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<th>AY 2019 (Summer 2018, Fall 2018, Spring 2019)</th>
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</table>
| 1 Increase Number of Degrees Awarded | 1 | AY 2013 6196  
AY 2014 5953  
AY 2015 5768  
Baseline: 5972 | | | |
| 2 Increase First to Second Year Retention Rates | 1 | AY 2013 80.0% (2989/3736)  
AY 2014 80.5% (3191/3964)  
AY 2015 80.1% (3237/4043)  
Baseline: 80.2% | | | |
| 3 Increase Percent of Degrees Awarded in STEM Fields | 2 | AY 2013 29.0% (1799/6196)  
AY 2014 28.5% (1697/5953)  
AY 2015 28.9% (1669/5768)  
Baseline: 28.8% | | | |
| 4 Federally Financed Research and Development Expenditures Ranking among public institutions | 3 | FY 2012 38th  
FY 2013 38th  
FY 2014 38th  
Baseline: 38th | | | |
| 5 Increase Commercialization and Entrepreneurship (e.g., license agreements & confidential disclosures) | 2 | FY 2013 930  
FY 2014 1199  
FY 2015 1257  
Baseline: 1129 | | | |
| 6 Increase Level of Philanthropic Support | 3 | FY 2013 $169 M  
FY 2014 $162 M  
FY 2015 $220 M  
Baseline: $183.7 M | | | |
University of Kansas Performance Agreement 2017-2019 Narrative

Indicator 1: Number of Degrees Awarded
- This indicator records the number of degrees that are conferred.
- The degrees we award represent KU’s greatest contribution to the State of Kansas, our graduates.
- The Vice Provost of Undergraduate Studies provides leadership to improve our students undergraduate experience and the quality of our undergraduate education. 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 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 Degrees Awarded in STEM Fields
- This indicator records the percent of students who earned degrees 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 have added faculty to maintain the desirable student/faculty ratio, adding support staff to lead expansion of student recruitment, retention, and support activities, and added 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, federal funding for research is expected to decline. Nonetheless, KU will continue work to remain competitive in the uncertain federal financial climate to maintain our ranking.
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 sought 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 has positively impacted this indicator.

Staff Comments and Recommendation