

Category (5)	Objective (20)	Weight	Threshold	Target	Stretch
Financial	Favorable Operating budget - percentage	8%	3.0% (8%)	4.0% (10%)	5.0% (12%)
18%	Fundraising dollar amount - Net Commitments	6%	\$480 M(5%)	\$526 M(6%)	\$650 M(8%)
	Fundraising number of donors	4%	81 k (3%)	82 k (4%)	84 k (5%)
Students	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%		Yes	
Research	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%		Yes	
Reputation	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%)
Successful Initiatives	Indianapolis Yr 1 transition Majority of 10 accomplishments	5%		Yes	
20%	DSB top faculty hires	5%		Yes	
	P. Global business success plan	5%		No	
	Two other significant achievements	5%		Yes	