UPC Score Card Subcommittee
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Draft of Score Card Outline

**Guidelines:**
1. Measurable
2. Start with simple and direct indicators first
3. Start with a small number of indicators, one or two per goal to keep the scorecard manageable.
4. Presentation in both graphic and text – keep it clear and simple

**Indicators for each of the ten goals in the Strategic Plan:**

**Goal 1: Undergraduate and Graduate Programs**

**Indicator 1:** # and % of academic programs with national/regional accreditations

**Score:**
- **Green:** # and % same or higher than previous years
- **Red:** # and % decline from previous years

**Goal 2: Attract and Retain Students**

**Indicator 1:** Student enrollment

**Score:**
- **Green:** higher than average/median of previous 5 years
- **Red:** lower than average/median of previous 5 years

**Indicator 2:** First-time full-time degree-seeking undergraduate retention and graduation rate

**Score:**
- **Green:** higher than average/median of previous 5 years
- **Red:** lower than average/median of previous 5 years

**Indicator 3:** Student utilization of campus resources

**Score:**
- **Green:** higher than average/median of previous 5 years
- **Red:** lower than average/median of previous 5 years

**Goal 3: Retain and attract faculty**

**Indicator 1:** Number of full-time faculty

**Score:**
- **Green:** higher than average/median of previous 5 years
- **Red:** lower than average/median of previous 5 years

**Indicator 2:** % of courses taught by full-time faculty

**Score:**
- **Green:** % higher than average/median of previous 5 years
- **Red:** % lower than average/median of previous 5 years

**Goal 4: Diversity**

**Indicator 1:** Student Race/Ethnicity Distribution

**Score:**
- **Green:** Minority % same or higher than average/median of previous 5 years
- **Red:** Minority % lower than average/median of previous 5 years
Goal 5: Partnerships at local, regional, national and international levels
Indicator 1: Number and types of partnerships
(e.g. Transfer agreement, faculty research activities ??)
Score: Green - higher than average/median of previous 5 years
      Red - lower than average/median of previous 5 years

Goal 6: Globalization
Indicator 1: Kean Wenzhou enrollment
Score: Green – higher than average/median of previous 5 years
      Red – lower than average/median of previous 5 years

Indicator 2: Travel-Learn program enrollment
Score: Green – higher than average/median of previous 5 years
      Red – lower than average/median of previous 5 years

Goal 7: Revenue Flow
Indicator 1: Dollar amount of fund raising
Score: Green – higher than average/median of previous 5 years
      Red – lower than average/median of previous 5 years

Indicator 2: % of Revenue from non-tuition sources
Score: Green – % same or lower than average/median of previous 5 years
      Red – % higher than average/median of previous 5 years

Goal 8: Facility
Indicator 1: Square footage per FTE student
Score: Green – higher than average/median of previous 5 years
      Red – lower than average/median of previous 5 years

Goal 9: Technology
Indicator 1: % of classrooms equipped with current technology
Score: Green – % higher than average/median of previous 5 years
      Red – % lower than average/median of previous 5 years

Goal 10: Public Health and Safety
Indicator 1: Campus crime rate
Score: Green – same or lower than average/median of previous 5 years
      Red – higher than average/median of previous 5 years