

**THE KPI SYSTEM FOR EVALUATING EDUCATIONAL ACTIVITIES AND ITS  
WORK EFFICIENCY. (IN THE CASE OF HIGHER EDUCATION INSTITUTIONS)**

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KPI (Key Performance Indicator) is an indicator of success in a certain activity or in achieving certain goals. We can say that KPI is a quantitatively measurable indicator of actually achieved results.<sup>1</sup>

KPIs are just a starting point. To see the benefits, institutions should make the following four steps a priority.<sup>2</sup>

1. Set Goals & Targets

Before anything, you need to set firm goals and targets. But simply stating that you'd like to increase enrollments isn't specific enough, and leaves too much room for subjectivity.

Think of it this way: It's one thing to say, "I want to lose weight," but what does that mean? Why do you want to lose weight? Do you want to lose one pound or 10? And how quickly do you want to lose weight? A blanket statement with no plan behind it will only set you up for failure.

Northeastern Illinois University (NEIU) maintains a public KPI progress report, including a list of its target values and upcoming measurement dates. Their goals are clearly defined and incorporate survey results, frames of reference, measurement frequencies and visual charts. Looking at this progress report, it's evident that NEIU has a clear focus on their goals and how certain KPIs will help them get there.

2. Plan & Measure Strategically

An institution's strategic plan should paint a vivid picture of its goals and vision for the year, and this is where KPIs can play a significant role.

Is one of your college's goals this year to expand the nursing program? You'll need KPIs to establish a baseline of how the program was performing before the expansion, and then track the performance of the program after the expansion. Over time, KPIs like enrollments, course success rates and passing rates for licensing exams will show whether the expansion was a success.

1. Assemble the Right Team<sup>3</sup>

In higher education, KPIs must be identified and agreed upon by a college or university's president, vice president, deans, researchers and sometimes certain committees.

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<sup>1</sup> [https://www.businessstudio.ru/articles/article/sistema\\_kpi\\_key\\_performance\\_indicator\\_razrabotka\\_i/](https://www.businessstudio.ru/articles/article/sistema_kpi_key_performance_indicator_razrabotka_i/)

<sup>2</sup> <https://precisioncampus.com/blog/education-kpis/>

<sup>3</sup> <https://precisioncampus.com/blog/education-kpis/>



The exact people involved will just depend on the extent to which the KPIs will be used — so specific metrics for an English department wouldn't necessarily require input from the dean of psychology.

Once formally defined, KPIs will require the support of staff all across campus to drive the vision and direction you have in mind. Make sure to explain the strategies and goals behind your KPIs to everyone involved to ensure that everyone is on the same page.

#### 4. Automate the Process

Higher education has traditionally favoured manual processes for many administrative tasks, from Excel spreadsheets to PDF reports. But institutions have too much data to manually collect, manage and analyze the information necessary to track KPIs.

It's in everyone's best interest to implement a higher education data analytics platform that can do all of this heavy lifting for you. An automated software program will keep your data on-demand for real-time views of KPIs like enrollments, faculty productivity, weekly student contact hours and more.

Think of the burden that falls on your institutional research department without an analytics program. They are the gatekeepers of the data and spend much of their time fielding research and report requests when they could be focusing their energies on more strategic action items.

“Since we started using Precision Campus, it's lessened the bottleneck that often occurs,” said Newnam. “Anyone on campus can find the data they need on their own, without submitting a research request. It's saved our research department time.”

### *Advantages and disadvantages of the KPI system*

#### **Advantages**

- Accurate monitoring of the effectiveness of current work.
- Reasonable drawing up of plans and development strategies.
- Prompt fixation and elimination of problem moments.
- Possibility of complex correction of business processes.

#### **Disadvantages**

- Transparent control of the efficiency of distribution of the received money supply.
- Appearance of additional costs.
- Rigid standardization of processes.
- The complexity of adapting the system to a specific business.
- Stimulation of staff to individualism.
- Tracking only quantitative, but not qualitative indicators.



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