



# Campus Business Officer Benchmarking Tool

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INTRODUCTORY WEBINAR

# Welcome and introduction

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Henderson State University

SACUBO Benchmarking Chair

# Webinar Topics

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- I. Overview and History
- II. Purpose (what can I do with this?)
- III. Data Collection
- IV. Data Entry
- V. Comparing Institutions
- VI. Reports & Charts
- VII. Question and Answer

# Project History

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- SACUBO initiative
- Launched in 2012
- Evolved from spreadsheet collection and static reports to current online platform

# CACUBO Region

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Greg Deppong  
Controller  
Michigan State University

# What can I do with this?

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# What can I do with this?

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- How does our instruction spending per student compare to other institutions?
- Is my institution allocating sufficient funding to support student success rates?
- How does the ratio of administrative staff levels to instructional staff levels at my institution compare to our peer institutions?
- Is it possible to improve student graduation rates by reconsidering our spending allocations?

# Benchmarking Data for Decision-Making

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## Henderson State University Profile

- Approximately 3,600 students
  - 3,000 undergrad; 600 masters and specialist
- Liberal Arts focus
- Top majors: Business, Aviation, Nursing, Biology, Teacher Education
- 40-50% of undergrads are first-generation; 40-50% are low-income
- 6-year graduation rate 33%; First year retention rate 58%



# Benchmarking Data for Decision-Making

Effectiveness - Undergraduate Graduation Rate			
My Institution (Percentile)	Low Effectiveness	Effective	High Effectiveness
33.00% (16th)	< 39.00%	39.00% to 72.00%	> 72.00%

Effectiveness - Freshman Retention Rate			
My Institution (Percentile)	Low Effectiveness	Effective	High Effectiveness
59.00% (12th)	< 63.93%	63.93% to 86.50%	> 86.50%

Total Expenses per FTE Student				
Function	My Institution (Percentile)	25th Percentile	Median	75th Percentile
Instruction	\$5,961 (19th)	\$6,075	\$9,675	\$12,552
Academic Support	\$1,206 (22nd)	\$1,311	\$2,628	\$3,884
Student Services	\$1,375 (4th)	\$2,147	\$4,867	\$7,730

# Benchmarking Data for Decision-Making

Compensation & Benefits per FTE Employee				
Function	My Institution (Percentile)	25th Percentile	Median	75th Percentile
Instruction	84,691 (29th)	82,934	92,636	107,432
Research		67,300	91,940	168,422
Public Service	48,490 (20th)	48,893	60,038	91,597
Academic Support	69,436 (58th)	59,442	68,441	74,847
Student Services	49,599 (17th)	52,785	62,670	78,492
Institutional Support	68,123 (12th)	79,675	85,651	95,272
Operations & Maintenance of Plant		44,067	48,625	55,838
Auxiliary Enterprises	64,522 (47th)	48,777	65,138	70,059
Hospitals		-	-	-
Scholarships & Fellowships		-	-	-
Independent Operations		-	-	-

# Benchmarking Data for Decision-Making

<b>Compensation &amp; Benefits per FTE Student</b>				
<b>Function</b>	<b>My Institution (Percentile)</b>	<b>25th Percentile</b>	<b>Median</b>	<b>75th Percentile</b>
Instruction	\$5,515 (33rd)	\$5,172	\$7,545	\$9,273
Research	\$6 (0th)	\$50	\$183	\$293
Public Service	\$116 (27th)	\$107	\$243	\$382
Academic Support	\$530 (4th)	\$775	\$1,260	\$1,928
Student Services	\$1,134 (15th)	\$1,276	\$2,425	\$3,749
Institutional Support	\$1,480 (15th)	\$1,944	\$2,763	\$4,031
Operations & Maintenance of Plant	\$57 (0th)	\$668	\$1,462	\$2,014
Auxiliary Enterprises	\$823 (72nd)	\$186	\$354	\$1,040

# Benchmarking Data for Decision-Making

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Decisions supported by the data

- Quantity (per student) and Quality (per employee) of services in Key Areas
- Compensation Improvement Plan
- Investments in student success initiatives
  - Advising staff
  - Career services staff

# Data Collection

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# Data sources

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- University financial statements
- Employment data by functional area
- Student enrollment, retention and graduation data

# Data Collection Worksheet

Campus Business Officer Benchmarking Data Collection Worksheet		
This worksheet contains all of the questions you will encounter in the Campus Business Officer Benchmarking Tool. Use it as a reference and data collection tool.		
Question	Your Response	Help Text/Answer Options/Comments
<b>Institution Details</b>		
<b>General Details</b>		
Institution Region <b>*Required Question</b>	CACUBO, SACUBO	
Institution Category <b>*Required Question</b>	Research, Comprehensive, Small, Community	Research: Public or independent research universities and medical schools/centers. Carnegie categories - Research Universities High (RU/H) and Research Universities Very High (RU/VH) Comprehensive: Four-year public and independent institutions with enrollment above 4,000. Carnegie categories - Baccalaureate, Masters or Doctoral. Small: Four year public and independent institutions with full-time enrollment under 4,000; specialized institutions (art, engineering, technology, etc.); also includes two-year independent colleges and independent secondary schools. Community College: Two-year public institutions.
Institution Designation <b>*Required Question</b>	Public, Private	
Reporting System <b>*Required Question</b>	System/Multi-campus, Single Campus	
Outsourced Services <b>*Required Question</b>	Bookstore, Custodial/Building Services, Dining, Dormitories, Facilities Management/Maintenance, Grounds/Landscaping, Information Technology, Safety/Security, Other Auxiliary, N/A - We do not outsource services	
Intercollegiate Athletics Reported <b>*Required Question</b>	Student Services, Auxiliary, None	

# Data Collection Worksheet

Financials		
Total State & Local Operating Appropriation (Non-Capital)		Public Schools Only. Private Schools Enter "0". The total amount of non-capital appropriations received by the institution from either the State government or a local government (i.e., city, county, etc.)
Net Tuition & Fees		The amount of tuition and fees charged to students for instructional services net of any discounts "as reported in the institution's audited financial statements."
Total Operating Revenue		The amount of revenue resulting from providing goods and services "as reported in the institution's audited financial statements."
Total Assets		The amount of total assets "as reported in the institution's audited financial statement."



# Data Collection Worksheet

Functions	Full Time Equivalent (FTE) Employees	Total Function Costs	Compensation & Benefits	Other Costs	Operations & Maintenance of Plant	Depreciation by Function
	Enter the number of FTE Employees in this function. Employees who are less than full time should be counted as a percentage of full-time. *	PUBLIC INSTITUTIONS: Compensation, Benefits and Other Costs PRIVATE INSTITUTIONS: Compensation, Benefits, Other, Operations & Maintenance of Plant, and Depreciation.			These fields apply to Private Institutions. Public Institutions, enter "0" in each of the fields below. "0" will be excluded in comparison charts and reports.	
Instruction						
Research						
Public Service						
Academic Support						
Student Services						
Institutional Support						
Hospitals						
Operations & Maintenance of Plant						
Scholarships & Fellowships						
Auxiliary Enterprises						
Independent Operations						

\* For example, an employee who works 30 hours/week, 12 months/year should be counted as .75 FTE. Student Employees: Inclusion or exclusion of student employees is institution-dependent. Institutions which rely on student employees as part of their regular workforce should include them in their FTE employee counts. Institutions which employ students primarily in work-study type positions should exclude them from their FTE employee counts.

# Data Collection Worksheet

Question	Your Response	Help Text/Answer Options/Comments
<b>Total Expenditures</b>		
Totals Across All Functions & Verifications of Data		
Enter your data in the first field for each line item below. The second field is the total of what you entered for this line item across all functions. These numbers should be the same. If they are not, please correct the data entered for each function in the "Expense Details" portion of the survey.		
<b>Employees</b>		
		Employees who are less than full time should be counted as a percentage of full-time. For example, an employee who works 30 hours/week, 12 months/year should be counted as .75 FTE. Student Employees: Inclusion or exclusion of student employees is institution-dependent. Institutions which rely on student employees as part of their regular workforce should include them in their FTE employee counts. Institutions which employ students primarily in work-study type positions should exclude them from their FTE employee counts.
Total FTE Employees - All Functions		
<b>Compensation &amp; Benefits Costs</b>		
Total Compensation & Benefits Costs - All Functions		
<b>Operations &amp; Maintenance of Plant Costs</b>		
Total Operations & Maintenance of Plant Costs (Private) - All Functions		Public Institutions: Enter "0" in this field.
<b>Depreciation Costs</b>		
Total Depreciation Costs (Private) - All Functions		Public Institutions: Enter "0" in this field.
Total Depreciation Costs (Public)		Depreciation for Public Institutions is entered as one figure here, and has not been entered by function. Private Institutions: Enter "0" in this field.
<b>Other Costs</b>		
Total Other Costs - All Functions		

# Data Entry Demonstration

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# Data Entry

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Start here for a new institution:

<https://benchmarking.sacubo.org/signup.aspx>

# Comparing Institutions

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# Reports and Charts

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# Need help?

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Benchmarking Tool Support

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Brett Powell

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# Questions?

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