<table>
<thead>
<tr>
<th>University Name Here</th>
<th>Foresight Goals</th>
<th>3yr History</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
</table>
| **1 Increase Number of Certificates and Degrees Awarded** | 1 | AY 2010 6093  
AY 2011 6066  
AY 2012 6431  
Baseline: 6197 | | | |
| **2 Increase First to Second Year Retention Rates** | 1 | AY 2010 79.2% (3088/3897)  
AY 2011 80.1% (2942/3672)  
AY 2012 79.3% (2818/3554)  
Baseline: 79.5% | | | |
| **3 Increase Percent of Certificates and Degrees Awarded in STEM Fields** | 2 | AY 2010 23.1% (1408/6093)  
AY 2011 23.1% (1404/6066)  
AY 2012 23.5% (1512/6431)  
Baseline: 23.2% | | | |
| **4 Federally Financed Research and Development Expenditures Ranking among public institutions** | 3 | FY 2009 43rd  
FY 2010 40th  
FY 2011 39th  
Baseline: 41st | | | |
| **5 Increase Commercialization and Entrepreneurship (e.g., license agreements & confidential disclosures)** | 2 | FY 2011 750  
FY 2012 772  
FY 2013 887  
Baseline: 803 | | | |
| **6 Increase Level of Philanthropic Support** | 3 | FY 2010 $125M  
FY 2011 $131M  
FY 2012 $151M  
Baseline: $135.7M | | | |
| **7 Increase Number of Experiential Learning Certificates** | 1 | AY 2010 960  
AY 2011 1,161  
AY 2012 1,383  
Baseline: 1,168 | | | |
University of Kansas Performance Agreement 2014-2016 Narrative

Indicator 1: Number of Certificates and Degrees Awarded

- This indicator records the number of degrees and certificates that are conferred.
- The degrees we award represent KU’s greatest contribution to the State of Kansas, our graduates.
- To improve our students’ undergraduate experience and the quality of our undergraduate education, we have created a new Vice Provost and Dean of Undergraduate Studies position. This person will provide leadership to the newly-created undergraduate studies unit. This unit oversees the KU Core curriculum, experiential learning, first-year experience, and academic support services, including the undergraduate advising center, the academic achievement and access center, the writing center, and the career center. The new undergraduate core curriculum significantly reduces the number of general education course requirements and better enables students to focus on fundamental skills, building a broad background of knowledge, generating opportunities for blending and creating ideas, strengthening an appreciation of cultural and global diversity, and cultivating ethical integrity. By improving the student experience we hope to improve our retention rate and ultimately the number of degrees awarded.

Indicator 2: First to Second Year Retention Rates

- This indicator records the percent of first-time, full-time freshmen who are retained after one year.
- Successful completion of the first year is critical to continuing enrollment and eventual graduation. This period is when more students discontinue their studies than any other.
- Retention efforts include orientation seminars for freshmen and at-risk students, use of an academic early warning system, freshman seminars with 19 or fewer students taught by senior faculty, HAWKLink, freshman tutoring, supplemental instruction, (co)curriculum mapping, and significant course redesign to engage students in deeper learning and ultimate success.

Indicator 3: Percent of Certificates and Degrees Awarded in STEM Fields

- This indicator records the percent of students who earned degrees or certificates in science, technology, engineering, or mathematics fields.
- STEM education is crucial for Kansas workforce development to meet the needs of the state economy.
- KU is working to increase the number of STEM degrees and certificates awarded by increasing the number of students entering the School of Engineering. KU will receive funding from the state from 2012 through 2021 through the Keeping Kansas Competitive Engineering Initiative. In addition to increasing the number of students graduating with baccalaureate degrees in engineering, we will also add faculty to maintain the desirable student/faculty ratio, add support staff to lead expansion of student recruitment, retention, and support activities, and add facilities that address high-tech research, classroom, and office space necessary for successful expansion.
- Redesign of basic science and mathematics courses will increase student success and graduation in science fields.

Indicator 4: Federally Financed Research and Development Expenditures Rankings among Public Institutions

- This is our ranking of the amount of federally financed research and development expenditures we receive compared with other national public universities based on the NSF survey.
- These rankings indicate the competitiveness of the research conducted by KU faculty and students, and demonstrate how KU’s research strength is an asset for the state. The University supports the state’s economy through discoveries in human health, education, energy and many other fields that generate prosperity and well-being for people across the state.
- We are working to improve our national reputation by highlighting the important research done at KU. We conduct more research than all other universities in Kansas combined. KU researchers are extremely active, competitive, and successful in obtaining external support for their work, reflecting a huge return on the state’s
investment in talented faculty. While the economic benefit of KU research in Kansas is clear, the future of federal funding for research is less certain. Last spring, an automatic 5 percent cut in federal spending went into effect. The full impact of the ongoing budget sequester was not felt immediately, but KU and other U.S. research universities are bracing for what is ahead.

Indicator 5: Commercialization and Entrepreneurship (e.g., license agreements & confidential disclosures)

- The leading indicators of the university’s knowledge-based entrepreneurial culture include the protection and licensing of KU faculty intellectual property. This indicator includes currently active confidential disclosure agreements, currently active inter-institutional agreements, currently active license agreements, new invention disclosures, and new material transfer agreements. An example of a material transfer agreement would entail the transfer of proprietary animal cells to a company for a fee each time cells are transferred for specific use. KU retains the ownership of the material being transferred. Through such licenses and agreements the University’s research discovery and innovation is brought to the public.
- One of KU’s Bold Aspirations goals is to engage local, state, national, and global communities as partners in scholarly activities that have direct public impact. A strategy to help achieve this goal is to promote active entrepreneurship and vibrant external partnerships.
- This goal will be achieved through faculty training, strategy and planning sessions in support of company start-ups, faculty introductions to companies, and increasing industry visits.

Indicator 6: Philanthropic Support

- This indicator is the amount the KU Endowment Association (KUEA) annually reports in support from private sources (excluding pledges, testamentary commitments, and government grants) to the Council for Aid to Education through the Voluntary Support of Education survey.
- Private support adds critical resources to the University in pursuit of the goal “to build a greater university than the state alone can build.” This indicator speaks to the Foresight 2020 goal of ensuring state university excellence.
- KU Endowment publicly launched Far Above: The Campaign for Kansas in April 2012, a $1.2 billion comprehensive fundraising campaign which seeks support to educate future leaders, advance medicine, accelerate discovery, and drive economic growth to seize the opportunities of the future. The philanthropic support generated from contributions to the KU Endowment during the Far Above campaign is expected to positively impact this indicator.

Indicator 7: Number of Experiential Learning Certificates

- Experiential learning certificates include academic credentials for service learning, global awareness, research experience, leadership studies, arts engagement, and entrepreneurship; experiential learning certificates increase employer interest in our graduates, supporting workforce development.
- The requirements to earn a certificate vary by program and include a specific experience such as a research project, a leadership role, volunteer work, or study abroad along with specific coursework and typically a reflection paper of how the experience has enriched and broadened the perspective of the participant. These credentials are annotated on the transcript and reflect efforts beyond the requirements for their degrees. These experiences also are an innovative way for students to satisfy one of the requirements of the KU CORE. Engagement will lead students to increase their graduation rates through these rich educational experiences.
- The University of Kansas has established an Experiential Learning Collaborative, a working group that brings together staff from Civic and Social Responsibility (formerly Service Learning), Study Abroad, International Programs, and Undergraduate Research. Its mission is to strengthen recruitment of students into these programs, assist faculty in identifying opportunities to support these programs, assist students in the successful attainment and completion of these experiences, and develop, expand, and promote experiential learning on the campus.