



Your Dashboard: Where the Rubber Meets the Road

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What this session is (and is not)

- It IS:
 - General overview of dashboards
 - Review of industry practices
 - Collaborative discussion
- It IS NOT:
 - A data gathering or programming session
 - A definitive guide to which dashboards you should have.

Dashboard Definitions

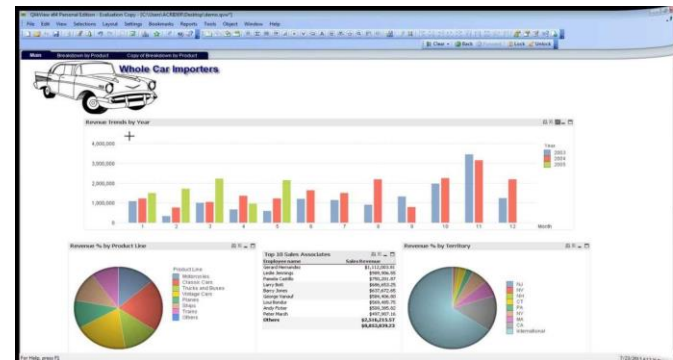
General definition

A user interface which organizes and presents important information into an easy to read format.



For our purposes in higher education

A visual analysis tool for data that displays the current status of metrics and key performance indicators (KPI) for an institution.





How Dashboards can be useful

- Quick, visual information on performance for your KPI
- Can group multiple KPI together to see correlational effects
- Easier to understand the significance of complex data
- Tailored to the needs of your institution



How Dashboards can be limited

- Can only show what they are designed to.
- Usually measure past performance, rather than current.
- Cannot easily provide context for the data.
- Cannot necessarily provide solutions.

What would you measure?



Commonly Used Dashboards in Higher Education

Category	Category Prevalence	Group	Group Prevalence	Average Metrics per Dashboard
Student Outcomes	92%	Student Engagement	33%	3.4
		Student Satisfaction	25%	2.8
		Retention & Graduation	83%	3.8
		Student Success	17%	4.2
Enrollment	83%	General	72%	4.8
		Special Population	61%	4.0
Finance	81%	Assets	6%	3.5
		Liabilities	11%	2.8
		Net Assets	22%	1.0
		Revenue	56%	2.7
		Expenditures	42%	4.7
		Financial Strength Ratios	33%	3.3
Advancement & Endowment Mgmt	78%	Advancement	72%	2.3
		Endowment	50%	2.4

Source: EAB report “Board-Level Dashboards: An Analysis of Dashboards & KPI Compendium”

Examples of Dashboards: Purdue



Dashboard of Selected Benchmarks and Metrics Purdue University December 2011

Status and Trends of Benchmarks and Metrics

Benchmarks and Metrics	Strategic Plan Goal	Purdue					Big Ten/Peer		Page/Measure No.
		Year 0	Year 2	Year 3	One Yr Change	Progress from Base Yr	Current Big Ten/Peer Mean	Current Status	
		LTL	DWD	MGC					
Overall Rankings and Recognitions <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>									
US News Best Colleges Overall (2012 Edition)		66	56	62	6	↓	54	↓	30/22
US News Best Colleges Public (2012 Edition)		26	18	23	5	↓	18	↓	30/22
US News Best Colleges Peer Assessment Score (2012 Edition)		3.7	3.7	3.8	0.1	↑	3.9	↑	30/22
US News Best Colleges - Undergraduate Engineering (2012 Edition)		9	8	9	1	↓	24	↓	31/22
US News Best Colleges - Undergraduate Business (2012 Edition)		17	19	24	5	↓	20	↓	31/22
US News Best Graduate Schools - Engineering (2012 Edition)		15	13	11	2	↑	27	↑	32/22
US News Best Graduate Schools - Management (2012 Edition)		33	36	49	13	↓	28	↓	32/22
US News Best Graduate Schools - Education (2012 Edition)		68	44	43	1	↑	22	↑	32/22
Shanghai Jiao Tong Univ Academic Ranking of World Univ (2011)		65	69	61	8	↑	47	↑	33/22
Times Higher Education World Universities (2011)		NA	106	98	8	↑	63	↑	33/22
QS World Universities (2011)		99	87	85	2	↑	103	↑	33/22
Washington Monthly (2011)		46	83	79	4	↑	51	↑	33/22

NA = Not Available

Dashboard Legend

Meets or Exceeds Goal	Meets or Exceeds Goal	Far Below Goal	AY = Academic Year
Performance up	Performance down	No Change in Performance	CY = Calendar Year
			FY = Fiscal Year

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Purdue University Office of Institutional Research

Examples of Dashboards: Minnesota

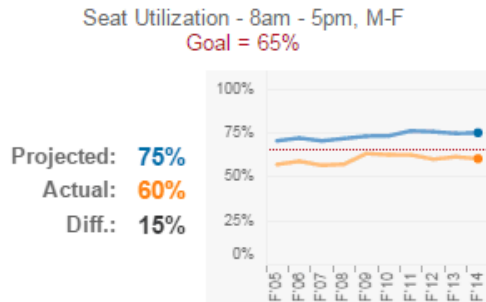
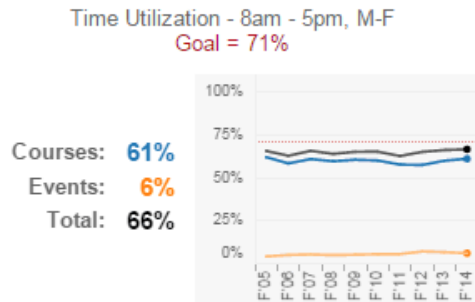
Classroom Utilization Dashboard

GPC Summary | GPC & Dept KPI | GPC & Dept Room Listing

GPC Utilization Summary - KPIs and Day-Hour Breakdown

Semester: **Fall 2014** | Location: **(All)** | Room Capacity: **(All)** | Room Count: **318** | Capacity Range: Min. 15, Avg. 69, Max. 696

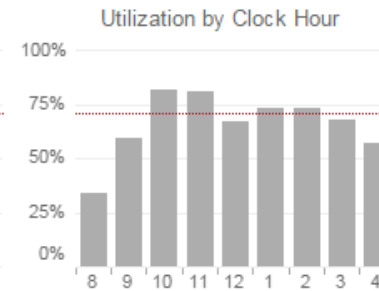
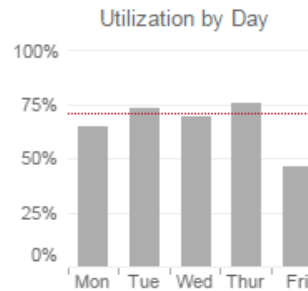
Key Performance Indicators:






















Time Utilization Breakdown:

Day-Hour Utilization Grid

	8 am	9 am	10 am	11 am	12 pm	1 pm	2 pm	3 pm	4 pm
Mon	32%	59%	78%	78%	64%	73%	74%	65%	58%
Tue	38%	60%	91%	89%	73%	81%	83%	80%	66%
Wed	34%	63%	84%	85%	70%	78%	78%	72%	62%
Thur	40%	63%	93%	93%	76%	84%	85%	81%	66%
Fri	24%	51%	61%	60%	54%	49%	46%	41%	32%



Examples of Dashboards: Nebraska

University of Nebraska Strategic Dashboard Indicators (Updated as of June 8, 2012)									
State Funding Change (1.a.i) FY 2012-13		Tuition Change (1.a.ii) FY 2012-13		Enrollment Change (1.b.i) FY2011-12		Retention (1.b.i) FY2011-12		Need-Based Aid (1.a.iii) FY2010-11	
Target	Outcome	Target	Outcome	Target	Outcome	Target	Outcome	Target	Outcome
 State funding + cost mgmt. = <6% tuition increase 1.3%		 Funding + cost mgmt. = <6% tuition increase 3.75%		 1.5%	1.1%	 80% Retention rate 79.9%		 Increase private funds by \$6 million \$9.14 million	
Women Faculty (2.a.iii) Fall 2010		Minority Faculty (2.a.iii) Fall 2010		Top 25% Enrollment (3.b.i) Fall 2011		Nonresident Students (3.c.i) Fall 2011		Merit-Based Aid (3.b.ii) FY2010-11	
Target	Outcome	Target	Outcome	Target	Outcome	Target	Outcome	Target	Outcome
 Increase over 2009 2010=33.76% 2009=33.79%		 Increase over 2009 2010=16.15% 2009=15.38%		 Increase to 50% 47.9%		 Increase 1.5% over 2010 0.6%		 Increase private funds by \$6 million \$18.07 million	
Study Abroad (3.d.i) AY2010-11		International Students (3.d.ii) AY2010-11		Distance Education (3.g.i) AY2010-11		Six-Year Graduation Rate (1.b.iii) AY2009-10			
Target	Outcome	Target	Outcome	Target	Outcome	Campus	Target	Outcome	
 Double base of 1,221 students by 2019-20 2010=1,048 2009=1,221		 Double base of 3,018 students by 2019-20 4.7%		 Increase in-state and out-of-state distance only credit hours by 10% In-state = 5.2% Out-of-State = 5.3%		 UNL	Maintain or show progress toward reaching the average six-year graduation rate of peers	2010= -6.2% 2009= -6.1%	
						 UNO		2010= 3.0% 2009= 5.0%	
						 UNK		2010= 6.3% 2009= 8.4%	
						UNMC	Not Applicable	Not Applicable	
LEGEND:  Target Met or Exceeded  Progress Toward Target  Target Not Met									

Examples of Dashboards: Washington and Lee



FIRST-YEAR RETENTION



Note: All peer retention rates are rounded. 2013 peer retention rates are preliminary based on most recent available data.

The retention rate is an indicator of how well first-year students acclimate to an institution's academic and social life. Washington and Lee consistently retains 94% to 95% of its first-year students, in range with the rate of our peer institutions.



Source: Enrollment Census Files

What Dashboards are you using?

- What are the KPIs? What drove these factors over other KPIs?
- Who collects the data?
- Who uses it? How?
- What has worked well?
- What would you change?

What Dashboards would you implement?

- What would be the KPIs? Why?
- Who would generate the data?
- Who would use it and how?
- How would you measure effectiveness?
- What factors prevent implementation?

What are the

