

# NAU Strategic Plan

## Key Performance Indicators

March 2014

### GOAL 1: STUDENT SUCCESS

#### ABOR Enterprise Metrics

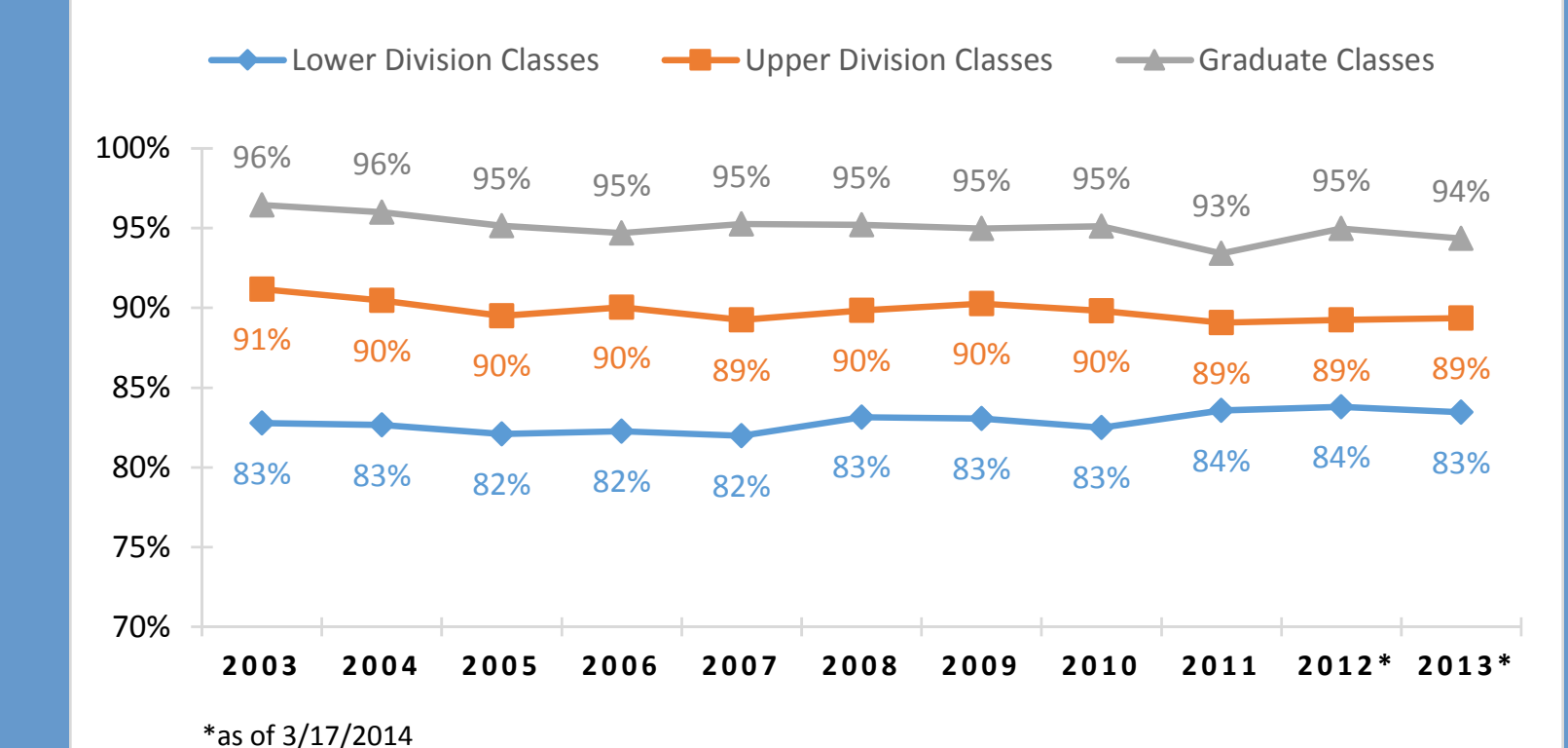
- Bachelor's degrees awarded
- Master's degrees awarded
- Arizona community college transfers
- Arizona community college transfers awarded bachelor's degrees
- Teaching effectiveness: student learning
- Overall effectiveness: student satisfaction
- Cost of attendance as a percentage of Arizona median family income
- 6-year graduation rate
- Success and progress rate (VSA)
- Freshman retention rate
- Undergraduate enrollment
- Total enrollment
- Arizona community college transfers' 4-year graduation rate
- Resident undergraduate tuition
- Online degrees awarded
- Online certificates awarded
- Employment of graduates who stay in Arizona

#### NAU-Specific Measures

- Student engagement benchmarks
- Successful completion of classes
  - Experiential learning



#### SUCCESSFULLY COMPLETED CLASSES FALL SEMESTER



### GOAL 2: NATIONALLY RECOGNIZED RESEARCH EXCELLENCE

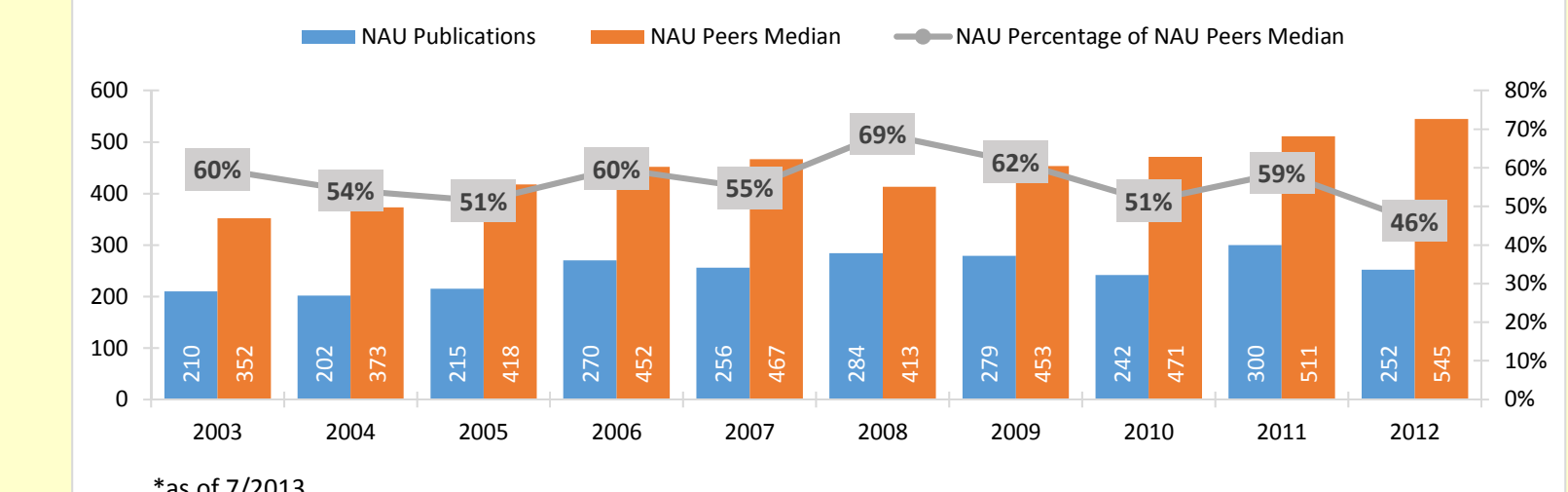
#### ABOR Enterprise Metrics

- Research & development expenditures
- PhD degrees awarded
- Invention disclosures transacted
- Patents issued
- Intellectual property income
- New companies started
- Service and engagement activities expenditures

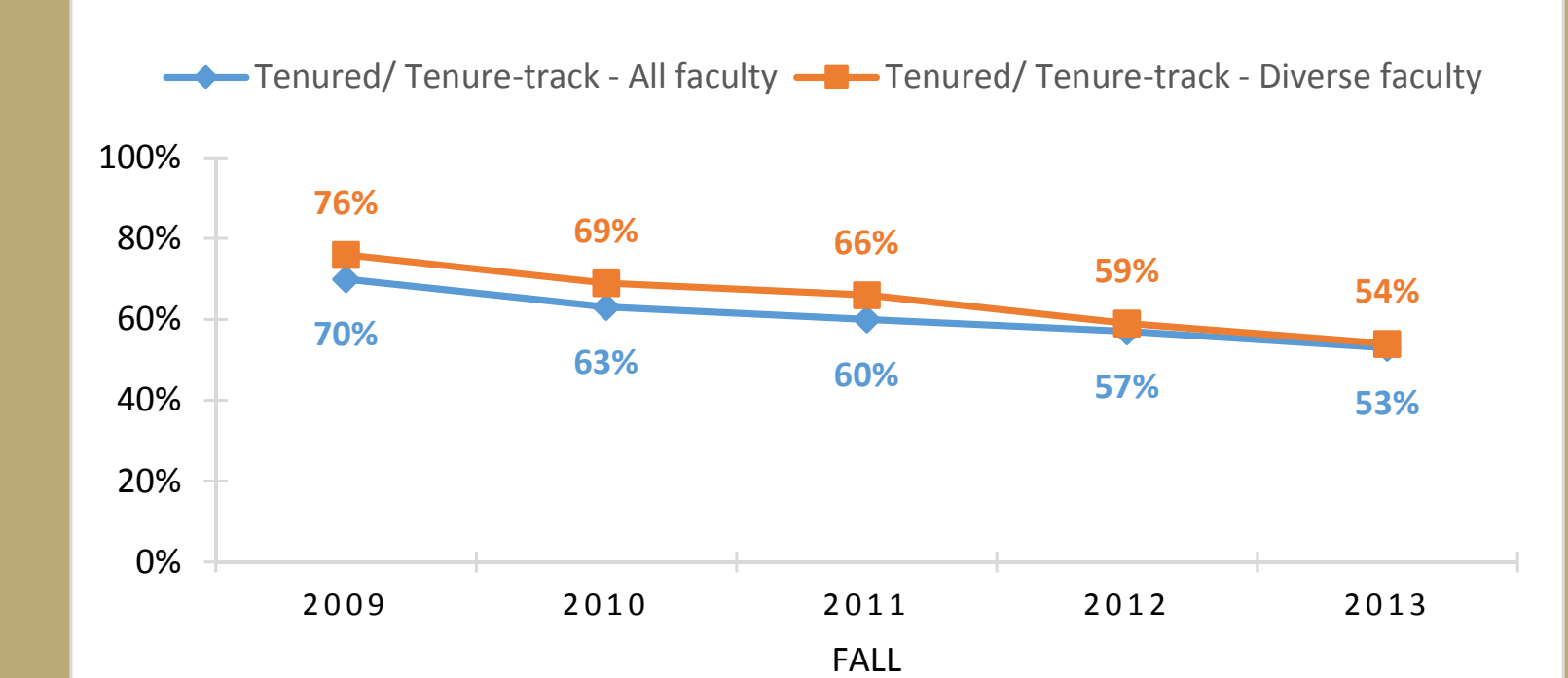
#### NAU-Specific Measures

- Undergraduate research activity
- Scholarly productivity

#### SCHOLARLY PRODUCTIVITY\*



#### FULL-TIME TENURED/TENURE-TRACK FACULTY



#### Employees' participation on boards and commissions

Percentage of active employees reporting holding leadership positions (serving on the board and commissions or holding public office) is 7.1%.  
Active employees reporting public office/board membership: 468  
Active employees who completed the eCERT: 6,588

### GOAL 4: DIVERSITY, CIVIC ENGAGEMENT, AND COMMUNITY BUILDING

#### ABOR Enterprise Metrics

- Community engagement activities impact
- Degrees awarded in high-demand fields
- Diversity of graduates
- Non-PhD doctoral degrees awarded

#### NAU-Specific Measures

- Diverse faculty
- Diverse staff
- Culture of inclusion
- Employees' membership on boards and commissions

DIVERSE: Issues in Higher Education										
Ranking in Degrees Awarded to Native American Students										
All Disciplines	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Master's Degrees	#1	#2	#1	#1	#1	#4	#2	#2	#5	#2
Baccalaureate Degrees	#6	#5	#5	#6	#7	#9	#9	#9	#11	#8

### GOAL 5: COMMITMENT TO NATIVE AMERICANS

#### ABOR Enterprise Metrics

(None used for this goal)

#### NAU-Specific Measures

- Native American student enrollment
- Native American student retention
- Native American faculty
- National ranking of degrees awarded to Native American students
- NAU experience of Native American seniors

### GOAL 6: SUSTAINABILITY AND EFFECTIVENESS

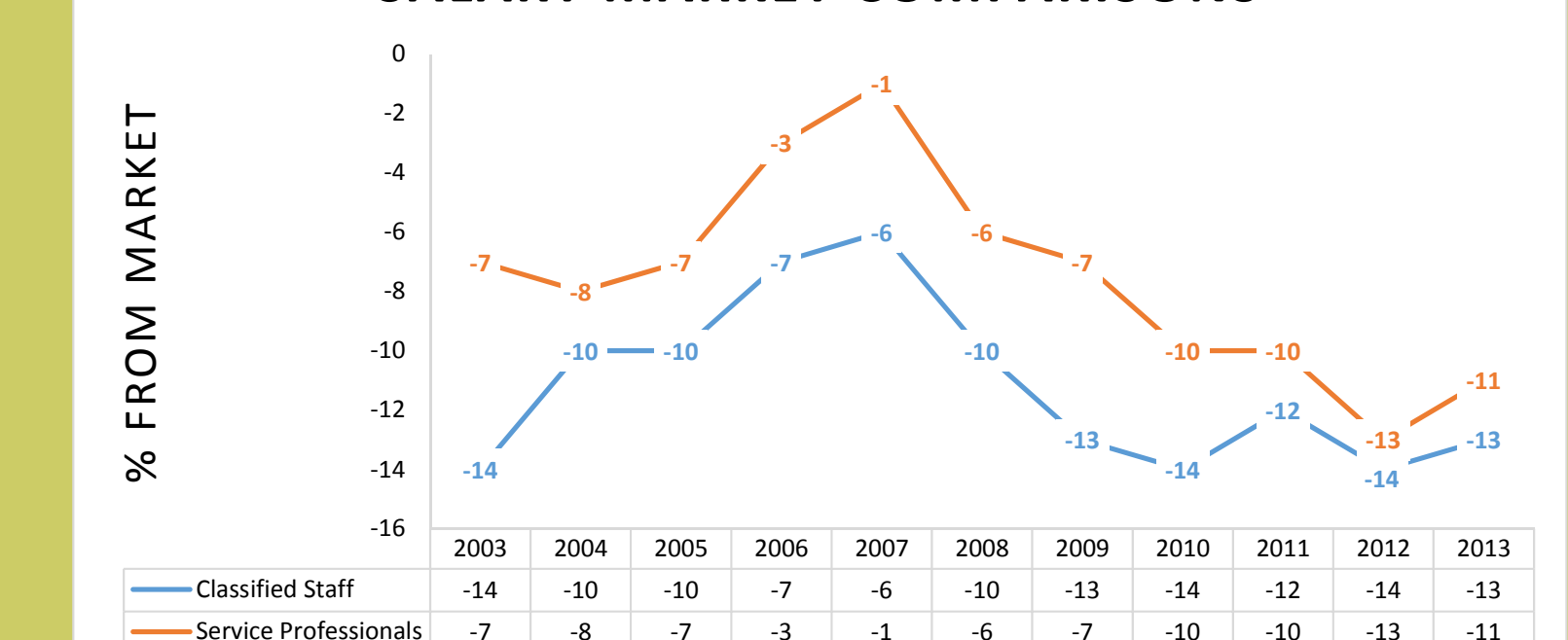
#### ABOR Enterprise Metrics

- Bachelor's degrees awarded per 100 FTE students
- Composite financial index (CFI)
- Education and related expenses per degree
- Online enrollment

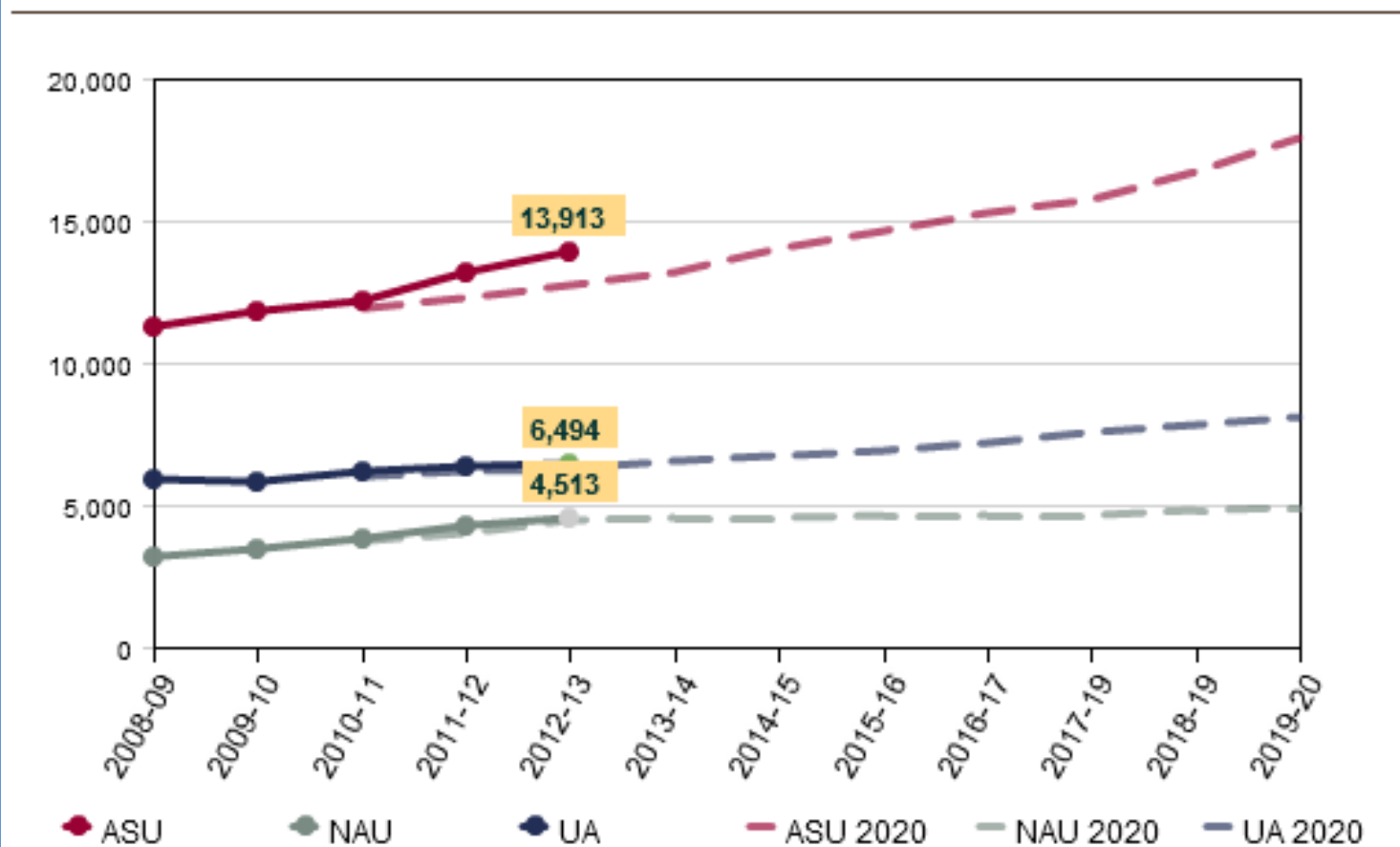
#### NAU-Specific Measures

- Sustainability rating
- Number of national stories placed annually
- Total dollars fundraised
- Salary market comparison

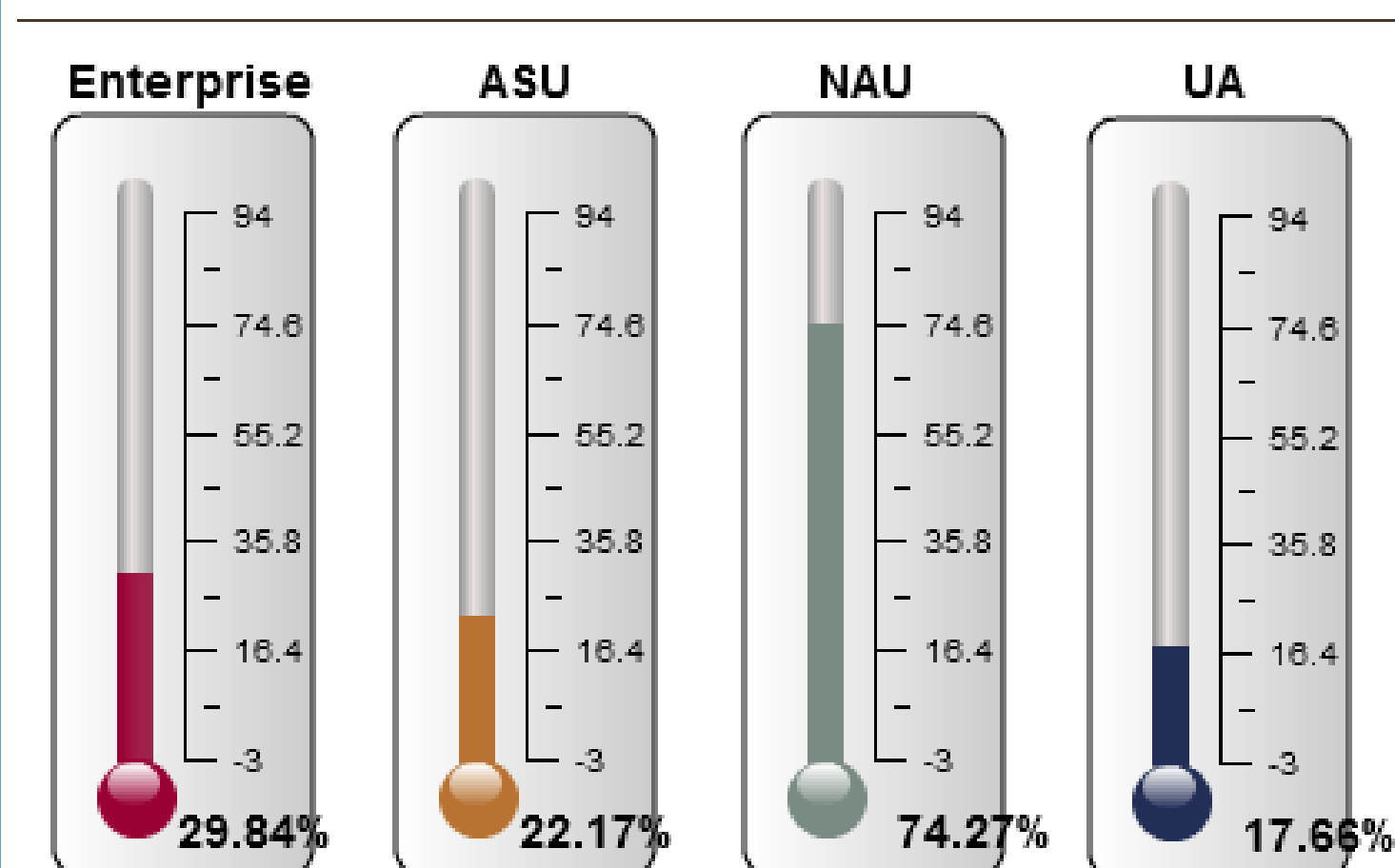
#### SALARY MARKET COMPARISONS



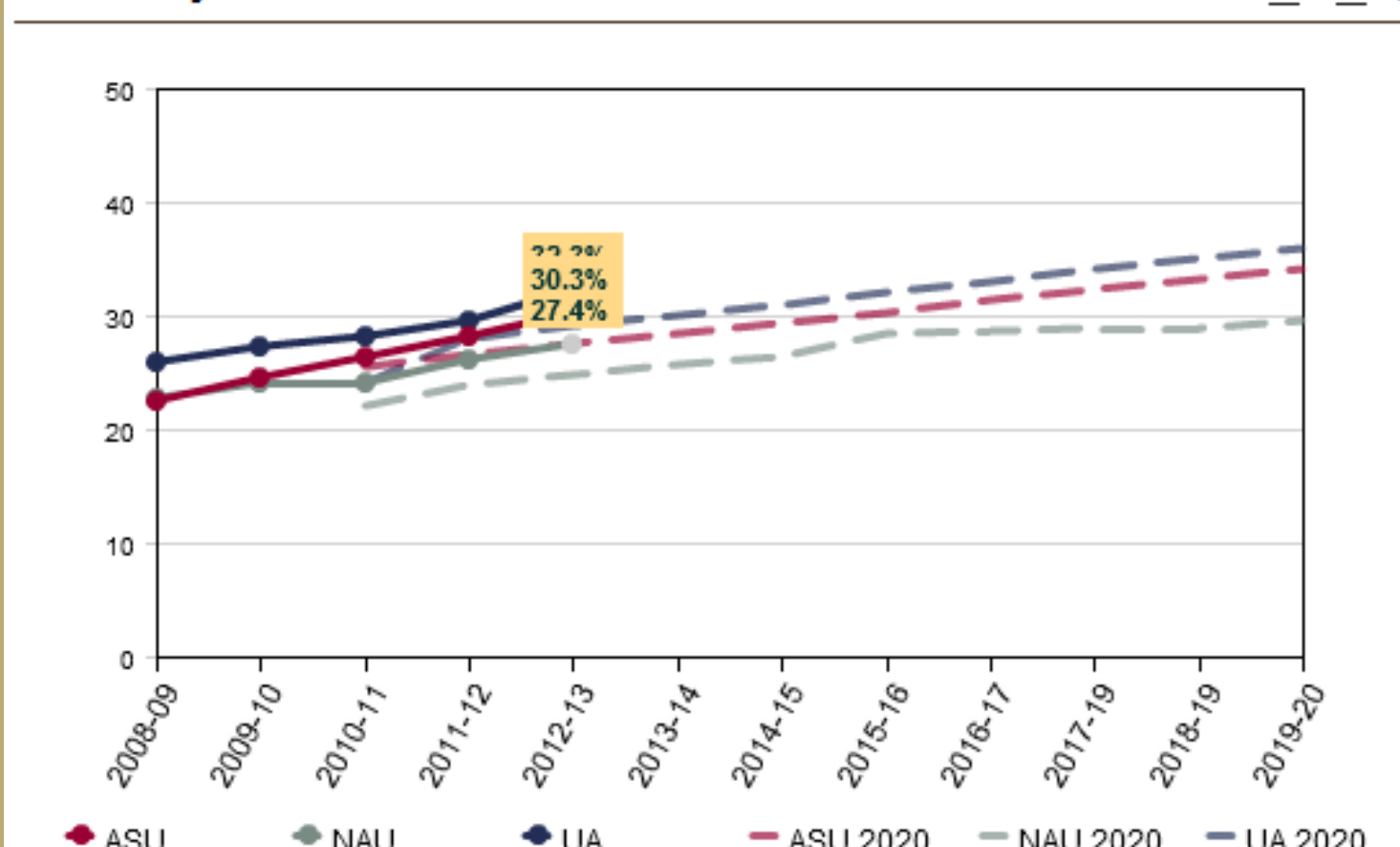
#### Bachelor's Degrees Awarded



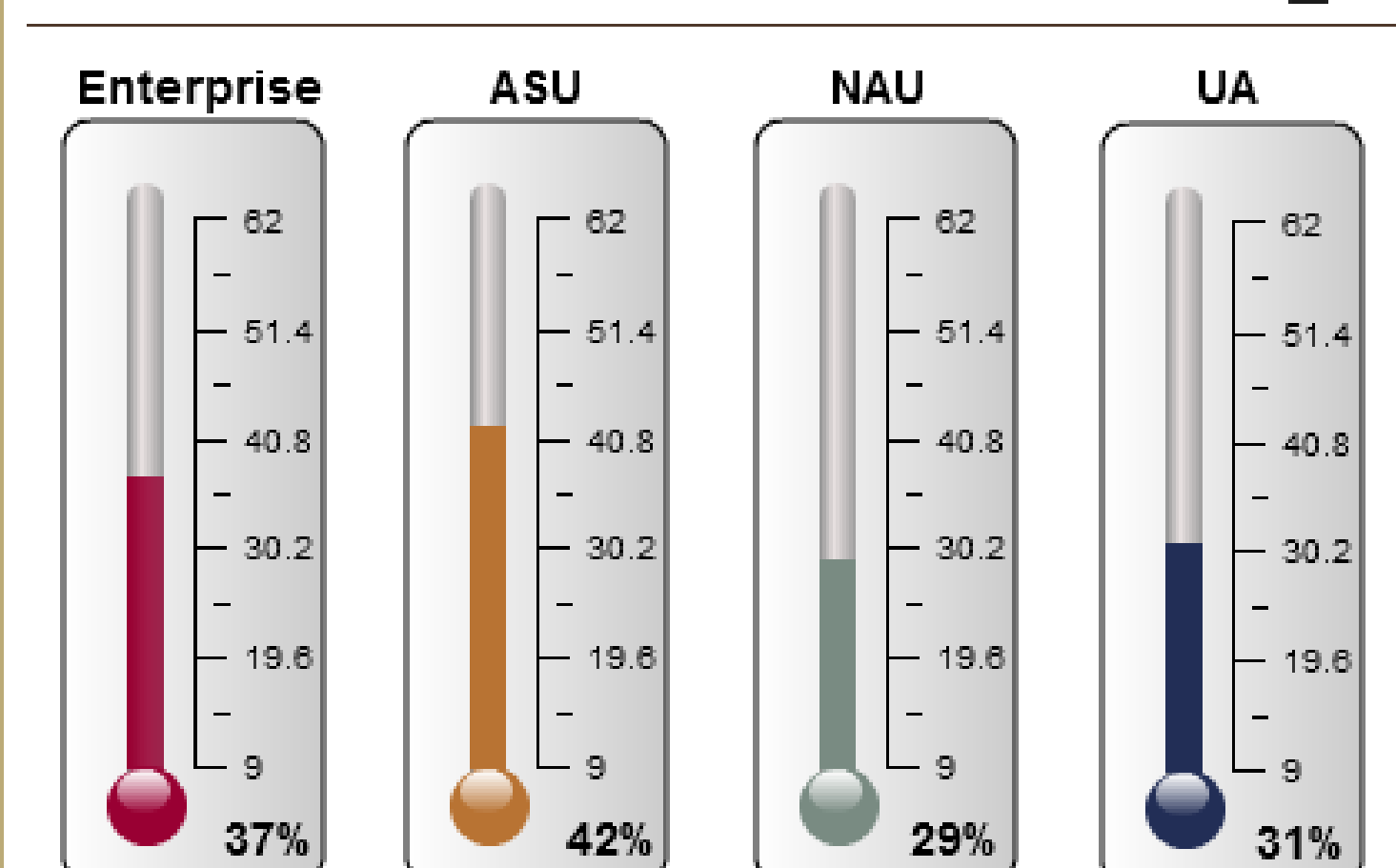
#### % to Goal for 2008 to 2020



#### Diversity of Graduates



#### % to Goal for 2008 to 2020



#### Online Enrollment

