

Core Metrics for YSU

- **Recruitment – Contacts, inquiries, applied, admitted and enrolled new freshmen, new transfer and new graduate students.**
Applications demonstrate the draw of our academic programs and the potential benefits of a YSU education. Increased applications allow for greater selectivity and increased likelihood of retention and graduation. Show ratios of Contacts/Inquiries to Applications, Applications to Admissions and Admissions to Enrollments.
- **Retention and Graduation – Persistence rates by class and number ultimately graduated.**
Ohio SSI is increasingly based on graduation rates and graduation rates are driven by retention.
- **Total Enrollment – Overall enrollment and percentage of budget goal achieved.**
Greater enrollments, represented in FTEs, drive institutional success, decrease marginal costs per student and thus work to present YSU as an excellent return on a student's investment.
- **Revenues over Budgeted Expenses – Conservative budgeting with aggressive revenue generation yields investable surplus.**
Promotes sustainable planning and execution of programs. Reduces the risk of disruptive, mid-year curtailment of expenditures. Promotes the success of our Modified Initiative-Based Budgeting model.
- **Ratio of Instructional Expenses to Non-Instructional Expenses**
Concentrates expenditures on our core business. Promotes the streamlining of support services and best practice in business processes. Encourages shared services. Can be benchmarked against other IUC institutions. Instructional includes: “Instruction and Departmental Research” and “Academic Support.” Non-Instructional includes: “Student Services,” “Institutional Services” and “Plant Operations and Maintenance.”
- **Impact on the Region**
Demonstrates the effect of YSU employees, students and events on the regional economy and culture.
- **Regional Economic Growth**
Demonstrates how YSU's scholarly activities advance business and industry in the Region and the State. Promotes research, internships, service and partnerships leading to a stronger economic base for the region and the State.