# DRAFT PROGRAM ASSESSMENT MODEL - QUANTITATIVE MEASURES

**Program Title:**

**Campus:**

**Credential:** ADVANCED DIPLOMA

**Funding Ratio:**

**Overall Assessment:** SCORE OUT OF 100 POINTS

## 2013-14 Metrics Benchmarks

### 1. PROGRAM DEMAND

| 1a. First Choice Applications | < 32% | 32% - 40% | > 40%
| 1b. Ratio of Applications to Incoming New Registrant Target | < 3.2 | 3.2 - 4.2 | > 4.2
| 1d. Confirmation to Registration Proportion (if applicable) | < 85% | 85% - 90% | > 90%
| 1e. International Students % of Target (if applicable) | < 95% | 95% - 98% | > 98%
| 1f. Market Share Rank of Program in Ontario System | bottom 25% | mid range | top 25%
| 1g. Domestic Students % of Target Achieved | < 95% | 95% - 98% | > 98%

### 2. PROGRAM SUCCESS

| 2a. Program Retention | < 75 | 75% - 85% | > 85%
| 2b. Academic Success | % | % | %
| 2c. KPI Student Satisfaction with Knowledge & Skills | < 80% | 80% - 85% | > 85%
| 2d. KPI Student Satisfaction with Quality of Learning | < 70% | 70% - 75% | > 75%
| 2e. KPI Program Graduation Rate | < 60% | 60% - 65% | > 65%
| 2f. KPI Graduate Satisfaction Rate | < 75% | 75% - 80% | > 80%
| 2g. Graduate Completion Rate | % | % | %
| 2h. % of Graduates who would Recommend Program | < 85% | 85% - 90% | > 90%
| 2i. KPI Related Employment Rate | < 75% | 75% - 80% | > 80%

### 3. PROGRAM RESOURCES

| 3a. Total Program Contribution | < $325K | $325K - $750K | > $750K
| 3b. Contribution to Overhead - Program Margin | < 35% | 35% - 40% | > 40%
| 3c. Cost per FTE | > $8K | $6K - $8K | < $6K
| 3d. Revenue per FTE | < $8K | $8K - $10K | > $10K
| 3e. Experiential Learning Rate | % | % | %
| 3f. Online/Hybrid/Technology-enhanced Delivery Rate | % | % | %

**SCORING**

| 1 POINT | 3 POINTS | 5 POINT | < 18 pts | 19- 24 pts | 25 or more | <28 pts | 28 - 36 pts | 37 or more | <16 pts | 16 - 20 pts | 21 or more |