

**William Paterson University  
Key Performance Indicators  
Adopted November 2018**

#	Indicator		YEAR			
			ACTUAL 2018	2019	2020	2021
1	All Student Headcount Fall	Goal	10,518	10,351	10,506	10,664
		Actual	10,198			
2	Undergraduate Headcount Fall	Goal	9,070	8,820	8,932	9,030
		Actual	8,735			
3	Graduate Headcount Fall	Goal	1,448	1,531	1,574	1,634
		Actual	1,463			
4	Full Time First Year One-Year Retention Rate	Goal		72.5%	75.0%	77.0%
		Actual	70.0%			
5	Four-Year Graduation Rate	Goal		37.8%	38.8%	39.8%
		Actual	36.8%			
6	Six-Year Graduation Rate	Goal		53.3%	54.3%	55.3%
		Actual	52.3%			
7	Δ Number of Degrees Awarded per 100 FTEs	Goal		TBD	TBD	TBD
		Actual	30.4			
8	Social Mobility Index	Goal		115	105	95
		Actual	44.4/126			
9	Student Engagement	Goal	N/A	TBD	TBD	TBD
		Actual				
10	Student-Faculty Ratio (SFR)	Goal	15.0	14.0	14.3	14.5
		Actual				
11	Total All University Revenues	Goal	\$ 215 M	\$ 216 M	\$ 217 M	\$ 219 M
		Actual	\$ 219 M			
12	Non Tuition & Fees Revenues	Goal		\$ 12.1 M	\$ 12.9 M	\$ 14.4 M
		Actual	\$ 12.8 M			
13	Total Student Net Tuition and Fee Revenues	Goal	\$ 113 M	\$ 107 M	\$ 109 M	\$ 112 M
		Actual	\$ 104 M			
14	Average Direct Debt Service Coverage	Goal	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0
		Actual	0.51			
15	Expendable Financial Resources to Operations	Goal	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3
		Actual	0.55			
16	Annual Donor Contributions (New Cash and Commitments)	Goal	\$ 5.6 M	\$ 3.0 M	\$3.10	\$3.25
		Actual	\$ 3.1 M			
17	Total Assets of the Foundation	Goal	\$26.0 M	\$27.0 M	\$28.0 M	\$30.0 M
		Actual	\$27.8 M			

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= on target to meet goal  
 = cautious about meeting goal  
 = may not meet goal