### University of Kansas Performance Report AY 2014

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**FTE:** 22,532

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<table>
<thead>
<tr>
<th>University of Kansas Foresight Goals</th>
<th>3yr History</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Increase Number of Certificates and Degrees Awarded</strong></td>
<td>1 AY 2010 6093 AY 2011 6066 AY 2012 6431 Baseline: 6197</td>
<td>5953</td>
<td>▼</td>
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<tr>
<td><strong>2. Increase First to Second Year Retention Rates</strong></td>
<td>1 AY 2010 79.2% (3088/3897) AY 2011 80.1% (2942/3672) AY 2012 79.3% (2818/3554) Baseline: 79.5%</td>
<td>80.5% (3191/3963)</td>
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<tr>
<td><strong>3. Increase Percent of Certificates and Degrees Awarded in STEM Fields</strong></td>
<td>2 AY 2010 23.1% (1408/6093) AY 2011 23.1% (1404/6066) AY 2012 23.5% (1512/6431) Baseline: 23.2%</td>
<td>28.5% (1697/5953)</td>
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<tr>
<td><strong>5. Increase Commercialization and Entrepreneurship (e.g., license agreements &amp; confidential disclosures)</strong></td>
<td>2 FY 2011 750 FY 2012 772 FY 2013 887 Baseline: 803</td>
<td>1199</td>
<td>▲</td>
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<tr>
<td><strong>7. Increase Number of Experiential Learning Certificates</strong></td>
<td>1 AY 2010 960 AY 2011 1,161 AY 2012 1,383 Baseline: 1,168</td>
<td>1,252</td>
<td>▲</td>
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**Indicator 1: Number of Certificates and Degrees Awarded**

Description: This indicator records the number of degrees and certificates conferred. The degrees we award represent KU’s greatest contribution to the State of Kansas, our graduates.

Outcome/Results: This is the only indicator for which we did not show improvement this year. We had a record number enrolled in the Fall 2008 freshman class, which resulted in a record high number of bachelor’s degrees awarded as those students worked their way through the pipeline. The number of entering freshmen in Fall 2010 and Fall 2011 was significantly lower, resulting in fewer degrees awarded in AY 2014. The number of entering freshmen has increased for the past three years so we anticipate the number of certificates and degrees to increase in future years.

**Indicator 2: First to Second Year Retention Rates**

Description: This indicator records the percent of first-time, full-time freshmen retained after one year. Successful completion of the first year is critical to continuing enrollment and eventual graduation. This period is when students are most likely to discontinue their studies.

Outcome/Results: Second year retention is a remarkably stable indicator and is difficult to improve significantly. Improving retention is our highest priority, and rates have been inching up slowly. KU has implemented a variety of programs and approaches to improve retention rates, such as first-year seminars, a revamped new student orientation, learning communities, early warning alert system, individual academic support plans for conditionally admitted students, among others, and we are slowly seeing the impact of these efforts.

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

Description: 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.

Outcome/Results: KU’s successful boost to the percent of students awarded certificates and degrees in STEM fields is in part due to the increase in engineering students and the additional support staff focused on student recruitment, retention, and support activities for these students. KU is also redesigning basic science and mathematics courses in order to increase student success and graduation in these fields.

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

Description: This ranking in federally financed research and development expenditures compared with other national public universities based on the NSF survey indicates 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 other fields that generate prosperity and well-being for people across the state.

Outcome/Results: KU has added support for faculty to pursue larger and more impactful research grants, as well as seed funding for early research development that will translate into successful grant applications. These activities have raised KU in this ranking in recent years. In a very competitive research climate and with fewer federal resources, KU researchers have been successful in obtaining external support for their work.
**Indicator 5: Commercialization and Entrepreneurship (e.g., license agreements & confidential disclosures)**

Description: A leading indicator of the university’s knowledge-based entrepreneurial culture is 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. One example of a material transfer agreement would be the transfer of proprietary animal cells to a company for a fee. KU retains ownership of the material being transferred. Through such licenses and agreements the University’s research discovery and innovation is brought to the public.

Outcome/Results: KU is growing in this area partially through promoting and supporting active entrepreneurship and vibrant external partnerships. KU Innovation & Collaboration partners with corporations and helps bring KU innovation to the marketplace. KU has a strong tradition of effective technology transfer in such fields as drug development and delivery; education and human development; biosciences; biofuels and bioengineering; information technologies and informatics; and remote sensing.

**Indicator 6: Philanthropic Support**

Description: 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.

Outcome/Results: We are seeing the impact of KU Endowment’s *Far Above: The Campaign for Kansas* launched in April 2012. This campaign seeks support to educate future leaders, advance medicine, accelerate discovery, and drive economic growth to seize the opportunities of the future.

**Indicator 7: Number of Experiential Learning Certificates**

Description: Experiential learning certificates, which provide academic credentials for service learning, global awareness, research experience, leadership studies, arts engagement, and entrepreneurship, increase employer interest in our graduates and support workforce development. The requirements vary by program and include specific experiences such as research projects, leadership roles, volunteer work, or study abroad along with specific coursework and typically reflection on 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 a degree. These experiences also are an innovative way for students to satisfy one of the requirements of the KU CORE, which is KU’s general education curriculum. Engagement leads students to increase their graduation rates through these high impact rich educational experiences.

Outcome/Results: Improvement in this area has been encouraged by the establishment of the Experiential Learning Collaborative, which brings together leadership from Civic and Social Responsibility, Study Abroad, International Programs, University Career Center, and Undergraduate Research. The collaborative works to strengthen recruitment of students into these programs, to assist faculty in identifying opportunities to support the programs, to help students successfully complete the experiences, and to develop, expand, and promote experiential learning on campus.

**Staff Comments and Recommendation:**