



June 2025

Key Performance Indicators

University of the Virgin Islands

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University of the Virgin Islands Strategic Plan - KPI Framework

Strategic KPIs narrative by Focus Area:

KPIs will be presented by Focus Area (GRAND). Each will include a summary of the data trends, progress towards goals, and institutional actions or affecting changes.

- *Giving and Getting (Development & Research Funding)*
- *Resources & Recruitment (Enrollment, Delivery Mode, Type/Level, Rankings)*
- *Academic Achievement and Excellence (Student Engagement, Degrees, Graduation)*
- *Nimbleness (Student Services and Responsiveness)*
- *Data Science and Distinction (Alumni)*
- *Financial Sustainability (Costs, Revenues, Reserves)*

Annual Update Log

KPI	Description / Metric	Frequency	BOT Meeting
G.1 Total Research Funding	Dollar amount awarded in external research grants	Annual	March
G.2 Contribution to UVI (Development)	Contributions received via development and fundraising efforts	Quarterly	October, March, June
G.3 Financial KPIs	Financial health indicators (e.g., net position, revenue/expenditures)	Annual	March
G.4 University Access	Financial Aid & Outcomes	Annual	June
R.1 First-Year Retention Rate	The percentage of first-time full-time students who remained in the second year	Annual	October
R.2 Enrollment Growth	Year-over-year change in student enrollment	Fall / Spring	March, October
R.3 National Survey Rankings (USNEWS)	Institutional ranking metrics from U.S. News & World Report or similar	Annual	June or October (depending on release dates)
R.4 Professional Development	Learning Skills and Development: Number of professional development opportunities offered, number of employees participating in training, and workshops	Annual	March
A.1 6-Year Graduation Rates	Graduation rate within 150% of the normal program time	Annual	June
A.2 Degrees Awarded	Number of degrees awarded annually	Annual	June
A.3 Student Engagement	Engagement indicators (e.g., NSSE or other survey results)	Biennial	October
N.1 Student Satisfaction Survey Results	Overall satisfaction score from internal or external surveys (TBA)	Annual or TBD	Depending on the survey dates
D.1 Alumni Engagement Rate	Percent of alumni engaged through events, giving, volunteering, etc.	Quarterly	October, March, June

June Update Log

KPI	Description / Metric	Frequency	BOT Meeting
G.2 Contribution to UVI (Development)	Contributions received via development and fundraising efforts	Quarterly	October, March, June
G.4 University Access	Financial Aid	Annual	June
R.3 National Survey Rankings (USNEWS)	Institutional ranking metrics from U.S. News & World Report or similar	Annual	June or October (depending on release dates)
A.1 6-Year Graduation Rates	Graduation rate is within 150% of the normal program time	Annual	June
A.2 Degrees Awarded	Number of degrees awarded annually	Annual	June
N.1 Student Satisfaction Survey Results	Overall satisfaction score from internal or external surveys (TBA)	Annual or TBD	Depending on the survey dates
D.1 Alumni Engagement Rate	Percent of alumni engaged through events, giving, volunteering, etc.	Quarterly	October, March, June

Giving and Getting

G.2. Contribution to UVI (Development)

1) Overall Contributions to UVI (Year-to-date)

A measure of overall giving to the University of the Virgin Islands (UVI), including all sources of gifts, cash, or gift-in-kind; from corporations and foundations, alumni, faculty, trustees, and staff.

Year to Date	May 22, 2024	May 22, 2025	% Change
Actual	\$3.3M	\$3.7M	+10%
Approved Goal	\$4.5M	\$4.5M	

2) Contribution by Constituency, (Year-to-date)

	May 22, 2025
RT Park / EDA	\$3.00M (82%)
CORP/Bus &FO	\$0.52M (14%)
Friends	\$0.10M (3%)
Stakeholder	\$0.05M (1%)

3) Contributions by Fund, (Year-to-date)

	May 22, 2025
UVI Foundation	\$2.74M (75%)
Academic Support Faculty	\$0.52M (14%)
Scholarship Financial aid	\$0.20M (6%)
Student Engagement/Student Life	\$0.13M (3%)
Other	\$0.08M (2%)

Source: Institutional Advancement

It is important to mention that present "Stakeholder Giving" data is in the form of cash only. We will be evolving future reports to include both cash and pledges for a comprehensive reflection on what is being raised. For instance, while our cash for FY25 to date is \$3.66M, we also have signed pledges of over \$3.2M. This is a grand total of nearly \$7 million raised at the halfway point in the fiscal year.

The second caveat is to remind BOT members that Stakeholder Giving (BOT, Cabinet, Alumni) percentages are for participation only and not total philanthropy. All categories of giving participation are expected to increase dramatically in the second half of the fiscal year. Reminder letters to BOT and Cabinet to participate will go out in July and September to reach 100%. Alumni direct response solicits are sent 4 to 6 times annually.

G.4. University Access

1) Percent of Full-time, First Time in College (FTIC) awarded a PELL Grant

	Fall 24	Fall 25	Fall 26	Fall 27	Fall 28	Fall 29	Fall 30
UVI	61%						
Institutional Peers (avg)	51%						
Aspirational Peers (avg)	46%						

2) Percent of Full-time Degree-Seeking Undergraduate Students Awarded Grant Aid

	Fall 24	Fall 25	Fall 26	Fall 27	Fall 28	Fall 29	Fall 30
UVI	69%						
Institutional Peers (avg)	83%						
Aspirational Peers (avg)	79%						

(Federal, state, local, institutional, or other sources)

3) Percent of Full-Time Degree-Seeking Undergraduate Students Receiving Free Tuition

	Fall 24	Fall 25	Fall 26	Fall 27	Fall 28	Fall 29	Fall 30
UVI	41%						
Average Grant Amount	\$4,300						

The University of Virgin Islands (UVI) remains steadfast in our commitment to expanding access to Higher Education for Pell-Eligible students by removing barriers to enrollment, retention, and degree completion. We will expand our outreach, increase access to financial aid, and enhance our academic and student support services. Expanding on these initiatives will serve to provide an inclusive environment where all students, regardless of socioeconomic status can achieve their academic goals.

Resources, Relationships, Recruitment, Research, Recognition, Results

R.3. National Survey Rankings (USNEWS)

Plan reference: p.6: “UVI will be recognized and/or ranked #1... formal rankings like US News”

2025 USNEWS Ranking:

#88 (out of 133) in Regional Universities South (Carnegie Classification Master’s Small Programs), tied with:

- Everglades University
- Florida National University
- Grambling State University

#45 (out of 58) in Top Public School, tied with:

- Grambling State University

#72 (out of 132) in Top Performers on Social Mobility, tied with:

- Auburn University at Montgomery

Prior Years Ranking:

UVI performed well among its peers in the Regional Colleges South in the 2022 U.S. News & World Report rankings. It tied with Kentucky State University for the sixth place among the top 27 public schools. While ranking #22 out of 32 as a Best Value School, UVI faced challenges in the social mobility category, finishing at #42 out of 47.

The Carnegie Classification underwent a change in 2021, redesignating UVI as Master's Colleges & Universities—Small Programs, instead of Baccalaureate Diverse Programs. This shift prompted a reclassification by U.S. News in the 2023 rankings into the more competitive Regional Universities South category. In this new classification, the institution ranked #25 out of 58 Top Public Schools and #61 out of 135 overall in the region (public and private), tied with Shepherd University. It continued to be recognized for its affordability, ranking #32 out of 53 in the Best Value category.

Academic Achievement and Excellence

A.1. 6-Year Graduation Rates

Plan reference: “A six-year graduation rate of 35% by May 2027”

	AY 2023-24	AY 2024-25	
FTFT Bachelor Cohort	Fall 2018	Fall 2019*	Target
6-Year Graduation Rate	28%	24%	35%
6-Year Graduation Rate (PELL)	23%	21%	
6-Year Graduation Rate (Free Tuition)		31%	
Institutional Peers	38%		
Aspirational Peers	55%		

In Fall 2019, the first FTIC cohort received the free tuition grant. (55 full-time, FTIC Bachelors seeking students)

6-Year Graduation Rate Gaps (PELL vs. Overall)

Fall 2019 Cohort (Reporting Year AY 2024-25)

	6-Year Graduation Rate	6-year PELL Graduation Rate	Equity Gap
UVI	24%	21%	3 points
Institutional Peers	38%	27%	11 points
Aspirational Peers	55%	46%	9 points

6-Year Graduation Rates (Fall 2019 Cohort – Reporting Year Academic Year 2024–2025)

The University of the Virgin Islands (UVI) reported a 6-year graduation rate of 24% for its first-time, full-time bachelor's cohort in Fall 2019, a decrease from 28% in the previous year. This is below the university's established institutional goal of 35%.

The PELL Grant recipient graduation rate was 21%, a decrease from 23% in the previous reporting year. Students receiving the Free Tuition Scholarship, with a graduation percentage of 31%, surpassed the cohort's performance.

Relative to comparable institutions: The overall average graduation percentage, as reported by institutional peers, was 38%, and a PELL recipient graduation rate of 27%. Aspirational peers reported an overall rate of 55% and a PELL recipient graduation rate of 46%.

At UVI, the disparity in equity between PELL and non-PELL students was 3 percentage points, whereas the discrepancies for institutional and aspirational peers were 11 and 9 points, respectively. The reduced equity gap indicates a relatively more uniform performance among socioeconomic groups, despite UVI's lower overall graduation rate.

A.2. Degrees Awarded

1) Degree awarded by offerings

Degree	AY 23-24	AY 24-25	% of total	% Inst. Peers	% Asp. Peers
Doctorate	7	13	5%	2%	0%
Masters	49	58	21%	12%	12%
Bachelors	165	183	66%	77%	80%
Associates	17	19	7%	8%	7%
Certificates	7	4	1%	2%	2%
Total	245	277	100%	100%	100%

A.3. Student Engagement

1) Students in internships, research, and study abroad

Plan reference: “Engage in research, service learning, travel abroad”; “internships, research projects”

UVI undergraduate students are participating in the following programs: TWC, NSE, Boston Medical School summer preparation, Study abroad, and in- or out-of-territory summer research programs.

	Benchmark AY 23-24	Performance AY 24-25	Goal
National Student Exchange (NSE)	16	12	+5% per semester
Thurgood Marshall College Fund (TMCF)	5	1 (Fall 2024)	+5% per semester
The Washington Center (TWC)	4	9	4 students/campus per AY
Boston Medical School	1	2	3 students per AY
Passport to the World	18 (UAE and Kenya)	25 (Japan)	+5% per AY
Denmark Program	0	3	

The Denmark Program was funded through a special fund with the Danish Government, which is no longer available. The AY24-25 cohort was the last supported by that fund. The program is not being phased out, but requires funding to support students.

2) Tutoring and Advising Engagement

Plan Reference: "Tutors engaged in appreciative advising and mentoring"

	Benchmark AY 23-24	Performance AY 24-25	Goal
Advising	3,292 visits	3,567 visits	+3% per semester
Tutoring	175 visits	319 visits	+3% per semester
Student activities	106 activities (2,650 students engaged)	144 activities (3,710 students engaged)	+5% per AY

The advising numbers represent advising appointments made via Bucs Connect. The majority of the visits (about 65%) involve Freshman and Sophomore students, who are routinely advised by the Center for Student Success (CSS) advisors. The tutoring visits are "in person" visits to the CSS labs on both campuses.

3) Community Engagement Events

Plan reference: p.24–25, p.30: "Jazz on the beach", "student wellness center", "community workshops"

Number of Community workshops/events, student participation

	Benchmark AY 23-24	Performance AY 24-25	Goal
Wellness Center	5,319 visits	6,785 visits	+10% per semester
Basketball Games	4,944 attendees	5,102 attendees	+10% per semester

The Wellness Center visits include "walk-in" visitors who pay daily/weekly use passes, as well as membership holders. Basketball games include seasonal games as well as scrimmages (i.e. homecoming games). The Buccaneer men played seven home games and thirteen away games, with 10 wins and 13 losses while the Lady Bucs played five home games and fourteen away games with 3 wins and 16 losses. More importantly, the student athletes overall did well academically with only one became ineligible (track and field) due to GPA.

Number One. Nimbleness. Next Steps.

N.1. Student Satisfaction Survey results: Satisfaction score from surveys

Plan reference: p.21, p.30: “Survey students on needs”; “Enhance student life”

The University of the Virgin Islands conducts several student surveys throughout the year to assess student satisfaction. These surveys are administered via the SurveyMonkey platform and are made accessible in high-traffic areas such as the libraries and cafeteria. The surveys include a series of questions focused on the services students have received, the quality of those services, and their overall interactions.

The Customer Service Kiosk Responsiveness Survey is offered at the libraries. Satisfaction scores 2.6/3.

Over two-thirds of the students had a highly positive experience. Factors contributing to satisfaction are

- 1) Quick assistance, about 74% of the students received assistance in less than 15 minutes.
- 2) Effective first-time resolution, 70% of students reported their visit related to a new issue, implying an efficient handling of current concerns.
- 3) Among the ongoing issues, more were resolved within a 5-day window.

The Senior Exit Survey

The Graduate Senior Exit Survey (GSES) assesses the satisfaction of UVI graduates. The 2024 Survey was administered to senior bachelor’s graduates in April and May 2024. Below are the results showing overall satisfaction on a **4.0 scale**. About half of the graduates (85 students) responded.

Respondent Demographics

- Campus Distribution:
 - 72% of respondents were from the Orville E. Kean (O.E.K.) Campus
 - 22% from the Albert A. Sheen (A.A.S.) Campus
 - 6% identified as online students
- Gender:
 - 76% of respondents were female
- Age Range: A majority (83%) were between 21 and 29 years old, indicating strong engagement among traditional college-age students
- Student Entry Status:
 - 73% began their academic journey at UVI
 - 27% transferred from another institution

- Employment Status: More than half of the respondents reported working off-campus, with most working between 10 to more than 20 hours per week

Key Findings

The average satisfaction score across all items is 3.55, indicating generally positive experiences among graduating seniors.

The **highest** satisfaction was reported for:

- Transcript services, **3.81**
- Overall academic experience, **3.80**
- Library services, **3.79**
- Library's physical facilities, **3.79**
- Internet services, **3.77**

The **lowest** satisfaction was reported for:

- Food services, **3.05**
- Availability of your advisor, **3.26**
- Residence hall facilities, **3.30**
- Health services, **3.35**
- Academic advising (faculty), **3.46**

Interpretation

- **Strengths:** Support services, transcript services, library services, and internet access are highly rated, reflecting effective support for students' needs.
- **Opportunities:** Lower satisfaction scores in food services, advising, and residence hall facilities suggest these are priority areas for targeted improvements. Addressing these concerns could have a significant positive impact on the student experience.

Recommendations

- Enhance Food Services: Review and improve food quality, variety, and accessibility.
- Strengthen Academic Advising: Provide additional training and resources for advisors to ensure students receive timely and effective guidance from faculty and others.
- Upgrade Residence Facilities: Invest in maintenance and modernization of residence halls to improve comfort and satisfaction.
- Monitor and Support Health Services: Evaluate current health services and consider expanding offerings or improving communication about available resources.

Data Science. Distinction. Destination Education.

D.1. Alumni Engagement Rate:

Plan reference: p.13, p.25: “Maximize alumni engagement”; “Use Greek life to keep alumni connected”

Percentage of alumni participating in events or giving.

Giving Rates	May 22, 2024	May 22, 2025
Alumni	6% (325)	2% (127)
Trustees	20% (3)	33% (5)
Cabinet	50% (5)	33% (3)