

**William Paterson University
Key Performance Indicators
February 2023**

#	Indicator		YEAR						
			ACTUAL 2018	2019	2020	2021	2022	2023	2024
1	All Student Headcount Fall	Goal	10,518	10,351	10,155	10,020	10,079	10,496	11,323
		Actual	10,198	10,105	9,635	9,949	9,921		
2	Undergraduate Headcount Fall	Goal	9,070	8,820	8,640	8,320	7,785	7,711	8,319
		Actual	8,735	8,605	7,971	7,707	7,302		
3	Graduate Headcount Fall	Goal	1,448	1,531	1,515	1,700	2,287	2,785	3,004
		Actual	1,463	1,500	1,664	2,242	2,619		
4	Main Campus Headcount Fall	Goal				9,554	8,336	7,254	7,617
		Actual				8,184	7,162		
5	WP Online Headcount Fall	Goal				810	2,549	3,242	3,706
		Actual				1,765	2,759		
6	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%	73 - 75%
		Actual	70.0%	69.30%	73%	67.70%	71.50%		
7	Four-Year Graduation Rate	Goal		37.8%	33.0%	37.4%	30.0%	27.5%	27.5%
		Actual	36.8%	32.4%	36.40%	29.0%	26.1%		
8	Six-Year Graduation Rate	Goal		53.3%	55.0%	56.0%	54.3%	50.0%	55.0%
		Actual	52.3%	55.3%	55.40%	53.30%	55.90%		
9	Non-Returning Students	Goal				New	2,250	1,698***	1,642
		Actual				2,500	2,396		
10	Δ Number of Degrees Awarded per 100 FTEs	Goal			29.9	29.5	27.6	28.6	29.6
		Actual	31.5	30.4	29.1	26.6	N/A		
11	Social Mobility Index - College Net	Goal		115	105	≥ 76	≥ 76	≥ 76	≥ 76
		Actual	44.4/126	119	76		N/A		
12	Social Mobility Index - US News and World (RUN)	Goal				New	≥ 90	≥ 90	≥ 90
		Actual				90	21		
13	Student Engagement	Goal	N/A	N/A	59.0%	59%	36%**	44%	45%
		Actual		57.0%	59.0%	53.75%	32.80%		
14	Student-Faculty Ratio (SFR)	Goal	15.0	14.0	14.3	14	14.25	15.6	15.7
		Actual		14	13.34	13.98	15.4		
15	Post Graduation Outcomes	Goal					at or above NACE benchmark	at or above NACE benchmark	at or above NACE benchmark
		Actual			82%	84%			
16	Total All University Revenues	Goal	\$ 215 M	\$ 216 M	\$ 217 M	\$ 219 M	\$ 202.6 M	\$ 190.7 M	\$ 192.8 M
		Actual	\$ 219 M	\$ 221 M	\$ 219.3 M	\$ 231.1M	\$ 234.4 M*		
17	Non Tuition & Fees Revenues	Goal		\$ 12.1 M	\$ 12.5 M	\$ 14.4 M	\$ 24.1 M	\$ 10.8 M	\$ 11.4 M
		Actual	\$ 12.8 M	\$ 12.1 M	\$ 22.1 M	\$ 41.7 M	\$ 39.3 M*		
18	Total Student Net Tuition and Fee Revenues	Goal	\$ 113 M	\$ 107 M	\$ 105 M	\$ 112 M	\$ 84.3 M	\$ 85.2 M	\$86.1 M
		Actual	\$ 104 M	\$ 103 M	\$ 100.1 M	\$ 92.0 M	\$ 97.1 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
		Actual	0.89	1	1	1.36	1.26*		
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
		Actual	0.37	0.36	0.32	0.37	0.34*		
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	\$3.95 M
		Actual	\$ 3.1 M	\$ 2.7 M	\$ 8.61 M	\$ 3.59 M	\$4.15 M		
22	Total Assets of the Foundation	Goal	\$26.0 M	\$27.0 M	\$28.0 M	\$ 33 M	\$ 47 M	\$48.5 M	\$50 M
		Actual	\$27.8 M	\$29.2M	\$ 33.3 M	\$ 45.68 M	\$42.04 M		

*Unaudited

**Student Development only, no longer inclusive of Academic Affairs high impact practices and experiences

***Goal reset to reflect only degree-seeking students