

No.	Measures	FY07	FY08	FY09	Indicator (1)	Target (2)	Benchmark (3)	Peer Average (4)	Source	Responsibility	VSA/CP (5)	Data Definition/Notes
	Teaching and Learning											
TL-1	Headcount enrollment by student level								IPEDS Fall / EMSAS Fall	IR&P/RS	VSA	
	Undergraduate	21,484	21,586	22,980	○	24,741		25,658				
	Graduate	5,598	5,708	6,024	○	6,481		7,573				
	Professional	1,102	1,111	1,126	○	1,123		1,418				MU professional programs: Law-JD, Medicine-MD, and Veterinary-DVM
TL-2	FTE enrollment by student level									IR&P/RS		Annual credit hours divided by 30/24 credit hours.
	Undergraduate	19,922	20,074	21,410	○	23,008		25,365	IPEDS 12-month			30 credit hours=1.0 FTE
	Graduate	3,866	3,904	4,124	○	4,432		6,563	IPEDS 12-month / Student Census			24 credit hours=1.0 FTE
	Professional	1,093	1,103	1,119	○	1,105		1,389	IPEDS Fall / EMSAS Fall			MU professional programs: Law-JD, Medicine-MD, and Veterinary-DVM Full-time=1.0 FTE, Part-time=0.5 FTE
TL-3	Freshman applicant acceptance rate	78%	82%	85%				57%	IPEDS Inst. Characteristics	IR&P/RS	VSA	First-time, degree seeking
TL-4	Freshman yield rate of those accepted	47%	47%	47%	○	45%		39%	IPEDS Inst. Characteristics	IR&P/RS	VSA	First-time, degree seeking
TL-5	Entering freshman GPA on high school core courses	3.35	3.34	3.32	○	3.35			Student Census	IR&P/RT		Full-time, degree-seeking, first-time-college (Fall or preceding Summer Semester). Audit-only are NOT included.
TL-6	Average ACT score entering freshman	25.3	25.4	25.5	○	25.5			EMSAS Fall	IR&P/RS		First-time degree-seeking. Educational quality
TL-7	Percent of entering students who come from the top 10% of their high school graduating class	27%	26%	25%					EMSAS Fall	IR&P/RS		First-time degree-seeking freshmen. Educational quality
TL-8	Student diversity by gender								IPEDS Fall	IR&P/RS		All students
	Men	47%	46%	46%				49%				
	Women	53%	54%	54%				51%				
TL-9	Student diversity by ethnicity								IPEDS Fall	IR&P/RS		All students
	Under Represented	7.8%	7.9%	8.2%	○	8.2%		11.6%				
	Black, non-Hispanic	5.5%	5.6%	5.6%				4.8%				
	American Indian/Alaska Native	0.6%	0.6%	0.6%				0.6%				
	Hispanic	1.8%	1.8%	1.9%				6.3%				
	All Others											
	Nonresident alien	5.0%	5.1%	5.2%				7.5%				
	Asian/Pacific Islander	2.7%	2.6%	2.4%				12.0%				
	White, non-Hispanic	80.0%	80.8%	80.6%				63.9%				
	Race/ethnicity unknown	4.5%	3.6%	3.7%				4.9%				
TL-10	Total degrees awarded by level and ethnicity								IPEDS Completions	IR&P/RS	VSA; CP (1A:B)	
	Bachelors	4,736	4,779	4,855				5,791				
	Under Represented	319	359	351				657				
	All Others	4,417	4,420	4,504				5,134				
	Masters	1,350	1,421	1,506				1,742				
	Under Represented	62	77	71				145				
	All Others	1,288	1,344	1,435				1,597				
	Graduate Certificates	68	69	87				104				
	Under Represented	2	4	4				7				
	All Others	66	65	83				96				

No.	Measures	FY07	FY08	FY09	Indicator (1)	Target (2)	Benchmark (3)	Peer Average (4)	Source	Responsibility	VSA/CP (5)	Data Definition/Notes
	Education Specialist	36	34	57				25				
	Under Represented	5	3	12				3				
	All Others	31	31	45				23				
	Doctorate	293	326	306				518				
	Under Represented	21	21	22				33				
	All Others	272	305	284				485				
	Professional	289	303	307				399				MU professional programs: Law-JD, Medicine-MD, and Veterinary-DVM
	Under Represented	13	19	25				41				
	All Others	276	284	282				358				
TL-11	Six-year graduation rate by ethnicity								IPEDS Grad. Rate	IR&P/RS	CP (3A:1)	FY06=Fall 00 freshman cohort, FY07=Fall 01 freshman cohort, FY08=Fall 02 freshman cohort.
	All Students	67%	69%	Currently Not Available		70%	93%	75%				
	Under Represented	55%	57%	Currently Not Available		60%	90%	65%				
	All Others	68%	70%	Currently Not Available		71%	94%	76%				
TL-12	Four-year graduation rate by ethnicity								IPEDS Grad. Rate	IR&P/RS		FY06=Fall 00 freshman cohort, FY07=Fall 01 freshman cohort, FY08=Fall 02 freshman cohort.
	All Students	41%	41%	Currently Not Available		44%	84%	48%				
	Under Represented	28%	31%	Currently Not Available		35%	77%	36%				
	All Others	42%	42%	Currently Not Available		45%	85%	50%				
TL-13	First-year retention rate by ethnicity								EMSAS Fall	IR&P/RM		First-time full-time degree-seeking high school graduates.
	All Students	85%	85%	86%	○	86%						
	Under Represented	82%	84%	83%	○	85%						
	All Others	85%	86%	86%	○	87%						
TL-14	First-time, full-time, degree-seeking undergraduate transfer enrollment	955	891	985	○	1,082		1,407	EMSAS Fall / IPEDS Fall	IR&P/RS		Tied to VSA definition.
TL-15	First-time, full-time undergraduate transfer graduation rate	59%	61%	Currently Not Available		62%			Student Census	Campus IR	VSA	FY06=Fall 00 freshman cohort, FY07=Fall 01 freshman cohort, FY08=Fall 02 freshman cohort.
TL-16	Net cost of attendance as a percent of average family income	18%	20%	19%					UIDS Student Aid Management, FY08 PeopleSoft Students	IR&P/LCB	CP (1B:1)	Missouri, Resident, Undergraduate FAFSA filers only. Net COA= Budget-Total Gift Aid. Family income average is for students/families in the population; not the state family income.
TL-17	Average undergraduate debt burden at graduation (those with debt)	\$20,814	\$20,889	Currently Not Available					Common Data Set	IR&P/RS		Student debt burden, not parent.
TL-18	Percentage of graduating undergraduate class who borrowed at any time through any loan programs	61%	60%	Currently Not Available					Common Data Set	IR&P/RS		
TL-19	Percentage of grant/scholarship financial aid that meets need	46%	47%	45%					see #16	IR&P/LCB		Based on total gift aid awarded to FAFSA filers with need > 0.
TL-20	Pell Grant recipients as a percent of total undergraduate enrollment	14%	15%	15%					DHE 14-1 & IPEDS E-12	IR&P/RS		
TL-21	Student participation in study abroad	945	Currently Not Available	Currently Not Available				1,383	Open Doors Report	IR&P/RS	CP (2E:1)	Undergraduate and Graduate students.
TL-22	Student participation in internships for credit	1,065	1,108	1,200					Enrollment File	Campus IR	CP (2E:1)	Undergraduate students
TL-23	Student participation in academic service learning for credit	2,896	2,535	2,600					Enrollment File	Campus IR	CP (2E:1)	Undergraduate students
TL-24	Student participation in undergraduate research	2,191	2,176	2,200					Enrollment File	Campus IR	CP (2E:1)	Credit and non-credit. Affiliated with a course.
TL-25	Student engagement and satisfaction with learning experience	Not Admin	Not Admin	100%					NSSE	Campus IR	VSA; CP (1C:a)	Seniors rating their entire educational experience as good or excellent

No.	Measures	FY07	FY08	FY09	Indicator (1)	Target (2)	Benchmark (3)	Peer Average (4)	Source	Responsibility	VSA/CP (5)	Data Definition/Notes
TL-26	Pass rate on licensing exams								DHE Performance Indicators	Campus IR		Baccalaureate recipients. Educational quality
	Teacher education	93%	97%	100%	○	97%				IR&P/RS		Teacher Licensure and Cert. Exam (PRAXIS)
	Nursing	94%	91%	95%	○	91%		86%			CP (1C:3)	National Council Licensure Exam (NCLEX)
	Engineering	81%	81%	81%	○	81%		75%			CP (1C:3)	Fundamentals of Engineering Exam
	Accounting	85%	79%	79%	○	79%		47%			CP (1C:3)	Uniformed Certified Public Accountant Exam
	Health professions	100%	98%	100%	○	100%		82%			CP (1C:3)	American Registry of Radiologic Technologist, Nuclear Medicine Technology Certification Board, and National Board for Respiratory Care exams
TL-27	Student Awards - competitive and externally recognized awards	3	8	3				6	Various scholarship websites	IR&P/RS		Forbes definition: Truman, Marshall, Rhodes, Goldwater, & Fulbright, adjusted for enrollment. Not weighted.
TL-28	Student learning outcomes (scoring at or above 50th percentile on nationally normed test e.g., CAAP, CLA)	75%	67%	75%		75%			DHE Performance Indicators	IR&P/RS	CP (1C:1)	VSA within three years
TL-29	Fall semester credit hours per full-time ranked tenured-tenure track faculty	154	149	161	○	150			Student Census	IR&P/RM		Ranked includes full, Associate, and Assistant Professors. Instructional productivity. FTE based on contract. Data from Teaching load files; based on faculty who WERE assigned instructional activities.
TL-30	Fall section credits per full-time ranked tenured-tenure track faculty	10.0	9.2	9.8	○	10.0			Student Census	IR&P/RM		Ranked includes full, Associate, and Assistant Professors. Instructional productivity. FTE based on contract. Data from Teaching load files; based on faculty who WERE assigned instructional activities. Includes cross-listed sections and all data are weighted by the instructor's percent of responsibility.
TL-31	Percent of Tenured and Tenure Track faculty with Terminal Degrees	95%	95%	96%	○	95%			HR Census	IR&P/RM		Terminal degree is the highest degree in a field of study. US News definition.
	Research and Discovery											
RD-1	Total externally sponsored research expenditures	\$137,451 K	\$136,857 K	Currently Not Available		\$150,000 K		\$353,154 K	National Science Foundation	Office of Research	CP (2D:2)	
RD-2	Total federally funded research expenditures	\$108,328 K	\$108,131 K	Currently Not Available		\$130,000 K		\$261,122 K	National Science Foundation	Office of Research		
RD-3	Total research expenditures supported by business and industry	\$1,937 K	\$2,140 K	Currently Not Available		\$3,000 K		\$27,078 K	National Science Foundation	Office of Research		
RD-4	Total externally sponsored research expenditures per full-time ranked tenured-tenure track faculty	\$114,926	\$112,270	Currently Not Available		\$140,000	\$716,770	\$235,073	IPEDS HR & National Science Foundation	IR&P/RS		Ranked includes full, Associate, and Assistant Professors.
RD-5	Number of faculty awards, fellowships and memberships recognized in the Top American Research University published by the Center	14	Currently Not Available	Currently Not Available		25		61	The Center for Measuring Univ. Performance	IR&P/RS		National Academy Membership and Faculty Awards
RD-6	Number of books per PhD program faculty	Not Available	0.49	Currently Not Available					Academic Analytics	Campus IR		Contingent on Academic Analytics agreement
RD-7	Number of journal articles per PhD program faculty	Not Available	3.09	Currently Not Available					Academic Analytics	Campus IR		Contingent on Academic Analytics agreement
RD-8	Number of citations per PhD program faculty	Not Available	17.12	Currently Not Available					Academic Analytics	Campus IR		Contingent on Academic Analytics agreement
RD-9	Percent of Tenured and Tenure Track faculty engaged in externally sponsored research	38%	36%	31%	○	40%			HR Census & Finance data	IR&P/RM & UM Controller		
	Economic Development											
ED-1	Number of invention disclosures received	81	77	106	○	100		142	AUTM	R&ED	CP (2D:3)	
ED-2	Percentage of invention disclosures on which a new patent application was filed	37%	36%	25%	○	40%		54%	AUTM	R&ED		Using the AUTM definition, a "new patent application" is the first filing of the patentable subject matter and it could be either a provisional, non-provisional, or PCT filing claiming the US.
ED-3	Number of US patents issued	10	7	5	○	12		25	AUTM	R&ED		
ED-4	Total license/option agreement income	\$4,417 K	\$6,194 K	\$10,075 K	○	\$10,000 K		\$6,255 K	AUTM	R&ED		

No.	Measures	FY07	FY08	FY09	Indicator (1)	Target (2)	Benchmark (3)	Peer Average (4)	Source	Responsibility	VSA/CP (5)	Data Definition/Notes
ED-5	Number of license/option agreements that generated income	35.5	23.5	35	○	40		138	AUTM	R&ED		
ED-6	License/option agreement income per dollar of net patent expenses	\$13.31	\$10.33	\$14.67	○	\$15.00		\$5.57	AUTM	R&ED		
ED-7	Number of startups created around university technologies	1	4	2	○	4		4	AUTM	R&ED	CP (2D:4)	
ED-8	Number of license/option agreements executed	9	27	32	○	35		57	AUTM	R&ED		
	Community Service and Engagement											
SE-1	Number of degrees and certificates awarded in METS related fields (math, engineering, technology, and science fields, including METS-related teacher education)	2,243	2,325	2,322	○	2,400		3,366	IPEDS Completions	IR&P/RS	CP (2B:1a)	METS includes CIP's 01 (Agriculture), 03 (Natural Resources), 11 (Computer & Info.), 14 (Engineering), 26 (Biological Sc.), 27 (Math & Stats), 40 (Physical Sc.), 42 (Psychology), & 51 (Health Sc.)
SE-2	Number of degrees and certificates awarded in key non-METS fields	2,237	2,114	2,349	○	2,250		1,457	IPEDS Completions	IR&P/RS	CP (2A:2)	
SE-3	Number of degrees and certificates awarded in health practitioner fields	551	612	641	○	650		605	IPEDS Completions	IR&P/RS	CP (2B:2a)	Non-veterinarian CIP 51 (Health Sciences)
SE-4	Number of cooperative extension contacts (direct and indirect)	1.2 M	1.3 M	1.1 M	○	1.3M		1.3 M	MU Extension	IR&P/RS		
SE-5	Number of extension continuing education enrollments								MU Extension	IR&P/RS		
	Credit	29,741	26,781	26,604	○	26,848						
	Non-Credit	84,498	80,901	80,104	○	81,103						
SE-6	University of Missouri Healthcare Out-patient clinic visits	548,634	510,897	520,000	○	560,000			UMHC Annual Report	IR&P/RS		Aggregate visits at all types of clinics at all sites.
SE-7	University of Missouri Healthcare Patient Satisfaction	86%	86%	86%	○	88%	91%	86%	Press Ganey	UMHC Service Quality		
	Developing and Managing Human, Financial, and Physical Resources											
DM-1	Average ranked faculty salary	\$74,549	\$76,139	\$81,604	○	\$85,000	\$112,481	\$93,957	AAUP (Academe)	IR&P/RS		Full-, Associate, & Assistant Professors. Full-time instructional, 9- & 12-month contracts.
DM-2	Average benefit per full-time employee	\$11,204	\$11,740	Currently Not Available				\$19,841	IPEDS Finance & HR	IR&P/RS		Part C-Expenses, Employee fringe benefits (less Social Security)
DM-3	Faculty diversity by gender								IPEDS HR	IR&P/RS		Full- and part-time. Includes Hospital and Extension. Excludes graduate assistants.
	Men	61%	60%	60%				63%				
	Women	39%	40%	40%				37%				
DM-4	Faculty diversity by ethnicity								IPEDS HR	IR&P/RS		Full- and part-time. Includes Hospital and Extension. Excludes graduate assistants.
	Nonresident alien	10.1%	10.6%	9.1%				7.4%				
	Black, non-Hispanic	2.5%	2.6%	2.4%				2.9%				
	American Indian/Alaska Native	0.2%	0.2%	0.2%				0.4%				
	Asian/Pacific Islander	6.6%	7.0%	7.1%				9.9%				
	Hispanic	1.8%	2.0%	1.8%				3.1%				
	White, non-Hispanic	76.9%	77.3%	78.2%				74.9%				
	Race/ethnicity unknown	1.9%	0.3%	1.2%				1.4%				
DM-5	Staff diversity by gender								IPEDS HR	IR&P/RS		Full- and part-time. Includes Hospital and Extension. Includes graduate assistants.
	Men	38%	38%	38%				46%				
	Women	62%	62%	62%				54%				
DM-6	Staff diversity by ethnicity								IPEDS HR	IR&P/RS		Full- and part-time. Includes Hospital and Extension. Includes graduate assistants.
	Nonresident alien	5.9%	5.7%	5.5%				10.4%				
	Black, non-Hispanic	7.0%	7.3%	7.0%				6.1%				
	American Indian/Alaska Native	0.6%	0.7%	0.7%				0.5%				
	Asian/Pacific Islander	1.9%	2.1%	2.1%				7.6%				
	Hispanic	1.4%	1.6%	1.5%				6.2%				
	White, non-Hispanic	81.8%	82.3%	82.4%				66.4%				
	Race/ethnicity unknown	1.5%	0.3%	0.8%				2.7%				
DM-7	Average tuition benefit per full-time staff employee	\$113	\$121	\$119					HR data	UM Employee Relations		Includes Hospital and Extension.

No.	Measures	FY07	FY08	FY09	Indicator (1)	Target (2)	Benchmark (3)	Peer Average (4)	Source	Responsibility	VSA/CP (5)	Data Definition/Notes		
DM-8	Staff turnover rate	17%	13%	10%	○	11%			HR data	UM Employee Relations		Includes Hospital and Extension.		
DM-9	Faculty turnover rate	13%	7%	7%	○	10%			HR data	UM Employee Relations		Includes Hospital and Extension.		
DM-10	State appropriations for operations per FTE student	\$7,484	\$7,737	\$7,737					\$9,351	Moody's	UM Controller	CP (3B:1iii)		
DM-11	State capital appropriations	\$0	\$0.8 M	\$0.8 M						Budget data	UM Controller	CP (3B:2)		
DM-12	State capital appropriations per FTE student	\$0	\$32	\$32						Budget data & Student Census	UM Controller	CP (3B:2i)		
DM-13	Total Federal Funding (non-financial aid)	\$123.0 M	\$124.9 M	\$124.9 M					\$301.3 M	IPEDS Finance	IR&P/RS	CP (3B:3)		
DM-14	Educational expenditures per FTE student	\$25,663	\$26,663	\$26,663					\$28,891	Moody's	UM Controller			
DM-15	Annual Fundraising	\$123.9 M	\$160.5 M	\$122.6 M	○	\$140.0 M				Advance data system	Campus Develop. Offices			
DM-16	Capital Campaign Progress	\$803.5 M	\$964.0 M	\$1,039.0 M						Advance data system	Campus Develop. Offices			
DM-17	Total endowment per FTE student	\$22,001	\$21,954	Currently Not Available					\$37,426	IPEDS Finance & 12-month Enrollment	IR&P/RS			
DM-18	Capital investment in facilities maintenance and repair	1.03%	1.00%	1.00%	○	1.00%				UM Facilities Annual Report	IR&P/RS			Percent of the replacement value of education and general buildings.
DM-19	Alumni giving percent	13%	18%	Currently Not Available		17%			24%	15%	US News	IR&P/RS		US News definition.
DM-20	Composite Financial Index	3.56	2.74	Currently Not Available							Finance data	UM Controller		
DM-21	Primary reserve ratio	0.51	0.50	Currently Not Available					1.28	0.63	Moody's	UM Controller		
DM-22	Viability ratio	1.45	0.95	Currently Not Available					4.30	1.80	Moody's	UM Controller		
DM-23	Return on net assets	7.1%	2.2%	Currently Not Available						9.4%	Moody's	UM Controller		
DM-24	Annual operating margin	3.8%	5.3%	Currently Not Available					11.2%	2.8%	Moody's	UM Controller		
DM-25	Proportion of operating expenses by function										IPEDS Finance	IR&P/RS		
	Instruction	35.8%	37.6%	Currently Not Available						37.4%				
	Research	25.3%	23.3%	Currently Not Available						27.6%				
	Public service	14.5%	14.6%	Currently Not Available						6.2%				
	Academic support	8.9%	9.3%	Currently Not Available						9.9%				
	Student services	5.7%	4.4%	Currently Not Available						4.0%				
	Institutional support	3.6%	3.1%	Currently Not Available		3.1%				7.4%				
	Operation & maintenance of plant	6.0%	7.5%	Currently Not Available						7.3%				
	Endnotes:													
	(1) Indicator:													
	● Green = reach or exceed													
	● Yellow = making progress													
	● Red = no progress													
	(2) Target Indicator for most measures is for 3 full years out, FY12.													
	(3) Benchmark based on top performing peer institution in FY07.													
	(4) Peer Average based on FY07 peer institution data.													
	(5) VSA = Voluntary System of Accountability Measure													
	CP = CBHE Coordinated Plan (Objective:Indicator)													
	NOTE: Some measures are populated with unofficial figures.													