Goals of the CUNY Academic Momentum Campaign  
(October 31, 2017)

The following goals reflect system averages and align with targets specified in the Connected CUNY Strategic Framework. Specifically we intend to double the overall CUNY three-year associate graduation rate from 17.5% for entering freshmen enrolling full time in 2013 to 35% for entering fall 2019 freshmen and raise the overall CUNY six-year baccalaureate graduation rate by 10 percentage points from 55% for the fall 2010 entering cohort to 65% for the fall 2019 entering cohort. These bold goals will build on recent improvements in our graduation rates and place CUNY in the forefront of the growing national movement to improve completion rates.

Fully recognizing the ambitious nature of these goals, we ask you and your college to contribute to achieving the CUNY targets stated below by implementing a set of integrated actions and initiatives that accelerate and amplify your recently submitted Performance Management Process (PMP) goals. Please refer to the attached planning guidelines and the tables prepared by the CUNY Office of Institutional Research and Assessment (OIRA) reporting current college baseline data

While advancing the Momentum Campaign, each college should track overall progress with these and other indicators as well as progress in narrowing racial and gender gaps.

I-Gateway Math and English Course Completion

Mathematics

**Associate Goal:** At least 60% of all fall 2019 full-time freshmen (including remedial and non-remedial) will successfully complete a gateway math course by the end of their first year after matriculation. The current system-wide baseline rate is 36%.

Colleges will advance this goal in part by speeding progress through developmental education. All associate-granting colleges will offer students robust alternatives to elementary algebra in either or both of the following two ways:

- **Pre-matriculation:** Increase the number of students who become exempt from developmental math after initial assignment (e.g. through CUNY Start/Math Start, USIP, test preparation workshops, retesting, etc.).

- **Post-matriculation:** Provide widely available co-requisite options in statistics or quantitative reasoning for students who do not intend to major in a math-intensive

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1 In late November, OIRA will also provide access to an interactive tool that will allow each college to examine their own data in more detail.
discipline and co-requisite college algebra for students who do intend to major in math-intensive subjects.

**Baccalaureate Goal:** At least 75% of fall 2019 full-time freshmen will successfully complete a gateway math course by the end of their first year after matriculation. The current system-wide baseline rate is 69%.

**Reading and Writing**

**Associate Goal:** At least 85% of fall 2019 full-time freshmen will complete the first freshman composition course by the end of their first year after matriculation. The current system-wide baseline rate is 64%.

As in math, colleges will deploy a combination of proven pre-matriculation and post-matriculation strategies to help students assigned to developmental education achieve this goal and ensure that non-remedial students take composition in their first year.

**Baccalaureate Goal:** At least 90% of fall 2019 full-time freshmen will complete the first freshman composition course by the end of their first year after matriculation. The current system-wide baseline rate is 82%.

**II-Credits Earned**

**Associate Goal:** At least 25% of fall 2019 full-time freshmen (including remedial and non-remedial) will successfully complete 30 credits in their first year (counting winter, summer, and credits earned prior to matriculation). The current system-wide baseline rate is 10%.

In recognition that a high percentage of entering freshmen may continue to take non-credit remedial course work while co-requisite courses phase in, we are setting a secondary associate goal: By 2019, at least 60% of all full-time freshmen will earn 20 credits in their first year. The current system-wide baseline rate is 35%.

**Baccalaureate Goal:** At least 60% of fall 2019 full-time freshmen will successfully complete 30 credits in their first year (counting winter, summer, and credits earned prior to matriculation). The current system-wide baseline rate is 49%.

**III-Degree Maps**

**Goal:** By fall 2019, all undergraduate majors will be fully mapped for first-time freshmen and publicly available for students, advisers, and faculty.

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2 The expansion of ASAP to 25,000 students by AY 2018/19 will encompass 50% of all CUNY first-time full-time associate students. ASAP has an average cross-cohort two-year graduation rate of 28% (and a three-year rate of 53%) suggesting that with the right supports many more associate students can accelerate their degree momentum.
a. Associate degree maps should demonstrate how fully proficient students can complete an associate degree in two years, and what additional courses are necessary for students who have various levels of developmental needs to complete a degree. Students who are triple remedial with needs in all three basic skills areas or who place into arithmetic should be guided to CUNY Start or Math Start.

b. Baccalaureate degree maps should chart four-year completion for first-time freshmen. Colleges should also create two-year maps for transfer students who have completed the associate degree.