

# Why Assessment Matters for Student Affairs at UF

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# Data and Metrics

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What data do you collect?

What data do you report, and to whom?

What are you trying to measure?

Who can use your data and how?

Common things to analyze:

- Size and scale of operation
- Effectiveness
- Efficiency
- Outcomes (learning, retention, graduation, student success)

# How are data used at UF to make decisions?

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Funding allocations to colleges based on student FTE

Pay central UF administration based on square footage of space used

Pay central UF administration based on dollars spent

Assign laboratory space based on grant income, e.g., UF College of Medicine

Determine internal funding allocations, e.g., IFAS Dean for Research

# Who are our peers?

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Association of American Universities (AAU)

Public land grant universities (APLU)

## Peers

- [University of California-Berkeley](#)
- [University of Illinois at Urbana-Champaign](#)
- [Indiana University-Bloomington](#)
- [University of Michigan-Ann Arbor](#)
- [University of North Carolina at Chapel Hill](#)
- [Ohio State University-Main Campus](#)
- [Penn State University-Main Campus](#)
- [Texas A & M University](#)
- [University of Texas at Austin](#)
- [University of Wisconsin-Madison](#)
- [AAUDE University Common Links](#)

# State of Florida Oversight for Universities

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Performance funding metrics  
(from the Florida Board of  
Governors)—started 2014

Preeminence funding metrics  
(from the state of Florida)—  
started 2013

Governor's focus on jobs for  
college graduates



# Performance Funding Metrics

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## #1: Percent of Bachelor's Graduates Enrolled or Employed (\$25,000+) in the U.S. One Year After Graduation

69.4% (improvement 1.8%)

This metric is based on the percentage of a graduating class of bachelor's degree recipients who are enrolled or employed (earning at least \$25,000) somewhere in the United States. Students who do not have valid social security numbers and are not found enrolled are excluded. This data now includes non-Florida data from 41 states and districts, including the District of Columbia and Puerto Rico. 2

[http://www.flbog.edu/board/office/budget/performance\\_funding.php](http://www.flbog.edu/board/office/budget/performance_funding.php)

# Performance Funding Metrics

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## #2: Median Wages of Bachelor's Graduates Employed Full-time One Year After Graduation

**\$40,700 (improvement 6.0%)**

This metric is based on annualized Unemployment Insurance (UI) wage data from the fourth fiscal quarter after graduation for bachelor's recipients. This data does not include individuals who are self-employed, employed by the military, those without a valid social security number, or making less than minimum wage. This data now includes non-Florida data from 41 states and districts, including the District of Columbia and Puerto Rico.

# Performance Funding Metrics

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## #3: Cost to the Student Net Tuition & Fees per 120 credit hours

**\$10,660 (improvement 6.0%)**

This metric is based on resident undergraduate student tuition and fees, books and supplies as calculated by the College Board (which serves as a proxy until a university work group makes an alternative recommendation), the average number of credit hours attempted by students who were admitted as FTIC and graduated with a bachelor's degree for programs that requires 120 credit hours, and financial aid (grants, scholarships and waivers) provided to students.



# Performance Funding Metrics

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## #4: Six Year FTIC Graduation Rate

**87.2% (improvement 0.7%)**

This metric is based on the percentage of first-time-in-college (FTIC) students who started in the Fall (or summer continuing to Fall) term and had graduated from the same institution within six years.

# Performance Funding Metrics

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## #5: Academic Progress Rate 2nd Year Retention with GPA Above 2.0

95.5% (improvement 0.9%)

This metric is based on the percentage of first-time-in-college (FTIC) students who started in the Fall (or summer continuing to Fall) term and were enrolled full-time in their first semester and were still enrolled in the same institution during the Fall term following their first year with had a grade point average (GPA) of at least 2.0 at the end of their first year (Fall, Spring, Summer).

# Performance Funding Metrics

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## #6: Bachelor's Degrees within Programs of Strategic Emphasis

56.9% (0.8% improvement)

This metric is based on the number of baccalaureate degrees awarded within the programs designated by the Board of Governors as 'Programs of Strategic Emphasis'. A student who has multiple majors in the subset of targeted Classification of Instruction Program codes will be counted twice (e.g., double-majors are included).

# Performance Funding Metrics

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## #7: University Access Rate (Percent of Undergraduates with a Pell-grant)

29.7% (-1.9% improvement)

This metric is based the number of undergraduates, enrolled during the fall term, who received a Pell-grant during the fall term. Unclassified students, who are not eligible for Pell-grants, were excluded from this metric.

# Performance Funding Metrics

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## #8. Graduate Degrees within Programs of Strategic Emphasis

70.3% (improvement 1.1%)

This metric is based on the number of graduate degrees awarded within the programs designated by the Board of Governors as 'Programs of Strategic Emphasis'. A student who has multiple majors in the subset of targeted Classification of Instruction Program codes will be counted twice (e.g., double-majors are included).

# Performance Funding Metrics

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## #9: Number of Faculty Awards (for UF and FSU—FLBOG choice)

21 (improvement of 6)

This metric is based on the number of awards that faculty have earned in the arts, humanities, science, engineering and health fields as reported in the annual 'Top American Research Universities' report. Twenty-three of the most prominent awards are considered, including: Getty Scholars in Residence, Guggenheim Fellows, Howard Hughes Medical Institute Investigators, MacArthur Foundation Fellows, National Endowment for the Humanities (NEH) Fellows, National Medal of Science and National Medal of Technology, Robert Wood Johnson Policy Fellows, Sloan Research Fellows, Woodrow Wilson Fellows, to name a few awards.

# Performance Funding Metrics

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## #10: Number of Licenses/Options Executed Annually (UF BOT choice)

#3 Rank: no change

This metric is the total number of licenses and options executed annually as reported to Association of Technology Managers (AUTM). The benchmarks are based on UF's rank within AAU institutions.

# Which Performance Metrics are Directly Impacted by Student Affairs?

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- #1: Percent of Bachelor's Graduates Enrolled or Employed (\$25,000+) in the U.S. One Year After Graduation
- #2: Median Wages of Bachelor's Graduates Employed Full-time One Year After Graduation
- #3: Cost to the Student Net Tuition & Fees per 120 credit hours
- #4: Six Year FTIC Graduation Rate
- #5: Academic Progress Rate 2nd Year Retention with GPA Above 2.0
- #7: University Access Rate (Percent of Undergraduates with a Pell grant)



# Performance funding scale/benchmarks

	IMPROVEMENT									
% Improvement	5.0%	4.5%	4.0%	3.5%	3.0%	2.5%	2.0%	1.5%	1.0%	0.5%
Points	10	9	8	7	6	5	4	3	2	1

Note: For Metric 3 only the percentage improvement should be negative in order to receive points.

Performance Based Funding Model 2017-18 Benchmarks											
		EXCELLENCE (Achieving System Goals)									
Points		10	9	8	7	6	5	4	3	2	1
Key Metrics Common to All Universities											
1	Percent of Bachelor's Graduates Employed (\$25,000+) and/or Continuing their Education Further 1 Yr after Graduation	72.8%	70.5%	68.3%	66.0%	63.7%	61.4%	59.2%	56.9%	54.6%	52.3%
2	Median Wages of Bachelor's Graduates Employed Full-time One Year After Graduation	\$40,700	\$38,200	\$35,700	\$33,200	\$30,700	\$28,200	\$25,700	\$23,200	\$20,700	\$18,200
3	Net Tuition & Fees per 120 Credit Hours	\$9,000	\$10,000	\$11,000	\$12,000	\$13,000	\$14,000	\$15,000	\$16,000	\$17,000	\$18,000

**2017 Performance-Based Funding Model  
2015-16 Final Metric Score Sheet**

Scores in black are based on Excellence.

Scores in orange are based on Improvement.

Metric	FAMU	FAU	FGCU	FIU	FSU	NCF	UCF	UF	UNF	USF	UWF
1	6	7	6	8	6	0	7	8	8	8	10
2	6	10	8	9	8	10	9	10	8	8	8
3	10	4	0	6	4	10	3	8	1	5	2
4	4	0	5	0	10	4	8	10	0	7	3
5	0	5	0	2	10	6	7	10	1	6	10
6	9	10	9	9	7	10	10	10	9	10	9
7	10	10	10	10	8	8	10	9	10	10	10
8.a	10	9	10	9	8		10	10	5	10	10
8.b						7					
9.a	0	7	8	5			4		6	10	10
9.b					10			10			
9.c						10					
10.a	10										
10.b		10	10	10							
10.c					10						
10.d						10					
10.e							10				
10.f								10			
10.g									10		
10.h										10	
10.i											10
Total Score	65	72	66	68	81	75	78	95	58	84	82

	Points	Allocation of State Investment	Allocation of Institutional Investment <sup>1</sup>	Total Performance-Based Funding Allocation
FAMU	65	\$0	\$13,905,021	\$13,905,021
FAU	72	\$19,395,004	\$21,769,903	\$41,164,907
FGCU	66	\$0	\$9,704,854	\$9,704,854
FIU	68	\$27,468,290	\$30,831,754	\$58,300,044
FSU	81	\$38,547,492	\$43,267,593	\$81,815,085
NCF	75	\$2,469,535	\$2,771,928	\$5,241,463
UCF	78	\$35,692,230	\$40,062,707	\$75,754,937
UF	95	\$55,061,011	\$48,516,241	\$103,577,252
UNF	58	\$0	\$12,894,229	\$12,894,229
USF	84	\$45,396,585	\$39,206,903	\$84,603,488
UWF	82	\$20,969,853	\$12,068,867	\$33,038,720
<b>Total</b>		<b>\$245,000,000</b>	<b>\$275,000,000</b>	<b>\$520,000,000</b>

\*Institutions scoring 50 points or less or the three lowest scoring universities will not receive any State Investment. Any ties in scores are broken using the tiebreaker policy in Regulation 5.001.



## University of West **Florida** soars in statewide metrics | Opinion

**Sun Sentinel** - Jul 6, 2017

University of West **Florida** soars in statewide metrics | Opinion .... Improving our scores on the **performance**-based **funding** metrics was our most ...



## UNF denied millions in state **funding** based on academic **performance**

**WOKV** - Jun 22, 2017

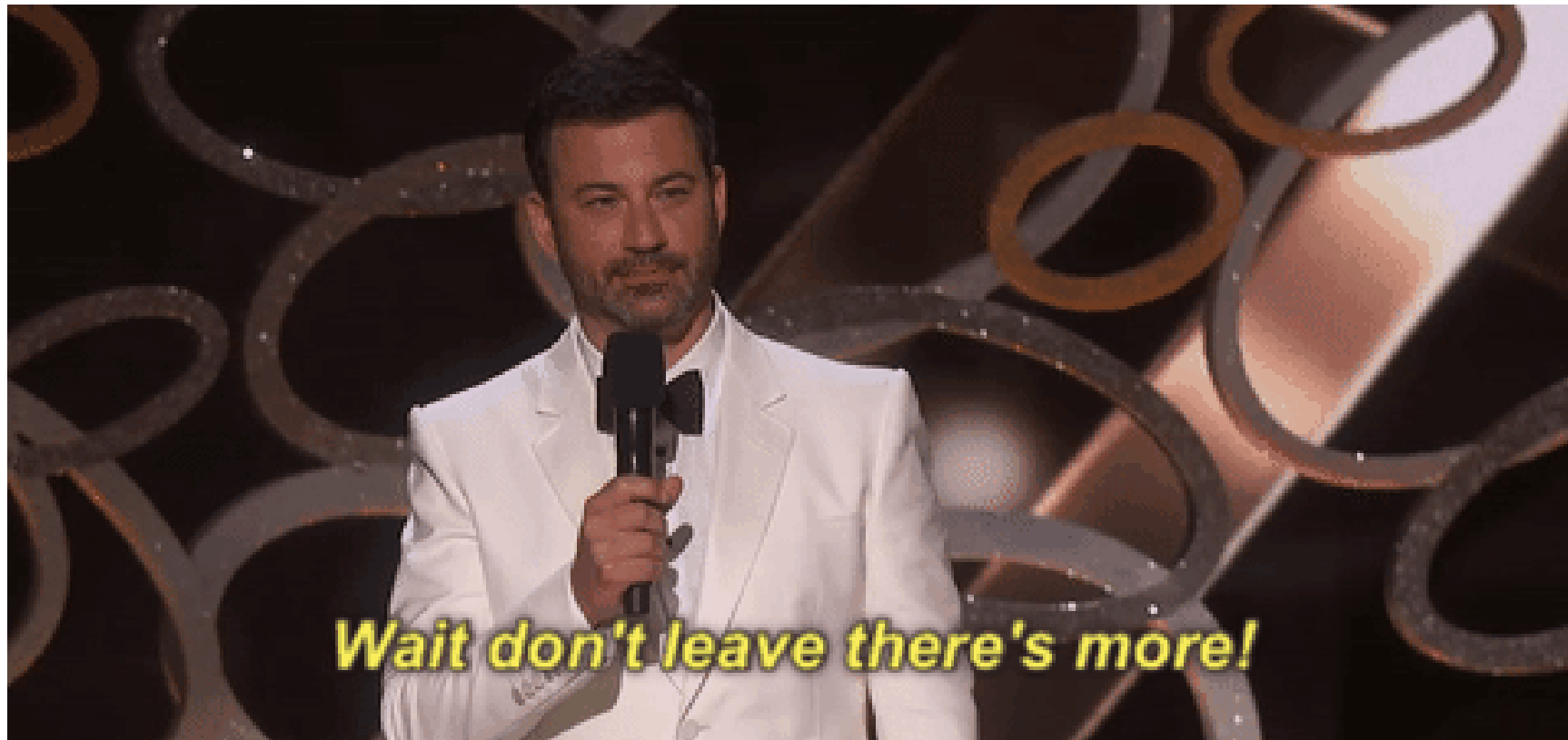
UNF denied millions in state **funding** based on academic **performance** ... The University of North **Florida** has been denied millions of dollars in ...



## FAU slips in state rankings, **funding** may be impacted

**WPEC** - Jun 23, 2017

BOCA RATON, Fla (CBS12) — **Florida** Atlantic University loses its top ... The **funding** the university receives from **Performance Funding** is not ...



# Preeminent Universities: Florida Statutory Definitions

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UF and  
FSU

(a) The Board of Governors shall designate each state university that annually meets at least 11 of the 12 academic and research excellence standards identified in subsection (2) as a “preeminent state research university.”

USF and  
UCF

(b) The Board of Governors shall designate each state university that annually meets at least 6 of the 12 academic and research excellence standards identified in subsection (2) as an “emerging preeminent state research university.”

# Preeminence Metrics

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The following academic and research excellence standards are established for the preeminent state research universities program:

- (a) An average weighted grade point average of 4.0 or higher on a 4.0 scale and an average SAT score of 1800 or higher on a 2400-point scale or 1200 or higher on a 1600-point scale for fall semester incoming freshmen, as reported annually.
- (b) A top-50 ranking on at least two well-known and highly respected national public university rankings, including, but not limited to, the U.S. News and World Report rankings, reflecting national preeminence, using most recent rankings.
- (c) **A freshman retention rate of 90 percent or higher for full-time**, first-time-in-college students, as reported annually to the Integrated Postsecondary Education Data System (IPEDS).

# Preeminence Metrics

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- (d) **A 6-year graduation rate of 70 percent or higher for full-time, first-time-in-college students**, as reported annually to the IPEDS.
- (e) Six or more faculty members at the state university who are members of a national academy, as reported by the Center for Measuring University Performance in the Top American Research Universities (TARU) annual report or the official membership directories maintained by each national academy.
- (f) Total annual research expenditures, including federal research expenditures, of \$200 million or more, as reported annually by the National Science Foundation (NSF).



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- (g) Total annual research expenditures in diversified nonmedical sciences of \$150 million or more, based on data reported annually by the NSF.
  - (h) A top-100 university national ranking for research expenditures in five or more science, technology, engineering, or mathematics fields of study, as reported annually by the NSF.
  - (i) One hundred or more total patents awarded by the United States Patent and Trademark Office for the most recent 3-year period.
  - (j) **Four hundred or more doctoral degrees awarded annually**, including professional doctoral degrees awarded in medical and health care disciplines, as reported in the Board of Governors Annual Accountability Report.
  - (k) Two hundred or more postdoctoral appointees annually, as reported in the TARU annual report.
  - (l) An endowment of \$500 million or more, as reported in the Board of Governors Annual Accountability Report.

# Preeminent Universities: Strategy within the Florida system

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Preeminent universities: started 2013

“Emerging preeminent universities”: started 2016

Everyone else: “The leaders of those institutions are facing a dilemma: Do they work toward improving upon the performance metrics, which include graduation and retention rates and graduates’ job placement and wages? Or do they reach for preeminence, adding nationally recognized top-tier faculty and pursuing patents for their research projects?”

<http://www.politico.com/states/florida/story/2016/09/a-new-dilemma-for-public-universities-performance-or-preeminence-106000>

# What is the future of preeminence?

## USF's path to 'preeminence' is restored after Rick Scott vetoes higher education bill

By Claire McNeill, Kristen M. Clark and Mary Ellen Klas, Times/Herald Tallahassee Bureau  
Thursday, June 15, 2017 8:25am

		FAMU	FAU	FGCU	FIU	FSU	NCF	UCF	UF	UNF	USF	UWF
4. Six Year Graduation Rate (Full-Time and Part-Time FTIC)	Excellence	40.7%	49.2%	45.5%	54.8%	80.0%	63.4%	68.3%	87.2%	53.0%	66.3%	48.3%
	Improvement	2.0%	0.4%	2.5%	-2.0%	0.7%	-7.1%	-1.9%	0.7%	-1.0%	-1.5%	1.6%
Excellence Score		0	0	0	0	10	4	8	10	0	7	0
Improvement Score		4	0	5	0	1	0	0	1	0	0	3
Higher Score		4	0	5	0	10	4	8	10	0	7	3

# Governor's Focus on Jobs and Limited Spending

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## **Rick Scott Says Florida Does Not Need More Anthropology Majors, Daughter Holds Degree In Field**

GOV. RICK SCOTT challenges Florida universities to help graduates get jobs

**Florida Gov. Cautions Universities Over Spending Increases**

Florida Gov. Rick Scott is cautioning university presidents over how they spend money that legislators gave them.

## Question # 1

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**How are your institution's degrees matched to the top job opportunities in Florida? I have attached the most recent list of top job areas in the state from the Department of Economic Opportunity as a reference.**

## Question #2

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**What is your institution's job placement rate for graduates of your two most popular degree programs? My Ready, Set, Work University Challenge established a goal of 100 percent.**

## Question #3

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**How has your institution spent the record state funding in higher education?**

**Attached is a six-year funding history for the 28 state colleges and 12 state universities.**

## Question #4

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**What is the return on investment from the record state funding in higher education?**



## Question #5

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**In response to my Finish in Four, Save More Challenge, what steps has your institution taken to get students graduated within four years? How have you worked with your college or university partner to assure students a seamless transition?**

## Question #6

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**Has your institution implemented any new internship programs?**



# Mental Health on College Campuses

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**Take a number: Florida college campuses swamped by students who need counseling**

**As mental health crisis deepens on Florida campuses, universities are left to find their own solutions**

**Editorial: Universities should spend more on mental health services**

# Real Comments to the News Article

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Why are these students with mental health issues attending college? All these kids should be on their parents insurance (Obamacare requirement). How about keeping all these snowflakes that can't take not always getting a trophy home until they are mature enough to deal with what real society is. Let their parents use their Obamacare coverage to treat these kids. This should not be the Universities responsibility to deal with these mental issues.

How about gender specific dorms? How about firing any prof that advocates harm to any party... like the black Trinity prof in Ct. Said some very vile things about the Alexandria. How about making these cow schools smaller and smarter?

# Real Comments to the News Article

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I thought I had a mental health problem. Then, my drill sergeant said, "Wait a few minutes and this will seem like a Hawaiian vacation". Let's put the money into a good ROTC program and let the rest of the lilies wilt.

It is not the responsibility of a university to provide mental health services to any and all students. It's obvious that in the past several years, this heavy emphasis on constant "counseling" has created a generation of needy young people who have come to expect this service on demand. It is equally obvious that if permitted, the costs of providing this service will continue to increase dramatically. It's time to put a stop to it now.

# Data and Metrics

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What data do you collect?

What data do you report, and to whom?

What are you trying to measure?

Who can use your data and how?

Common things to analyze:

- Size and scale of operation
- Effectiveness
- Efficiency
- Outcomes (learning, retention, graduation, student success)

# Why Does Assessment Matter?

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Why does your data matter?

Who do you share your data with?

What goal is it trying to support?

What is the story you are trying to tell?

Is it more than size and scope of operations?



