Administrative Leadership Meeting

Tuesday, March 12, 2013 Chancellor Randy Woodson

Upcoming ALM Topics

- May 14 Division of Academic & Student Affairs Update (Titmus Theatre)
- July 9 Talley Center & Wolf Ridge Apartments Update (Titmus Theatre)

University Advancement

 Fundraising in the first eight months of FY 13 is soaring to new heights at 77% ahead of last year in gifts and new commitments.

Finance & Business

- Governor's budget should be released next week.
- State Auditor presented the annual report to the BOT with no recommendations or findings. This reflects a great cooperative effort by the whole campus community.

Accreditation Review by SACS

- Two Components:
 - Compliance review -- 92 standards and policies
 - Quality Enhancement Plan Undergraduates'
 Critical and Creative Thinking
 - Open discussion of proposed strategies: March 26, 3-5pm, Talley Ballroom
 - Draft concept paper published soon
 - Entire campus invited to share reactions and advice

Across the country.....

Public university performance and accountability are being scrutinized now more than ever.

In North Carolina....

Much discussion is underway about what measures are most important in ensuring that our students are receiving a quality education.

Measurement & Evaluation

- External vs. internal review
- Use what we learn to stay on course
- Our metrics must be
 - AppropriateAccurate
 - ConsistentTransparent

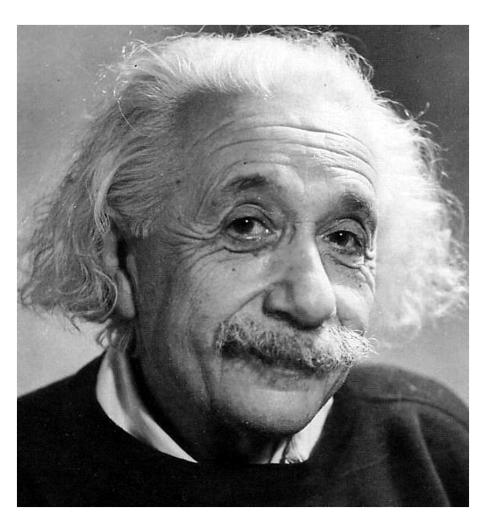
Questions?



Measuring Success

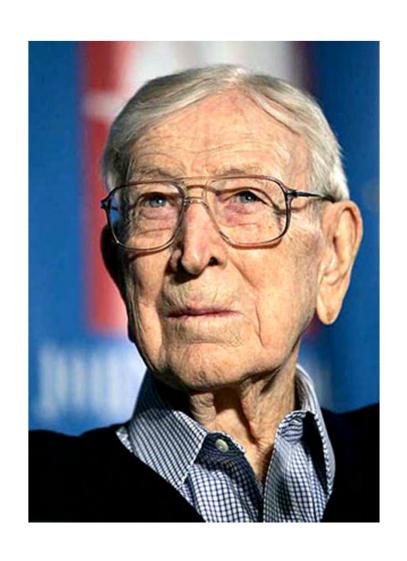


Provost Warwick Arden



"Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted."

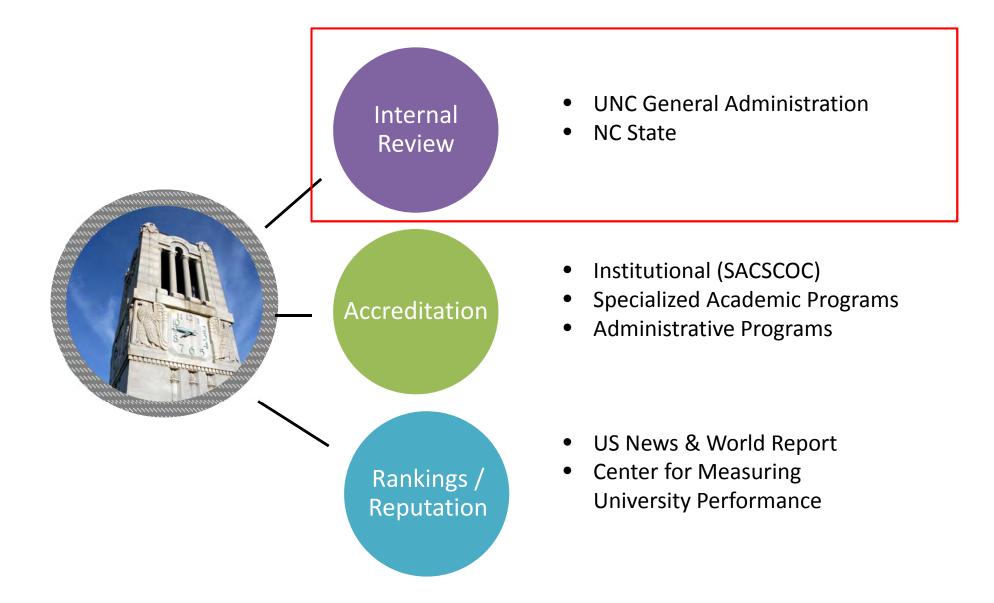
Albert Einstein

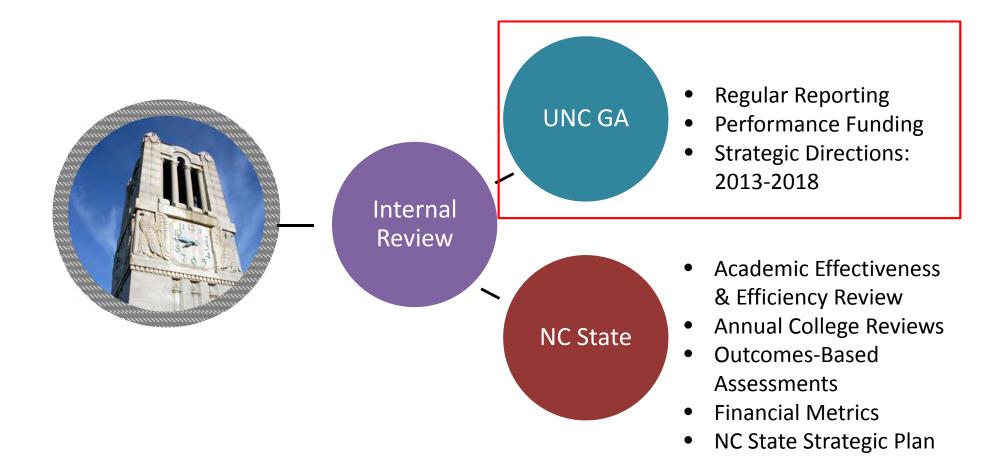


"Don't mistake activity with achievement."

John Wooden







UNC GA: Regular Reporting

Summary files

- Applications
- Research activity
- Financial year-end summary
- Enrollment projections
- Performance funding metrics
- Regular financial reports
- Remedial education expenditures
- Low productivity programs report



Detailed Unit-record files

- Admissions, applied / admitted / enrolled
- Enrolled students
- Courses
- Students enrolled in courses
- Grades (end of semester)
- Degrees awarded
- Financial aid (gift awards, loans, scholarships)
- Classroom utilization
- Room inventory
- Personnel data
- DPI certification report
- Survey results (students, alumni, etc.)

UNC GA: Performance Funding

(Performance-based Enrollment Funding)

- Core measures
 - 1. Freshman to Sophomore Retention
 - 2. 6-Yr Undergraduate Graduation Rate
 - 3. Undergraduate Degree Efficiency
 - Bachelor's Degrees Awarded to Pell Recipients
 - 5. Financial Integrity

- Campus-specific measures
 - Total Research and Development Expenditures
 - 2. STEM and Health Degrees
 - 3. 6-Yr Doctoral Completion Rate
 - 4. Annual Giving (Dollars)
 - 5. Undergraduate Hours Attempted at Graduation



6-Year Undergraduate Graduation Rate Definition

This is based on the standard IPEDS cohorts of all first-time, full-time bachelor's degree-seeking undergraduates starting in the fall term (or starting in the summer and continuing into fall), with no prior postsecondary enrollment other than dual enrollment while in high school. Full-time is defined as having enrolled in 12+ hours in that first fall term. Graduated is defined as having graduated from the initial institution by August 31st at the end of sixth academic year from the initial fall entry term.

UNC GA: Strategic Directions 2013-2018

Goals

- 1. Setting degree attainment goals responsive to state needs;
- 2. Strengthening academic quality;
- 3. Serving the people of North Carolina;
- Maximizing efficiencies; and
- 5. Ensuring an accessible and financially stable university.

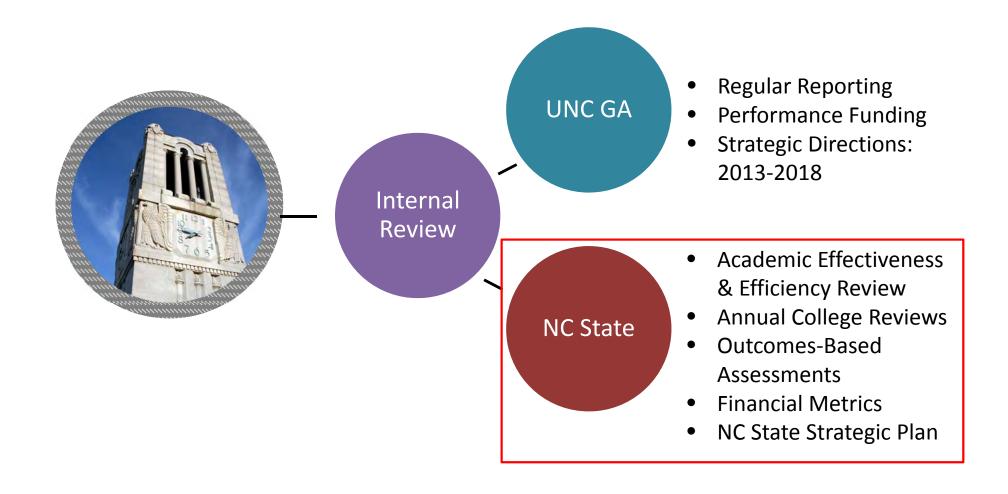
http://www.northcarolina.edu/strategic_direction/STRATEGIC_DIRECTIONS_2013-2018.pdf

UNC GA: Strategic Directions 2013-2018

Metrics of note

- Education & related (E&R) spending per degree
- Collegiate Learning Assessment (CLA)
- Productivity of initially-licensed teachers
- Active portfolio management
- Post-graduation success (employment)

http://www.northcarolina.edu/strategic_direction/STRATEGIC_DIRECTIONS_2013-2018.pdf



Academic Effectiveness & Efficiency Review

- Unit of analysis: academic program and/or dept.
 - Institutional data provided by Task Force for program verification
- Metric categories:
 - Undergraduate programs
 - Graduate programs (MR& DR evaluated separately)
 - Background metrics
 - Expenditure data



UNDERGRADUATE PROGRAMS	
Metrics for Evaluation	Level
U01 Headcount enrollment (primary only)	Dept
U02 Headcount enrollment (multiple majors included)	Dept
U03 Intra-campus transfers into department	Dept
U04 Intra-campus transfers out of department	Dept
U05 Degrees awarded	Dept
U06 Degrees awarded/JR+SR enrollment	Dept
U07 Time to degree	Dept
U08 One-year retention rate	Dept
U09 Four-year graduation rate	Dept
U10 Six-year graduation rate	Dept
U11 SCHs/FTE instructional faculty	Dept
Background Metrics	Level
B01 % non-white enrollment	Dept
B02 % female enrollment	Dept
B03 % non-NC enrollment	Dept
B04/05 Would you choose this major again? (with response rate)	Dept
B06/07 Quality of instruction in my major? (with response rate)	Dept
B08/09 Future plans? (with response rate)	Dept
B10 FTE instructional funding	Dept
B011 SCHs, departmental ownership	Dept

GRADUATE PROGRAMS (MR and DR separate)	
Metrics for Evaluation	Level
M/D 01 Headcount enrollment	Program
M/D 02 Enrollment/number of faculty	Program
M/D 03 Degrees awarded overall	Program
M/D 04 Degrees awarded/number of faculty	Program
M/D 05 Time to degree	Program
M/D 06 4-year graduation (MR); 6-year graduation (DR)	Program
M/D 07 Applications overall	Program
M/D 08 Applications/number of faculty	Program
M/D 09 Selectivity (admitted/applications)	Program
M/D 10 Yield (enrolled/admitted)	Program
M/D 11 Graduate SCHs for programs	Program
M/D 12 Graduate SCHs/number of faculty	Program
Background Metrics	Level
B01 Non-white enrollment	Program
B02 Female enrollment	Program
B03 Faculty on graduate committees outside department	Dept
B04 Student credit-hours taken outside department	Dept

EXPENDITURE DATA	
	Level
E01 Instructional expenditures per SCH	Dept
E02 Instructional expenditures indexed to Funding Formula	Dept
E03 Instructional expenditures 25th %ile national norm	Dept
E04 Instructional expenditures 75th %ile nationally norm	Dept
E05 Sponsored program expenditures/FTE faculty	Dept

Annual College Performance Metrics

Resource Measures

- Faculty (T/TT, NTT, faculty diversity & equity profile)
- Base budget (16030, 16031, and 16032)
- One time allocations
- Other sources of revenue
- Total and assignable square feet (110 classroom, 210 class lab, 310 office, 220+250 research lab, other)
- SPA staff
- EPA staff

Workload Measures

- Undergraduate majors
- Graduate majors
- Undergraduate SCH
- Graduate SCH
- Interdisciplinary SCH
- Sections taught
- Degrees awarded
- Research expenditures (extramural)
- F&A receipts
- Auxiliary sales and services

Outcome/Productivity Measures

- 4 year undergraduate graduation rate
- 6 year undergraduate graduation rate
- Undergraduate retention rate
- Instructional expense (Education and related expense) per degree, section, SCH
- Majors per T/TT faculty, all faculty
- Undergraduate SCH per T/TT faculty, all faculty
- Graduate SCH per T/TT faculty, all faculty
- Sections per T/TT faculty, all faculty
- Extramural research per tenure track faculty
- SPA per T/TT faculty
- EPA per T/TT faculty
- Total and assignable square feet per T/TT faculty



Outcomes-Based Assessments

- UG Academic Assessment Expectations
 - 4-7 program-level student learning outcomes (SLO)
 - Measured within a 3-5 year cycle using direct evidence
 - Program faculty make clear decisions based data

An example SLO for Polymer & Color Chemistry (Textiles):

Students will critically evaluate and organize multi-step polymer-based processes and structure-property relationships.

Direct evidence for SLO: Senior exit examination, on-line technical questionnaire, lab reports



Outcomes-Based Assessments

- General Education Competencies (2011-12)
 - Oral Communication
 - Written Communication
 - Quantitative Literacy
 - Critical Thinking
 - Creative Thinking



- Assessment strategies
 - Authentic assessment using student work and rubrics
 - Testing using the Educational Testing Service (ETS)
 Proficiency Profile

Outcomes-Based Assessments

Assessing Co-Curricular Programs

An example SLO for Center for Student Leadership, Ethics and Public Service:

Students will describe and apply their leadership philosophy or style.

Direct evidence for SLO: Participant survey, class paper assignments from ALS 495A, peer to peer feedback form



Financial Metrics

- Clean annual audit opinion
- Periodic & ad hoc audit reports
- Budget balances
- Revenue
- Accounts receivables
- Accounts payables

- Travel reimbursements
- Debt mgmt/overall financial strength
 - Viability ratio
 - Primary reserve ratio
- Auxiliary operations
- Other UNC-GA Key Performance Indicators (KPIs)

Finance & Business dashboards (Unity login required): http://dashboard.ofb.ncsu.edu/f_b_index.php

2011-2020 Strategic Plan Goals

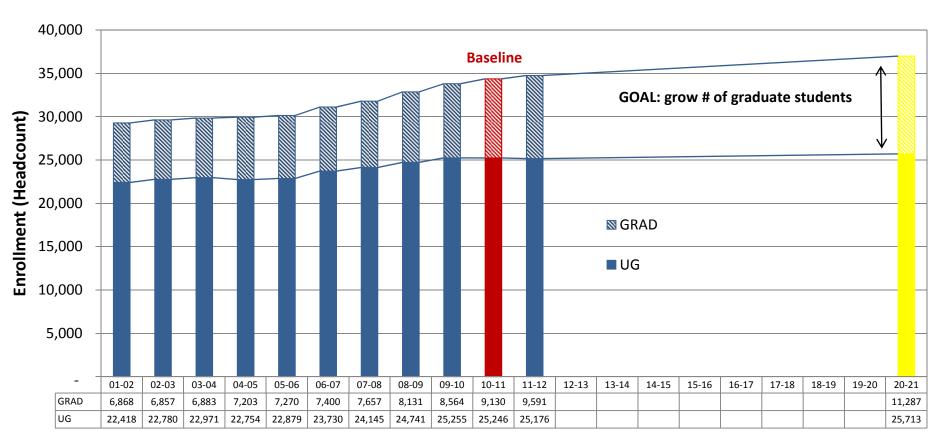
- 1. Enhance the success of our students through educational innovation.
- 2. Enhance scholarship and research by investing in faculty and infrastructure.
- 3. Enhance **interdisciplinary scholarship** to address the grand challenges of society.
- 4. Enhance **organizational excellence** by creating a culture of constant improvement.
- 5. Enhance **local and global engagement** through focused strategic partnerships.

Goal 1: Success of Our Students

Metrics:

- Enrollment Profile: number of undergraduate, graduate students
- ☐ Admissions Profile: mean SAT and % in top 10% of high school class
- ☐ Degrees awarded by level (Assoc., Bachelor's, Master's, PhD, Professional)
- ☐ Undergraduate 1 year retention rate
- Undergraduate 6 year graduation rate
- □ Graduate student completion rate Master's 4 year rate
- ☐ Graduate student completion rate PhD 6 year rate
- ☐ Alumni: How well prepared were you for graduate/professional school?
- ☐ Alumni: How well prepared were you by NC State for your first full-time permanent position?

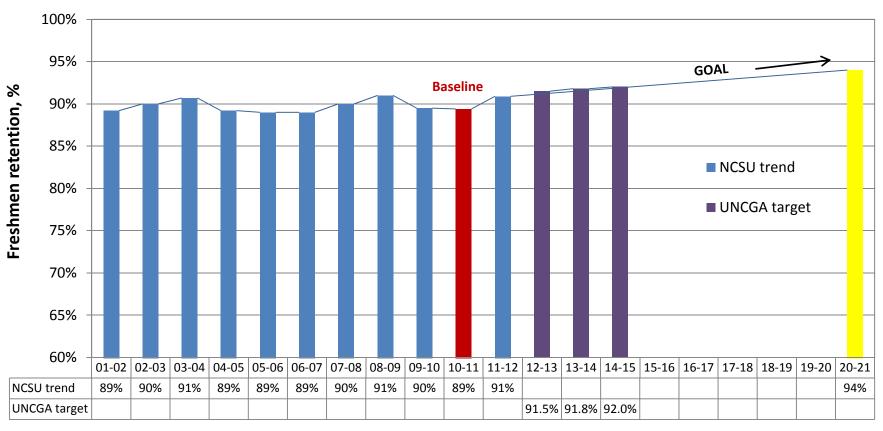
Enrollment Profile



Year

Note: Data is Fall Headcount Enrollment

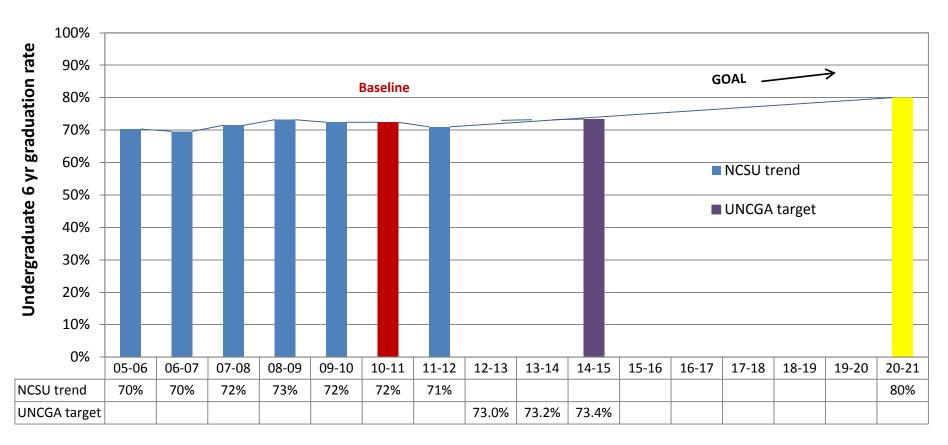
Freshman Retention Rate



Year

Note: Baseline 2010-11 is the one-year retention rate for first time freshmen who started Fall 2010. Data was collected Fall 2011.

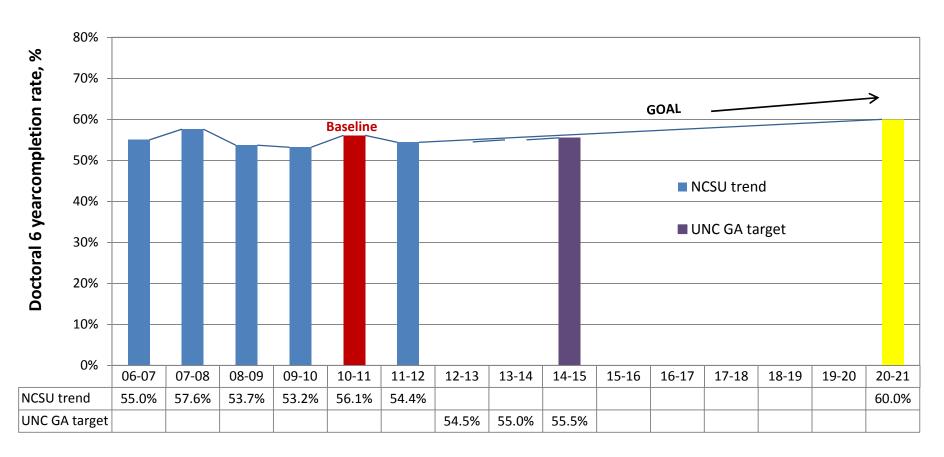
6 Yr. UG Graduation Rate



Year

Note: Baseline is 2010-11 academic year and represents freshman who entered Fall 2005 and graduated by August 31, 2011.

6 Yr. Doctoral Completion Rate



Year

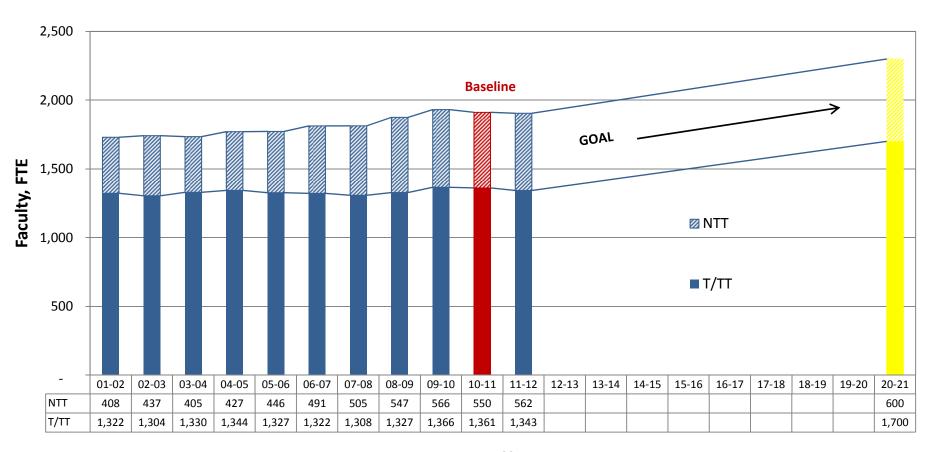
Note: Baseline is 2010-11 academic year and represents students who entered Fall 2005 and completed by August 31, 2011.

Goal 2: Scholarship & Research

Metrics:

Ч	Faculty profile (1/11, N11): FTES; neadcount (full-time)		
	Postdocs: number & national public CMUP rank		
	Total research expenditures with national rank & per T/TT faculty		
	Total federal research expenditures with national rank & per T/TT faculty		
	National Academy members with national rank among public universitie		
	Faculty awards with national rank among public universities		
	Association of Research Libraries ranking		
	Faculty response to COACHE question: Satisfaction with NC State's support for improving your teaching.		
	Faculty response to COACHE question: Satisfaction with NC State's financial support for research/scholarly/creative work.		

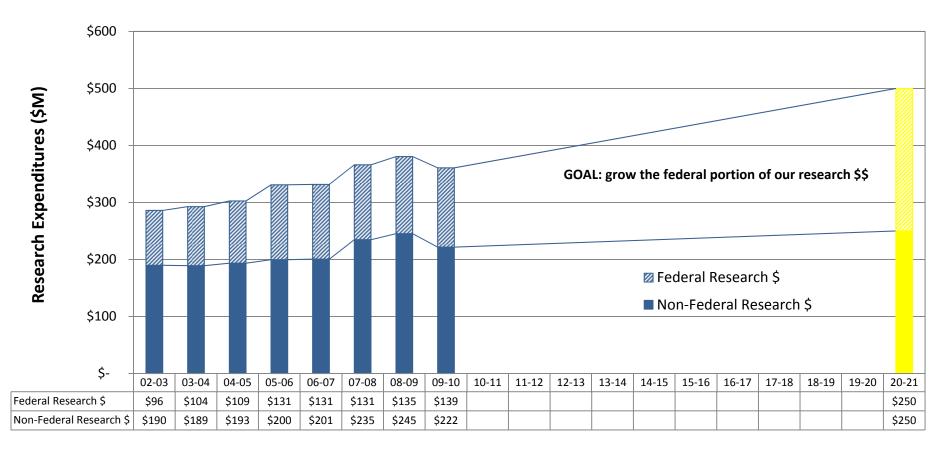
Faculty Profile: FTEs



Year

Note: Data from annual September 30 personnel census.

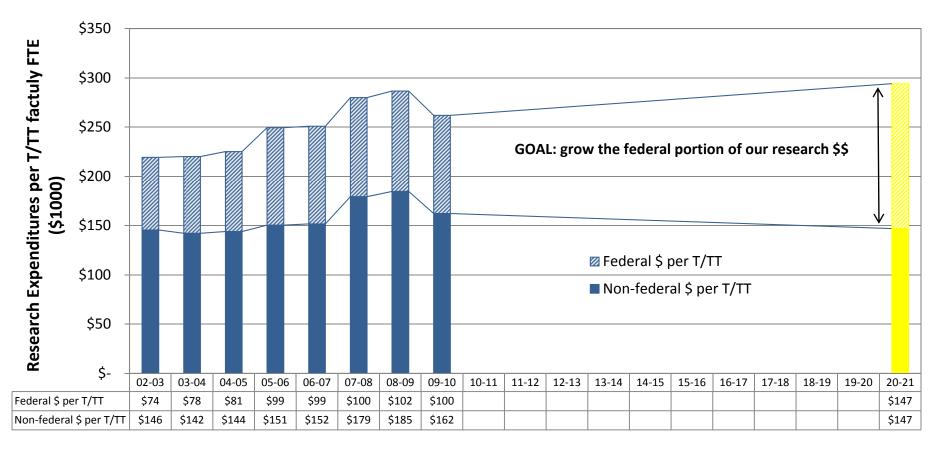
Research Expenditures



Year

Note: Fiscal year data from National Science Foundation (NSF)

Research Expenditures per Faculty

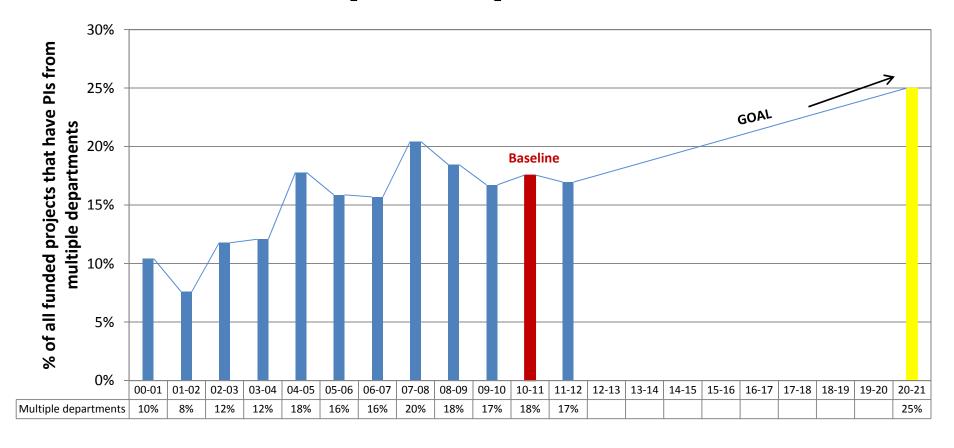


Goal 3: Interdisciplinary Scholarship

Metrics:

- ☐ Percentage of all funded proposals with Pls from multiple departments
- Percentage of all funded proposals with PIs from multiple colleges
- ☐ Faculty response to COACHE question: Interdisciplinary work is rewarded in the merit process.
- ☐ Faculty response to COACHE question: Interdisciplinary work is rewarded in the promotion process.
- ☐ Faculty response to COACHE question: Interdisciplinary work is rewarded in the tenure process.

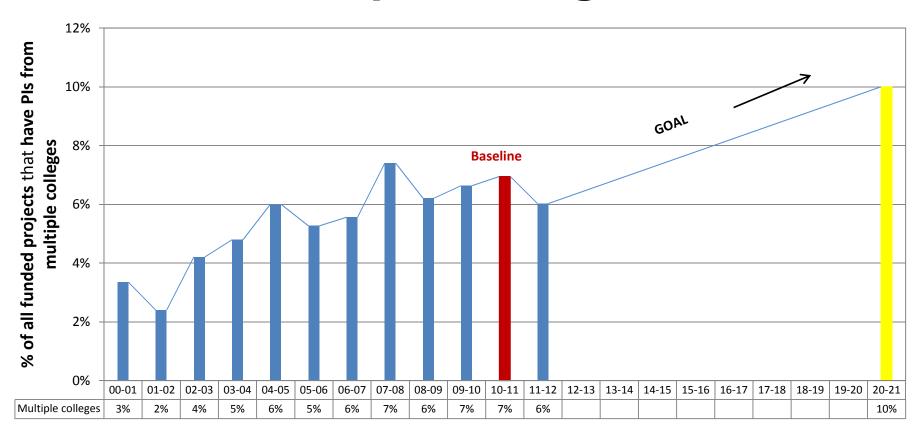
Projects with Pls from Multiple Departments



Year

Note: Internal NC State data, by fiscal year.

Projects with Pls from Multiple Colleges



Year

Note: Internal NC State data, by fiscal year.

Goal 4: Organizational Excellence

Metrics:

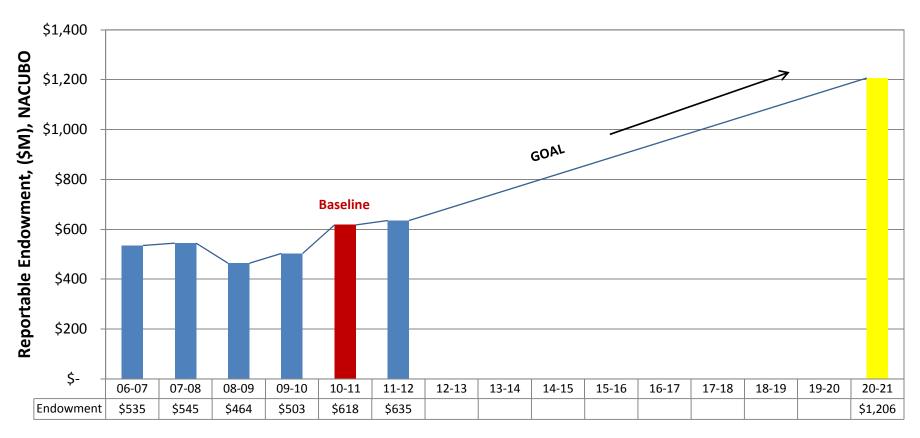
- Diversity profile: % underrepresented minorities students, faculty, staff
- Equity profile: % female students, faculty, staff
- Annual giving
- ☐ Percentage of alumni contributing gifts to the university, with national rank
- ☐ Endowment
- E&R expense per degree
- Delivery of business services
- ☐ Faculty response to COACHE question: There is visible leadership at my institution for the support and promotion of diversity on campus
- ☐ Faculty response to COACHE question: I'm proud to say I work at this institution

Annual Giving



Note: Fiscal year values as reported in the Council for Aid to Education's Voluntary Support of Education (VSE) survey

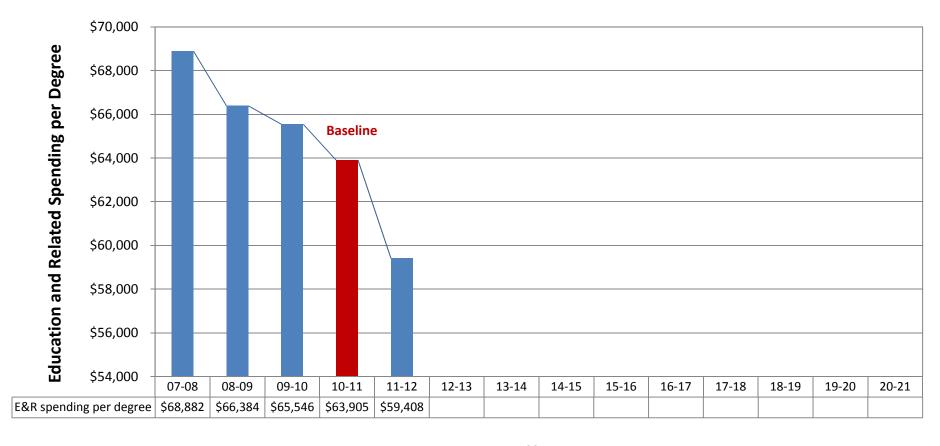
Endowment



Year

Note: Values as reported to National Association of College and University Business Officers at fiscal year end.

E & R Expense per Degree



Year

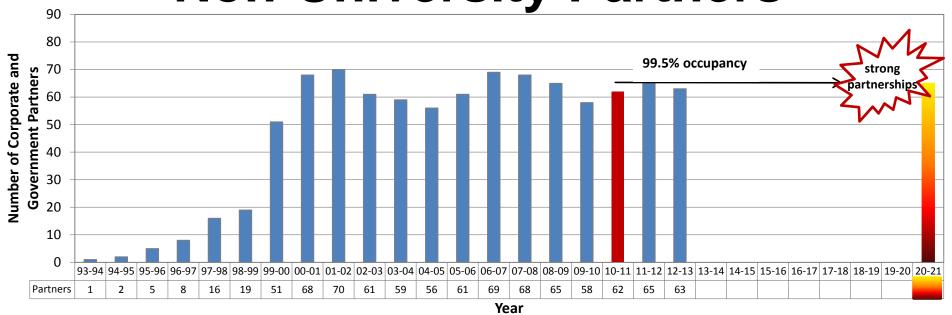
Note: Fiscal year data from UNC-GA strategic plan.

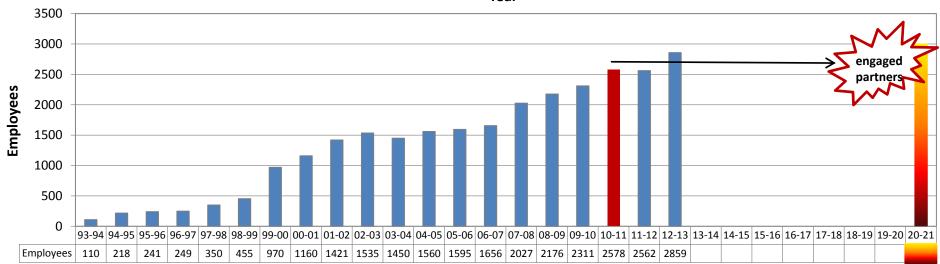
Goal 5: Local & Global Engagement

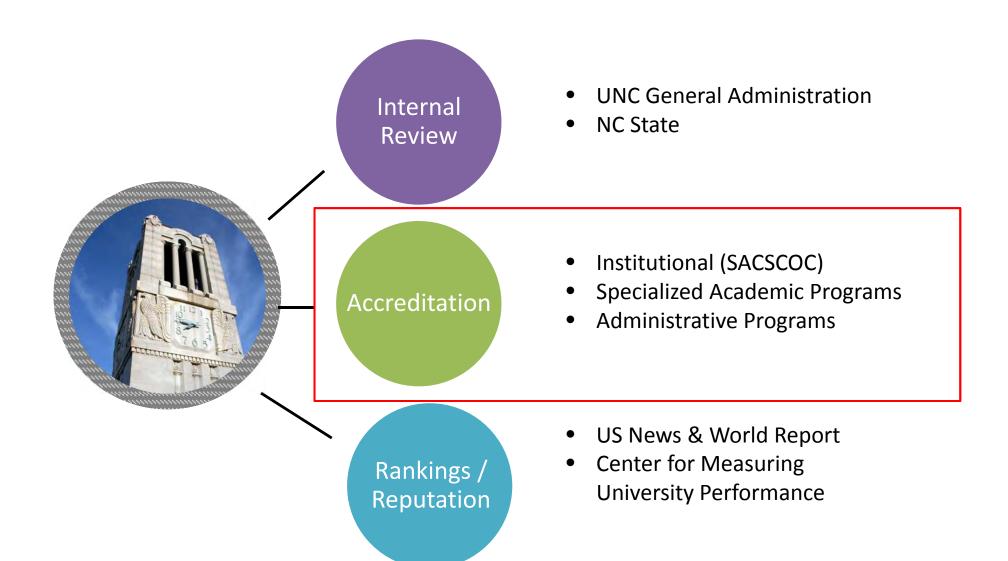
Metrics:

- Number of students participating in international activities such as study abroad and international alternative spring break
- Number of faculty-led study abroad programs
- Number of students participating in co-op and other internship activities
- Number of non-university partners and employees on campus
- Number of active US patents issued and pending
- Number of IP disclosures, products to market, start-ups launched, jobs created (total and in NC) and financing raised
- Number of international dual degrees and partner institutions with 3+x programs

Non-University Partners







Southern Association of Colleges and Schools Commission on Colleges

- Institutional accreditation
 - 2014 accreditation review
 - Compliance reports: Describe and document the effectiveness of programs and policies against 92 requirements and standards
 - Quality Enhancement Plan: Critical & Creative Thinking



Southern Association of Colleges and Schools Commission on Colleges

- Example: Core Requirement 2.5 Institutional Effectiveness
 - The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that (1) incorporate a systematic review of institutional mission, goals, and outcomes; (2) result in continuing improvement in institutional quality; and (3) demonstrate the institution is effectively accomplishing its mission.

Specialized Academic Program Accreditation

Examples

- Accreditation Board for Engineering and Technology (ABET)
- National Council for the Accreditation of Teacher Education (NCATE)
- Association to Advance Collegiate
 Schools of Business (AACSB)
- American Veterinary Medical
 Association Council on Education



Administrative Program Accreditation

Examples:

- Division 1 Athletics: NCAA
- Campus Police: Commission on the Accreditation of Law Enforcement Agencies
- Student Health: Accreditation Assoc.
 for Ambulatory Health Care
- Terry Center: American Animal Hospital Association





University Performance

US News and World Report

colleges.usnews.rankingsandreviews.com/best-colleges

- Purpose: To help prospective students find the right college
- Population: Accredited colleges or universities with total enrollment >200 students



- Frequency: Annual
 - 2013 undergraduate edition released Fall 2012

Best Colleges for 2013 (Fall 2012 Release)

Undergraduate Ranking Criteria & Weights

Criteria	Weight
Peer assessment	15.0%
High School Counselor assessment	7.5%
Freshman retention	4.0%
Graduation rate performance	7.5%
6 Year graduation rate	16.0%
% Classes with under 20 students	6.0%
% Classes with 50 or more students	2.0%
Student/faculty ratio	1.0%
% Full time faculty	1.0%
SAT of entering freshmen 25th/75th percentile	7.5%
% Entering freshmen in top 10% of HS class	6.0%
Acceptance rate	1.5%
Alumni giving rate	5.0%
Financial resources rank	10.0%
Faculty Compensation	7.0%
Faculty with terminal degree	3.0%

The Center for Measuring University Performance

mup.asu.edu/research.html

- Purpose: To improve the performance of American research universities
- Population: Institutions with more than \$20 million in annual federal research expenditures
- Frequency: Annual report on The Top American Research Universities
 - 2011 report released Fall 2012

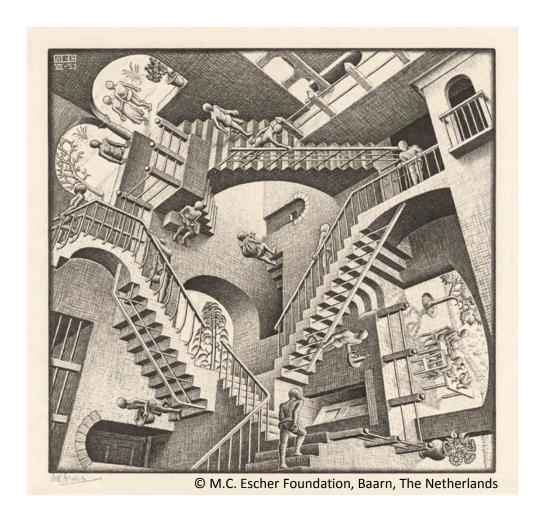


The Center

2011 Center Measure Categories & Sources

Category	Data Source
Total research expenditures x \$1000 (2009)	NSF/SRS Survey of R&D Expenditures at Universities & Colleges, FY 2009
Federal research expenditures x \$1000 (2009)	NSF/SRS Survey of R&D Expenditures at Universities & Colleges, FY 2009
Endowment assets x \$1000 (2010)	NACUBO Endowment Study as reported in the <i>Chronicle of Higher Education</i> , endowment market value as of June 30, 2010
Annual giving x \$1000 (2010)	Council for Aid to Education's Voluntary Support of Education (VSE) Survey, FY 2010
National academy members (2010)	National Academy of Sciences, National Academy of Engineering, and Institute of Medicine membership directories for 2010
Faculty awards (2010)	Directories or web-based listings for multiple agencies or organizations.
Doctorates granted (2010)	NCES IPEDS Completions Survey, doctoral degrees awarded between July 1, 2009 and June 30, 2010
Postdoctoral appointees (2009)	NSF/Division of Science Resource Statistics (SRS) Survey of Graduate Students and Postdoctorates in Science and Engineering, Fall 2009
Median SAT (2009)	NCES IPEDS Survey, SAT and ACT Scores for Fall 2009

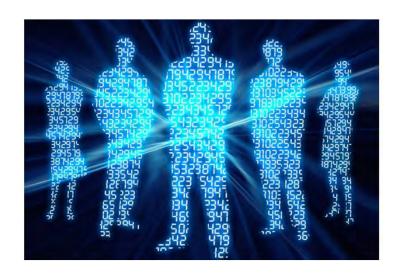
Successfully Measuring Success



Office of Institutional Research & Planning

- Expanding scope of UPA
- OIRP to be responsible for integration & coordination of
 - Institutional research (reporting and analytics)
 - Planning, evaluation, longterm resource planning and allocation
 - Assessment and accreditation

- Search for Sr. Vice Provost
 - Nomination committee led by Tom Miller
 - Anticipated hire date: July 2013



Questions