

Aarhus Seminar

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BENCHMARKING

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Benchmarking

- UW-Madison
 - 45.000 students
 - \$1 billion - research
- Engineering Professional Development (EPD)
 - \$12 million - budget
 - Short courses, MEPP (online master of professional practice)
 - 13.000 students

Benchmarking

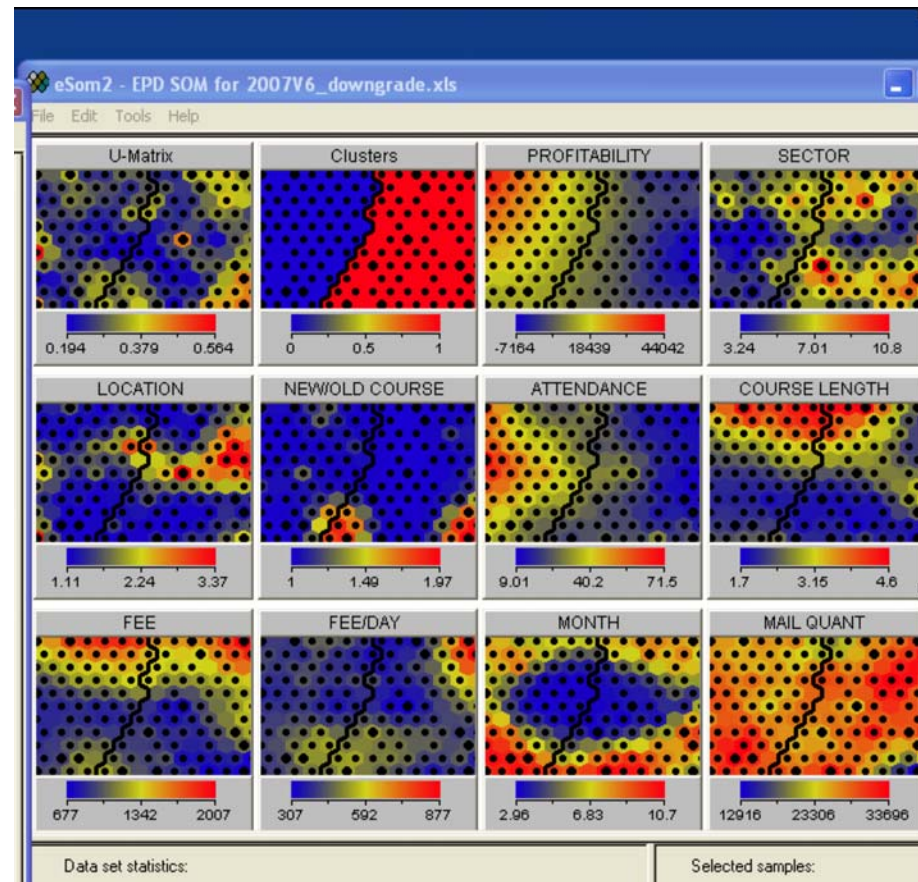
- EPD - DAETE self-evaluation
 - Question 4c
 - The integration of ICT serves the management , staff, operations, products, and students of the Centre.
 - Rating: 3
 - How to improve?

Benchmarking

- Use the Self-Organizing Map (SOM) to study the most important variables to course success
- Communicate results to course directors

SOM 2007 map of variables:

Examples of Self-Organizing Maps
Showing Complex Relationships Among Program Variables



Benchmarking

- Follow up and conclusions
 - Sector-by-sector analysis
 - Course director analysis
 - General conclusions
 - Fees/Day over \$450 are more likely to lose money
 - More brochure mailings don't pay off
 - Best course directors were the most interested
 - Madison was best course location

Benchmarking

- How can we improve the process of benchmarking for all organizations?
 - Create a best practices for successful (4s and 5s) organizations
 - Provide information for each organization so benchmarking is done with like organizations

Benchmarking

- **Benchmarking** is a method of measuring and improving our organizational performance by comparing ourselves with the best.
- Some people say that benchmarking is a waste of time. Sometimes this is because the gap between them and the best is so large they would rather not know.

Benchmarking

- Best practices

DAETE Self Evaluation

Examples of 4s and 5s

University of Wisconsin - Madison

<u>Question no.</u>	Rating	Justification
6a	4	In addition to student satisfaction questionnaires, (link) we have post completion surveys especially for degree programs. (link) . Feedback from industry is very positive and complaints are rare. However we don't have post reviews for short courses.
6b	4	We have a long history of using technology and distance education to satisfy customers. We have a Center designed to use the latest in communications, IT, and remote presentations. (link) . Also we have a web conferencing system for our Distance degree program. (link) . However we still have not mastered the use of web conferencing for public short courses.
6d	4	Our center building where most of our courses are delivered has recently been renovated to allow and encourage the latest delivery techniques. (Link) Our web conferencing still is not serving as many organizations as we should.
7b	4	Our programming staff are generally content experts. Ten of the 30 programming staff are tenured faculty with industrial experience but still most of them still cannot spell. But then again, they are engineers so that is to be expected. (link)

Benchmarking

- Best practices

8a	4	<p>The University of Wisconsin- Madison is an internationally recognized research, teaching and public service institution. The Wisconsin Idea was born here in the 1800s, and continuing education was a respected activity at this University. When UNESCO started a continuing education initiative, they appointed our Chairman as the head of that advisory unit. Our faculty and staff serve on many state, national, and international committees.</p>
8c	4	<p>Hundreds of international educators have benchmarked with the UW-Madison. Our <u>staff have testified</u> at state and national hearings and are often quoted in the news.</p> <p>Still, we could have done more and we feel that we have not met the full demand of industry especially in their needs to quick responses.</p>
9a	4	<p>We have been exceeding our revenue over expense ratio during the past 3 yrs. (link or figures) While at the same time have had moderate growth and good customer response.</p> <p>However, we have had down years, and we have a very small % of the continuing education investment in industry.</p>

1		UW-M	UW-M all	RPI	GT	TKK Dipoli
2	Criteria - EPD Continuing Education	FY07				\$
3	Campus Support	\$ 1,200,000				
4	Total Revenue	\$ 11,357,149	13,000,000	7,584,000	20,083,000	10,750,000
5	Number of Staff	52	65	15.80	107	85
6	Total Student Learning Hours (SLH)	184,989	215,000	7575	472490	270,000
7	Revenue/SLH	\$ 61	60	1000	42.5	40
8	Revenue/Staff	\$ 218,407	200000	481,000	187,690	126000
9	SLH/Staff	3,557	3300	481	4416	3180
10	Total Costs	\$ 12,048,896	13,535,000	783,000	9,335,000	8,929,000
11						
12						
13						
14	Criteria - EPD Distance Degrees	FY07				
15	Campus Support	\$ -				
16	Total Revenue	\$ 1,700,000				
17	Number of Staff	13				
18	Total Student Learning Hours (SLH)	30,000				
19	Revenue/SLH	\$ 57				
20	Revenue/Staff	\$ 130,769				
21	SLH/Staff	2,308				

Benchmarking

- **Ultimate Questions**
 - What information do we need to collect to best benchmark?
 - How best to collect “Best Practices”
 - Can we use SOM to optimize continuous improvement?
 - What else do we need to do?

Benchmarking

- Group discussion
- Reporting back – how to do it
- Thanks!
 - Contact:
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