

Direct vs Indirect Methods of Measurement Administrative & Support Units

Direct Methods of Measurement

1. Service Delivery Metrics

- Processing time for requests (e.g., financial aid applications, HR hiring steps, transcript processing).
 - Turnaround time for routine services (e.g., IT ticket resolution, advising appointments).
 - Queue/wait times in student services or call centers.
 - Number and type of services delivered (e.g., workshops offered, events hosted).
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2. Accuracy and Compliance Measures

- Error rates in data entry, financial transactions, billing, or reporting.
 - Compliance rates with internal policies or external regulations (e.g., grant reporting deadlines met).
 - Audit findings (internal or external audits with measurable results).
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3. Utilization and Participation Metrics

- Number of users served by a unit (e.g., career center visits, tutoring sessions).
 - Event or program attendance counts.
 - System or service usage analytics (e.g., library database logs, LMS activity).
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4. Output/Production Metrics

- Number of publications, reports, or resources produced by an office.
 - Number of training sessions or workshops delivered.
 - Volume of materials processed (e.g., procurement orders, maintenance work orders).
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5. Quality of Work Measures

- Rubric-based assessment of delivered materials (e.g., quality checks for marketing materials, accuracy scoring for institutional data).
 - Peer review of outputs (communications, advising plans, IT solutions).
 - Standards-based evaluations (e.g., accessibility compliance of web content).
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6. Efficiency Metrics

- Cost per transaction (e.g., cost per help-desk ticket).
 - Resource utilization (e.g., space usage efficiency, inventory turnover).
 - Time on task measurements (e.g., maintenance tasks, scheduling workflows).
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7. Operational Performance Metrics

- System uptime/downtime records (for IT units).
 - Facilities condition assessments (measured scores or ratings).
 - Response times to safety or facilities incidents.
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Indirect Methods of Measurement

1. Surveys & Perception Data

- Client satisfaction surveys (students, faculty, staff).
 - Climate or culture surveys within the unit.
 - Post-service satisfaction quick polls (after advising, IT service, and financial aid meeting).
 - End-of-event evaluations for workshops or trainings.
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2. Focus Groups & Interviews

- Student or employee discussion groups about the quality of services.
 - Faculty feedback sessions on administrative processes.
 - Exit interviews with departing staff (e.g., for HR assessment).
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3. Testimonials and Comments

- Open-ended survey responses describing experiences.
- Social media mentions or comments related to service quality.
- Anecdotal statements from students or faculty.