ARKANSAS STATE UNIVERSITY - NEWPORT
NEWPORT • JONESBORO • MARKED TREE

STRATEGIC GOALS FOR AY 2026

Goal	AY 2026 Benchmark	AY 2025 Outcome	AY 2026 Benchmark
Increase Persistence Rate	**Increase Persistence Rate to 76.5%**	**Not Met: 75.9%**	**76.5%**
The persistence rate is calculated by adding the number of degree-seeking students who either graduated or re-enrolled in the following term, then dividing that total by the combined number of degree-seeking students enrolled in each of the two terms (i.e., the total number of students enrolled in the initial term *plus* the total number enrolled in the subsequent term, regardless of duplication). This calculation includes all students enrolled at any point during the term—not only those enrolled on the census date. Persistence rates are reported for the fall and spring semesters only, based on students enrolled in the previous academic year's spring term and the current academic year's fall term.			
Increase Success Rates in Gateway Courses	**Increase gateway course success rate to 84.5%**	**Not Met: 83.4%**	**84.5%**
This measure is calculated by dividing the number of students who earn a grade of A, B, or C in any ADHE designated gateway course by the total number of students enrolled in those courses. The calculation includes all students enrolled as of census date. This metric reflects data from the most recent summer, fall, and spring terms.			
ASUN will secure funds to sponsor Aviator Athletics from private and corporate donors.	**Target is $200,000**	**Not Met: $54,817**	**$200,000**
This measure reflects the amount of funds raised during the calculation period beginning May 1st of the previous fiscal year through May 1 of the year in which the merit payout occurs. The measure starts at $0 each year and is pulled from Blackbaud. It does not include ticket sales.			
Increase full-time employee retention	**Target is 90%**	**Met: 92%**	**90%**
This measure is calculated annually and reflects the number of employees who remained continuously employed throughout the current fiscal year until May 1st divided by the total number of employees on July 1. Employees who retire during the fiscal year are excluded from the calculation in both the numerator and denominator.			

Updated 08/13/2025

Goal	AY 2026 Benchmark	AY 2025 Outcome	AY 2026 Benchmark
Maintain Composite Financial Index Level	**Target is 2.00**	**Met: 2.04**	**2.00**
The composite score reflects the overall relative financial health of the institution along a scale from negative 1.0 to positive 3.0 in the current fiscal year. ASUN receives this data from the Higher Learning Commission sometime after the April data loads, usually in June.			
ASUN will secure funds to construct a new Health Science Center on the Newport Campus.	**Target is $9.5 Million in 2025-2026.**	**Met: $8,500,000**	**$9,500,000**
Funds will be measured based on the total amount raised over the duration of the project. To be included in this measure, funds must be promised to the institution no later than May 1 of the year in which the merit payout occurs and the calculation includes any funds received over the lifetime of the project.			
Increase student enrollment	**Increase student enrollment by 1%**	**Met: 4,314 students**	**Increase student enrollment by 1% (4,357)**
Student enrollment is defined as the total number of credit-bearing, unduplicated students enrolled in the fall and spring semesters, including all parts of term. A student may be counted once in the fall and once in the spring, but not twice in a single term.			
Increase in credentials awarded	**Increase in credentials awarded by 1%**	**Met: 1,636**	**Increase in credentials awarded by 1% (1,652)**
This measure will be determined by an increase in credentials awarded for the last three terms. The percentage increase will be measured by the number of credentials awarded for the term/terms divided by the number of credentials awarded for the same period in the most recent summer, fall, and spring terms.			