

USI's Value Chain

Update on Strategic Initiatives

Board of Trustees

**Academic Affairs and
Enrollment Management Committee**

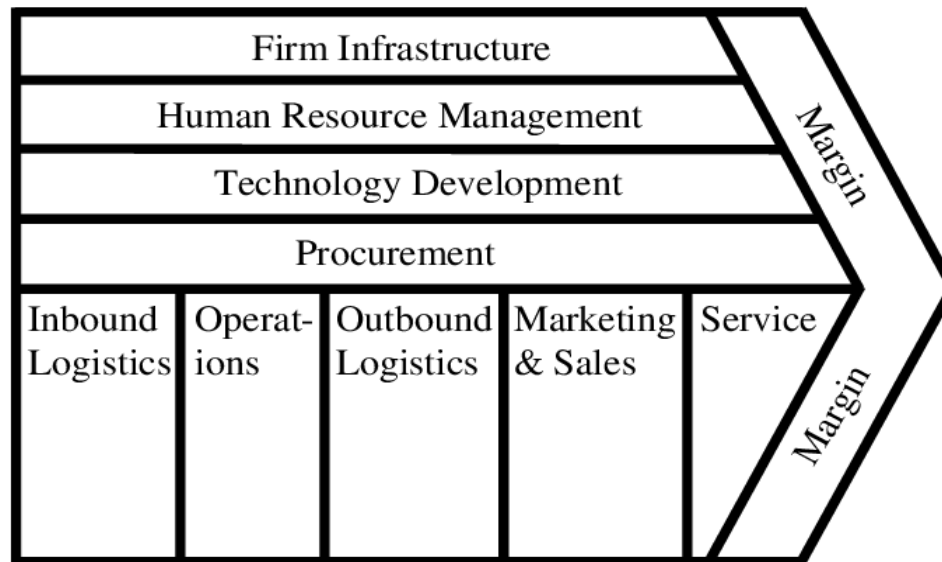
Dr. Mohammed Khayum

Dr. Shelly Blunt

March 3, 2022

Value Chain Framework

- M. Porter (1985)
- Purpose
- Uses
 - Manufacturing Illustration
 - Adapting the Value Chain Framework to Universities



Value Chain Activities – Manufacturing Illustration

Main Activities	Type of Activity	Examples
Primary activities	Inbound logistics	Quality control, receiving materials, warehousing, control, supply schedule
	Operations	Manufacturing, packaging, production control, quality control, maintenance
	Outbound logistics	Product/service, order handling, dispatch, delivery, invoicing
	Marketing and sales	Customer management, order taking, communication, pricing, channel management, promotion, sales analysis, market research
	Service	Warranty, repairs, spare parts supply, maintenance, education and training, upgrades
Support activities	Firm infrastructure	General management, planning, legal, accounting, finance management
	Human resources management	Recruitment, planning, compensation, training, career planning
	Technology development	Process design, engineering, know-how and technology for each primary activity, R&D, testing
	Procurement	Supply management, funding, sub-contracting

Value Chain Adapted for Universities

USI Infrastructure

Colleges, Enrollment Services, Registrar, Bursar, Career Services, Institutional Research, Human Resources, Information Technology, Budget Office, Foundation, Procurement, Physical Plant, Teaching Support Services, Student Support Services, Outreach and Engagement, Online Learning, Library, etc.

Value Added

Curriculum
Development

Recruitment
and
Retention

Learning
Delivery

Academic
Support
and
Advising

Assessment
of
Learning

Student
Credentialing
and
Placement

USI's Value Chain

- Curriculum Development
 - Program Evaluation System (Gray Associates)

Students in this program took 576 courses. Only 10% of programs include as many courses.

Revenue Per SCH	\$175
Cost Per SCH**	\$77
Contribution Per SCH	\$98

Contribution Per SCH is positive, but below the school's average.

# of Courses	576	Total Revenue	\$30,194,732
# of Students	13,299	Total Instructional Cost**	\$13,291,754
Total SCH	172,215	Contribution	\$16,902,978
# of Instructors	407		



** Color scale in reverse order

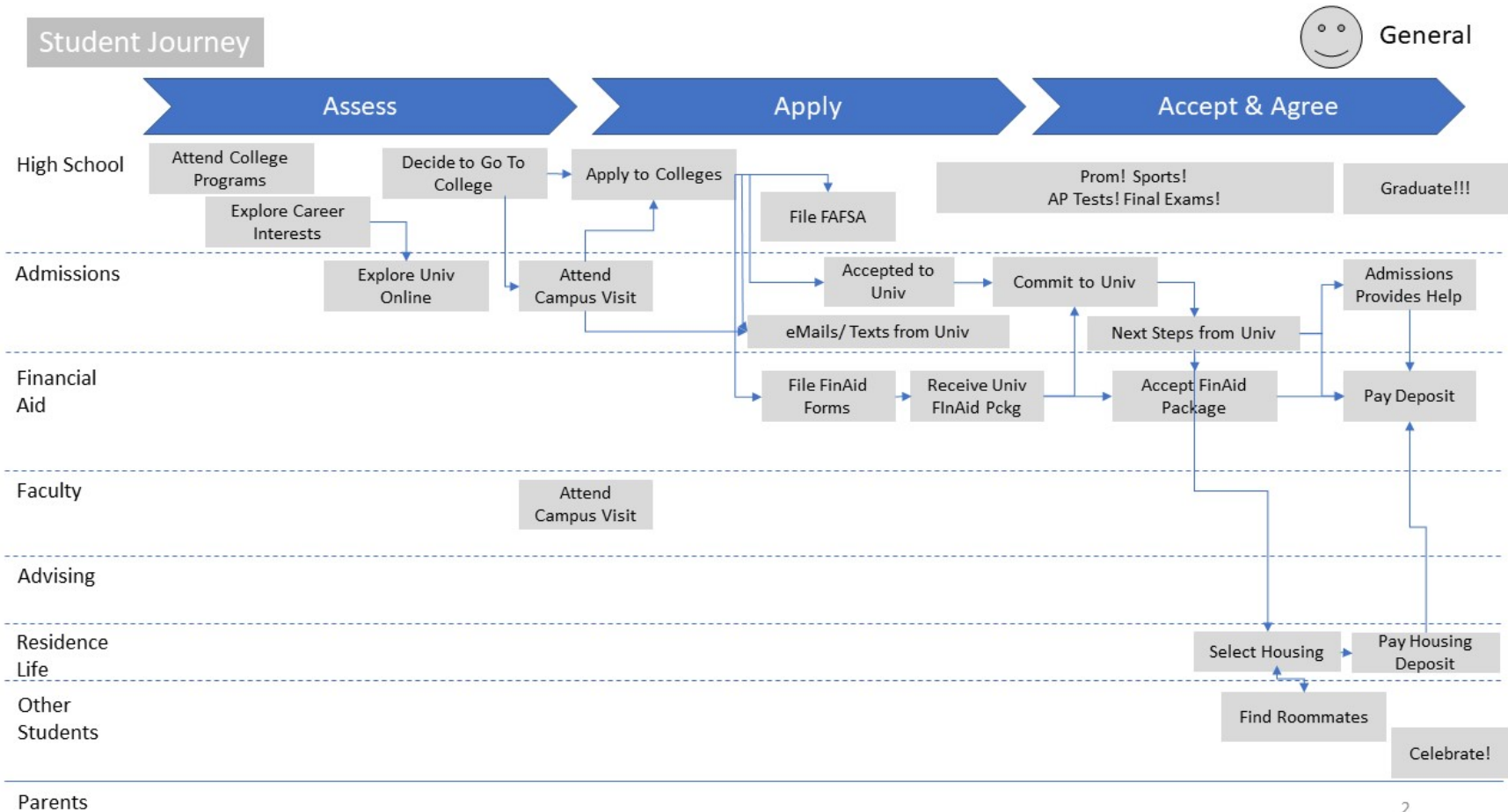
Colors indicate percentile rankings relative to all other programs offered by the institution. Higher (green) percentiles are better.

Illustrative

USI's Value Chain

- Recruitment and Retention

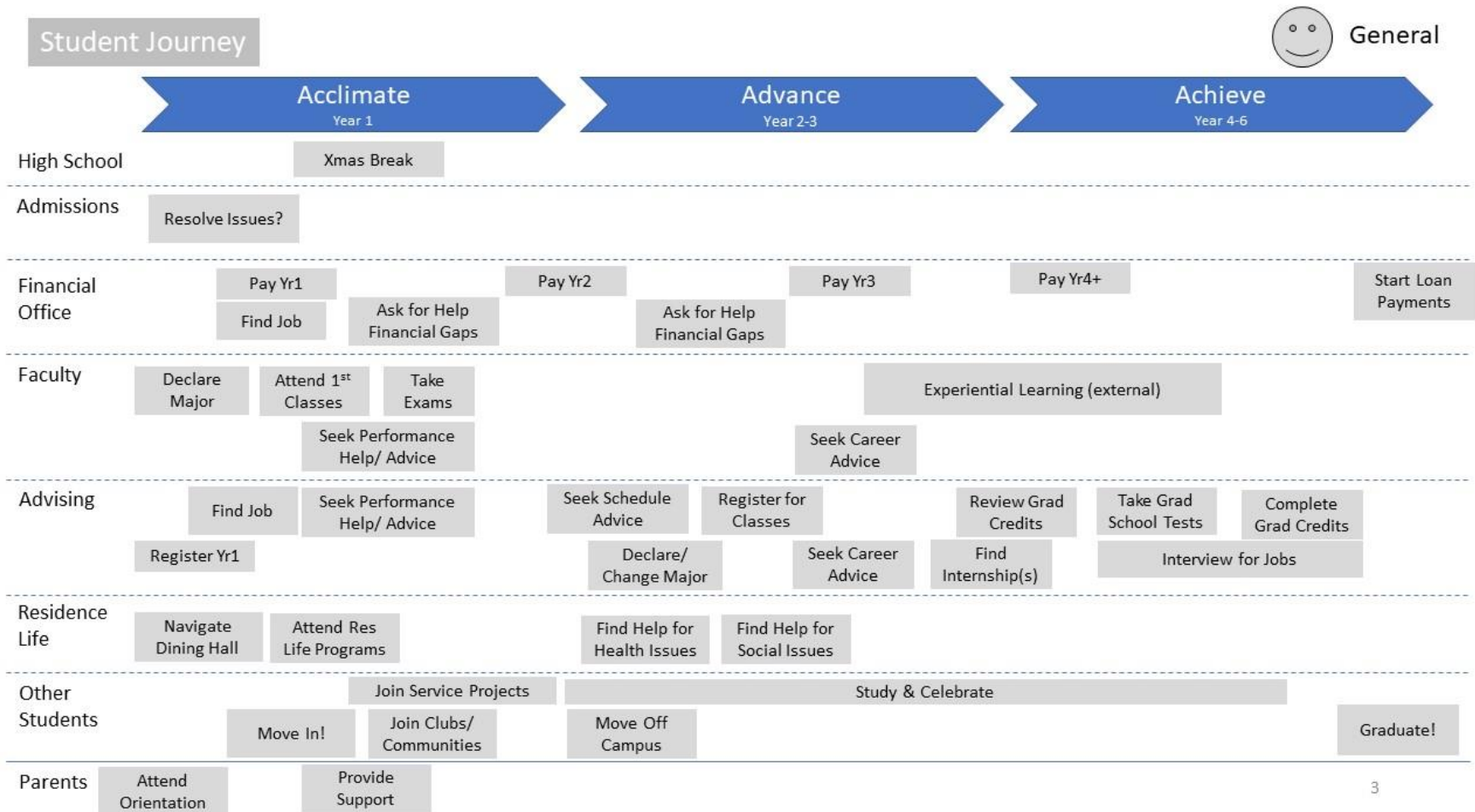
- Lilly Endowment's Charting the Future Phase 3 Retention Project



USI's Value Chain

- Recruitment and Retention

- Lilly Endowment's Charting the Future Phase 3 Retention Project



USI's Value Chain

- Learning Delivery

Undergraduate Programs

Bachelor of Professional Studies (BPS)	▼
BS in Business Administration (BUAD)	▼
BS in Health Informatics and Information Management - Degree Completion	▼
BS in Health Services - Degree Completion	▼
BS in Radiologic Technology - Degree Completion	▼
BS in Sport Management (BSSM)	▼
RN to BS in Nursing - Degree Completion	▼
RRT to BS in Respiratory Therapy - Degree Completion	▼

Graduate Certificates

Graduate Certificate - Administrator-in-Training Residency	▼
Graduate Certificates in Instructional Communication	▼
Graduate Certificate in Nonprofit Administration	▼
Graduate Certificate in Post-Acute Care	▼
Graduate Certificate in Public Sector Administration	▼
Graduate Certificate for Teacher License Addition in Exceptional Needs	▼
Post-Master's Certificate in Addiction Science	▼
Post-Master's Certificate in Educational Leadership and Administration	▼

Graduate Programs

Master of Arts in Criminal Justice (MACJ)	▼
Master of Arts in English (MAE)	▼
Master of Arts in Liberal Studies (MALS)	▼
Master of Business Administration (MBA)	▼
Master of Health Administration (MHA)	▼
Master of Public Administration (MPA)	▼
Master of Science in Education (MSE)	▼
Master of Science in Nursing (MSN)	▼
Master of Science in Sport Management (MSSM)	▼

Doctoral Programs

Doctor of Education (Ed.D.)	▼
Doctor of Nursing Practice - BSN to DNP (DNP)	▼
Doctor of Nursing Practice - Post-MSN (DNP)	▼

28 Online Programs/9 Accelerated


- 12 Graduate
- 8 Graduate Certificates
- 8 Undergraduate

USI's Value Chain

- Learning Delivery
 - Provide Benchmarks
 - Chart a Path for Improvement
 - Lead to Certifications

Home / Reviews and Certifications / Courses Currently QM-Certified

Courses Currently QM-Certified



Courses that carry the QM Certification mark have met QM Standards at a level of 85% or greater in an [official review process](#). Certification is valid for three to five years depending on the QM Rubric used to review the course. [Recertification](#) allows the original QM Certification to be extended for up to three more years.

QM Standards and review processes are recognized nationally and internationally for being supported by research and based on best practices. The data obtained from course reviews can ultimately inform the review and certification of quality for entire [programs](#). These certifications demonstrate a commitment, not only to creating an environment of excellence and quality, but of maintaining that commitment.

Institution *Search applies to all categories below.*

Higher Ed | K-12 | HE Publisher | K-12 Publisher | Cont. & Prof Ed.

Courses listed here have met [QM Standards for Higher Education](#) at a level of 85% or greater in an official review. The QM Certification for these courses is valid for five years from the date of certification. To maintain QM certification, the course may be recertified — valid for three years — or officially reviewed again. Otherwise the course is removed from the list of QM-Certified courses and may no longer carry the QM Certification mark. You can also [search for QM-Certified courses](#).

Alphabetical | Number of Courses

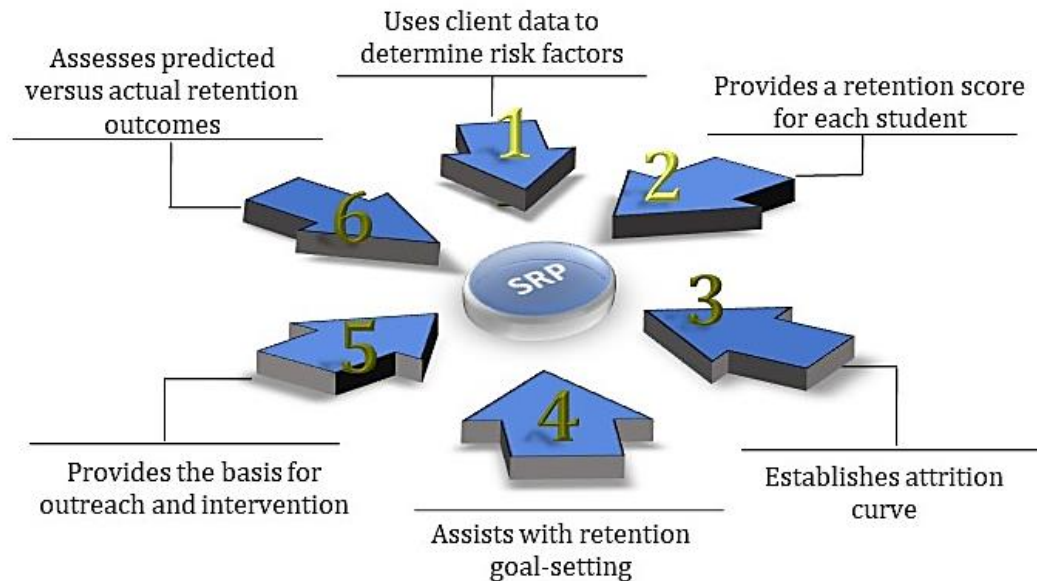
Florida International University	327 Certified Courses	+
Texas A & M International University	201 Certified Courses	+
University of Southern Indiana	159 Certified Courses	+
New Mexico State University-Alamogordo	154 Certified Courses	+
California State University-East Bay	130 Certified Courses	+

USI's Value Chain

- Academic Support and Advising

The Student Retention Predictor

[Data foundation is built between steps 1 and 2]



USI's Value Chain

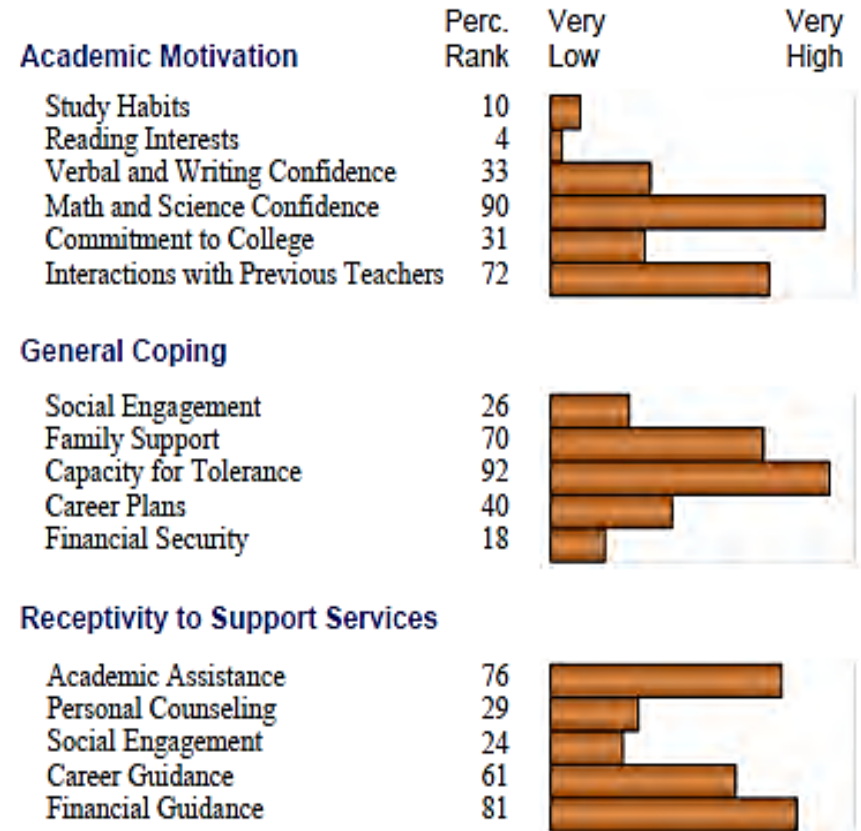
- Academic Support and Advising

The College Student Inventory

- Identifies students' strengths, challenges, and **receptivity to support**
- Recommendations for **early interventions**
- **Links students** to campus services



Your Motivational Assessment



USI's Value Chain

- Assessment of Learning



HIGHER LEARNING COMMISSION

Quality Initiative

- Designates one major improvement effort USI has undertaken during accreditation cycle.
- Takes place between years 5 and 9 of the 10-year accreditation cycle.
- May begin and be completed during this time or may continue a project already in progress or achieve a key milestone in the work of a longer initiative.
- Allows USI to take risks, take on a tough challenge, or pursue a yet unproven strategy

USI's Value Chain

- Student Credentialing and Placement

Edit Curriculum Unit | UNPUBLISHED PUBLISHED

General Info

Introductory **Accounting** Course

MGMT 20000 | 3.00 | <http://catalog.institution.edu/preview...>

Summary

This course reviews the complete **accounting cycle** and the creation and management of **accounting information** for business entities. Particular emphasis will be placed on the fundamental principles and skills of the accounting profession, including recording of transactions, financial presentation of accounting data, and the uses of **accounting information**.

Target Outcomes

Accounting: Reporting and Bookkeeping ✓

#1 Match | ★ ★ ★ ★ ★ | \$50k-\$83k

Job Titles	Companies
<ul style="list-style-type: none"> Accountants Staff Accountants General Ledger Accountants 	<ul style="list-style-type: none"> Lihi Inc Federal Bureau of Investig... Deloitte LLP

Occupations (SOC)

- Accountants and Auditors (13-2011)
- Bookkeeping, Accounting, and Auditing Clerks (43-3031)
- Loan Officers (13-2072)

Skills

- Financial Statements
- Generally Accepted Accounting Principles

Taught Skills

Taught Skills Aligned With Target Outcomes

Taught in this group and other groups Taught only in this group

- Accounting
- Financial Statements
- Accounts Payable
- Accounts Receivable
- Internal Controls
- Generally Accepted Accounting Principles
- Balance Sheet
- Accruals
- Ledgers (Accounting)
- Fixed Asset
- Accounting Systems

Job Postings With Skill

0	750K	1.5M	2.25M
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Sought Skills

Skills to Consider Teaching Based on Target Outcomes

Taught in other groups Not taught in any groups

- Auditing
- Self Starter
- Automation
- Budgeting
- Forecasting
- Key Performance Indicators (KPIs)
- Master Of Business Administration (MBA)
- Profit And Loss (P&L) Management
- Strategic Business Unit
- Financial Analysis
- Economics

Job Postings With Skill

0	750K	1.5M	2.25M
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USI's Value Chain

- Student Credentialing and Placement

Receive your Bachelor of Professional Studies and gain access to careers such as:



General and Operations Managers


\$36 per hour
Median Salary

1,434
Job Openings

15,426
Currently Employed

8% 
Projected outlook

Greater Evansville Area National

POWERED BY  Emsi DATA

Bachelor of Professional Studies

Currently Accepting Applications!

[Apply Now!](#)

Apply by **05/03/21** | Start Class **05/10/21**

Program Overview

Would a bachelor's degree change your career path? Are you a working adult, military veteran, or active-duty service member with career goals that include a college degree?

Offered by the **College of Liberal Arts** at USI, the **100% online** Bachelor of Professional Studies (BPS) offers a flexible, affordable path to a college degree. We will personalize a program that integrates your previously earned college credits, technical education, military service, and professional training.

The Individual Studies is the most flexible pathway, focused on meeting graduation requirements and career goals. The Applied Studies pathway has a common core of 21 credit hours and six concentration areas.

Gain a degree that matters, no matter your age.

Click here to download and view our promotional flyer.

[Get Started Today!](#)

Receive your Bachelor of Professional Studies and gain access to careers such as:



Private Detectives and Investigators


\$22 per hour
Median Salary

7
Job Openings

100
Currently Employed

12% 
Projected outlook

Greater Evansville Area National

POWERED BY  Emsi DATA



Questions?