

SNOW COLLEGE MISSION FULFILLMENT GOALS

STUDENT SUCCESS GOALS: ● On Target

Timely Completion for all students: This goal looks at the three-year college-going rate of Utah high school graduates. Students are included as college-going if they have an enrollment at any postsecondary education institution within three years of their high school graduation cohort. This goal indicates how well Snow College efficiently helps students succeed and is directly related to USHE’s Performance Funding.

Goal	Current	Target	KPI
1.1 Timely Completion Percentages	64.99%	62.3%	✓

Percentage of High Yield Graduates: This goal examines all graduates reported by Utah higher education institutions and identifies the proportions of which that are associated with high-wage, high-demand career fields as identified by the Utah Department of Workforce Services (4-star and 5-star jobs). Consideration was given to region-specific high-wage/high-demand jobs, in addition to statewide needs. This goal is associated with USHE Performance Funding

Goal	Current	Target	KPI
1.1 Timely Completion Percentages	64.99%	62.3%	✓

Overall Student Placement Rates: This goal focuses on the immediate workforce placement of students completing technical education certificates. Additional data on 1, 5, 10, and 15-year placement, including median wage earnings, also informs this goal.

Goal	Current	Target	KPI
1.3 Overall student placement rates	71%	75%	●

Percent of Students with Financial Aid: This goal seeks to increase the percentage of all Snow College students who qualify for federal, state, institutional, or private aid (which the exception of student loans) to reduce the personal financial burden of college attendance.

Goal	Current	Target	KPI
1.4 Percent of students with financial aid	95%	95%	●

RECRUITMENT & RETENTION GOALS: ✗ Needs Improvement

Targeted Student Growth: This goal aims to maintain Snow College as a vibrant, growing institution serving and a viable higher education option for declining high school student graduates. The goal is supported by disaggregated enrollment goals for Service Region, Utah County, Hispanic/Latino, and international student populations.

Goal	Current	Target	KPI
2.1 Targeted Enrollment Growth	-1.0%	2.3%	×

Student Persistence Rates: This goal concentrates on retaining students from a fall to spring semester, which correlates with the improved student achievement rates of graduation, transfer, or career placement. These data also assist the college in reaching the Targeted Student Growth goal. Data are disaggregated by student groups for targeted gap improvement.

Goal	Current	Target	KPI
2.2 Student Persistence Rates	74%	75%	●

Freshman Student Retention Rates: This goal examines how many new students in a fall cohort continue their enrollment in the subsequent fall semester. New student retention positively influences student graduation, transfer, or career placement achievement. These data also assist the college in reaching the Targeted Student Growth goal. Data are disaggregated by student groups for targeted gap improvement.

Goal	Current	Target	KPI
2.3 Student Retention Rates	51%	65%	×

Percent of Students Reporting Belonging: Snow College is well-recognized for its personalized, welcoming, and student-centered focus to help ALL students succeed. Research suggests that a connection to campus (informal or formal) directly relates to student success. As an open-access institution, this goal measures the College’s inclusivity and “spirit of Snow” culture. This goal is measured using belonging question scores reported on Snow College’s standard course evaluation.

Goal	Current	Target	KPI
2.4 Sense of Belonging Scores	2.3	2.5	●

ACADEMIC GOALS: ●On Target

Percentage of Students in HIP Courses: This goal serves to measure Snow College’s academic quality, particularly with the intent to provide students with relevant and meaningful general education experiences. It is measured by the number of new students who participate in Snow College’s Foundations course (a multi-discipline approach to the value of general education). This goal is supported by the Academic Affairs Strategic Plan.

Goal	Current	Target	KPI
3.1 Percentage of students participating in HIP courses	100%	100%	✓

Courses with Equal but Alternative Delivery Formats: This goal recognizes changes in the student learning landscape that allows individuals to engage with educational content through

various formats, such as in-person classes, online courses, blended learning, CBE, or other delivery methods. This goal measures the degree to which Snow College provides all learners with equitable and inclusive opportunities for learning and achieving educational outcomes regardless of the mode of instruction. The specific measure is the percentage of courses offered using more than one delivery method.

Goal	Current	Target	KPI
3.2 Courses with equal but alternative delivery formats	24%	33%	×

Programs reviewed for content, delivery, relevancy, and inclusion: This goal ensures that all master course syllabi are continuously evaluated and improved for relevant content, best practice, delivery method effectiveness, and content/course accessibility for learners from diverse backgrounds. The Snow College Curriculum Committee is responsible for master course syllabi approval and review.

Goal	Current	Target	KPI
3.3 Programs reviewed for content and delivery relevancy, inclusion, and diversity.	40%	50%	●

Institutional DFWI Rates: DFWI or student failure rates refer to the percentage or number of students who do not meet the requirements or standards for successful course completion. Failure rates help Snow College determine the appropriate balance of challenge and support at the course and program levels for students to succeed. This goal establishes an acceptable DFWI range by which programs and courses can determine their student success effectiveness. Data are disaggregated by student groups for targeted gap improvement.

Goal	Current	Target	KPI
3.4 Institutional DFWI rate	18%	15%	●

EMPLOYEE SUPPORT GOALS: ●On Target

Compensation to industry standards: The ability of Snow College to attract and retain high-quality faculty, staff, and administration rests on how well the college competes with market rates for specific job roles. This goal leverages CUPA and state-derived median salary benchmarks to raise and maintain employee salaries that are competitive and commensurate with higher education-industry standards.

Goal	Current	Target	KPI
4.1 Compensation to industry benchmarks	95%	100%	●

Attract and retain diverse employees: The goal of a diverse workforce strategically helps the College have a more dynamic and resilient workforce and a better connection with a diverse student-customer base to drive long-term employment and enrollment success in an ever-

changing world. This goal is further supported by USHE’s Performance Metrics for underrepresented groups, Academic Affairs strategic planning, and the college’s Hispanic/Latino initiative.

Goal	Current	Target	KPI
4.2 Attract and retain diverse employees	6%	10%	●

Provide and reward employee professional development: Employee professional development yields improved skills, career advancement, better morale and motivation, higher employee retention, and enhanced institutional performance. This goal uses the number of job-related or professional micro-credential or badge achievements among Snow College employees to determine how well the college nurtures employees and fosters a culture of continuous learning growth.

Goal	Current	Target	KPI
4.3 Provide and reward employee professional development (badges)	TBD	TBD	●

INFRASTRUCTURE AND COMMUNITY DEVELOPMENT GOALS: ●On Target

Master planning and capital priorities funding: This goal measures Snow College’s strategy to Regularly improve and provide high-quality physical facilities and other infrastructure in tandem with the college’s high-quality academic and student services programs. This goal is measured by the dollar amounts awarded and reserved to support capital improvement and other regular master planning projects.

Goal	Current	Target	KPI
5.1 Master Plan and Capital Priorities funding	\$26M	\$30M	●

Percent of Service Area adults with at least an associate degree: This goal measures how well Snow College coordinates with community leaders and collaborates with local and regional businesses and industry to provide educational advancement opportunities and related employment and life-value improvements to adult residents in Juab, Millard, Piute, Sanpete, Sevier, and Wayne counties. This goal is tied to the state of Utah’s initiative for a more educated workforce (65%) that serves to strengthen the state’s economy and benefit individual prosperity.

Goal	Current	Target	KPI
5.2 Percent of Service Area adults with at least an associate degree	12%	15%	●