

| Strategic Goal   | Measures of Success   | Targets   | Benchmark   |
|--|---|---|---|
| <b>Goal 1. SVSU delivers high quality academic programs that lead to student success, improved retention and enrollment stability.</b> | Increased overall <b>6-year graduation rates</b> .  | Greater than or equal to 45% by 2021.                   | As of Fall 2015 - 40% (IPEDS definition).                                   |
|  | Increased <b>first- to second-year retention rates</b> .  | Greater than or equal to 78% by 2018.                   | As of Fall 2015 - 73% for domestic students, 70% average over last 5 years. |
|  | Increased strategic use of <b>online &amp; hybrid courses and programs</b> to increase enrollment and reducing time to graduation.      | 15% of total sections by 2020. MBA fully online by 2018 | 10% of total section in AY 2015-16.   |
|  | Achieve First Time in College ( <b>FTIC</b> ) <b>enrollments</b> consistent with desired targets.                                       | Increase 10% by Fall 2018.                              | As of Fall 2016, 1,354 FTIC.  |
|  | <b>Expand enrollments</b> in College of Business & Management (CBM) and College of Education (COE) undergraduate and graduate programs. | 20% increase in CBM and COE enrollments by 2020.        | As of AY 2015-16, CBM = 1,397 students; COE = 951 students.                 |
|  | Ensuring that all students experience <b>high impact educational practices</b> .  | 100% of undergraduates by 2021.                         | N/A   |