

1 - New Student Enrollment

- Four-year history for undergraduate, transfer, International and graduate students (overall and disaggregated by gender and ethnicity)
 - 1.1 Applications
 - 1.2 Admitted
 - 1.3 Deposited

Graduate Students do not pay a deposit. They accept the admissions offer

 - 1.4 Enrolled (at freeze)
 - 1.5 Yield Rates
 - 1.6 Out of State
- Four Year history for undergraduate, transfer, International and graduate Inquiries
 - 1.7 Name Buy statistics
 - 1.8 Bus Trip numbers
 - 1.9 Open House Registrations and Attendance
 - 1.10 High School, College Fair and Community College visits
 - 1.11 Campus Tour attendance
 - 1.12 Percentage of Pell eligible students
 - 1.13 Percentage of STEM students
 - 1.14 Percentage of students receiving financial aid
 - 1.15 Average financial aid award
 - 1.16 Average institutional aid award
 - 1.17 GPA and SAT

2 - Overall Enrollment

- Undergraduate and Graduate
 - 2.1 By Major
 - 2.2 By Ethnicity
 - 2.3 By Gender
 - 2.4 By SES
 - 2.5 In State vs. Out of State
 - 2.6 International

3 - Retention (Four Year History)

- Overall, Ethnicity, SES and Gender Breakdown for Retention
 - 3.1. First Year
 - 3.2. First year Fall to Spring
 - 3.3. Second Year
 - 3.4. Second Year Fall to Spring
 - 3.5. Third Year
 - 3.6. Third Year Fall to Spring

- 3.7. Overall, Ethnicity, SES, and Gender Breakdown for Course Completion Rate
- 3.8. NSSE Data

KU administers the NSSE (National Survey of Student Engagement) in odd numbered years. KU administered NSSE in 2019, but we will not receive those results until November. The overview snapshot for the three administrations prior have been included.

- 3.9. Student Withdrawal Data including the reasons why students leave

4 - Graduation

- Comparison to competitors
 - 4.1. Four Year
 - 4.2. Six Year
- Graduation rate including students who leave KU and graduate elsewhere
 - 4.3. Four Year
 - 4.4. Six Year

5 - Key Performance Indicators

- 5.1. Turnaround time for admissions decisions
- 5.2. Wait/hold times for financial aid calls
- 5.3. Length of financial aid calls
- 5.4. Response time for emails to admissions
- 5.5. Response time for emails to financial aid
- 5.6. Turnaround time for transfer credit evaluation
- 5.7. Click thru rate from digital marketing campaigns

5.8. Other marketing related data

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6 - Finance/Budget Information

- Four Year history

6.1. Revenues

6.2. Expenses

E&G and Auxiliary revenues and expenses only includes the Education and General (E&G) funds and Auxiliary funds (Health Center, Housing, Residence Life, ResNet, Dining, Student Union, Recreation Center and Transportation Services). Total University includes all revenues and expenses for the entire university, including funds for E&G, Auxiliary, Restricted, Plant, etc.

6.3. Tuition

6.4. Fees

Tuition and mandatory fees have been provided. Undergraduate tuition and fees provided are per semester. Graduate and Doctorate tuition and fees provided are per credit.

6.5. Institutional aid by scholarship

6.6. Foundation aid by unit (academic department, financial aid, athletics, admissions)

6.7. Housing Occupancy Rates by Hall

Percent of housing beds occupied is provided for the prior 4 years.

7 - Other Key Enrollment Indicators

- 7.1. Number of students who register and don't attend orientation
- 7.2. Percentage of transfer students who choose to live on-campus
- 7.3. Percentage of Honors students at KU

8 - Environmental Scan

- Comparison to key competitors:
 - 8.1. Discount rate/Average financial aid award
 - 8.2. Percentage of Pell eligible students
 - 8.3. Percentage of Underrepresented minorities
- Percentage of the student body in majors:
 - 8.4. Health professions
 - 8.5. Engineering
 - 8.6. Computer Science/IT
- 8.7. Admitted not Enrolled Survey results
- 8.8. PASSHE Admissions Report – Fall 2015, 2016, 2017, and 2018
- 8.9. Census Data for Pennsylvania and NJ
- 8.10. Projected High School Enrollments by county in PA and NJ
- 8.11. WICHE Report
- 8.12. Number of residents with some college education but no degree by county in eastern PA
- 8.13. Four year employment rate in PA and NJ
- 8.14. Jobs/industries with projected employment growth
- 8.15. Top Employers in Southeastern PA
- 8.16. KU Graduate Survey
- 8.17. Oologie Brand Report
- 8.18. Market Share

9 – Student Success Team

- 9.1. PASSHE Enrollment for last 4 years by student type and major
- 9.2. List of new academic programs offered over the last 5 years at KU with the date the program started and the number of students currently enrolled in the program