NOVA SOUTHEASTERN UNIVERSITY

2020 to 2025 Strategic Business Goals Recap

This report presents 2025 outcomes for the 23 performance measures included in NSU's 2020–2025 recap across four strategic priorities.

Strategic Priority 1 Students

Entering student quality

Performance measure	2020 actual	2025 target	2025 actual	Progress
Average high school GPA	4.0	4.0	4.0	**Meets Target**
Average SAT score	1156	1200	1221	**Meets/Exceeds Target**

Student retention

Performance measure	2020 actual	2025 target	2025 actual	Progress
First-time-in-college retention	80%	88%	78%	**Area for Improvement**
Master's and specialist retention	79%	62%	88%	**Meets/Exceeds Target**
Doctoral retention	84%	85%	88%	**Meets/Exceeds Target**
Professional retention	92%	93%	93%	**Meets Target**

FTIC retention decreased from 80% to 78%, finishing 10 percentage points below the 88% target. Master's and specialist retention increased to 88%, doctoral retention to 88%, and professional retention to 93%.

FTIC means first-time-in-college.

Strategic Priority 1 Students continued

Graduation and licensure outcomes

Performance measure	2020 actual	2025 target	2025 actual	Progress
Six-year graduation rate for full-time FTIC freshmen	62%	72%	63%	Progress
Five-year graduation rate for master's and specialist degree programs	68%	75%	76%	Meets/Exceeds Target
Eight-year graduation rate for doctoral degree programs	60%	60%	64%	Meets/Exceeds Target
Five-year graduation rate for professional degree programs	90%	90%	89%	Area for Improvement
Applicable programs meeting or exceeding their licensure, certification, or national board passage targets	68%	80%	80%	Meets Target

The six-year FTIC graduation rate increased from 62% to 63%, remaining 9 percentage points below the 72% target. Master's and specialist graduation reached 76%, and doctoral graduation reached 64%, exceeding their targets. Professional graduation was 89%, one percentage point below target. The share of applicable programs meeting their examination passage targets reached 80%, meeting the institutional goal.

The licensure measure is the percentage of applicable programs meeting their own passage targets; it is not an overall student examination pass rate. Historical comparison baselines for six-year FTIC graduation were 53% for the Independent Colleges and Universities of Florida and 62% for the State University System.

Specialized accreditation

Performance measure	2020 actual	2025 target	2025 actual	Progress
Eligible professional programs with specialized accreditation	40	43	43	Meets Target
Professional accrediting bodies through which NSU holds program accreditation	26	28	29	Meets/Exceeds Target

Alumni giving

Performance measure	2020 actual	2025 target	2025 actual	Progress
Total annual alumni giving rate	1.9%	6.0%	1.2%	Area for Improvement
Undergraduate alumni giving rate	3.4%	6.0%	1.9%	Area for Improvement

Strategic Priority 2 Philanthropic Resources

Performance measure	2020 actual	2025 target	2025 actual	Progress
Endowment fund market value	$132.2M	$300.0M	$213.4M	Progress
Cumulative gift commitments	$318.0M	$500.0M	$520.7M	Meets/Exceeds Target
Total annual employee giving rate	36%	50%	46%	Progress

Gift commitments exceeded the $500.0 million target, reaching $520.7 million. Endowment market value and employee giving increased from 2020 but remained below their 2025 targets.

Strategic Priority 3 Scholarship and Research

Performance measure	2020 actual	2025 target	2025 actual	Progress
Annual publications indexed by Web of Science	538	630	690	Meets/Exceeds Target
Web of Science citation impact score	2.19	At least 2.00	1.08	Area for Improvement
Cumulative grants and contracts awarded	$303.2M	$500.0M	$512.7M	Meets/Exceeds Target
Research and development expenditures	$26.0M	$30.0M	$46.5M	Meets/Exceeds Target

Publications, cumulative grants and contracts, and research and development expenditures exceeded target. The citation impact score was 1.08, below the target of at least 2.00.

Strategic Priority 4 Community Service

Performance measure	2020 actual	2025 target	2025 actual	Progress
Carnegie Community Engaged University designation	Achieved	Reaffirm in 2026	Reaffirmed	Meets Target

Reporting notes

Dollar amounts marked M are in millions. The Web of Science citation impact score is normalized by content area. Research and development expenditures include internally and externally funded research and recovered and unrecovered indirect costs, as defined by and reported to the National Science Foundation.

The community engagement result is reported as reaffirmed against the recap's target to reaffirm the designation in 2026.