

Category (5)	Objective (20)	Weight	Threshold	Target	Stretch
<b>FINANCIAL</b>	Favorable Operating Budget - Percentage	8%	3.0% (8%)	4.0% (10%)	5.0% (12%)
18%	Fundraising Dollar Amount - Net Commitments	6%	\$480 (5%)	\$526 (6%)	\$650 (8%)
	Fundraising Number of Donors	4%	81 k (3%)	82 k (4%)	84 k (5%)
<b>STUDENTS</b>	Average Starting Salary	5%	\$69 k (4%)	\$70 k (5%)	\$71 k (6%)
32%	Pell Grant Recipients % Measure of Land Grant Mission	5%	13% (4%)	14% (5%)	15% (6%)
	4-Year Graduation	4%	66.5% (4%)	67.0% (5%)	67.5% (6%)
	6-Year Graduation	4%	83.5% (4%)	84% (5%)	84.5% (6%)
	System-Wide Number of Degrees -Non PG	5%	17,000 (4%)	17,500 (5%)	18,000 (6%)
	Enrollment of Purdue Online	5%	15,000 (4%)	16,000 (5%)	17,000 (6%)
	Minority Student Program Support and Success	4%		Y/N	
<b>RESEARCH</b>	External Research Funding Amount	5%	\$587 M (4%)	\$603 M (5%)	\$650 M (6%)
20%	Number of Industry Partnerships-Active Master Agr.	5%	45 (4%)	50 (5%)	55 (6%)
	Patents Filed	5%	558 (4%)	575 (5%)	590 (6%)
	Facility Operation Infrastructure Readiness for PARI	5%		Y/N	
<b>REPUTATION</b>	Key Rankings - Avg. of US News/Times H.E. (US)/QS World (US)	5%	40 (4%)	38 (5%)	36 (6%)
10%					
	Number of Earned Media Hits	5%	75 k (3%)	89 k (4%)	102 k (5%)
<b>SUCCESSFUL INITIATIVES</b>	Indianapolis Yr 1 Transition Majority of 10 Accomplishments	5%		Y/N	
20%	DSB Top Faculty Hires	5%		Y/N	
	P. Global Business Success Plan	5%		Y/N	
	Two Other Significant Achievements	5%		Y/N	

KEY RANKINGS	2021	2022	2023	5-Year Change
US News Undergraduate	53	49	43	-17
Times Higher Education World University	94	105	127	67
Times Higher Education World University – US Only	36	39	40	9
WSJ/Times Higher Education US rankings	47	48		9
QS World University	109	116	129	24
QS World University – US Only	31	33	32	0

Average of the three highlighted publications 42.3	40	40.3	38.3
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