

Key Performance Indicators of Hillsborough College

Annual Report, September 2025
Hillsborough County, Florida



The purpose of information is not knowledge. It is being able to take the right action.

- Peter Drucker



The Key Performance Indicators (KPIs) document is designed to address whether the institution is achieving its mission and goals through the lens of student success. Institutional performance throughout the lifecycle of our students is measured and updated yearly to determine the extent to which student needs are being met at every point in their journey at the college and beyond. In doing so, the College is kept accountable to its Strategic Plan and is provided key information on which to make changes to its strategic direction.

This document provides the most recently available data for each metric, alongside trend data for the prior four years, and comparison data when available and appropriate. This allows the College to compare its performance over time and benchmark its performance against the Florida College System (FCS).

Nicole Jagusztyn , Ph.D.
Vice President, Strategic Planning & Analysis

Hillsborough College Mission

To transform lives by providing open access to an exceptional teaching and learning environment that inspires students to contribute to the local community and global society.

Hillsborough College Vision

To promote a thriving community in which students achieve their full potential by providing access to an affordable, innovative, high quality, and lifelong education.

Hillsborough College Goals

GOAL 1. STUDENT SUCCESS:

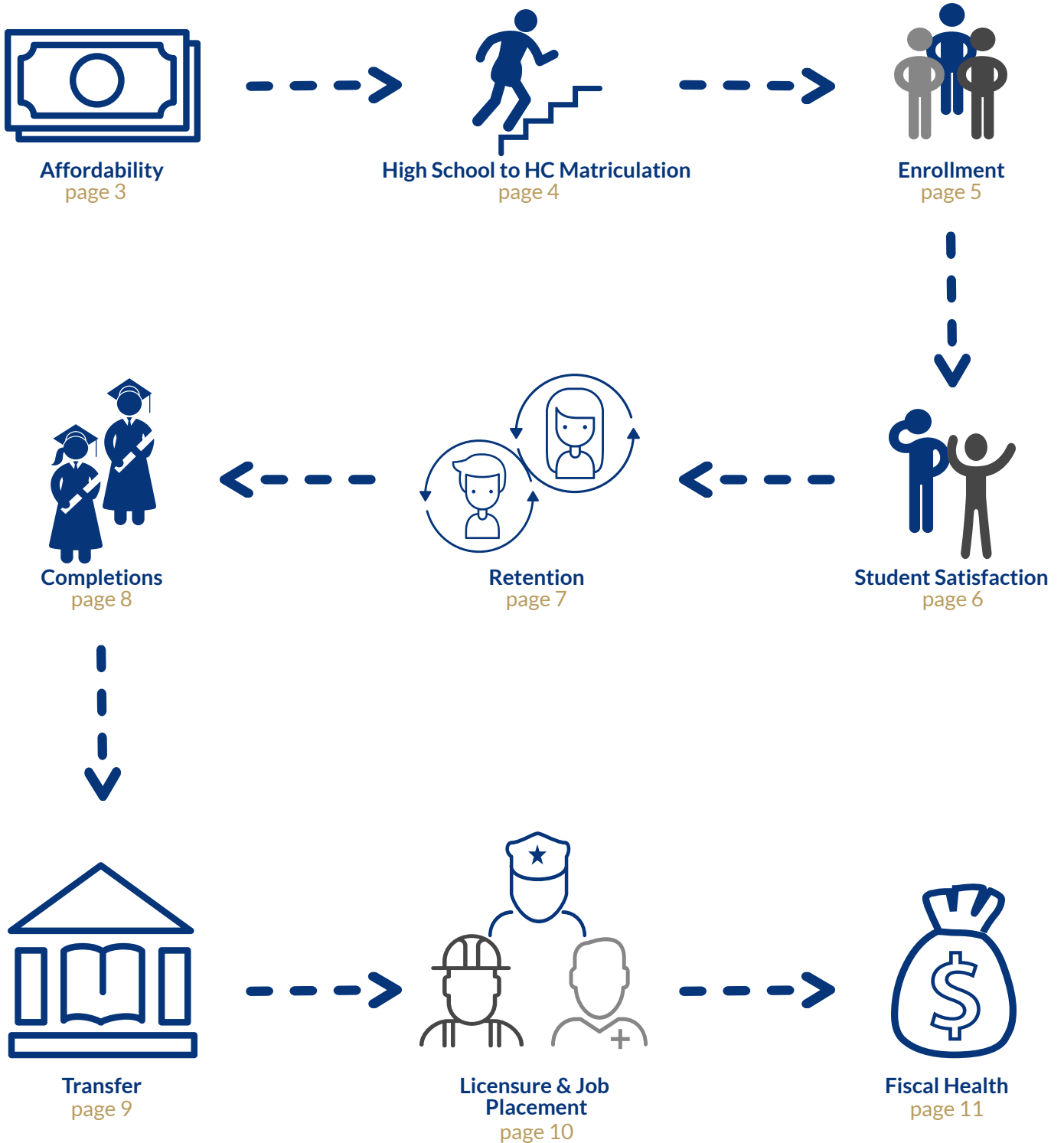
Advance achievement of learning outcomes and educational goals for all students.

GOAL 2. TALENT DEVELOPMENT:

Foster partnerships that position all programs as catalysts for regional economic impact.

GOAL 3. CONTINUOUS IMPROVEMENT:

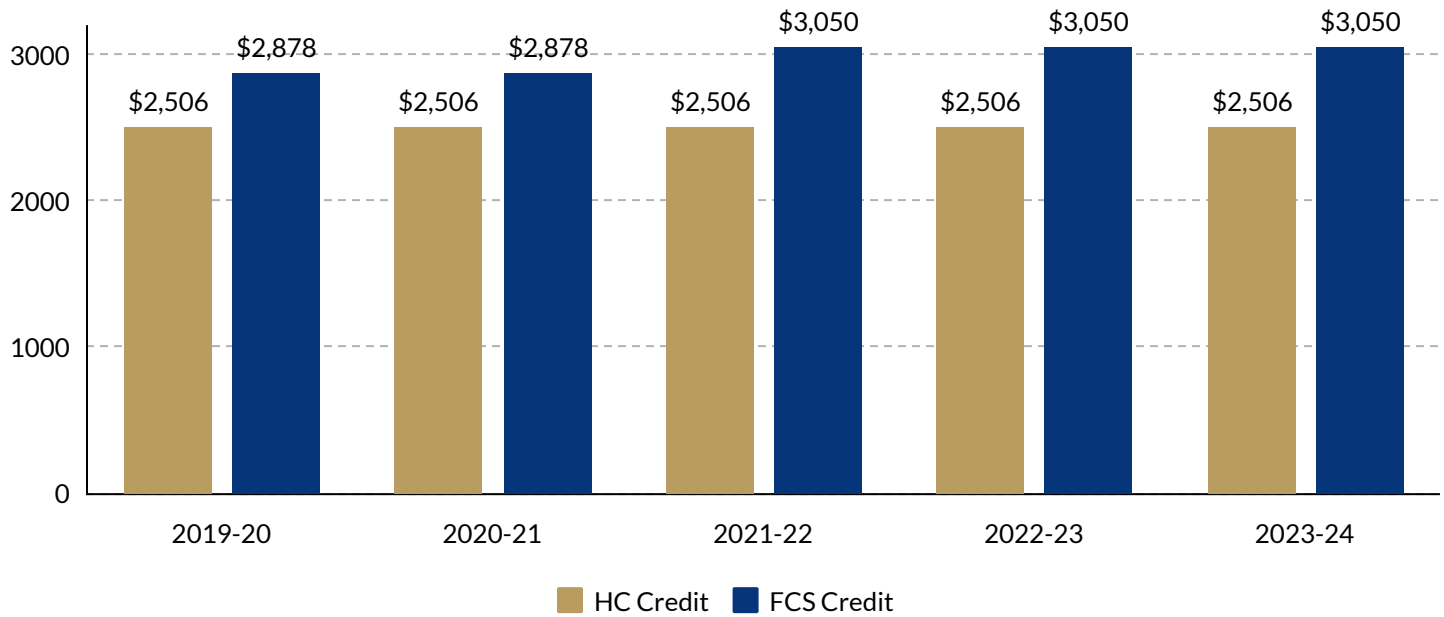
Continuously improve programs and services through a systematic and ongoing process of strategic planning, assessment, and evaluation in which a "culture of evidence" guides our direction.





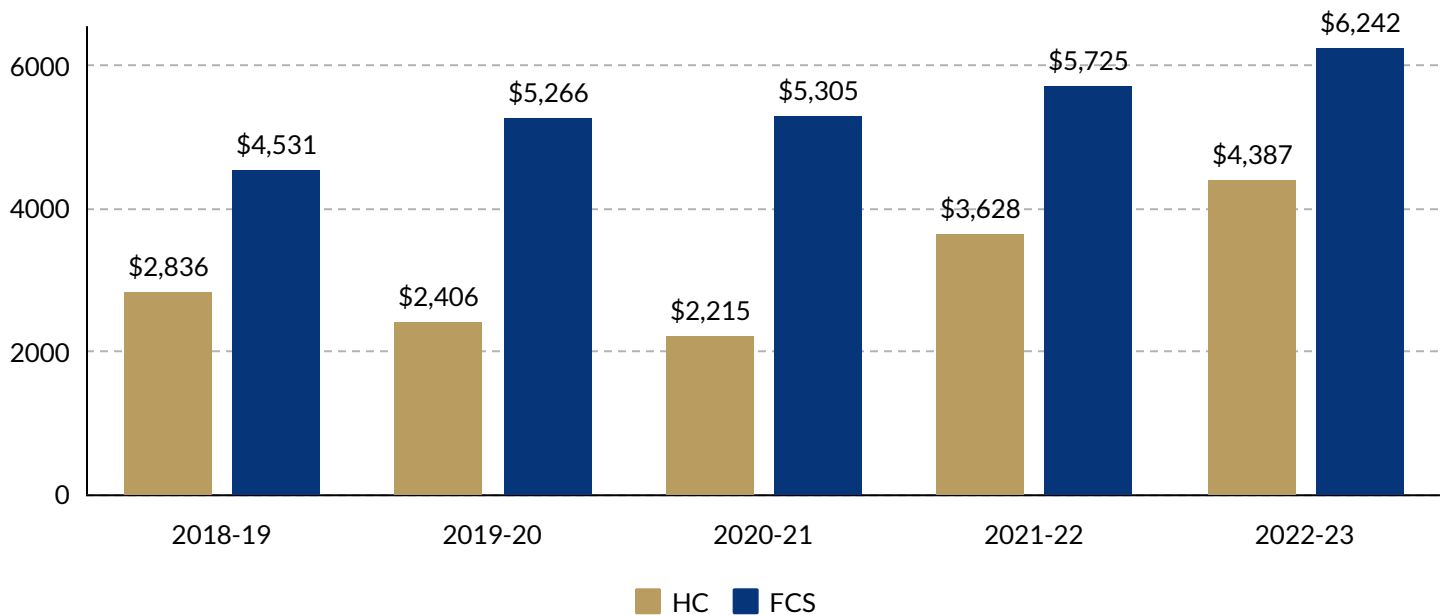
Two variables constitute the effects of affordability on articulation and access: (1) tuition and (2) net price of attendance. Tuition cost is an influential factor impacting enrollment, while net price of attendance correlates with retention rates. Comparisons are made between HC and the Florida College System (FCS).

Tuition



Source: IPEDS Data Feedback Report

Net Price of Attendance

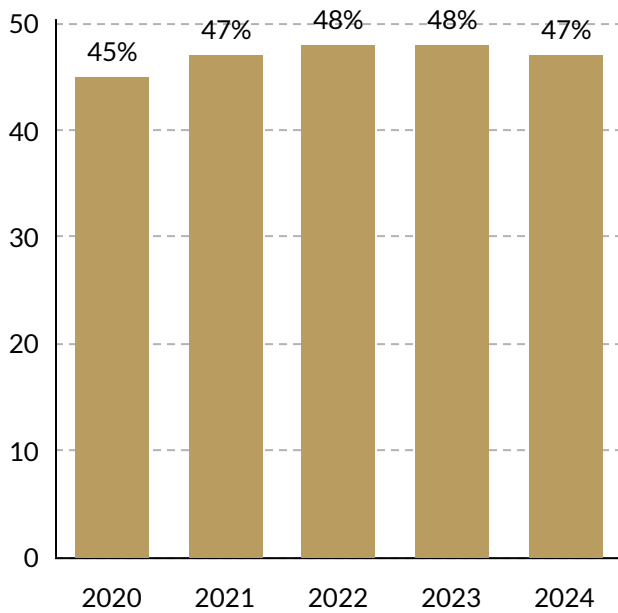


Source: IPEDS Data Feedback Report



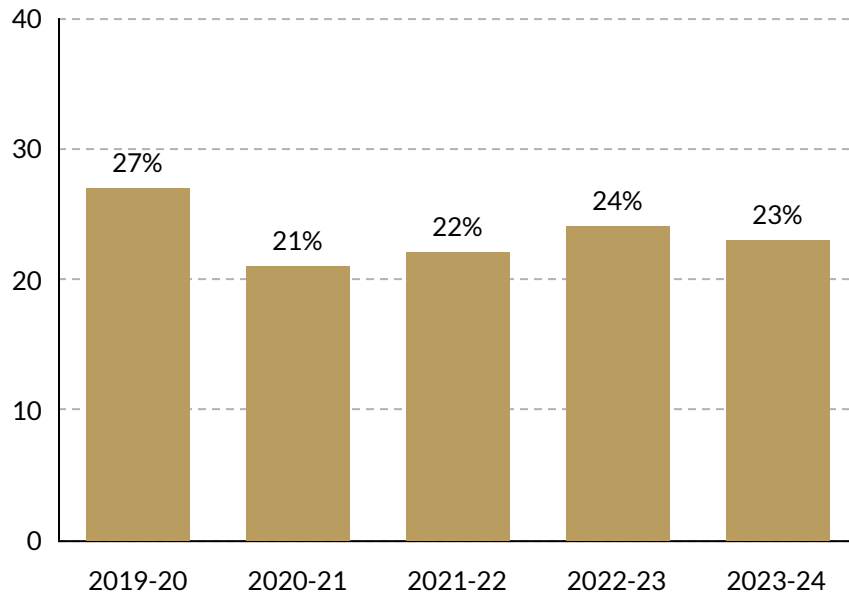
Every year the College receives thousands of applications for admission, but how many actually enroll? Conversion rates indicate the number of students enrolled as a percentage of all students who apply to enroll in a given term. The chart displays matriculation rates for five fall terms for students applying to enroll in credit courses. FTIC refers to First Time in College student.

Fall Conversion Rates



Source: SAS Visual Analytics

Percentage of Hillsborough County Public High School Graduates Enrolled at HC as FTIC



Of all high school graduates in 2022-23 (12,396), 23% (2,891) subsequently enrolled at HC in the 2022-23 academic year.

Source: FL DOE High School Feedback Report

Top 10 Hillsborough County Public High Schools with the largest number of graduates at HC, 2023-24

High School	# of FTIC at HC
Alonso	177 students
Riverview	176 students
Durant	160 students
Sickles	156 students
Gaither	149 students
Newsome	143 students
Leto	135 students
Tampa Tech	130 students
East Bay	128 students
Bloomingdale	125 students

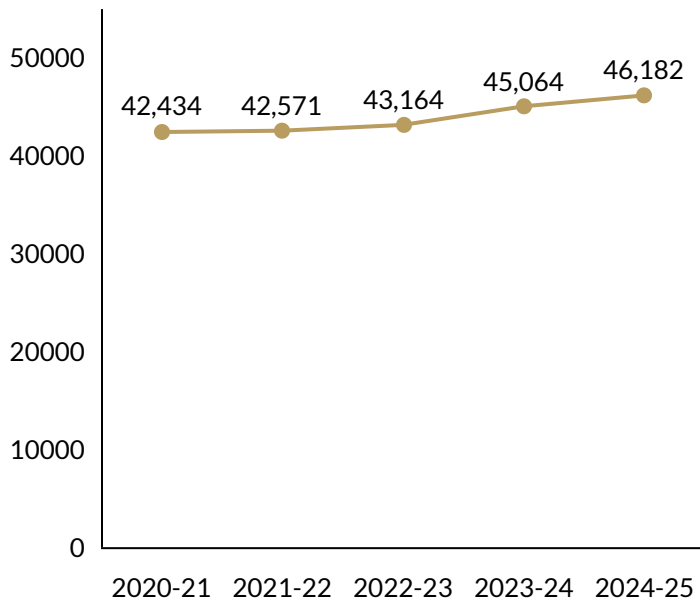
Top 10 Hillsborough County Public High Schools with the largest percentage of graduates at HC, 2023-24

High School	# of FTIC at HC
Bell Creek Academy	36%
Jefferson	34%
Alonso	32%
Gaither	32%
Leto	31%
Tampa Tech	30%
Riverview	30%
East Bay	29%
Durant	28%
Chamberlain	27%



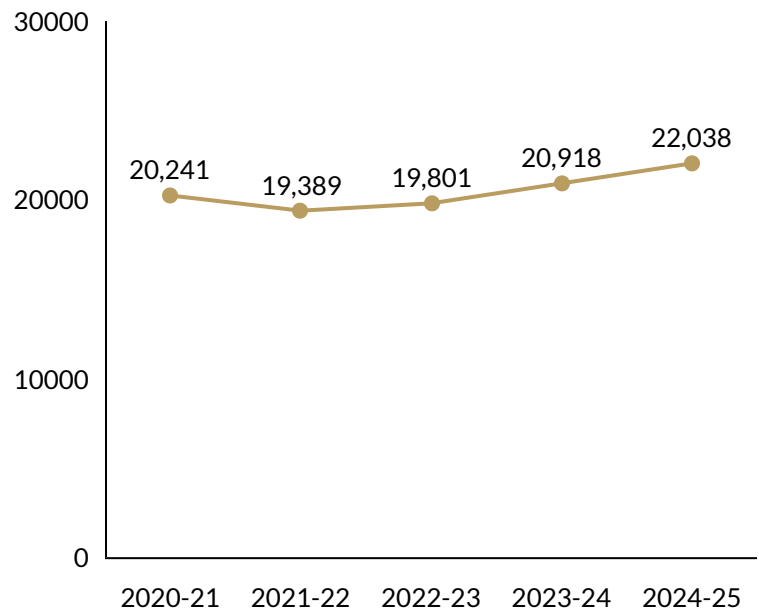
Below are the unduplicated headcount and Full-Time Equivalent (FTE) enrollments as shown in SAS Visual Analytics. PSAV refers to Post-Secondary Adult Vocational non-credit.

Headcount Totals



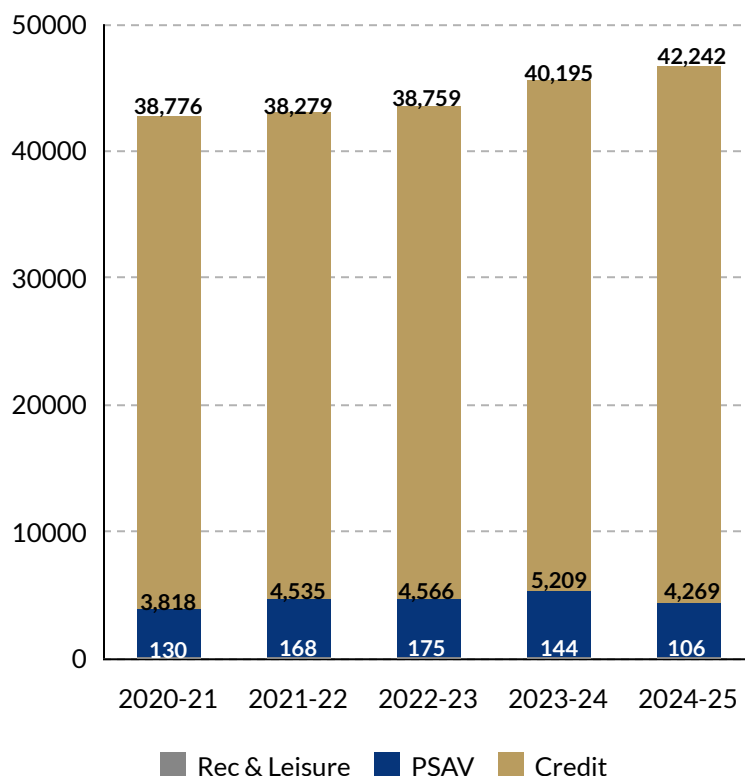
Source: SAS Visual Analytics

FTE Totals



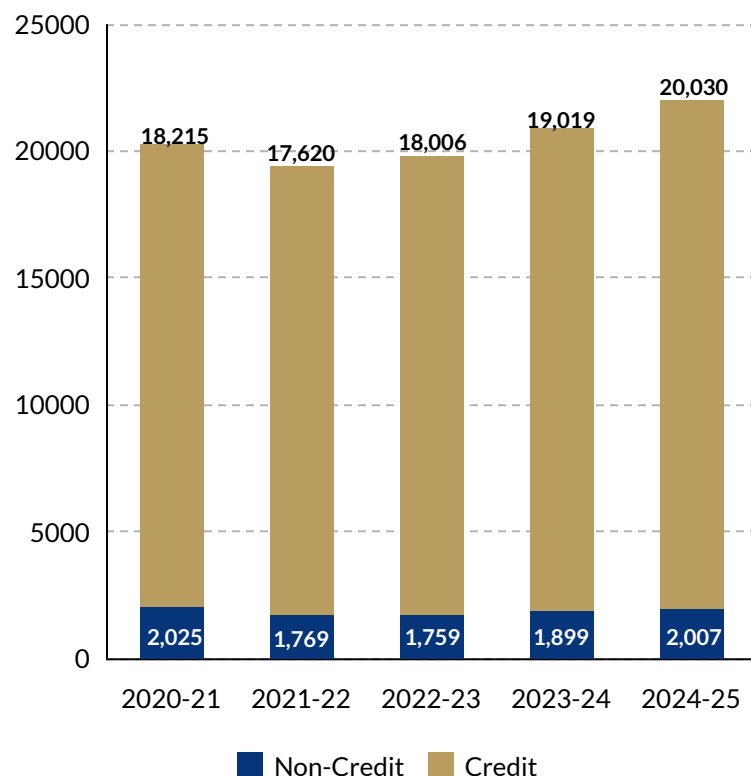
Source: SAS Visual Analytics

Headcount by Category



Source: SAS Visual Analytics

FTE by Category

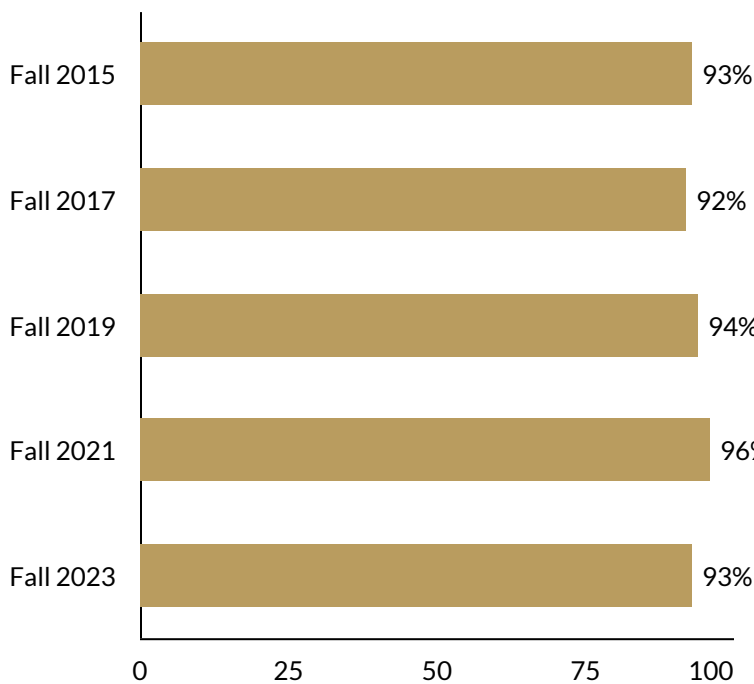


Source: SAS Visual Analytics

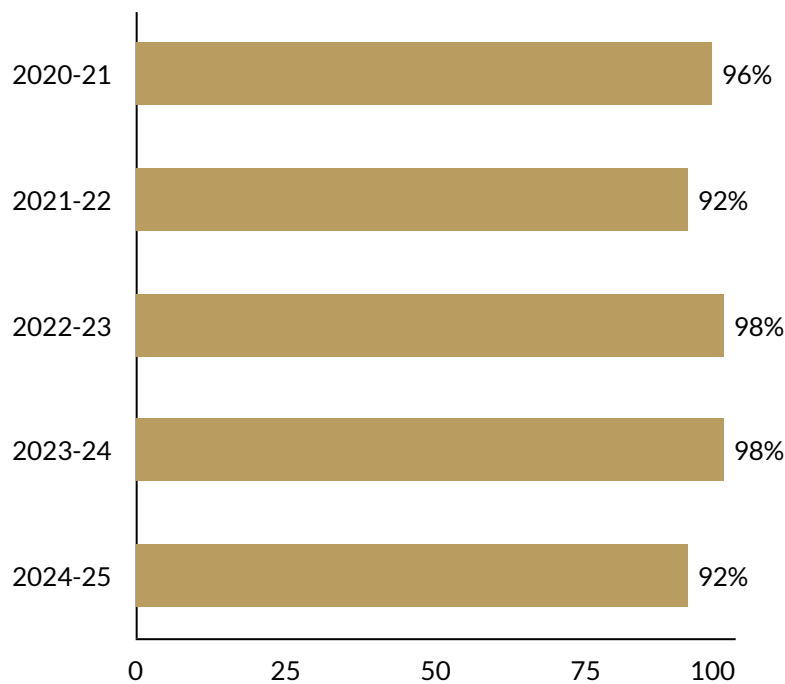


Results shown below from the Enrolled Student Satisfaction Survey reflect the percentage of students expressing that they are satisfied or very satisfied with the services evaluated.

Enrolled Students: Overall, I am satisfied with my education at HC



Graduates: Would you recommend HC to a friend

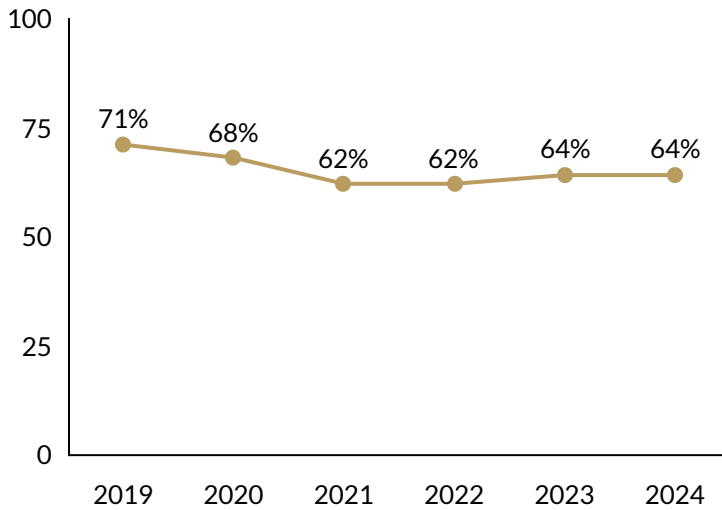


Source: HC Enrolled Student and Graduate Surveys, Department of Institutional Research



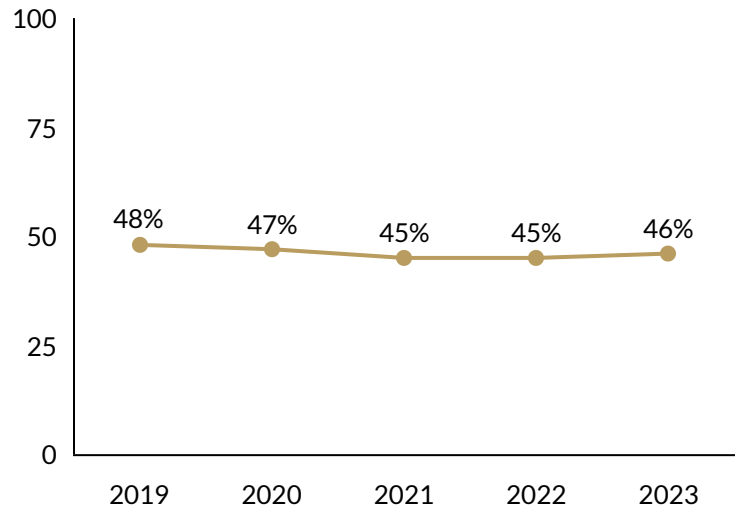
Two measures of retention are displayed for those credit students matriculating in the fall. The first measure is of entering students enrolled in the fall that return in the following spring semester and a year later in the following fall. The second measure follows a cohort defined by the state for accountability measures. It also looks at retention on a fall to spring basis for both A.A. and A.S./A.A.S. degrees.

Fall to Spring Retention Rate



Source: SAS Visual Analytics

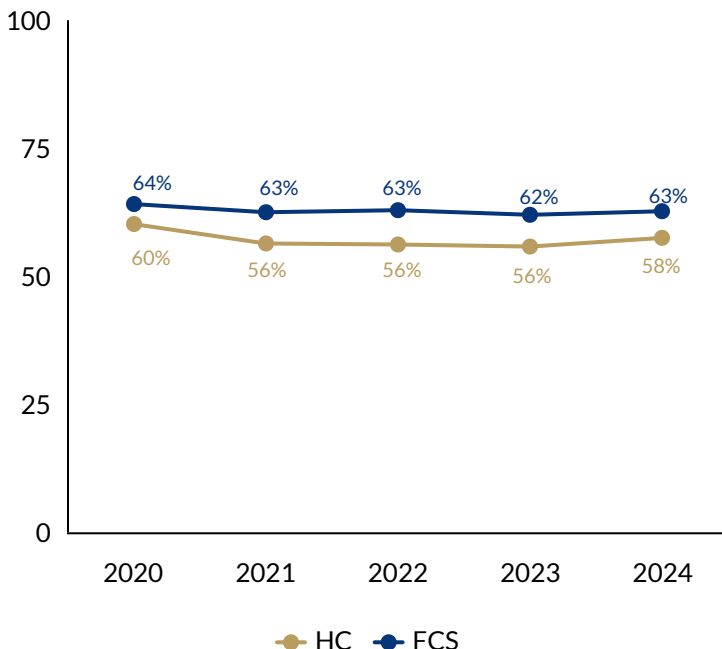
Fall to Fall Retention Rate*



Source: SAS Visual Analytics

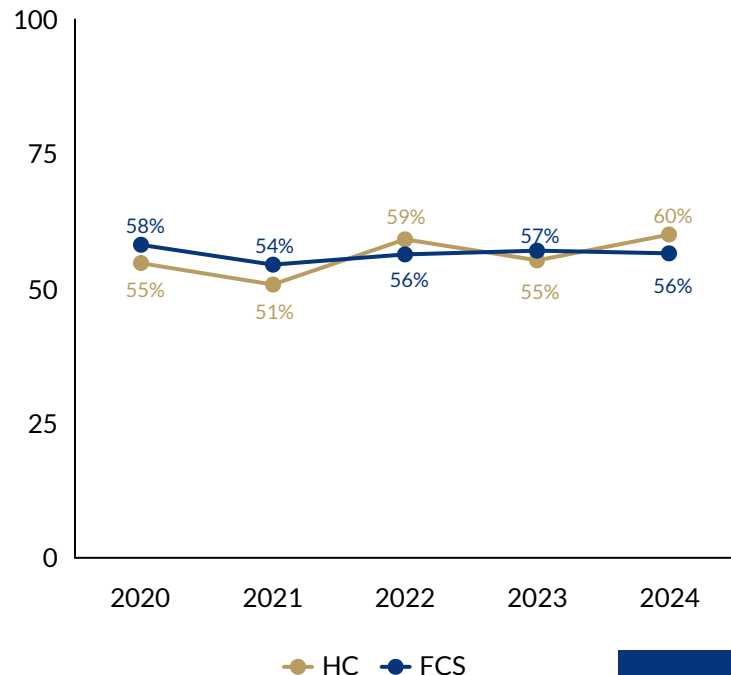
*Measure addresses a Student Achievement Goal

Fall to Spring State Accountability Retention Rate, Comparison of HC to FCS for A.A. Degrees



Source: State Accountability Data, Measure 1 Part 2

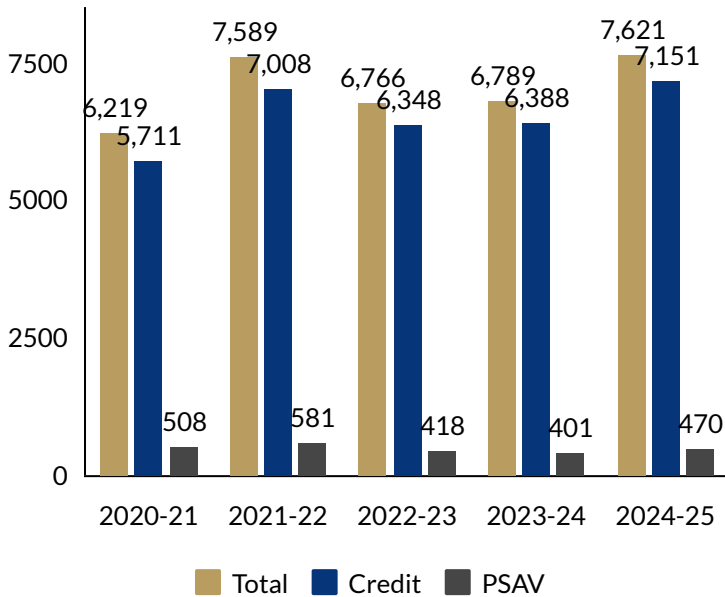
Fall to Spring State Accountability Retention Rate, Comparison of HC to FCS for A.S./A.A.S. Degrees





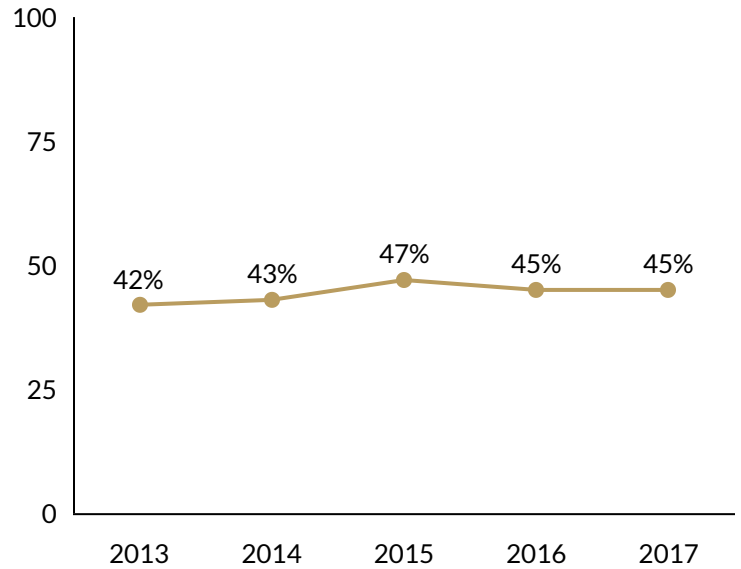
Shown below are total college completions for five years. College credit completions include degrees and college credit certificates. PSAV includes non-credit certificates, e.g., fire and law enforcement academies. The National Student Clearinghouse (NSC) completion rate is a six-year completion rate.

Total Completions



Source: SAS Visual Analytics

National Student Clearinghouse (NSC) Completion Rate*

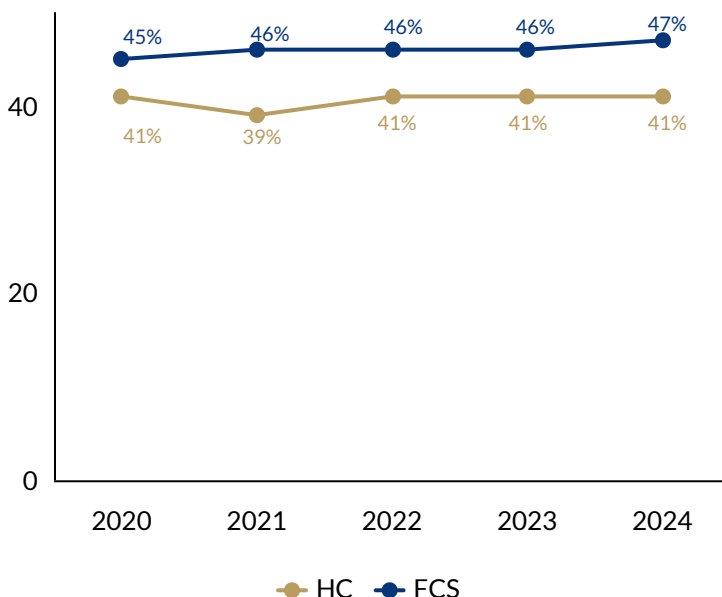


Source: National Student Clearinghouse

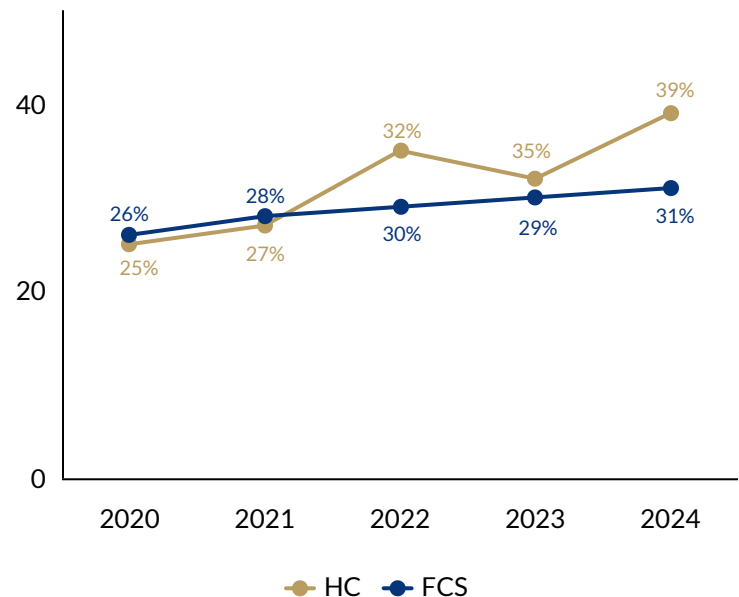
*Measure addresses a Student Achievement Goal

Shown below are the State Accountability graduation rates for Associate of Arts (A.A.) and Associate of Science (A.S.) degree graduation rates compared to the FCS for entering fall cohorts, after four years, for the five most recent reporting years.

% Graduating: A.A. Degree



% Graduating: A.S./A.A.S. Degree

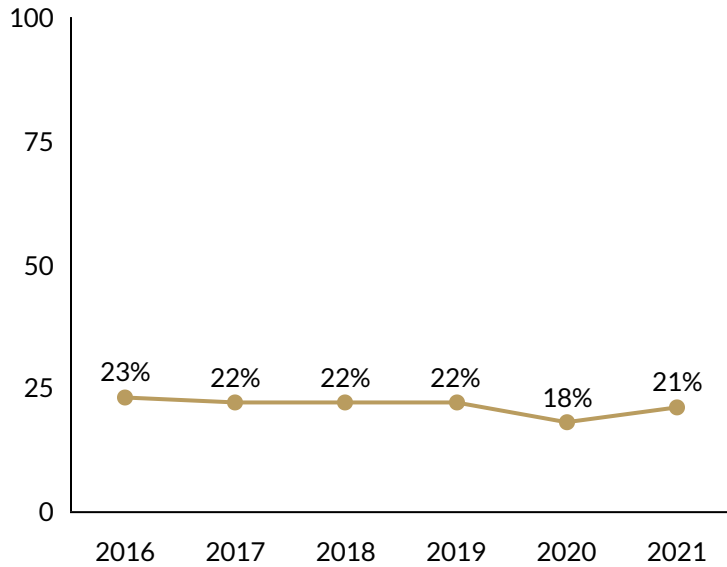


Source: State Accountability Data, Measure 1 Part 2



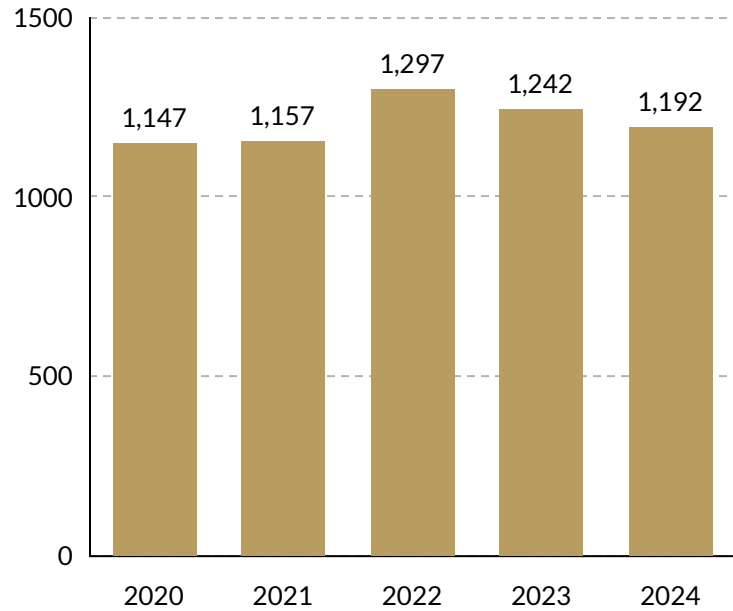
Shown below are the number of A.A. graduates who transferred to a State University System (SUS) institution.

Percentage of Transfers with a Degree (AA + AS)*



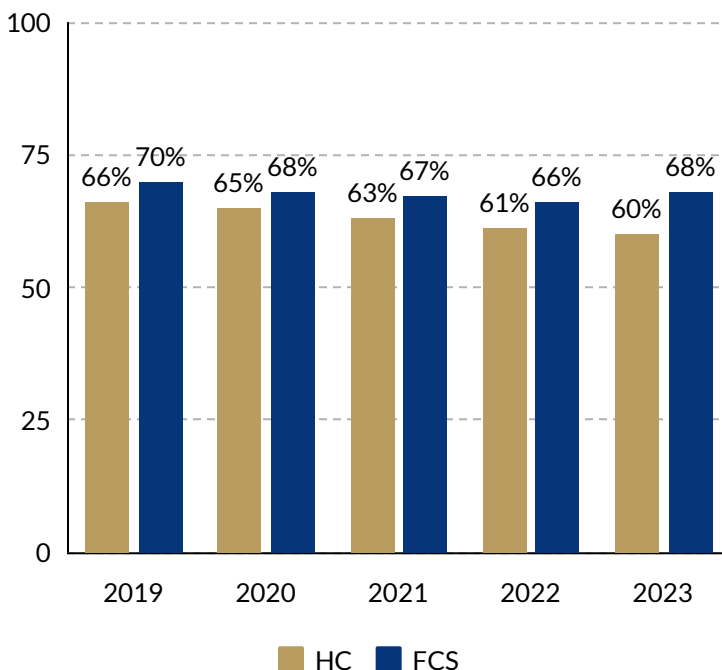
Source: SAS Visual Analytics, Student Tracking application
*Measure addresses a Student Achievement Goal

Number of A.A. Graduates to SUS



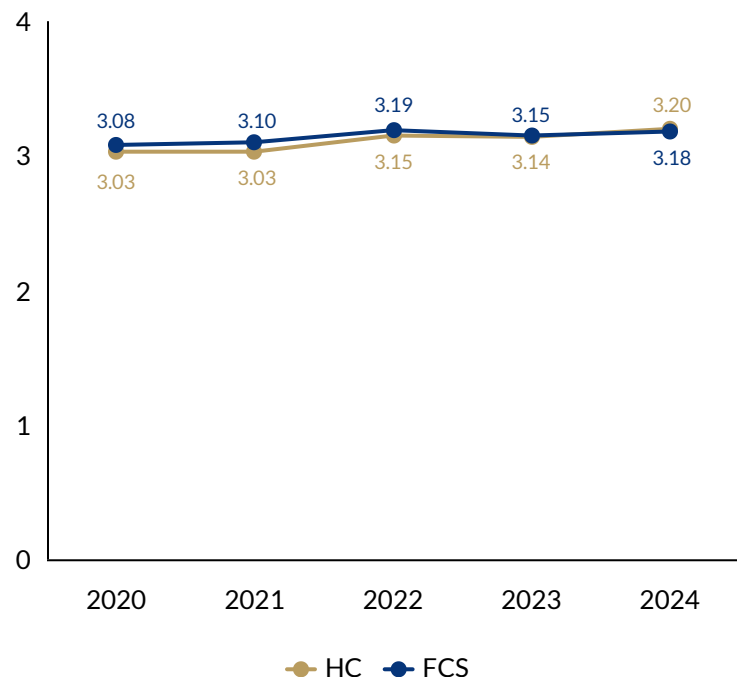
Source: State Accountability Data, Measure 2

Comparison of the Percentage of A.A. Graduates Transferring to SUS



Source: Continuing Education by Institution Report, FCS Reports, FL DOE

GPA of AA Transfers Compared to FCS*



Source: State Accountability Measures

*Measure addresses a Student Achievement Goal



Completion of HC credentials prepare students to sit for qualifying exams to practice in a number of allied health and public service careers. Licensure exam pass rates are a direct indicator of job skill mastery. First-time pass rates are a good indicator of student learning due to instructional delivery of the college.

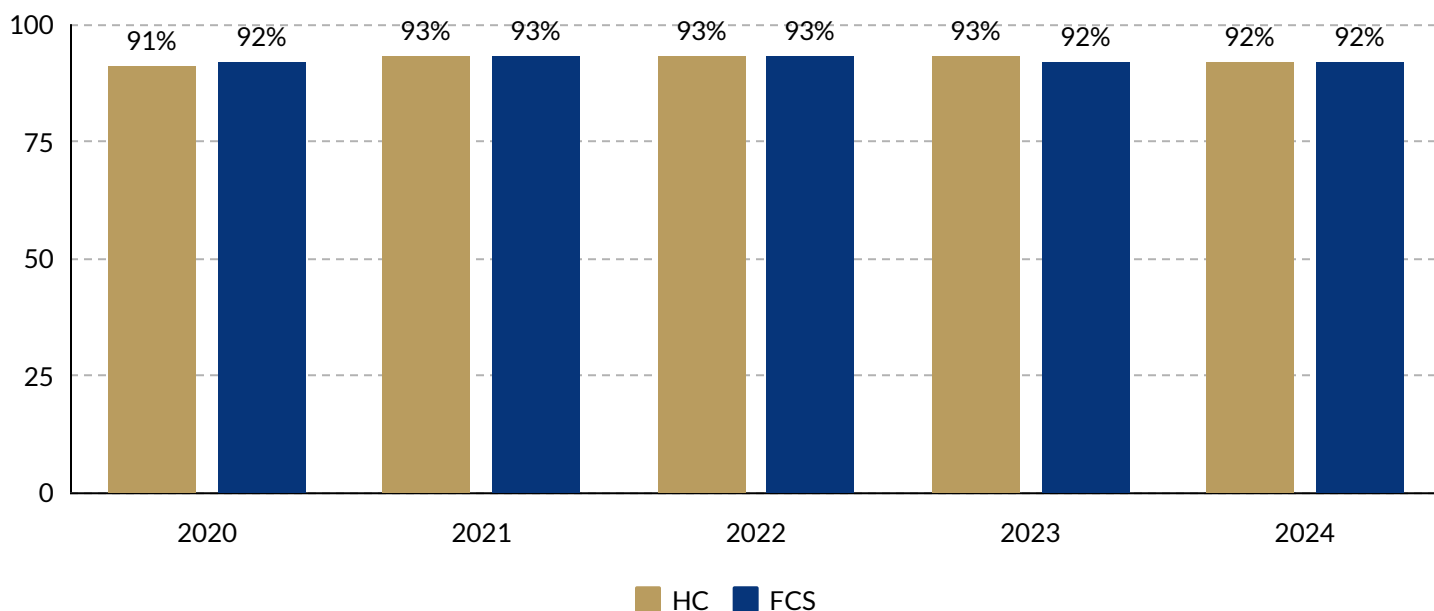
Licensure Pass Rates*		
Year	# of exam rates = > 85%	Range, Pass Rates
2019-20	14 of 18	56 – 100%
2020-21	15 of 19	52 – 100%
2021-22	15 of 20	52 – 100%
2022-23	15 of 20	52 – 100%
2023-24	17 of 21	58 – 100%

Source: HC Factbook

*Measure addresses a Student Achievement Goal

In general, job placement rates are high -- frequently 100%. These data are provided by the long-standing Florida Education & Training Placement Information System (FETPIP). These percentages reflect those graduates employed in their field of training, serving in the military, or continuing their education within one year of graduation. The FETPIP percentages are based on the number of graduates that can be tracked within the system.

Job Placement*

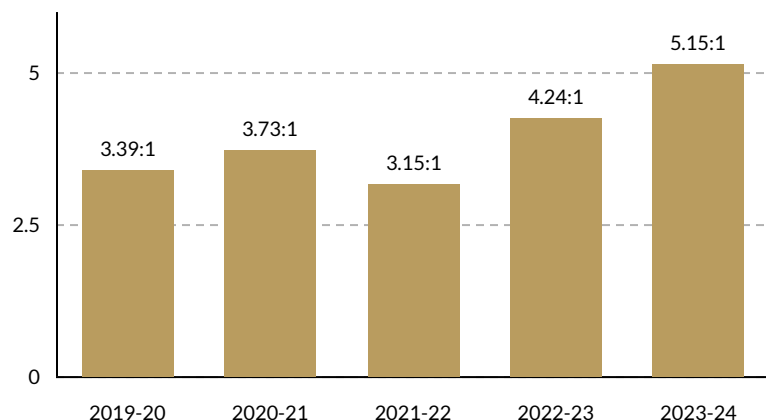


Source: State Accountability Data, Measure 3 Part 2

*Measure addresses a Student Achievement Goal



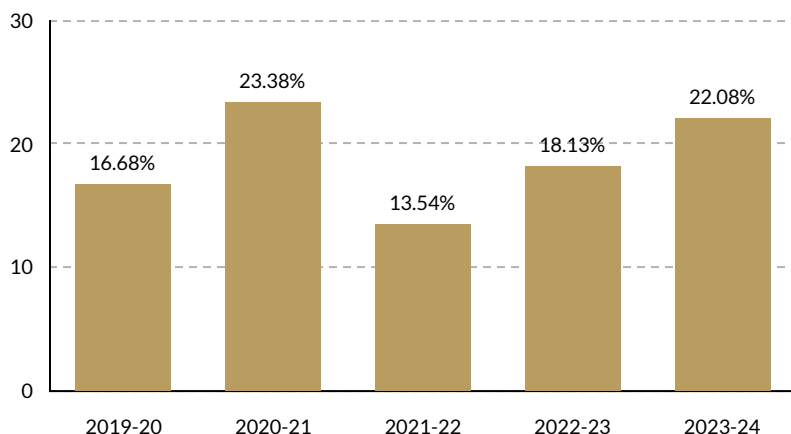
Liquidity Ratio



Source: Annual Financial Audit

The liquidity ratio demonstrates the ability of the College to pay back short-term liabilities with short-term assets. It is expressed as current assets divided by current liabilities. The higher the ratio, the more capable the institution is at paying its obligations. A ratio under 1 suggests that an organization could not pay off its short-term obligations if they became due.

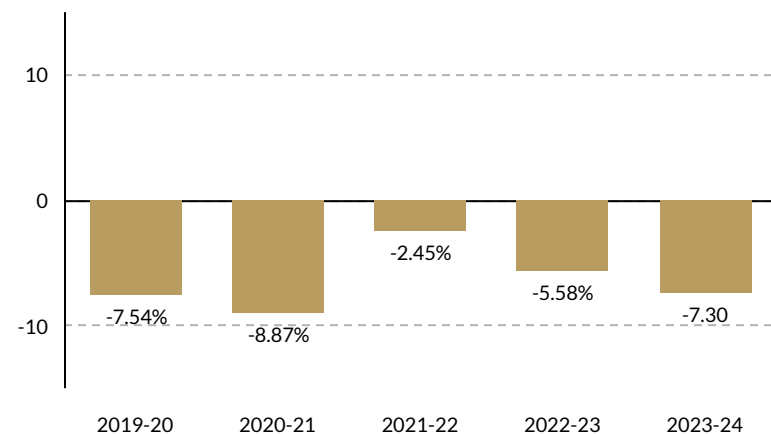
Fund Balance



Source: Annual Financial Audit

Fund balance is a measure of the extent to which the institution has discretionary funds to respond to unexpected contingencies or interruptions in revenue. Credit ratings can also be affected by fund balance. The minimum recommended fund balance by the State is 7% of available funds.

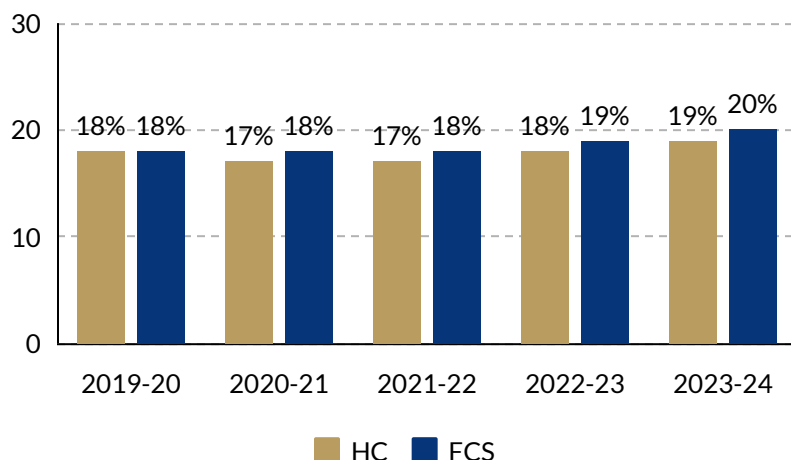
Debt to Equity



Source: Annual Financial Audit

Debt to equity, a measure of solvency, indicates the extent to which the College is leveraged by dividing what is owed by what is owned. The measure is expressed as a percentage by dividing total debt by equity. The debt to equity ratio is watched closely by lenders in their willingness to loan and the favorableness of the cost of borrowing. An evaluation of the ratio should also consider when debt payments become due.

Overhead

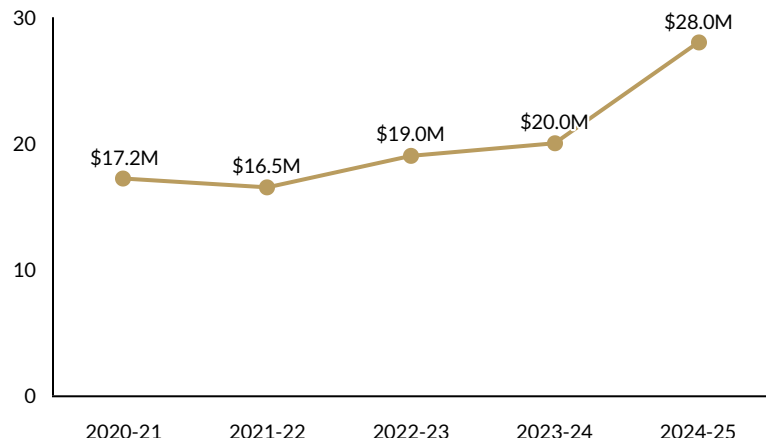


HC FCS

Source: Annual Cost Analysis

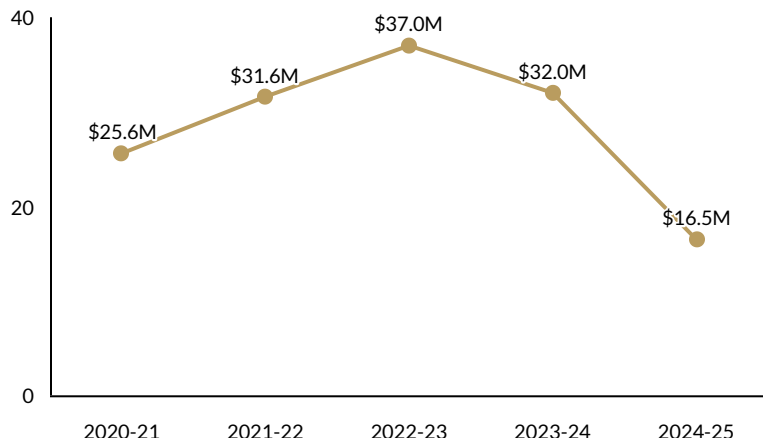
The College continues to pursue a reduction to the percentage of budgeted expenditures for overhead functions. The table compares HC institutional support dollars (overhead) as a percentage of total expenditures to that of the FCS. Note: This calculation does not include transfers and contingencies.

Foundation Net Assets



Source: HC Foundation

Grant Portfolio Valuation



Source: HC Grants Activity Report, Grants Office



Affordability

HC tuition costs are lower than the mean tuition cost of the FCS.

HC net price of attendance is lower than that of the FCS.



High School to HC Matriculation

HC's 2024 fall conversion rate is 47%.

Of the 12,396 Hillsborough County Public School graduates, 2,891 (23%) enrolled as FTIC at HC.



Enrollment

The 2024-25 unduplicated headcount is 46,182.

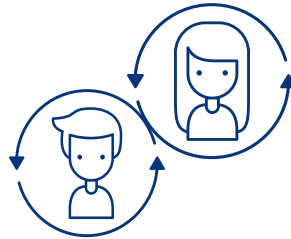
The 2023-24 FTE is 22,038.



Student Satisfaction

93% of enrolled student survey respondents reported an overall satisfaction with their education at HC.

92% of graduate survey respondents would recommend HC to a friend.



Retention

64% of students matriculating in Fall 2024 enrolled in classes for the following spring semester.
46% enrolled in the classes the following fall semester.



Completions

Completions total 7,621 and include: degrees, college credit certificates, and non-college credit certificates



Transfer

60% of A.A. graduates transferred to a SUS institution.

The average GPA of an HC transfer student attending an SUS institution is 3.20.



Job Placement

92% of workforce program completers are employed in their field of training.



Fiscal Health

Liquidity Ratio: 5.15:1
Fund Balance: 22.08%
Debt to Equity: -7.30%
18% of budgeted expenditures on overhead.
Foundation Net Assets: \$28.0M
Grant Portfolio Valuation: \$16.5M

What gets measured gets improved.
- Peter Drucker



HCC

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