

## Strategic Planning: Rationales for Targets on Metrics

Teams are to provide the target value and a brief rationale (a paragraph or so) for each of the strategic planning metrics: *Access. Success. Impact.*

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### I. Success

#### A. Developmental Education Outcomes

Metric: Students Passing Developmental Courses-Math

Target: 70%

Based on new programmatic changes to developmental studies and trends over the past six years the formal target is set at 70.0%. This is 9.9% increase over the six-year average of 63.7% for Students Passing Developmental Courses-Math. This is also consistent with the state goal of 70.0%.

Metric: Students Passing Developmental Courses-English

Target: 80.0%

Based on new programmatic changes to developmental studies and trends over the past six years the formal target is set at 80.0%. It was determined that the draft target was too ambitious and that the 80.0% target was a 2.7% increase over the six-year average of 77.9% for Students Passing Developmental Courses-English. This is slightly above the state goal of 75.0%.

Metric: Students Passing Developmental Courses and a College-Level Course-Math

Target: 40.0%

Based on programmatic changes and improved educational outcomes in developmental studies and trends over the past six years the formal target is set at 40.0%. This is 26.2% increase over the six-year average of 31.7% for Students Passing Developmental Courses and a College-Level Course-Math. This target will be reevaluated in fall 2014.

Metric: Students Passing Developmental Courses and a College-Level Course-English

Target: 55.0%

Based on programmatic changes and improved educational outcomes in developmental studies and trends over the past six years the formal target is set at 55%. This is 16.8% increase over the six-year average of 47.1% for Students Passing Developmental Courses and a College-Level Course-English. This target will be reevaluated in fall 2014.

#### A. Retention

Metric: Full-Time, First-Time Freshmen

Target: 67.0%

Based on retention trends over the past six years and the goal to increase retention at Bluefield State College this target rate represents a 5.9% increase over the prior six-year average of 63.3% for Full-Time, First-Time Freshmen.

Metric: Part-Time, First-Time Freshmen

Target: 50.0%

This represents an 11.2% increase over the prior six-year average retention rate of 44.9% for Part-Time, First-Time Freshmen, and is based on the retention trends over the past six years.

Metric: Low-Income First-Time Freshmen

Target: 65.0%

This goal is a 10.9% increase over the six-year average retention rate of 58.6% for Low-Income First-Time Freshmen. Based on the past retention rates this target is achievable.

Metric: Returning Adults

Target: 62.0%

This represents a 10.0% increase over the six-year average retention rate of 56.3% for Returning Adults. Based on past retention rates over the previous six years this target rate is attainable.

Metric: Transfer Students

Target: 75.0%

Based on previous retention rates over the previous six years this target rate is attainable. In addition, the target is a 6% increase over the six-year average retention rate of 70.8% for Transfer Students.

Metric: Underrepresented Racial/Ethnic Group First-Time Freshmen

Target: 55.0%

Based on previous retention rates for the past six years this target rate is achievable. The target is a 5.8% increase over the six-year average retention rate of 52% for Underrepresented Racial/Ethnic Group First-Time Freshmen.

## **B. Progress Toward Degree**

Metric: First-Time Freshmen Earning 30 Hours

Target: 30.0%

This target is based on retention rates for the previous six years. In addition, it is expected that with each academic program review each program will begin to meet the 120/60 credit hour degree requirements for the bachelor and associate degrees respectively and that this will assist First-Time Freshmen Earning 30 Hours in meeting this requirement. This represents a 26.6% increase over the prior six-year average of 23.7%.

## **C. Four-Year Graduation Rates**

Metric: First-Time Freshmen

Target: 15.0%

Based on graduation data over the past six years this target rate is a 73.4% increase over the average six-year trend of 8.7% for four-year graduation rates for First-Time Freshmen. The College must make improvements in this area and is aware this is an ambitious goal.

Metric: Low-Income First-Time Freshmen

Target: 10.0%

This represents a 48.6% increase over the average six-year trend of 6.7% for four-year graduation rates for Low-Income First-Time Freshmen. Based on graduation data over the past six years this target rate is also an ambitious goal.

Metric: Returning Adults

Target: 40.0%

The Returning Adult four-year graduation rate is based on graduation data over the past six years, and this target rate is an achievable goal. This represents a 26.9% increase over the average six-year trend of 31.5% for four-year graduation rates for Returning Adults.

Metric: Transfer Students

Target: 40.0%

The Transfer Students four-year graduation rate is based on graduation data over the past six years. This represents a 26.9% increase over the average six-year trend of 31.5% for four-year graduation rates for Transfer Students.

Metric: Underrepresented Racial/Ethnic Group First-Time Freshmen

Target: 10.0%

This goal represents a significant increase over the six-year average trend of 1.7% for Underrepresented Racial/Ethnic Group First-Time Freshmen for the four-year graduation rate. Based on trend data over the past six years, this goal is achievable but ambitious.

#### **D. Six-Year Graduation Rates**

Metric: First-Time Freshmen

Target: 35.0%

Based on graduation data over the past six years this target rate is a 77.6% increase over the average six-year trend of 19.7% for six-year graduation rate for First-Time Freshmen. The College must make improvements in this area and is aware this is an ambitious goal.

Metric: Low-Income First-Time Freshmen

Target: 25.0%

This represents a 61.2% increase over the prior six-year average of 15.5% for Low-Income First-Time Freshmen for six-year graduation rate. The goal is guided by the graduation data over the past six years.

Metric: Returning Adults

Target: 45.0%

This goal is based on the trend data on the six-year graduation rate. It represents an 11.3% increase over the average 40.4% for Returning Adults six-year graduation rate.

Metric: Transfer Students

Target: 55.0%

This goal is based on the trend data on the six-year graduation rate. It represents a 33.2% increase over the average 41.3% for Transfer Students six-year graduation rate.

Metric: Underrepresented Racial/Ethnic Group First-Time Freshmen

Target: 20.0%

This represents a significant increase over the prior six-year average of 6.7% for Underrepresented Racial/Ethnic Group First-Time Freshmen for six-year graduation rate. The goal is guided by the graduation data over the past six years.