

Goals and Measures of Student Achievement	Benchmarks	2019-2020 Outcomes and Key Performance Indicators
<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 dropped from 30% to 23%, while the transfer-out rate increased slightly from 46% to 47%. • The graduation rate decreased by 7% while there was a slight 1% increase in the transfer-out rate. The student population continues to be primarily student-athletes. Many of these students plan 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 funnel” 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 all aspects of the admission process. • Continuation of data collection that began in Fall 2016 - Fourth 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"> • Learning Partners and Athletic staff worked with Admissions Staff to contact prospective students. • Athletics is very active in recruitment. Due to this interaction, approximately 65% of all students participate in Athletics. <ul style="list-style-type: none"> • Learning Partners and Athletics staff continued this partnership with parents throughout the academic year. • Communication with parents increased which was attributed to an increase in retention from 33% to 37%.

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. • This goal has been continued - reach 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 2018, female enrollment was 34% of the student population. • In 2019, female enrollment dropped to 30%, The College adjusted the goal to increase female enrollment to 35% of the student population for the next year.

Rationale for 2019-2020 Benchmarks:

As the college explored the collaboration of admissions and the athletic department, it recognized that the Learning Partners programs also needed to be part of the admissions process conversation. This successful partnership allowed the college to experience an increase in student-athletes of 65% of the overall enrollment. Because the goal of the college is to successfully assist students in the transfer process at any point in their academic career, the transfer-out rate continued to increase slightly this year. As a possible result, the female enrollment decreased to 30% which informed the college to adjust the goal of increasing the enrollment of female students to 35% instead of 50%.