

Dashboard 2021:

*a visual mapping of outcomes and indicators demonstrating
institutional effectiveness and progress on*

Strategic Plan 2018-2021:

Fulfilling Our Promise



Mapping Template

GOAL

Goals are broad-based statements of purpose. There are four goals in Strategic Plan 2018-2021: *Fulfilling Our Promise*.

OBJECTIVE

Objectives are narrower statements that describe what the College should be able to do or know in order to advance a goal. There are 25 objectives in *Fulfilling Our Promise*.

Contextual Revisions made to Dashboard 2021 are tracked on Slide 20.

OUTCOME

Outcomes are what we seek to achieve by pursuing our objectives. There are 26 outcomes in *Fulfilling Our Promise*.

For each fiscal year of *Fulfilling Our Promise* (July 1 to June 30), where appropriate, indicator data will be collected, vetted, populated, and posted. The “2018” column is already populated for each indicator as is the “2021 Goal” column.

INDICATOR

Indicators help demonstrate if the outcome has or has not been achieved. Indicators are not strategies. Dashboard 2021 tracks 63 indicators.

Each indicator is assigned a number.

Indicator		2018	2019	2020	2021 Goal	2021 Actual
#	Fictitious Example: Total Number of Course Offerings (<i>source: Course Catalogue</i>)	539	542	548	550	554

The source of data for each indicator is identified.

Color coding is applied to signal the direction that indicators are moving toward (Green=Positive, Yellow=Cautious, Red= Negative).

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVES

- 1.1** To enroll diverse students who actively contribute to campus life.
- 1.2** To increase the enrollment of residential first year students.
- 1.3** To increase the number of students transferring from partner institutions.

OUTCOME

1a. Strategic management of student enrollment in line with the College mission, program capacities, and budget and demographic projections.

INDICATORS

*non-White is defined as
Hispanic
or Latino/a, any race;
American
Indian/Native Alaskan, Non-
Hispanic; Asian, Non-Hispanic;
Hawaiian/Pacific Islander, Non-
Hispanic; Black, Non-Hispanic;
Multiple Races, Non-Hispanic;
Non-Resident Aliens

Indicator		2018	2019	2020	2021 Goal	2021 Actual
1	Percent of residential capacity filled (source: RCNJ Fact Book)	86.5% (2017)	91.8% (2018)	90.7% (2019)	90%	14.5% (2020, COVID 19 issues)
2	Percent of first-time, full-time, non-White* degree seeking students (source: RCNJ Fact Book)	41.5% (2017)	40.1% (2018)	42.2% (2019)	> 40%	42.9% (2020)
3	Percent of new transfer students from partner colleges (source: RCNJ Fact Book)	45.2% (2017)	(56%) 2018	59.5% (2019)	50%	59.8% (2020)

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVES

1.4 To increase the four-year graduation rate.

1.5 To increase the six-year graduation rate.

1.6 To increase the first year retention rate.

OUTCOME

1b. Student retention and graduation rates meet or exceed state and national averages.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
4	Four-year graduation rate for first-time, full-time degree seeking students <i>(source: RCNJ Fact Book)</i>	2013 Cohort: 59.3%	2014 Cohort: 60.5%	2015 Cohort: 58.1%	2016 Cohort: 65%	2016 Cohort: 58%
5	Six-year graduation rate for first-time, full-time degree seeking students <i>(source: RCNJ Fact Book)</i>	2011 Cohort: 74.0%	2012 Cohort: 73.6%	2013 Cohort: 71.9%	2014 Cohort: 75%	2014 Cohort: 72.1%
6	First-year retention rate <i>(source: RCNJ Fact Book)</i>	2016 Cohort: 85.9%	2017 Cohort: 87.8%	2018 Cohort: 84.6%	2019 Cohort: 90%	2019 Cohort: 85.4%

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVE

1.7 To support and develop a diverse, highly qualified, engaged, and accessible faculty through activities centered on teaching, learning, and advising; scholarship and creative work; and service and college governance.

OUTCOME

1c. Faculty are diverse, highly qualified, accessible, and engaged in teaching and learning, advising, scholarship and creative work, and service and college governance.

INDICATORS

See also Metrics #32 and #34.

Indicator		2018	2019	2020	2021 Goal	2021 Actual
7	Percent of faculty who report working with undergraduates on research as part of a typical 7-day week (<i>source: Faculty Survey of Student Engagement fdresearch</i>)	59% (2016)	58% (2018)	43% (2020)	65% (2020)	(2022)
8	Increase revenues from competitive grants to reach a three-year average of \$3.5 million (<i>source: Foundation Annual Report</i>)	\$3,046,905	\$2,344,297	\$6,263,690	\$3,500,000	
9	Total number of competitive grant applications submitted with faculty (<i>source: Foundation Annual Report</i>)	42	60	52	52	

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVE

1.8 To facilitate student success, in terms of completion and employment, via experiential learning opportunities.

OUTCOME

1d. Increased student participation in experiential learning opportunities.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
10	Total number of students participating in Alternative Break Programs (<i>source: June EMSA Report to the Board of Trustees</i>)	46	48	12 (COVID 19 Issue)	60	
11	Percent of unduplicated graduating seniors participating in co-op, internship, clinical, or student teaching (<i>source: October Reporting of Institutional Research Addendum to Graduating Senior Survey Results</i>)	73%	74.8%	75%	80%	
12	Percent of undergraduate major programs with an experiential learning component (ELC) (<i>source: November Reporting of SLO Assessment Inventory</i>)	80% (31 of 39 programs)	80% (31 of 39 programs)	65% (26 of 40 programs)	90%	

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVE

1.9 To demonstrate the value of a Ramapo College degree through Indicators associated with employment and educational attainment.

OUTCOME

1e. Robust data on the employment and/or educational achievements of graduates is available.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
13	Educational Outcomes: Percent of the graduating class pursuing advanced degrees (<i>source: October Reporting of National Student Clearinghouse</i>)	25.1% (Class of 2017: Aug. '16, Jan. & June '17)	26.1% (Class of 2018: Aug '17, Jan. & June '18)	21.9% (Class of 2019: Aug. '18, Jan. & June '19)	30% (Class of 2020)	(Class of 2020)
14	Employment Outcomes: Percent of participating graduates from the classes of 2018, 2019, and 2020 for whom alumni employment data is collected. (<i>source: October Reporting of Institutional Research/HEP Data</i>)	58.1% (Class of 2017)	62.6% (Class of 2018)	63% (Class of 2019)	100% (Class of 2020)	(Class of 2020)

GOAL 1

Increase Student Success and Student Engagement

OBJECTIVE

1.10 To increase students' academic, personal, social, and civic engagement through curricular, co-curricular, and extra-curricular programming.

OUTCOME

1f. Students demonstrate increased engagement and higher level critical thinking skills.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
15	First-year/Senior-year students report that their undergraduate experience has contributed to their ability to think critically and analytically at a rate (mean) equal to or above the College's Carnegie peers (<i>source: National Survey of Student Engagement Variable pgthink</i>)	RCNJ: 3.0/3.3 Peers: 3.1/3.3 (2016)	RCNJ: 3.1/3.3 Peers: 3.0/3.3 (2018)	RCNJ: 3.1/3.3 Peers: 3.1/3.3	RCNJ: / ≥ Peers: / (2020)	RCNJ: / Peers: / (2020)
16	Percent of faculty who describe the extent to which they structure their course sections so that students learn and develop critical thinking and analytical skills as "quite a bit" or "very much" (<i>source: Faculty Survey of Student Engagement Variable fcgthink</i>)	94% (2016)	100% (2018)	95% (2020)	95% (2020)	(2020)
17	First-year /Senior-year students report being an informed and active citizens at a rate (mean) equal to or above the College's Carnegie peers (<i>source: National Survey of Student Engagement Variable pgcitizen</i>)	RCNJ: 2.7/2.7 Peers: 2.6/2.7 (2016)	RCNJ: 2.8/2.9 Peers: 2.7/2.7 (2018)	RCNJ: 2.8/2.8 Peers: 2.7/2.8	RCNJ: / ≥ Peers: / (2020)	RCNJ: / Peers: / (2020)
18	Percent of faculty who describe the extent to which they structure their course sections so that students learn and develop as informed and active citizens as "quite a bit" or "very much" (<i>source: Faculty Survey of Student Engagement Variable fcgcitizen</i>)	59% (2016)	69% (2018)	67% (2020)	50% (2020)	(2020)
19	First-year/Senior-year students report that they participate in co-curricular activities (organizations, campus publications, student government, fraternity or sorority, intercollegiate or intramural sports, etc.) at a rate (mean) equal to or above the College's Carnegie peers (<i>source: National Survey of Student Engagement Variable tmcocurrhrs</i>)	RCNJ: 7.5/5.2 Peers: 5.8/4.6 (2016)	RCNJ: 7.0/6.5 Peers: 6.0/5.1 (2018)	RCNJ: 6.1/5.2 Peers: 5.8/5.4 (2020)	RCNJ: / ≥ Peers: / (2020)	RCNJ: / Peers: / (2020)

GOAL 2: Cultivate and Support Equity, Diversity, & Inclusion

OBJECTIVE

2.1 To deliver and promote curricular, co-curricular, extra-curricular, and development programs that strive to eliminate stereotypes and negative biases, demonstrate a commitment to diversity, and promote self-awareness, an examination of multiple perspectives, and respect for others.

OUTCOMES

2a. Students demonstrate self-awareness, respect for others, an understanding of the value of diversity, and can examine societal issues from multiple perspectives.

2b. Employees are knowledgeable about issues of equity, diversity, inclusion and compliance and appropriate forms of dispute resolution

Indicator		INDICATORS	2018	2019	2020	2021 Goal	2021 Actual
20	Total number of Foundation-based grant opportunities designed to enhance diversity and inclusiveness <i>(source: Foundation Annual Report)</i>		5 (2018)	11 (2019)	19 (2020)	10	
21	By 2021, 100% of full-time employees will participate in a diversity-focused workshop/training <i>(source: E.D.I.C Annual Reporting)</i>		NA*	53% 364/688	NA (COVID-19 Issue)	100%	
22	First-year and Senior-year students report that they developed or clarified a personal code of values and ethics at a rate equal to or above the College's Carnegie peers <i>(source: National Survey of Student Engagement Variable pgvalues)</i>		RCNJ: 2.7/2.9 Peers: 2.8/2.9 (2016)	RCNJ: 2.8/2.9 Peers: 2.7/2.9 (2018)	RCNJ:2.8/2.9 Peers: 2.7/2.9 (2020)	RCNJ: / ≥ Peers: / (2020)	RCNJ: / Peers: / (2020)
23	Percent of faculty who describe the extent to which they structure their course sections so that students develop or clarify a personal code of values and ethics as "quite a bit" or "very much" <i>(Source: Faculty Survey of Student Engagement Variable fcgvalues)</i>		54% (2016)	61% (2018)	56% (2020)	>50% (2020)	(2020)
24	Number of undergraduate participants per academic year in international credit-bearing study abroad programs <i>(source: Institutional Research)</i>		159 (AY17-18)	168 (AY18-19)	124 (AY19-20) (COVID-19 Issue)	300 (AY20-21)	(AY20-21)
25	Percent of faculty who describe student participation in a study abroad program as "not important" <i>(source: Faculty Survey of Student Engagement Variable fabroad)</i>		14% (2016)	12% (2018)	13% (2020)	<10% (2020)	(2020)
26	Percent of major programs that deliver an International Education Component <i>(source: November Reporting of SLO Assessment Inventory)</i>		56%	66%	65%	75%	

*Indicator 21's 2018 data: While faculty participated in diversity-focused training in 2018 as part of joint Unit Council meetings, attendance records were not secured.

GOAL 2

Cultivate and Support Equity, Diversity, & Inclusion

OBJECTIVE

2.2 To close the achievement gap by increasing retention and graduation rates of students by student type and by race/ethnicity.

OUTCOMES

2c. Enrollment of a diverse student population and increased retention and graduation rates for these students.

INDICATORS

*non-White is defined as Hispanic or Latino/a, any race; American Indian/Native Alaskan, Non-Hispanic; Asian, Non-Hispanic; Hawaiian/Pacific Islander, Non-Hispanic; Black, Non-Hispanic; Multiple Races, Non-Hispanic; Non-Resident Aliens

	Indicator		2019	2020	2021 Goal	2021 Actual
27	Four-year graduation rate for first-time , full-time , non-White* degree seeking students shall be <u>within 10% of the overall four-year graduation rate</u> (source: Fall RCNJ Factbook and IR Addendum)	2013 Cohort non-White: 47.9% (N=289); Overall: 59.3%	2014 Cohort non-White: 57.9% (N=283) Overall: 60.5%	2015 Cohort non-White: 52.2% (N=247) Overall: 58.1%	2016 Cohort non-White: Overall:	2016 Cohort non-White: 54.8% (N=336) Overall: 58%
28	Six-year graduation rate for first-time ,full-time, non-White* degree seeking students shall be <u>within 10% of the overall six-year graduation rate</u> (source: Fall RCNJ Factbook and IR Addendum)	2011 Cohort non-White: 66.1% (N=256); Overall: 74%	2012 Cohort non-White: 54.2% (N=266) Overall: 73.6%	2013 Cohort non-White: 66.2% (N=281) Overall: 71.9%	2014 Cohort non-White: Overall:	2014 Cohort non-White: 65.7% (283) Overall: 72.1%
29	First -year retention rate for non-White* students shall be within <u>10% of the overall first-year retention rate</u> (source:: Fall RCNJ Factbook and IR Addendum)	2016 Cohort non-White: 84.6% (N=336); Overall: 85.9%	2017 Cohort non-White: 86.6% (N=370) Overall: 87.8%	2018 Cohort non-White: 84.8% (N=363) Overall: 84.6%	2019 Cohort non-White: Overall:	2019 Cohort non-White: 85.3% Overall: 85.4%
30	Percent of faculty that report they spend “some” or “quite a bit” of time structuring their courses so that students learn about understanding people of other backgrounds (economic, racial/ethnic, political, religious, nationality, etc.) (source: Faculty Survey of Student Engagement Variable fcgdiverse)	44% (2016)	58% (2018)	52% (2020)	>50% (2020)	(2022)
31	First-year and senior-year students report that they understand people of other backgrounds (economic, racial/ethnic, political, religious, nationality, etc.) at a rate (mean) equal to or above the College’s Carnegie peers (source: National Survey of Student Engagement Variable pgdiverse)	RCNJ: 2.8/2.8 Peers: 2.8/2.8 (2016)	RCNJ:2.9/3.0 Peers: 2.8/2.9 (2018)	RCNJ: 2.9/3.0 Peers: 2.8/2.9 (2020)	RCNJ: / Peers: /	RCNJ: / Peers: / (2022)

GOAL 2

Cultivate and Support Equity, Diversity, & Inclusion

OBJECTIVE

2.3 To recruit employees who reflect and are committed to diversity and inclusiveness.

2.4 To foster collegiality and collaboration by advancing recommendations of the 2017 Report of the Task Force on Shared Governance.

OUTCOMES

2d. Ramapo College is an inclusive, diverse, collegial, and supportive work environment.

INDICATORS

*non-White is defined as Hispanic or Latino/a, any race; American Indian/Native Alaskan, Non-Hispanic; Asian, Non-Hispanic; Hawaiian/Pacific Islander, Non-Hispanic; Black, Non-Hispanic; Multiple Races, Non-Hispanic; Non-Resident Aliens

Indicator		2018	2019	2020	2021 Goal	2021 Actual
32	% of non-White*, full-time employees (faculty/non-faculty) (source: Institutional Research)	27%/31.2% Overall: 27.9% (2017)	27.5%/32.1% Overall:28.4% (2018)	27.9%/32.9% Overall: 29.5% (2019)	35%/33% Overall: 33% (2020)	/ Overall: (2020)
33	Two-year retention rate of non-white, full-time employees (non-faculty) will be <u>within 5% of the two-year overall retention rate</u> of full-time employees (non-faculty) (source: Institutional Research Data Collection)	86.6% Overall: 86.7% (2016 cohort)	88.7% Overall: 87.1% (2017 cohort)	84.8% Overall: 84% (2018 Cohort)	% Overall: (2019 cohort)	% Overall: (2019 cohort)
34	Three-year retention rate of non-White faculty (including librarians) will be <u>within 5% of the overall three-year retention rate</u> of full-time faculty (including librarians) (source: Institutional Research Data Collection)	89.4% Overall 85.2:% (2015 cohort)	80.2% Overall:94.1% (2016 cohort)	92.7% Overall: 96.9% (2017 cohort)	% Overall: (2018 cohort)	% Overall: (2018 cohort)
35	Average number of decisions per annum that are considered through the established Shared Governance Protocols (source: Shared Governance Annual Report)	1	1	1	≥3	

GOAL 3

Advance Innovation as the College's Promise and Obligation to its Students, Community, and the State of New Jersey

OBJECTIVE

3.1 To facilitate curricular innovation and to ensure that curriculum remains relevant, founded in the liberal arts, attuned to students' needs, and responsive to the economic environment.

OUTCOMES

3a. New academic programs are evaluated and offered, as appropriate.

3b. A systematic approach is used to review and, when appropriate, re-envision academic programs and modes of delivery.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
36	Percent of academic program units that conducted self-studies (<i>source: June Provost's Report to the Board of Trustees</i>)	0%	6% (N=38) (AY 18-19)	8% (N=38) (AY 19-20)	85% (AY 20-21)	16% (N= ##) (AY 20-21)
37	Total number of new major programs/new transfer, freshmen, or graduate students enrolled per year <u>will grow</u> in major programs established since Fall 2017 (<i>source: mid-September Institutional Research/EMSA Frozen File</i>)	1/58 (Elementary Education)	5/141 (Philosophy, Sustainability Studies, Finance, Mgmt., Marketing, Elem. Ed.)	6/519 (Philosophy, Sustainability Studies, Finance, Mgmt., Marketing, Elem. Ed.)	-	7/519 (Philosophy, Sustainability Studies, Finance, Mgmt., Marketing, Elem. Ed.)

GOAL 3

Advance Innovation as the College's Promise and Obligation to its Students, Community, and the State of New Jersey

OBJECTIVE

3.2 To strengthen mutually beneficial partnerships with alumni, parents, friends, business, professional organizations, as well as community and government agencies.

OUTCOMES

3c. Institutional visibility and reputation is advanced through communication and partnerships with external constituents.

3d. Opportunities to expand continuing education and credential offerings are evaluated and advanced, as appropriate.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
38	Total number of Fortune 1000/Forbes Global 2000 employers that are engaged with Cahill Career Center programming (<i>source: June EMSA Report to Board of Trustees</i>)	20	30	49	50	35
39	Total number of non-matriculated enrollments from high school partnerships (<i>source: Admissions Annual Report</i>)	153	168	156	200	
40	Total number of new partnerships with external constituents to support College initiatives (<i>source: Prospect Research Office Report</i>)	NA	123	114	200	
41	Total number of active members in Graduate Alumni Councils (<i>source: Foundation Annual Report</i>)	0	123	164	60	

GOAL 3

Advance Innovation as the College's Promise and Obligation to its Students, Community, and the State of New Jersey

OBJECTIVE

3.3 To optimize technology and software to automate functions and expand the capacity of existing systems for reporting and assessment.

OUTCOMES

3e. Work processes will be more efficient.

3f. There will be more time for analysis of data and data-informed decision making.

3g. Enhanced reporting will track unit-level indicators and foster unit-level assessment.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
42	Average annualized percent of managers who access Adaptive: Financial Planning Software on a quarterly basis (<i>source: Adaptive Annual Unit Reports</i>)	59%	80%	84%	100%	
43	Total number of multi-unit automated workflows implemented by 2021 (<i>source: ITS Annual Report</i>)	NA	11	NA (COVID-19 Issue)	10	

GOAL 3

Advance Innovation as the College's Promise and Obligation to its Students, Community, and the State of New Jersey

OBJECTIVE

3.4 To cultivate the next generation of higher education leaders through the delivery of an internal Leadership, Development and Performance (LDP) Program.

OUTCOME

3h. Employees grow their abilities and skills and a culture of continuous improvement is cultivated.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
44	Employee participation rate (non-Faculty) in an LDP-sponsored offering <i>(source: HR Annual Report)</i>	38%	49%	53%	85%	
45	Percent of managers that complete the Leadership Scorecard and receive a 360 Evaluation <i>(source: HR Annual Report)</i>	NA	45%	58%	100%	
46	Total number of faculty visits to the Instructional Design Center and the Faculty Resource Center <i>(source: IDC and FRC Participation Reports)</i>	159	198	N/A (COVID-19 Issue)	300	

GOAL 4

Improve Long-term Financial Strength

OBJECTIVE

4.1 To address systemic long-term deficits created by the reliance on State funding and practical limitations of increasing tuition.

OUTCOME

4a. Implementation of a multi-year financial plan.

4b. Decisions are made in consideration of their long-term financial impact and resources are focused on mission-critical endeavors that support the fiscal health of the College.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
47	Maintain Debt Burden Ratio under 12% (<i>source: Winter Audited Financial Statements/Annual Assessment of Financial Ratios</i>)	11.8%	10.3%	12.3%	<12%	
48	Maintain Reserve Build of no less than \$4 million per annum (<i>source: Winter Audited Financial Statements/Annual Assessment of Financial Ratios</i>)	\$4M	\$4.8M	\$4.4M	≥ \$4M	
49	Composite Financial Index of 3.0 or higher per annum (<i>source: Winter Audited Financial Statements/Annual Assessment of Financial Ratios</i>)	2.21	1.9	2.04	≥ 3.0	
50	Annual Board of Trustees approval of a balanced budget (<i>source: Board Updates</i>)	✓	✓	✓	✓	
51	The mean score of “Sustainability Knowledge” among individual enablers at Ramapo College (<i>source: Sustainability Culture Indicator Survey</i>)	NA	4.46	N/A	>2019 Mean	

GOAL 4

Improve Long-term Financial Strength

OBJECTIVE

4.2 To strengthen the College's presence in Trenton to ensure it receives due consideration in decisions affecting higher education.

OUTCOME

4c. The College receives equitable support from the State.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
52	Percent of full-time positions that are State-recognized funded positions (<i>source: Prior Year submission to NJOMB</i>)	84% (N=685)	84% (N=685)	84% (N=677)	≥ 95%	
53	Operational State Appropriations per Capita FTE will be at or above the NJASCU average (<i>source: Prior Year NJASCU Source Book</i>)	RCNJ: \$3,006 NJASCU Avg.: \$3,691	RCNJ:\$3,042 NJASCU Avg.: \$3,520	RCNJ: \$2,639 NJASCU Avg.: \$3,107	RCNJ ≥ NJASCU Avg.	RCNJ: NJASCU Avg.:
54	Establishment of a Public Transit link to campus by 2021.	NA	RFP Issued for Transit Services	NA	Transit Link Active	Transit Link Active

GOAL 4

Improve Long-term Financial Strength

OBJECTIVE

4.3 To address space allocation, its optimization, and deferred maintenance, in light of enrollment and economic trends.

OUTCOME

4d. College resources are allocated to ensure the long-term security and safety of its assets and the effective use of space.

4e. The Learning Commons fosters connectivity, innovation, creation of knowledge, community, and collaboration (Seal, 2014).

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
55	Increase existing assignable square feet of campus space repurposed or reallocated for student/instructional use (<i>source: Facilities Condition Index & SMAAC Annual Report</i>)	NA	+1366	+1366 (COVID-19 Issue)	+10,000	
56	The Learning Commons will open in 2021 and will incorporate spaces for students and faculty (<i>source: Foundation Annual Report</i>)	NA	Groundbreaking on 9/4/19	Construction	Doors Open	Building Opened in Fall 2021

GOAL 4

Improve Long-term Financial Strength

OBJECTIVES

4.4 To publicly position the College through advocacy, marketing and public relations as the premier public college in the region.

4.5 To leverage relationships with alumni, parents, corporations and friends to advance the College's visibility.

4.6 To enhance financial strength through increasing support from the Foundation.

OUTCOME

4f. Enhanced reputation and visibility of Ramapo College across key constituent groups.

Indicator		INDICATORS	2019	2020	2021 Goal	2021 Actual
57	Increase Foundation Operational (non-Capital) Support Payments to the College (<i>Source: Business Services Reconciliation of due from Foundation & Audited Financial Statements</i>)	\$1.4M	\$1.5M	\$1.5M	\$1,610,000	
58	Increase the Alumni Giving Rate (<i>source: Late September Foundation Audited Financial Statements</i>)	3.9%	3.2%	3.0%	5%	
59	Increase the Peer Reputation Score (<i>source: US News and World Report c/o Marketing & Communications</i>)	2.7	2.8	3.9	3.0	
60	Net revenue generated by the Office of Events and Conferences/Retention Rate of Current Renters (<i>source: Winter Audited Financial Statements, E&C Report</i>)	\$257,030/ 65%	\$257,213/ 81%	\$220,125/NA (COVID-19 Issue)	\$303,295/ 80%	

GOAL 4

Improve Long-term Financial Strength

OBJECTIVE

4.7 To align fundraising efforts for capital, operations, student access, and grant initiatives with annual College priorities.

OUTCOMES

4g. Funds raised for the College reflect the established priorities.

4h. Additional awards and funds are available for student scholarships to help defray the cost of attendance.

INDICATORS

Indicator		2018	2019	2020	2021 Goal	2021 Actual
61	Total revenue, gifts, and pledges raised for the Learning Commons (<i>source: Late September Foundation Audited Financial Statements</i>)	\$8M	\$10M	\$13M	\$15M	\$
62	Total dollars/number of awarded scholarships to support College priorities or student success (<i>source: Foundation Annual Report</i>)	\$647,640/ 472	\$710,419/ 492	\$738,385/ 509	\$766,469/ 509	\$/#
63	Percent of total endowment corpus growth/total endowment (<i>source: Late September Foundation Audited Financial Statements</i>)	NA %/ \$14.1M	6.8%/ \$15M	11.4%/ \$15.7M	10.7%/ \$15M	/

Please note that the following revisions to Dashboard 2021 have been made since 9.9.19:

- 2018 Data for Indicators 27, 28, 46, 52, and 62 were corrected.
- 2018 Data for Indicator 39 was updated to include two late registrations.
- Indicator 41 language was revised to more clearly identify alumni members.
- Indicator 42 language was revised to no longer reflect the percent of unit level indicators accessed, but to report the actual percent of managerial employees who access indicator data.
- Sources identified for various indicators were refined to reflect the time of year in which the data would become available as well as multiple sources needed, when appropriate.
- In Summer of 2020, the Office of the Provost advanced a correction to Indicator 14 data. The correction was to 2018 data which originally reported 87%. It was corrected to be 58.1%.
- For item #53 - Since the NJASCU report stopped a few years ago, the Budget office recreated the formula and compared the average of six public institutions, i.e., TCNJ, NJCU, Kean, WPU, Ramapo and Richard Stockton, with Ramapo.

Version: 08.10.21

www.ramapo.edu/president/stratplan