



# Institutional Key Performance Indicators E-Learning and Distance Education Institutions

## Introduction

Performance indicators are important tools for assessing the quality of Educational Institutions and monitoring their performance. They contribute to continuous development processes and decision-making support.

The National Center for Academic Accreditation and Evaluation has identified 26 key performance indicators at the institutional level. All of which are in line with the institutional accreditation standards for e-learning and distance education. These indicators are the minimum to be periodically measured, and the institution can use additional performance indicators if it believes they are necessary to ensure the quality of the institution.

It is expected that the institution measures the key performance indicators with benchmarking using the appropriate tools, such as (Surveys, Statistical data, etc.) according to the nature and objective of each indicator, as well as determining the following levels for each indicator:

- Actual performance
- Targeted performance level
- Internal reference (Internal benchmark)
- External reference (External benchmark)
- New target performance level

A report describing and analyzing the results of each indicator (including performance changes and comparisons according to branches, sites, and gender) is expected with a precise and objective identification of strengths and aspects that need improvement.

## Institutional Key Performance Indicators

Standard	Code	Key Performance Indicators	Description
-1- Mission, Vision and Strategic Planning	KPI-EL&DE-I-01	Percentage of achieved indicators of the institution strategic plan objectives	Percentage of performance indicators of the strategic plan objectives of the institution that achieved the targeted annual level to the total number of indicators targeted for these objectives in the same year
-2- Governance, Leadership, and Management	KPI-EL&DE-I-02	Proportion of accredited programs	Proportion of programs with valid accreditation from approved accrediting bodies to the total number of programs in the institution
-3- Teaching and Learning	KPI-EL&DE-I-03	Students' evaluation of quality of learning experience in the programs	Average of overall rating of final year students for the quality of learning experience in the programs on a five-point scale in an annual survey
	KPI-EL&DE-I-04	First-year students retention rate	Percentage of first-year undergraduate students who continue at the institution the next year to the total number of first-year students in the same year
	KPI-EL&DE-I-05	Graduates' employability and enrolment in postgraduate programs	Percentage of graduates from undergraduate programs (including graduates of e-learning and distance education programs) who within a year of graduation were: a. employed b. enrolled in postgraduate programs during the first year of their graduation to the total number of graduates in the same year
	KPI-EL&DE-I-06	Graduation rate for Undergraduate Students in the specified period	Percentage of undergraduate students who completed the programs during the specified period in each cohort
	KPI-EL&DE-I-07	Employers' evaluation of the institution graduates proficiency	Average of overall rating of employers for the proficiency of the institution graduates (including graduates of e-learning and distance education

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			programs) on a five-point scale in an annual survey
	KPI-EL&DE-I-08	<b>Satisfaction of beneficiaries with learning resources</b>	Average of beneficiaries' satisfaction rate with learning resources on a five-point scale in an annual survey in terms of: a. Their adequacy and diversity (references, journals, databases... etc.) b. The support services provided for their utilization.
	KPI-EL&DE-I-09	<b>Professional development and training on e-learning management systems and their applications during the past year</b>	Percentage of participants in training activities on e-learning management systems and their applications during the past year, including: A- Teaching staff B- Students C- Assistants and technicians
<b>-4- Students</b>	KPI-EL&DE-I-10	<b>Annual expenditure rate per student</b>	Average of annual operating expenditure per student (total operating expenditure - other than accommodation and student allowances - to the total number of students)
	KPI-EL&DE-I-11	<b>Students' satisfaction with the offered services</b>	Average of students' satisfaction rate with the various services offered by the institution (restaurants, transport, sports facilities, academic advising, ...) on a five-point scale in an annual survey
<b>-5- Faculty and Staff</b>	KPI-EL&DE-I-12	<b>Ratio of students to teaching staff</b>	Ratio of the total number of students to the total number of full-time or full-time equivalent teaching staff - for the institution as a whole and for each program separately
	KPI-EL&DE-I-13	<b>Proportion of faculty members with doctoral qualifications</b>	Percentage of faculty members with verified doctoral qualifications to the total number of teaching staff at the level of: a. Institution b. Each branch c. Distance education programs

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	KPI-EL&DE-I-14	<b>Proportion of teaching staff leaving the institution</b>	Percentage of teaching staff leaving the institution annually for reasons other than age retirement to the total number of teaching staff.
<b>-6- Institutional Resources</b>	KPI-EL&DE-I-15	<b>Percentage of self-income of the institution</b>	Percentage of self-income of the institution to the total income of the institution
	KPI-EL&DE-I-16	<b>Satisfaction of beneficiaries with technical services</b>	Average of beneficiaries' satisfaction rate with technical services...) on a five-point scale in an annual survey in terms of: a. Suitability. b. Safety and confidentiality. c. Availability and ease of access. d. Maintenance and support services.
	KPI-EL&DE-I-17	<b>Satisfaction of Beneficiaries with e-learning and distance education</b>	Average satisfaction of beneficiaries (students, faculty ...) with e-learning and distance education services and processes, including: • E-learning management system • Virtual Classroom Management System • Technical support • Training and orientation
	KPI-EL&DE-I-18	<b>Efficiency of e-learning and distance education management systems</b>	Measuring the efficiency of e-learning and distance learning management systems, in terms of capacity, speed, ease of access and security (system's storage capacity, the frequency of system problems, the average time spent to solve system problems ... etc.)
<b>-7- Scientific Research and Innovation</b>	KPI-EL&DE-I-19	<b>Percentage of publications of faculty members</b>	Percentage of full-time faculty members who published at least one research during the year to total faculty members in the institution
	KPI-EL&DE-I-20	<b>Rate of published research per faculty member</b>	The average number of refereed and/or published research per each faculty member during the year (total number of refereed and/or published research to the total number of full-time or equivalent faculty members during the year)

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	KPI-EL&DE-I-21	<b>Citations rate in refereed journals per faculty member</b>	The average number of citations in refereed journals from published research per faculty member in the institution (total number of citations in refereed journals from published research for full-time or equivalent faculty members to the total research published)
	KPI-EL&DE-I-22	<b>Number of patents, innovations, and awards of excellence</b>	Number of: a. Patents and innovations b. Awards of excellence obtained by the institution's staff annually
	KPI-EL&DE-I-23	<b>Proportion of the budget dedicated to research</b>	Proportion of the budget dedicated to research to the total budget of the institution
	KPI-EL&DE-I-24	<b>Proportion of external funding for research</b>	Proportion of research external funding to the total budget of research during year
<b>-8- Community Partnership</b>	KPI-EL&DE-I-25	<b>Satisfaction of beneficiaries with the community services</b>	Average of beneficiaries' satisfaction rate with the community services provided by the institution on a five-point scale in an annual survey
	KPI-EL&DE-I-26	<b>Rate of community programs and initiatives</b>	Average community programs and initiatives provided by each academic program during the year (total number of community programs and initiatives provided to total number of academic programs)