

Kansas State University Performance Report AY 2014

Indicator 1: Increase 1st to 2nd year retention rates

Description: The 1st- to-2nd year retention rate is one of the key metrics for institutions across the country, as well as one of K-State's key metrics in its K-State 2025 goal of becoming a Top 50 Public Research Institution by 2025. Using the fall cohort, the rate is the percent of first-time full-time students who return to the institution the following year. A number of factors could influence these rates. The selectivity of the university, the ability to receive financial aid and earn scholarships, student engagement with university activities, direct interaction with faculty, and strong mentoring all influence new students' likelihood to persist at the institution. In addition to new admission requirements, K-State has initiated a number of programs designed to connect with more students.

Outcome/Results: The rate of 81.2% for the fall cohort of 2013 is a slight increase over the baseline 3-year average of 81.0%. The institution has developed an enhanced focus on advising through a university-wide advising council, upgrading the institution's online advising system, and annual workshops for advisors. Also, in fall 2013 K-state initiated the KBOR individual education plans for all "exception window" admits. This resulted in fewer admissions through the exception window, reducing the number of at-risk students admitted. Those who were admitted and who agreed to the individual education plan were more likely to return for their second year.

Indicator 2: Increase number of degrees and certificates awarded

Description: This metric is the sum of all degrees and certificates conferred for the summer, fall and spring semesters for AY 2014. The goal of all students is to earn the degree or certificate to which they aspire. The students' path to the degree or certificate depends on many factors – continued retention of the students through their academic careers, quality advising to help them stay on target for graduation, adequate financial aid and scholarships, and other programs to increase student success.

Outcome/Results: For AY 2014, 5,325 degrees and certificates were awarded, an increase of 420 over the 3-year average baseline. The enhancements to advising, including the new advising council and annual workshops for advisors, has helped students stay on track for graduation. Part of the increase is also likely due to continued increasing enrollments, along with the fact that we enrolled over 1500 transfer students per year from fall 2010 to fall 2013.

Indicator 3: Increase Rank of K-State on total research expenditures

Description: Total research expenditures are an indicator of the relative success of an institution to obtain and use extramural funding from grants and contracts. As K-State strives to become a Top 50 Public Research Institution by 2025, we will need to continue to increase our total research expenditures, and in turn, our national ranking in this metric. The data are from the Arizona State University Center for Measuring University Performance annual publications, which produces the rankings based on data from all institutions across the country. The 2011 rank was released in the 2013 Report.

Outcome/Results: The data show that our total research expenditures of \$163.5M ranked 71st in the US, which shows improvement from our previous rankings and six places above the baseline average ranking.

Indicator 4: Increase Rank of K-State on annual giving

Description: This indicator is the amount of all contributions (excludes public funds, earnings on investments held by the institution, and unfilled pledges) actually received by the university through the KSU Foundation during the fiscal year. The data (dollars and rankings) are from the Arizona State University Center for Measuring University Performance 2013 annual publication. We will be entering the public phase of a \$1B fundraising campaign in the fall 2015, and expect annual giving to increase steadily in the coming years.

Outcome/Results: The data show a significant increase in ranking from the baseline average of 65 to the current rank of 56, based on a significant increase in annual giving (from \$58.6M in 2010 to \$75.4M in 2012).

Indicator 5: Increase number of historically under-represented students receiving degrees (UG & Grad)

Description: This indicator is the count of degrees awarded to underrepresented domestic students during AY 2014, and includes both graduate and undergraduate degrees. Increasing the diversity of our student population is an important element of K-State 2025. Underrepresented domestic students include Black, Hispanic, mixed race, Native American, and Hawaiian/Pacific Islander.

Outcome/Results: As the data show, we have significantly increased the number of degrees awarded to students from underrepresented groups from 3-year average baseline of 360 to 512 during AY 2014. This increase reflects not only enhanced recruitment efforts with domestic students from underrepresented groups, but also an ongoing commitment to programs designed to assist diverse students in their transition to college, as well as opportunities to gain research experience and to interact with mentors.

Indicator 6: Increase number of students who successfully complete the First Year Seminar

Description: The First Year Seminars have been in existence for about seven years. They assist first-year students by offering small class sizes (average of 20 students per section), more personal interaction with faculty, engaging teaching methodologies, and a focus on improving study skills. Such practices have been found to be strongly related to increased retention rates. The metric used for this indicator is the actual headcount of students who successfully completed the First Year Seminars in the fall or spring semester with a grade of C or better.

Outcome/Results: The data show a significant increase in the number of students who completed the First Year Seminar, from a baseline of 605 students to the current level of 955 students in AY 2014.

Staff Comments and Recommendation:

Kansas State University Performance Report AY 2014

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Kansas State University	Foresight Goals	3yr History	AY 2014 (Summer 2013, Fall 2013, Spring 2014)		AY 2015 (Summer 2014, Fall 2014, Spring 2015)		AY 2016 (Summer 2015, Fall 2015, Spring 2016)	
			Institutional Performance	Outcome Choose One	Institutional Performance	Outcome	Institutional Performance	Outcome
1 Increase 1 st to 2 nd year Retention	1	2010 - 81% (2843/3540) 2011 - 81.7% (2832/3465) 2012 - 80.3% (2771/3420) Baseline: 81.0%	2013 - 81.2% (3082/3795)	↑				
2 Increase Number of Degrees and Certificates awarded	1	2010 - 4,645 2011 - 4,815 2012 - 5,255 Baseline: 4,905	2014 - 5325	↑				
3 Increasing Rank for Total Research Expenditures	3	2007 - \$123.9M control rank =80 2008 - \$137.5M control rank = 77 2009 - \$146.3M control rank = 75 Baseline: rank average = 77	2011 - \$163.5M control rank = 71	↑				
4 Increase Rank for Annual Giving	3	2008 - \$56.1M control rank = 69 2009 - \$53.0M control rank = 65 2010 - \$58.6M control rank = 63 Baseline: rank average = 65	2012- \$75.4M control rank = 56	↑				
5 Increase number of students from underrepresented groups receiving degrees (UG & Grad)	1	2010 - 293 2011 - 363 2012 - 423 Baseline: 360	2014 = 512	↑				
6 Increase number of students who successfully complete First Year Seminar	1	2010 - 478 2011 - 610 2012 - 727 Baseline: 605	2014 = 955	↑				