

# Community by Design Key Performance Indicators

\*Data is derived from 20th day enrollment and fiscal year audited financials for the years listed below.

PAST																			
INDICATOR	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-2022	2022-2023	GOAL 2022-23	2023-2024	GOAL 2023-24	
<b>ENROLLMENT</b>																			
Full-Time Students (UG)	509	542	622	585	599	602	580	617	656	673	706	753	790	811	803	820	781	810	
New Full-Time Students (UG)	200	197	255	216	246	261	234	265	263	260	237	299	300	337	306	325	296	325	
First-Time Freshman	124	137	170	134	175	170	151	194	195	202	175	225	230	271	251	260	241	260	
Student Retention	79%	79%	72%	69%	68%	71%	71%	76%	74%	80%	74%	76%	72%	71%	72%	75%	July 2024	74%	
FTFT Freshman Retention	67%	69%	59%	56%	57%	57%	56%	70%	63%	70%	58%	66%	66%	62%	64%	66%	July 2024	64%	
Graduation Rate	46%	50%	46%	46%	51%	48%	51%	36%	35%	37%	41%	38%	52%	48%	49%	50%	July 2024	50%	
Total Cost Increase	6.0%	6.8%	6.5%	4.4%	5.1%	4.5%	5.0%	3.70%	3.75%	3.51%	3.40%	3.47%	3.23%	3.59%	3.10%	4.50%	4.68%	5.00%	
Student Net Pay	\$9,360	\$9,126	\$10,331	\$11,003	\$10,845	\$10,784	\$11,257	\$11,476	\$11,784	\$11,842	\$12,247	\$11,919	\$12,315	\$11,737	\$12,243	\$12,500	July 2024	\$13,000	
Unfunded Discount Rate	50.2%	49.9%	47.0%	49.7%	50.5%	53.3%	50.0%	50.5%	52.7%	53.2%	53.0%	54.4%	56.2%	58%	55%	55%	July 2024	55%	
Debt Per Graduate	N/A	N/A	N/A	N/A	N/A	N/A	\$25,400	\$26,700	\$26,900	\$26,303	\$26,223	\$25,351	\$21,522	\$17,241	\$15,170	\$23,000	July 2024	\$20,000	
<b>FINANCIAL</b>																			
Total Endowment (MM)	\$28	\$30.60	\$38.10	\$39.30	\$41.10	46.5	49.1	\$44.5	\$46.2	\$47.4	\$47.2	\$44.6	\$54.3	\$53.5	\$57.9	\$56	July 2024	\$60	
Budget-Relieving Gifts (MM)	\$1.02	\$1.260	\$1.110	\$1.260	\$1.350	\$1.300	\$1.44	\$1.43	\$1.44	\$1.5	\$1.538	\$1.48	\$1.486	\$1.54	\$1.66	\$1.35	July 2024	\$2.00	
Total Fiscal Year Gifts (MM)	\$2.10	\$3.85	\$3.51	\$2.10	\$2.68	\$1.98	\$1.90	\$3.10	\$3.24	\$3.9	\$3.38	\$4.04	\$6.89	\$6.65	\$7.78	\$5	July 2024	\$6.70	
Restricted Academic Gifts (KK)	\$69	\$38	\$117	\$101	\$270	\$404	301	\$276	\$296	\$691.0	\$607	\$844	\$1380	\$1019	\$1074	\$300	July 2024	\$500	
Planned Giving (MM)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$0	\$175	\$190	\$215	\$222	\$311	\$1,281	\$300	July 2024	\$1,550	
Total Donors	1948	1890	1988	1677	1728	1101	1309	1281	1620	1246	2222	1971	2104	2544	2929	1600	July 2024	3000	
% Online Gifts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2%	13%	15%	25%	44%	48%	65%	63%	20%	July 2024	65%	
Endowment Spending Rate	8.73%	6.71%	6.15%	6%	5.90%	5.9%	6%	6%	5.8%	5.5%	5.4%	5.2%	5.0%	4.8%	4.6%	4.6%	July 2024	4.6%	
Endowment Assets Return	-12.32%	9.16%	16.72%	1.34%	10.93%	14.5%	0.041	-3%	12.2%	8.8%	7.0%	1.95%	30.4%	-7.7%	4.6%	7%	July 2024	7%	
Cost per Student	\$26,099	\$23,725	\$23,585	\$25,182	\$26,117	\$26,934	\$26,488	\$26,105	\$25,535	\$26,444	\$27,395	\$26,698	\$25,710	\$27,374	\$28,550	\$27,000	July 2024	\$27,000	
Net Operating Ratio	-49.18%	6.69%	22.50%	14.74%	16.20%	19.2%	-13%	-37%	4.4%	8.0%	-10.4%	-22.1%	28.6%	12.8%	5.4%	15%	July 2024	15%	
Return on Total Net Assets	-12.07%	3.75%	11.65%	-2.04%	6.04%	4.6%	4%	-7.9%	4.2%	2.5%	-1.0%	4.5%	20.5%	27.9%	15.7%	5%	July 2024	5%	
Primary Reserve Ratio	8.50%	24.00%	33.40%	21.50%	35.00%	49.4%	43%	83.7%	90.8%	91.0%	74.0%	86.3%	102.5%	200.8%	184.6%	75%	July 2024	75%	
Capital Investment%	N/A	N/A	N/A	N/A	N/A	N/A	4%	18%	42.0%	17.0%	10.8%	5.1%	5.1%	12.2%	21.5%	10%	July 2024	10%	
% Depreciation Expense	9.68%	9.94%	8.36%	8.73%	8.49%	8.99%	9%	8.7%	7.9%	8.4%	10.5%	8.7%	7.9%	7.8%	7.3%	8.5%	July 2024	8.5%	
<b>STUDENT ENGAGEMENT</b>																			
Career Placement	88%	86%	79%	86%	91%	91%	96%	98%	94%	96%	98%	98%	95%	96%	99%	90%	July 2024	90%	
Graduate School Placement	100%	100%	NA	NA	69%	92.0%	88%	100%	100%	100%	100%	83%	100%	83%	88%	85%	July 2024	85%	
Internship Placement	92%	94%	91%	81%	80%	84%	78%	78%	74%	68%	73%	88%	82%	86%	81%	80%	July 2024	80%	
Co-Curricular Participation	78%	81%	74%	88%	82%	81.2%	85%	82%	62%	85%	87%	88%	90%	90%	96%	90%	July 2024	90%	
Service Participation	61%	64%	62%	85%	95.8%	98.3%	70%	83%	80.5%	71%	76%	63%	25%	64%	61.5%	80%	July 2024	80%	
Global Experience	NA	NA	NA	1%	1.33%	7.30%	10%	4.4%	2%	3%	2%	2%	0%	.5%		5%	July 2024	5%	
<b>STUDENT DEMOGRAPHICS</b>																			
Minority Student Population	24%	22%	24%	24%	27.3%	30.0%	29.3%	27%	29%	31%	33%	37%	42%	40%	40%	30%	38%	30%	
Full-Time International Students	0.50%	1%	2%	2%	2.5%	2.0%	3.6%	4.5%	5.3%	6.8%	8%	10%	7%	7%	7%	5.0%	7%	5.0%	
Full-Time Resident Students	77%	74%	75%	79%	77%	73%	72%	72%	72%	72%	70%	71%	72%	70%	74%	70-80%	78%	70-80%	
% of Legacy Students	6.00%	3.00%	5.00%	4.00%	4.00%	5.00%	5.00%	5%	4%	2%	4.8%	5.0%	4.8%	4.2%	4.6%	10%	3.2%	10%	
% General Students	N/A	N/A	N/A	N/A	N/A	N/A	23%	20%	24%	21%	19%	22%	20%	19%	21%	25%	24%	25%	
ACT Average	22.00	21.90	21.90	21.3	21.37	21.62	21.2	21.7	22.00	21.70	21.5	20.8	21.2	20.3	19.8	22.00	20.5	22.00	
<b>ACADEMIC CLIMATE</b>																			
Full-Time Faculty-Student Ratio	13:1	14:1	15:1	15:1	14:1	14:1	14:1	13-1	13-1	14.5:1	13-1	13-1	16:1	14.5:1	14:1	14-17:1	14.8:1	14-17:1	
Faculty Retention	95%	89%	92%	92%	89%	91%	89%	95	98%	91%	98%	94%	92%	98%	94%	98%	95%	98%	
Open Faculty Positions	NA	NA	NA	NA	NA	NA	12%	8%	0%	9.00%	4%	2%	7%	5%	0%	5%	0%	5%	
Compensation Percentile (KICA)	48%	44%	39%	45%	41%	47%	71%	68 %ile	62 %ile	73 %ile	68th %tile	84 %ile	79 %ile	78 %ile	79 %ile	75th %ile	July 2024	75th %ile	
Job Satisfaction	NA	NA	NA	NA	NA	NA	77%	89%	89%	97%	99%	92%	92%	88%	83%	90%	July 2024	90%	
Professional Development	NA	NA	NA	NA	NA	NA	76%	82%	88%	99%	98%	94%	86%	83%	79%	90%	July 2024	90%	
Communication	NA	NA	NA	NA	NA	NA	78%	82%	77%	92%	95%	87%	93%	83%	79%	90%	July 2024	90%	
Relationships	NA	NA	NA	NA	NA	NA	72%	93%	90%	99%	99%	93%	94%	88%	85%	90%	July 2024	90%	
Pride	NA	NA	NA	NA	NA	NA	84%	86%	88%	95%	96%	92%	93%	90%	87%	90%	July 2024	90%	

## Key Performance Indicators Definitions

INDICATOR	DEFINITION
Academic Climate: Job Satisfaction, Professional Development, Communication, Relationship and Pride	All indicators from our Chronicle of Higher Education: Great Colleges to Work For survey
Average ACT - Incoming	Mean composite score of first-time freshman on the ACT.
Budget-Relieving Gifts	All annual scholarship fund, unrestricted budget-relieving, restricted budget-relieving gifts during the fiscal year.
Capital Investment%	Capital expenses, including computer capital expense, divided by total operating expenses. Capital expenses for the fiscal year excluding capital expenses related to capital campaign funded projects. Total operating budget comprises all expenses on the annual operating budget.
Co-curricular Participation	Full-time students per year that participate in a college-sanctioned club or student governing board, athletics, band/choir, or theatre (students participating in multiple co-curricular activities are only counted once). (Attended events added 2023)
Compensation Percentile (KICA)	End of fiscal year percentile based on median salaries of 9 month Professor, Asst. Prof, and Assoc. Prof. (excludes instructors, benefits, etc.).
Cost Per Student	Total operating expenses per audit divided by total full time students.
Debt Per Graduate	Total dollar amount in student loans per graduate
Endowment Asset Return	Indicates whether the institution's earnings on endowment are increasing or decreasing. Calculation: endowment total earnings divided by endowment total net assets.
Endowment Spending Rate	The current fund rate based on the most recent three-year average of effective endowment values, with the value for the most recent fiscal year based on the asset values as of June 30 for years 1 and 2 and Dec. 31 for year three, which will be determined by the Board of Trustees. Effective endowment is defined as endowment assets reduced by the amount of any borrowing by the Plan Fund for construction costs and reduced by the amount of endowment assets restricted to purposes outside the operating budget of the college.
Faculty Retention	Total number of full-time faculty from August 1-July 30 from the previous year to the current year.
First-time Full-time Freshman	semester, not previously enrolled as a full-time student at any higher
FTFT Freshman Retention	Percentage of first time, full-time freshmen students returning the following Fall semester-figured annually from Fall-to-Fall.
Full-time Faculty/Student Ratio	Ratio that indicates full time equivalency faculty to full-time student equivalency.
Full-time International Students	Percentage of full time international students.
Full-time Resident Students	Total full-time students living in campus housing.
Full-time Student	A student enrolled for 12 or more hours per semester.
General Student%	Non-auto restoration and non-athlete students as a percentage of the total full time student body.
Global Experience	Percentage of student who participate in an international academic experience.
Graduate School Placement	Percentage of graduates who applied and were accepted into graduate school by the time of graduation.
Graduation Rate	Percentage of first time, full-time freshmen students who graduate with a Bachelor's degree within six years from initial matriculation.

## Key Performance Indicators Definitions

Funded Discount Rate	Total institutional grant and student scholarship aid divided by total gross tuition and required fee revenue as shown in the budget detail report. (Does not include revenue from R3, Milwaukee, and the summer institute).
Internship Placement	Percentage of graduates who participate in experience placements including internships, field experience, practicum or student teaching experience while attending McPherson College.
Job Placement	Graduates who secured employment within six months of graduation.
Legacy Student%	An enrolled student (full or part-time) primarily because one or both their parents are alumni of McPherson College.
Maintenance Expenses%	Percentage of the operating budget that is made up of facilities maintenance expenses.
Minority Student	Students who indicate they are Hispanic, Latino, of Spanish origin, Black/African American, Asian, Native Hawaiian/Pacific Islander, or American Indian/Alaskan Native.
Net Operating Ratio	Indicates whether institutional operations resulted in a surplus or a deficit for the year. Calculation: change in unrestricted net assets divided by total unrestricted revenue.
New Full-time Students	A student attending the institution for the first time at the undergraduate level. Includes students enrolled in the fall term who attended college for the first time in the prior summer term.
Online Gift %	Percentage of total gifts that were made online.
Open Faculty Positions	Percentage of faculty positions left open for the fiscal year.
Planned Giving	Total committed planned gifts--both revocable and irrevocable.
Primary Reserve Ratio	Measures financial strength by comparing expendable net assets to total expenses. The ratio represents the percent of a year the institution could meet financial obligations with assets readily available. Calculation: expendable net assets divided by total expenses.
Restricted Academic Gifts	Restricted annual gifts intended for academic programming.
Return on Total Net Assets	Indicates whether the institution's total assets, restricted and unrestricted, are increasing or decreasing. Calculation: change in net assets divided by total net assets.
Service Participation	Reported from July 1-June 30 of each year. Service: 1) Voluntary service that does not directly benefit a family member or friend; service can be completed in other communities than McPherson. 2) A separate indicator; required service as part of a class, team, college-sanctioned club, or experience at McPherson College. All service reported is non-compensatory.
Student Net Pay	Total dollar amount the student pays the institution.
Student Retention	Percentage of the number of returning students divided by the number of potential returning students-figured annually from Fall-to-Fall.
Total Cost Increase	Percentage of increase in tuition, room, board and fees from the previous year.
Total Donors	Total number of donors for the fiscal year.
Total Endowment	Total assets in the Endowment.
Total Fiscal Year Gifts	Total budget-relieving gifts, endowment, restricted (non-budget relieving) gifts and capital contributions for the fiscal year.
Tuition Increase	Percentage increase of full-time tuition from the previous academic year (fees not incl.).