Priority KPI Dashboard

The following dashboards provide an overview of the impact of implementation of the strategic plan on key performance indicators.

ⓘ

Student Experience	Research	Partnerships

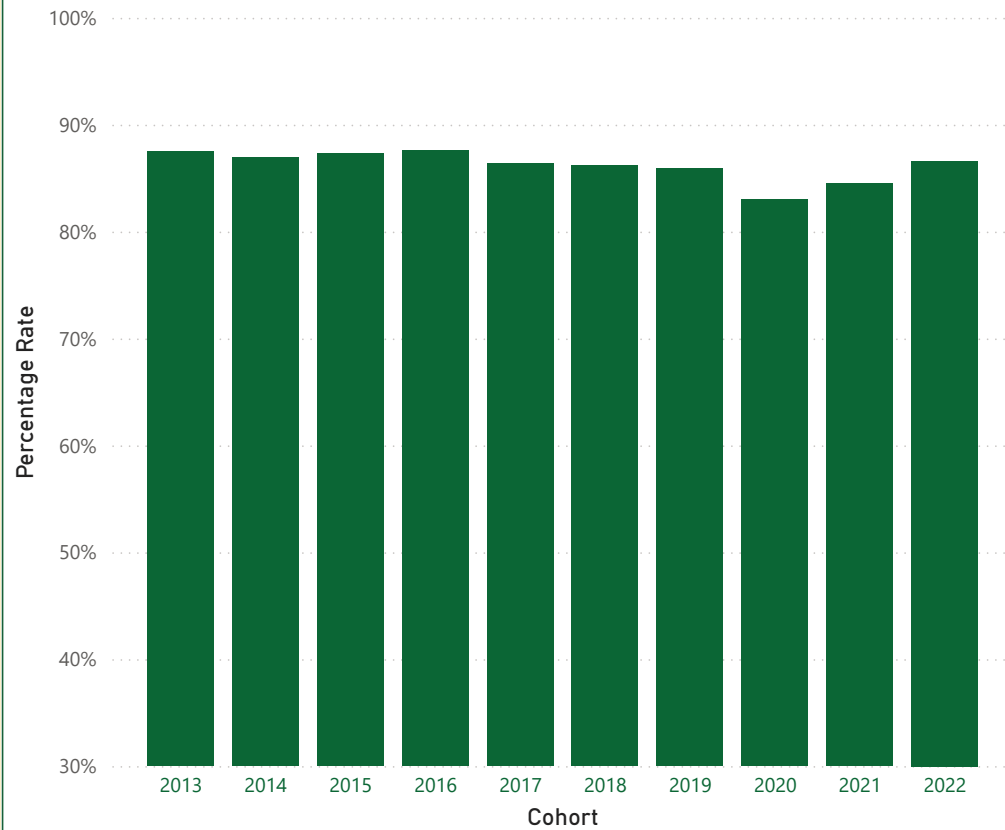| DEI	Faculty and Staff

Priority KPI Information

The buttons below link to dashboards that represent visual illustrations of key performance indicators (KPIs) for each of the five Priorities of Mason's strategic plan. These Priority KPIs are the highest-level indicators being used to highlight progress on the five priorities of the strategic plan based on best available data. The visualizations are at a summary level and are meant for a public audience. Some of the charts have filters available that allow the user to view a subpopulation of data. Each dashboard includes an info box with context, definitions, update cadence, last date of update, and data source(s). These Phase 1 Priority KPIs were established with the best currently available data. The KPIs will evolve as additional data becomes available. University Business Consulting (UBC) worked with subject matter experts from around Mason to develop these visualizations and gather the data.

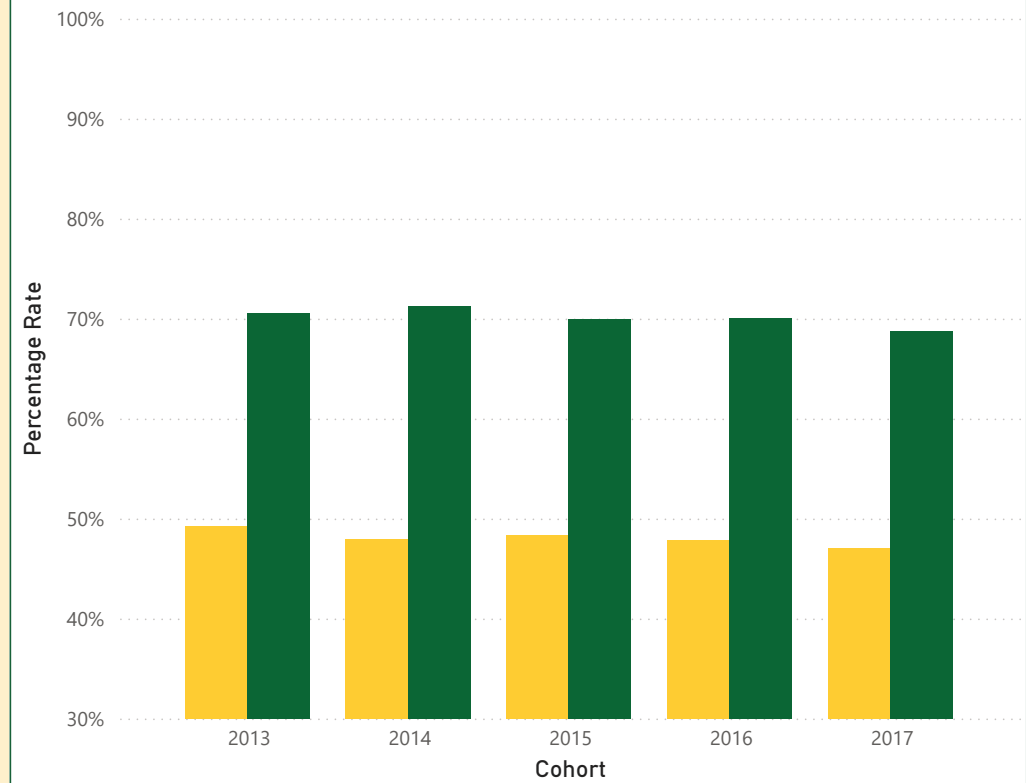# Student Experience - Priority KPIs

Cohort

All ▼

One Year Retention Rate by Cohort (Undergraduate)

Graduation Rate by Cohort (Undergraduate)

Attribute ● Four-Year ● Six-Year

Student Experience - Priority KPI Information

The KPI(s) selected for the "Deliver a distinctive and inclusive student experience that fosters lifelong engagement" Priority are:

(1) One Year Retention Rate by Cohort (Undergraduate) -Retention Rate is the percentage of a school's first-time, first-year undergraduate students who continue at that school the next year. Note this does not include transfer students.

(2) Graduation Rate by Cohort (Undergraduate) - The percentage of a freshman cohort that graduates within a subsequent number of years (4-years and 6-years). The date of the cohort represents the year the students begin their time at Mason.

Filter: The filter available in the header of this dashboard allows users to view the data by cohort for both charts but it is primarily meant to be used for the retention rate chart.
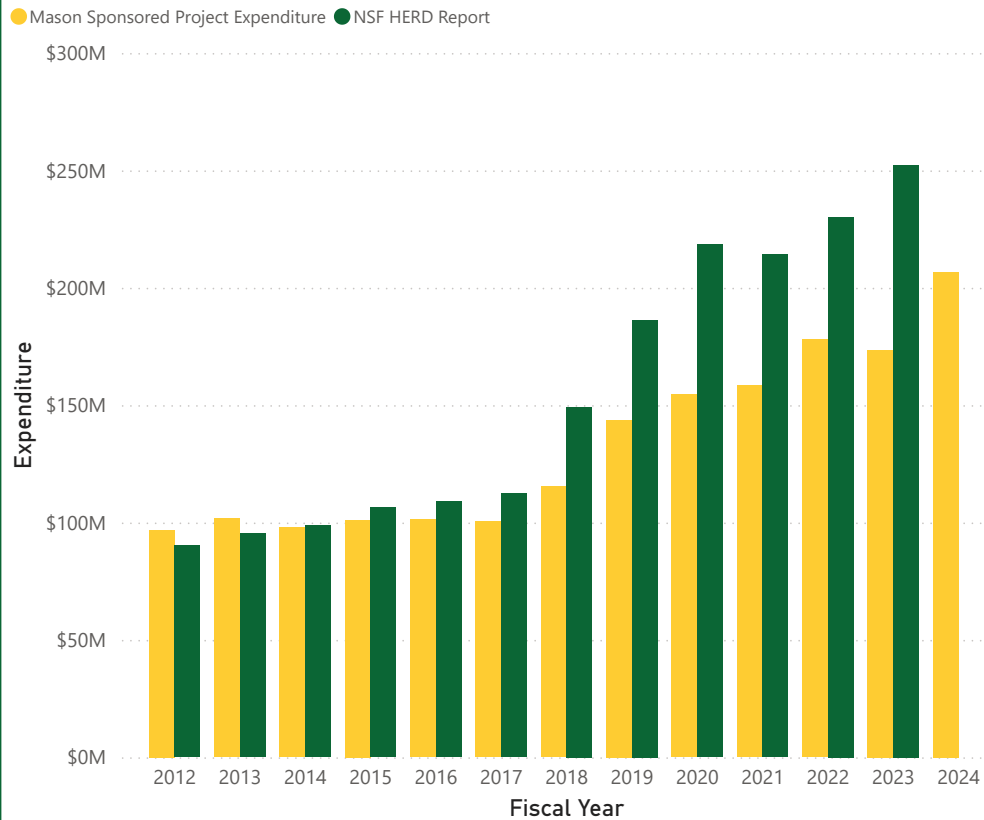
Data Source: OIEP's Student Retention Studies and Graduation Reports Dashboard

Last Update: 6/30/24. This page will be updated annually as data becomes available.
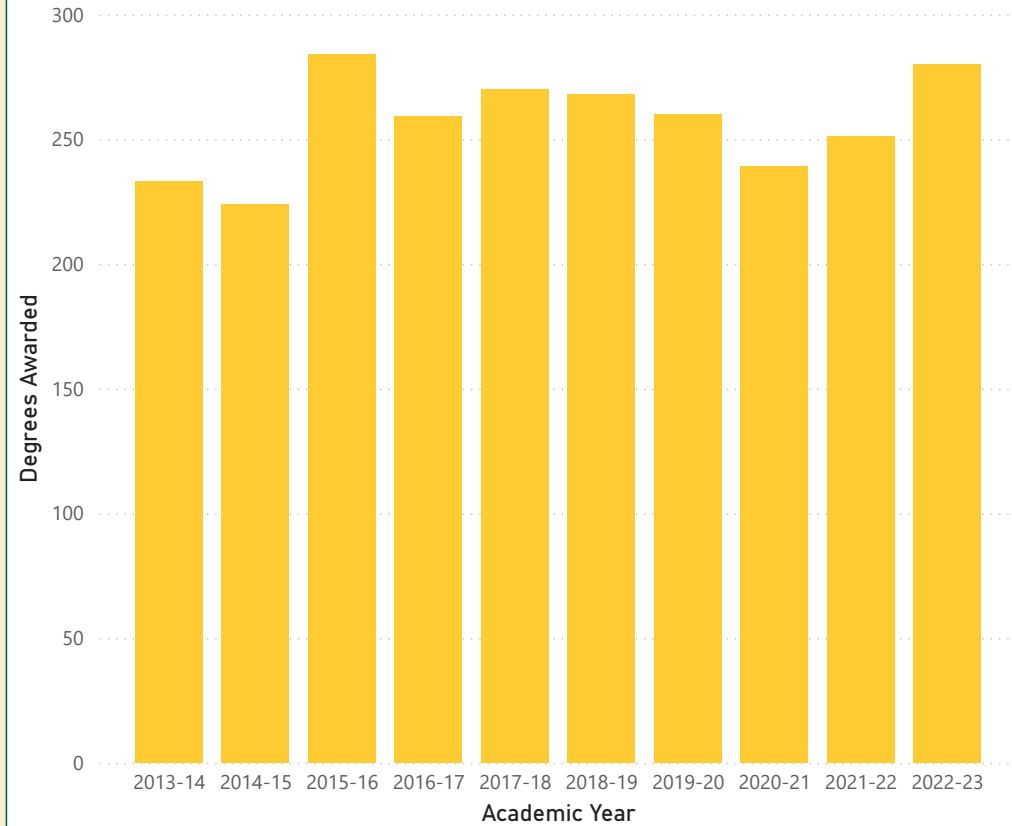
Research - Priority KPIs

Research Expenditures

Legend: ● Mason Sponsored Project Expenditure ● NSF HERD Report

Fiscal Year	Mason Sponsored Project Expenditure	NSF HERD Report
2012	~$97M	~$90M
2013	~$101M	~$95M
2014	~$97M	~$98M
2015	~$101M	~$106M
2016	~$101M	~$108M
2017	~$100M	~$112M
2018	~$115M	~$149M
2019	~$143M	~$186M
2020	~$154M	~$216M
2021	~$159M	~$212M
2022	~$178M	~$228M
2023	~$173M	~$251M
2024	~$205M	

10-year PhDs Awarded by Academic Year

Academic Year	Degrees Awarded
2013-14	~233
2014-15	~224
2015-16	~284
2016-17	~259
2017-18	~270
2018-19	~268
2019-20	~260
2020-21	~240
2021-22	~252
2022-23	~285

Research - Priority KPI Information

The KPI(s) selected for the "Expand the impact of Mason's research, scholarship, and creative enterprise" Priority are:

(1) R&D Expenditures -This chart shows both **Mason's Sponsored Project Expenditures** (yellow bars) and the **NSF Higher Education Research and Development (HERD) Total Financed R&D Expenditures** (green bar) for the fiscal year (July 1 through June 30). **Mason Sponsored Project Expenditures** include amounts charged to all externally sponsored awards for research, training, and other sponsored activities. Note, with the Chart of Account (COA) change in FY23 (conversion from Chart 1 to Chart P), the reporting methodology was adjusted. As a result, the numbers do not include A23001 (State Fund Research) and CPE awards. The **NSF HERD Expenditure** methodology is fully documented on the NSF HERD website. The **NSF HERD Survey** is the primary source of information on R&D expenditures at U.S. colleges and universities. The survey collects information on R&D expenditures by field of research and source of funds and also gathers information on types of research, expenses, and headcounts of R&D personnel. The survey is an annual census of institutions that expended at least $150,000 in separately accounted for R&D in the fiscal year.
Data Source: Mason Office of Sponsored Programs and NSF HERD Survey, Table 7 (note that reported FY23 data is currently self-reported). FY24 data will be added when available.
Filter: None
Last Update: 6/30/24. This page will be updated annually as data becomes available.

(2) 10-year PhDs Awarded by Academic Year - The number of PhD degrees conferred at Mason for the indicated academic year.
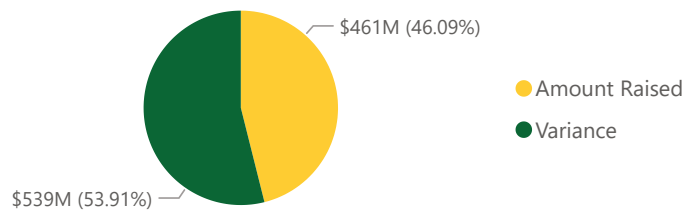**Data Source:** OIEP's Official Ten-Year Degrees Awarded Dashboard
Filter: None
Last Update: 6/30/24. This page will be updated annually as data becomes available.
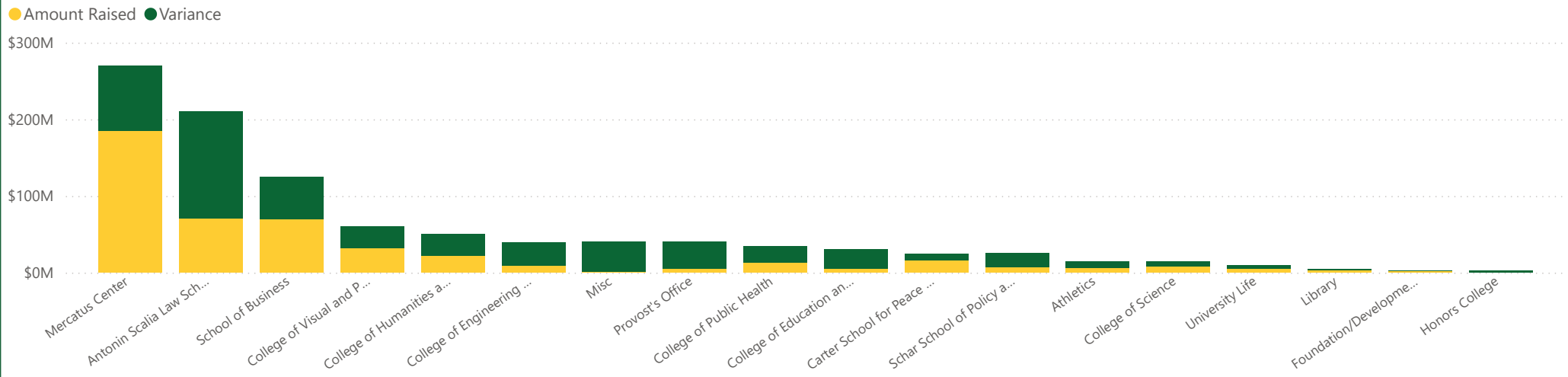
Partnerships - Priority KPIs

Billion Dollar Campaign Progress

$461M (46.09%)

- Amount Raised
- Variance

$539M (53.91%)

The $1 Billion Campaign for George Mason University was officially launched in April 2023, with the title "Mason Now: Power the Possible." The campaign's six goals include: Power Student Success, Power Research, Power Innovation, Power Community, Power a Sustainable Future, and Power What's Next. To learn more about the initiatives, updates, and how to support the campaign, go to https://www.gmu.edu/masonnow.

Campaign Progress by Unit

- Amount Raised
- Variance

Units (left to right): Mercatus Center, Antonin Scalia Law Sch..., School of Business, College of Visual and P..., College of Humanities a..., College of Engineering ..., Misc, Provost's Office, College of Public Health, College of Education an..., Carter School for Peace ..., Schar School of Policy a..., Athletics, College of Science, University Life, Library, Foundation/Developme..., Honors College

Partnerships - Priority KPI Information

The KPI(s) selected for the "Expand partnerships for economic and social impact" Priority are:

(1) Billion Dollar Campaign Progress - The total amount of funds raised in the campaign and the variance (amount remaining) as of the last data refresh.

(2) Campaign Progress by Unit - The breakdown of fundraising progress by unit, with the yellow bar representing the amount raised (as of last data refresh) and the green bar representing the variance (amount remaining to reach the unit's goal).

Filters: None

Data Source: University Advancement and Alumni Relations

Last Update: 6/30/24. This page will be updated annually as data becomes available.

DEI - Priority KPI
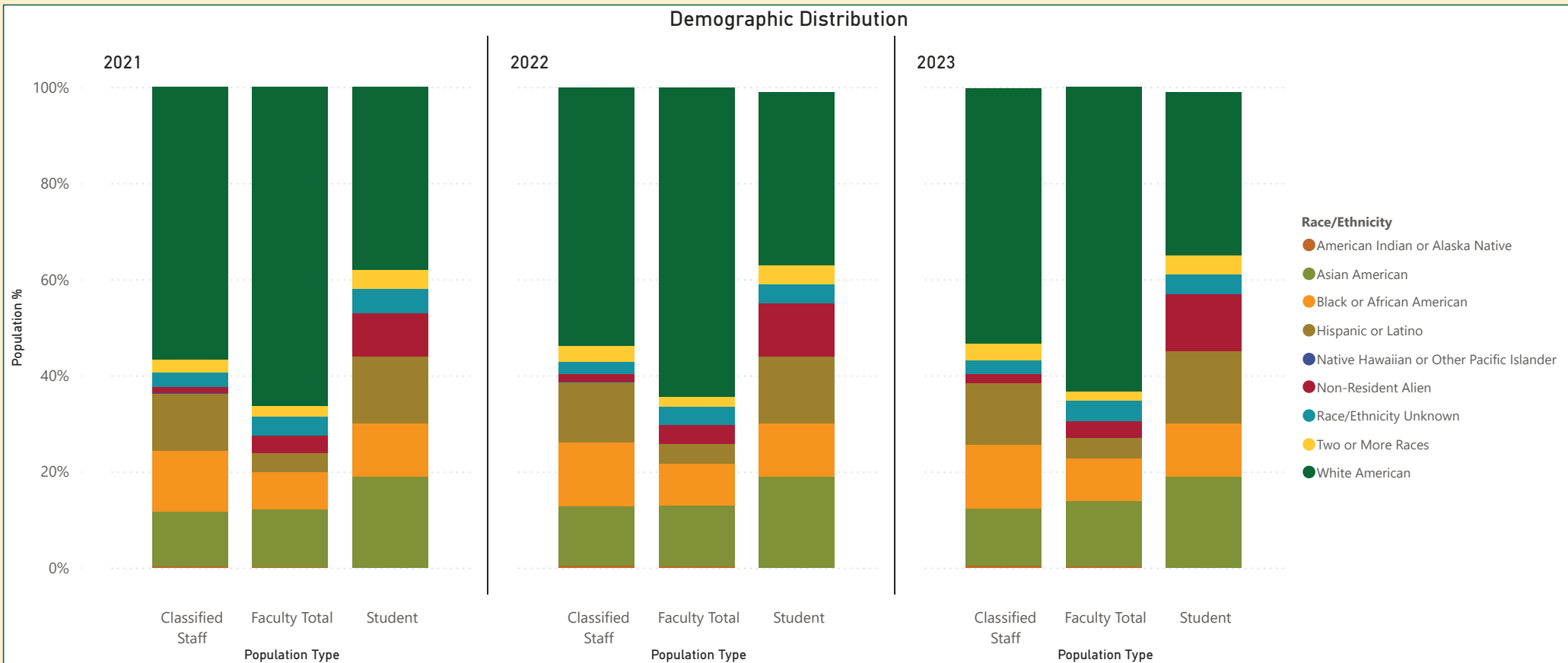
Race
(Hold Ctrl to select multiple)

| All | ⌄ |

Population Type
(Hold Ctrl to select multiple)

| All | ⌄ |

Demographic Distribution

Race/Ethnicity
- 🟠 American Indian or Alaska Native
- 🟢 Asian American
- 🟠 Black or African American
- 🟤 Hispanic or Latino
- 🔵 Native Hawaiian or Other Pacific Islander
- 🔴 Non-Resident Alien
- 🔵 Race/Ethnicity Unknown
- 🟡 Two or More Races
- 🟢 White American

DEI - Priority KPI Information

The KPI selected for the "Exemplify a university culture of diversity, equity, and inclusion" Priority is:

Demographic Distribution - The breakdown of demographic groups for classified staff, total faculty (including A/P and I/R faculty but not adjunct faculty) and students.

Filters: The filters available in the header of this dashboard allow users to select and view specific race/ethnicity and/or population type(s). Users can hold down the "control" key to select multiple races/ethnicities and/or population types. The filter will affect all years of data shown in the visualization.
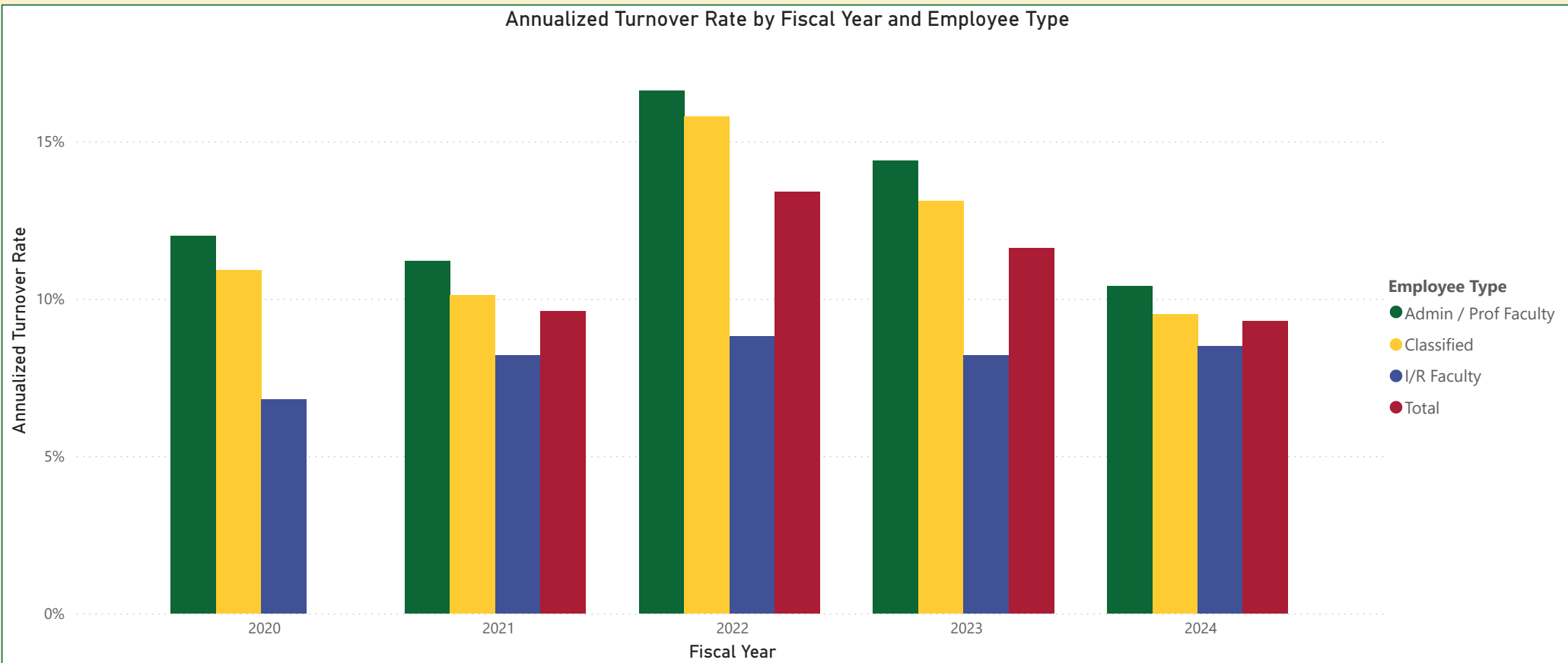
Data Source: OIEP's Faculty and Staff Dashboard and OIEP Student Demographic Dashboard

Last Update: 6/30/24. This page will be updated annually as data becomes available.

Faculty and Staff - Priority KPI

Annualized Turnover Rate by Fiscal Year and Employee Type

Employee Type
- Admin / Prof Faculty
- Classified
- I/R Faculty
- Total

Faculty and Staff - Priority KPI Information

The KPI selected for the "Invest in faculty and staff success" Priority is:

Annualized Turnover Rate by Fiscal Year and Employee Type - The annualized turnover rate by fiscal year (July 1 through June 30) and employee type. The totals in the chart reflect the equally weighted average of all employee types.
Filters: None
Data Source: Provided by HRIS based on Mason's Banner system data. Note, data for 2020 was reported differently and a total was not available.
Last Update: 6/30/24. This page will be updated annually as data becomes available.