

Benchmarking in the US: Progress By Learning from Each Other

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Outline

- Background and Rationale
- Needs and uses for Data/Information
- Existing Data Collection Activities
- Collection Mechanisms
- Potential Data for Collection
- Discussion

Background and Rationale

- DAETE Project
- Quality Improvement via sharing lessons learned
- Ability to perform CEE research
- Ability to state impact of programs in aggregate rather than just by one provider
- DAETE 2 project starting
- Common Terminology & Definitions Needed

Needs for/Uses of Data

- Clear vision for data uses should guide what is to be collected
- Benchmarking Needs (US focus rather than on accreditation)
- Wider impact statements
- To utilize the sharing of best practices requires some knowledge of the organization where the best practice exists

Example

FY 2007	GT	RPI	U-Wisconsin	TKK
Enrollment				
Staff (FTE)	107	15.8	65	85
Revenue	\$20,083,000	\$7,584,000	\$13,000,000	\$10,750,000
SLH	472,490	7,575	215,000	270,000
SLH/Staff	4,416	481	3,300	3,180
\$/Staff	187,700	481,000	200,000	126,000
\$/SLH	42.5	1,000	60	40

Scenarios for Data Usage

- Scenario 1: Staff Efficiency as measured by enrollments/support staff or SLH/staff
- Compare enrollments and staffing levels of my program with a program who is also a centralized unit at a public university
- Consider ratio of non-credit to credit programs, intended audience or business sector

Scenarios for Data Usage

- Scenario 2: qualitative scenario along the lines of policy/strategy or partnership resources?

Scenarios for Data Usage

- Scenario 3: Who is providing leadership in professional organizations in my region, country or international and how do those organizations compare to me?
- Number of papers written
- Staff holding positions in professional societies or other organizations

Existing Data Collection Activities

- Local Level (campus, state)
 - Must submit annual report regarding enrollments and revenues
- Professional Organizations (e.g., UCEA)
 - Voluntary participation in programmatic and management reporting
- Consulting Organizations (e.g., Eduventures)
- Existing reporting in other places?
- Other calls for reporting (e.g., Matkin paper)

Collection Mechanisms

- Typically web based
- Challenges include:
 - Definitions/meanings
 - Inclusive and missing programs/activities (credit programs, conference centers)
 - Time frame of reporting data (calendar, fiscal)
 - Currency conversion
 - Reporting frequency (annual, quarterly, etc)
 - Staff time to prepare, verify and report data
- Software vendor 'plug-in'?

Potential Data

- Contact Information
- Organizational
- Educational / Delivery formats / Purpose
- Staffing
- Enrollment
- Revenue
- Social/Professional Impact
- Mission

Discussion

- What data is currently reported in the EU?
- What uses of the data do you desire?
Comparison, trend-line, temporal, breadth vs
depth of data
- What are we missing?

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