

Goal 1: The Shepherd Image

Create a unified identity that clearly relays Shepherd University's distinctive brand of academic excellence and innovative spirit to prospective students, collaborative partners, and the greater community.

2,633 (Fall 2019)

Undergraduate Degree-Seeking Student Headcount: Total undergraduate students in all class levels.

Past Performance

Fall 2017	Fall 2018
2,958	2,821

165 (Fall 2019)

Graduate Student Headcount: Total master's and doctoral degree students enrolled.

Past Performance

Fall 2017	Fall 2018
182	147

830 (Fall 2019)

Non-Degree-Seeking Student Headcount: Total undergraduate and graduate non-degree students.

Past Performance

Fall 2017	Fall 2018
649	755

3,628 (Fall 2019)

University Enrollment Headcount: Total university enrollment includes all student types.

Past Performance

Fall 2017	Fall 2018
3,789	3,723

Goal 2: The Student Experience

Empower and support Shepherd's increasingly diverse student body as they pursue a rigorous and transformative education that includes academic experiences beyond the classroom, preparing them for ongoing and future academic growth and a successful career path.

70% (Fall 2018 cohort)

First-Year Retention Rate: First to second year retention rate of full-time, first-time, degree-seeking freshmen.

Past Performance

Fall 2016 Cohort	Fall 2017 Cohort
64.9%	69%

32.6% (Fall 2015 cohort)

Undergraduate Graduation Rate (4 Years): Bachelor's degree graduate rates of full-time, first-time, degree-seeking students graduating within four years.

Past Performance

Fall 2013 Cohort	Fall 2014 Cohort
30%	32.2%

48% (Fall 2013 cohort)

Undergraduate Graduation Rate (6 Years): Bachelor's degree graduate rates of full-time, first-time, degree-seeking students graduating within six years.

Past Performance

Fall 2011 Cohort	Fall 2012 Cohort
42%	48%

4,299 Hours

Service Learning Hours: Total number of service learning hours provided to the community.

Goal 3: The Employee Experience

Encourage, recognize, and reward faculty and staff for their contributions to the University's mission, within a collaborative working environment that fosters academic freedom and professional growth.

14.7:1 (Fall 2018)

Student-Faculty Ratio: FTE (full-time equivalent) students per one FTE faculty.

Past Performance

2016	2017
14.8:1	14.7:1

89.8% (FY 2016-17)

Faculty Salaries: Percentage of faculty salaries, all ranks, to the average COPLAC salaries.

Past Performance

FY 2006-07	FY 2011-12
94.4%	94.7%

70.4% (Fall 2019)

Percentage of Courses: Sections taught by full-time faculty.

Past Performance

Fall 2017	Fall 2018
66.3%	67.4%

Staff Salaries

Staff Salaries (CUPA-HR Benchmark): Median salaries among nationwide institutions of comparable status, size, and budget.

Past Performance

2017-18	2018-19
89.6%	88.1%

Goal 4: The Campus Environment

Establish a financially stable and environmentally sustainable foundation on which to grow the institution.

33% (2019)

Full-time Students in Residence Halls: Percentage of full-time undergraduate degree-seeking students living in residence halls based on fall census.

Past Performance

2017	2018
34%	35.6%

-0.2% (FY 2018-2019)

Energy Expense: Year-over-year increase or decrease.

Past Performance

FY 2016-2017	FY 2017-2018
+4.8%	-3.2%

\$59.9 Million (FY 2019)

Foundation and Supporting Organization Assets: Total assets held for the benefit of Shepherd University.

Past Performance (millions)

2017	2018
\$54.5	\$52.2

\$3,889,897 (FY 2019)

Gifts, Pledges, and Grants: New gifts, pledges, and external foundation grants.

Past Performance

2018	2017
\$2,338,786	\$3,377,766