

AGENDA ITEM

B-2. Consideration of TargetsAnna Nelson

Situation: The Committee will establish necessary targets associated with goals and metrics.

Background: The Strategic Plan consists of five broad theme areas including: Access, Student Success, Affordability and Efficiency, Economic Impact and Community Engagement, and Excellent and Diverse Institutions. After several months of committee work, draft definitions, goals, and metrics were developed.

The next step is to establish targets. The following provides background information to aid in the decision making process.

Assessment: The Committee is to review information relevant to their goals and metrics to set targets for each.

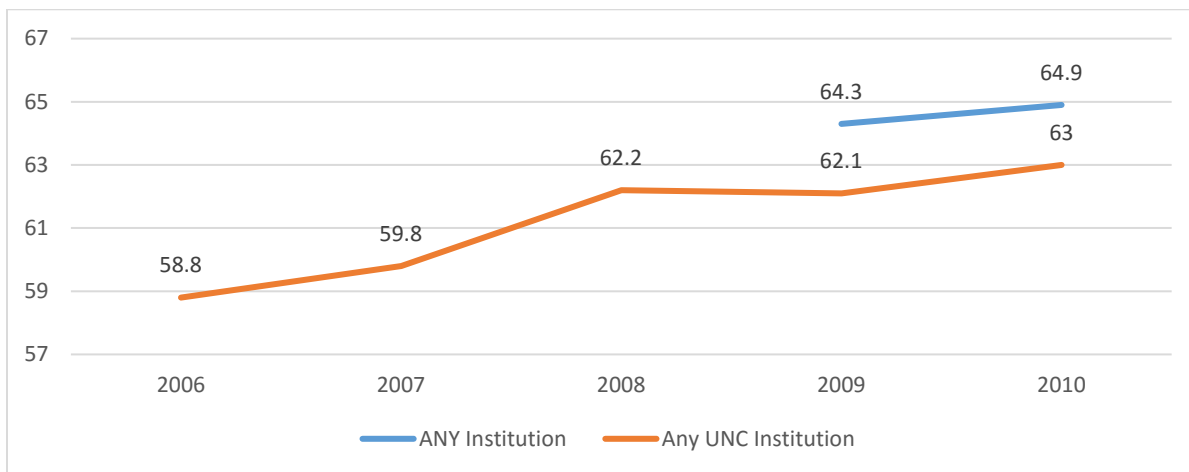
Action: This item is for discussion and consent.

Student Success
Consideration of Targets
Goal #2: Graduation Rate

Background

Graduation rate tracks a group of first-time, full-time fall-entering students and gives insight into the timely progress made on degree attainment. This metric excludes transfer students, students who started part-time, and students entering in the spring semester. Since we know that students who depart our institutions often times enroll in other institutions of higher education, this proposed metric broadens the analysis to include not only students who graduate from their original UNC institution, but also those who graduated from any accredited institution (public or private) in the United States. We do this by tracking students through the National Student Clearinghouse, a nonprofit and nongovernmental organization that includes more than 3,600 college and universities which enroll 98% of all students in public and private U.S. higher education institutions. Figure 1 presents the 5-year graduation rate at any institution in the United States and at any UNC institution.

Figure 1: 5-year graduation rate at any institution and any UNC institution



Source: UNC-GA 2014-15 Retention and Graduation Report and Data Dashboards.

Analysis

Note that we are in the process of obtaining additional data from the National Student Clearinghouse for the entering cohorts of 2006, 2007, and 2008 so we will have five years of data. In the interim we have provided the complete 5 years of data for graduation from any UNC institution. As figure 1 shows for the 2 cohorts of overlapping data, there is a difference in the two rates of approximately 2 percentage points. Using the graduation from any UNC institution, the rate has increased by 4.2 percentage points over the last 5 cohorts (63 – 58.8).

Recommendation

Continuing the trend from the past 5 years would increase the graduation rate 4.2 percentage points to 69.1. We recommend increasing the 5-year graduation rate to 70%.

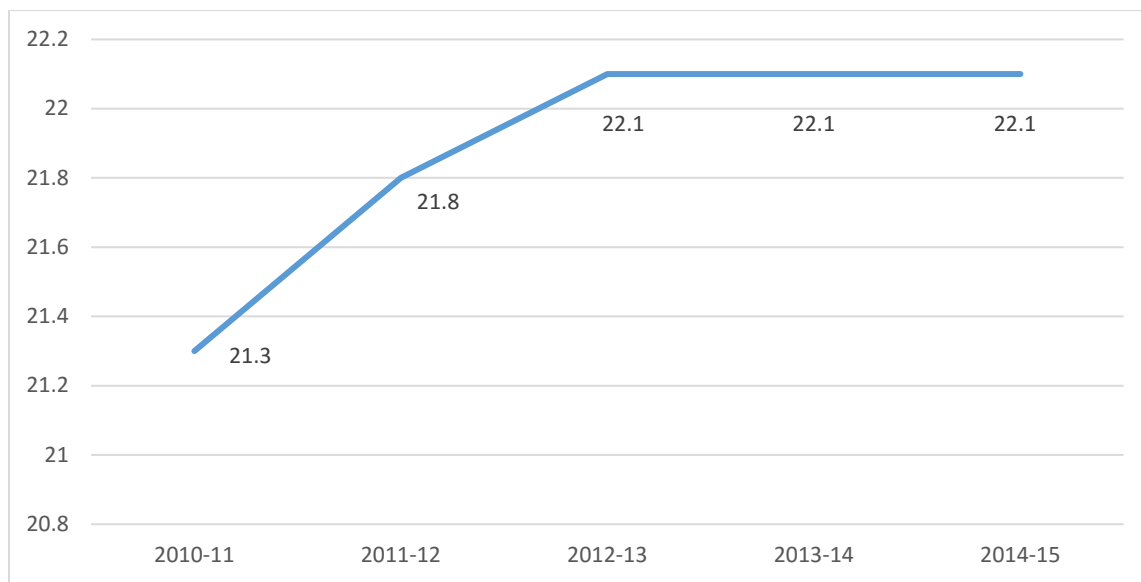
Student Success Consideration of Targets

Goal #2a: Undergraduate Degree Efficiency

Background

Undergraduate degree efficiency is operationalized as the number of bachelor's degrees awarded per 100 full-time equivalent (FTE) undergraduates. This measure evaluates degree production in a given academic year relative to the average number of undergraduate FTE and captures outcomes of all undergraduate students (first time in college, transfer, part-time, etc) regardless of how or when they entered during an academic year (not just the traditional fall semester). Figure 1 illustrates the UNC System average.

Figure 1: UNC Undergraduate Degree Efficiency, 2010-11 through 2014-15



Source: G:\Strategy and Policy\2016 Strategic Plan\Metrics\Student Success\RG degree efficiency (picture);
L:\temp_data_xfr\degeff_metric (excel data); E:\Projects\degree_eff\sp_degree_eff (do file)

Analysis

To account for fluctuations in enrollment, we use a rolling average of FTE in calculating Undergraduate Degree Efficiency (UDE). In general, the target for the UDE is 25.0. This is based on the premise that an institution that enrolls a cohort of first time students would expect to graduate a quarter of their students annually. UNC's current UDE is 22.1, approximately 3 points lower than the efficiency benchmark. Over the past 5 years, the total increase in UNC's UDE has been .8 (22.1 – 21.3). To completely the gap between UNC and the 25.0 threshold metric, would require an approximately 3 point increase.

Recommendation

Continuing the trend from the past 5 years would narrow the gap by just over 25%. We recommend building upon past success to narrow the gap by approximately half (1.4 point increase) to reach a target UDE of 23.5.

Student Success
Consideration of Targets
Goal #2b: Reducing Existing Gaps

Work is ongoing on background information for this item.
This information will be presented in the committee meeting.