

William Paterson University
Key Performance Indicators - February 2025

#	Indicator		ACTUAL 2018	2019	2020	2021	2022	2023	2024	2025
1	All Student Headcount Fall	Goal	10,518	10,351	10,155	10,020	10,079	9990 ³	11,564	12,710
		Actual	10,198	10,105	9,635	9,949	9,921	10,821	11,936	
2	Undergraduate Headcount Fall	Goal	9,070	8,820	8,640	8,320	7,785	7,183 ³	8,424	8,886
		Actual	8,735	8,605	7,971	7,707	7,302	7,861	8,472	
3	Graduate Headcount Fall	Goal	1,448	1,531	1,515	1,700	2,287	2,807 ³	3,140	3,824
		Actual	1,463	1,500	1,664	2,242	2,619	2,960	3,464	
4	Main Campus Headcount Fall	Goal				9,554	8,336	6,748 ³	7,658	8,187
		Actual				8,184	7,162	7,173	7,630	
5	WP Online Headcount Fall	Goal				810	2,549	3,242	3,906	4,523
		Actual				1,765	2,759	3,648	4,306	
6	Main Campus Full Time First Year One-Year Retention Rate	Goal		72.5%	70.8 - 71.3%	74.5 - 76.0%	68.7 - 69.2%	72 - 74%	74 - 75.5%	75.5 - 75.9 %
		Actual	70.0%	69.30%	73%	67.70%	71.50%	73.10%	74.42%	
7	Four-Year Graduation Rate	Goal		37.8%	33.0%	37.4%	30.0%	27.5%	28.8%	31.9%-32.4%
		Actual	36.8%	32.4%	36.40%	29.0%	26.1%	27.8%	30.9%	
8	Six-Year Graduation Rate	Goal		53.3%	55.0%	56.0%	54.3%	50.0%	44.0%	44.9%-45.4%
		Actual	52.3%	55.3%	55.40%	53.30%	55.90%	47.7%	43.9%	
9	Non-Returning Students	Goal				New	2,250	1,642	1,486	1,321
		Actual				2,500	1,698 ³	1532	1348	
10	Δ Number of Degrees Awarded per 100 FTEs	Goal			29.9	29.5	27.6	28.6	29.6	30.6
		Actual	31.5	30.4	29.1	26.6	N/A	38.3	42.6	
11	Social Mobility Index - College Net	Goal		115	105	≥ 76	≥ 76	≥ 76	≥ 76	≥ 76
		Actual	44.4/126	119	76		65/1414	51/1198	54/1206	
12	Social Mobility Index - US News and World (RUN)	Goal				New	≥ 90	≥ 90	≥ 90	≥ 90
		Actual				90	21	21	22/165	
13	Student Engagement	Goal	N/A	N/A	59.0%	59%	36% ²	44%	40%	44%
		Actual		57.0%	59.0%	53.75%	32.80%	39.00%	42.60%	
14	Student-Faculty Ratio (SFR)	Goal	15.0	14.0	14.3	14	14.25	15.6	15.8	16.6
		Actual		14	13.34	13.98	15.1	15.8	16.6	
15	Post Graduation Outcomes	Goal							at or above NACE benchmark	at or above NACE benchmark
		Actual			82%	84%	86%	86%		
16	Total All University Revenues	Goal	\$ 215 M	\$ 216 M	\$ 217 M	\$ 219 M	\$ 202.6 M	\$ 190.7 M	\$208.9 M	\$218 M
		Actual	\$ 219 M	\$ 221 M	\$ 219.3 M	\$ 231.1M	\$ 235.0 M	\$ 202.8 M	\$212 M	
17	Non Tuition & Fees or RL Revenues	Goal		\$ 12.1 M	\$ 12.5 M	\$ 14.4 M	\$ 24.1 M	\$ 10.8 M	\$ 42.0 M	\$52M
		Actual	\$ 12.8 M	\$ 12.1 M	\$ 22.1 M	\$ 41.7 M	\$ 41.5 M	\$ 41.6 M	\$52.5 M	

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18	Total Net Tuition, Fee and Resident Life Revenues	Goal	\$ 113 M	\$ 107 M	\$ 105 M	\$ 112 M	\$ 84.3 M	\$ 85.2 M	\$ 86.1 M	\$86M
		Actual	\$ 104 M	\$ 103 M	\$ 100.1 M	\$ 92.0 M	\$ 97.2 M	\$ 80.7 M	\$ 78.2 M	
19	Average Direct Debt Service Coverage	Goal	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0	1.2 - 2.0
		Actual	0.89	1	1	1.36	1.63	1.97	1.89	
20	Expendable Financial Resources to Operations	Goal	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09 - 0.3	0.09-0.3
		Actual	0.37	0.36	0.32	0.37	0.34	0.38	0.37	
21	Annual Donor Contributions (New Cash and Commitments)	Goal	\$ 5.6 M	\$ 3.0 M	\$3.1M	\$ 3.25 M	\$ 3.35 M	\$ 3.4 M	\$5.5 M	\$5.5 M
		Actual	\$ 3.1 M	\$ 2.7 M	\$ 8.61 M	\$ 3.59 M	\$4.15 M	\$ 4.496 M	\$5.296 M	
22	Total Endowment of the Foundation	Goal	\$26.0 M	\$27.0 M	\$28.0 M	\$ 33 M	\$ 47 M	\$48.5 M	\$25 M	\$26 M
		Actual	\$27.8 M	\$29.2M	\$ 33.3 M	\$ 45.68 M	\$42.04 M	\$45.7 M ¹	TBD	

¹ In 2024, KPI # 22 - Total Assets of the Foundation was changed to Total Endowment of the Foundation. The later is a better reflection of the Division's efforts.

² In 2022, KPI # 13 - Student Development only, no longer inclusive of Academic Affairs high impact practices and experiences

³ In 2023, KPI # 1-4, 9 - Goal reset to reflect only degree-seeking students

Office of the President
Updated 2/5/2025