU's student-centered environment promotes students' well being, growth, and development.

Potential Key Performance Indicators

- a. Student retention
- b. # student organizations
- c. # students involved in organizations, athletics, intramurals, governance, etc.
- d. Student-teacher ratio
- e. Exit survey of students
- f. Participation in wellness activities
- g. NSSE
- h. 1-year out alumni survey
- i. Counseling - Spence
- j. # of prevention activities
- k. Crime rate data - incidence reports
- l. # of students attending career services
- m. Career service surveys
- n. Post-college statistics (employed, grad school, etc.)
- o. # and attendance of career development workshops
- p. # and percentage of student hangouts
- q. # of student-related activities

8. FSU builds and sustains a sense of community and pride.

Potential Key Performance Indicators

- a. # of FSU apparel sold - bookstore sales
- b. Attendance at athletic events
- c. Faculty and staff attendance at graduation
- d. Bob "E" Cat sightings
- e. Attendance at faculty staff welcome receptions
- f. # of student-related activities
- g. Outcomes of FSU's mentoring program

9. FSU has a recognized and respected brand that positions the university competitively.

Potential Key Performance Indicators

- a. see enrollment mgmt. KPIs
- b. increase in student attendance in games, events, etc.
- c. US News & World Report tier rankings
- d. increase in engagement overall

10. FSU plays an integral role in the economic and socio-cultural vitality of the region.

Potential Key Performance Indicators

- a. # of activities - cultural, economic, scientific
- b. # of attendees at activities
- c. # of faculty/staff/students/community engaged
- d. # of student internships in region
- e. FSU image and perceptions survey
- f. Jesse Ketterman, Karen Treber

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11. FSU is firmly positioned in a global environment.

Potential Key Performance Indicators

- a. # of international (academic) programs
- b. # of exchange programs
- c. # students participating (2-way) in exchange programs
- d. # of cultural/athletic exchanges (2-way)
- e. # of faculty exchanges
- f. # of faculty sabbaticals approved for overseas studies
- g. # of foreign students at FSU
- h. # of foreign faculty/staff at FSU
- i. # of MOUs with institutions in various countries
- j. CIE

12. FSU generates and uses revenue sources effectively and efficiently to sustain and promote growth.

Potential Key Performance Indicators

- a. Student/staff ratios
- b. Demographics on age of faculty staff
- c. Faculty staff ratios
- d. Student/faculty ratios
- e. Other? Rob, Kathy
- f. Grant revenue figures

13. FSU has a robust culture of philanthropy and involvement that encourages participation by all stakeholders.

Potential Key Performance Indicators

- a. % of alumni who give
- b. % of faculty/staff who give
- c. # of major gifts (100 K +)
- d. # of people with FSU in will or trust
- e. Increase in annual giving
- f. Increase in total gifts
- g. # of corporate gifts that connect to faculty initiatives

14. FSU maintains attractive grounds and high-quality structures and state-of-the-art technologies.

Potential Key Performance Indicators

- a. governor's award for best maintained campus
- b. ratio of pcs to students/faculty/staff relative in labs, departments, etc.
- c. See Technology advisory group
- d. # ratio of smart classrooms
- e. Master Plan implementation
- f. # of resource grants
- g. depreciation/turn-over ratio
- h. deferred maintenance plan

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15. FSU is a leader in environmental sustainability.

Potential Key Performance Indicators

- a. Placement in Recyclemania Competition
- b. Adherence to ACUPCC obligations/responsibilities
- c. Carbon emissions trends (see carbon emissions inventory, John Diamond)
- d. Princeton News "Green" Ranking
- e. Chronicle "Green" ranking
- f. Other "green" rankings?
- g. # courses on sustainability-related course list
- h. Track students taking sustainability-related courses

16. FSU assesses all of its programs and activities utilizing the best institutional effectiveness practices.

Potential Key Performance Indicators

- a. Rob
- b. Assessment data
- c. Maintenance of Middle States standards and recommendations
- d. Student retention

17. FSU has a dynamic strategic management process that engages key stakeholders.

Potential Key Performance Indicators

- a. Feedback or input from all stakeholders (formats to be determined)
- b. Permanent entity in place for strategic mgmt.