### Key Performance Indicators

Ultimately, the success of this SEP effort will be measured by our ability to improve Black Hills State University’s performance on a handful of metrics that really matter. It is essential that these few metrics, the plan’s key performance indicators (KPIs), make sense for BHSU and for its unique context. During both of our day-one sessions, we explored the KPI question.

The table below represents your consultant’s attempt to merge the KPIs captured from the chancellor’s cabinet and the SEP steering committee. This table is also included separately with the report as a Word document to support ongoing updates and revisions.

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| **Category** | **Key Performance Indicator** |
| Enrollment | * Headcount: undergraduate; graduate; total * FTE: undergraduate; graduate; total * Student credit hours: undergraduate, graduate, total * Cohort headcount: first-year; transfer * Enrollment by location (campus, RC, on-line) * First-year and transfer cohort retention rates * Persistence rates of 2 to 3 year and 3 to 4 year * First-year and transfer Cohort graduation rates 3 year (transfer); 4 and 6 year (FY) * Dual-enrollment and Rising Scholars (total and conversion) |
| Student Quality/Shape | * Student demographics….gender, race, Pell-eligible, first generation, etc. * Entering ACT/GPA/class rank, national merit * Student to faculty ratio * Student satisfaction * Student engagement via student organization involvement |
| Program Quality | * High-impact practices (first year seminar, undergraduate research, internships/student teaching, capstone courses/projects) * Program accreditation * Degree attainment of faculty * Exam pass rates (PPST, CPA, etc.) * Placement rates (at graduation; 1 year) * Graduation rates for target populations (i.e., Pell recipients) |
| Market Position | * Market share * Employee satisfaction |
| Fiscal | * CFI * Net revenue * Net revenue/student * Residence hall occupancy rates * Student loan debt * Donor participation/endowment size * Scholarships awarded (overall amount; percentage; average per student) |

**Note:** IPEDS graduation rates measure the 100% and 150% timeline graduation rates of the first-time, full-time, Bachelor degree-seeking students. Exclusions to the cohort are allowed for death of the student, permanent disability, military deployment, or service on an official church mission or foreign aid service of the Federal government. Only Bachelor degrees earned as of August 31st of the timeline are considered.

IPEDS does not track transfer student graduation rates. I would propose a definition that tracked only the transfer students, not the transfer-in-system ones. I would look at the two-year and four-year rates for the Bachelor degree-seekers, again tracking only the earned Bachelor degrees as of August 31st of the timeline with the same allowable exclusions.

This list of KPIs should be considered a first draft to be reviewed and revised by the SEP steering committee, and ultimately approved by the president and admin team. As data review commences and working groups begin their work later this fall, we may need to revise this list, and will certainly need to add a column for corresponding performance indicators for each work group and within each KPI category. That is a normal part of the process, and will facilitate our ongoing conversations about what matters at Black Hills State University.