Eastern Kentucky University

You Can Get There From Here

A POWER OF MAROON ROADMAP TO ACHIEVING STATEWIDE TARGETS
INTRODUCTION

**EASTERN KENTUCKY UNIVERSITY: You Can Get There From Here**

Eastern’s new 2011-2015 Strategic Plan focuses on four goals: student success, building capacity for excellence, diversity and equity, and regional stewardship. A product of strong shared governance, Eastern’s plan pledges to increase the ACT profile of entering freshmen, increase new and diverse student enrollment, increase retention and graduation rates, increase the number of baccalaureate degrees conferred, increase access to academic programs through enhanced online and regional campus offerings, and provide guidance and expertise to education, health, and business partners in the community.

**Eastern Targets and Trajectories**

Given historical and baseline performance, EKU seeks to contribute to the degree completion culture in Kentucky by increasing total degrees and credentials by 15% to 3,525 by 2015. This includes increasing Bachelor’s degrees by 18% to 2,500 degrees, increasing Master’s degrees by 10% to 775 degrees, and increasing doctoral degrees to 30 by 2015. To achieve this goal, Eastern seeks to 1) increase its transfer enrollment from KCTCS by 20% to 1,000 KCTCS transfer students, 2) increase its 6-year graduation rate to 45%, 3) decrease credits earned by graduates by 6% to an average of 136 credits, and 4) increase the percent of all credit earned through online learning to 20% overall.

**EKU Strategic Plan Synchronizes with CPE Strategic Agenda**

The four goals of Eastern’s 2011-2015 strategic plan synchronize well with the four spheres of CPE’s 2011-2015 Strategic Agenda. Eastern’s goals of student success; building capacity for excellence; diversity and equity; and regional stewardship fully support CPE’s strategic agenda spheres of college readiness; student success; regional, economic, and community development; and efficiency and innovation. Both plans seek to increase the number of college-ready Kentuckians; align K-16 curricula, strengthen the college-going and degree-completion culture in KY; increase enrollments, retention, and graduation rates; and enhance pathways to degree completion to improve the quality of life for all Kentuckians. *(Also see next page on synchronization between EKU’s 2011-2015 Strategic Plan and CPE 2011-2015 Strategic Agenda.)*

**The Power of Maroon Roadmap to Achieve Targets**

The Power of Maroon Roadmap breaks down the critical elements needed to achieve Eastern’s targets using the primary goal of increasing degree completion. Increasing enrollments, increasing KCTCS transfers, increasing the graduation rate, decreasing credits earned by graduates, and increasing innovative pathways to academic programs all contribute to the primary goal of increasing degree completion. For each critical element, activities and initiatives as well as measures to gauge success within each critical element are provided.
CPE 2011-2015 Strategic Agenda

**COLLEGE READINESS**
- Increase # of college-ready Kentuckians
- Align K-16 curriculum
- Strengthen college-going/completion culture in Kentucky

**STUDENT SUCCESS**
- Increase degree completions in Kentucky
- Support new pathways to degrees
- Statewide Diversity Policy initiatives

**RESEARCH, ECONOMIC, & COMMUNITY DEVELOPMENT**
- Increase research for knowledge & economic growth
- Increase educational attainment & quality of life
- Community outreach

**EFFICIENCY & INNOVATION**
- Increase academic productivity
- Increase alternative program delivery methods
- Effective & efficient use of resources

EPU 2011-2015 Strategic Plan

**STUDENT SUCCESS**
- Increase # of college-ready freshmen
- Increase ACT profile of new freshmen
- Increase retention/graduation rates
- Increase # of degrees conferred

**BUILDING CAPACITY FOR EXCELLENCE**
- Planning group efficiency/effectiveness
- Increase revenues and cut costs
- Increase online offerings
- Increase regional campus offerings

**DIVERSITY & EXCELLENCE**
- Implement EPU Diversity Plan
- Increase diverse retention & grad rates
- Increase international enrollment
- Increase # of diverse students, faculty, & staff

**REGIONAL STEWARDSHIP**
- Curriculum sharing with P-12
- Educational Extension Agents
- Enhanced quality partnerships
- Dual credit/EPU NOW!

Updated June 2012
### Historical Trends and Trajectories/Targets for Selected Strategic Agenda Metrics

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelors Degrees</td>
<td>1,980</td>
<td>1,979</td>
<td>2,030</td>
<td>2,128</td>
<td>2,125</td>
<td>2,219</td>
<td>2,313</td>
<td>2,406</td>
<td>2,500</td>
</tr>
<tr>
<td>KCTCS Transfers</td>
<td></td>
<td>802</td>
<td>832</td>
<td>874</td>
<td>916</td>
<td>958</td>
<td>1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduation Rates</td>
<td>35.4%</td>
<td>40.1%</td>
<td>38.4%</td>
<td>37.7%</td>
<td>39.2%</td>
<td>40.6%</td>
<td>42.1%</td>
<td>43.5%</td>
<td>45.0%</td>
</tr>
<tr>
<td>Credits earned by graduates</td>
<td>146</td>
<td>144</td>
<td>145</td>
<td>144</td>
<td>144</td>
<td>142</td>
<td>140</td>
<td>138</td>
<td>136</td>
</tr>
<tr>
<td>Online as % of credit hours</td>
<td>7.4%</td>
<td>8.4%</td>
<td>10.0%</td>
<td>12.6%</td>
<td>15.1%</td>
<td>16.3%</td>
<td>17.6%</td>
<td>18.8%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

#### Bachelors Degrees Awarded

![Graph showing Bachelors Degrees Awarded over years](image)
POWER OF MAROON STRATEGIC GOAL RELATIONSHIP

Increase # of Bachelor’s Degrees

Increase Graduation Rates

Increase KCTCS Transfers

Efficiency of Credits Earned

Increase Online Learning Availability

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Eastern Kentucky University’s Implementation Team is a cross-functional team to unite university efforts to enhance Student Success. Weekly meetings have increased buy-in and improved communication between departments. Data and information are shared as well as best practices in student success from other colleges and universities.

**Achievements:**
- Created a learning community
- Changes in admissions and processing of admissions of applications
- Reorganization of enrollment management
- New recruiting initiatives for high achieving and admitted students
- Diversity recruitment
- Improvements in first year experience—GSD101/ENG 101
- Revamping developmental math into modules
- Current revamping of academic advising
- Mystery shopper program

**Fall 2012 Priorities:**
- Advising
  - Mentoring
  - Professional development for existing advisors
- Assessment of new initiatives
- Comprehensive plan for tutoring
- Faculty Implementation Team
- Focus on DFW classes to continue
- Identify incentives and approaches for timely progress to graduation
- Graduation Roundup
- Maintaining admissions processing momentum
- More cohered classes
- New models/perspectives on college readiness
- Professional development for new faculty
- Student Success Coaches
IMPLEMENTATION TEAM MEMBERS

Nichole Arbino, Student
Stefanie Ashley, Meeting Facilitator
Allen Ault, Dean, College of Justice and Safety
Erin Barnett, Associate Director, First Year Courses
Chris Bogie, Special Projects Manager to the Provost
Melinda Compton, Academic Affairs Business Officer
Lisa Cox, Director of Student Outreach and Transition Services
Janet Creech, Director of Marketing
Tina Davis,Registrar
Mary Fister, Director of Fiscal Effectiveness
Linda Fossen, Associate Vice President/Dean of Enrollment
Linda Frost, Director of the Honors Program
Betina Gardner, Dean of Libraries
Claire Good, Interim Vice President, Student Affairs/Dean of Students
Charles Hickox, Dean of Continuing Education and Outreach
Mona Isaacs, Associate Vice President, ITDS
E. J. Keeley, Executive Director, Institutional Effectiveness and Research
Tim Matthews, Executive Director, e-campus
Shannon Means, Special Assistant to the Vice President
LoriBeth Miller, Director, First Year Programs
Sandra Moore, Associate Provost, Diversity Planning
Brett Morris, Interim Director of Admissions
Daniel Mundfrom, Professor, Chair of Mathematics and Statistics
Karen Neubauer, Executive Director, Budget/Fin Planning/Fiscal Eff

Lynnette Noblitt, Chair, Government, Incoming Chair, Chairs’ Assn
Shelley Park, Director, Student Financial Assistance
Rose Perrine, Interim Associate Dean, University Programs
Bill Phillips, Dean, College of Education
Jerry Pogatshnik, Dean, Graduate Studies
Barry Poynter, Interim Vice President, Financial Affairs
Sheila Pressley, Associate Professor and Chair, Faculty Senate
Tricia Radford, Coordinator, Admissions Processing
Mike Reagle, Associate Vice President, Student Affairs
Bob Rogow, Dean, College of Business and Technology
Pam Schlomann, Professor, Co-Chair SFPC
Matt Schumacher, CRM Administrator, Advising and Retention
Rochelle Seals, Director, Student Accounting Services
Megan Sevier, Communications Specialist, Admissions
Benton Shirey, Director, Advising and Retention
James Street, Vice President, Administration, Co-Chair SFPC
Chris Taylor, 2011-12 Chair, Chairs’ Association
Janna Vice, Provost and Vice President, Academic Affairs
Elizabeth Wachtel, Acting Vice President, Enrollment Mgmt/Marketing
John Wade, Dean, College of Arts and Sciences
Deborah Whitehouse, Dean, College of Health Sciences
Marc Whitt, Associate Vice President, Public Relations
Kathy Williams, Interim Director, Academic Readiness/Testing
Sara Zeigler, Dean, University Programs

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**A POWER OF MAROON ROADMAP: INCREASING EKU’S NUMBER OF BACHELOR’S DEGREES**

**BACHELOR’S DEGREES:** Baseline—(2009-10): 2,125 degrees → 2013-14 Target: 2,500 degrees (18% Increase)

### EKU STUDENT SUCCESS MILESTONES

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Responsible Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Admissions</td>
<td>Increase in new freshman admissions each semester</td>
<td>Admissions</td>
</tr>
<tr>
<td>Transfer Admissions</td>
<td>Increase in transfer admissions each semester</td>
<td>SOTO</td>
</tr>
<tr>
<td>Increase in KCTCS transfer admissions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase in Better Prepared Students</td>
<td>Increase in ACT profile of incoming freshman class</td>
<td>Admissions; EKU Extension Agents; Collaborations with Public Schools</td>
</tr>
<tr>
<td>Coursework Completed</td>
<td>% of students earning 30 hours at the end of their first year</td>
<td>Advising and Colleges</td>
</tr>
<tr>
<td>Retention</td>
<td>% of students retained from the first to second semester</td>
<td>Advising; Colleges; Provost’s Office;</td>
</tr>
<tr>
<td></td>
<td>1-year retention rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2-year retention rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3-year retention rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4-year retention rate</td>
<td></td>
</tr>
<tr>
<td>Graduation</td>
<td>4-year Graduation Rate</td>
<td>Advising; Colleges; Provost’s Office;</td>
</tr>
<tr>
<td></td>
<td>5-year Graduation Rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6-year Graduation Rate</td>
<td></td>
</tr>
<tr>
<td>Hours to Degree</td>
<td>Decrease in overall credits earned by degree graduates</td>
<td>Advising; Colleges; General Education Committee</td>
</tr>
<tr>
<td>Online Learning</td>
<td>% of all credit earned through online learning</td>
<td>Colleges; Provost’s Office</td>
</tr>
</tbody>
</table>

Updated June 2012
# POWER OF MAROON ROAD MAP ELEMENTS: INCREASING EKU'S # OF BACHELOR'S DEGREES

## ROAD MAP ELEMENT 1: OUTREACH/PRE-RECRUITMENT/COLLEGE READINESS

### PROGRAMS/INITIATIVES

<table>
<thead>
<tr>
<th>Current Programs and Initiatives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Education Extension Agents</td>
</tr>
<tr>
<td>• Math and English Transitions Courses</td>
</tr>
<tr>
<td>• EKU NOW!</td>
</tr>
<tr>
<td>• EKU Middle College</td>
</tr>
<tr>
<td>• Upward Bound Program</td>
</tr>
<tr>
<td>• Educational Talent Search Program</td>
</tr>
<tr>
<td>• GEAR UP Program</td>
</tr>
<tr>
<td>• Promoting positive culture of student success on-campus</td>
</tr>
<tr>
<td>• Alumni Success Stories Television and Internet Advertising Campaign</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Suggested Programs and Initiatives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Leverage synergy between education extension agents and EKU admissions reps in same territories</td>
</tr>
</tbody>
</table>

### INDICATORS TO GAUGE SUCCESS

| • Number of EKU education extension agents, number of schools served, number of students served |
| • Increased campus visits by students in service region |
| • # of high school students in service region who attend college |
| • Mean ACT of students in service region |
| • Increase % College Ready (Movement of KYOTE points) |
| • Students not meeting KY benchmark having reduced developmental needs |
| • # of MOAs for EKU NOW! |
| • Enrollment in EKU Middle College |
### ROAD MAP ELEMENT 2: RECRUITMENT

#### PROGRAMS/INITIATIVES

Current Programs and Initiatives:
- Alumni Success Stories Television and Internet Advertising Campaign
- Noel-Levitz Data Analysis
- HOBSON’s CRM Communication Management System
- Students will now automatically be considered for available scholarship awards when they complete an application for admission to EKU and meet the required scholarship criteria
- SOTO Office Seamless Transfer
- Military Friendly School by Veterans Affairs
- Increasing Mean ACT score for entering freshmen
- Increased efficiencies in application processing through document scanning of applications and transcripts
- Increasing early notification of scholarship awards
- Revising campus visit strategies
- Adding more campus tour times
- Getting more admitted students to campus and making the campus experience a big deal
- “Sealing the deal” with admitted students to matriculation
- Re-recruiting non-returning students from last year

Suggested Programs and Initiatives:
- Leverage synergy between education extension agents and EKU admissions reps in same territories
- Increased recruitment initiatives
- Begin transfer recruitment and communications earlier—students need to know exactly what to take at KCTCS so it transfers as planned (curriculum guides and possible pre-admission to EKU)
- Increase academic presence in prospect visits

#### INDICATORS TO GAUGE SUCCESS

- SPOTLIGHT attendance
- Yield by high school
- Increase in KCTCS applications
- Increase in KCTCS enrollments
- Effectiveness in KCTCS processing
- Number of overall applications
- Number of applications from qualified students
- Increase in number of college-ready freshmen
- Average time to process applications, response time
- % of admitted from applications
- Increase in ACT profile of incoming freshman class
- Increase the matriculation rate for admitted new freshmen
- Increase the matriculation rate for admitted new transfers
- Number of full-time freshmen enrolled
- Parent/student satisfaction with admissions process
- Transfer student satisfaction with admissions process
- Increase in international enrollments
- Increase in diverse student enrollments
### POWER OF MAROON ROAD MAP ELEMENTS: INCREASING EKU’S # OF BACHELOR’S DEGREES

#### ROAD MAP ELEMENT 3: ORIENTATION

<table>
<thead>
<tr>
<th>PROGRAMS/INITIATIVES</th>
<th>INDICATORS TO GAUGE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Programs and Initiatives:</strong></td>
<td><strong>Of those who attend Orientation:</strong></td>
</tr>
<tr>
<td>• Perpetuate a positive culture—Highlight the positive results of success (alumni profiles and faculty/student success stories)</td>
<td><strong>Percent of Financial Aid disbursed before classes start</strong></td>
</tr>
<tr>
<td>• Add 2 more orientation dates and hold earlier orientations</td>
<td><strong>Of those who attend Orientation:</strong></td>
</tr>
<tr>
<td>• Intrusive Advising for on-time degree completion</td>
<td><strong>Measure understanding of General Education and Major requirements</strong></td>
</tr>
<tr>
<td>• Noel Levitz College Student Inventory (CSI) will be given during Summer Orientation for early identification of at-risk incoming freshmen</td>
<td><strong>Measure satisfaction with Orientation experience</strong></td>
</tr>
<tr>
<td>• Freshman Orientation</td>
<td><strong>First semester average GPAs, persistence, and good academic standing</strong></td>
</tr>
<tr>
<td>• Transfer Student Orientation</td>
<td><strong>Student evaluation of First Steps program</strong></td>
</tr>
<tr>
<td>• Financial Aid Disbursements</td>
<td></td>
</tr>
<tr>
<td>• Summer First Steps Program</td>
<td></td>
</tr>
<tr>
<td>• First Year Programming</td>
<td></td>
</tr>
<tr>
<td>• Orientation Advising</td>
<td></td>
</tr>
</tbody>
</table>

**Suggested Programs and Initiatives:**

- Financial Aid participation in Orientation
- Integrate Orientation more into the Admissions process—send letters to every admit explaining what to expect and telling them about programs that may fit them
- Freshmen learning communities coordinated by the TLC
- Help new students identify their learning styles—explore use of automated tools such as READI
CURRENT PROGRAMS/INITIATIVES
- Noel Studio for Academic Creativity
- First Day Disenrollment (enrollment verification process)
- 1st Time Freshmen Mid-Term Grade Review
- Early Alert Retention Survey
- Early Alert will now have a link on college websites to be accessed anytime during the year
- Online Course Access
- Degree Works Audit System
- MAP WORKS
- EKU Success Coaches for commuter students
- Counseling
- New faculty advisor handbook
- NOVA
- EKU Reads Project
- Secret Shopper Customer Service Project
- Restructuring of Developmental Math (Math 090 & 095)
- Connecting the Dots—alumni mentoring current students
- Ensure all incoming freshmen have a similar learning experience in their first year
- Empowering first responders to provide professional help
- Show successes (alumni & faculty/studentsuccess stories)
- Print Ad in Eastern Progress from Alumni Success Stories
- Successful alums on college/department web pages
- Intrusive advising for on-time degree completion
- Extensive telephone campaign to encourage students to register and to find out why they may not be returning
- Looking at requiring reportable first 4-wk exams for 100- and 200-level courses
- Looking at having TLC offer programs on faculty advising

INDICATORS TO GAUGE SUCCESS
- Percent of all credit earned through online learning
- Number of credit hours taught at regional campuses
- Number of students enrolled in degree programs at regional campuses
- Number of degree programs offered online
- % of students earning 30 hours at end of their 1st year
- Faculty participation in EARS by college, department, and number of student referrals
- Student satisfaction with EKU
- Increase in number of online offerings
- Increase in number of regional campus offerings
- Student retention by major
- Student progress to degree by major
- Student satisfaction with major
- Decrease in overall credits earned by degree graduates
- Number of student involved in co-curricular and extra-curricular activities (engagement)
- 4-year graduation rate
- 5-year graduation rate
- 6-year graduation rate
- 1-, 2-, 3-, and 4-year retention rates
A POWER OF MAROON ROADMAP: INCREASING KCTCS TRANSFER STUDENTS AT EKU

ROAD MAP ELEMENT 1: OUTREACH/PRE-RECRUITMENT

PROGRAMES/INITIATIVES
Current Program:
- Embedded EKU transfer coordinators at KCTCS campuses
Suggested Programs and Initiatives:
- Begin transfer process earlier: Create curriculum guides for transfer
- Involve EKU Transfer Center with students as they start at KCTCS

INDICATORS TO GAUGE SUCCESS
- Development of curriculum guides for programs in high demand by KCTCS Transfers
- Number of KCTCS students meeting with EKU embedded staff

ROAD MAP ELEMENT 2: RECRUIT

Current Programs and Initiatives:
- Embedded EKU coordinators at KCTCS campuses
Suggested Programs and Initiatives:
- Contingent admission to EKU for Junior Year (pre-admit w/advisor)
- Print ad of EKU alum success story in KCTCS school papers

- Track communications with freshmen who cannot get into EKU
- Number of students who wanted to go to EKU but enrolled at KCTCS initially
- Number of applications and admissions of KCTCS students garnered via EKU embedded coordinators

ROAD MAP ELEMENT 3: ORIENT

Current Programs and Initiatives:
- Transfer Student Orientation; Orientation Advising
Suggested Programs and Initiatives:
- Make transfer orientation and advising more personal
- Improve articulation of transfer courses

- Percent of Financial Aid disbursed before classes start
- Number attending transfer orientation
- Of those who attend Orientation:
**Measure satisfaction with Orientation experience

ROAD MAP ELEMENT 4: ENGAGE KCTCS TRANSFERS TO REGISTER AT EKU

Current Initiative:
- HOBSON’s targeted communications to get them to register

- Matriculation rate for KCTCS transfers
- Yield by KCTCS institution

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# A POWER OF MAROON ROADMAP: INCREASING GRADUATION RATES AT EKU

## Road Map Element 1: Increase College Readiness

**Programs/Initiatives**
- Education Extension Agents
- Math and English Transition Courses

**Indicators to Gauge Success**
- Mean ACT of students in service region
- Percent of HS seniors in region deemed “college-ready”

## Road Map Element 2: Increased Enrollments

- Noel-Levitz Data Analysis
- SOTO Office Seamless Transfer
- Recruit better quality students

**Indicators to Gauge Success**
- Increase in # of college-ready freshmen
- Increase in ACT profile of incoming freshman class
- Increase in applications, admissions, and matriculations

## Road Map Element 3: Orient

**Current Programs and Initiatives:**
- Transfer Student Orientation and Orientation Advising

**Suggested Initiative:**
- Financial Aid participation in Orientation

**Indicators to Gauge Success:**
- Percent of Financial Aid disbursed before classes start
- Of those who attend Orientation:
  - **Measure understanding of Gen Ed and major requirements**
  - **Measure satisfaction with Orientation experience**
- First semester average GPA, retention, & academic standing

## Road Map Element 4: Teach, Learn, Support, & Motivate

**Current Programs and Initiatives:**
- 1st Day Disenrollment and Early Alert Retention Survey
- Advising and Degree Works
- Full assessment of current retention efforts
- Identifying what can go wrong personally, financially, academically

**Suggested Programs and Initiatives:**
- Online as mechanism for finishing sooner
- Summer School as mechanism for finishing sooner

**Indicators to Gauge Success:**
- 30+ hours earned at end of 1st year
- Number of degree programs offered online
- % of all credit earned through online learning
- Student satisfaction with EKU
- Reduction in # of General Education courses for degree
- Student retention by major
- Student progress to degree by major

*Updated June 2012*
Six-Year Graduation Rates for EKU Peer Institutions

Updated June 2012
**A POWER OF MAROON ROADMAP: DECREASING CREDITS EARNED BY GRADUATES**

**ROAD MAP ELEMENT 1: DECLARED MAJOR AT ADMISSION**

<table>
<thead>
<tr>
<th>PROGRAMS/INITIATIVES</th>
<th>INDICATORS TO GAUGE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Initiative:</td>
<td>Number of matriculated students with declared major</td>
</tr>
<tr>
<td>• SPOTLIGHT to help identify major choices</td>
<td></td>
</tr>
<tr>
<td>Suggested Initiative:</td>
<td></td>
</tr>
<tr>
<td>• Strongly encourage declared major at time of admission</td>
<td></td>
</tr>
</tbody>
</table>

**ROAD MAP ELEMENT 2: COURSE PLANNING AT ORIENTATION**

<table>
<thead>
<tr>
<th>Current Initiative:</th>
<th>INDICATORS TO GAUGE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Orientation Advising</td>
<td>30+ hours earned at end of 1st year</td>
</tr>
<tr>
<td>Suggested Initiative:</td>
<td>Student satisfaction with orientation experience</td>
</tr>
<tr>
<td>• Help students to correctly identify major to reduce changes</td>
<td></td>
</tr>
</tbody>
</table>

**ROAD MAP ELEMENT 3: ADVISING AND INTERVENTION**

<table>
<thead>
<tr>
<th>Current Initiatives:</th>
<th>INDICATORS TO GAUGE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Degree Works</td>
<td>Student satisfaction with advising</td>
</tr>
<tr>
<td>• Early Alert Retention Survey</td>
<td># of students with a major degree plan of courses to graduate</td>
</tr>
<tr>
<td>• Intrusive Advising</td>
<td></td>
</tr>
<tr>
<td>• Real time chat feature on advising webpage</td>
<td></td>
</tr>
</tbody>
</table>

**ROAD MAP ELEMENT 4: COURSES OFFERED STRATEGICALLY**

<table>
<thead>
<tr>
<th>Current Initiatives:</th>
<th>INDICATORS TO GAUGE SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reducing # of General Education credits required to degree</td>
<td>Number of credits earned by graduates</td>
</tr>
<tr>
<td>• Enhance online course offerings</td>
<td>Number of departments who use student degree plans to schedule courses</td>
</tr>
<tr>
<td>Suggested Initiative:</td>
<td>Number of programs and courses offered online and at regional campuses</td>
</tr>
<tr>
<td>• Scheduling based on future degree plans of students</td>
<td></td>
</tr>
</tbody>
</table>
A POWER OF MAROON ROADMAP: INCREASING ONLINE AS % OF CREDIT HOURS

**ROAD MAP ELEMENT 1: INCREASED ONLINE OFFERINGS**

**PROGRAMS/INITIATIVES**
- Current Programs and Initiatives:
  - Revenue-sharing for departments increasing online offerings
  - Share of additional revenue for offering online programs
  - Further incentives to departments

**INDICATORS TO GAUGE SUCCESS**
- Number of new courses offered online
- Number of new programs offered online
- Quality and competitive strength of new online programs
- Enrollment in new and existing programs offered online

**ROAD MAP ELEMENT 2: PROMOTION OF ONLINE PROGRAMS AND OFFERINGS**

**Current Initiatives:**
- EKU Homepage
- Online advertising

**Suggested Initiative:**
- Explore new promotional ideas for advertising and communications

**INDICATORS TO MEASURE SUCCESS**
- Number of ads on websites

**ROAD MAP ELEMENT 3: RECRUITMENT FOR ONLINE PROGRAMS**

**Current Initiative:**
- College of Justice and Safety working with state, local agencies

**Suggested Initiative:**
- Targeted recruitment for online programs via online chat

**INDICATORS TO MEASURE SUCCESS**
- # of interactions/chats with potential students
- Number of interest leads
- Number of leads turned into applications
- Number of leads turned into matriculations

**ROAD MAP ELEMENT 4: EFFECTIVE ADVISING FOR ONLINE PROGRAMS**

**Current Initiative:**
- College of Justice and Safety dedicated staff

**Suggested Initiative:**
- Training for advisors to support online students

**INDICATORS TO MEASURE SUCCESS**
- Student satisfaction with advising for online programs
- Retention/graduation rates of fully-online students

Updated June 2012
### PERFORMANCE SCORECARD

#### Eastern Kentucky University

<table>
<thead>
<tr>
<th>College Readiness</th>
<th>Baseline</th>
<th>Most Recent</th>
<th>Target</th>
<th>Progress: Baseline to Target</th>
<th>Five-year Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Teacher Excellence (Percent scoring in top 15% nationally on teacher exam)</td>
<td>15%</td>
<td>15%</td>
<td>25%</td>
<td>-</td>
<td>-15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Success</th>
<th>Degrees and Credentials (Total)</th>
<th>Baseline</th>
<th>Most Recent</th>
<th>Target</th>
<th>Progress: Baseline to Target</th>
<th>Five-year Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degrees and Credentials (Total)</td>
<td>3,052</td>
<td>3,101</td>
<td>3,525</td>
<td>10%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s degrees</td>
<td>2,125</td>
<td>2,135</td>
<td>2,500</td>
<td>3%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Master’s degrees</td>
<td>705</td>
<td>700</td>
<td>775</td>
<td>0%</td>
<td>-16%</td>
<td></td>
</tr>
<tr>
<td>Doctoral degrees – Professional Practice</td>
<td>1</td>
<td>4</td>
<td>30</td>
<td>10%</td>
<td>Not available</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Graduation Rate</td>
<td>37.7%</td>
<td>38.1%</td>
<td>45%</td>
<td>5%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Graduation Rate Gap – Low Income</td>
<td>16 ppt</td>
<td>18 ppt</td>
<td>8 ppt</td>
<td>0%</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>Low income grad rate / Moderate-high grad rate</td>
<td>41% / 56%</td>
<td>26% / 44%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Graduation Rate Gap – Underprepared</td>
<td>28 ppt</td>
<td>29 ppt</td>
<td>20 ppt</td>
<td>3%</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>Underprepared / Prepared grad rate</td>
<td>21% / 51%</td>
<td>22% / 51%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Icons do not represent a global evaluation of institutional status on an indicator; they indicate change from baseline to targeted value only. Targets set through negotiation between CPE and institution. For more information on metrics, including definitions, visit: [http://dataportal.cpe.ky.gov/dashboard.shtml](http://dataportal.cpe.ky.gov/dashboard.shtml)

June 11, 2012

Updated June 2012
PERFORMANCE SCORECARD, CONTINUED

Eastern Kentucky University

<table>
<thead>
<tr>
<th>Student Success, continued...</th>
<th>Baseline</th>
<th>Most Recent</th>
<th>Target</th>
<th>Progress: Baseline to Target</th>
<th>Five-year Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Graduation Rate Gap – Underrepresented Minority</td>
<td>10 ppt 29% / 39%</td>
<td>12 ppt 27% / 39%</td>
<td>7 ppt</td>
<td>0%</td>
<td>-23%</td>
</tr>
<tr>
<td>Underrepresented minority / non-underrepresented minority grad rate</td>
<td>832</td>
<td>718*</td>
<td>1,000</td>
<td>-63%</td>
<td>NA</td>
</tr>
<tr>
<td>Transfers from KCTCS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Direct Cost</td>
<td>-$886</td>
<td>-$390</td>
<td>-$1,125</td>
<td>0%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Research, Economic and Community Development

| Externally-Funded Research and Development | $905 | $2,553 | $1,500 | 100% | 529% |
| STEM+H Degrees | 791 | 755 | 875 | 5% | -7% |

Efficiency and Innovation

| Online Learning | 15% | 16% | 20% | 16% | 152% |
| Credits to Degree | 144 | 143 | 136 | 18% | -2% |

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