

# James Madison University Strategic Plan Performance Measures 2020-2026

## Measures in Support of Strategic Plan Priority #1: Being the Change at Work and In the World

### Primary Measure

	Target 2026	2017-18	2018-19	2019-20	2020-21
1 Outcome rate from student placement within 6 months of graduation	90%	96.0%	98.0%	88.80%	

### Supporting Measures

	Target 2026	2017-18	2018-19	2019-20	2020-21
1a Graduate student placement at graduation by percentage	90%	100%	100%	95.0%	
1b Full-time employment from the University Career Center within 6 months of graduation	65%	67%	72%		
1c Range of median salaries based on DOE data. (Employed undergraduate students in the first year after graduation)	To be monitored	NA	NA	\$17K - \$68K	\$21K - \$73K
1d Six-year graduation rate	80%	83%	84%	84%	82%
1e Student retention rate after first year.	90%	91%	89%	89%	89%

## Measures in Support of Strategic Plan Priority #2: Embracing Diversity, Equity & Inclusion

### Primary Measure

	Target 2026	2017-18	2018-19	2019-20	2020-21
2 Percentage of students who are from under-represented groups.	To be monitored	31.44%	31.59%	31.59%	N/A

### Supporting Measures

	Target 2026	2017-18	2018-19	2019-20	2020-21
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2a	Percentage of age-25 or older students.	To be monitored	2.61%	2.58%	2.66%	2.65%
2b	Percentage of non-white faculty and staff.	To be monitored	10.7%	11.6%	12.2%	13.0%
2c	Percentage of Pell recipients	Increase annually	18.35%	17.87%	16.98%	16.76%
2d	Percentage of students from the “Lowest Quintile” geographic regions of Virginia.	To be monitored	54%	54%	63%	51%

### Measures in Support of Strategic Plan Priority #3: Attracting the Students of Tomorrow

#### Primary Measure

		Target 2026	2017-18	2018-19	2019-20	2020-21
3	Achievement of the evolving metrics for a Carnegie Classification necessary for the establishment of National University status as a measure of national prominence.	Met			Met	

#### Supporting Measures

		Target 2026	2017-18	2018-19	2019-20	2020-21
3a	Achievement of number of research doctoral degrees	>20	N/A	N/A	40	45
3b	Funds reported in the National Science Foundation Higher Education Research and Development Survey	>5\$ million	\$4.191M	\$8.726M	\$10.247M	
3c	Student applications from beyond the Mid-Atlantic region.	Increases Annually	5,263	5,563	5,600	5,787
3d	Student satisfaction with JMU in general	95%	96	94	93	NA

### Measures in Support of the University’s Engagement Vision

Primary Measure						
		Target 2026	2017-18	2018-19	2019-20	2020-21
4	Student participation in HIPS (CARS/NSSE)	5 HIPS/Student	N/A	N/A	5	5.1

Supporting Measures						
		Target 2026	2017-18	2018-19	2019-20	2020-21
4a	Achievement of the evolving metrics for attainment of Carnegie Community Engagement Status	Achieved	Status Quo	Status Quo	Status Re-Affirmed	Status Quo
4b	Community Engagement in coursework	>2000 students/year	58/1268	77/2195	118/2377	54/1119
4c	Students enrolled in internship-related for-credit courses.	To be monitored	1,430	1,196	1,134	485
4d	Student voting participation/rates	To be monitored	52%	33.3%	32.8%	74.6%

### Measures in Support of Resource Management & Investment

Primary Measure						
		Target 2026	2017-18	2018-19	2019-20	2020-21
5	Meeting undergraduate enrollment target	Target met annually	Yes	No	No	Yes

Supporting Measures						
		Target 2026	2017-18	2018-19	2019-20	2020-21
5a	Dollar value of endowment	\$150M	\$103.9M	\$111.1M	\$116.7M	\$154.4M
5b	Instructional and academic support as a percent of estimated E&G expenses – IPEDS (Federal) Basis	71.5%-74%	80.3%	81.2%	76.3%	

5c	Student-to-faculty ratio	16:1	16:1	16:1	16:1	17:1
5d	Student Satisfaction with the condition of buildings and grounds	>90%	95%	90%	93%	N/A
5e	Student Satisfaction with JMU technology	>85%	87%	88%	N/A	N/A
5f	Funds raised to date.	\$22M	\$21,447,630	\$23,070,354	\$18,403,092	\$23,158,822