



Ministry of Education
Jazan University
Deanship of Academic Development
(DAD)
KPI Report Template



KPI Report

College: University College Of AlDarb

Program: English Language, B.A.

Year: 2022



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1. Introduction

Maintaining academic standards and striving to improve continuously is the prime objective of the English Language Program at Jazan University. In this process various standards are adopted by the university and the Program as per the guidelines of NCAAA. As part of that, Key performance indicators are calculated using different academic and administrative elements. From the list of KPIs recommended by NCAAA, the program has taken 17 KPIs to measure its standards, progress and improvement. The analysis and their level of performance is observed in the form of trend graphs through the years.

For the purpose of measurement of its operational goals for the strategic plan 2021-2025, the program has approved 9 more KPIs in alignment of Jazan University's institutional ones. In order to establish a baseline for targets in 2021, these KPIs have been measured retrospectively for the two previous years (2019, and 2020). The previous strategic plan (2015-2019) has already completed and JU approved its new mission and goals. All colleges and programs have to align with new plan.

This report provides an analytical description based on the data provided acquired from the institutional systems. The tabulated data was visualized in graphical form and analyzed accordingly. On one hand, it is to compare and contrast the actual benchmark with internal and external benchmarks, consequently there will be a scope to set new target for the future. On other hand, the data got analyzed using two sets of variables i.e., male vs. female and main campus vs. branches. The provided values were tabulated using the data collected from the academic years 2018, 2019, and 2020. Main data sources include student, faculty, alumni, and employer surveys. Other sources include the main university student information system (e-register), and other related systems. The university has recently turned most of its services into digitalized systems linked and made available for colleges.

The following table includes data for the program KPIs.

2. Tabulated data

(Please add program strategic plan KPIs below the NCAAA ones)

Code	Indicator	2019	2020	2021	2022	Target (last year)	Internal	External	New Target (for Next year)
KPI-P-01 STD1	Percentage of achieved indicators of the program operational plan objectives	3.7	56	22.6	27.4	26%	35%	NA	30%
KPI-P-02 STD3	Students' Evaluation of quality of learning experience in the program	3.5	4.1	3.4	3.6	3.5	4.06	3.8	3.7
KPI-P-03 STD3	Students' evaluation of the quality of the courses	3.8	4.1	2.4	3.4	3.5	4	4	3.6
KPI-P-04 STD3	Completion rate	44%	32.6	38.6%	34%	32.6	46.2%	DNA	35%

KPI-P-05 STD3	First-year students retention rate	68.5	46.4	73.4	95%	74	0	66%	96%
KPI-P-06 STD3	Students' performance in the professional and/or national examinations	DNA	DNA	1.9	DNA	DNA	86%	DNA	DNA
KPI-P-07 STD3	Graduates employability and enrollment in post graduate programme	DNA	DNA	DNA	DNA	3.6	25	DNA	DNA
KPI-P-08 STD3	Average number of students in the class	40	37	24	30	35	23	DNA	35
KPI-P-09 STD3	Employers' evaluation of the program graduate's proficiency	NA	NA	4.8	4.4	4	0	DNA	4.5
KPI-P-10 STD4	Students' satisfaction with the offered services	3.25	2.3	3.2	4.05	3.5	2.9	3.5	4.06
4KPI-P-11 STD5	Ratio of students to teaching staff	40:1	41:1	33:1	32:1	30:1	21:1	13:1	32:1

KPI-P-12 STD5	Percentage of teaching staff distribution	PHD- 7.15% MA- 78.57% BA- 14.28%	Ph.D.: 8% Master: 52% Bachelor: 40%	PHD- 7% MA – 70% BA– 23%	PHD : 5.9% MA : 88.23% BA : 5.9%	PHD- 25% MA- 50% BA-10%	PHD- 40% MA- 50% BA-10%	57%	PHD-7% MA-90% BA-25%
KPI-P-13 STD5	Proportion of teaching staff leaving the program	0%	0%	13.3%	17.64%	0%	20%	0.002%	0%
KPI-P-14 STD5	Percentage of publications of faculty members	0%	32.38%	0%	0%	1%	50%	27%	1%
KPI-P-15 STD5	Rate of published research per faculty member	1	0.85	0%	0%	1	1.4	0.21	1
KPI-P-16 STD5	Citations rate in refereed journals per faculty member	0	0	0	0%	0.5	1	0.05	1

KPI-P-17 STD6	Satisfaction of beneficiaries with the learning resources	3.35	4.34	3.22	3.6	3.25	2.5	3.28	3.7

Strategic Plan KPIs									
Code	Indicator	2019	2020	2021	2022	Target (Last year)	Internal benchmark	External benchmark	New Target (For next year)
KPI-P-18	نسبة الاشغال في القاعات والمعامل Occupation time of classrooms and laboratories	65%	63%	42 %	56%	65%	56%		60%
KPI-P-19	رضا أعضاء هيئة التدريس والموظفين عن الخدمات المساندة Satisfaction of faculty and staff with support services	3	4	4.26	4.85	4.26	4.00		4.90
KPI-P-20	رضا المستفيدين عن تقنية المعلومات Satisfaction of beneficiaries with IT services	4	4	4		3.5	5		5

	Beneficiary satisfaction about IT services				5				
KPI-P-21	نسبة الوعي بالحقوق والواجبات Percentage of awareness of rights and duties	4	3	4.43	4.1	3.9	4.1		4.3
KPI-P-22	رضا أعضاء هيئة التدريس عن التطوير المهني. Satisfaction of faculty members about professional development.	3	3.33	3.86	3.69	3.7	3.69		3.80
KPI-P-23	مستوى رضا المستفيدين عن الخدمات الادارية. Satisfaction of beneficiaries with administrative services.	3	3.33	4.07	4.23	3.7	4.23		4.50
KPI-P-24	متوسط عدد ساعات التطوير المهني التي استكملها أعضاء هيئة التدريس Average number of professional development	DNA	DNA	DNA		DNA	DNA	DNA	DNA

	activities completed by the faculty.				DNA				
KPI-P-25	إجمالي عدد ساعات التطوع التي قام بها طلبة التعليم الجامعي Total number of volunteer hours performed by university students.	DNA	DNA	DNA	DNA	DNA	DNA	DNA	DNA
KPI-P-26	نسبة تسرب الطلبة من البرنامج. Students' dropout rate from the program	1.82	3.51	2.74	4.75	3.3	4.75		3.4