

| Goals and Measures of Student Achievement | Benchmarks | 2018-2019 Outcomes and Key Performance Indicators |
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| <p>Increase graduation rates while still maintaining students' ability to successfully transfer to 4-year institutions prior to graduation.</p> <ul style="list-style-type: none"> - Graduation - Transfer-Out | <p>Increase graduation to at least 40% while maintaining an equally modest (35% to 40%) transfer-out rate.</p> | <ul style="list-style-type: none"> • The graduation rate remained steady at 30%, while the transfer-out rate increased slightly from 43% to 46%. • Although the graduation rate remained the same, there was a slight 3% increase in the transfer-out rate. Most of the student population are student-athletes whose goals are to transfer to 4-year institutions as soon as possible. |
| <p>Promote student success through a comprehensive institutional approach to student recruitment, retention, and completion.</p> <ul style="list-style-type: none"> - Retention - Enrollment | <p>Understand the enrollment process that runs from applicants, through admitted students, through deposit paid, through enrollment.</p> | <ul style="list-style-type: none"> • Created a five-year historical data research project to analyze for each aspect of the admission process. • Continuation of data collection that began in Fall 2016 – Third year of data collection. |
| <p>Improve student processes from initial contact through academic goal attainment – that is, admit-to- retain students for whom the College can be transformative.</p> <ul style="list-style-type: none"> - Retention - Enrollment | <p>Incorporate faculty, student life, and other appropriate staff contact with students during the admissions process.</p> <p>Expand outreach to parents of prospective and enrolling students.</p> | <ul style="list-style-type: none"> • Athletic staff worked with Admissions Staff to contact prospective students. • Athletics is very active in recruitment. At least 60% of all students participate in Athletics. • Athletics staff continued this partnership with parents throughout the academic year. • Communication with parents increased which was attributed to a slight increase in retention from 32% to 33%. |

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| Intentionally create a diverse student body that reflects the mission of the College and supports its financial stability. - Enrollment | Increase total enrollment of the College to 750 students. | <ul style="list-style-type: none"> • There are over 700 spaces for residential students. This reflects optimal enrollment. • The College began working toward the goal of reaching optimal enrollment within the next 3 years, by Fall 2021. |
| | Increase female enrollment to 50% of the student body. | <ul style="list-style-type: none"> • In 2017, female enrollment was 33% of the student population. • In 2018, female enrollment was 34% of the student population, reflecting a 1% increase. |

Rationale for 2018-2019 Benchmarks:

The college continued to pursue the goals and benchmarks that would positively impact enrollment, retention, and graduation rates. The college collected historical data over a five-year period of time to evaluate the admissions process. A significant addition worth mentioning was the inclusion of the athletics department in the recruitment process of student-athletes. This was significant because Louisburg College’s enrollment was at least 60% student-athletes. At the time, this made sense to include relevant staff members (coaching staff) in the recruitment and enrollment process. Collaborating with the athletic department allowed the college to experience an increase in outreach to families of prospective students which increased enrollment of female students and retention increased slightly.