

The Gail Palmer Ashton Graduate School of Business: The Balanced Scorecard Initiative

Ashton Graduate School of Business

- Founded in 1960
- 2 year MBA program
- Repeatedly ranked in the top 20

Caseism.com

The Issue

- Lack of vision
- School is drifting away from basic principles
- Lack of buy-in change of new task force

Caseism.com

Customer Perspective

- Increase Amount Enrolled In Graduate Programs
 - 5% increase per year
- Retain All Graduate Students
 - 0% Transfer/ Drop-Out Rate

Caseism.com

Financial Perspective

- \$500,000/year in alumni donations
- 4,000 active alumni

Caseism.com

Monthly Departmental Budgeting	
Faculty Travel Request (All Travel)	150,000
Faculty Expense Allowance	1,000
Faculty Airfare	500
Total Cost	151,500
Total Available	500,000
Total Available in Excess of	348,500

Learning and Growth Perspective

Caseism.com

- Satisfaction Surveys
 - See if needs are met
 - 85-90% satisfaction ratings
- Monthly Task Force Meetings
 - New goals?
- Case Requirements
 - Professors must write 1 case every year
 - Professors must use 5 cases per semester

Process Perspective

Caseism.com

- Process Improvement
- Review by Case
- Monthly Case Review
- Quality Control
- Case Review
- Case Review
- Case Review
- Case Review

Financial Perspective

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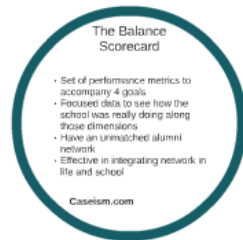


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-Watkins*

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The Balance Scorecard

- Set of performance metrics to accompany 4 goals
- Focused data to see how the school was really doing along those dimensions
- Have an unmatched alumni network
- Effective in integrating network in life and school

Caseism.com

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Yearly Alumni Golf Outing

Country Club & Banquet Hall Deposit	\$50,000
Expected Alumni Attendance	1,600
Price Per Person	\$300
Total Cost	\$50,000
Total Revenue	\$480,000
Total Contribution from Alumni	\$430,000

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Rate

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Process
Perspective
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- Improve Relationships
 - Increase by 10%
 - Events, news letters, alumni e-blasts
- Improve Job Employment
 - Increase by 7% and \$5,000
 - Career events
 - Internships
 - Develop Database