Why Join the HelioCampus Benchmarking Consortium?

Current market conditions, like the rising cost of higher education and increased scrutiny on the value of a degree, are putting institutions under pressure and forcing them to evaluate their budgets and resource allocations. One of the largest components of an institution’s operating budget is labor expenses and not all institutions fully understand these costs.

The HelioCampus Benchmarking Consortium provides institutions with an overview of their labor investment across the institution. We measure academic and administrative labor costs, allowing our members to benchmark both internally and against peer institutions. Using our data and analytics, our members are able to maximize resources to align with strategic plans and drive better student outcomes.

Objectives

To provide more visibility into your institution’s overall academic and administrative labor investment, and how it compares to peers.

This allows an institution to:

- Benchmark academic and administrative investment against peer institutions;
- Measure the ratio of administrative to academic expenses;
- Normalize data for apples-to-apples comparisons across peer benchmarks;
- Assist with accreditation reviews and answering questions from the board.

Key Outcomes

- Understand our Administrative Labor Investment:
  - Holistically review your labor spend to determine if your activities are properly aligned to your institutional mission;
  - Compare outcomes and ROI with staffing levels across benchmark peers;
- Examine Academic Unit Staffing:
  - Measure your administrative and non-administrative staffing intensity;
  - Optimize administrative and academic staffing ratios to total employees, students, or student credit hours.
- Identify Opportunities for Growth:
  - Review academic unit growth over time versus credit hours delivered;
  - Understand how you can staff up to support new initiatives and expanding student populations.
- Identify Opportunities to Combat Bloat:
  - Understand areas that may be sufficiently staffed, compared to peers, while still supporting the mission of the institution.
- Review Faculty Mix:
  - Benchmark different faculty types (e.g., tenured, adjunct, etc.) on a per student or per credit hour normalized basis compared to other benchmark institutions.

1 Administrative and Academic investment can be normalized (divided by) analysis factors such as student credit hours, student headcount, OpEx, and other IPEDS and institutionally provided figures.
Key Questions

Understand administrative and academic investments through benchmarking:
How does our labor spend compare to benchmarks?
Are our administrative activities properly aligned with our mission?
What percentage of our total labor spend is going toward academics?
Which administrative activities are we over or underinvesting labor spend in when compared to benchmarks?
Are we spending competitively to recruit and retain staff?
Is it possible to realign administrative resources to combat bloat?

Evaluate the effectiveness of labor spend in the context of institutional outcomes
What is the ratio of administrative or academic spend relative to employees or student credit hours by college?
What is the relationship between levels of administrative investment and relevant outcome metrics, and how does that compare to benchmarks?
Is our investment in student services resulting in higher enrollment rates?
How have our diversity investments impacted under-represented minority enrollment and completion rates?
How is our labor spend on mental health impacting student retention?
How can we staff up to support an expanding student population and/or expanding research budgets?

Understand spending when compared to peers?
How is my budget model working in comparison to my benchmark peers?
What is the right level of centralization for an RCM school?
How do our staffing levels compare against our peer group and top nationally ranked schools?
How does our labor spend on the physical plant compare to like institutions?

Core Product Components

The benchmarking platform 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 analysis factors across time in fiscal year intervals.

Additionally, membership includes 3 insights meetings per membership year, quarterly member meetings, the annual summit, 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.

Average Labor Investment Allocation

- Academics: 56.0%
- Administrative: 34.9%
- Other: 9.1%

2 Other includes activities not mapped at this time: Athletics, Bookstores, Concessions, Community Outreach & Training, Libraries & Museums, Health Care Professionals, and Performing Arts
Incremental Products

Administrative Quality Satisfaction Survey (AQSS):

Only available to Benchmarking Consortium members, the satisfaction survey uses established survey questions aimed at assessing levels of customer satisfaction across SAM administrative activities. Once the survey is created and the data is collected, it is coded and analyzed to help the institution determine the satisfaction level with various administrative departments.

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.
Standard Activity Model (SAM)

By creating a straightforward Standard Activity Model (SAM) that is consistently applied to measure FTEs and expenditures, membership in the HelioCampus Benchmarking Consortium gives you the ability to see exactly where you stand in comparison to other members in a true "apples-to-apples" view.

<table>
<thead>
<tr>
<th>ACADEMICS</th>
<th>COMMUNICATIONS</th>
<th>DEVELOPMENT</th>
<th>FACILITIES</th>
<th>FINANCE</th>
<th>GENERAL ADMINISTRATION</th>
<th>HUMAN RESOURCES</th>
<th>INFORMATION TECHNOLOGY</th>
<th>RESEARCH ADMINISTRATION</th>
<th>STUDENT SERVICES</th>
</tr>
</thead>
</table>

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.