

## Johnson College Key Performance Indicators (KPI's)

Intitutional Goal	Objective	Measurement	2021-2022	2022-2023	Progress Indicator
Goal I	I.1: Support the College's focus on talent acquisitions, development, and	M1: # of in-house professional development opportunities offered	22	25	
		M2: # of participants at professional development opportunities	105	586	
	I.2: Explore new opportunities for programs	M1: # of certifications, certificates, degrees explored	4 New Programs	4 New Programs	
		M2: # of PAC recommendations	34 Recommendations	53	
	I.3: Diversify the methods of instruction	M1: # of experiential learning opportunities (live labs, service learning, not including	423	2500	
*		M2: # of flexible scheduling options (telecom, dual enrollment, IFT)	6- DE/IFT, PA Smart, RISE, USDA, PETS, TANF	7- DE, IFT, PA Smart, Online, Hybrid, USDA, PETS	
Goal II	II.1: Identify, recruit, retrain, and graduate a diverse population	M1: Increase ethnicity rates (% non-white population) as of Fall Census	16.67%	18.60%	
		M2: Increase # of students aged 24+	18.22%	24.40%	
		M3: Increase # of diverse students who	38.15%	11.83%	
		M4: Increase # of PELL Students	9.43%	2.83% (not closed)	
		M5: Increase # of Military/Veteran Students	4.26%	-19%	
		M6: Increase # of Females in traditionally male programs and vice versa	9.30%	10.50%	
*	II.2: Foster an internal population at all levels of the college that reflects the diversity of the college	M1: Expand the recruitment strategies in the interest of hiring a diverse and inclusive workforce	2 New Sites	1 New Site (LinkedIn)	
		M2: Diversify the Program Advisory Committees to incorporate all potential program career	150	191	
*	II.3 Develop targeted marketing efforts to reach underserved population	M1: Increase student representation of diversity across media platforms	8	11	
*		M2: # of communication channels geared to underserved groups	3 New Channels	2 New Channels	
Goal III	III.1 Improve customer service and communications for all potential & current students	M1: Increased opportunities for student interactions and intermingling	12 events/312 Students	16 events/478 Students	
		M2: Freshman fall survey results regarding a welcoming campus enviornment	82%	86%	

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	III.2 Create flexible pathways that lead to employment opportunities	M1: # of students who participate in internships	86	98	
		M2: # of articulation agreements with 4-year institutions	17	0	
		M3: # of students receiving PLA credit	5	19	
	III.3 Evaluate and strentghen student support offerings and increase satisfaction with student services as measured by assessment day surveys	M1: Advising	95.32%	94.59%	
		M2: Career Services	77.09%	71.13%	
		M3: Financial Aid	90.62%	96.15%	
		M4: Registrar Office	84.73%	70%	
		M5: Student Engagement	85%	63.16%	
		M6: Counseling & Disability Services	95.83%	90.00%	
Goal IV	IV.1: Expand and enhance industry relationships with those organizations that represent our educational offerings and reflect our values	M1: Increased number of Department of Industry Relations outreach visits	12	13	
*		M2: % of Industry visit feedback put into action	?	?	
		M3: Increased # of opportunities for students to engage with industry (Field trips, guest speakers, career fair)	141	163	
*	IV.2: Analyze workforce trends to ensure curriculum is meeting the regional community need	M1: # of program market analyses conducted prior to start of Fall recruitment season	?	?	
		M2: # of PAC meeting recommendations	34	53	
		M3: # of Career Fair employer survey question regarding student preparedness	2.94 of 4.0	3.16 of 4.0	
	IV.3: Expand student participation and opportunities in community and volunteer services	M1: Number of students who completed community service prior to graduation	COVID	not tracked	
		M2: # of community service opportunities organized by the college	COVID	30	

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Goal V	V.1: Align the internal budget processes to distribute resources on the basis of strategic priorities	M1: % of budget tied to strategic priorities	20%	33%	
	V.2: Expand sources of funding to ensure sustainable financial stability	M1: total of grant revenue	\$2,076,539	\$1,936,705	
*		M2: total of Continuing Education revenue	\$245,183	\$306,784	
		M3: total donations (fundraising, gifts, in-kind donations)	\$2,604,005	\$824,372	
		M4: total # of new Fall students as of Census	258	275	
		M5: total number of students on campus as of Fall census	530	586	
	V.3 Pursue optimal development and use of existing facilities through strategic campus expansion	M1: Complete 70% of the Master Plan by the conclusion of <i>Innovation at Work</i>	10%	33%	
	V.4: Enrich assessment practices for continous improvement	M1: # of assessment training opportunities	9 groups	9 groups - will measure differently	
*		M2: number of data-driven decisions identified in annual assessment plans	30	49	