Strategies & Metrics Map Template

Below is a template to help as you begin to develop your Strategies and Metrics Map. Conducting prior research will help you and your team identify the roadblock needing to be mitigated or the equity gap to be closed and, thus, the experience that needs to be changed. As you develop your map, consider the following:

- What is the student experience that you hope to affect?

- What are the related activities or strategies that may help accelerate or conflict with progress?

- What are near-term metrics that will show change in the student experience?

- What needs to be in place to ensure implementation fidelity (i.e., process indicators)?

- What are the long-term indicators of success or are you achieving your goals?

- What additional information will you need to estimate how much you can move the needle?

Remember, metrics that you include in your map should be:

- Student-centric: What is the related student outcome or behavior you wish to see?

- Measurable: How can you measure it?

- Actionable: What action can you take from the resulting data?

- Aligned with strategy: Do the indicators support strategic decisions?

ASA research

1 **Why focus on the project? What is the student experience you wish to change?** *Begin with the end. Clearly define your focus, or what is the student experience you want to change? This will help determine what activities need to be implemented, and what are the related measures of progress.*

2 **What are the projects or activities?** *Identify the activity or project for which you are creating the map.*

3 **What are the early process metrics that can be used to determine the extent to which the activity is implemented?** *Work backwards and consider the implementation. How will you know if the activity was implemented as expected? How can you measure it? What are the early process metrics that can be used to determine the extent to which the activity is implemented?*

4 **What evidences a change in the student experience? What are the near-term student outcomes you want to effect (e.g., within or at the first term)?** *Assuming process/operational metrics' goals are met to achieve full implementation, what will evidence that a change in the student experience occurred in the short-term? I.e., what metrics will measure the amount of change in the student experience? Identify metrics to support near- and long-term monitoring/assessment (e.g., gateway course completion rate, % of courses taken within requirements, # of students declared majors).*

5 **Which long-term metric will the project affect?** *The goal of the metrics mapping activity is to map your activities/projects, and how they feed into and affect the long-term measures of student outcomes. Consider how your projects and near-term measures of their effects are related to long-term metrics, or the ultimate desired change in the student experience and outcomes.*