

2025 System Strategic Plan 2019 Review of Metrics Follow-up from August 28, 2019, Meeting

At its August 28, 2019 meeting, the Strategic Planning Committee discussed revising several metrics in the 2025 Strategic Plan. As part of this discussion, the Committee requested additional information on the Florida College System Associate of Arts (AA) Transfer Student Graduation Rate and the percentage of baccalaureate graduates employed earning \$25,000 or continuing their education. Additionally, Board staff worked with the Council for Academic Vice Presidents to address a follow-up question related to the new question measuring undergraduate research activity.

Florida College System Associate of Arts (AA) Transfer Student Graduation Rate

At its January and August 2019 meetings, the Strategic Planning Committee discussed including a metric on the Florida College System Associate of Arts (AA) Transfer Graduation Rate. Information presented to the Committee in January and August showed that while the four-year graduation rate for FTIC students has increased for the system, the two-year graduation rate for AA-transfer students has declined or has been flat over this period. AA transfer students made up approximately 25% of all undergraduate students (compared to 52% of students who are FTIC) in the State University System, yet there is not a metric in the 2025 Strategic Plan to support this population.

In August, the Committee was provided an update on student characteristics of AA transfer students. AA transfer students tend to be older - 78% of these students are 22 or older, are more likely to attend part-time, and take fewer hours per semester than FTIC students – an average of 10.6 hours for AA transfers compared to 12.9 hours for FTIC. In addition, 13% of students who begin full-time switch to part-time a semester later. As a result of these differences and a larger student population of part-time students, Board staff calculated a revised graduation rate to include both full-time and part-time students over a three-year time period.

Exhibit 1 provides a comparison of the two- and three-year graduation rate for AA transfer students, which includes part-time and full-time students who enter in the fall. The exhibit shows that both the two- and three-year rate has been relatively the same for the last five years and that the three-year rate is not keeping pace with the six-year graduation rate for FTIC years. The six-year graduation rate for FTIC students also includes full-time and part-time students.

Exhibit 1

FCS AA Transfer Graduation Rates for Full-time and Part-time Students

| Graduation Year | FCS AA Transfer Students | | FTIC |
|-----------------|--------------------------|------------------|------------------|
| | 2-year grad rate | 3-year grad rate | 6-year grad rate |
| 2014 | 27% | 57% | 66% |
| 2015 | 27% | 56% | 66% |
| 2016 | 28% | 57% | 66% |
| 2017 | 27% | 58% | 67% |
| 2018 | 30% | 57% | 68% |

As a result of the flat trend of FCS AA transfer three-year graduation rates, along with the size of the student population, the Board may wish to consider adding this as a metric to the 2025 Strategic Plan.

Percentage of bachelor's graduates employed or continuing education

| PERFORMANCE METRICS | CURRENT GOAL | CURRENT ACTUAL | 2025 TREND | PROPOSED GOAL | UPDATES |
|--|--------------|----------------|------------|---------------|---|
| 29) Percentage of Baccalaureate Graduates Continuing Education or Employed | 90% | 76% | 79% | TBD | Discussed aligning goal with PBF goal in August 2019. The Committee requested follow-up information related to the \$25k threshold. |
| ---- CHANGE TO ---- | --- | ---- | ---- | | |
| Percent of Bachelor's Graduates Employed (Earning \$25,000+) or Enrolled | . | 68% | 71% | | |

At its August 2019 meeting, the Strategic Planning Committee discussed the percentage of bachelor's graduates employed or continuing education metric.¹ The Committee discussed revising the goal to align with the current metric in the performance-based funding model, which is the percent of bachelor's graduates employed (earning \$25,000+) or enrolled. The Committee requested additional information about the \$25,000 threshold.

A few years ago, the Legislature asked staff to determine an alternate measure of labor market success for SUS graduates that was higher than just a proxy 'full-time' threshold. At the time, Board staff analyzed the 2016 U.S. Census Bureau's Annual Social and Economic Supplement to the Current Population Survey (using a 2012 to 2014 three-year average) and found that the median personal income of a 25-29-year-old full-time worker in Florida with a high school diploma was \$25,000. This represents the income of someone who decided to work instead of pursue a bachelor's degree, which suggests a logical place to compare with a bachelor's recipient income as an measure of the immediate impact of the university on their income.

In response to the August 2019 Strategic Planning Committee meeting, Board staff revisited this analysis using more current census data, which showed that median personal income of a 25-29-year-old full-time worker in Florida with a high school diploma had increased to \$28,000. Exhibit 2 provides an update to the table used in the performance-based funding definitions showing that Florida individuals aged 25 to 29 who have a high school diploma or equivalent earn \$28,000. Additionally, individuals who complete some college but have no degree earned \$30,810. The \$30,810 wage is more in line with the high skill high wage value that the Department of Economic Opportunity uses as shown by Exhibit 3.

¹ Employment data used in calculating the metric is from a voluntary national data exchange, which includes information from 44 states, the D.C. area, and Puerto Rico. However, Alabama, California, Hawaii, Massachusetts, and New York do not participate. The available data also does not include graduates who are temporarily employed, self-employed, and those employed by the military, the federal government, and many non-profits.

Exhibit 2

Median Personal Income of Florida's Full-Time Workers by Educational and Age (2015 to 2017)

| Age | No high school diploma | High school or equivalent | Some college, less than 4-yr degree | Bachelor's degree or higher | Totals |
|---|------------------------|---------------------------|-------------------------------------|-----------------------------|-----------------|
| 18 to 24 | \$15,000 | \$20,000 | \$25,000 | \$36,000 | \$23,000 |
| 25 to 29 | \$25,000 | \$28,000 | \$30,810 | \$45,090 | \$35,000 |
| 30 to 34 | \$25,000 | \$30,000 | \$37,020 | \$50,200 | \$37,950 |
| 35 to 44 | \$25,000 | \$33,000 | \$43,000 | \$60,000 | \$45,000 |
| 45 to 54 | \$30,000 | \$35,400 | \$42,000 | \$64,070 | \$45,030 |
| 55 to 64 | \$27,030 | \$40,000 | \$43,000 | \$68,950 | \$50,000 |
| 65 to 80+ | \$39,000 | \$45,000 | \$60,000 | \$85,150 | \$55,030 |
| Totals | \$25,020 | \$32,010 | \$39,000 | \$59,630 | \$40,860 |
| Source: Board of Governors staff analysis of U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2019 -- extracted 2019-09-09. Data available online at http://www.census.gov/cps/data/cpstablecreator.html# . | | | | | |

Exhibit 3

History of Florida Wage Thresholds

| Bachelor's Cohort | Calendar Year | Florida Minimum Wage | Florida Minimum Wage Annualized | High Skill High Wage Entry Hourly | High Skill High Wage Annualized |
|-------------------|---------------|----------------------|---------------------------------|-----------------------------------|---------------------------------|
| 2015-16 | 2016 | \$8.05 | \$16,744 | \$13.76 | \$28,621 |
| 2016-17 | 2017 | \$8.10 | \$16,848 | \$14.05 | \$29,224 |
| 2017-18 | 2018 | \$8.25 | \$17,160 | \$14.39 | \$29,931 |
| 2018-19 | 2019 | \$8.46 | \$17,597 | \$14.72 | \$30,618 |

It is difficult to determine the effect of any changes to the \$25,000 threshold as Board staff do not receive individual-level records from the Department of Economic Opportunity.

Percent of undergraduates engaged in research

At its August 2019 meeting, the Strategic Planning Committee recommended using a survey question for graduating seniors developed by the Council of Academic Vice Presidents and SUS Vice Presidents for Research to measure undergraduate research activity. The Committee requested that the institutions implement this question as part of the 2020 senior exit survey. After the August meeting, Board staff discussed this timeline with the Council of Academic Vice Presidents who agreed to implement the survey question in spring 2020. In addition, the Council also requested a minor revision to the question as highlighted below.

As part of your education at (fill in SUS name), did you participate in any of the following: (Select all that apply.)

- ☐ Completed an honors thesis
- ☐ Worked on my own research and/or creative activity topic with the guidance of a faculty member
- ☐ Worked on research with a faculty member (individually or jointly)
- ☐ Submitted an article or my own research for publication or exhibition
- ☐ Presented or exhibited research at a professional/academic conference (individually or jointly)
- ☐ Other (please describe)

Appendix A: Revised 2025 Strategic Plan Goals

Teaching and Learning

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|--|---|---|-----------------|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| EXCELLENCE | | | |
| 1) National Rankings for Universities PBF: NCF | Five universities ranked Top 50 for public undergraduate | 1 in Top 10 Liberal Arts 1 in Top 10 Nation 1 in Top 11-25 Nation 2 in Top 25-50 Nation | No revision |
| 2) Freshman in Top 10% of Graduating High School Class PBF: NCF | 50% | 50% | No revision |
| 3) Professional Licensure & Certification Exam Pass Rates Above Benchmarks | All Exams Above Benchmarks | All Exam Pass Rates Above Benchmarks | No revision |



| PERFORMANCE INDICATORS | 2025 GOALS | | |
|--|------------------|-----------------|---|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| EXCELLENCE | | | |
| <p>4) Percent of SUS courses bearing a “high-quality” rating in the Florida Virtual Campus online catalog ---Change to---</p> <p>4) New and substantively revised online courses must meet Florida standards following an approved review process. Existing and continuing courses will be considered for review on no less than a 5-year cycle.</p> | n/a | 90% | <p>100% Recommended by Online and Innovation Committee June 2019 and Strategic Planning Committee in August 2019</p> |
| 5) Average Time To Degree (for FTIC in 120hr programs) | 4.0 | 4.0 | No revision |
| 6) Four-Year Graduation Rates (for Full- and Part-time FTIC) | 50% | 50% | <p>65% Recommended by Strategic Planning Committee January 2019</p> |
| <p>7) Six-Year Graduation Rates (for Full- and Part-time FTIC) PBF: ALL</p> | 70% | 70% | <p>80% Recommended by Strategic Planning Committee January 2019</p> |

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|---|------------------|-----------------|--|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| EXCELLENCE | | | |
| 8) Percent of Bachelor's Degrees Without Excess Hours <small>PBF: ALL (except FSU, UF)</small> | 80% | 80% | No revision |
| 9) Bachelor's Degrees Awarded Annually <small>PBF: UCF</small> | 90,000 | 90,000 | 78,500 Recommended by Strategic Planning Committee January 2019 |
| 10) Graduate Degrees Awarded Annually | 40,000 | 35,000 | 27,400 Recommended by Strategic Planning Committee January 2019 |

Teaching and Learning (continued)

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|--|------------------------|-------------------------------|--|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| PRODUCTIVITY (continued) | | | |
| 11) Bachelor's Degrees Awarded to African-American & Hispanic Students (use percentage goal) <small>PBF: FAU, FGCU, FIU</small> | 31,500 (35%) | 36,000 (40%) | 46% Recommended by Strategic Planning Committee January 2019 |
| 12) Number of Adult (Aged 25+) Undergraduates Enrolled <small>PBF: UWF</small> | 75,000 (21%) | 75,000 (21%) | No revision |
| 13) Percent of Undergraduate FTE in Online Courses | n/a | 40% | No revision |
| 14) Number of Institutions with at least 30% of Fall Undergraduates Receiving a Pell Grant (Related to University Access Rate) <small>PBF: ALL</small> | n/a | All Institutions Above 30% | No revision |
| 15) Academic Progress Rate (2nd Fall Retention with GPA>=2) <small>PBF: ALL</small> | n/a | 90% | No revision |

Teaching and Learning (continued)

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|--|---|--|---|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| STRATEGIC PRIORITIES | | | |
| 16) Bachelor's Degrees in Programs of Strategic Emphasis (Categories Include: STEM, Health, Education, Global, and Gap Analysis) PBF: ALL | 45,000 (50%) (before 2012-13 revision) | 45,000 (50%) (after 2012-13 revision) | No revision |
| 17) Bachelor's Degrees in STEM & Health (Percent of Bachelor's Total) | n/a | 30,000 (35%) (after 2012-13 revision) | No revision |
| 18) Graduate Degrees in Programs of Strategic Emphasis (Categories Include: STEM, Health, Education, Global, and Gap Analysis) PBF: ALL (except NCF) | 20,000 (50%) (before 2012-13 revision) | 18,200 (60%) (after 2012-13 revision) | No revision |
| 19) Graduate Degrees in STEM & Health (Percent of Graduate Total) | n/a | 15,200 (50%) (after 2012-13 revision) | No revision |
|  XX) Four-year graduation rate for Pell Students | n/a | n/a | 54% Recommended by Strategic Planning Committee January 2019 |
|  XX) AA Transfer Graduation Rate | n/a | n/a | To be considered at Strategic Planning Committee October 2019 |


Scholarship, Research, and Innovation

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|---|------------------------------|--|---|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| EXCELLENCE | | | |
| 20) Faculty Membership in National Academies | 75 (based on 2009) | 75 (based on 2011) | No revision |
| 21) Faculty Awards PBF: FSU, UF | n/a | 75 (based on 2011 data) | No revision |
| 22) Percent of Undergraduate Seniors Assisting in Faculty Research --- or --- Percent of Undergraduates Engaged in Research PBF: NCF | 50% | TO BE DETERMINED Board staff will work to develop a standard definition for this metric across the System. | Institutions will implement question on senior exit survey spring 2020 |

Scholarship, Research, and Innovation (continued)

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|--|--------------------------------------|--------------------------------------|---|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| PRODUCTIVITY | | | |
| 23) Total R&D Expenditures PBF: UF | \$3.25B (based on 2009-10) | \$2.29B (based on 2012-13) | \$3.0B Recommended by Strategic Planning Committee August 2019 |
| 24) Percent of R&D Expenditures funded from External Sources PBF: FAMU | 67% (based on 2008-09) | 71% (based on 2011-12) | Replace with amount: \$1.75B Recommend by Strategic Planning Committee August 2019 |
| STRATEGIC PRIORITIES | | | |
| 25) Number of Patents Awarded Annually | n/a | 410 (based on 2013) | No revision |
| 26) Number of Licenses and Options Executed Annually | 250 (based on 2008-09) | 270 (based on 2011-12) | 500 Recommended by Strategic Planning Committee March 2019 |
| 27) Number of Start-Up Companies Created | 40 | 40 | 60 Recommended by Strategic Planning Committee March 2019 |

Community and Business Engagement

| PERFORMANCE INDICATORS | 2025 GOALS | | |
|---|------------------|-----------------|---|
| | ORIGINAL 2011 | REVISED 2014 | REVISED 2019 |
| EXCELLENCE | | | |
| 28) Number of Universities with the Carnegie Foundation's Community Engagement Classification | All | All | No revision |
| STRATEGIC PRIORITIES | | | |
| 29) Percentage of Baccalaureate Graduates Continuing Education or Employed PBF: ALL | 90% | 90% | Changing language to include: \$25k or higher Recommended by Strategic Planning Committee August 2019; To be discussed at October 2019 |
|  XX) Median Wages of Bachelor's Graduates Employed Full-time | n/a | n/a | \$43,200 Recommended by Strategic Planning Committee August 2019 |