A visual approach to the integration and support of Planning, Performance and Accountability: the concept of a decision support organization with discussion and demonstration of a graphical web-based system of accountability

A Decision Support Office and Its Products

SAIR 2009

Michael Moore
Travis Thompson
Source (Years 2000-2008): NSF Survey of Research and Development Expenditures at Universities and Colleges, Table 28
* FY 2008 (AY 2007-08) report submitted to NSF; not yet posted on NSF website
USF Mean SAT & Mean High School GPA, 2001-2012

Source: USF eProfiles and Common Data Set
USF Doctorates Awarded, 2001-2012

Source: USF InfoCenter, 2009
Office of Decision Support

Planning & Analysis
- Analysis
- Survey
- Web Applications
- Communications

Institutional Effectiveness
- Assessment
- SACS

Decision Support Systems
- Information mgt – BI, DWH
- Faculty Reporting
- State & Fed Reporting

Central Space
- Class room scheduling
- Utilization

Academic Budgets

<table>
<thead>
<tr>
<th>Planning &amp; Analysis</th>
<th>Institutional Effectiveness</th>
<th>Decision Support Systems</th>
<th>Central Space</th>
<th>Academic Budgets</th>
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Transforming Higher Education for Global Innovation

Strategic Priorities

Community Engagement
Global Literacy and Impact
Integrated, Interdisciplinary Inquiry
Research and Innovation
Student Success

STRATEGIC PLAN
2007-2012

USF UNIVERSITY OF SOUTH FLORIDA
Compact Plans

Compacts are short term (18-24 months), focused planning agreements negotiated between accountable officers (e.g. Deans) and their supervisors (e.g. Provost). They are intended to align broad University goals with the priorities, investments, and actions of campuses and colleges, as well as academic and service units.

Each unit submits detailed information on their background and top 3-5 initiatives. Unit information rolls-up to parent (e.g. all engineering depts aggregate to college-level summary).

**Unit Background**
- History, major accomplishments
- Key Programs
- Peers – state and national
- Feedback regarding data supplied to the unit. Data includes budget, staffing, enrollment, contracts and grants

**Initiative Details**
- Description
- Collaborating units
- Actions and Implementation Steps
- Alignment with specific goals and themes in the Strategic Plan
- Identification of other units impacted by the initiative
- Means of Assessment and Criteria for Success
- Value ($, #) of contribution toward specific metrics identified in the Matrix
- One-time and recurring cost (value and source)

[www.ods.usf.edu/Plans/Compact/](http://www.ods.usf.edu/Plans/Compact/)
Compact Plans
(on-line demo)

Compact planning

1. Metrics
2. Entering plans
3. Summary output
Matrix
(spreadsheet version)
(handout)

Performance Dashboard
(Demo)

Planning Performance & Accountability (PPA)
(Demo)
# Performance Dashboard

## SAT
- **Mean SAT score for new First-Time-In-College (FTIC/Freshmen) students**
- **Current Performance:** 1,160
- **Past Performance:** 1,108

## Federal R&D
- **Total federal R&D expenditures for science and engineering**
- **Current Performance:** $170 M (est)
- **Past Performance:** $143 M to $170 M

## Graduation Rate
- **G-Year grad rates for First-Time-In-College (FTIC/Freshmen) students**
- **Current Performance:** 48% (Fall 02)
- **Past Performance:** 47% to 48%

## Graduate Enrollment
- **% of total headcount at the graduate level, including Grad I and Grad II levels**
- **Current Performance:** 19.8%
- **Past Performance:** 19.6% to 19.8%

## Doctorates Awarded
- **Actual unduplicated number of degrees awarded at the doctoral level**
- **Current Performance:** 287 (est)
- **Past Performance:** 194 to 287 (est)

## Endowment Assets
- **Total market value of endowment assets as reported to NACUBO**
- **Current Performance:** $275 M
- **Past Performance:** $250 M to $275 M

## Freshmen Retention
- **Retention rate of full-time freshmen**
- **Current Performance:** 85.3%
- **Past Performance:** 81% to 85.3%

## Postdoctoral Appointees
- **Number of postdoctoral appointees (Fall)**
- **Current Performance:** 231
- **Past Performance:** 105 to 231
## Planning, Performance and Accountability Matrix

<table>
<thead>
<tr>
<th>ID</th>
<th>Measure</th>
<th>06.07 Perf</th>
<th>07.08 Goal</th>
<th>07.08 Perf</th>
<th>08.09 Goal</th>
<th>08.09 Perf</th>
<th>09.10 Goal</th>
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<td>A.1.1</td>
<td>Federal R&amp;D expenditures ($Millions)</td>
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<td>Doctorates awarded</td>
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</table>
### Planning, Performance and Accountability

**Goal**
- 1 - Research
- 2 - Global Competition
- 3 - Engagement
- 4 - Economic Base

**Type**
- AAU
- Carnegie Basic
- Carnegie Community
- NSF
- TARU
- USNWR

**Tier**
- Primary
- Secondary

**All**
- Show all

**Dashboard**
- View Dashboard

### Planning, Performance & Accountability Matrix - detail

**ID** | **Measure** | **04-05 Results** | **05-06 Results** | **06-07 Results** | **07-08 Results** | **08-09 Results** | **09-10 Goal**
--- | --- | --- | --- | --- | --- | --- | ---
A.I.1. | Federal R&D expenditures ($Millions) | 143 | 154 | 158 | 170 | 170 e | 183

**Definition**
This measure reflects federal research expenditures as reported by The Center in [Top American Research Universities (TARU)](http://www.ods.usf.edu/Plans/PPA/). Amounts reported in the 2007 report were for 2005-06.

**Type of Measure**
AAU, NSF, TARU

**Data Source**
NSF Expenditure Survey
Information Strategy

Distributed Information
Self-Service
Information (data) Quality

- Accurate (data quality assurance process)
- Consistent
- Timely
- Easily consumable form – defined by user (customizable)
- Accessible – ease of access, logical placement, appropriate security
- Designed around consumers’ questions
- Actionable
# Information Matrix

<table>
<thead>
<tr>
<th>TASKS</th>
<th>TRANSACTION</th>
<th>MANAGERS</th>
<th>EXECUTIVES</th>
<th>PROGRAM RESEARCH</th>
<th>ORGANIZATION / Publics</th>
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<td>• Monitor-exceptions, alerts</td>
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<td>PRESENTATION FORM</td>
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<td>• Trans access</td>
<td>Graphic/ Table w/ drill down</td>
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<td>• Trans reports</td>
<td>• Summary reports</td>
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<td>• Direct access to data store</td>
<td>• Smart Rpts</td>
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</table>
Proposed Information Model

Operational Data Store
- GEMS
- FAST
- Oasis

Enterprise Data Warehouse
- Functional Marts
- Data Cubes

- ETL

Institutional Performance Management
- EIS
- Enterprise Reporting
- Ad hoc
- OLAP Tool

META DATA
Information Delivery

• Enterprise Reporting tool
  – Favorite reports
  – Smart or customizable reports
  – Push, alerts, burst

• Executive Information System (EIS)
  – KPI -or- Balanced Score Card
  – Intuitive drill downs to actionable data

• OLAP, modeling, data mining

• Ad hoc