

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

			YEAR		
#	Indicator		ACTUAL 2018	2019	2020
1	All Student Headcount Fall	Goal	10,518	10,351	10,155
		Actual	10,198	10,105	
2	Undergraduate Headcount Fall	Goal	9,070	8,820	8,640
		Actual	8,735	8,605	
3	Graduate Headcount Fall	Goal	1,448	1,531	1,515
		Actual	1,463	1,500	
4	Full Time First Year One-Year Retention Rate	Goal		72.5%	70.8-71.3%
		Actual	70.0%	69.30%	
5	Four-Year Graduation Rate	Goal		37.8%	33.0%
		Actual	36.8%	32.4%	
6	Six-Year Graduation Rate	Goal		53.3%	55.0%
		Actual	52.3%	55.3%	
7	Δ Number of Degrees Awarded per 100 FTEs	Goal			29.9
		Actual	31.5	30.4	
8	Social Mobility Index	Goal		115	105
		Actual	44.4/126	119	
9	Student Engagement	Goal	N/A	N/A	59.0%
		Actual		57.0%	
10	Student-Faculty Ratio (SFR)	Goal	15.0	14.0	14.3
		Actual		14	
11	Total All University Revenues	Goal	\$ 215 M	\$ 216 M	\$ 217 M
		Actual	\$ 219 M	\$ 221 M	
12	Non Tuition & Fees Revenues	Goal		\$ 12.1 M	\$ 12.5 M
		Actual	\$ 12.8 M	\$ 12.1 M	
13	Total Student Net Tuition and Fee Revenues	Goal	\$ 113 M	\$ 107 M	\$ 105 M
		Actual	\$ 104 M	\$ 103 M	
14	Average Direct Debt Service Coverage	Goal	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0
		Actual	0.51	1	
15	Expendable Financial Resources to Operations	Goal	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3
		Actual	0.55	0.36	
16	Annual Donor Contributions (New Cash and Commitments)	Goal	\$ 5.6 M	\$ 3.0 M	\$3.1M
		Actual	\$ 3.1 M	\$ 2.7 M	
17	Total Assets of the Foundation	Goal	\$26.0 M	\$27.0 M	\$28.0 M
		Actual	\$27.8 M	\$29.2M	