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6 years ago Education 35,174 In this video: (0:29) 5 Key Indicators of School Performance (1:00) How current thinking suggests you can improve all 5 key indicators (1:57), follow one course until successful (2:22) One little-known factor that can dramatically shift all 5 key indicators (3:06) I am Debbie Emery and today I want to dispel the myth that you have to keep up with hundreds of complex and confusing indicators to help you campus become highly performing. The truth is, out of the hundreds of indicators you can detect, there are only five that truly matter. So I'm going to talk about each of the five and then show you one little little known success factor that's fundamental to them all that is really going to surprise you. Here are the 5 key indicators of school performance: Student Achievement Discipline Referral Attendance Rates Graduation Teachers' Satisfaction Got It? You want to improve student performance, reduce discipline references, increase both attendance and graduation cereals, and teacher satisfaction in the air. Downs! This is NOT an easy task! Now, in just a moment, I'm going to share that one little-known success factor that will dramatically shift all 5 key indicators into as little as one school year. But let's first quickly discuss these five. Student achievement If you get it wrong, anxiety increases on your campus, students quickly lose their motivation and teachers get frustrated. But if you get it right, it's celebrated on campus, throughout your community, across your boardroom, and you reach rock star status among your peers. Discipline Referrals When you get it wrong, your time and attention are lost on inappropriate student behavior, redirection, consequence issuance, and your teachers have finally burned out. But if you get it right, your teachers and students get lucky because your campus is safer and teachers feel respected. Attendance rates If you get it wrong, your students simply don't show up in the classroom, they don't learn, and grades plummet. But if you get it right, at least you have the CHANCE to teach students because they're in the classroom. Not to mention the fact that funding is tied to your attendance rate in many cases! Graduation rates If you get it wrong, increase your dropout rates, students in your community aren't prepared for post-secondary jobs and opportunities, crime in your community is increasing, and your area's property values are declining. But if you get these real students and parents, see your campus as a place where students receive the skills they need for success in post-secondary education and most importantly, their future careers. Teacher Satisfaction If you get it wrong, recruiting excellent teachers like pulling teeth is your teacher retention rate decline, and complaints prevail from the teacher's lounge to social media. But if you get it right, your teachers are excited about opportunities to help students succeed, they see possibilities rather than problems, and they're willing to go the extra mile to innovate and take instruction outside of the classroom. So, let me ask you... how do you improve these five indicators of high performing schools – literally in as little as ONE year? Current thinking suggests you can improve these indicators by using tactics like this: passing new legislation that sets even higher standards that add new levels of academic rigor that analyze more data that holds teachers more accountable, but that's just not true. It's a myth that you have to focus on all these little tactics. If you focus on 15 or 20 or 40 or 70 or 100s of different tactics, you're going to be stressed, spread too thinly and paralyzed by data analysis. You can't focus on carrying this many tactics and really mastering them. Some people will tell you that 'one' is a dangerous number because it can't be that simple. But having worked with 100s of campuses across the country, I can tell you that there is ONE fundamental tactic that winning schools focus on that move the dial on all 5 key performance indicators in a remarkably short period of time. And, I'm about to share it with you, so stick with me. But let me reiterate first. The goal is FOCUS. Follow one course until successful – that's what I mean by FOCUS. From the councillor to the bus driver. Everyone should focus on the one thing that will move the dial on these 5 Key Indicators of School Performance. It's the one thing that lays a solid foundation for everything else to follow quickly and easily. And here it is... Are you ready? Ground-breaking research shows that high-performing schools are distinguished by exceptional culture and climate. Yes, that's right. Exceptional culture and climate are the foundations that provide strength and stability for relevant curriculum, inspiring teaching, effective processes and the right strategies to drive student achievement through the roof. So, these are the 5 key indicators of school performance and the ONE success factor you should be focusing on is fundamental to them all. But, just how do you go about building a foundation of exceptional culture and climate? This will be the subject of our next video. For now, here's your homework. If you're serious about building a foundation with an exceptional culture and climate in your school and district, then learning more about the Capturing Kids' Hearts™ process is your ideal next step. It is a school-level intervention that influences student behaviour by improving school culture and climate through improved relationship and conflict management skills. why we're excited to invite you to join us for capturing Kids' Hearts. Capturing Kids' Hearts can help you improve student achievement, reduce discipline references, increase both attendance and graduation rates, and increase teacher satisfaction. Click here to learn more today! That's your command. Be careful and I'll see you soon. Using data to prove that a college or university offers value is no easy feat. Higher education collects an excessive amount of information that can be used to measure the performance of students, faculty, facilities and the institution as a whole, but where do educators even start? To prove value and analyze performance, start by identifying your key performance indicators (KPDs). Keep reading to dive into topics like: What are KPIs?4 Ways Higher Education Can Make the Most of Their KPIs29 KPIs for Higher Education That Are KPIs? KPIs are performance metrics that can be detected, measured, and analyzed. This abounds in the business and marketing world, as KPCs are used to create benchmarks and measure the competition. Higher Education KPPs are used to understand how an institution, programme, department, course or even a student progresses to their goals. KPCs aren't goals yourself – these are the tools you need to understand and measure success. Much higher education KPDs are mandatory, such as the statistics required by IPEDS for any college or university that wants to participate in federal student funding programs. The U.S. Department of Education's College Scorecard also pulls together statistics, offering it in an easily readable format for prospective students. Higher Education KPI Example Most Talked About Higher Education KPPs right now are those related to enrollment. If an English department sees steady declines in certain courses, they can use the year-over-year enrollment KPI to see exactly when the enrollees drop and by how much. After monitoring this CPI for a certain period of time, the department can determine whether these courses should be eliminated or merged into other sections. A goal in this case could be to increase divisional fill rates by 20% within the next two years. It would obviously need to be evaluated to determine whether this is a feasible goal for the English department's budget, and would require a team to develop a strategy to increase enrollment. KPIs from AB 705When AB 705 were introduced in California, community colleges were forced to adjust their curriculum and placement processes. Instead of relying solely on posting test tests, AB 705 now requires community colleges to factor in high school grades and GPAs. With AB 705 we had new statistics to look up Students' high school degrees and GPAs, said Jonathan Newnam, IT Business/Technical Analyst at American River College. Since we incorporated a model that basements placement from high school the number of students completing transfer-level English and maths courses in their first year has increased significantly. It was an important indicator that AB 705 works. 4 Ways Higher Education can make the most of their KPDs you can see through the examples above. KPCs are really just a starting point. To really see the benefits, settings need to make the next four steps a priority.1. Set Goals & Targets For anything, you need to set firm goals and targets. But simply stating that you want to increase entries is not specific enough, lying too much room for subjectivity. Think about it: It's one thing to say, I want to lose weight, but what does it mean? Why do you want to lose weight? And how quickly do you want to lose the weight? A blanket statement with no plan behind it will only set you up for failure. Northeast Illinois University (NEIU) maintains a public KPI progress report, including a list of their target values and upcoming measurement dates. Their goals are clearly defined and incorporate survey results, reference frameworks, measurement frequencies and visual maps. Looking at this progress report, it's clear that NEIU has a clear focus on their goals and how certain KPIs will help them get there.2. Plan & Measure StrategiesAn institution's strategic plan should paint a clear picture of their goals and vision for the year, which is where KPPs can play a significant role. Is one of your college's goals this year to expand the nursing program? You'll need KPCs to establish a baseline of how the app performed before the extension, and then track the performance of the app to the extension. Over time, KPCs such as enrollment, course success rates, and passing rates for licensing exams will show whether the extension was a success.3. Assemble the Right TeamIn higher education, KPPs should be identified and agreed upon by a college or university's president, vice president, deans, researchers and sometimes certain committees. The exact people involved will only depend on the extent to which the KPCs will be used – so specific statistics for an English department will not necessarily require input from the dean of psychology. Once formally defined, KPCs will require the support of staff across campus to drive the vision and direction you have in mind. Be sure to explain the strategies and goals behind your KPCs to everyone involved to ensure everyone is on the same page.4. Automate the ProcessHigher education has traditionally benefited manual processes for many administrative tasks, from Excel spreadsheets to PDF reports. But settings have too much data to manage the information needed to manually collect KPPs analyze. It is in everyone's best interest to implement a higher education data analysis who can do all this heavy lifting for you. An automated software program will keep your data on demand for real-time views of KPDs such as enrollment, faculty productivity, weekly student contact hours, and more. Think about the burden that falls on your institutional research department without an analytical program. They are the gatekeepers of the data, and spend much of their timefield research and report requests when they can focus their energy on more strategic action items. Since we started using precision campus, it has been reducing the bottleneck that often occurs, Newnam says. Anyone on campus can find the data they need on their own, without submitting a research request. It's certainly saved our research department time. 29 KPPs for Higher EducationThe KPPs from which colleges and universities can draw are seemingly endless, but we've compiled some of the most common ones below, as well as use case examples. It is broken down into five categories: FinancialStudent SuccessAdmissions & EnrollmentFaculty & StaffFacilities & ResourcesFinancialInstructional Costs: Evaluate the cost of part-time and full-time faculty members. Administrative Cost Per Student: Understand how much your institution spends on administrative services on a per-student basis. Program and department budgets: Analyze budgets by quarter, semester or year and compare with actual spending. Income, Donations and Funding: Alumni donations, donations, research grants, fundraising efforts, federal funds and other monetary benefits. Student Financial Aid Percentages: Follow the number of students receiving bursaries or government assistance. Tuition costs: Monitor costs acted by students on a semester or annually. Financial CPI Sample: Using an instructional budgeting tool, you can compare the cost of using part-time versus full-time faculty members. Can you cut costs by adding another course to a full-time professor's schedule? Tracking tuition persistence will help you better assing faculty resources and prevent you from making arbitrary cuts. Student success graduation rates: The percentage of students graduating and the amount of time it takes them. Course success rates: Monitor completion rates on a course-to-course basis. Persistence rates: Understand and monitor the factors that affect students' persistence on the next semester. Student involvement: The number of students studying abroad, living on campus, participating in research activities, enrolled for honours programmes, etc. Student outcomes: Watch students after graduation to see where their education takes them. Disproportionate impact: Measure gaps between certain cohorts and your overall student body. Pass rates for licensing exams: Evaluate the effectiveness your apps to prepare students for license exams. Student Success Example: Inside Higher Ed Reported That First Generation Generation and graduate at lower rates than other students. If you look at your graduation cerequities broken down by the first generation cohort will tell you if it's true. If so, a goal could be to increase six-year graduation rates for first-generation students. You can also use your course success rates KPI to identify areas where this student may struggle at a more granular level. Admissions and enrollmentTransfer Rates: How many students who apply and are accepted transfer from other institutions? Acceptance rates: The percentage of students who applied and were accepted. Compare your rates with other schools to measure your competitiveness. Student acceptance through Zip Code: See where your students come from, and use the information to customize marketing programs. Year-over-year Subscription: Monitor daily enrollment data to make year-over-year comparisons. Retention rates: What percentage of students are returning for the next semester? Recruitment Marketing Programs: Measure the success of each marketing campaign. Admissions and Enrollment Example: Low retention rates could be a sign that students are struggling. A general KPI here is a transfer from year one to third-year retention rates. Do students make it past their first year, or do they drop out or transfer them to different institutions? Keeping up with retention rates can help you dive deeper and strategically increase student persistence. Faculty & Staff: Faculty Workload & Productivity: Keep track of your instructors on an individual and departmental basis. Student-to-Faculty Ratio: The number of students per faculty member, on a campus-wide basis or by the department. Faculty & Staff: Staff Accommodation Rate: The length of employment for faculty members and other support staff members. Faculty turnover: Supportive accommodation numbers, turnover rates identify areas with poor employee retention. Part-time vs. Full-time Faculty: Investigate the costs and benefits for both types of instructors. Weekly Student Contact Hours: Analyze productivity through certain courses, sections, instructors, and other variables. Faculty and Staff Sample: When student-to-faculty relationships increase, the quality of the teaching may decrease. This can happen after two course sections have been merged or eliminated a part-time faculty position. If you keep a close eye on this KPI, you'll give an idea of whether you made the right call. Facilities & ResourcesSection Fill Rates: Identify the number of entries for each section of each course. Classroom utilization: See when, where and how classroom resources are used. Sustainability: Evaluate emissions, keep track of LEED certification data and monitor utility spending. On-campus housing and commuters: Know the lifestyle of your students to influence future campus upgrades. and Resources Sample: Looking to create a greener campus? Checking your classroom utilization measures will help you find the areas of which can waste utilities, while sustainability data can give you insights into where your emissions are highest. Regardless of the KPI, Precision Campus is here for all your data tracking needs. Check out our demo environment or sign up for a free version of our data analytics platform here. Here.

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