THE PRACTICAL NECESSITY OF THE KPI SYSTEM IN ANALYZING THE EFFECTIVENESS OF TEACHERS' ACTIVITIES

Saidkulova Firuza Farmonovna.
Independent researcher at Bukhara State University, Bukhara
Email: firuza.saidkulova@mail.ru

If a significant proportion of employees cannot reach the desired KPI metrics, then you need to carefully analyze the possible reasons for this situation. Most often, such problems arise when unreasonable overestimation of indicators. Therefore, you should not immediately state the lack of diligence of employees - this can demotivate the team.[15]

The KPIs that colleges and universities can pull from are seemingly endless, but we've compiled some of the most common ones below as well as use case examples. These are broken down into five categories:

- Financial
- student success
- Admissions & Enrollments
- faculty & staff
- Facilities & Resources

Financial

1.	Instructional Costs: Evaluate the cost of part-time and full-time faculty members.

2.	Administrative Costs Per Student: Understand how much your institution is spending on administrative services on a per-student basis.

3.	Program & Department Budgets: Analyze budgets by term, semester or year and compare them with actual spending.

4.	Revenue, Grants & Funding: Alumni donations, endowments, research grants, fundraising efforts, federal funds and other monetary benefits.

5.	Student Financial Aid Percentages: Track the number of students receiving scholarships or government aid.

6.	 Tuition Costs: Monitor costs accrued by students on a semester or annual basis.

Financial KPI Example:[16]

---

[15] https://blog.ingate.ru/seo-wikipedia/kpi/
[16] https://precisioncampus.com/blog/education-kpis/

GERMANY

Using an instructional budgeting tool, you can compare the cost of employing part-time vs. full-time faculty members. Can you cut costs by adding another course to a full-time professor's schedule? Tracking instructional costs will help you better allocate faculty resources and avoid making arbitrary cuts.

student success

1. Graduation Rates: The percentage of students who graduate and the amount of time it takes them.

2. Course Success Rates: Monitor completion rates on a course-by-course basis.

3. Persistence Rates: Understand and monitor the factors that affect students' persistence to the next semester.

4. Student Engagement: The number of students who study abroad, live on campus, participate in research activities, are enrolled in honours programs, etc.

5. Student Outcomes: Keep track of students after graduation to see where their education takes them.

6. Disproportionate Impact: Measure gaps between certain cohorts and your overall student body.

7. Passing Rates for Licensure Exams: Evaluate the effectiveness of your programs in preparing students for licensing exams.

Student Success Example:

Inside Higher Ed reports that "first-generation students enrol and graduate at lower rates than do other students." Looking at your graduation rates broken down by the first-generation cohort will tell you if this is true. If so, a goal might be to increase six-year graduation rates for first-generation students. You can also use your course success rates KPI to identify areas where these students may be struggling on a more granular level.[17]

Admissions & Enrollments

1. Transfer Rates: How many students who apply and are accepted are transferring from other institutions?

2. Acceptance Rates: The percentage of students who applied and were accepted. Compare your rates to other schools to measure your competitiveness.

3. Student Acceptance by Zip Code: See where your students are coming from, and use the information to tailor marketing programs.

4. Year-Over-Year Enrollment: Monitor daily enrollment data to make year-over-year comparisons.

---

[17] https://precisioncampus.com/blog/education-kpis/

5.   Retention Rates: What percentage of students return for the next semester?

6.   Recruitment Marketing Programs: Measure the success of each marketing campaign.

Admissions & Enrollments Example:

Low retention rates can be a sign that students are struggling. A common KPI here is the first year to third-year retention rates. Are students making it past their first year, or are they dropping out or transferring to different institutions? Keeping track of retention rates can help you dive deeper and strategize ways to increase student persistence.

faculty & staff

1.   Faculty Workload & Productivity: Keep track of your instructors on an individual and departmental basis.

2.   Student-to-Faculty Ratio: The number of students per faculty member, on a campus-wide basis or by the department.

3.   Faculty & Staff Tenure Rate: The length of employment for faculty members and other support staff members.

4.   Faculty Turnover: Supporting tenure numbers, and turnover rates identify areas with weak employee retention.

5.   Part-Time vs. Full-Time Faculty: Examine the costs and benefits for both types of instructors.

6.   Weekly Student Contact Hours: Analyze productivity by certain courses, sections, instructors and other variables.

Faculty & Staff Example:

When student-to-faculty ratios increase, the quality of the instruction could decline. This could occur after merging two-course sections or eliminating a part-time faculty position. Keeping a close eye on this KPI will give you an idea of whether you made the right call.

Facilities & Resources

1.   Section Fill Rates: Identify the number of enrollments for each section of each course.

2.   Classroom Utilization: See when, where and how classroom resources are being used.

3.   Sustainability: Evaluate emissions, keep track of LEED certification data and monitor utility spending.

4.   On-Campus Housing & Commuters: Know the lifestyle of your students to future influence campus upgrades.

Facilities & Resources Example:

Looking to create a "greener" campus? Checking your classroom utilization metrics will show you the areas of campus that may be wasting utilities, while sustainability data can give you insights into where your emissions are highest. As you can see by the examples above, KPIs are really just a starting point. To really see the benefits, institutions should make the following four steps a priority.

LIST OF USED LITERATURE:

1.   Schultz T. Human Capital in the International Encyclopedia of the Social Sciences. - NY, 1968, vol. 6.

2.   Xaykin MM Management of the sphere of services in the development of human capital. - SPb.: Izd-vo SPbGUEF, 2010.

3.   Sveiby K.-E., Lloyd T. Managing Knowhow. London, 1987.

4.   Stewart T. A. Intellectual Capital. The New Wealth of Organizations. NY; L., 1997.

5.   Xaykin MM Management of the sphere of services in the development of human capital. - SPB.: Izd-vo SPBGUEF, 2010.

6.   Stewart, T. Wealth from the mind [Text]: business bestseller / T. Stewart; per. s engl. V. A. Nozdrinoy. - Mn.: Paradoks, 1998. - 352 p.84