

Performance Dashboard						
Key Performance Indicators for Student Achievement and Strategic Plan 2018-2023						
Student Achievement Key Performance Indicators (KPIs)	Data Source	Target	2017-18 Results	2018-19 Results	2019-20 Results	
			Fall 2016 Cohort	Fall 2017 Cohort	Fall 2018 Cohort	
Retention						
In-University 2-Year	IR Freeze	Used for comparison	70%	65%	67%	
In-University 2-year Accounting	IR Fall Freeze	≥ 70%	72%	78%	58%	
In-University 2-year Business Admin Overall	IR Fall Freeze	≥ 70%	65%	53%	69%	
Entrepreneurship	IR Fall Freeze	≥ 70%	64%	47%	67%	
Finance and Economics	IR Fall Freeze	≥ 70%	50%	70%	100%	
International Business	IR Fall Freeze	≥ 70%	75%	N/A	0%	
Management	IR Fall Freeze	≥ 70%	67%	60%	71%	
Management Info Systems	IR Fall Freeze	≥ 70%	N/A	0%	N/A	
Marketing	IR Fall Freeze	≥ 70%	64%	86%	80%	
In-Major 2-Year University	IR Freeze	Used for comparison	52%	50%	54%	
In-Major 2-year Accounting	IR Fall Freeze	≥ 65%	72%	67%	58%	
In-Major 2-year Business Admin Overall	IR Fall Freeze	≥ 65%	60%	47%	65%	
Entrepreneurship	IR Fall Freeze	≥ 65%	64%	33%	50%	
Finance and Economics	IR Fall Freeze	≥ 65%	50%	60%	100%	
International Business	IR Fall Freeze	≥ 65%	50%	N/A	0%	
Management	IR Fall Freeze	≥ 65%	53%	50%	65%	
Management Info Systems	IR Fall Freeze	≥ 65%	N/A	0%	N/A	
Marketing	IR Fall Freeze	≥ 65%	64%	86%	80%	
Job placement rates Accounting	12-mo graduation survey	≥ 80%	86%	100%	Not Available Yet	
Job placement rates Business Administration	12-mo graduation survey	≥ 80%	82%	75%	Not Available Yet	
Entrepreneurship	12-mo graduation survey	≥ 75%	N/A	N/A	Not Available Yet	
Finance and Economics	12-mo graduation survey	≥ 75%	100%	75%	Not Available Yet	
International Business	12-mo graduation survey	≥ 75%	100%	N/A	Not Available Yet	
Management	12-mo graduation survey	≥ 75%	70%	78%	Not Available Yet	
Management Info Systems	12-mo graduation survey	≥ 75%	N/A	N/A	Not Available Yet	
Marketing	12-mo graduation survey	≥ 75%	100%	71%	Not Available Yet	
Attendance into Graduate Programs Accounting	Student Clearinghouse - IR	≥ 15% in 5 years	10%	0%	0%	
Attendance into Graduate Programs Business Admin	Student Clearinghouse - IR	≥ 10% in 5 years	11%	9%	7%	
4-Year Graduation by Program			Fall 2013 Cohort	Fall 2014 Cohort	Fall 2015 Cohort	
In-University 4-year	IR Completions	Used for comparison	40%	38%	43%	
In-University 4-year Accounting	IR Completions	≥ 32%	41%	44%	47%	
In-University 4-year Business Admin Overall	IR Completions	≥ 32%	39%	43%	45%	
Entrepreneurship	IR Completions	≥ 32%	25%	33%	40%	
Finance and Economics	IR Completions	≥ 32%	40%	75%	0%	
International Business	IR Completions	≥ 32%	33%	0%	0%	
Management	IR Completions	≥ 32%	44%	42%	56%	
Management Info Systems	IR Completions	≥ 32%	33%	N/A	N/A	
Marketing	IR Completions	≥ 32%	29%	50%	56%	

In-Major 4-year University	IR Completions	Used for comparison	24%	24%	24%
In-Major 4-year Accounting	IR Completions	≥ 30%	36%	37%	35%
In-Major 4-year Business Admin Overall	IR Completions	≥ 30%	34%	41%	39%
Entrepreneurship	IR Completions	≥ 30%	25%	33%	20%
Finance and Economics	IR Completions	≥ 30%	40%	75%	0%
International Business	IR Completions	≥ 30%	33%	0%	0%
Management	IR Completions	≥ 30%	41%	33%	56%
Management Info Systems	IR Completions	≥ 30%	33%	N/A	N/A
Marketing	IR Completions	≥ 30%	14%	50%	56%
6-Year Graduation by Program			Fall 2011 Cohort	Fall 2012 Cohort	Fall 2013 Cohort
In-University 6-year	IR Completions	Used for comparison	55%	54%	54%
In-University 6-year Accounting	IR Completions	≥ 35%	79%	48%	64%
In-University 6-year Business Admin Overall	IR Completions	≥ 35%	51%	43%	47%
Entrepreneurship	IR Completions	≥ 35%	25%	0%	50%
Finance and Economics	IR Completions	≥ 35%	25%	36%	60%
International Business	IR Completions	≥ 35%	100%	40%	33%
Management	IR Completions	≥ 35%	81%	53%	48%
Management Info Systems	IR Completions	≥ 35%	N/A	0%	33%
Marketing	IR Completions	≥ 35%	25%	50%	29%
In-Major 6-year University	IR Completions	Used for comparison	27%	29%	28%
In-Major 6-year Accounting	IR Completions	≥ 32%	64%	40%	45%
In-Major 6-year Business Admin Overall	IR Completions	≥ 32%	36%	41%	41%
Entrepreneurship	IR Completions	≥ 32%	0%	0%	50%
Finance and Economics	IR Completions	≥ 32%	25%	36%	60%
International Business	IR Completions	≥ 32%	50%	40%	33%
Management	IR Completions	≥ 32%	69%	53%	44%
Management Info Systems	IR Completions	≥ 32%	N/A	0%	33%
Marketing	IR Completions	≥ 32%	8%	38%	14%
Strategic Plan 2018-2023 Key Performance Indicators (KPIs)	Data Source	Target		2018-19 Strategic Plan Year 1	2019-20 Strategic Plan Year 2
% Enrollment Change Variance for Accounting from	IR Ret Grad Cohorts	≤ University Enrollment		=9.84% accounting	=9.04% accounting
% Enrollment Change Variance for Business from University	IR Ret Grad Cohorts	≤ University Enrollment Change		=5.58% business	=8.01% business
2-year combined retention rates	IR Fall Freeze	≥ 65% rate		=49% for 2017 cohort	=63.3% for 2018 cohort
4-year combined graduation rates	IR Completions	≥ 32% rate		=46% for 2014 cohort	=44% for 2015 cohort
6-year combined graduation rates	IR Completions	≥ 37% rate		=48% for 2012 cohort	=51% for 2013 cohort
Syllabi review/revision	5-year rotation table and approved curricular proposals	=100% implementation		=14/14 undergraduate syllabi	=9/9 undergraduate syllabi
Student learning assessment plan implementation	SLSummary	=100% implementation		=100% implementation	<100% implementation due to COVID-19
Student participation in high impact practices	Student Activity Summary	≥ 10% increase/5-year period		=2.14 as baseline year	=1.88

Closing student learning outcomes average normalized gap percentage to 50% for KNOW, SOLVE and IMPART	SLO Assessment Heat map	≥50% (values range - 100% to 100% with 100% equaling all students meeting expectations)		=39.33% KNOW, 63.88% SOLVE, 76.41% IMPART	=32.67% KNOW, 63.67% SOLVE, 89.28% IMPART
Overall rating on advising survey	Student Stakeholder Survey Summary	≥ 85% rating		=88% rating	=90.17%
Advising rating on graduating senior survey	Student Stakeholder Survey Summary	≥ 85% rating		=95% rating	=100.00%
Job placement rates	Student Stakeholder Survey Summary, Q4 Alumni	≥ 85% employed in desired or closely related field		=100%	=97.21%
EL course development/implementation	UCC Approved Syllabi	≥ 2 courses/5-year period		=2 courses approved	met in 2018-19
Study academic honesty policy develop/implement policy	Policy/Syllabi/Code	=100% implementation/5-year period		Partial implementation	honor code used in courses
CPC coverage hours in technology	ACBSP Table 6.4.d.1&2	≥ 115 coverage hours		=115 coverage hours	=115 coverage hours
CPC coverage hours in global issues	ACBSP Table 6.4.d.1&2	≥ 55 coverage hours		=62 coverage hours	=62 coverage hours
Alumni satisfaction survey	Student Stakeholder Survey Summary	≥ 75% rating		=100% of respondents	=97% of respondents
Internship supervisor evaluation of quality of work	Student Stakeholder Survey Summary	≥ 85% rating		=100% met expectations	=100% met expectations
AQ/PQ credit-hours delivered	ACBSP Table 5.1.C (IR)	≥ 90% credit-hours		=95% credit-hours	=91% credit-hours
Credit-hours delivered in load	Dean's Office Workload Report	≥ 90% credit-hours		=97% (5168/5316)	=98% (4895/4997)
Staffing requests filled	PeopleAdmin	≥ 75% requests filled		=100% (2/2) with temporary lines	=100% (2/2) with temporary lines
Scholarly and professional development activities	Annual Report & ACBSP Table 5.3.D.1	≥ 35 activities in aggregate		=25 scholarly and 55 professional	=31 scholarly and 82 professional
Grant proposals submitted/funded	Applications	≥ 5 submitted/1 funded		=7 proposals or intent to submit	=3 proposals or intent to submit
Foundation Fund requests developed and submitted	Request Documents	= 1 submitted annually		=1/1 program list	=2/2 program list and finance lab requests
Average advising loads	IR Advising Report	≤ within 40-45 range		=30.4 average advising load, 9/10 faculty within range	=26.9 average advising load, 10/10 faculty below range
Mentor assigned	Email verifying mentor	= 1/new faculty member		=1/1	No hires
Full accreditation of programs	ACSBP Response Letter	Accreditation without conditions		QAR accepted w/o notes or conditions	Off year
Community service hours	Student Activity Report	≥ 85% of ACCT115 students complete 15 hours		=85.5% (71/83) students	=100% (29/29) students
Licensure pass rates (CPA)	LHU News releases	≥ 10 promotional items		=12 new releases/promotional items	=9 releases/promotional items
Alumni engaged annually in program activities	Student Activity Report	≥ 25 alumni		=73 alumni	=54 alumni
Collaborative initiatives with external organizations annually	Strategic Plan Progress Report	≥ 1 initiative		None	= Mansfield, Bloomsburg, & Clarion
Organizations served annually (SBDC student clients, PartnerED, course embedded projects)	Student Activity Report	≥ 35 organizations		=47 organizations	=83 organizations

Community partners engaged each year (# of MOAs, PartnerED, SBDC)	Student Activity Report	≥ 50 partners		= 121 active partners and 147 MOAs	=91 active partners and 143 MOAs
Programs delivered to business community annually	Program Promotional Materials	≥ 1 program		= 2 programs	=3 programs with Puy du Fou
Implementation of the stakeholder assessment plan and targets met	Student Stakeholder Survey Summary	=100% implementation		=100% implementation	=100% implementation