Measure: Student Participation in Student Affairs Programs (Goal 1)

General Definition:
Duplicated count of student contacts in programs or activities sponsored by the Division of Student Affairs. Participation includes activities such as attending co-curricular programs sponsored by Student Affairs. Student participation is tracked through the Collegiate Link module of Campus Labs.

Frame of Reference:
Frame of reference is set by past performance. When possible, targets are based on an average percent increase over past performance. When past performance is not available, varies, or shows a decline, institutional knowledge is used.

For this KPI the long term target for the life of Northeastern’s Strategic Plan is 70,000 uncomplicated student contacts. The short term target (currently 180,000) is reviewed annually and revised if necessary.

Frequency of Measurement:
This KPI is measured each Fall term.