

**Key Performance Indicators
End-of-the-Year Report
Text for PowerPoint Presentation
Board of Trustees Meeting of June 14, 2008
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Slide 1. Title Page. Key Performance Indicators, Year-in-Review Report 2007-2008, University of the Virgin Islands, Board of Trustees Meeting, June 14, 2008, Prepared by the Office of Institutional Research and Planning.

Slide 2. Presentation Cycle of the KPIs. With the reporting of the Key Performance Indicators for June 2008 we begin our fifth year of reporting the KPIs to the Board. In our June meeting we present the Academic Year in Review. It is the time of year when we consider year over year comparisons, our progress towards are strategic goals and benchmark ourselves against our peers.

Slide 3. Key Performance Indicators. The Key Performance Indicators we are considering today are the Undergraduate Student Characteristics, Financial Aid, Student Retention, Persistence, Graduation Rates, Community Engagement, Crime Statistics, Financial Indicators, Development as well as the state of our Facilities and Capital Projects.

Slide 4. Undergraduate Student Characteristics

Slide 5. Undergraduate Student Characteristics

In keeping with our tradition of using fall semester data to monitor our own characteristics, in Fall 2007, 59% of our students were full-time. By campus, 64% of students on St. Thomas were full-time; on St. Croix, 50% of the student body was full-time.

UVI has been slowly transitioning to a traditional institution within the Carnegie Classification. We first observed this in Fall 2005 when full-time students exceeded part-time students on the St. Thomas Campus. During the same period, the St. Croix Campus remained predominately part-time with some indication that it is also was moving to a full-time institution. This fall, the enrollment on St. Croix was evenly split between full-time and part-time students. This move to a more traditional institution has an interesting twist. Specifically, a good number of our students are employed and our credit hour production is distributed between day and evening classes allowing for flexible scheduling for our students who are employed.

In early Fall 2007, the Office of Institutional Research and Planning distributed an Entering Student Survey. In that Survey, we found that 43% of our new students were employed either full-time or part-time with most employed part-time. Of the students responding, approximately two-thirds of these students identified themselves as second generation students attending college. This means that UVI has already successfully impacted one generation in its forty-six (46) years history. One caveat here is that attended college does not necessarily mean graduated from college but what it does mean is that there has been exposure to higher education at some level.

When considering student characteristics, gender has become a focus as nationally and locally there has been concern over the decline of males in higher education. This has been particularly true in the case of black males. The social and economic repercussions of this decline are obvious. In order to address this issue at UVI, the Academic Master Plan, Section 1.11.a. sets

forth a goal to increase the male population at UVI between 1-1.5% per year from 2006-2009. This goal was reached in Fall 2006 and in Fall 2007.

The SAT scores of our first-time entering students remained stable over last year with an average score of 1,203. We continue to be below the national average and we continue to remediate over 75% of the students who enter UVI. This is due, in part, to our mission to serve all students and our commitment to the larger community. Our biggest challenge is mathematics where we are 140 points below the national average. This is also reflected in the 54% of entering Fall 2007 freshmen who were identified as needing remediation in math. There is currently some work being done on campus to identify what skills (e.g. fractions, multiplication) are missing and then to link it to the grade level that skill is taught in K-12.

In summary, the characteristics of our student body continue to change and influence the way we serve our students. Maintaining our link with the Department of Education and continued tutoring for the SAT test could make a difference in the SAT scores, particularly in the area of mathematics.

Slide 6. Why Freshmen Chose UVI Fall 2007. In our Fall 2007 Entering Student Survey we asked our entering students why they chose to come to UVI. The top three reasons given, regardless of campus, were: it was near home, affordable and financial aid received. UVI is physically and financially accessible to our students.

This is significant since some 22% on the St. Thomas Campus and 37% of students on the St. Croix Campus reported family incomes at \$20,000 or below. Current research indicates that students tend to overestimate their families income when self-reporting. These family incomes could help explain, in part, why 43% of our students identified themselves as employed and why affordability and financial aid were the main reasons our students choose UVI. As at many institutions, financial aid is a strong recruitment tool, is linked to access as well as progress to graduation.

Slide 7. Financial Aid

Slide 8. UVI Financial Aid & Scholarships Aid Year 2005-06 to 2007-08

UVI increased its financial aid to students by 5%. At the same time, scholarships fell by 5% due to the decline of the number of valedictorians and salutatorians choosing to attend or continuing to attend UVI. The result was the withdrawal of over \$37,000 in designated legislative support.

Slide 9. Percentage Students Receiving Institutional Grants – Peer Comparisons Aid Year 2005-2006. When we consider how we stand in comparison to our peers in the percentage of students receiving institutional grants for 2005-2006 we see that we were near the bottom.

Slide 10. Federal Financial Aid, Aid Year 2005-2006 to 2007-2008.

Federal aid to students increased by 17%. This provided support for 63% of our first time, full-time degree-seeking freshmen. Overall, some 50% of our students received federal financial aid regardless of their full-time or part-time status.

Slide 11. Percentage of Students Receiving Federal Aid – Peer Comparisons 2005-2006. When UVI is compared with its peers, UVI is in the upper two-thirds in students receiving federal aid.

Overall, in all categories of financial aid, 39% went to students on the St. Croix Campus and 61% to students on the St. Thomas Campus. The discrepancy may warrant further exploration. Are

students on St. Croix, were there are more part-time students, aware that financial aid is available to them, if they meet certain conditions, even if they are part-time students? What we do know is that there are fewer applications for financial aid on the St. Croix Campus even though the Financial Aid Office on that campus offers a Financial Aid Awareness Week, runs ads in the newspaper to advertise free workshops both on campus, at secondary schools, and in the community.

In summary, while our institutional financial aid increased, it was still lower than most of our peers. At the same time, the percentage of students receiving federal aid placed us in the upper two-thirds of our peers.

Slide 12. Student Retention, Persistence and Graduation Rates

Slide 13. Student Retention, Persistence and Graduation Rates. In considering Slide 12, which deals with student retention, persistence and graduation rates we focus on our comparisons with data released from the Center for Institutional Data Exchange and Analysis. The Center collects data from a consortium of some 465 universities, including UVI, with a focus on retention, persistence/continuation and graduation rates. Comparative data is based on their 2006-2007 Report.

UVI's retention rate increased to 75% in Fall 2007. When we speak of retention, we are speaking about first-time, full-time, degree-seeking students who were enrolled in Fall 2006 and returned in Fall 2007. This represents a 4% increase over Fall 2006 leading to UVI's early achievement of Strategic Goal 1D4 in VISION 2012, that is, of raising retention to 75% by Fall 2009.

In considering a comparison of our retention rate with members of our consortium we find that we compare well and especially well by race and with other institutions in the low selectivity category or those institutions who accept applicants with lower than 990 combined SAT score. Our retention rate appears to be more comparable to more selective institutions.

The area where we are challenged is in the area of persistence or as the consortium refers to it, our continuation rate. In viewing our third year persistence/continuation rate, we see a decline of 12% or to 54%. When compared with other low selectivity institutions, the average third year continuation rate is 56%, which places UVI slightly below our peers, in the consortium.

Our fourth year persistence or continuation rate continued its decline again this year to 43%. However, in comparison to other low selectivity institutions we do well in retaining our students into their fourth year. Since few students graduate in four years, as in the past, we need to look at continuation rates for fifth and sixth year. Sixth year graduation rates are now the norm.

Moving to Graduation Rates, our six-year graduation rate as provided by the Consortium was 33% for 2006. In Spring 2007, our six-year graduation rate, as reported to the IPEDS (Integrated Postsecondary Education Data System) was 29%.

Slide 14. Peer Full-Time Retention Rate. We have just compared ourselves to our peers in the consortium, we now move to our traditional peers for additional comparisons some of which are not provided by the consortium. Again, as in the consortium, our full-time retention rate fares well in comparison to our peers.

Slide 15. Peer Part-time Retention Rate. In looking at our peer part-time retention rate, we are near the bottom. It is worth noting that UVI has the highest percentage of part-time students than

any of our peers. In many ways, our large part-time enrollment makes us similar to a community college.

This low retention rate is due to the nature of part-time students. This retention rates considers only degree-seeking part-time students. What we observed in these students is that they are more likely to move in and out of the university taking a semester off or a year/s off before returning. This behavior indicates that attending UVI is probably not their primary focus.

Slide 16. Top 10 Ranking HBCUs Retention Rates – 2006. In reviewing our full-time retention rate, with the top 10 ranking both private and public HBCUs for 2006, again UVI fairs well with a retention rate of 75%. These institutions received their rankings from U.S. News and World Report.

In summary, while we have successfully reached our retention rate goal of 75% and to date have met our goal to increase the percentage of males by 1% both in Fall 2006 and Fall 2007, we need to work to insure our students continue in their sophomore year and beyond.

Slide 17. UVI Graduates by Degree. Overall, the number of UVI graduates declined by 3% which means there were eleven fewer students who graduated during our combined new December 2007 and Spring 2008 graduation than last year. The greatest decline was in the area of Associate Degrees with a decline of 14% or eleven fewer students. While the actual decline in the numbers of degrees granted they result is a gradual decline in our six-year graduation rate. While we do not have the graduation rate for this year we know that the graduation rate in Spring 2007 was 29% which represented a 4/5 decline over Spring 2006. (There appears to be a discrepancy if the 2006 graduation rate is either 33/34% from the IPEDS. This should be reconciled by the June 14, 2008 meeting.)

Slide 18. Graduates By Campus. Overall, by campus, the St. Croix Campus showed a 7% growth over last year with only a decline in the number of Associates Degrees granted. Please note the largest growth was in the graduate program however, this only represents the addition of 10 students in an already small program. The St. Thomas Campus showed an overall 9% decline and a decline in all degrees. Again, as mentioned in the previous slide it is not so much the relatively small numbers but the impact on our overall graduation rate.

Slide 19. Peer Graduation Rates – 2006. Before we begin looking at our peers, we may want to consider some additional comparisons. The national 6 year graduation rate for all students at four year institutions is 57%; for HBCU's it is 37.9%; and overall for black students it is 42%. Our peer graduation rates for 2006 ran from 30 to 77%. In comparing our graduation rates with those of our peers we are near the bottom. According to the literature on HBCU's the lack of sufficient aid packages for upperclassmen to stay in school and students who do not come to college with strong academic preparation and study habits appear to be the main reasons students leave school.

In summary, UVI's low graduation rate can be explained, in part, by the literature, which suggests that it is because of the students we serve. Financial support and strong academic preparation appear key to the continued progress to graduation.

Slide 20. Community Engagement

Slide 21. Community Engagement. Slide 21 looks at the ways UVI impacts the larger USVI community by providing development opportunities in the form of non-traditional education through certificate programs, workshops and seminars. During Academic Year (AY) 2007-2008,

UVI touched the lives of 12,601 additional members of the community beyond its traditional offerings. (This number will be updated by the June meeting to provide for the latest available information.)

In summary, UVI continues to fulfill its mission by offering both traditional and non-traditional opportunities to the USVI community.

Slide 22. Crime Statistics

Slide 23. Crime Statistics AY 2007-2008. The Clery Act requires institutions to disclose three general categories of crime statistics: Category 1: Types of Offenses: a) Criminal Homicide including: Murder and Non-Negligent Manslaughter; b) Negligent Manslaughter. Sex offenses including: a) forcible b) non-forcible; Robbery; Aggravated Assault; Burglary; Motor Vehicle Theft; and Arson. Category 2: Hate Crimes – institutions must disclose whether any of the above mentioned offenses or any other crimes involving body injury were hate crimes and the finally Category 3, the Arrest and Referrals for disciplinary Actions for illegal weapons possession and violation of drug and liquor laws.

In the wake of recent campus shootings at Virginia Tech and Northern Illinois University there is a move for students to carry concealed weapons. While not yet an issue here in the territory, this may be the wave of the future if activities on the mainland are any indication.

UVI continues to be a relatively safe campus, in most areas, when compared with our peers. In 2007-2008 both the St. Croix and St. Thomas Campuses experienced crime on their respective campuses. When we initially began reporting these crime statistics, St. Croix, reported relatively few incidences. Last year, St. Croix reported three (3) cases of grand larceny and two (2) cases of aggravated assaults but this year these numbers have at least doubled to seven (7) and four (4) incidences respectively. In the area of aggregated assault this placed UVI within the range for our peers but above the national average. The theft of two (2) motor vehicles put us at the top of our range when compared with our peers but below the national average. Theft, a non-Clery crime, continues to grow on both campuses.

In summary, there has been an increase in significant crime on the St. Croix Campus and an increase of theft (non-Clery) on both campuses. Some trends occurring stateside may impact our campuses.

Slide 24. Financial Indicators

Slide 25. % of VI Appropriation and % of Tuition and Fees to the Operating Budget. The information provided in slides 24 and 25 refer to actual funds and not projected funds expended with the exception of 2008 for which Budgeted Revenues are shown. The V.I. government has remained stable over last year in its support to UVI as operating revenues have increased to address compensation and rising energy costs. At the same time, there was a 1% increase in the percentage of tuition and fees that were used to support operating revenues. Operating revenues refer to unrestricted funds from tuition and fees, government operating appropriations, auxiliary and miscellaneous income.

Slide 26. Slide 26 shows the actual revenues for 2002-2007 and the budgeted revenues for 2008.

In summary, stable VI Appropriations, in the face of rising costs, will make the UVI more dependent on tuition and fees and other sources.

Slide 27. Development

Slide 28. Annual Fund Contributions.

UVI goal is to reach 1.8 millions dollars in FY 07-08. Our Year-to-Date Annual Fund contributions show a 12% decline over last year due to the postponement of the phone-a-thon, and the pulling out of EDC companies including four companies which have made significant contributions in the past. With the recession on the mainland this has affected the amount of disposable income and this is reflected in the decrease in the amount of cash being donated to the university.

In summary, our Year-to-Date Annual Fund contributions declined due to a lack of support from traditional sources including the delay of the phone-a-thon, the declining number of EDC companies and the effects of the mainland recession impacting the islands.

Slide 29. Alumni Contributions. The average amount of alumni giving rose 24% with the total contributions reaching \$12,390. This amount represented a 69% decline over last year as well as a 75% decline in the number of alumni contributing. Again, the delay of the phone-a-thon and a decline in disposable income due to rising gas, food and utilities prices are blamed for the decline.

In summary, Alumni giving declined due to the fewer contacts with alumni and the economy.

Slide 30. Percentage of Trustees Contributions. Individual gifts by the trustees averaged \$2,687, a 27% increase over last year. Total Alumni Contributions year-to-date is just over \$24,000 indicating a 4% increase over last year. To date, one-half of the trustees have given their gifts to the university representing a 19% decrease over last year at this time.

In summary, year-to-date trustee contributions increased over last year but with fewer trustees contributing.

Slide 31. Facilities and Capital Projects

Slide 32. Facilities Maintenance. In FY 2007-2008 we see an increase in deferred maintenance by one million dollars being attributed to the increase in construction cost as opposed to an increase in the scope of deferred maintenance. The physical condition of facilities remained stable over 2006-07.

Slide 33. Capital Projects Summary

Of those projects completed on both islands, the two most significant were the Fitness Center on the St. Croix Campus and the Administration and Conference Center on the St. Thomas Campus. The addition of the Fitness Center provides a new service to the campus community while the opening of the Administration and Conference Center has allowed for the consolidation of the administrative function of the university thus improving efficiency.

Some significant projects are also in progress. Of note, is the solar safety and security site project which will offer our students greater safety and security. In the 2005 Noel-Levitz Student Satisfaction Inventory, students expressed a concern regarding safety and security on the St. Thomas Campus.

In summary, we have maintained existing facilities while completing significant projects on both islands.

In conclusion, during 2007-08, UVI succeeded in meeting VISION 2012 goal, of a 75% retention rate before Fall 2009 while maintaining a 1% increase in the number of males attending UVI for the last two years. Existing facilities have been maintained and expanded on both campuses.

UVI will consider the other end of enrollment that is, continuation/persistence and graduation rates. The literature is clear that adequate preparation, support and financial assistance are keys to student success. Moreover, in light of the economy, other sources of contributions need to be explored.

Finally, UVI continues to fulfill its mission by offering opportunities for both traditional and non-traditional USVI students. This mission requires that we meet students where they are at, remediate them when necessary, and prepare them to succeed in a global economy.

Slide 34. Thank You!