

| Goals and Measures of Student Achievement | Benchmarks | 2017-2018 Outcomes and Key Performance Indicators |
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| Increase accessibility of Student Support. <ul style="list-style-type: none"> - Retention - Enrollment | Increase staff in the writing center. | <ul style="list-style-type: none"> • A faculty member was given a six (6) credit course release to provide additional instructional support in the writing center. • There was an increase in students passing English courses. |
| Increase graduation rates while still maintaining students' ability to successfully transfer to 4-year institutions prior to graduation. <ul style="list-style-type: none"> - Graduation - Transfer-Out | Increase graduation to at least 40% while maintaining an equally modest (35% to 40%) transfer-out rate. | <ul style="list-style-type: none"> • The graduation rate increased from 16% to 30%, while the transfer-out rate decreased from 57% to 43%. • While the graduate rate increased, the transfer-out rate decreased. The transfer-out rate is remaining in a modest range while the graduation rate increases. |
| Promote student success through a comprehensive institutional approach to student recruitment, retention, and completion. <ul style="list-style-type: none"> - Retention - Enrollment | Understand the "enrollment funnel" that runs from applicants, through admitted students, through deposit paid, through enrollment. | <ul style="list-style-type: none"> • Created a five-year historical data research project to analyze all aspects of the admission process. • Began collection of data in Fall 2016 - Second year of data collection. |
| Intentionally create a diverse student body that reflects the mission of the College and supports its financial stability. <ul style="list-style-type: none"> - Enrollment | Increase total enrollment of the College to 750 students. Increase female enrollment to 50% of the student body. | <ul style="list-style-type: none"> • There are over 700 spaces for residential students. This reflects optimal enrollment. • The College set a goal to reach optimal enrollment within the next 3 years. • In 2016, female enrollment was 31% of the student population. • In 2017, female enrollment was 33% of the student population. This reflects a 2% increase. |

Rationale for 2017-2018 Benchmarks:

The college looked at the variables impacting the decline in enrollment, retention, and graduation rates and identified high-impact practices to increase student support. As a result, the college identified one faculty member to staff and manage the institution's writing center. This allowed the college to select a qualified individual who worked and was familiar with the college to dedicate part-time hours to academically support students. It was the hope of the college that students who achieved academic success at Louisburg College would be retained and eventually graduate. The premise was to strengthen academic support and students would succeed, be retained, and graduate from Louisburg College. It was also very important to the college to identify any gaps in service by understanding the admissions process. Again, the college attempted to address the decline in enrollment, retention, and graduation rates. In conducting this process, it became clear that a goal of creating a diverse student body was needed but could also potentially increase enrollment and give the institution an opportunity to intentionally increase recruitment and enrollment efforts of female students.