



## HelioCampus Benchmarking Consortium

In a rapidly evolving and competitive environment, institutions today have to be more efficient with their resources, but often lack the tools to make data-informed decisions. An uncertain economic climate, resource constraints, supporting and maintaining the workforce are also key concerns. While institutions have more data than ever before, making sense of it and analyzing it in a wider context has remained a challenge.

The HelioCampus Benchmarking Consortium empowers members with visibility into critical financial and workforce insights including a technology platform to analyze and compare costs, access to a community of practice and analysis support from a team of experts. This comprehensive approach enables them to inform resource planning, demonstrate financial sustainability, and expertly manage labor spend. By measuring academic and administrative labor costs and allowing our members to benchmark both internally and against members, institutions have the financial data and insights needed to position themselves for success.



### Objectives

Benchmarking labor spend data provides ongoing visibility into workforce costs, the largest expense at an institution and, when paired with tools and analyses, can present options for both cost management and revenue generation. Through a comprehensive view of labor spend within the institution and across consortium members, institutions have the data, insights and justification they need to ensure their institution is in a position to meet their mission and thrive financially now and in the future.

**This allows an institution to:**



Expertly manage labor spend to support cost containment, strategic investment and the effective delivery of administrative services



Inform key finance process with data



Demonstrate institutional financial sustainability & provide evidence of fiscal responsibility for accreditation



## Key Outcomes

The Benchmarking Consortium gives institutions the data and insights they need to:

### Understand & Manage Labor Spend

- Analyze labor spend to identify opportunities for staffing efficiencies and investments, ensuring the most effective distribution of labor.
- Measure user satisfaction with administrative service units to identify under-resourced areas for reinvestment, over-resourced areas for re-allocation, and determine how competitive the institution is in recruiting and retaining staff.

### Determine Strategic Investment Opportunities & Meet Student Needs

- Understand how an institutions investment in revenue generating activities compares to others.
- Determine the most effective distribution of labor to support student success by measuring student satisfaction with administrative service units.

### Support Key Finance Processes

- Annual Budgeting: Introduce a new set of data into the budget process to help evaluate spending, providing further justification for decision making.
- Resource Planning: Data to support or deny additional headcount requests.
- Strategic Planning: Ensure the budget is aligned to institutional mission and goals.

### Financial Sustainability & Accreditation

- Demonstrate your institution is managing finances in alignment with their mission & strategic planning.
- Use benchmarking data as evidence of good financial stewardship for accreditation.



## Key Questions

### Understand & Manage Labor Spend

- Is your institution spending competitively to recruit and retain staff?
- Is it possible to realign administrative resources to optimize efficiency?
- How do staffing levels compare against other members and top nationally ranked schools?
- How administratively lean and centralized is my institution compared to benchmarks?
- Where am I over or under staffed compared to benchmarks and how can I make staffing plans for the future?
- What are the drivers of my administrative and academic labor investments?

### Support Key Finance Processes

- What is the right level of centralization for an RCM school?
- What is the return on my labor investments and how does that compare to the return for benchmarks?

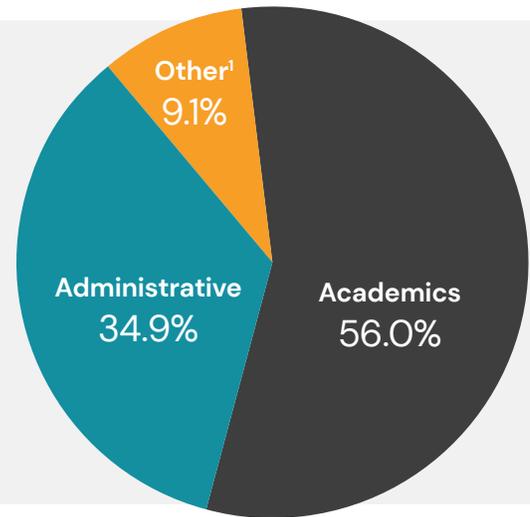
### Determine Strategic Investment Opportunities & Meet Student Needs

- How is your labor spend on mental health impacting student retention?
- Is your investment in student services resulting in higher enrollment rates?
- How can you staff up to support an expanding student population and/or expanding research budgets?
- How have your diversity investments impacted under-represented minority enrollment and completion rates?
- How does your facilities spend on the physical plant compare to like institutions?



## Average Labor Investment Allocation

<sup>1</sup> Other includes activities not mapped at this time: Athletics, Bookstores, Concessions, Community Outreach & Training, Libraries & Museums, Health Care Professionals, and Performing Arts

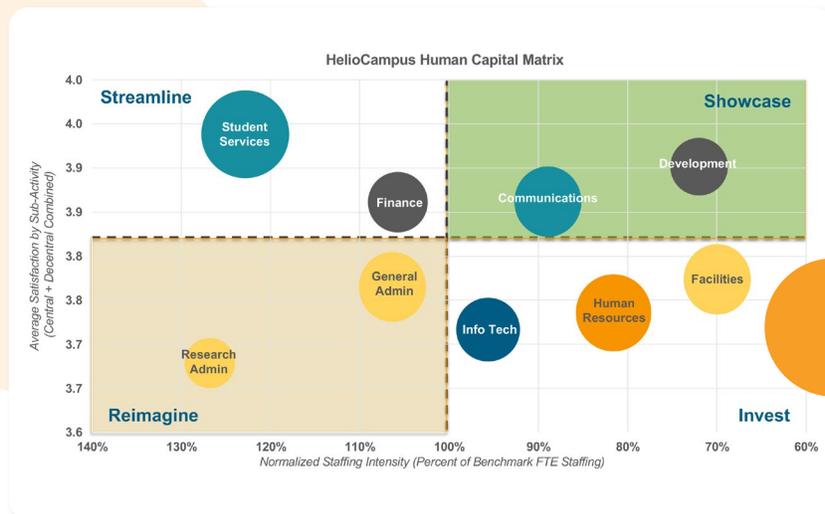


## Core Product Components

The benchmarking membership includes access to the platform and the analysis of administrative and academic labor spend through the Standard Activity Model (SAM). Members can benchmark their data internally and externally using a standard set of normalizing factors. This is accompanied by comprehensive support from a team of data experts who assist members in gathering, categorizing, normalizing and reviewing data, providing supplemental analyses and guided insights as required.

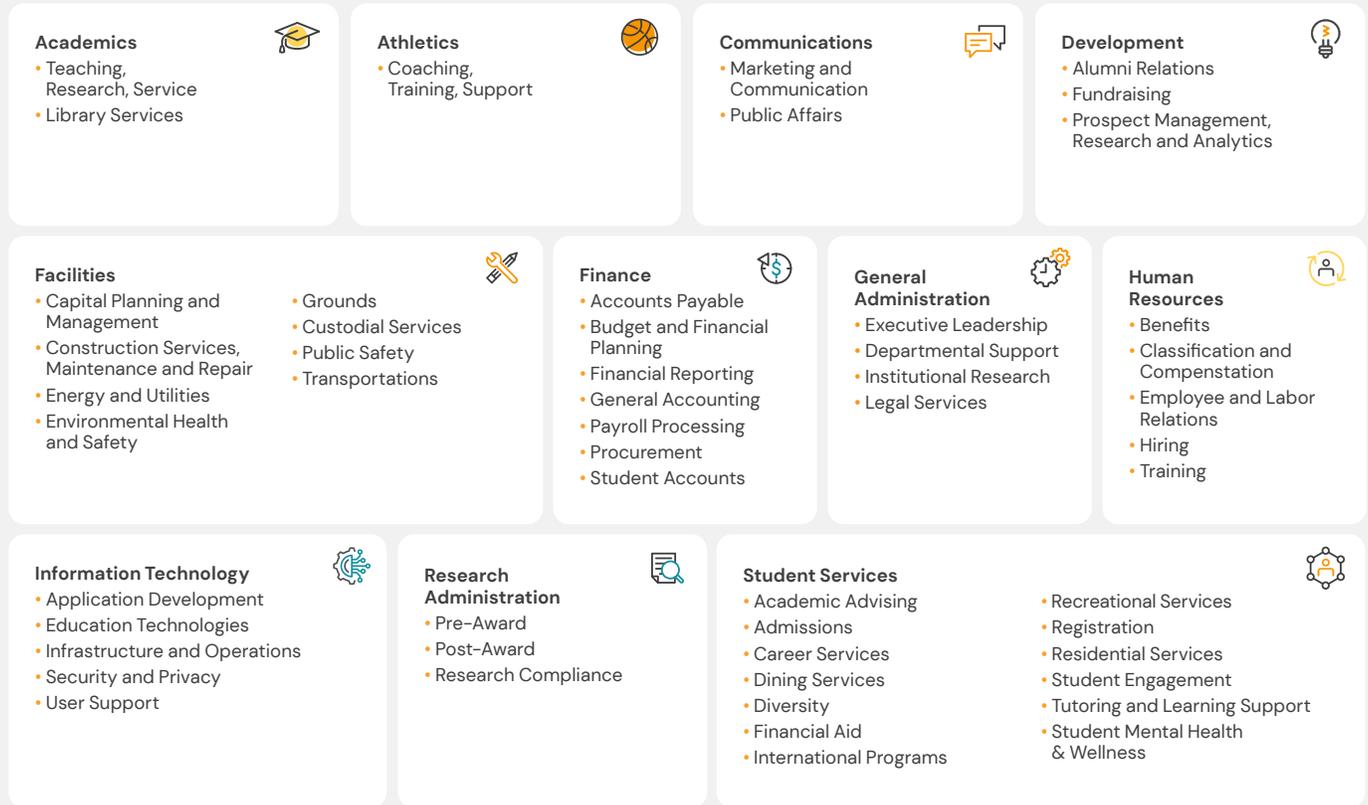
Once institutions have reviewed their overall administrative labor spend data, they are able to survey stakeholders and measure their satisfaction with specific administrative services. The goal is to help university leadership assess areas of opportunity for improvement, which may influence changes in business processes, technology, staffing, training, and communications. The outcomes also reveal where staffing may be too lean and services are suffering, and areas where satisfaction is high but any further cuts could be detrimental to services.

Membership includes targeted Insights Analyses focused on strategic questions and the facilitation of connections with peer institutions 1:1 for best practices and use case scenarios. Platform mapping data extracts are also available to the member at any point for additional analysis and transparency.



## Standard Activity Model (SAM)

One of the critical components of our process is categorizing your labor spend data so you are able to break it out into standard activities. This is our Standard Activity Model reflecting all the available categories by which to view your labor spend data.



## Additional Member Benefits

The HelioCampus Benchmarking Consortium also provides every institution with the opportunity to learn from and connect with other member universities for the purpose of networking and best practice sharing. With data services, member calls and events, incremental offerings, research through community summits, and more, there are many ways to get extra value from your membership.

If you would like more information on HelioCampus solutions, email [info@heliocampus.com](mailto:info@heliocampus.com).

