



WEBER STATE
UNIVERSITY



AMPLIFIED

A 5-year plan for growth

STRATEGIC PLAN 2.0 METRICS & ACHIEVEMENTS

Year Five
Revised: August 18, 2026



Access, Retention,
& Completion



Personal Connections
& Academic Excellence



Community
Anchor Mission



Marketing
& Branding

In 2020, Weber State University engaged in a strategic planning process. Over the course of a year, faculty, staff, students and other key stakeholders helped inform and craft a new strategic plan for the university. In March 2021, the Board of Trustees approved the following plan, which will guide the institution through 2026.

*In 2024, the strategic plan was revised to comply with state law and adapt to changing circumstances for the final two years of the plan.
The Board of Trustees approved these changes in November 2024.*



Enrollment Target

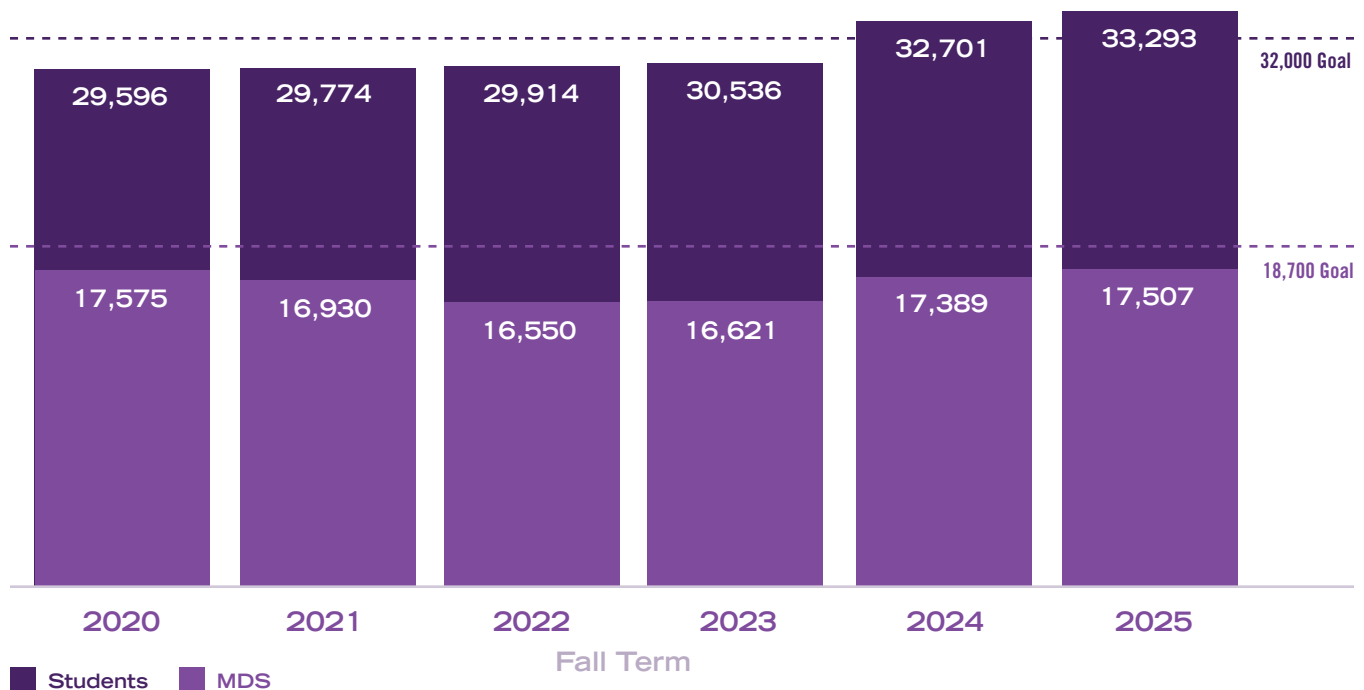
To facilitate the goals of the strategic plan, total headcount enrollment will grow to 32,000 students by Fall 2025, which will include growth in the number of matriculated degree-seeking students to 18,700.

We are committed to become an emerging Hispanic-Serving Institution. Through Fall 2025 we will make positive growth toward having 15% of our student population include those who identify as Hispanic or Latino.

32,000 Students

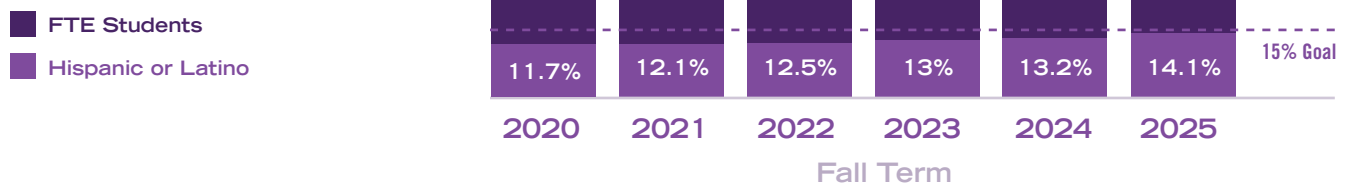
18,700 MDS (Matriculated Degree-Seeking)

15% Hispanic or Latino



Hispanic or Latino Enrollment Percentage

Enrollment numbers used to track the Hispanic or Latino percentage follow standards set by the Department of Education for designating Hispanic-Serving Institutions. Therefore these numbers may differ from other enrollment numbers which follow Utah System of Higher Education standards.



GOAL 1

Access, Retention, & Completion

Through well-aligned and meaningful initiatives, we work to eliminate access and completion gaps defined by measurable increases in access, retention, and completion across all student populations.



1 Retention & Completion

- First-time student retention reached 58.7%, moving closer to the strategic plan target of 60%, while first-time, full-time student retention reached 67.3%.
- The percentage of first-time students earning at least a 2.2 GPA during their first semester increased to 75.2% from a baseline of 70%.
- Over the past five years, the six-year graduation rate increased from 40.4% to 50.3%, reflecting substantial progress in student persistence and completion.
- Credentials awarded per degree-seeking student grew to 48%, from 29.07 awards per 100 students in 2016 to 43.14 awards per 100 students in 2025.
- We reached a four-year high mark in the number of adult learners (25+), undergraduate first-time, returning, and transfer students in Fall 2025 with 1,668. We have seen an increase in this student population for four consecutive years.

2 Educational Pathways & Enrollment Opportunities

- Concurrent enrollment participation increased from 15,884 students in 2023–24 to 17,987 students in 2025–26.
- Credentials earned through concurrent enrollment pathways increased from 488 in 2024 to 612 in 2025, and are projected to reach 877 in 2026.
- Transfer enrollment increased from 1,032 students in Fall 2023 to 1,115 students in Fall 2025.

3 Affordability

- Students receiving financial aid increased from 54.2% to 62.5% over the past decade.
- CATapult Scholarships provided targeted support to students nearing graduation, assisting 2,392 students and distributing approximately \$5.7 million.

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Reducing Barriers

- Student Access & Success enhanced the onboarding and advising processes, improved enrollment communications, expanded scholarship access through Scholarship Universe, increased transparency in dual enrollment reporting, improved student-facing technology and processes, and strengthened efforts to streamline student support services.
- Academic Affairs has worked to ensure that every program has a viable graduation map to identify barriers to completion and to schedule courses.

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Closing 8-Year Graduation Gaps

- First-generation students experienced a 6% increase in graduation rate, representing a 1.5% gap closure compared to the total student population.
- Ethnic minority students had a 5.5% increase in graduation rate, lowering the gap to the total student population by 2%.
- The gap for low-income (Pell-eligible) students has been erased completely with low-income students graduating at a 0.5% higher rate than the total student group.
- Although we still have work to do to close completion gaps for developmental math and English students, Dev-Dev students experienced a 3% increased graduation rate over the last five years.

5

Sense of Belonging

In 2025–2026, we achieved our goal with 72.4% of students reporting they felt a sense of belonging at WSU at the end of their first year.

GOAL 2

Personal Connections & Academic Excellence

On their path to their own definition of academic success, every student's experience is filled with rich, impactful relationships with faculty, staff, students, and the community.



1 Mentoring

58.4% of students reported having at least one mentoring relationship during their time at WSU, marking an increase from less than 45% in the first year measuring mentorship. This is thanks to multiple campus programs, external community support, and the hard work of the faculty and staff.

2 High Impact Educational Experiences

The number of students with HIEE doubled from 2019–20 with 88.5% of students graduating last year with two or more HIEE experiences before completing their bachelor's degree.

GOAL 3

Community Anchor Mission

We intentionally leverage our intellectual assets, economic influence, and financial and human resources in partnership with regional communities to seek a sustainable economic, social, cultural, and environmental system that provides opportunity for all. We help students learn the skills and competencies to successfully adapt to the challenges of a modern workplace, graduate school, and other opportunities.



1 Aerospace & Defense

Weber State strengthened its role as a regional leader by advancing the Center for Advanced Manufacturing and Production (CAMP) and the Sensitive Compartmented Information Facility (SCIF). These initiatives brought together Hill Air Force Base, industry, state leaders, faculty, and students around shared workforce and technology needs. The work completed this year established the foundation for long-term collaboration, expanded applied research opportunities, and reinforced our commitment to supporting economic growth across northern Utah.

2 Experiential Learning

Student participation in internships, undergraduate research, and other HIEE opportunities increased from 9,125 to 9,672 during 2025–26. Nearly every academic program now offers at least one HIEE, giving students practical experience, strengthening connections with employers, and better preparing graduates for Utah’s workforce.

3 Community Partnerships

We exceeded our goal for Community Engaged Learning with 267 faculty incorporating community partnerships into their teaching, research, and service. Projects such as the Tree Walk at Lester Park demonstrate how faculty, students, and community organizations work together to address local needs. These partnerships improve the community while providing students with meaningful, experiential learning.

GOAL 4

Marketing & Branding

WSU is an “institution of choice” for key target audiences looking to pursue higher education, with an emphasis placed on increasing awareness of WSU’s value proposition among the “general population.”



1 Quality Perception

- Marketing & Communications launched the universitywide “Be Brilliant” campaign, infusing local, statewide, and national marketing efforts with imagery and messaging that highlight the quality of our programs, faculty, and students. The years-long campaign increased Weber State’s quality score among the general population, with those who saw WSU ads rating its quality higher than those who didn’t see the ads.
- For the general public and first-time admits, Weber State ranks among the top three public universities in Utah for top-of-mind awareness.

2 Far-Reaching Campaigns

- Weber State’s exclusive partnership with Real Salt Lake fostered engagement with Hispanic and Latino communities, increased visibility in the Salt Lake area, and elevated our brand.
- WSU secured ad placements where many people gather or watch events live: Winter Olympics, Super Bowl, FIFA World Cup, March Madness, Utah Mammoth games, and The Church of Jesus Christ of Latter-day Saints general conference.
- Other major campaigns include year-long physical ads on UTA buses, FrontRunner, and TRAX; Salt Lake and Ogden airports; and months-long digital ads via Amazon, TikTok, and more.

3 Earned Media

- Storytelling efforts on weber.edu, social media, and traditional news outlets kept WSU students, faculty, and programs in the public eye, earning tens of millions of dollars in ad value equivalency.
- Weber State created educational “evergreen” content for the official WSU YouTube channel, earning us the #1 spot for YouTube channel growth among USHE institutions. The content, paired with strategically redesigned websites, ensures Search Engine Optimization and Answer Engine Optimization (AI search) remain strong and relevant.