

Vision 2030 Balanced Scorecard

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- Include
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UVU BUSINESS INTELLIGENCE & RESEARCH SERVICES

UVU Balanced Scorecard

[Read about Vision 2030 Initiatives](#)

[Include](#) [Engage](#) [Achieve](#)

INCLUDE **ENGAGE** **ACHIEVE** **OPERATIONAL EFFECTIVENESS**

Top Indicators

Indicator	Current Value	Target Value	Baseline	Last Update
USHE Timely Completion 2023	39.60%	41.50%	USHE Timely Completion Baseline 2022: 38.50%	1/25/2024
8 Yr Outcome Measure, 2015/16-2023 Cohort for Underrepresented Students	35.14%	50.00%	8Yr Outcome Measure Baseline: 2012/13-2020: 30.30%	1/25/2024
USHE High Yield 2023	72.90%	79.10%	USHE High Yield Baseline 2022: 76.10%	1/25/2024

118%

Power BI dashboard titled "Vision 2030 Balanced Scorecard" with a search bar and navigation icons at the top. The left sidebar shows a "Pages" menu with options like "Home", "UVU Balanced Scorecard", "Include", "Engage", "Achieve", "Operational Effectiveness", and "Definitions".

Home Vision 2030: Include

a. Increase Accessibility and Flexibility of Education

b. Strengthen Inclusivity

c. Sustain Affordability

Course Delivery

GE Course Modality

- F2F
- Mixed
- Online

Average Fill Baseline, 2019-20 Year
65.89%

Current Average Fill Rate, 2022-23 Year

Room Utilization Rate (RUR) Baseline, Fall 2019
44.30

RUR Fall 2022

Seat Occupancy Rate (SOR) Baseline, Fall 2019
65.00%

SOR Fall 2022

Program Offerings

Fully Online Programs Baseline, 2019-20 Year
29

Fully Online Programs, 2022-23 Year

Space Utilization

Space Utilization Room Type

- Classroom
- Lab

Program Offerings

Legend for Target Values
Green Red Yellow

100% 0% 50%

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Vision 2030: Include

a. Increase Accessibility and Flexibility of Education **b. Strengthen Inclusivity** **c. Sustain Affordability**

Legend for Target Values
Green Red Yellow
100% 0% 50%

Underrepresented Student Enrollment and Outcomes

Metric	Current Value	Target Value
Enrollment Rate Baseline, Fall 2019	19.16%	-
Enrollment Rate Fall 2022	19.76%	18.00%
6 Year Graduation Rate Fall 2014 Cohort	17.67%	-
6 Year Grad. Rate Fall 2017 Cohort	26.67%	36.00%
8 Year Outcome Measure, 2012/13-2020 Cohort	30.30%	-
8 Yr Outcome Measure, 2015/16-2023 Cohort	35.14%	50.00%

Power BI 118%

Home Vision 2030: Include

- a. Increase Accessibility and Flexibility of Education**
- b. Strengthen Inclusivity**
- c. Sustain Affordability**

Legend for Target Values

Green Red Yellow

100% 0% 50%

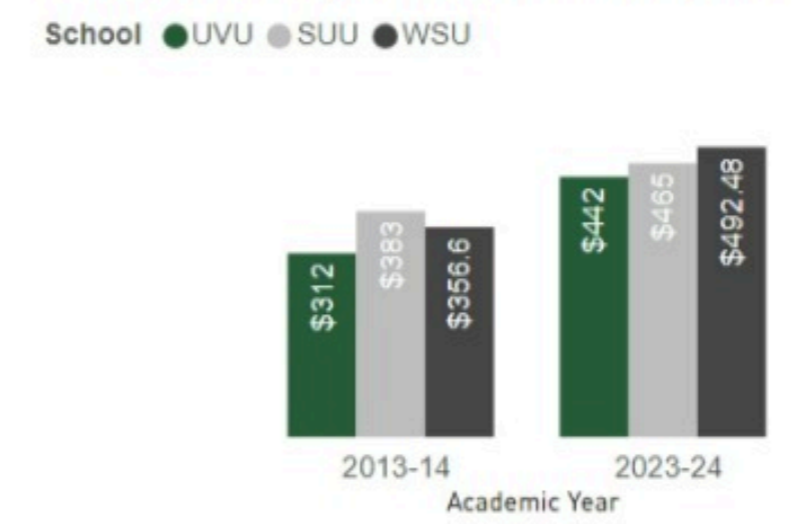
Resident Tuition and Fees

UVU Resident Tuition+Fee Rate Difference to Peers, 2013-14
-15.63%

UVU 2023-24 Tuition and Fee Rate Difference to Peers



Tuition and Fee per Credit Hour UVU and Peer Schools



FAFSA Completion

FAFSA Completion Baseline, 2013-14
62.00%

FAFSA Completion for 2022-23



Power BI interface showing a dashboard for 'Vision 2030: Engage'.

Pages: Home, UVU Balanced Scorecard, Include, Engage, Achieve, Operational Effectiveness, Definitions.

Navigation: Home, File, Export, Share, Chat in Teams, Get insights, Subscribe to report, Set alert.

Dashboard Header: Vision 2030: Engage

Key Objectives:

- a. Expand Engaged Learning and Community Engagement
- b. Enhance Engagement with Community and Industry
- c. Strengthen ongoing giving, support, and engagement

Engaged Learning

HIPs Measure Type:

- HIPs
- Students

HIPs Completion by Number of Student Participants and HIPs Completed, Compared by Credits Earned

Legend: ● 2020-21 Year (Baseline) ● 2021-22 Year (Current Value)

Credits Earned	2020-21 Year (Baseline)	2021-22 Year (Current Value)
<=60 Hours	5,327	5,728
>60 Hours	8,981	9,577

118%

Power BI interface showing a dashboard for "Vision 2030: Engage". The dashboard includes a navigation pane on the left with categories like Pages, Include, Engage, Achieve, Operational Effectiveness, and Definitions. The main content area features a header "Vision 2030: Engage" and three strategic goals: "a. Expand Engaged Learning and Community Engagement", "b. Enhance Engagement with Community and Industry", and "c. Strengthen ongoing giving, support, and engagement". Below these are two key metrics: "High Demand, High Yield Awarded Degrees" and "High Demand, High Yield Partner Collaborations", each with a description of the upcoming metric.

← Home

Vision 2030: Engage

a. Expand Engaged Learning and Community Engagement

b. Enhance Engagement with Community and Industry

c. Strengthen ongoing giving, support, and engagement

High Demand, High Yield Awarded Degrees

Upcoming metric: Number of undergraduate degrees awarded in high-demand, high-yield jobs (as defined by the State of Utah annually).

High Demand, High Yield Partner Collaborations

Upcoming metric: Number of external partner collaborations, such as internships, PBL, and other engaged learning collaborations.

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Vision 2030: Engage

a. Expand Engaged Learning and Community Engagement **b. Enhance Engagement with Community and Industry** **c. Strengthen ongoing giving, support, and engagement**

Ongoing Giving Fiscal Year

2023 2024

Baseline 2020 Principal Gifts
61.40%

Baseline 2020 Major Gifts
18.34%

Baseline 2020 Total Annual Gifts
3.96%

Annual Fundraising of \$50 Million Goal

Principal Gifts Current Score and Goal

18.48% 80.00%

Major Gifts Current Score and Goal

7.71% 15.00%

Total Annual Gifts Current Score and Goal

4.03% 5.00%

Annual Number of Alumni Gifts

Baseline 2020 Number of Alumni Gifts
845

Current Number of Alumni Gifts

522 4000

Targets' percent represent annual fundraising goals toward \$50 million annual fundraising goal. Data updated weekly.

118%

Power BI dashboard titled "Vision 2030 Balanced Scorecard". The interface includes a top navigation bar with a search box and utility icons, a left-hand navigation pane with categories like "Pages", "Operational Effectiveness", and "Definitions", and a main content area. The main content area features a dark green header with a "Home" button and the title "Vision 2030: Achieve". Below the header are three strategic goals in green boxes: "a. Increase completion through stackable credentials", "b. Excellence in teaching, scholarship, and creative...", and "c. Seamless processes, comprehensive services, and...". The primary visualization is a chart titled "Prior Learning Credits" showing "Prior Credit Learning Credits Awarded" from 2020-2021 to 2022-2023. The chart uses a combination of stacked bars and a line graph to represent "Student Count" and "Credits Awarded".

Academic Year	Student Count	Credits Awarded
2020-2021	44,139	5,294
2021-2022	55,349	6,720
2022-2023	55,245	6,862

Power BI interface showing a dashboard for 'Vision 2030 Balanced Scorecard'. The dashboard includes a navigation pane on the left, a search bar at the top, and a main content area with three strategic goals and two performance metrics.

Navigation Pane (Left):

- Pages
 - UVU Balanced Scorecard
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 - Operational Effectiveness
 - Definitions
- Home
- Create
- Browse
- OneLake data hub
- Apps
- Metrics
- Monitoring hub
- Deployment pipelines
- Learn
- Workspaces
- University Executive...
- Vision 2030 Balanced...
- Power BI

Top Bar: Vision 2030 Balanced Scorecard | Search | File | Export | Share | Chat in Teams | Get insights | Subscribe to report | Set alert

Dashboard Header: Home | Vision 2030: Achieve

Strategic Goals:

- a. Increase completion through stackable credentials
- b. Excellence in teaching, scholarship, and creative...
- c. Seamless processes, comprehensive services, and...

Performance Metrics:

SRI Average Score

Metric	Value
SRI Average Score Baseline 2019-2020	4.51
SRI Average Score 2023	4.56

Last Update: 1/25/2024

SRI Response Rate

Metric	Value
SRI Response Rate Baseline 2019-2020	48.90%
SRI Response Rate 2023	44.10%

Last Update: 1/25/2024

Scale: 118%

Power BI interface showing a dashboard for "Vision 2030 Balanced Scorecard". The dashboard features a dark green header with a "Home" button and the title "Vision 2030: Achieve". Below the header, there are three green boxes containing strategic goals:

- a. Increase completion through stackable credentials
- b. Excellence in teaching, scholarship, and creative...
- c. Seamless processes, comprehensive services, and...

A large yellow placeholder box is present, labeled "Placeholder for Measure on Student Feedback on Their Experience with UVU Services". The left sidebar contains navigation options such as Home, Create, Browse, OneLake data hub, Apps, Metrics, Monitoring hub, Deployment pipelines, Learn, Workspaces, University Executive..., and Vision 2030 Balanced... The top navigation bar includes a search bar and various utility icons. The bottom right corner shows a zoom level of 118%.

Vision 2030 Balanced Scorecard

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Home

Operational Effectiveness: Leadership, Culture, and Operational Excellence

Digital Transformation (DX) Financial Health MarCom People and Culture

Digital Transformation (DX)

Service Desk First Response Time

● Spring 2023 ● Spring 2024 Target

Minutes

Minutes

Contact Type	Spring 2023	Spring 2024 Target
Calls	20	15
Tickets	15	10

118%

Power BI interface showing a report titled "Operational Effectiveness: Leadership, Culture, and Operational Excellence". The report includes a navigation menu on the left and a main content area with a highlighted "Financial Health" section.

Operational Effectiveness: Leadership, Culture, and Operational Excellence

Navigation menu items: Home, Create, Browse, OneLake data hub, Apps, Metrics, Monitoring hub, Deployment pipelines, Learn, Workspaces, University Executive..., Vision 2030 Balanced...

Report Content:

- Digital Transformation (DX)
- Financial Health**
- MarCom
- People and Culture

Financial Health indicators will be established by May 2024

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Operational Effectiveness: Leadership, Culture, and Operational Excellence

Digital Transformation (DX) Financial Health **MarCom** People and Culture

Marketing & Communications (MarCom)

Awareness

- 2022-23 Year
- 2023-24 Target

Metric	2022-23 Year	2023-24 Target
Brand Impression	273.38	371.80
Reach	103.57	129.46

Engagement

- 2022-23 Year
- 2023-24 Target

Metric	2022-23 Year	2023-24 Target
Post Engagement	330.51	342.08
Mentions	72.06	90.08

Sentiment

- 2022-23 Year
- 2023-24 Target

Sentiment	2022-23 Year	2023-24 Target
Neutral	74%	72%
Positive	20%	23%
Negative	6%	5%

Awareness data measured in millions. Engagement data measured in thousands. Neutral, Positive, and Negative data are share of all Sentiment data per year.

118%

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Operational Effectiveness: Leadership, Culture, and Operational Excellence

Digital Transformation (DX) Financial Health MarCom People and Culture

Full-Time Turnover Baseline for FY 2020
10.10%

Full-Time Employee Turnover Ratio FY 2023

Full-Time Internal Hire Baseline for FY 2023
45.93%

Full-Time Employee Internal Hire FY 2023

People and Culture (P&C)

12.32%

12.00%

45.93%

45.00%

Turnover by Voluntary Status by Fiscal Year

- Involuntary
- Voluntary

Fiscal Year	Involuntary	Voluntary
2020	1.49%	8.61%
2023	1.39%	10.93%

Power BI 118%

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- Op Definitions Selected
- Definitions**
- Apps
- Metrics
- Monitoring hub
- Deployment pipelines
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- University Executive...
- Vision 2030 Balanced...
- Power BI

Home Balanced Scorecard Definitions

Strategy Filter

- Select all
- Engage
- Include**
- Operational Effectiveness

Search by Term or Definition

Search

Business Term Definition and Data Details

Balanced Scorecard Terms

● Include

8

8
Total

Business Term	Definition and Data Details	Data Update
Average Fill	Average fill is the count of student course enrollment at the compared to the number of total enrollment available in GE courses. Measure split out by Face-to-Face (F2F), Mixed, or Online course modalities.	12/15/2023
FAFSA Completion	FAFSA Completion is the number of degree-seeking students in an aid year completed a Free Application for Federal Student Aid (FAFSA) compared to the total number of degree-seeking students who enrolled at UVU in the same timeframe as the aid year. High School Concurrent and other non-degree seeking types are excluded. Current values based on an on-going year; final numbers may be different.	8/11/2023
HIPs	HIP stands for "High Impact Practices." According to the Association of American Colleges and Universities, HIPs are evidenced-based teaching and learning practices that provide significant educational benefits for students who participate in them. This measure is split by the number of students who participate in a HIP in a year and the number of HIPs completed. Students may complete more than one HIP in a year.	8/11/2023
Outcome Measure	The Outcome Measure is the percent of students who completed any qualifying degree at UVU within 8 years of starting at UVU. The Outcome Measure goal for 2030 is 50%, which means that 50% of the students who started at UVU in 2022/23 year will complete a qualifying degree by 2030. Outcome Measure is also calculated at the 6 year mark; however, this is an intermediary measure of the 8 year measure. 6 year outcomes are calculated for the 8 Year Outcome Measure Cohort, but the measure to calculated at an earlier point in time.	8/24/2023
Resident Tuition and Fees	Resident Tuition and Fees measure is a calculation of UVU's resident tuition and fee rate per credit hour compared to peer schools' average. A negative percentage in this measure is good as it indicates UVU's tuition and fee rate is lower than peer schools. Measure is calculated by comparing UVU's rate to the average rate of peer schools and determining percentage difference between UVU and peers' average.	8/11/2023
Room Utilization Rate (RUR)	The number of hours a room is scheduled in a week; formula and definitions owned by USHE; data pulled from annual reports to USHE.	1/31/2023