University of Alaska System of Higher Education
University and Statewide Performance Management Evaluation
in Support of FY17 Operating and Capital Budget Requests

Submission Guidelines and Procedures
# Table of Contents

<table>
<thead>
<tr>
<th>Process</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>(I)</td>
<td>Designated University Leads, Responsibilities, and Key Dates</td>
</tr>
<tr>
<td>(II)</td>
<td>Data Definition Alignment</td>
</tr>
<tr>
<td>(III)</td>
<td>Logging in and Editing on OMB’s Performance Framework</td>
</tr>
<tr>
<td>(IV)</td>
<td>Editing your Mission (Do Not Use)</td>
</tr>
<tr>
<td>(V)</td>
<td>Editing Core Services</td>
</tr>
<tr>
<td>(VI)</td>
<td>Editing Core Service Details</td>
</tr>
<tr>
<td>(VII)</td>
<td>Editing Results</td>
</tr>
<tr>
<td>(VIII)</td>
<td>Previewing Your Results at a Glance</td>
</tr>
<tr>
<td>(IX)</td>
<td>Previewing Your Results as Public</td>
</tr>
<tr>
<td>(X)</td>
<td>Data Review by UA Institutional Research &amp; Planning</td>
</tr>
<tr>
<td>(XI)</td>
<td>Appendix A: Metrics – Why Do We Need These?</td>
</tr>
<tr>
<td>(XII)</td>
<td>Appendix B: Matrix of Example Metrics</td>
</tr>
<tr>
<td>(XIII)</td>
<td>Appendix C: Links to University of Alaska performance pages on the OMB website</td>
</tr>
<tr>
<td>(XIV)</td>
<td>Appendix D: University of Alaska Key Performance Indicators</td>
</tr>
</tbody>
</table>
(I) Designated University Leads, Responsibilities, and Key Dates
The following persons have been designated by their respective University to provide the coordinated Performance Evaluation response to the state of Alaska’s Office of Budget and Management, in support of the FY17 budget request:

Erin Holmes: UA Anchorage
Ian Olson: UA Fairbanks
Brad Ewing: UA Southeast
Myron Dosch: UA Statewide

The full set of performance management evaluation guidelines and requirements is available online at: http://www.alaska.edu/swbir/performance/

The comprehensive UA Budget Calendar can be found online on the Statewide Institutional Research and Budget website at: http://www.alaska.edu/swbir/budget/budget_planning/

(II) Assure Data Definition Alignment (Due 15 June 2015)
The two steps below, assuring data definition alignment across the UA System, may be accomplished simultaneously:

Step 1: Validate and adjust any terms to be used on OMB

(a) Log-in to the iData application (alaska.datacookbook.com)
Use your 30-million number and corresponding password. (see online SOP for help: link)

(b) Select the ‘Terms’ tab

(c) Under Functional Areas filters, select “Terminologies and Definitions”

(d) Select the applicable term.

(e) Validate that the term you used for OMB is aligned with iData definition.

(f) If there is an adjustment to be made, then edit it and submit the revised term.
   - If there is an additional term to be made, then add it and submit.
   - The ‘EDIT’ option is available on the right (to the right of the title)
   - The ‘SUBMIT’ option is at the bottom of the page.
   - You can make any comments at the bottom of the term’s page.

Step 2: Identify Your OMB Performance Measures on a Spreadsheet Provided by UA IR&P

a) To uniquely identify each performance measure in the OMB report, the spreadsheet contains the following four features as rows:
   - University Reporting the Measure
- Letter designation of OMB Mission Result of each measure. The measure ‘UAS Number of Graduates’ may fall under UAS’s Mission result ‘B: Teaching and Learning: Provide a broad range programs and services resulting in Student engagement’. So B is the Mission Result.
- Letter designation of OMB Core Service of each measure. For example ‘UAS Percent of Students Participating in Honors Programs’ falls under ‘B2: Students Demonstrative Academic Excellence’. So B2 is the Core Service.
- Whether the measure is newly introduced in the current reporting year.

b) To uniquely reference each performance measure’s iData definition, the spreadsheet contains the following two additional rows:

- iData Term. The name of the measure in iData.
- URL link to the measure’s iData definition. This can copied for the address bar of your web browser, if you are looking at the iData definition.

These six rows identify each measure on the OMB website and on the iData (Red arrows in the spreadsheet below mark out each of these six features). Please note: the contents of the spreadsheet are for illustration purposes only and may not accurately reflect the measures reported last year.

### List of Performance Evaluation Measures to be Reported, by University (Illustration Only)

June 30, 2014

Please list all performance evaluation measures, and return the form to Arash Pessian <apessian@alaska.edu>. These are presented here for illustration purposes only.

<table>
<thead>
<tr>
<th>iData Term</th>
<th>University</th>
<th>OMB Mission Result</th>
<th>OMB Core Service</th>
<th>New or Old?</th>
<th>iData Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce Credentials</td>
<td>UAS</td>
<td>C</td>
<td>C1</td>
<td>Old</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/33720">https://alaska.datacookbook.com/institution/terms/33720</a></td>
</tr>
<tr>
<td>Student Credit Hours (SCH)</td>
<td>UAS</td>
<td>C</td>
<td>Old</td>
<td></td>
<td><a href="https://alaska.datacookbook.com/institution/terms/14883">https://alaska.datacookbook.com/institution/terms/14883</a></td>
</tr>
<tr>
<td>Degrees Awarded</td>
<td>UAS</td>
<td>A</td>
<td>Old</td>
<td></td>
<td><a href="https://alaska.datacookbook.com/institution/terms/14888">https://alaska.datacookbook.com/institution/terms/14888</a></td>
</tr>
<tr>
<td>Undergraduate Retention and Persistence</td>
<td>UAS</td>
<td>B</td>
<td>B1</td>
<td>Old</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/18920">https://alaska.datacookbook.com/institution/terms/18920</a></td>
</tr>
<tr>
<td>Funded Research Proposals</td>
<td>UAS</td>
<td>E</td>
<td>E1</td>
<td>Old</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/19177">https://alaska.datacookbook.com/institution/terms/19177</a></td>
</tr>
<tr>
<td>Graduation Efficiency</td>
<td>UAS</td>
<td>E</td>
<td>B1</td>
<td>Old</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/191943">https://alaska.datacookbook.com/institution/terms/191943</a></td>
</tr>
<tr>
<td>Grant-Funded Research Expenditures, by Fiscal Year and MAU</td>
<td>UAS</td>
<td>E</td>
<td>Old</td>
<td></td>
<td><a href="https://alaska.datacookbook.com/institution/terms/19677">https://alaska.datacookbook.com/institution/terms/19677</a></td>
</tr>
<tr>
<td>Non-Credit Instructional Units by MAU</td>
<td>UAS</td>
<td>D</td>
<td>Old</td>
<td></td>
<td><a href="https://alaska.datacookbook.com/institution/terms/19750">https://alaska.datacookbook.com/institution/terms/19750</a></td>
</tr>
<tr>
<td>Completers to Faculty Ratio</td>
<td>UAS</td>
<td>B</td>
<td>B1</td>
<td>Old</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/33714">https://alaska.datacookbook.com/institution/terms/33714</a></td>
</tr>
<tr>
<td>Success in Entry Level College Courses</td>
<td>UAS</td>
<td>A</td>
<td>A2</td>
<td>New</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/33715">https://alaska.datacookbook.com/institution/terms/33715</a></td>
</tr>
<tr>
<td>Post-Graduation Employment</td>
<td>UAS</td>
<td>A</td>
<td>A3</td>
<td>New</td>
<td><a href="https://alaska.datacookbook.com/institution/terms/33717">https://alaska.datacookbook.com/institution/terms/33717</a></td>
</tr>
</tbody>
</table>
(III) Logging in and editing on OMB’s Performance Framework

Step 1: Log in to the Performance Framework
(a) Go to website -> http://omb.alaska.gov/results/admin/index.php
(b) Log-in with information -> USERNAME: XXXX  PASSWORD: XXXX

Step 2: Select your university
After logging-in, you should see the options below. Select your university.

Step 3: Edit your performance report in Draft Mode
(a) After selecting your university, select the DRAFT edit mode by clicking on ‘Draft.’
(b) Once you have selected draft, the word will be larger.
   It becomes the following:
(IV) Editing your ‘Mission’

SECTION NO LONGER USED – MISSION CHANGES REQUIRE ADVANCE BOR APPROVAL AND DISCUSSION WITH STATE BEFORE INCORPORATION

Important: Changing your university mission statement is not trivial. Even slight changes should be approved at the highest level at your university to avoid executives being blindsided by legislative demands for justification.

Step 1: Log in and find mission
(a) Log into OMB and access the DRAFT version of your university.
(b) Find the Mission section (located under the university title)

Step 2: To edit the mission section
(a) Click on ‘Edit.’

Step 3: To modify the mission
Editing the mission will show the Current Version and a modified version in the box beneath it.

(a) The current version shows the text that appears on the website.
(b) The modified version is where you will make all edits/deletions/additions to your university’s mission.

Tip: If the text box is not big enough, you can drag the lower right corner to enlarge it.
Step 4: To save your changes
   1. When you are finished editing, click on the (Save) button.
   2. Click on the Return option to continue editing.

(V) Editing ‘Core Services’
NOTE: one cannot directly edit the list of Core Services that appears below the mission statement. The list is automatically populated from your entries below in ‘Mission Results’ and ‘Core Services’.

Here’s what the section looks like now in DRAFT mode:

Note that there are no options to edit the bullet items. This list auto-populates from the core services listed below. The whole section now looks like this in DRAFT mode:
Step 1: To begin editing core services

You can edit or remove core services by clicking on ‘Edit’ or ‘Mark for Removal’

Step 2: To edit Core Services

(a) Editing the core service will show 2 different versions: Current and Modified.

(b) The current version shows the text of what is currently used on the website.

(c) The ‘modified’ version is a text box that will make all edits/deletions/additions to your specific Core Service. Tip: If the text box is not big enough, you can drag the lower right hand corner of the box to make it larger.

(d) Click on the save button.
(e) Click on the Return option to continue editing without saving.

Step 3: To Add a new Core Service
(a) Click on ‘Add Core Service.’

(b) Click on the Return option to continue editing without making changes, or
(c) Input text that defines the new Core Service and save.
(VI) Editing Core Service Details

Step 1: Log in and find one of the Core Service sections

(a) Log in to OMB and access the DRAFT version of your university.

(b) Find the Core Services section (located under the Core Services title)

(c) For each core service, you can [Edit], [Remove], view [Details], [Duplicate this target]

Step 2: Edit the Title

(a) Core services are ordered according to how you enter them. If you need to change the order, you may need to use ‘Duplicate this Target’ strategically to get the order you need.

(b) Click on the [Edit] button.

(c) After editing a new version in the text box, click [Save] and Return

Step 3: Edit the ‘Target’

(a) To add a target, click on the “Add Target” option at the end of the Core Service.

(b) The Target should be confined to a single statement of the fiscal year. There should be mention of the category and the numeric amount (with units)

(c) Status statements were eliminated last year.

(d) After editing a new version in the text box, click [Save] and Return

(e) Once returned, you will be returned to the ‘main page’
1. Click on [Details] for the core services target.

Details will get you to a page like the following. Note that you can select ‘edit’ at various points on the page to analyze target detail, the data and graph, and the analysis portion.

---

**Analysis:** [Edit]

The proportion of first-time, full-time bachelor degree seeking students who graduate within six years has remained relatively steady over the last five years, with some year-to-year variation. UA landed about one percentage point below the desired FY12 performance target, with 27.6 percent of students starting in fall 2007 graduating with a baccalaureate by FY12. Improved placement and advising are intended to raise these rates. Nationally, an average 29 percent of first time, full-time freshman starting at public, open admission universities get a bachelor’s degree within six years.*

Step 4: Enter/Edit your university’s data

Click on ‘Edit’ above the chart. This pulls up this page (the data page for the chart above):

Start at the above diagram’s upper left, and moving clockwise:

(a) Select years from the pull-downs.

(b) Enter a chart title, and select fiscal or calendar year.

(c) Enter your annual data in the YTD column (unless you have a good reason to do otherwise).

(d) Enter your targets under the ‘Target’ column. You may need to type ‘Target’ in as the name of the column.

(e) ‘Show % Change’ refers to the optional data table that can be produced with the chart. The checked ‘Hide’ boxes below the data also refer to the data table. As you see it here, no data table is produced because ‘Hide’ is selected for every column.

(f) Make sure you have ‘Text’ selected under the ‘Compute as’ column.

(g) To get the chart to plot, you must select something, usually ‘bar’ for the ‘Graph as’ row. The data and target columns are graphed as bars here.

(h) Notice that you can also override the vertical axis scale if you need to.

(i) Click ‘Save.’
(VII) Editing Results
Follow the process outlined above for Core Services.

(VIII) Previewing Your ‘Results at a Glance’
Step 1: Log in and Find Export section (This process doesn’t work well on Mac OS)

1. Log in to OMB and access the DRAFT version of your university.
2. Find the ‘RTF Exports’ option at the bottom of the page under the Results/Core Services section

Step 2: Find and Download Performance Details
(a) Click [Performance Details] and your browser will download the RTF file.
(b) You can view the RTF file in Notepad (Windows), Word (Windows/Mac), Text Editor (Mac)
(IX) Previewing Your Results as Public

Step 1: Log in and find your report in draft mode
(a) Log in to OMB and access the DRAFT version of your university.
(b) Find the ‘RTF Exports’ option (located under the Mission Results/Strategies section)
(c) It is located to the right of ‘RTF Exports’
(d) The ‘Preview as Public’ will show how the report will be detailed on the website.
(IX) Data Review

Step 1 – Notify UA Institutional Research and Planning
(a) After previewing your DRAFT, notify Cindy Collins by e-mail (ckcollins2@alaska.edu)

Step 2 – UA Institutional Research and Planning Review
(a) UA Institutional Research and Planning will respond to your e-mail (sent in Step 1).
   Response will come after the submitted data has been reviewed.
(b) If edits are necessary, login to the OMB website and make changes.
(c) Notify UA Institutional Research and Planning that all edits have been made (Repeat 1-3 if necessary)
(d) After final review, UA Institutional Research and Planning approves submission of the university’s Performance Evaluation to the OMB.
Appendix A

Metrics – What are these?

A metric is a quantitative way of measuring a certain activity, usually over time, as measures of institutional health or progress toward institutional goals. There are a number of different types of metrics.

Definitions

1. **Input metrics** are measures of the resources or ‘raw materials’ that enter the system. Examples are recent Alaska high school graduates attending the University of Alaska or the number of new research grants.

2. **Progress metrics** measure activities completed to bring the institution closer to reaching its output goals. Examples are enrollment and student credit hours attempted.

3. **Outcome metrics** specifically refer to ‘products’ of university activity, such as the number of degrees, certificates and endorsements awarded, or total direct research expenditures.

4. **Effectiveness metrics** measure the quality of work done by the institution. Examples are six-year graduation rate and number of graduates per 100 degree-seeking undergraduates.

5. **Efficiency metrics** measure how well the input measures are processed relative to resources used. Examples are Instructional Expenditures per Student FTE and Ratio of Instructional Faculty FTE to Student FTE.

Example

A simplistic real-world example: a delivery van.

- **Input metrics** could be amount of gasoline in the tank at the start of the day, or number of packages to deliver.
- A **progress metric** could be miles driven or gasoline burned.
- An **outcome metric** could be the number of deliveries performed in a day.
- An **effectiveness metric** could be proportion of packages delivered properly.
- **Efficiency metrics** could be miles per delivery, or gasoline burned per package delivered.

For the State of Alaska’s Performance Management resources, see: [https://omb.alaska.gov/html/performance/resources.html](https://omb.alaska.gov/html/performance/resources.html)
<table>
<thead>
<tr>
<th>Priority Program</th>
<th>Program Definition</th>
<th>Input Measure</th>
<th>Progress Measure</th>
<th>Output Measure</th>
<th>Effectiveness</th>
<th>Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Instruction</td>
<td>Instructional programs, including all credit and non-credit courses for academic and vocational instruction, as well as directly related support functions: student services; academic support; scholarships; athletics; and library.</td>
<td>- Number of recent Alaska high school graduates attending UA (Metric 16)</td>
<td>- Number of activities completed</td>
<td>- Number of awards (UAR 2.04)</td>
<td>- Number of graduates per 100 degree-seeking undergraduates (UAR 2.12)</td>
<td>- Instructional Expenditures per Student FTE (UAR 2.17)</td>
</tr>
<tr>
<td>Research: Advancing Knowledge, Basic and Applied</td>
<td>Activities directly related to scientific and academic research. The majority of the research is externally sponsored from non-general funds.</td>
<td>- Number of new research grants (UAR 5.03)</td>
<td>- Research Faculty FTE</td>
<td>- Direct Research Expenditures (UAR 5.03)</td>
<td>- Number of new and active research grants (UAR 5.03)</td>
<td>- Number of citations (UAR 5.03)</td>
</tr>
<tr>
<td>Service: Sharing Knowledge to Address Community Needs</td>
<td>Activities that make available to the public the unique resources and capabilities of the university in response to specific community needs or issues.</td>
<td>- Number of workshops/lecture/program</td>
<td>- Non-credit units (UAR 5.03)</td>
<td>- Workshop/lecture/program average participant headcount</td>
<td>- Workshop/lecture/program average participant headcount</td>
<td>- Expenditures per workshop/lecture/program and professional development course completions per 100 participants</td>
</tr>
<tr>
<td>Graduate Medical Education Family Practice</td>
<td>Residency training administered by Providence Hospital to address Alaska's physician workforce shortage.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Appendix C

Links to University of Alaska performance pages at the OMB website

University of Alaska System

Statewide Programs and Services

University of Alaska Anchorage

University of Alaska Fairbanks

University of Alaska Southeast
Appendix D

University of Alaska Key Performance Indicators

Performance

Log Out > Public Agency List > Department Priority Programs

Edit Password

Agency Listing | Department Key Performance Indicators | Reports

FY14 Management Plan as of 12/11/2013 (in thousands)

University of Alaska Totals

1. Student Instruction
This program category represents the university systems instructional programs, including all credit and non-credit courses for academic and vocational instruction, as well as directly related support functions; student services; academic support; scholarships; athletics; and library.

- Target: Confer 166 baccalaureate engineering degrees in FY14 and 170 such degrees in FY15.
- Target: Confer 920 health-related degrees in FY14 and 925 such degrees in FY15.
- Target: Confer 4,600 degrees, certificates & endorsements in FY14 and 4,850 degrees in FY15.
- Target: Confer 550 degrees, certificates, and endorsements in teacher education related areas in FY14 and 555 such degrees in FY15.
- Target: Increase the proportion of students who earn a bachelor's degree at the university and then earn a graduate degree within five years at a U.S. institution to 11.5% in FY14 and to 11.7% in FY15.
- Target: A target baccalaureate six-year graduation rate of 32.0% in FY14 and 32.5% in FY15.
- Target: A target associate and certificate three-year graduation rate of 12.5% in FY14 and 14.0% in FY15.
- Target: Decrease the average time to graduate with a baccalaureate degree to 5.0 years in FY14 and FY15.
- Target: A target of 29.7% of recent Alaska high school graduates attending the University of Alaska in FY14 and 30.0% in FY15.
- Target: Among associate degree seekers, increase the percentage of preparatory students completing college level class within 1 year of remediation to 9.5% in FY14 and 10.5% in FY15.
- Target: Among bachelor degree seekers, increase the percentage of preparatory students completing college level class within 1 year of remediation to 20.0% in FY14 and 21.0% in FY15.
- Target: Increase the average number of e-Learning Credits Taken by UA Students to 3.1 credits in FY14 and 3.2 credits in FY15.
- Target: Increase the percentage of associate degree-seekers who complete 30+ credits to 4.8% in FY14 and to 5.2% in FY15.
- Target: Increase the percentage of bachelor's degree-seekers who complete 30+ credits to 16.0% in FY14 and to 17.0% in FY15.

2. Research: Advancing Knowledge, Basic and Applied
This program category represents activities directly related to scientific and academic research. The majority of the research is externally sponsored from non-general funds.

- Target: Generate $5.20 in research revenue from non-general fund sources for every $1 of general fund research revenue in FY14 and FY15.
- Target: Have 7% percent of graduate students supported by research grants in FY14 and FY15.
- Target: Increase grant funded research expenditures to $130.5 million in FY14 and $131.5 million in FY15.