Path to Preeminence
Leading the Way to Student Access and Success

Ralph C. Wilcox
Provost and Executive Vice President
University of South Florida

Admissions, Enrollment Planning & Management Breakfast
October 7, 2016
BOG Performance Based Funding (PBF) Metrics

- Percent of Bachelor’s Graduates Employed and/or Continuing their Education Further 1 Year after Graduation
- Median Average Wages of Undergraduates Employed in Florida 1 Year after Graduation
- Average Cost per Undergraduate Degree to the Institution
- Six Year Graduation Rates (Full-time and Part-time FTIC)
- Academic Progress Rate (2nd Year Retention with GPA above 2.0)
- Bachelor’s Degrees Awarded in Areas of Strategic Emphasis (includes STEM)
- University Access Rate (Percent of Undergraduates with a Pell Grant)
- Graduate Degrees Awarded in Areas of Strategic Emphasis (includes STEM)
- Percent of Bachelor Degrees Without Excess Hours
- Number of Postdoctoral Appointees
BOG Preeminence Metrics 2016 Evaluation

- Average GPA and SAT Score for incoming freshman for Fall semester (4.0 GPA/1800 SAT – 3 Part or 1200 SAT – 2 Part)
- Public University National Ranking (at least two in top 50)
- Freshman Retention Rate (Full-time, FTIC)
- 6-year Graduation Rate (Full-time, FTIC)
- National Academy Memberships
- Total Annual Research Expenditures ($M) (including Federal R&D)
- Total Annual Research Expenditures in Diversified Non-Medical Sciences ($M)
- National Ranking in S.T.E.M. Research Expenditures (Top 100 in 5 or more disciplines)
- Patents Awarded (over most recent 3-year period)
- Doctoral Degrees Awarded Annually (Includes Professional doctoral degrees in medical and healthcare disciplines)
- Number of Post-Doctoral Appointees
- Endowment Size ($M)
AAU Membership Indicators

**Phase I Indicators**
1. Competitively funded federal research support
2. Membership in the National Academies (NAS, NAE, IOM)
3. Faculty awards, fellowships, and memberships
4. Citations: Thomson Reuters InCitesTM

**Phase II Indicators**
1. USDA, state, and industrial research funding
2. Doctoral education
3. Number of postdoctoral appointees
4. Undergraduate education
The USF Promise

“The University of South Florida strives to provide broad access to a high quality university education for all academically qualified students regardless of zip code: age, disability, gender, national origin, political affiliation, race/ethnicity, religion, sexual orientation, or socioeconomic status. University leadership, faculty and staff are equally committed to ensuring that all students will progress on a successful path to degree completion, and ready for high need, high skilled, high paid careers and/or enrollment in graduate/professional school.”
# Enrollment Planning

## Planned Headcount Enrollment by Student Type *(for all students at all campuses)*

<table>
<thead>
<tr>
<th>Student Type</th>
<th>FALL 2013</th>
<th>FALL 2014</th>
<th>FALL 2015</th>
<th>FALL 2016</th>
<th>FALL 2017</th>
<th>FALL 2018</th>
<th>FALL 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERGRADUATE</td>
<td>15,469</td>
<td>15,662</td>
<td>15,823</td>
<td>15,902</td>
<td>16,021</td>
<td>16,182</td>
<td>16,194</td>
</tr>
<tr>
<td>FTIC</td>
<td>8,615</td>
<td>8,366</td>
<td>8,199</td>
<td>8,240</td>
<td>8,302</td>
<td>8,385</td>
<td>8,490</td>
</tr>
<tr>
<td>AA Transfers</td>
<td>6,303</td>
<td>6,251</td>
<td>6,265</td>
<td>6,268</td>
<td>6,171</td>
<td>6,063</td>
<td>5,881</td>
</tr>
<tr>
<td>Other</td>
<td>30,387</td>
<td>30,279</td>
<td>30,287</td>
<td>30,410</td>
<td>30,494</td>
<td>30,629</td>
<td>30,564</td>
</tr>
<tr>
<td>GRADUATE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master’s</td>
<td>6,126</td>
<td>6,300</td>
<td>6,446</td>
<td>6,510</td>
<td>6,608</td>
<td>6,707</td>
<td>6,808</td>
</tr>
<tr>
<td>Research Doctoral</td>
<td>2,294</td>
<td>2,226</td>
<td>2,229</td>
<td>2,232</td>
<td>2,235</td>
<td>2,238</td>
<td>2,241</td>
</tr>
<tr>
<td>Professional Doctoral</td>
<td>1,220</td>
<td>1,379</td>
<td>1,309</td>
<td>1,239</td>
<td>1,241</td>
<td>1,244</td>
<td>1,246</td>
</tr>
<tr>
<td>Subtotal</td>
<td>9,640</td>
<td>9,905</td>
<td>9,984</td>
<td>9,981</td>
<td>10,085</td>
<td>10,189</td>
<td>10,295</td>
</tr>
<tr>
<td>UNCLASSIFIED</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H.S. Dual Enrolled</td>
<td>46</td>
<td>16</td>
<td>25</td>
<td>41</td>
<td>57</td>
<td>80</td>
<td>113</td>
</tr>
<tr>
<td>Other</td>
<td>1,615</td>
<td>1,865</td>
<td>1,895</td>
<td>1,900</td>
<td>1,937</td>
<td>1,974</td>
<td>2,012</td>
</tr>
<tr>
<td>Subtotal</td>
<td>1,661</td>
<td>1,881</td>
<td>1,920</td>
<td>1,941</td>
<td>1,994</td>
<td>2,054</td>
<td>2,125</td>
</tr>
<tr>
<td>TOTAL</td>
<td>41,688</td>
<td>42,065</td>
<td>42,191</td>
<td>42,333</td>
<td>42,573</td>
<td>42,873</td>
<td>42,985</td>
</tr>
</tbody>
</table>

Source: 2016 University Work Plan - USF Tampa
## Performance Based Funding Metrics

<table>
<thead>
<tr>
<th></th>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FTIC 6 year Graduation Rate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>for full- and part-time students</td>
<td>66.60%</td>
<td>68.10%</td>
<td>66.30%</td>
<td>70.00%</td>
<td>72.00%</td>
<td>74.00%</td>
</tr>
<tr>
<td><strong>Academic Progress Rate</strong></td>
<td>86.70%</td>
<td>85.60%</td>
<td>86.50%</td>
<td>87.50%</td>
<td>88.50%</td>
<td>90.00%</td>
</tr>
<tr>
<td><strong>Bachelor’s Degrees Awarded Within</strong></td>
<td>53.50%</td>
<td>56.60%</td>
<td>57.00%</td>
<td>57.00%</td>
<td>57.00%</td>
<td>57.00%</td>
</tr>
<tr>
<td><strong>University Access Rate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Fall Undergraduates with a Pell grant</td>
<td>42.50%</td>
<td>41.70%</td>
<td>40.00%</td>
<td>40.00%</td>
<td>40.00%</td>
<td>40.00%</td>
</tr>
<tr>
<td></td>
<td>Fall 2013</td>
<td>Fall 2014</td>
<td>Fall 2015</td>
<td>Fall 2016</td>
<td>Fall 2017</td>
<td>Fall 2018</td>
</tr>
<tr>
<td><strong>Graduate Degrees Awarded Within</strong></td>
<td>71.50%</td>
<td>76.30%</td>
<td>76.30%</td>
<td>76.30%</td>
<td>76.30%</td>
<td>76.30%</td>
</tr>
<tr>
<td><strong>BOG METRIC:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Bachelor’s Degrees Without Excess Hours</td>
<td>62.80%</td>
<td>65.10%</td>
<td>67.50%</td>
<td>70.00%</td>
<td>72.50%</td>
<td>75.00%</td>
</tr>
</tbody>
</table>

*Source: 2016 University Work Plan - USF Tampa*
## Preeminent Research University Funding Metrics

<table>
<thead>
<tr>
<th></th>
<th>BENCHMARKS</th>
<th>2016 ACTUAL</th>
<th>2017 GOALS</th>
<th>2018 GOALS</th>
<th>2019 GOALS</th>
<th>2020 GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average GPA and SAT Score</strong></td>
<td>4.0 GPA</td>
<td>4.1</td>
<td>4</td>
<td>4.05</td>
<td>4.075</td>
<td>4.1</td>
</tr>
<tr>
<td><em>for incoming freshman in Fall semester</em></td>
<td>1200 SAT</td>
<td>1223</td>
<td>1220</td>
<td>1222</td>
<td>1224</td>
<td>1226</td>
</tr>
<tr>
<td><strong>Freshman Retention Rate</strong></td>
<td>90%</td>
<td>88%</td>
<td>90%</td>
<td>91%</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td><strong>6-year Graduation Rate</strong></td>
<td>70%</td>
<td>68%</td>
<td>66.50%</td>
<td>70.00%</td>
<td>72.00%</td>
<td>74.00%</td>
</tr>
<tr>
<td><strong>Doctoral Degrees</strong></td>
<td>400</td>
<td>601</td>
<td>645</td>
<td>650</td>
<td>655</td>
<td>660</td>
</tr>
</tbody>
</table>

*Source: 2016 University Work Plan - USF Tampa*
FTIC Out of State Students

Targeted Regions

Northeast: 128 | 154 | 184
(NJ, NY, PA)

Midwest: 64 | 77 | 92
(IL, IN, OH, MI, MN, WI)

New England: 40 | 48 | 58
(CT, MA, ME, NH, RI, VT)

Mid-Atlantic: 58 | 70 | 84
(DC, DE, MD, NC, SC, VA)

Mid-South: 32 | 38 | 46
(AL, AR, GA, LA, MS, TN)

Colorado/Texas: 24 | 29 | 35
Total International Students
(FTIC, Transfer and Graduate)

Targeted Regions

China, Hong Kong & Macau:
872 | 940 | 1040

East Asia:
471 | 543 | 625

Europe & Central Asia:
481 | 508 | 554

Middle East, Africa & South Asia:
2273 | 2489 | 2719

North, Central & South America:
918 | 991 | 1110

All Regions:
5015 | 5410 | 6048
Top 10 Reason for Choosing USF

1. Sunshine and fun in Tampa Bay and Florida
2. A vibrant and engaged campus experience with a wide array of social, cultural, and recreational activities.
3. Global perspectives and cultural experiences with an emphasis on Global Citizenship through Study Abroad.
4. Internships and experiential learning in a major metropolitan “Living Laboratory”.
5. Undergraduate Research that provides opportunities to participate in active learning while contributing to discovery and innovation.
6. A safe and secure learning environment.
7. A commitment to diversity and inclusion.
8. Talented and high achieving student body supported by a university-wide commitment to student success.
9. World class faculty.
10. Top 25 National Research University, dedicated to high-impact research, innovation, and entrepreneurship that changes lives for the better.
The role you play in helping our students make the right decisions

Office of the Registrar

- Degree Audit
- Evaluating Transfer Credentials
- Registering for Classes
- Determining Residency
- Case Management
The role you play in helping our students make the right decisions

Office of University Scholarships and Financial Aid Services

• Support their progress towards degree completion
• Help them graduate on time, with minimal debt
• Case Management
PATH TO PREEMINENCE

“Dig deeper, work smarter, and go further than ever before”.
President Judy Genshaft

FIVE KEY QUESTIONS THAT WE MUST ASK OURSELVES

1. Are we raising our own performance standards to reflect those of a preeminent institution?
2. Are we surrounding ourselves with the very best talent?
3. Are we recruiting the highest level of professionals in our unit?
4. Are we positioning ourselves as THE national model in our key areas of expertise?
5. What are we going to stop doing within our unit that doesn’t contribute to a preeminent institution?
OCTOBER
3RD - 8TH
2016

OUR WEEK. OUR HOMECOMING. OUR USF.

BULLS UNITE.

USF.EDU/HOMECOMING