

2004

## UA56/1 Topper Targets

WKU Institutional Research

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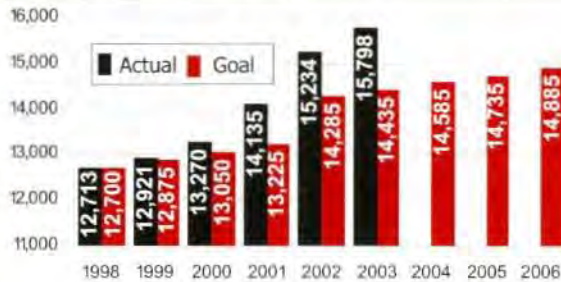
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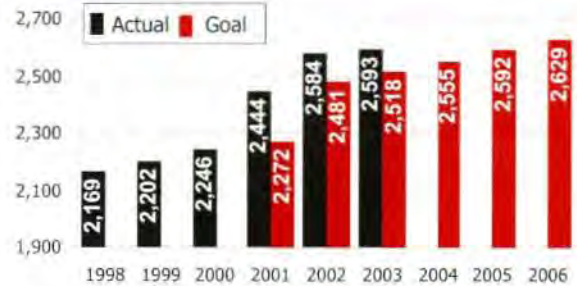
Western Kentucky University's Strategic Plan, *Challenging the Spirit*, set ambitious, but achievable goals for attracting, retaining and graduating a diverse and talented student body. Western's strategic goals are consistent with the Kentucky Council on Postsecondary Education's Action Agenda, and include enrollment, retention, and graduation goals. Western is committed to achieving the goals in *Challenging the Spirit* and the CPE's Action Agenda. *Topper Targets* documents Western's progress toward achieving several of these goals.

## Enrollment

### Undergraduate Enrollment



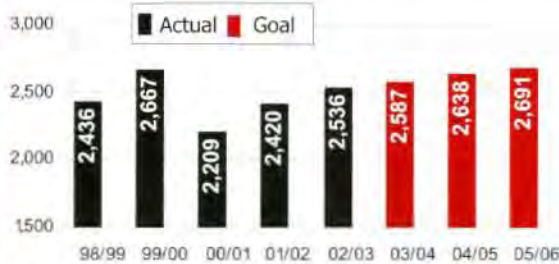
### Graduate Enrollment



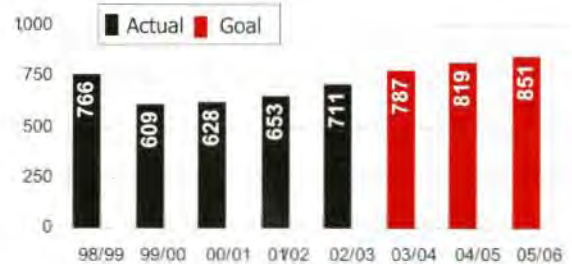
Since 1998, Western has experienced an extraordinary undergraduate growth rate of 24%, while graduate enrollment has increased 20%. Western's enrollment continues to exceed projections at both the undergraduate and graduate levels. WKU will continue to meet enrollment goals by recruiting and retaining quality students at all levels.

## Credentials

### Total Credentials Awarded



### Credentials Awarded in Priority Areas\*



The CPE's Action Agenda seeks to increase the number of credentials awarded each year. In addition, the CPE has identified priority disciplines crucial to building a knowledge-based economy. Educating more students in these priority areas will stimulate research and development, university-business collaboration, and technological innovation in the Commonwealth.

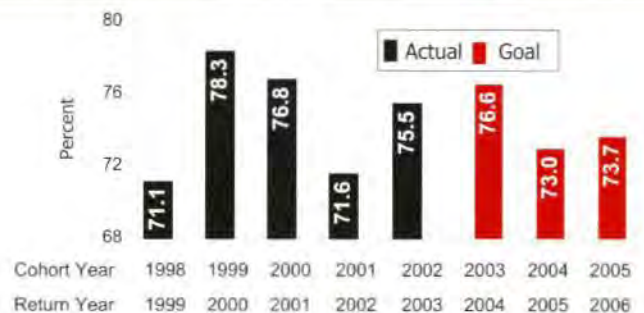
\*Priority areas include Agriculture, Conservation & Renewable Natural Resources, Communications, Communications Technologies, Computer & Information Sciences, Education, Engineering & Related Technologies, Foreign Languages & Literature, Home Economics, Vocational Home Economics, Biological & Life Sciences, Mathematics, Multi/Interdisciplinary Studies, Physical Sciences, Science Technologies, Public Administration & Services, Health Professions, and Business Management.

## Target\*\* Counties

### Target\*\* County Enrollment



### Target\*\* County Retention



The CPE's Action Agenda calls for increasing undergraduate enrollments of students from target\*\* counties. Western's goal is to increase enrollments from target counties each year as well as to increase our system-wide retention rate of first-year students from target counties to 73.7% by 2006.

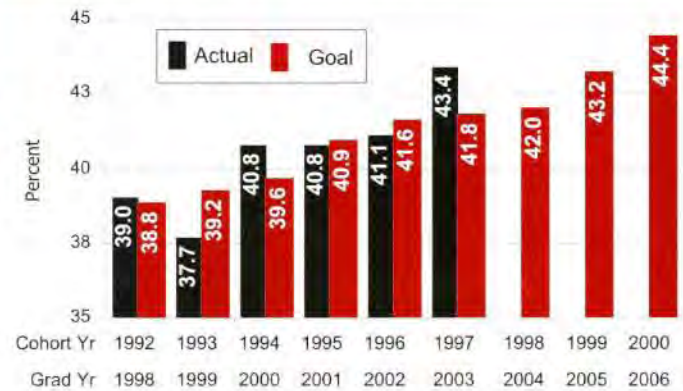
\*\*Target counties are underserved counties and, as of 2003, included Bell, Breckinridge, Casey, Clay, Crittenden, Cumberland, Edmonson, Elliot, Estill, Grayson, Green, Harlan, Hart, Jackson, Lawrence, Lee, Lewis, McCreary, Magoffin, Monroe, Morgan, Nicholas, Ohio, Powell, Rockcastle, Todd, Trimble, Wayne & Wolfe counties.

## Graduation

### Graduation Cohort Status

Cohort Year	Students in Cohort	Goal	Graduates to Date	Students in Cohort & Still Enrolled Spring 2004	Additional Students Who Must Graduate to Meet Goal
1998	2,046	42.0%	835 (40.8%)	222 (10.9%)	25 No Later Than Summer 2004
1999	2,129	43.2%	569 (26.7%)	584 (27.4%)	351 No Later Than Summer 2005
2000	2,103	44.4%	7 ( $<1\%$ )	1220 (58.0%)	907 No Later Than Summer 2006

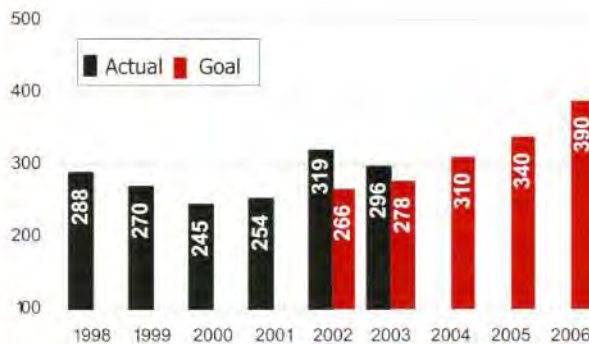
### Six-Year Graduation Rates



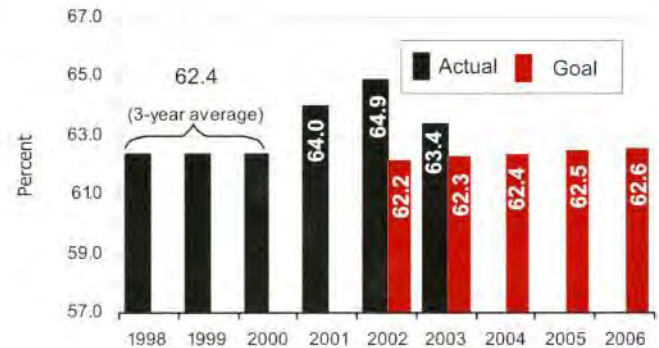
For tracking purposes, students are associated with *cohorts*, which are tracked over time and grouped by the year they entered the University as full-time, first-year baccalaureate degree-seeking students. Western has implemented on-going retention and advising efforts to increase graduation rates. Western continues to make progress toward this goal.

## KCTCS Transfers

### Transfer Enrollment



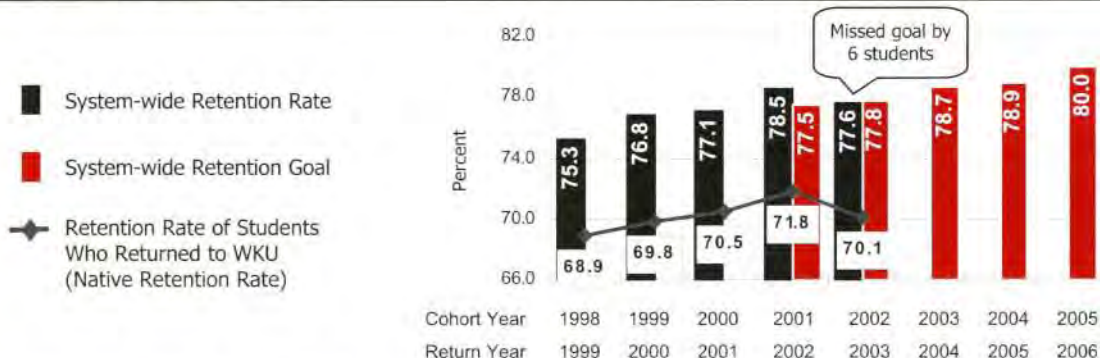
### Transfer Graduation Rates



The CPE Action Agenda calls for increasing the enrollment and five-year retention rate of Kentucky Community and Technical College System (KCTCS) students who transfer to Kentucky's four-year postsecondary institutions. Western has exceeded its goals to increase the enrollment and five-year graduation rate of its transfer students and continues to focus on the success of these students.

## Retention

### One-Year Retention Rates



WKU tracks the fall-to-fall retention of its first-time students who return to WKU. The CPE tracks Western's system-wide retention rate, which includes students who enroll the following fall at any Kentucky postsecondary institution.