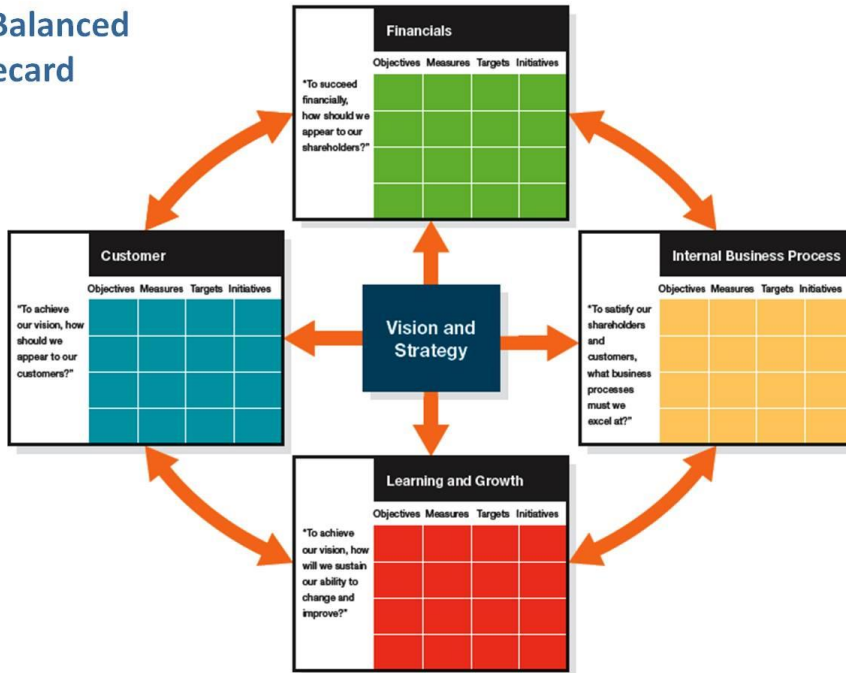


How a Balanced Scorecard For Education Evaluation Should Be

By [Sam Miller](#)

As the number of enrollees increases and educational inputs become more demanding each year, an educational organization must find ways to make its goals and strategies work. Measuring, as most experts say, is one of the top ways to know whether an institution trails on the right track. The balanced scorecard for education evaluation is the fitting method to evaluate how far and how effective the school has gone in terms of educational inputs.

The Balanced Scorecard



This balanced scorecard is actually a strategy management system. Colleges and universities across the continental US and around the world use this tactic to improve an already established institution-wide planning process. Just like most scorecard systems, the education evaluation scorecard system interprets the goals and strategies of the institution into a comprehensible and measurable set of indicators. Most of these indicators, nonetheless, have direct link to the strategies and goals.

The balanced scorecard system actually serves as the transportation channel between decision making and effective implementation of performance communication, goals tracking, and strategy measurement.

Financials	<ul style="list-style-type: none"> • updates on facilities, • appropriate replacement of school equipment • updating of the school facility
Internal Education Process <i>To improve our processes, how should we appear to our shareholders and customers?</i>	<ul style="list-style-type: none"> • coordinated and unified programs for teaching staff development • Innovation in delivering education modules, services, and programs.
Learning and Growth <i>To achieve our vision, how will we sustain our ability to change and improve</i>	<ul style="list-style-type: none"> • Play • Ownership by students • Engagement • Project base learning • Assessment strategy for learning

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<p>Customer... Internal; External</p> <p><i>To meet our vision, how should we satisfying our customers.</i></p>	<ul style="list-style-type: none">• External stakeholder perspective, the benchmarks that the manager can most likely use are student access and success, outreach, marketing, and connections to the academic communities.• In the internal stakeholder perspective, the manager may include effective communication, secure and safe campuses, and integrated planning and performance measurement.
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Most education evaluation managers would wonder why experts call it a "balanced" scorecard. What does actually make a scorecard truly "balanced"? Well, as a starter, an education evaluation scorecard system utilizes a group of core yardsticks or indicators that characterize and gauge institutional effectiveness.

The internal process of an education evaluation balanced scorecard involves the process of inputting, managing, processing, and analyzing data. The right term for a collective amount of raw data is benchmarking. It is the result of the collaboration in research, negotiation, and analysis of each college department or administrative section. Each section in the organization should have its own set of goals, especially those who are involved in the academic side. In order to meet these goals, the benchmarks will serve as keys to adjusting and assessing strategies.

For a manager to be effective in creating partial and practical benchmarks for evaluating educational performance of the institution, he or she must give focus on every area of the organization.