Benchmarking/Performance Indicator Project Emily Lane

Introduction

I will create a benchmarking plan using available data. I will analyze North Carolina State University’s (NCSU) international student program. This report could be helpful to NCSU because it would compare similar institutions international student programs with their own. Accepting and retaining international students is a way to enhance student diversity and bring in more out of state tuition. The intended audience for this report is admissions recruiters who work with prospective senior and junior high school international students and their parents.

List of specific indicators

1. Total international students, including undergraduate and graduate students, for each of the following years: (a) 2013, (b) 2014, (c) 2015, (d) 2016, (e) 2017, (f) 2018, (g) 2019, and the percentage of growth between these years (2013-2019)
2. Amount of students in each of the following categories: (a) Total undergraduate students, (b) Total international undergraduate students, (c) total graduate students, (d) total international graduate students, (e) percentage international students make up of the student body
3. Amount in dollars of tuition in the following categories: (a) out of state tuition without room and board 2019-2020, (b) out of state tuition without room and board 2018-2019, (c) out of state tuition without room and board 2017-2018,
4. Percentage of undergraduate race/ethnicity including: (a) American Indian or Alaskan, (b) Asian, (c) Black or African American, (d) Hispanic/Latino, (e) Native Hawiian or other, (f) White, (g) Two or more races, (h) Race/ethnicity unknown, (i) Non-resident alien
5. 6-year Graduation rate by race/ethnicity for students pursuing bachelor’s degrees including: (a) American Indian or Alaskan, (b) Asian, (c) Black or African American, (d) Hispanic/Latino, (e) Native Hawaiian or other, (f) White, (g) Two or more races, (h) Race/ethnicity unknown, (i) Non-resident alien
6. Is TOEFL Test as English as a Foreign Language required? Are there additional resources -classes or programs available to support learning English as a second language?
7. Overall Graduation and Transfer-out rates for students who began their studies in fall of 2012
8. Percentage of international students pursuing degrees in the following fields: (a) computer science, (b) Electrical Engineering, (c) Computer engineering, (d) Mechanical Engineering, (e) Civil Engineering, (f) Industrial Engineering, (g) Computer Systems Networking, (h) Textile Engineering, (i) Applied Mathematics, (j) Statistics

Rationale for my list of specific indicators

1. Will incoming international students be a huge minority? Will they be able to find friends who are going through similar struggles? Is the program increasing, decreasing, or stagnant in their admissions of international students – will paying for the application fee be feasible?
2. This will provide a generalized look at the student body and give prospective students and idea of the size of institution and some idea of what opportunities will be available. More opportunities at a larger university than a smaller one etc.
3. How expensive will tuition be? What amount of increase can be expected year to year? Is this school in the student’s budget?
4. Will the students be a huge minority in ethnicity as well as nationality?
5. Do groups of ethnicities have higher success in attaining their degree than others? Is there faculty bias towards students of different races? If a student is struggling with their English ablity but fulfills the other requirements for this university, additional resources to grow their English level during college could push them to apply to one college over another.
6. High TOEFL scores are difficult to get. The test is expensive. This is a huge hoop to jump through if there is a university that requires this but a similar one does not.
7. Although this is not specific to international students, retention and transfer rate is an indicator of the support programs available for students. An international student may endure more challenges culturally than a student native to the university’s country, so if the retention rate is high for all students, it’s a strong indicator that students can find support during challenges.
8. Will there be international students in a common major of interest for prospective students to become friends with and endure challenges with?

Comparison Group

University of Florida

University of Wisconsin-Madison

University of Illinois at Urbana-Champaign

University of Pittsburgh-Pittsburgh Campus

Clemson University

Rutgers University-New Brunswick

University of Minnesota-Twin Cities

North Carolina State University at Raleigh

California Polytechnic State University-San Luis Obispo

Purdue University-Main Campus

Auburn University

University at Buffalo

University of Colorado Boulder

Rationale for my comparison group

For this benchmarking report, I wanted to identify a set of institutions that North Carolina State University is similar to in size, goals, and student body. I chose to include the 14 universities that collegeresults.org suggest are similar.

Data from Benchmarking Report

I do not have a complete list of data collected from my benchmarking plan, but I do have initial data from some of the data sets. I will include the graph below:

|  |  |
| --- | --- |
| **Category** | **NC STATE** |
| Total Students | 34,432 |
| Total undergraduate students | 24,150 |
| Total international students 2019 | 4,328 |
| Total international undergraduate students | 1,137 |
| Percentage international students make up of student body | 12.6 |
| Total international students 2013 | 3,349 |
| Total international students 2014 | 3,723 |
| 2015 | 4,162 |
| 2016 | 4,152 |
| 2017 | 4,328 |
| 2018 | 4,328 |
| Growth between 2013-2019 % | 9.2% |
| Collegefactual.com ranking for colleges and universities for providing a quality educational experience to international students out of 1,240 | 55th |
| As above but value for international students out of 1,209 | 32 |
| International students make ups what % of total student body? | 12.6% |
| Out of state tuition without room and board 2019-2020 (NCES.ed.gov) | $29,220 |
| Out of state tuition without room and board 2018-2019 (NCES.ed.gov) | $28,444 |
| Out of state tuition without room and board 2017-2018 (NCES.ed.gov) | 27,406 |
| TOEFL Required | Yes |
| Intensive English program offered? | Yes |

Conclusion

This report is intended to provide benchmarking data for admissions officers and recruiters who work with prospective international students. Through comparing the intended indicators, recruitment can focus on the positive aspects of the college and offer a general idea of what international students can expect when attending North Carolina State University. It also will provide data that can be used to see if the university is on the right trajectory to be compared to their aspirational universities, or provide warning if they are not aligning with peer universities of the past and are instead aligning with “rear-view” schools. (Penn State, Trainer, n.d)

References

Penn State World Campus. (n.d.). Lesson 5: Benchmarking and Performance indicators. In HIED 801: *Foundations of Institutional Research: Spring 2020*. Retrieved from <https://psu.instructure.com/courses/2043985/modules/items/27822759>

<http://collegeresults.org/search1b.aspx?institutionid=199193>

<https://nces.ed.gov/collegenavigator/?id=199193>

[file:///C:/Users/emily/Downloads/Benchmarking-Performance%20Indicators%20Project%20Sample%20Outline%20(1).pdf](file:///C:\Users\emily\Downloads\Benchmarking-Performance%20Indicators%20Project%20Sample%20Outline%20(1).pdf)

<https://intensive-english.ncsu.edu/get-involved/>

<https://internationalservices.ncsu.edu/>

<https://www.usnews.com/best-colleges/north-carolina-state-raleigh-2972>

<https://www.collegefactual.com/colleges/north-carolina-state-university-at-raleigh/student-life/international/#secCountryDeepDive>