An Overview of Benchmarking Data Sources

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Agenda

• We hope you will learn something useful about...
  – The role of benchmarking at UCF
  – Benchmarking data resources
  – How to make a proper selection from available data sources
UCF At a Glance

“Celebrating 50 Years”

- opened in 1968 with 1,500 students
- now over 60,000 students
  - first in state; second in nation

- **UCF stands for opportunity.**
  - rated one of 50 “Best Value” universities by *Kiplinger’s Personal Finance*
  - a top 100 “Best Buy College” according to *Forbes*
  - “Top Tier National University,” “School to Watch,” and a top 5 “up-and-coming” schools by *U.S. News & World Report*
  - among top 50 nationwide for most FTIC National Merit Scholars
Benchmarking at UCF

Peer Selections
Cost Efficiency
Tuition & Fees
Student Success
Salary Studies
Academic Programs
Benchmarking Example

Fall FTIC SAT Statistics
(Critical Reading and Math)

Source: UCF 2013 President’s Retreat, January 30, 2013

Note: Scores represent the average of the 25th percentile and 75th percentile, not the actual average.
Benchmarking Example (continued)

• Data sources

<table>
<thead>
<tr>
<th>Source</th>
<th>SAT Score</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPEDS</td>
<td>25th and 75th percentile</td>
<td>all four-year institutions</td>
</tr>
<tr>
<td>FL BOG</td>
<td>Average</td>
<td>FL SUS institutions</td>
</tr>
</tbody>
</table>

• Calculation methodology
  – Average of 25th and 75th percentile ≠ median
  – Average of 25th and 75th percentile ≠ average
  – 75th percentile total ≠ 75th percentile math + 75th percentile reading

• Test taking trend

% of UCF Fall FTIC Students who Submitted SAT Scores
IPEDS

• [nces.ed.gov/ipeds/datacenter/](nces.ed.gov/ipeds/datacenter/)

• Advantages
  – Easy access, no cost
  – Data accuracy
  – All types of institutions
  – All aspects of data

• Disadvantages
  – 1-year delay
  – Data release contains three stages
  – Data definition change over time

Source: [www.necs.ed.gov](www.necs.ed.gov)
IPEDS

• When to use IPEDS
  – A large group of institutions (e.g. all doctoral research institutions)
  – Institutions all cross the country (e.g. comparison and aspirational peers)
  – Data range includes many years
Common Data Set

• Advantage
  – The data are posted sooner than IPEDS (e.g. fall enrollment data)
  – Undergraduate class sections by size
  – Student to faculty ratio

• Disadvantage
  – Data are posted on each individual institution’s website
  – Not all the institutions post the data at the same time

Source: www.uaps.ucf.edu
U.S. News and World Report

- [colleges.usnews.rankingsandreviews.com/best-colleges](colleges.usnews.rankingsandreviews.com/best-colleges)

- **Advantages**
  - Reputation index
  - Percent of classes with less than 20 or more than 50 students
  - Percent of freshmen in top 10% of high school class
  - Average alumni giving rate
  - “Academic Insights”

- **Disadvantages**
  - Controversy on ranking methodology
  - Not all data are available publicly
  - No UnitID or FICE code
U.S. News and World Report

• When to use the U.S. News and World Report
  – Ranking
  – Reputation index, class sizes, alumni giving
  – Comparing UCF’s historical performances
  – Comparing UCF’s performance with other institutions
National Science Foundation (NSF) WebCASPAR

To begin creating a table, check one or more boxes beside the desired data source name(s) below, then click Select Data Source(s).

- NSF Survey of Earned Doctorates/Doctorate Records File
- NSF Survey of Federal Funds for Research and Development
- NSF Survey of Federal Science and Engineering Support to Universities, Colleges, and Nonprofit Institutions
- NSF Survey of Research and Development Expenditures at Universities and Colleges/Higher Education Research and Development Survey
- NSF Survey of Science and Engineering Research Facilities
- NSF-NIH Survey of Graduate Students & Postdoctorates in Science and Engineering
- IPEDS Compleitions Survey
- IPEDS Compleitions Survey by Race
- IPEDS Enrollment Survey
- IPEDS Institutional Characteristics Survey Tuition Data
- IPEDS Salaries, Tenure, and Fringe Benefits Survey

Saved Tables: View predefined tables and tables that you have saved

Frequently Requested Tables:
- NCES Degrees Awarded by Degree Level and Field

https://webcaspar.nsf.gov/
National Science Foundation (NSF) WebCASPAR

• When to use WebCASPAR
  – Number of doctoral degrees granted
  – Number of graduate students / Postdoctorates
  – Research funding
  – Research expenditures
Arizona State University Center for Measuring University Performance

- mup.asu.edu/research_data.html

- Advantages
  - Contains data on research university ranking, total research expenditures, federal research expenditures, endowment assets, annual giving, national academy membership, faculty awards, doctorates awards, postdoctoral appointees, SAT score, National Merit Scholars

- Disadvantages
  - The ranking system is confusing
    e.g. in 2011, the “top 25 institutions” in the list contains 49 institutions
  - Data collection delays and errors
Delta Cost Project

- [www.deltacostproject.org/](http://www.deltacostproject.org/)

**Advantages**
- Reliable resource: IPEDS
- 10 years’ data were in one file
- The data are periodically updated
- Finance data are carefully chosen
- The reports provides many research topics

**Disadvantages**
- Data delays

Source: [www.deltacostproject.org](http://www.deltacostproject.org)
State University System of Florida
Board of Governors

• www.flbog.edu
• The website contains
  – Enrollment
  – Degrees
  – Credit hours / FTE
  – Analysis of instructional expenditures and research expenditures
• The system is limited to the 11 SUS institutions
SUS Direct and Indirect Instructional Expenditures per Credit Hour by Level 2010-11

Data Source: SUS Expenditure Analysis 2010-11 Report IV
Florida Education & Training Placement Information Program (FETPIP)


Advantages
- Graduates’ enrollment information within Florida
- Accepts special requests

Disadvantages
- Data collection delays
- The employment data are limited to Florida
The Equity in Athletics Data Analysis Cutting Tool

• ope.ed.gov/athletics

• Advantages
  – Easy-to-use point-click system
  – User-friendly Excel or SAS file
  – UnitID is included
  – The data includes coaches, athletic operating expenses and revenues)

• Disadvantages
  – One year delay in data collections
NCAA College Sports Statistics and Records


- Advantages
  - Data includes football attendance, academic progression Rate (APR)

- Disadvantages
  - NCAA data is usually a downloadable PDF file
  - No UNITIDs
  - Abbreviated names of schools
Association of University Technology Managers (AUTM)

- www.autm.net
- Advantage
  - Contains information on research expenditures, licensing, and patent information
- Disadvantage
  - There is a fee associated with participating in the system
  - Not all institutions participate in the system
  - Be cautious about trend analysis
Kiplinger’s Best Value in Public Colleges

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</thead>
<tbody>
<tr>
<td>3</td>
<td>11</td>
<td>University of Florida</td>
<td>FL</td>
<td>43%</td>
<td>59%</td>
<td>$16,593</td>
<td>$8,740</td>
<td>$38,870</td>
<td>$31,017</td>
<td>$16,841</td>
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<tr>
<td>7</td>
<td>30</td>
<td>New College of Florida</td>
<td>FL</td>
<td>56%</td>
<td>51%</td>
<td>16,181</td>
<td>7,674</td>
<td>39,210</td>
<td>30,703</td>
<td>14,172</td>
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<tr>
<td>26</td>
<td>33</td>
<td>Florida State University</td>
<td>FL</td>
<td>58%</td>
<td>50%</td>
<td>17,028</td>
<td>13,249</td>
<td>32,195</td>
<td>28,416</td>
<td>22,139</td>
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<tr>
<td>42</td>
<td>69</td>
<td>University of Central Florida</td>
<td>FL</td>
<td>45%</td>
<td>34%</td>
<td>16,750</td>
<td>10,903</td>
<td>32,848</td>
<td>27,001</td>
<td>20,624</td>
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<tr>
<td>57</td>
<td>56</td>
<td>University of South Florida</td>
<td>FL</td>
<td>38%</td>
<td>25%</td>
<td>16,294</td>
<td>9,653</td>
<td>26,217</td>
<td>19,576</td>
<td>21,784</td>
</tr>
<tr>
<td>64</td>
<td>94</td>
<td>University of North Florida</td>
<td>FL</td>
<td>49%</td>
<td>23%</td>
<td>15,625</td>
<td>9,788</td>
<td>30,084</td>
<td>24,247</td>
<td>16,572</td>
</tr>
</tbody>
</table>

- This resource is used to track of UCF’s academic quality and affordability
Other Data Sources

The Carnegie Classification of Institutions of Higher Education™

[Images of various data sources including ISI Web of Knowledge, Forbes, Higher Ed Benchmarks, Princeton Review, and National Merit Scholarship Corporation]
A List of Data Sources

• Academic Analytics
• American Association of University Professors (AAUP)
• Business Week Online
• The Best Schools
• Carnegie Classification
• The Center for Measuring University Performance
• Chronicle of Higher Education
• Cost of Recruiting Report: Comparative Benchmarks for Two-Year and Four-Year Institutions
• College Scorecard
• College Completion
A List of Data Sources

- College and University Professional Association for Human Resources (CUPA-HR) Survey Online
- College Express
- College Results Online
- Council for AID for education
- Common Data Set
- Default Prevention and Management
- Delaware Data
- Diverse
- Forbes Top Universities Ranking
A List of Data Sources

- IEEE Spectrum
- IPEDS
- Kiplinger Best Value Colleges
- National Research Council
- National Survey of Student Engagement
- National Academy
- National Science Foundation
- National Student Clearinghouse
- NCAA Student-Athlete Experience Data
A List of Data Sources

• NORC at the University of Chicago Survey of Earned Doctorates
• Oklahoma State University Faculty Salary Survey by Discipline
• Parchment Ranking
• Pew Hispanic Center
• PhDs.org
• Southern Regional Education Board State University System of Florida Board of Governors
• Sustainability Endowment Institute
A List of Data Sources

• QS World Universities
• University of Alabama Administrative Salary Survey
• U.S. News and World Report
• Washington Monthly
• What will They Learn
• Work Force Central Florida
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This presentation will be available at http://uaps.ucf.edu

“The mission of the office of University Analysis and Planning Support (UAPS) is to enhance the management capability within the University of Central Florida (UCF) by providing models and information to support and empower academic units, administrative units, and external stakeholders to utilize analysis and research results as the cornerstone for informed decision-making.”