



Affordability



Transitions



Success



Equity



Talent



Value

HIGHER EDUCATION *Matters*

A Campus Action Plan for the
University of Kentucky

2022-2024



AFFORDABILITY

Objectives, Strategies & Targets

1. Reduce financial barriers to college enrollment and completion.

- 1a. Remove barriers to students' access to financial grants and scholarships to support college enrollment and completion.
- 1b. Increase dual credit opportunities to reduce tuition costs for students.
- 1c. Continue to utilize UK LEADS and other grant programs to reduce financial barriers and assist in retention and completion for current students.

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

- 2a. Work with CPE, KDE and public institutions to collaborate on programming and communications targeted at prospective students, their parent(s) and families, and their high school counselors to increase awareness of postsecondary options in Kentucky and how to finance them.
- 2b. Enhance communication and outreach to younger high school students and their parents/families to share messages about financing college, as well as providing timelines to help set expectations and ensure that students position themselves in a way to increase access and funding opportunities to pay for college.



TRANSITIONS

Objectives, Strategies & Targets

3. Increase students' readiness to enter postsecondary education.

- 3a. Increase dual credit opportunities to enhance college going rates for high school partners, increase student readiness to enter postsecondary education and prepare high school students for college-level work.
- 3b. Enhance the college readiness of all entering students (both first-time and transfer) through summer preparatory programs, strengthening partnerships with high schools and community colleges and applying other innovative and data-informed strategies.

4. Increase enrollment in postsecondary education.

- 4a. Support the ongoing implementation of a comprehensive, sustainable and detailed enrollment plan, including partnerships with corporate sponsors, to address the economic growth, workforce and societal needs in the Commonwealth, and leverage the strength of a comprehensive campus.
- 4b. Expand traditional in-person and online curricular offerings and leverage opportunities to develop transdisciplinary programs/majors/certificates to attract new enrollment, particularly working and non-traditional students.



SUCCESS

Objectives, Strategies & Targets

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

- 5a. Expand access to and participation in high-impact practices (which have been proven to increase persistence and completion of postsecondary programs) within and beyond the traditional classroom, while maintaining academic and programmatic rigor and accreditation requirements.
- 5b. Enhance the success of our increasingly diverse student body by closing achievements gaps to help ensure timely degree completion through student-centered support systems.
- 5c. Continue/enhance tracking and reporting of all enrollment data, recruitment and retention strategies (including international students) for the university and units (annually) to ensure the success and matriculation of all students.

6. Maximize transfer of academic and experiential credit.

- 6a. Continue work with KCTCS and other institutional partners to build out 2 + 2 and other pathway programs.
- 6b. Support the ongoing Implementation of a comprehensive, sustainable, and detailed enrollment plan that increases knowledge about transferability of coursework and time to degree of transfer students.
- 6c. Continue work with senate and college stakeholders to increase and add flexibility for academic and experiential credit.

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

- 7a. Expand access to and participation in high-impact practices within and beyond the traditional classroom, while maintaining academic and programmatic rigor and accreditation requirements.
- 7b. Further define and ensure core skills such as critical thinking and communications and competencies necessary for student success in both their chosen career paths and as citizens.



TALENT

Objectives, Strategies & Targets

8. Improve the career outcomes of postsecondary graduates.

- 8a. Improve workforce training by weaving opportunities for undergraduate research and internships, collaborative externships and non-traditional student training into existing institutional experiences.
- 8b. Continue to strengthen career advising by utilizing a personalized advising model and technology platforms to connect students to employers.
- 8c. Develop relationships with corporate sponsors to help upskill their current workforce.

9. Increase research and service to support strong communities and economies.

- 9a. Improve workforce training by weaving opportunities for undergraduate research and internships, collaborative externships and non-traditional student training into existing institutional research priority areas and new domains of research.
- 9b. Utilize UK's Innovation Connect to incentivize innovation and commercialization of research, international research and industry and private sector partnerships through deliberate investment in an innovation infrastructure.



VALUE

Objectives, Strategies & Targets

10. Increase public belief in the power of postsecondary education.

- 10a. Support CPE's campaign to raise awareness of the importance of postsecondary education by providing content that can be shared as part of the campaign and, in turn, by sharing campaign content on institutional platforms.
- 10b. Increase creation and distribution of content around the importance of enrolling and graduating first-generation students; lowering unmet financial need; and creating a more diverse and inclusive campus through increasing enrollment.
- 10c. Create a content hub for stories that extol the importance of higher education and the success of students who graduate from UK.

11. Build support for greater investment in postsecondary education.

- 11a. Actively support legislation that seeks to expand the numbers of health care professionals, specifically nurses, in support of UK's efforts to expand the numbers of nursing students it will enroll and educate in coming years.
- 11b. Focus fundraising efforts as part of the capital campaign "Kentucky Can: The 21st Century" on scholarships, particularly for first-generation students who often have more financial need and come from diverse backgrounds, and UK LEADS grants and scholarships, which specifically address unmet financial need.



TARGETS

Key Performance Indicators

Key Performance Indicator	Baseline	Target
Time to Degree	4.13	4.1
Undergraduate Enrollment	22,246	23,000
Undergraduate Degrees/Credentials	5,011	5,406
Graduate Degrees	2,182	2,300
Retention Rate	85.7%	87.0%
Graduation Rate	67.9%	70.0%

This document is the University of Kentucky's Campus Action Plan, which details how the institution will carry out the objectives of the statewide strategic agenda, "Higher Education Matters." This plan also includes campus targets for key performance indicators.

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