Performance Evaluation and Projections, FY07 – FY22

MAU performance evaluation and reporting requirements are driven by the university’s Operating Budget Development Guidelines and State of Alaska budget submission requirements. Information provided through the ongoing performance evaluation process allows UA to demonstrate a high standard of accountability and transparency relative to: efficiency and effectiveness of existing programs; ability to successfully execute program requests; strategic linkage to and impact on meeting performance goals; and responsibility for executing system wide priorities.

New for the FY14 budget development cycle, each MAU will use the OMB website to submit draft performance evaluations to the system office in conjunction with the FY14 budget request. However, individual, MAU-specific strategy metrics must be appropriate for external reporting, i.e. clearly defined and independently replicable from UA information systems as defined in UA’s data architecture iData (link to data architecture page: https://alaska.datacookbook.com). Note, the performance evaluations should be based on maintenance scenario with increment impact on top of it.

Currently two important long-term initiatives are under way at the University of Alaska – Strategic Development Initiatives and UA Metric Development. Since both of them are not finalized yet, some delays are anticipated in the development of new metrics by MAUs. It is reasonable to assume that new metrics will find their way into the MAU’s End Result and Strategy measures not earlier than next year.

MAU performance evaluations for each End Result and Strategy measure are due to the system office via the OMB website by July 30, 2012. The Standard Operating Procedure (SOP) for entering and submitting the data into the website’s standardized electronic formatting template is attached (see Appendix). Data definitions are due in iData for review and approval by July 1, 2012. After the MAU has submitted the draft analysis via OMB website, the system office will review the data to assure its accuracy, propose some edits if needed, repeat reviewing process and finally, approve MAU’s submission to OMB.
Appendix

MAU Performance Evaluation Submission to In Support of FY14 Budget Request

Standard Operating Procedure

University of Alaska
UA Institutional Research and Analysis
May 2012
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    Updating Performance Evaluation Information 3  
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(I) **Data Definition**

**Before starting to prepare Performance Evaluations:**
1. Log-in to the iData application (alaska.datacookbook.com)
   a. Use your 3-million number and corresponding password (Note: MAU IR Directors already have access to the iData).
2. Select the Terms tab
3. Under Functional Areas filters, select “Terminologies and Definitions”
4. Select the applicable term.
5. Validate that the term planned for inclusion is aligned with the recognized university definition.
   a. If there is an adjustment to be made, then edit it and submit the proposed revision.
   b. If there is an additional term to be made, then propose and submit it for review.
      i. The EDIT option is available on the right (to the right of the title)
      ii. The SUMBIT option is at the bottom of the page.
   c. You can make any comments at the bottom of the terms page.
(II) **Log-in for Editing and Updating Performance Evaluation Information**

**Step 1:**
2. Log-in with information -> USERNAME: XXXXX      PASSWORD: YYYYY

![Login](Please+Login:+Username:+Password:+Login)

**Step 2:**
1. After logging-in, you should be under the “Agency Listing” category.
2. Select your MAU from the list below.

![Agency Listing](Agency+Listing+|+Department+Priority+Programs+|+Reports
- University of Alaska ( recent results)
  - College of Rural & Community Development (Comp 956)
  - Statewide Programs and Services (RDU 231)
  - University of Alaska Anchorage (RDU 235)
  - University of Alaska Fairbanks (RDU 236)
  - University of Alaska Southeast (RDU 237)

**Step 3:**
1. After selecting your MAU, click on “Draft”.
2. Once you have selected draft, the word will be larger than previously.

![Draft Mode](Edit+Mode
Published+|+Draft
Viewing only current public website information. Any edits made are immediately visible on the public website. [Approve all changes on this page])
( III ) Editing the Mission

Step 1:
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the Mission section (located under the MAU title)

Step 2:
1. Click on the [Edit] button.

Step 3:
1. Editing the mission will show 2 different versions: Current and Modified.
2. The current version shows the text of what is currently used on the website.
3. The modified version is a text box that will make all edits/deletions/additions to your MAUs mission.
   a. Tip: If the text box is not big enough, then drag the lower right hand corner of the box to make it larger.

Step 4:
1. Click on the (Save) button.
2. Click on the Return option to continue editing.
( IV ) Editing the Core Service

Step 1:
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the **Core Services** section (located under the Mission section)
3. The Core Services section allows for you to edit the different information sets located on the OMB website.

```
Core Services

- Anchorage Campus: [Edit] [Mark for Removal]
- offers programs leading to vocational and professional certificates, associate, baccalaureate, and master's level degrees; [Edit] [Mark for Removal]
- provides extensive adult, community and continuing education offerings; [Edit] [Mark for Removal]
- hosts a wide range of popular seminars and symposia for career development; [Edit] [Mark for Removal]
```

Step 2:
1. Check each Core Service to ensure that the information is correct.
2. If you spot a service that is incorrect, then you can either edit it (or remove it)
3. Click on the [Edit] button.

```
- hosts a wide range of popular seminars and symposia for career development; [Edit] [Mark for Removal]
```

Step 3 (edit):
1. Editing the mission will show 2 different versions: Current and Modified.
2. The current version shows the text of what is currently used on the website.
3. The modified version is a text box that will make all edits/deletions/additions to your specific Core Service.
   a. Tip: If the text box is not big enough, then drag the lower right hand corner of the box to make it larger.

```
Editing core service for University of Alaska Anchorage:
Current Version:
- provides extensive adult, community and continuing education offerings;
```

Step 4:
1. Click on the [Save] button.
2. Click on the Return option to continue editing.

Step 5 (add):
1. Click on the [Add] button.
2. Click on the Return option to continue editing.
3. Input text that defines the new Core Service.
4. Click on the [Save] button.
5. Click on the Return option to continue editing.
( V ) Editing the Strategies to Achieve End Result

**Step 1:**
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the Strategies to Achieve End Result section (located under the Core Services title)
3. Per strategy, you can [Edit], [Mark for Removal], [Details], [Duplicate this target]

**Step 2 – Edit the Title:**
1. Each Strategy is listed alphabetically (A, B, C…Z)
2. Click on the [Edit] button.
3. After editing a new version in the text box, click [Save] and Return

**Step 3 – Edit the Target:**
1. Editing the target will show 2 different areas: **Target** and **Status**.
2. 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)
3. The **Status** needs to deliver the message of current amounts. The **Status** is a gateway to view how the MAU is progressing towards the **Target**.
4. After editing a new version in the text box, click [Save] and Return

**Step 4:**
1. Once returned, you will be returned to the main page
2. Click on the Strategy target of [Details]

**Step 5:**
1. Once returned, you will be returned to the main page
2. To add a target, click on the “Add Target” option at the end of the Strategy.
( VI ) Editing the End Result

Step 1:
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the End Result section (located under the Core Services title)
3. Per End Result, you can [Edit], [Mark for Removal], [Details], [Duplicate this target]

Step 2 – Edit the Title:
1. Each End Result is listed alphabetically (A, B, C…Z)
2. Click on the [Edit] button.
3. After editing a new version in the text box, click [Save] and Return

Step 3 – Edit the Target:
1. Editing the target will show 2 different areas: Target and Status.
2. 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)
3. The Status needs to deliver the message of current amounts. The Status is a gateway to view how the MAU is progressing towards the Target.
4. After editing a new version in the text box, click [Save] and Return

Step 4:
1. Once returned, you will be returned to the main page
2. Click on the Strategy target of [Details]

Step 5:
1. Once returned, you will be returned to the main page
2. To add a target, click on the “Add Target” option at the end of the Strategy.

Step 6:
1. You can also use the option to [Add Result] at the bottom of the page. 

End Result: [Add Result]
( VII ) Previewing the Results at a Glance

Step 1:
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the RTF Exports option (located under the End Results/Strategies section)
   - RTF Exports
     - Results at a Glance - Budget Narrative
     - Performance Details
3. RTF Exports, you can use [Results at a Glance – Budget Narrative] and [Performance Details]

Step 2 – Results at a Glance:
1. Click [Results at a Glance – Budget Narrative] and your browser will download the RTF file.
2. You can view the RTF file in Notepad (Windows), Word (Windows/Mac), Text Editor (Mac)

**DRAFT** University of Alaska Anchorage Results Delivery Unit **DRAFT**

Mission
The mission of the University of Alaska Anchorage (UAA) is to discover and disseminate knowledge through teaching, research, engagement, and creative expression.

Located in Anchorage and on community campuses in Southcentral Alaska, UAA is committed to serving the higher education needs of the state, its communities, and its diverse peoples.

The University of Alaska Anchorage is an open access university with academic programs leading to occupational endorsements; undergraduate and graduate certificates; and associate, baccalaureate, and graduate degrees in a rich, diverse, and inclusive environment.

University of Alaska Anchorage Mission Statement
Board of Regents' Policy 10.01.02
Adopted 09/19/2007

Results at a Glance
(detailed performance information is available on the web at http://omb.alaska.gov/results/)

End Result A: More graduates who are qualified to take a high-demand job in Alaska.
Target #1: A target of 1,854 degrees awarded in high-demand job area (HDJA) programs in FY13.
Status #1: The University of Alaska Anchorage awarded 1,775 degrees in high-demand job area programs in FY11, which marked a near 7 percent increase over FY10, exceeding the FY11 target of 1,714 awards.

Strategy A1: More graduates ready to be employed in specific Alaska high demand job areas.
Target #1: A target of 64.0 degrees, certificates and occupational endorsements awarded in health-related fields in FY13.
Status #1: The University of Alaska Anchorage delivered 590 awards in health-related fields in FY11, which was a near 2 percent increase from FY10, although below the FY11 target of 597 health-related awards.
Target #2: A target of 149 Engineering and Construction awards in FY13.
Status #2: The University of Alaska Anchorage delivered 136 Engineering and Construction awards in FY11, which was a 6 percent (8 award) increase from FY10, below the target set for FY11 of 156 awards.

End Result B: Generate a significant amount of revenue from sources other than the State of Alaska, such as federal revenue, tuition and fees and university receipts.
Target #1: A target of $179.6 million in university and federal receipts in FY13.
Status #1: The University of Alaska Anchorage generated $160.3 million from non-state funds in FY11, which was an increase of 10 percent over FY10, exceeding the target of $148.2 million set for FY11.

Strategy B1: Greater revenue generation from tuition and fees.
Target #1: A target for revenue from student tuition and fees of $83.4 million in FY13.
Status #1: The University of Alaska Anchorage gross revenue generated from student tuition and fees reached $73.0 million in FY11, which was an 8 percent increase ($5.2 million) from FY10, exceeding the goal set for FY11 of $73.5 million.

End Result C: Increased University of Alaska Anchorage baccalaureate degree-seeking student six year graduation rate.
Target #1: 26.3 percent six year graduation rates for first-time, full-time baccalaureate degree-seeking freshmen in FY13.
Status #1: The University of Alaska Anchorage first-time, full-time baccalaureate degree-seeking freshmen six year graduation rate was 25.2 percent for FY11.

Strategy C1: Higher retention rates for specific groups of first-time, full-time freshmen.
Target #1: A target retention rate for first-time, full-time undergraduate freshmen of 68.0 percent in FY13.
Status #1: The University of Alaska Anchorage had a first-time, full-time undergraduate freshmen retention rate of 67.8 percent in FY11, which was a 3 percent decrease from the FY10 performance level.
Target #2: A target retention rate for first-time, full-time baccalaureate degree-seeking freshmen of 73.0 percent in FY13.
Status #2: The University of Alaska Anchorage had a first-time, full-time baccalaureate degree-seeking freshmen retention rate of 72.4 percent in FY11, which was a near 4 percent decrease from the FY10 performance level.

End Result D: Greater level of student credit hour (SCH) enrollment.
Target #1: A target of 337,791 student credit hours attempted in FY13.
Status #1: The 378,721 student credit hours delivered by the University of Alaska Anchorage in FY11 were a 4 percent increase from FY10, surpassing the target performance level set for FY11 of 355,840.

Strategy D1: Greater Student Credit Hour Production in courses that meet General Education Requirements (GER's)
Target #1: A target of 155,000 student credit hours (SCH) attempted in GER courses in FY13.
Status #1: The University of Alaska Anchorage delivered 156,040 student credit hours in courses that met the General Education Requirements (GERs) in FY11, which was a 6 percent increase, roughly 7,000 SCH from the FY10 performance level, exceeding the goal set for FY11 of 150,330.
Step 3 – Performance Details:

1. Click [Performance Details] and your browser will download the RTF file.
2. You can view the RTF file in Notepad (Windows), Word (Windows/Mac), Text Editor (Mac)

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University of Alaska Anchorage Mission Statement
Board of Regents’ Policy 10.01.02
Adopted 06-18-2007

**Core Services**

**Anchorage Campus**

- Offers programs leading to vocational and professional certificates, associate, baccalaureate, and master’s level degrees;
- Provides extensive adult, community, and continuing education offerings;
- Hosts a wide range of popular seminars and symposia for career development;
- Academic units located on the campus include the College of Arts and Sciences, College of Business and Public Policy, College of Health and Social Welfare, College of Education, Community and Technical College, School of Engineering, and the Honors College.
- Chugach Eagle River Campus is one of the larger Anchorage campus extension sites. It is coordinated through the Community and Technical College delivering a variety of general interest and degree-oriented courses.
- Kneisl Peninsula College:
  - Offers a variety of programs to meet vocational, academic, and community needs;
  - Programs include associate, associate degree programs, courses leading to baccalaureate degrees, vocational programs, and continuing education and personal development courses;
  - Four-year degree programs available via distance delivery through other University of Alaska campuses.

**Kachemak Bay Branch** offers academic courses leading to Associate of Arts and Associate of Applied Science degrees and vocational certificates in Office Management Technology and Small Business Management. A wide range of continuing education courses is also available.

**Kodiak College**

- Serves the City of Kodiak and six villages spread out over 1,300 miles of coastline;
- Offers academic degree programs as well as industry certifications and vocational training in high demand workforce areas;
- It is a cultural center in the community, sponsoring events such as readings, lectures, seminars, art shows, and exhibits.

**Mendenhall Valley College**

- Offers courses leading to certificates, and associate and baccalaureate degrees;
- Offers professional development, continuing education, upper-division and graduate courses on a limited basis as demand warrants.

**Pinecone Village College**

- Offers a wide spectrum of higher education options for students and the communities in its service area including two-year associate degree and certificate programs.

### End Result

<table>
<thead>
<tr>
<th>A: More graduates who are qualified to take a high-demand job in Alaska.</th>
<th>Strategies to Achieve End Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target #1:</strong> A target of 1,854 degrees awarded in high-demand job area (HDJA) programs in FY13.</td>
<td><strong>Target #1:</strong> A target of 640 degrees, certificates, and occupational endorsements awarded in health-related fields in FY13.</td>
</tr>
<tr>
<td><strong>Status #1:</strong> The University of Alaska Anchorage awarded 1,775 degrees in high-demand job area programs in FY11, which marked a near 7 percent increase over FY10, exceeding the FY11 target of 1,744 awards.</td>
<td><strong>Status #1:</strong> The University of Alaska Anchorage delivered 590 awards in health-related fields in FY11, which was a near 3 percent increase from FY10, although below the FY11 target of 697 health-related awards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B: Generate a significant amount of revenue from sources other than the State of Alaska, such as federal revenue, tuition and fees and university receipts.</th>
<th>Strategies to Achieve End Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target #1:</strong> A target of $176.4 million in university and federal receipts in FY13.</td>
<td><strong>Target #1:</strong> A target for revenue from student tuition and fees of $833.4 million in FY13.</td>
</tr>
<tr>
<td><strong>Status #1:</strong> The University of Alaska Anchorage generated $169.5 million from non-state funds in FY11, which was an increase of 10 percent over FY10, exceeding the target of $149.2 million set for FY11.</td>
<td><strong>Status #1:</strong> The University of Alaska Anchorage gross revenue generated from student tuition and fees reached $73.6 million in FY11, which was an 8 percent increase ($6.2 million) from FY10, exceeding the goal set for FY11 of $73.5 million.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C: Increased University of Alaska Anchorage baccalaureate degree-seeking student six year graduation rate.</th>
<th>Strategies to Achieve End Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target #1:</strong> A target of 26.3 percent six year graduation rate for first-time, full-time</td>
<td><strong>Target #1:</strong> A target enrollment rate for first-time, full-time undergraduate freshmen of 68.0 percent in FY13.</td>
</tr>
</tbody>
</table>

Compiled by UA IRA  
Page 9 of 11  
iData #1926
( VIII ) Previewing The Results as Public

Step 1:
1. Log-into OMB and access the DRAFT version of your MAU.
2. Find the RTF Exports option (located under the End Results/Strategies section)
3. It is located to the right of RTF Exports

Preview as Public >

4. The Preview as Public will show how the report would be detailed on the website if approved as is.

Performance Details
University of Alaska - University of Alaska Anchorage

- See Results Summary »
- View Performance Details
- See Questions/Comments »

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- Chugiak-Eagle River Campus is one of the larger Anchorage campus extension sites. It is coordinated through the Community and Technical College delivering a variety of general interest and degree-oriented courses.
- Kenai Peninsula College:
( IX ) Data Review by UA IRA

Step 1 – Notify UA IRA:
1. After previewing your DRAFT, notify the Performance Metric Analyst (TBD), Saltanat Schweitzer, and Gwendolyn Gruenig by e-mail.
   a. Saltanat Schweitzer – saschweitzer@alaska.edu
   b. Gwendolyn Gruenig – gdgruenig@alaska.edu
   c. Performance Metric Analyst – To Be Determined

Step 2 – UA IRA Review:
1. UA IRA will respond to your e-mail (sent in Step 1).
   a. Response will come after the submitted data has been reviewed.
2. If edits are necessary, login to the OMB website and make changes.
3. Notify UA IRA that all edits have been made (Repeat 1-3 if necessary)
4. After final review, UA IRA approves submission of the MAU Performance Evaluation to the OMB.