

**President's At Risk Pay  
Payout Summary  
2014-2015**

<u>Category</u>	<u>Objective</u>	<u>Values</u>	
		<u>Target</u>	<u>Actual</u>
<b>Student Affordability</b> (25%)	Average debt of undergraduates	\$4,500	-----
	Improve affordability	19.80%	-----
<b>Sub-Total</b>			
<b>Student Success</b> (25%)	4 year graduation rate	52%	-----
	6 year graduation rate	75%	-----
	4 year graduation rate - 1st gen	44.2%	-----
	4 year graduation rate- URM	41%	-----
	Retention Rate- Fr/Soph	93%	-----
	Retention Rate-1st Gen	89.2%	-----
	Retention Rate- URM	90.5%	-----
<b>Sub-Total</b>			
<b>Fundraising</b> (30%)	Increase net production	\$260M	-----
	Increase cash net production	\$130M	-----
	Increase number of donors	66K	-----
	Increase student support	\$55M	-----
<b>Sub-Total</b>			
<b>Institutional Reputation and Excellence</b> (20%)	Research Productivity	\$360M	-----
	Establish faculty awards honors scorecard	Y/N	-----
	Increase brand exposure and positive attention		-----
	• Ad equivalency rates exceed peers	Y/N	
	• # of news stories exceed peers	Y/N	
	• Total reach social media exceed peers	Y/N	
Establish Purdue Ranking Scorecard	Y/N	-----	
<b>Sub-Total</b>			