

| <b>Goals and Measures of Student Achievement</b>  | <b>Benchmarks</b>   | <b>2020-2021 Outcomes and Key Performance Indicators</b>   |
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| <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"> <li>- Graduation</li> <li>- Transfer-Out</li> </ul>                      | <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"> <li>• The graduation rate dropped from 23% to 21% at the same time that the transfer-out rate decreased from 47% to 40%.</li> <li>• The graduation rate decreased by 2% and the transfer-out rate decreased by 7%. Both rates have been affected by enrollment issues due to the COVID-19 pandemic.</li> </ul>  |
| <p>Promote student success through a comprehensive institutional approach to student recruitment, retention, and completion</p> <ul style="list-style-type: none"> <li>- Retention</li> <li>- Enrollment</li> </ul>   | <p>Understand the “enrollment funnel” that runs from prospects, through applicants, through admitted students, through deposit paid, through enrollment.</p>  | <ul style="list-style-type: none"> <li>• This outcome has been met.</li> <li>• This is the fifth year of data collection. Analysis completed for five years of data.</li> </ul>  |
| <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"> <li>- Retention</li> <li>- Enrollment</li> </ul> | <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"> <li>• Learning Partners, Student Life, and Athletic staff worked with Admissions Staff to contact prospective students.</li> <li>• Athletics has an active role in recruitment. Due to this interaction, approximately 68% of all students participate in Athletics.</li> </ul> <ul style="list-style-type: none"> <li>• Learning Partners, Student Life, and Athletics staff continued this partnership with parents throughout the academic year.</li> <li>• One contribution to retention remaining steady at 37% was the continued improved communication with parents and families.</li> </ul> |

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| Intentionally create a diverse student body that reflects the mission of the College and supports its financial stability.<br>- Enrollment | Increase total enrollment of the College to 750 students. | <ul style="list-style-type: none"> <li>• There are over 700 spaces for residential students. This reflects optimal enrollment.</li> <li>• This goal has been continued - reach optimal enrollment within the next 3 years, by Fall 2021.</li> </ul> |
|  | Increase female enrollment to 35% of the student body.    | <ul style="list-style-type: none"> <li>• Goal adjustment reflects the previous year's decrease in female enrollment.</li> <li>• Female enrollment is 28%, reflecting another decline.</li> </ul>  |

**Rationale for 2020-2021 Benchmarks:**

During the pandemic, both the graduation and the transfer-out rate decreased. Louisburg College experienced a decline of student persistence which was a direct result of the challenges presented by the global pandemic as expected. The institution went into survival mode and concentrated on the day-to-day activities of the college. While the admissions process collaboration was sustained it did not yield the enrollment that was expected for the year and female enrollment was slightly affected. As with many institutions, necessary adjustments were made to meet the glaring needs of the student population being served during the global pandemic.