



Strategic Plan Key Performance Indicators (KPIs)

Strategic Plan 2020-2025

KPI	Indicator	Measures of Success
KPI 1	Institutional and financial sustainability	1a: Increase total student headcount by 30% 1b: Increase full time student headcount and income by 30%. 1c: Each year to have an institution cash surplus for reinvestment into the student experience within 6-8%
KPI 2	Enable our staff to make a full contribution to the delivery of Newman’s strategic objectives	2a: Maintain the % of staff in Staff Survey providing a positive answer about being an employer of choice to at least 90% 2b: Increase the % of academic staff (after 24-month employment) with PGCert in HE/PGCE/HEA fellowship to 90%
KPI 3	Build our profile as a confident and dynamic university	3a: Raise the profile of the University as a provider of Higher Education by having an increase in application numbers by 6% per annum 3b: Gain RDAP status by 2022/23 and ensure research income (incl. consultancy and Knowledge Exchange) to achieve £1million over the five-year period
KPI 4	Create and sustain a vibrant and inclusive learning community	4a: NSS overall satisfaction to be in top 25% of all UK HEIs 4b: Ensure all the targets in the current Access and Participation Plan (APP) are making progress towards being met
KPI 5	Enable our students to achieve their full potential	5a: Aim to decrease non-continuation rate to achieve benchmark for full-time first degree entrants 5b: Graduate outcomes. Graduate employability measure of i. % in overall employment, further study or other category; ii. % in highly skilled employment, further study or other category. 5c: Aim to increase Good honours first degree classification rate
KPI 6	Make a positive contribution to the environment	6: Reduce carbon emissions through the actions of students and staff to carbon neutral by 2035