

**William Paterson University
Key Performance Indicators
November 2021**

| # | Indicator | | YEAR | | | | | | |
|----|---|--------|-------------|------------|--------------|----------------------------|----------------------------|----------------------------|----------------------------|
| | | | ACTUAL 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
| 1 | All Student Headcount Fall | Goal | 10,518 | 10,351 | 10,155 | 10,020 | 10,885 | 11,187 | 11,521 |
| | | Actual | 10,198 | 10,105 | 9,635 | 9,949 | | | |
| 2 | Undergraduate Headcount Fall | Goal | 9,070 | 8,820 | 8,640 | 8,320 | 7,785 | 7,863 | 7,942 |
| | | Actual | 8,735 | 8,605 | 7,971 | 7,707 | | | |
| 3 | Graduate Headcount Fall | Goal | 1,448 | 1,531 | 1,515 | 1,700 | 2,287 | 2,333 | 2,380 |
| | | Actual | 1,463 | 1,500 | 1,664 | 2,242 | | | |
| 4 | Main Campus Headcount Fall | Goal | | | | 9,554 | 8,336 | 8,358 | 8,381 |
| | | Actual | | | | 8,184 | | | |
| 5 | WP Online Headcount Fall | Goal | | | | 810 | 2,549 | 2,829 | 3,140 |
| | | Actual | | | | 1,765 | | | |
| 6 | Full Time First Year One-Year Retention Rate | Goal | | 72.5% | 70.8 - 71.3% | 74.5 - 76.0% | 68.7 - 69.2% | 69.7 - 70.2 % | 70.7 - 71.2% |
| | | Actual | 70.0% | 69.30% | 73% | 67.70% | | | |
| 7 | Four-Year Graduation Rate | Goal | | 37.8% | 33.0% | 37.4% | 30.0% | 31.0% | 32.0% |
| | | Actual | 36.8% | 32.4% | 36.40% | 29.0% | | | |
| 8 | Six-Year Graduation Rate | Goal | | 53.3% | 55.0% | 56.0% | 54.3% | 55.3% | 56.3% |
| | | Actual | 52.3% | 55.3% | 55.40% | 53.30% | | | |
| 9 | Non-Returning Students | Goal | | | | New | 2,250 | 2,025 | 1,822 |
| | | Actual | | | | 2,500 | | | |
| 10 | Δ Number of Degrees Awarded per 100 FTEs | Goal | | | 29.9 | 29.5 | 27.6 | 28.6 | 29.6 |
| | | Actual | 31.5 | 30.4 | 29.1 | 26.6 | | | |
| 11 | Social Mobility Index - College Net | Goal | | 115 | 105 | ≥ 76 | ≥ 76 | ≥ 76 | ≥ 76 |
| | | Actual | 44.4/126 | 119 | 76 | | | | |
| 12 | Social Mobility Index - US News and World (RUN) | Goal | | | | New | ≥ 90 | ≥ 90 | ≥ 90 |
| | | Actual | | | | 90 | | | |
| 13 | Student Engagement | Goal | N/A | N/A | 59.0% | 59% | 36%** | 38% | 40% |
| | | Actual | | 57.0% | 59.0% | 53.75% | | | |
| 14 | Student-Faculty Ratio (SFR) | Goal | 15.0 | 14.0 | 14.3 | 14 | 14.25 | 14.75 | 15.25 |
| | | Actual | | 14 | 13.34 | 13.98 | | | |
| 15 | Post Graduation Outcomes | Goal | | | | at or above NACE benchmark | at or above NACE benchmark | at or above NACE benchmark | at or above NACE benchmark |
| | | Actual | | | 82% | | | | |
| 16 | Total All University Revenues | Goal | \$ 215 M | \$ 216 M | \$ 217 M | \$ 219 M* | \$ 202.6 M | \$ 190.7 M | \$ 192.8 M |
| | | Actual | \$ 219 M | \$ 221 M | \$ 219.3 M | \$ 231.1M* | | | |
| 17 | Non Tuition & Fees Revenues | Goal | | \$ 12.1 M | \$ 12.5 M | \$ 14.4 M* | \$ 24.1 M | \$ 10.8 M | \$ 11.4 M |
| | | Actual | \$ 12.8 M | \$ 12.1 M | \$ 22.1 M | \$40.5M* | | | |
| 18 | Total Student Net Tuition and Fee Revenues | Goal | \$ 113 M | \$ 107 M | \$ 105 M | \$ 112 M* | \$84.3 M | \$ 85.2 M | \$86.1 M |
| | | Actual | \$ 104 M | \$ 103 M | \$ 100.1 M | \$92.0M* | | | |
| 19 | Average Direct Debt Service Coverage | Goal | 1.2 - 2.0 | 1.2 - 2.0 | 1.2 - 2.0 | 1.2 - 2.0* | 1.2 - 2.0 | 1.2 - 2.0 | 1.2 - 2.0 |
| | | Actual | 0.89 | 1 | 1 | 1.36* | | | |
| 20 | Expendable Financial Resources to Operations | Goal | 0.09 - 0.3 | 0.09 - 0.3 | 0.09 - 0.3 | 0.09 - 0.3* | 0.09 - 0.3 | 0.09 - 0.3 | 0.09 - 0.3 |
| | | Actual | 0.37 | 0.36 | 0.32 | 0.37* | | | |
| 21 | Annual Donor Contributions (New Cash and Commitments) | Goal | \$ 5.6 M | \$ 3.0 M | \$3.1M | \$ 3.25 M | \$ 3.35 M | \$ 3.5 M | \$3.95 M |
| | | Actual | \$ 3.1 M | \$ 2.7 M | \$ 8.61 M | \$ 3.59 M | | | |
| 22 | Total Assets of the Foundation | Goal | \$26.0 M | \$27.0 M | \$28.0 M | \$ 33 M | \$ 47 M | \$48.5 M | \$50 M |
| | | Actual | \$27.8 M | \$29.2M | \$ 33.3 M | \$ 45.68 M | | | |

*Unaudited

**Student Development only, no longer inclusive of Academic Affairs high impact practices and experiences