



From Data to Action: 2025 CCA Data Days

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Agenda & Resources:
CompleteCollege.org/DataDays2025

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How System Collaboration is Driving Impactful Statewide Postsecondary Targets in Kentucky

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HIGHER EDUCATION *Matters*

**Kentucky's Statewide
Strategic Agenda for
Postsecondary
Education**

2022-2030



Legislative Directive for Strategic Plan

KRS 164.020 directs CPE to develop a strategic agenda that:

- Provides statewide priorities and a vision for long-term economic growth.
- States important issues and aspirations of the Commonwealth's students, employers, and workforce, reflecting high expectations for their performance.
- Sustains a long-term commitment to constant improvement, while valuing market-driven responsiveness, accountability to the public, technology-based strategies, and incentive-based motivation.

Kentucky's Public Postsecondary System

Vision

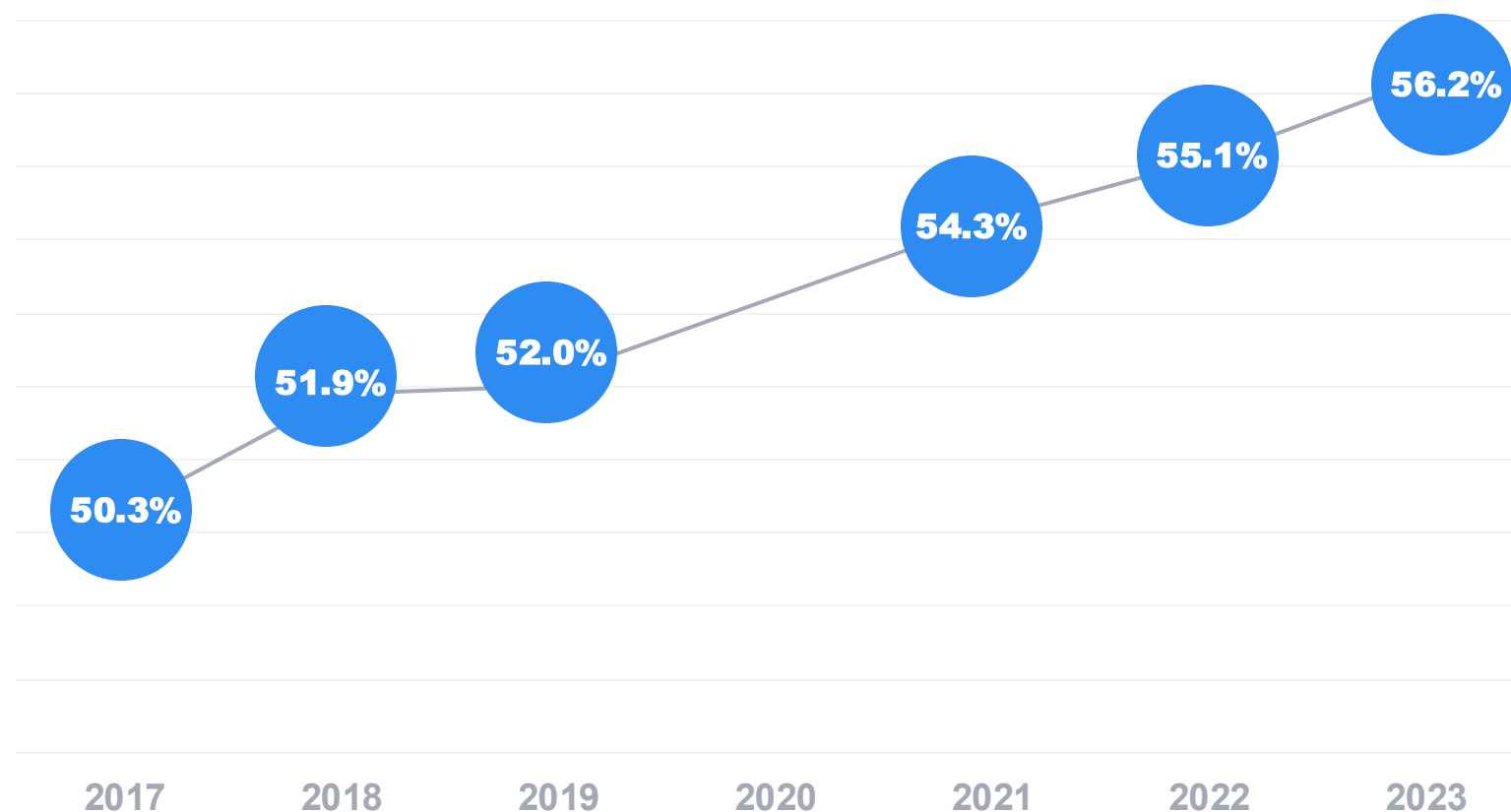
Kentucky will be a national leader in building a strong, sustainable and equitable economy through increased educational attainment and affordable, high-quality postsecondary programs for all.

Mission

Kentucky's postsecondary education system drives innovation, enhances public health and well-being, breaks cycles of generational poverty and improves quality of life by preparing students to be lifelong learners and excel in a diverse, knowledge-based economy.

Kentucky's 60x30 Attainment Goal

Kentucky will increase the percentage of its adult population with a high-quality postsecondary credential to 60% by the year 2030.



Strategic Priority Areas



Affordability

Kentucky will ensure postsecondary education is affordable for all Kentuckians



Transitions

Kentucky will ensure more students transition to college prepared to succeed



Success

Kentucky will ensure more students earn high-quality degrees and credentials



Talent

Kentucky will increase talent and innovation to support our communities, employers and economies



Value

Kentucky will improve understanding that postsecondary education is key to greater opportunity and growth



AFFORDABILITY

Objectives, Strategies & KPIs

Objective 1. Reduce financial barriers to college enrollment and completion.

Objective 2. Improve the public's understanding of how to pay for college.

Key Performance & Contextual Indicators

- Unmet Financial Need for First-Time, Full-Time, In-State Students
- Time to Degree
- FAFSA Completion
- Undergraduate Debt at Graduation



TRANSITIONS

Objectives, Strategies & KPIs

Objective 3. Increase students' readiness to enter postsecondary education.

Objective 4. Increase enrollment in postsecondary education.

Key Performance & Contextual Indicators

- Undergraduate Enrollment
- Immediate College-Going Rate
- Dual Credit Completion



SUCCESS

Objectives, Strategies & KPIs

Objective 5. Increase persistence in and timely completion of postsecondary programs.

Objective 6. Maximize transfer of academic and experiential credit.

Objective 7. Ensure academic offerings are high-quality, relevant and inclusive.

Key Performance & Contextual Indicators

- Undergraduate Degrees and Credentials
- 150% and 100% Graduation Rates
- 2-year to 4-year Transfer Rate
- Retention and Persistence Rates
- First-time Associate Degree Students Completing a Bachelor's within 6 Years



TALENT

Objectives, Strategies & KPIs

Objective 8. Improve postsecondary education's responsiveness to and alignment with current and projected workforce demands.

Objective 9. Guide investments in research, training and scholarships to support innovation and growth.

Key Performance & Contextual Indicators

- Graduate and Professional Degrees
- Statewide Educational Attainment Goal



VALUE

Objectives, Strategies & KPIs

Objective 10. Increase the public's belief in the transformative power of postsecondary education.

Objective 11. Build support for greater investment in postsecondary education.

Key Performance & Contextual Indicators

- State General Fund appropriations
- Economic mobility

Institutional Target Setting – Previous Approach

- 1) CPE will work with institutions to refine KPI technical definitions and target setting process/methodology.
- 2) CPE staff will propose institution-level targets for each KPI based on agreed upon methodology and detailed data analysis.
- 3) CPE will meet individually with each institution (institutional research offices and leadership) to negotiate final targets.
- 4) Performance targets will be established through the first Strategic Agenda review cycle (Fall 2024).

State-Level Target Setting – New Approach

- 1) A comprehensive implementation plan will be developed for a holistic state-level strategy to sustain Kentucky's 60x30 progress.
- 2) CPE staff with responsibilities/expertise in each strategy area will work with campus and state partners to develop the plans.
- 3) CPE will report regularly to the board on implementation plan progress and will devote one meeting per year to each of the five strategic areas of focus for an in-depth overview and update.
- 4) Institutions will develop mission-focused strategies for each of the 11 objectives, and report progress on these during the annual reports to the board.

Questions?



AFFORDABILITY

Key Performance Indicators

Unmet Financial Need: Set state-level target based on inferential and predictive analysis around the tipping point where unmet need is likely to cause students to drop out.

FAFSA Completion: Set state-level target based on completion rates in states that have high college-going and attainment rates.



TRANSITIONS

Key Performance Indicators

Undergraduate Enrollment: Set state-level target based on the ratio of undergraduate enrollment to 18-44 population with no college degree in states with high attainment levels.

Immediate College-Going Rate: Set state-level target to the national average.

Dual Credit Completion: Set state-level target that 50% of public high school graduates will have taken and passed at least one dual credit course.



SUCCESS

Key Performance Indicators

Undergraduate Degrees: Set state-level target based on the projected national bachelor's degree attainment rate.

150% Graduation Rate: Set state-level target based on national rate among institutions in same Carnegie classifications as KY institutions. Institutions will benchmark against their Carnegie classes.

Retention Rate: Set state-level target based on national rate among institutions in same Carnegie classifications as KY institutions. Institutions will benchmark against their Carnegie classes.



TALENT

Key Performance Indicators

Graduate/Professional Degrees: Set state-level target based on the projected national graduate/professional degree attainment rate.

Statewide Attainment Goal: 60% of working-age Kentuckians will have a postsecondary degree or credential by 2030.



VALUE

Key Performance Indicators

Net General Fund Appropriations Per FTE: Increase the amount of state General Fund appropriations to public postsecondary institutions, adjusting for inflation using the Common Fund Higher Education Price Index (HEPI).

Economic Mobility: Increase the proportion of low-income who are above the 50th percentile wage three years post-completion.

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