

**UMass Lowell**  
**A Public Enterprise for**  
**Entrepreneurship & Innovation**

**Massachusetts Board of Higher Education**  
Statewide Trustee Conference  
UMass Medical Center  
November 7, 2013

# A Nationally Ranked University

- ▶ 16,900 students
  - Division I Athletics (all sports)
- ▶ 80,283 alumni / 49,733 in Mass.
- ▶ More than 120 undergraduate, 36 master's and 33 doctoral degree programs in 6 colleges
- ▶ Focus on innovation, entrepreneurship and engagement
- ▶ U.S. News and World Report Top Tier
- ▶ Payscale.com – 10<sup>th</sup> among public colleges for Return on Investment (ROI) and 20<sup>th</sup> for mid-career salary
- ▶ AffordableCollegesOnline – 10<sup>th</sup> best public institution in the U.S. – top 1 percent – for ROI
- ▶ Forbes – 10<sup>th</sup> on list of “Best Value Colleges”



# UMass Lowell 2020

- ▶ Strategic Planning Commission
  - Engaged over 200 faculty, staff and students
  - 10 Standing Strategic Planning Committees
  - 8 External Advisory Boards and Committees
- ▶ Transparent and open process, built on consensus
- ▶ Five Pillars Frame the Plan
  - Transformational Education
  - Global Engagement & Inclusive Culture
  - Innovative Research & Entrepreneurship
  - Entrepreneurial Stewardship
  - Leverage Our Legacy and Our Place
- ▶ Report Card focuses on continuous improvement

# UMass Lowell 2020 Report Card

- ▶ Benchmarks selected by the Strategic Planning Commission with input from unions and Faculty Senate
- ▶ Mid-point target set at 2015
  - Several 2015 targets met or exceeded by 2013 require resetting of 2015 goals
- ▶ In process for setting 2020 goals
- ▶ <http://www.uml.edu/2020/default.aspx>
  - Update reports and information

# UMass Lowell 2020 Report Card 2012



## UMASS LOWELL 2020 REPORT CARD FOR 2012



UMASS  
LOWELL  
Learning with Purpose

## UMASS LOWELL 2020 REPORT CARD FOR 2012

### I. TRANSFORMATIONAL EDUCATION

#### A. Overall Admissions & Enrollment

##### SAT Scores of First-time Freshmen

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	2015 Goal
75th Percentile	1,160	1,160	1,160	1,170	<b>1,190</b>	1,210
25th Percentile	1,000	970	1,000	1,000	<b>1,020</b>	1,030
Average	1,083	1,071	1,083	1,089	<b>1,113</b>	1,130

Source: "Admissions at a Glance," various years

##### Student Enrollment—Headcount

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	2015 Goal
Headcount	6,659	7,316	8,031	8,675	<b>9,026</b>	10,000
Undergrad	2,745	2,765	3,054	3,426	<b>3,702</b>	5,000
Graduate	9,404	10,081	11,085	12,101	<b>12,728</b>	15,000
Total Day	2,231	2,396	2,517	2,585	<b>2,711</b>	3,000
CSCDE	11,635	12,477	13,602	14,686	<b>15,439</b>	18,000

Source: "Enrollment at a Glance," various years

##### Online Course Registrations

	AY 2007	AY 2008	AY 2009	AY 2010	AY 2011	2015 Goal
Online Course Registrations	10,476	12,367	14,427	16,698	<b>19,202</b>	28,000
Increase	21%	17%	16%	15%	<b>15%</b>	45%

#### B. Undergraduate Education

##### Full-time Freshman One-Year Retention Rate

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	2015 Goal
UMass Lowell	75%	79%	81%	78%	<b>79%</b>	83%
Peers (Median)	82%	81%	83%	84%	<b>n/a</b>	

Source: OIR, Performance Measurement System submissions, various years;

IPEDS "Fall Enrollment" survey, various years

##### Full-time Freshman Six-Year Graduation Rate

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	2015 Goal
UMass Lowell	44%	51%	53%	51%	<b>50%</b>	55%
Peers (Median)	56%	58%	59%	57%	<b>n/a</b>	

Source: Performance Measurement System submissions, various years;

IPEDS "Graduation Rates" survey, various years

##### Four-Year Graduation Rate of Upper-Level Transfer Students

	Fall 2009	Fall 2010	Fall 2011	2015 Goal
Four-year Graduation Rate	65%	77%	<b>65%</b>	80%
Number in Cohort	33	140	<b>88</b>	

Source: Performance Measurement System submissions, various years

# Benchmarks & Continuous Improvements

Green highlights indicate 2015 target met by 2013

## SAT Scores of First-Time Freshmen

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013 *	2015 GOAL
<b>Average</b>	1083	1071	1083	1089	1113	1125	<b>1134</b>	<b>1130</b>
<b>75th Percentile</b>	1160	1160	1160	1170	1190	1210	<b>1210</b>	<b>1210</b>
<b>25th Percentile</b>	1000	970	1000	1000	1020	1030	<b>1040</b>	<b>1030</b>

## Full-Time Freshman One-Year Retention Rate

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013 *	2015 GOAL
<b>UMass Lowell</b>	75%	79%	81%	78%	79%	81%	<b>84%</b>	<b>83%</b>
<b>Peers (Median)</b>	82%	82%	83%	84%	84%	n/a	n/a	n/a



# Next Steps

## Revising 2015 Goals and Setting 2020 Targets

### Full-Time Freshman Six-Year Graduation Rate

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013 *	2015 GOAL	2020 GOAL
<b>UMass Lowell</b>	44%	51%	53%	51%	50%	54%	<b>54%</b>	<b>56%</b>	<b>61%</b>
<b>Peers (Median)</b>	57%	59%	59%	57%	59%	n/a	n/a	n/a	n/a

### Alumni Giving

	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	2015 GOAL	2020 GOAL
<b>Alumni Giving</b>	5,222	4,683	4,909	6,898	7,513	<b>8,106</b>	<b>9,000</b>	<b>11,000</b>
<b>% Giving</b>	8.40%	7.40%	7.60%	10.30%	11.5%	<b>11.7%</b>	<b>12%</b>	<b>12%</b>
<b>Peers (Average) % Giving</b>	6%	5%	6%	5%	5%	n/a	n/a	n/a

# Increased Diversity & Student Success

**Greatly increased diversity in undergrad enrollment  
AND Bachelor's degrees granted**

## Underrepresented Populations – Undergraduate Students

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	2015 GOAL
<b>Number Enrolled</b>	1,266	1,460	1,741	2,122	2,442	2,529	<b>2,601</b>	<b>3,000</b>
<b>Percent of Total</b>	21%	22%	23%	26%	29%	29%	<b>29%</b>	<b>30%</b>

**Increase in UG Students Enrolled since '07: +41%**

**Increase in Students of Color Enrolled since '07: +100%**

**Increase in Bachelor degrees granted since '07: +49%**

**Increase in Bachelor degrees to SOC since '07: +135%**