

**MINNESOTA STATE COLLEGES AND UNIVERSITIES  
BOARD OF TRUSTEES  
STUDY SESSION  
JANUARY 21, 2014**

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**Board of Trustees Members Present:** Chair Clarence Hightower, Margaret Anderson Kelliher, Ann Anaya, Duane Benson, Alexander Cirillo, Cheryl Dickson, Dawn Erlandson, Maria Peluso, Tom Renier, Elise Ristau and Louise Sundin. Philip Krinkie and David Paskach participated by telephone.

**Board of Trustees Members Absent:** Alfredo Oliveira and Michael Vekich

The Minnesota State Colleges and Universities Board of Trustees held a study session on January 21, 2014 at Wells Fargo Place, 4<sup>th</sup> Floor, Board Room, 30 East 7<sup>th</sup> Street in St. Paul. Chair Hightower called the session to order at 4:03 pm.

**1. Board of Trustees Accountability Dashboard**

**Presenters:**

Steven Rosenstone, Chancellor  
Craig Schoenecker, Senior System Director for Research

In 2008, a web-based system accountability dashboard was launched as a way to publically report college, university and system performance on ten measures drawn from the system's previous strategic plan.

The accountability dashboard features a set of colored dials which are used to indicate if the performance on that measure exceeds expectations, meets expectations or needs attention. College and university presidents can submit comments which help users interpret the performance ratings.

With the adoption of the new Strategic Framework, the performance measures have been updated to assess progress toward the achievement of strategic framework goals. Revamped metrics were discussed with Trustees at a March 2013 meeting. Senior System Director Schoenecker said suggestions at that time, including adding a measure on the efficient use of resources, have been incorporated into the proposed new dashboard metrics.

In the revised dashboard, the dial presentation of measures would be replaced with a more intuitive graphic display. This display would present the historical trend and the trajectory of anticipated success on the 16 featured measures taken from the strategic framework.

The revised dashboard would allow the president to submit comments on the performance measures. A set of reports, which would include data tables, as well as related commentary on the performance measures, could be generated by dashboard users.

Rather than measures being based on judgments about past performance as is in the current dashboard, the revamped dashboard would focus on trends and improvement goals for each campus.

Trustee Ann Anaya said while the proposed new graphic display is an improvement over the current set of dials, the display could be more visually friendly and dimensional.

Trustee Louise Sundin asked why the measure pertaining to students' opinions on the quality of their learning has been dropped. Senior System Director Schoenecker said that measure is being replaced by one that measures the actual learning outcomes of graduates.

Since it appears collaboration will be emphasized in the implementation of Charting the Future, Trustee Sundin asked if measures can be included to reflect that. Senior System Director Schoenecker said a measure pertaining to collaboration will be added in the future.

Trustee Anderson Kelliher asked about the audience for the dashboard.

The current dashboard has many internal stakeholders, including trustees, campus leadership, faculty and students, Senior System Director Schoenecker said. The external audience would include the governor, Legislature, state executive agencies, the Minnesota Office of Higher Education, Minnesota Department of Employment and Economic Development, employers, potential funders and prospective students and their families.

Trustee Benson asked if there are other colleges or universities that have a similar accountability dashboard. This would allow for performance comparisons with institutions outside of the system.

There are a growing number of colleges and universities doing accountability reporting, Senior System Director Schoenecker said. The current reporting, however, is largely descriptive and tends to focus on enrollment, finances and graduation rates. Some national associations are gathering performance data, but these reporting efforts have been voluntary.

Trustee Cirillo said he would like to see the accountability dashboard drive performance to achieve the goals of the system. It should not be a marketing tool, he said.

Trustee Erlandson agreed. She said she would like to see a separate marketing dashboard or tool developed which would be aimed at prospective students and their families and would focus on a comparison of costs and programming.

The current dashboard has too many audiences and it doesn't offer the type of information that prospective students or their families would find pertinent or helpful, Trustee Dickson said. A dashboard focused on performance measures has internal value, but doesn't work as a tool for the public, she said, adding it might be prudent to

wait to revamp the dashboard until after Charting the Future implementation has been formalized.

When it comes to revamping the current dashboard, Chancellor Rosenstone said the Board has three options:

1. Do nothing and continue on with the existing dashboard until a time in the future when Trustees indicate it is time for a change.
2. Replace the current dashboard with the revised one suggested at today's meeting.
3. Take the current accountability dashboard down since it doesn't align with the current strategic framework and is not providing the right type of information.

Trustee Anderson Kelliher said she would not favor taking down the current dashboard without replacing it with something. She said she would like to see the performance dashboard become internally focused. The display should be improved to allow for easier retrieval of performance information.

Chancellor Rosenstone said staff will take the Trustees' suggestions and will come back with a different proposal for two reporting tools: One which would allow for the internal sharing of performance data with presidents and other internal stakeholders and one for external audiences used for marketing purposes.

The meeting adjourned at 4:38 pm  
Respectfully submitted,  
Margie Takash, Recorder