Communication Is Key in the Development of Key Performance Indicators

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Explanation of the Project

- New strategic plan for Genesee Community College, 2023-2028
  - https://www.genesee.edu/about/offices-departments/administration/strategic-planning-23/

- Need to develop metrics to measure performance.

- Display measurable goals on a dashboard so that the information can be easily accessible throughout the college.

A Little Background Information on the Strategic Enrollment Management Committee

- In 2022, the Strategic Enrollment Management Committee developed six enrollment goals.

- These goals inform the direction of the key performance indicators.

Project Completion Date

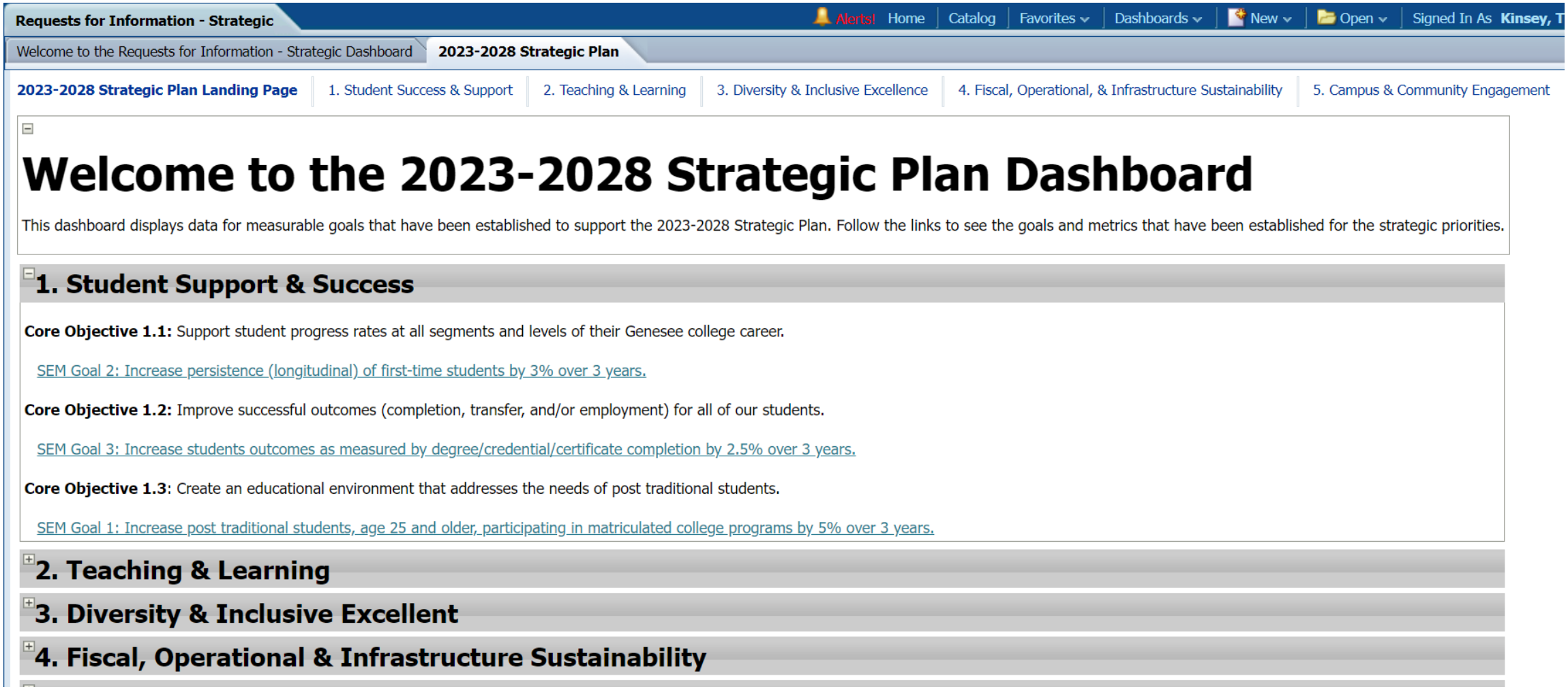
What Does Success Look Like?

- The goal is to create a polished, informative dashboard in Oracle Business Intelligence that delivers easy-to-understand graphs and tables.

- The dashboard will also be easy to update when needed!

Ultimately, success for this project is the timely, accurate, and clear communication of progress made toward fulfilling GCC's strategic plan goals.

Design of the Strategic Plan Dashboard



Accountability

- GCC's Business Intelligence dashboards are frequently used as the "source of truth" for official (reported) data.
- Dashboards have high visibility.
- Strong data literacy at GCC.
- Institutional Research and Planning can answer any questions regarding the data.

What Conflicts and Challenges Arose?

Definitions of what we're trying to measure.

- SEM Goal 1: Increase post-traditional students, age 25 and older, participating in matriculated college programs by 5% over 3 years.

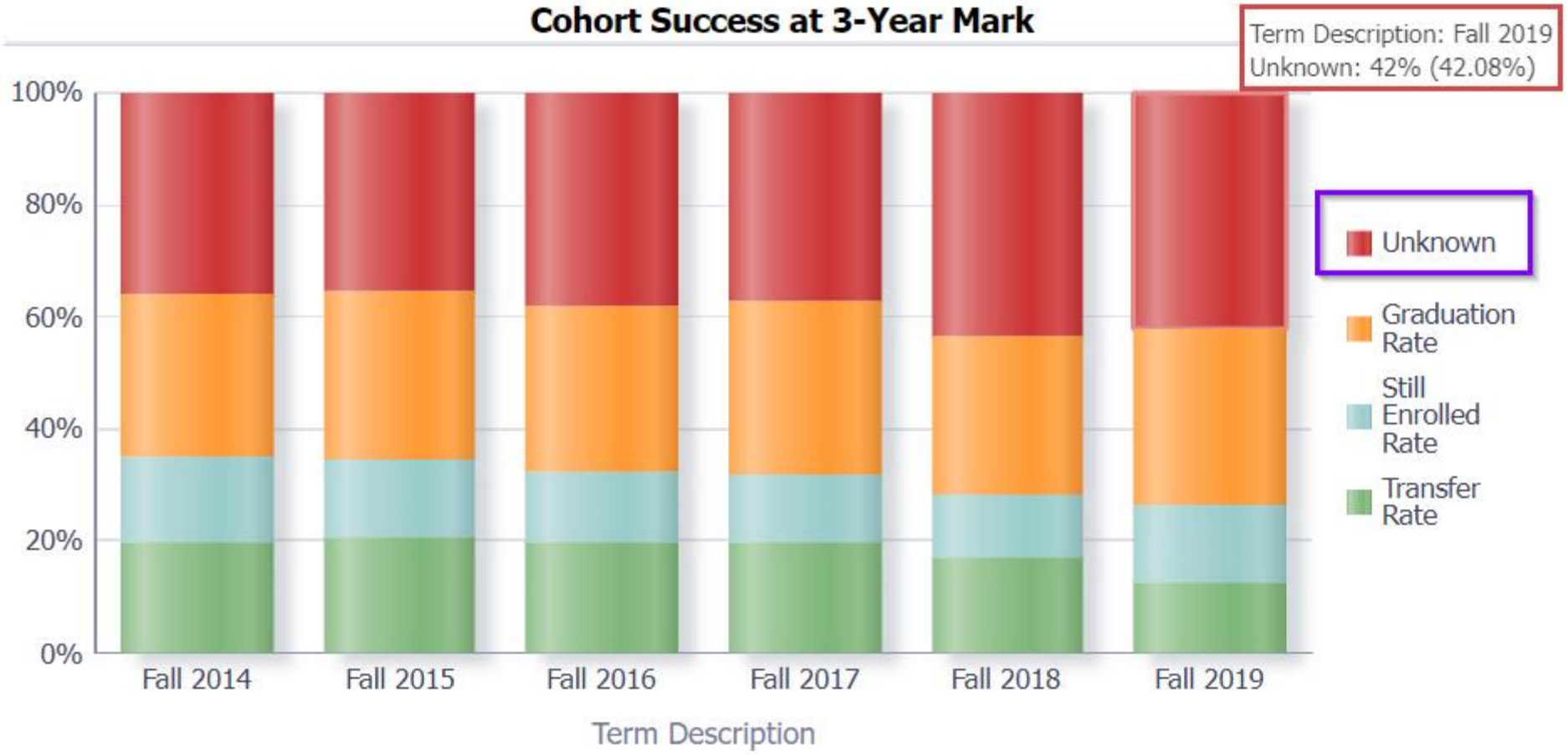
Term Description	Fall Actual	Fall 2023 Goal	Fall 2024 Goal	Fall 2025 Goal
Fall 2022	156	159	161	164

Term Code (Term) is equal to **201809**, **201909**, **202009**, **202109**, **202209**
and Higher Ed History Name is equal to **First Time**, **Transfer**
and Census Final (Term) is equal to / is in **FINAL**
and Age (Term) is greater than or equal to **25**
and Matriculated Ind is equal to / is in **Y**

Analyze - Edit - Refresh - Print - Export - Add to Briefing Book - Copy

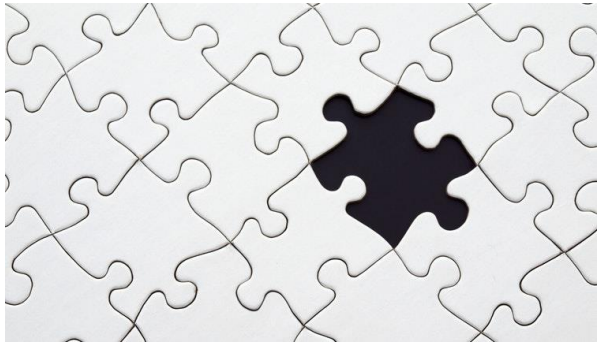
Questions: (1)create weighted average, (2) instead of using the number, use the portion (percentage) of students

What Does Unknown Mean?



Other Challenges

- Some data are missing.



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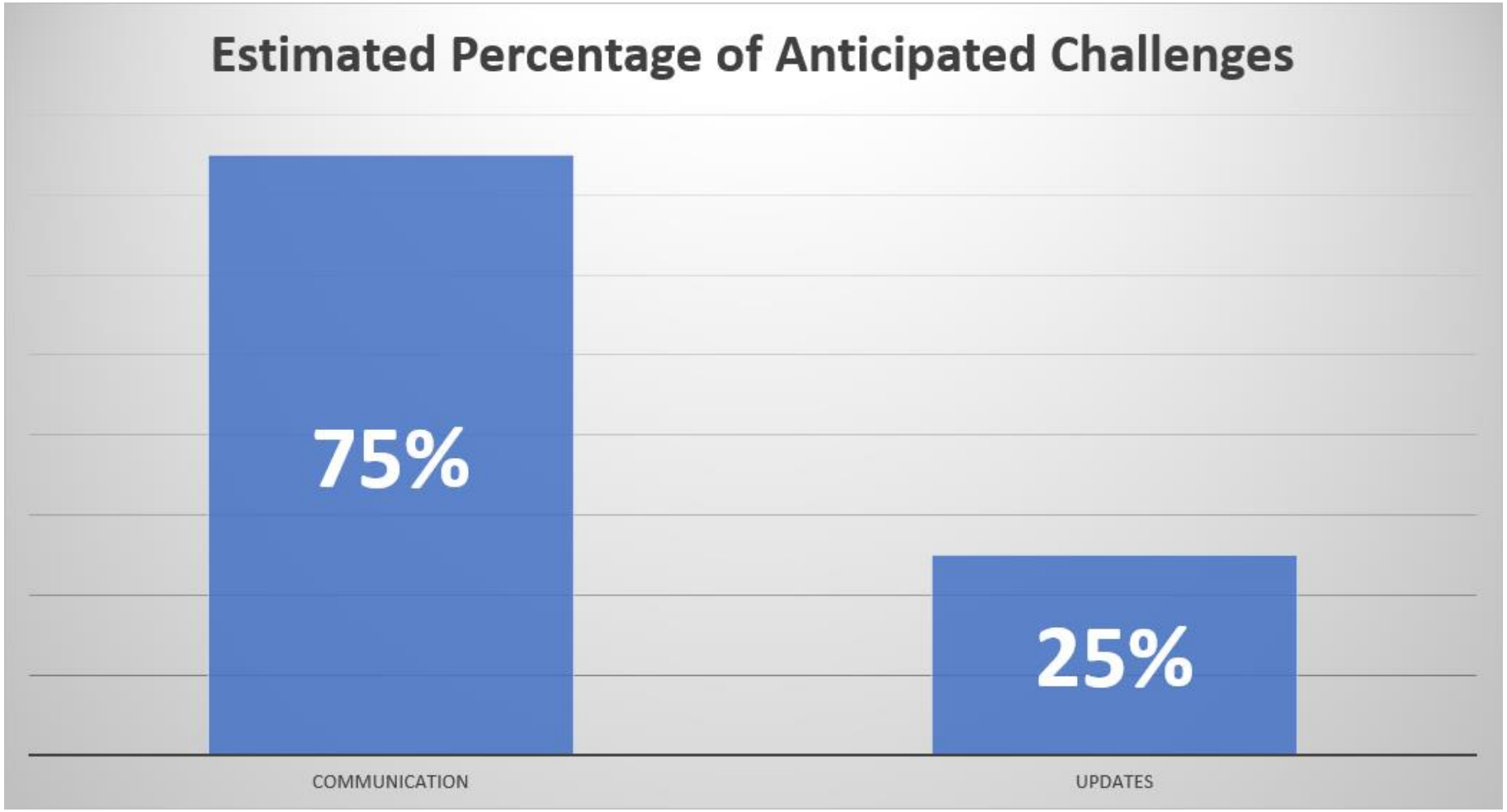
- Access to development dashboard.

How Did You Foster a Constructive Team Climate and Handle the Challenges?

Future Challenges



Questions?