

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 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 <small>PBF: NCF</small>	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 <small>PBF: NCF</small>	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%	100% Recommended by Online and Innovation Committee June 2019 and Strategic Planning Committee in August 2019
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%	65% Recommended by Strategic Planning Committee January 2019
7) Six-Year Graduation Rates (for Full- and Part-time FTIC) PBF: ALL	70%	70%	80% Recommended by Strategic Planning Committee January 2019

2025 SYSTEM STRATEGIC PLAN FOR THE STATE UNIVERSITY SYSTEM of FLORIDA

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) PBF: FAU, FGCU, FIU	31,500 (35%)	36,000 (40%)	46% Recommended by Strategic Planning Committee January 2019
12) Number of Adult (Aged 25+) Undergraduates Enrolled PBF: UWF	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) PBF: ALL	n/a	All Institutions Above 30%	No revision
15) Academic Progress Rate (2nd Fall Retention with GPA>=2) PBF: ALL	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