

Appendix C: Guidelines for Selecting Mission-specific Indicators

Background. The Academic Council recommended adding mission-specific indicators to the list of common indicators adopted by the Board of Higher Education. These mission-specific indicators were selected to reflect the strategic priorities of a campus and tell a better campus story of performance.

Standards. Chancellor staff developed standards to guide the process for selecting two mission-specific indicators: (1) defining the indicator and source for the data needed to measure improvement or effectiveness, (2) identifying the data gathering process and responsibilities, (3) providing three years of baseline data, (4) setting improvement targets, and (5) using a template for the electronic transfer of data by campuses to the Chancellor's Office.

Selection Criteria. Of the two mission-specific indicators, campuses selected at least one indicator (or subset of an indicator) from the list of common indicators for which the OUS provides data. The second mission-specific indicator could use data gathered and analyzed by the campus for which campuses were responsible for maintaining valid and reliable data and providing documentation annually for OUS records.

In March 2001, Chancellor's staff approved two mission-specific indicators for each campus. These indicators and the source of data are as follows:

Inst.	Indicator #1		Indicator #2	
EOU	High ability freshmen (admitted w/ HS GPAs of 3.5 or greater)	OUS Special Run	Cornerstone components completed by graduates (e.g., capstone, international experience, and internship)	EOU Database
OIT	Six-year graduation rate	OUS	Women enrolled in engineering-related disciplines (based on fall enrollment, persistence, and degrees awarded)	OUS Special Run
OSU	High-ability OR freshmen (admitted w/HS GPAs of 3.75 or greater)	OUS Special Run	Student diversity in undergraduate and graduate programs (based on fall enrollment persistence, and degrees awarded)	OUS Special Run
PSU	Federal R & D (Gifts, grants, & contracts expenditures)	OUS Special Run	Community- based learning experience completed by undergraduates.	PSU Database
SOU	Philanthropy (Foundation revenues and net assets)	OUS	Employer satisfaction with graduates	SOU Survey
UO	Faculty compensation compared to UO peer group	OUS	Research and economic development index (industrial support for R&D, income generated by tech transfer, and new jobs) compared to peer institutions.	UO- developed index
WOU	Six-year graduation rate	OUS	Students enrolled with disabilities.	WOU Database