

From the Russ College Board



Mark Arnold, B.S.I.S.E '81, M.B.A. '88, is chair of the Russ College Board of Visitors.

In the last five years, reductions in support for higher education by the State of Ohio and the

movement to a more conservative endowment spending policy by The Ohio University Foundation have resulted in a \$2 million decrease in the Russ College's budget. Now it is more important than ever for us to strengthen and continue our strategic planning. Measuring our performance is one of the key ways we can inform that planning.

Over this past year, the Russ College has begun measuring its performance quantitatively for the first time in a comprehensive manner. While in the past we have undertaken efforts to measure various programs and initiatives, our new inclusive process will more accurately guide our strategic focus and future resource allocation.

For example, one of our goals is to achieve and maintain a certain undergraduate enrollment level. The metrics we are developing,

“What matters is not finding the perfect indicator, but settling on a consistent and intelligent method of assessing your output results, and then tracking your trajectory with rigor.”

— **Jim Collins, Good to Great and the Social Sectors: Why Business Thinking Is Not the Answer**

regionally, statewide, nationally, and globally.

We have identified nine categories of metrics for the Russ College, with specific measurements in each category. The categories, with some examples of those measurements, are:

- Faculty statistics: faculty diversity, student/faculty ratio
- Cost of instruction: instructional and space expenditures
- Student statistics: enrollment figures, time-to-graduation, ACT scores
- Teaching: student engagement, cooperative education participation rate

targeting, and then tracking will inform us about areas in need of improvement, in addition to the efficacy of strategies for achieving our goals. Ultimately, this will lead us in supporting Ohio University's five-year strategic plan—Vision OHIO—the goals of which are to become a nationally prominent research university; to increase the diversity of the university community; to expand the university's base of financial support; and to increase partnerships

Homecoming awards ceremony: Russ College Board of Visitors chair **Mark Arnold**, B.S.I.S.E. '81, center, with Alumni Board of Directors Chair **Dell Robinson**, B.S.S.P.S. '88 (L), and Executive Vice **Chair Dennis Minichello** A.B.A.S. '74, M.S. '74 (R), at the 2007 Homcoming awards ceremony, where Arnold received the Medal of Merit.



- Scholarship: publications, patents, external research funding
- University service: committee participation, fund-raising
- Professional activities: professional certifications and service
- Collaboration: courses co-taught, papers co-authored
- Prominence: number of professional organization fellows

Departments and schools within the Russ College are now working on their own metrics, in response to the College's. Both periodic monitoring and formal reviews will occur to ensure the process is on track. Departments and schools will report progress to the College, and the College will report to the Provost.

Eventually, department and school metrics will lead to changes in faculty merit evaluation and pay processes, as well as promotion and tenure criteria.

The ultimate goal is that faculty and staff behavior will transform in order to achieve the objectives of departments and schools, the College, and ultimately, Vision OHIO.