

William Paterson University
Key Performance Indicators - February 2026

#	Indicator		ACTUAL 2018	2019	2020	2021	2022	2023	2024	2025	2026
1	All Student Headcount Fall	Goal	10,518	10,351	10,155	10,020	10,079	9990 ³	11,564	12,710	12,973
		Actual	10,198	10,105	9,635	9,949	9,921	10,821	11,936	12527	Census II
2	Undergraduate Headcount Fall	Goal	9,070	8,820	8,640	8,320	7,785	7,183 ³	8,424	8,886	8,119
		Actual	8,735	8,605	7,971	7,707	7,302	7,861	8,472	8953	Census II
3	Graduate Headcount Fall	Goal	1,448	1,531	1,515	1,700	2,287	2,807 ³	3,140	3,824	3,724
		Actual	1,463	1,500	1,664	2,242	2,619	2,960	3,464	3574	Census II
4	Main Campus Headcount Fall	Goal				9,554	8,336	6,748 ³	7,658	8,187	8,213
		Actual				8,184	7,162	7,173	7,630	7999	Census II
5	WP Online Headcount Fall	Goal				810	2,549	3,242	3,906	4,523	4,760
		Actual				1,765	2,759	3,648	4,306	4,528	Census II
6	Main Campus Full Time First Year One-Year Retention Rate	Goal		72.5%	70.8 - 71.3%	74.5 - 76.0%	68.7 - 69.2%	72 - 74%	74 - 75.5%	75.5 - 75.9 %	75.55%-76.05%
		Actual	70.0%	69.30%	73%	67.70%	71.50%	73.10%	74.42%	74.80%	
7	Four-Year Graduation Rate	Goal		37.8%	33.0%	37.4%	30.0%	27.5%	28.8%	31.9%-32.4%	36.5%-37%
		Actual	36.8%	32.4%	36.40%	29.0%	26.1%	27.8%	30.9%	35.50%	
8	Six-Year Graduation Rate	Goal		53.3%	55.0%	56.0%	54.3%	50.0%	44.0%	44.9%-45.4%	45.3%-45.8%
		Actual	52.3%	55.3%	55.40%	53.30%	55.90%	47.7%	43.9%	44.30%	
9	Non-Returning Students	Goal				New	2,250	1,642	1,486	1,321	1,308
		Actual				2,500	1,698 ³	1532	1348	1269	Census II
10	Δ Number of Degrees Awarded per 100 FTEs	Goal			29.9	29.5	27.6	28.6	29.6	30.6	31.6
		Actual	31.5	30.4	29.1	26.6	N/A	38.3	42.6	43.7	Census II
11	Social Mobility Index - College Net	Goal		115	105	≥ 76	≥ 76	≥ 76	≥ 76	≥ 76	
		Actual	44.4/126	119	76		65/1414	51/1198	54/1206	Census II	
12	Social Mobility Index - US News and World (RUN)	Goal				New	≥ 90	≥ 90	≥ 90	≥ 90	
		Actual				90	21	21	22/165	Census II	
13	Student Engagement	Goal	N/A	N/A	59.0%	59%	36% ²	44%	40%	44%	43%
		Actual		57.0%	59.0%	53.75%	32.80%	39.00%	42.60%	41%	

William Paterson University
Key Performance Indicators - February 2026

#	Indicator		ACTUAL 2018	2019	2020	2021	2022	2023	2024	2025	2026
14	Student-Faculty Ratio (SFR)	Goal	15.0	14.0	14.3	14	14.25	15.6	15.8	16.6	17
		Actual		14	13.34	13.98	15.1	15.8	17.5	17.2 preliminary; Final in March26	
15	Post Graduation Outcomes	Goal				82%	82%	81%	82.60%	at or above NACE benchmark	
		Actual			82%	84%	86%	86%	88%		
16	Total All University Revenues	Goal	\$ 215 M	\$ 216 M	\$ 217 M	\$ 219 M	\$ 202.6 M	\$ 190.7 M	\$208.9 M	\$218 M	\$255 M
		Actual	\$ 219 M	\$ 221 M	\$ 219.3 M	\$ 231.1M	\$ 235.0 M	\$ 202.8 M	\$216.4 M	\$267.9 M	
17	Non Tuition & Fees or RL Revenues	Goal		\$ 12.1 M	\$ 12.5 M	\$ 14.4 M	\$ 24.1 M	\$ 10.8 M	\$ 42.0 M	\$52 M	\$53 M
		Actual	\$ 12.8 M	\$ 12.1 M	\$ 22.1 M	\$ 41.7 M	\$ 41.5 M	\$ 41.6 M	\$52.5 M	\$58.9 M	
18	Total Net Tuition, Fee and Resident Life Revenues	Goal	\$ 113 M	\$ 107 M	\$ 105 M	\$ 112 M	\$ 84.3 M	\$ 85.2 M	\$ 86.1 M	\$86 M	\$88 M
		Actual	\$ 104 M	\$ 103 M	\$ 100.1 M	\$ 92.0 M	\$ 97.2 M	\$ 80.7 M	\$82.6 M	\$89.3 M	
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	1.2 - 2.0	1.2 - 2.0
		Actual	0.89	1	1	1.36	1.63	1.97	1.9	1.88	
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	0.09-0.3	0.09-0.3
		Actual	0.37	0.36	0.32	0.37	0.34	0.38	0.37	0.41	
21	Annual Donor Contributions (New Cash and Commitments)	Goal	\$ 5.6 M	\$ 3.0 M	\$3.1M	\$ 3.25 M	\$ 3.35 M	\$ 3.4 M	\$5.5 M	\$5.5 M	\$5.75M
		Actual	\$ 3.1 M	\$ 2.7 M	\$ 8.61 M	\$ 3.59 M	\$4.15 M	\$ 4.496 M	\$5.296 M	\$5.286 M	
22	Total Endowment of the Foundation	Goal	\$26.0 M	\$27.0 M	\$28.0 M	\$ 33 M	\$ 47 M	\$48.5 M	\$25 M	\$26 M	\$32M
		Actual	\$27.8 M	\$29.2M	\$ 33.3 M	\$ 45.68 M	\$42.04 M	\$45.7 M ¹	TBD	\$31.27 M	

¹ In 2024, KPI # 22 - Total Assets of the Foundation was changed to Total Endowment of the Foundation. The later is a better reflection of the Division's efforts.

² In 2022, KPI # 13 - Student Development only, no longer inclusive of Academic Affairs high impact practices and experiences

³ In 2023, KPI # 1-4, 9 - Goal reset to reflect only degree-seeking students

Office of the President
Updated 02/2026