How were metrics benchmarked?

DREXEL UNIVERSITY
Office of
Institutional Research,
Assessment and
Accreditation

Benchmarking goals were defined for the following sixteen metrics. The goals were developed based on Drexel's strategic and admission peers, e.g., Admit rate, Yield Rate, Retention & Graduation rate, and NTR/student. Internal benchmarks were developed for metrics from the exit survey. Deviations were then calculated based on the goals set for each of the metrics at the Undergraduate level. The deviations were then standardized, and a percentile score was computed. The final step involved assigning a score based on the percentile range and then summing it up to calculate a **total score**.

Metric Definitions:

Admit rate: Percent of applicants offered admission.
Yield rate: Percent of admitted applicants that enroll.
One-year retention rate: % of entering students retained one year from the point of entry.
Six-year graduation rate: % of entering students graduated within six years from the point of entry.
Net Tuition Revenue (NTR) per student FTE: Tuition, net of Drexel-source gift aid (grant), per adjusted FTE (Full-time Equivalent). Converting semester students to quarter FTE is achieved by adjusting the FTE.
Would recommend Drexel Probably/Definitely: % of graduates who say they "definitely would" or "probably would" encourage someone like them to attend Drexel.
Overall satisfaction with Drexel-very satisfied: % of graduates "very satisfied" with "overall quality of my education".
Overall satisfaction with Drexel-satisfied: % of graduates "satisfied" with "overall quality of my education".
Overall satisfaction with faculty accessibility-very satisfied: % of graduates "very satisfied" with "faculty accessibility outside of class".
Overall satisfaction with faculty accessibility-satisfied: % of graduates "satisfied" with "faculty accessibility outside of class".
Overall satisfaction with faculty interaction-very satisfied: % of graduates "very satisfied" with "quality of interactions with faculty".
Overall satisfaction with faculty interaction-satisfied: % of graduates "satisfied" with "quality of interactions with faculty".
Overall satisfaction with course content-very satisfied: % of graduates "very satisfied" with "quality of course content".
Overall satisfaction with course content-satisfied: % of graduates "satisfied" with "quality of course content".
Overall satisfaction with instructional quality-very satisfied: % of graduates "very satisfied" with "quality of instruction".
Overall satisfaction with instructional quality-satisfied: % of graduates "satisfied" with "quality of instruction".

Some majors might have data for the exit survey, but e.g. the six-year graduation rate is blank because students in those majors have not reached the 6-year mark to be counted in the six-year graduation rate. Students take the exit surveys in the term they are graduating.

University Goals - Bachelors

	Drexel Peers	Drexel Highest	Drexel Lowest	Drexel Suggested Goal
Admit Rate	55%	83%	75%	55%
Yield Rate	25%	14%	10%	25%
Retention Rate	91%	89%	87%	93%
Six-Year Graduation Rate	82%	78%	69%	82%
Encourage others to attend Definitely Probably Would		66%	62%	85%
Overall satisfaction Verysatisfied		33%	28%	59%
Overall satisfaction satisfied		63%	59%	31%
Faculty Accessibility/Interaction within Major Verysatisfied		36%	32%	59%
Faculty Accessibility/Interaction within Major satisfied		62%	59%	36%
Quality Interactions with Faculty Verysatisfied		38%	32%	55%
Quality Interactions with Faculty satisfied		61%	55%	38%
Quality of Course Content Verysatisfied		29%	24%	58%
Quality of Course Content satisfied		62%	58%	29%
Quality of Instruction Verysatisfied		29%	24%	60%
Quality of Instruction satisfied		64%	59%	29%
Net Tuition Revenue per student	$33,000	$28,000	$25,000	$33,000

Total Score Calculation

Calculations are based on the average of the latest three-year available data and at the college level.
Deviation metrics have been standardized by transforming them using z-scores and calculating a percentile rank on the result. The standardization has been performed at the college level. Scores are assigned for each metric based on the percentile rank calculated within a college as follows:

    (0 - < 25) = 1
    (>= 25 - < 50) = 2
    (>= 50 - < 75) = 3
    (>= 75 - 100) = 4

The total score displayed is the summation of the 16 individual scores. A program is categorized as **red**, **yellow**, and **green** based on the following score:

    (0 - <=21) **(Red)**
    (>21 - <=42) **(Yellow)**
    (> 42) = **(Green)**