

Analyzing Dashboard Performance in Educational, Non-Profit Sectors

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ABSTRACT

Applications of the performance dashboard in the business sector are well documented, but very little research has been performed on its implementation in higher education. The changing economic scenario has exerted pressure on universities to perform to a new standard and achieve their missions and goals. The objective of this research is to investigate if performance management dashboards can be applied to overcome challenges faced by institutions of higher education, such as lack of access to information, stakeholders not taking advantage of what is being offered, students' anxiety about not being able to find a job and strategic planning. A thorough review of relevant literature was undertaken to provide the background for the research. To investigate the benefits of the performance dashboard, such as integrating data into actionable information, presenting the right information to the right user, providing a platform for communication between all stakeholders, creating reports and improving customer satisfaction, a case study was performed on one university's career services center. After implementing the dashboard, a survey was deployed to obtain feedback and results of the implementation. The survey feedback data is used to analyze the advantages of the dashboard, ease of use, ease of operation, and its ability to analyze statistics and help users perform their work effectively, which further supports the findings provided by the literature review.