

# Gray Program Evaluation System+ Scorecard

The Gray Program Evaluation System+ Scorecard can help you quickly evaluate your program portfolio. It brings together all of the data you need in one place, so you can quickly review all of the factors that go into making the best growth-forward program decisions.



## A Deep Dive Into Your Program Evaluation Scorecard

### Powerful Insights at Your Fingertips

Once you get used to using the scorecard regularly, it will take a quick glance to see what is and is not working for a program in a given market. However, one of the most powerful things you can do is take a deeper dive. The true takeaways are in the details.

The genius in the Gray Scorecard design is that the scorecard gives you a multidimensional view of the comparative program portfolio. At the same time, it allows you to consider every angle when looking at all of the data that is available to you.

### Maximize Your Insight

To maximize the insight you are given, acknowledge the score and then ask yourself the following questions:

1. What is driving the overall score?
2. What is driving the scores of each individual quadrant?
3. What do the values mean?
4. What are the percentiles telling me?
5. Which metrics are the most important to my institution and how do they guide me in determining the best decision for starting, stopping, sustaining or growing a program?

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## The Three Elements of the Scorecard

The Gray scorecard uses three different elements to make it easy for you to evaluate your program. These elements are: **Percentile**, **Score**, and **Value**.

## The Power of Percentiles

Percentiles give you an accurate comparative analysis of how programs and program metrics are performing compared to all other programs in a given market. It may be the most valuable analysis to help you choose programs to start, stop, sustain, or grow. Percentile scores are shown for Student Demand, Employment, Competitive Intensity, and Degree Fit, giving you a comparative analysis across all levels of data available to you in PES+. The Gray system issues percentiles at the overall score, individual quadrant score, and individual metric scores. The breakdown below provides an understanding of the highest and lowest overall score per market.

Total Percentile	0	20+	40+	70+	90+	95+	98+	100
Total Score	-53	-17	-9	4	16	21	28	62

## The Summary of Score

The score is a product of the scoring rubrics established in the initial setup of your Program Evaluation System+. During setup, 100 points are divided among the four aspects of evaluation: Student Demand, Employment, Competitive Intensity, and Degree Fit. You decide how important each of these components is for program evaluation. Scoring rubrics differ by award level and are calculated based on the percentile of each unique metric present in the scorecard.

Category	Min Score	Max Score	% of Max
Student Demand	-5	40	40%
Employment	-24	35	35%
Competitive Intensity	-19	25	25%
Degree Fit	-40	0	0%
<b>Totals</b>	<b>-88</b>	<b>100</b>	

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Here is an example of the scoring rubric for Student Demand, which are found in one of the Student Demand tabs. Each metric appears here in column format. Each column includes a set percentile and a set score. Metric scores are compared to all other programs (the percentile), and this comparison triggers the corresponding score. For example, if an inquiry size volume for a program is greater than the 98th percentile, the illustrated scoring rubric below attributes four inquiry volume points. The same logic applies for every metric across all categories for all programs.

Student Demand: Size						
	Size: Inquiry Volume (12 Months)	Size: Int'l Page Views (12 Months)	Size: Google Search Volume (3 Months)*	Size: Sum of On-ground and Online Completions	Size: Online Completions by In-Market Students	Size: On-ground Completions at In-Market Institutions
<b>Set Percentile</b>	Percentile High	Percentile High	Percentile High	Percentile High	Percentile High	Percentile High
>= High	98 ↔	98 ↔	95 ↔	98 ↔	98 ↔	98 ↔
	Percentile Med	Percentile Medium	Percentile Medium	Percentile Medium	Percentile Medium	Percentile Medium
>= Medium	95 ↔	95 ↔	80 ↔	95 ↔	95 ↔	95 ↔
	Percentile Low	Percentile Low	Percentile Low	Percentile Low	Percentile Low	Percentile Low
>= Low	90 ↔	90 ↔	50 ↔	90 ↔	90 ↔	90 ↔
	Percentile Min	Percentile Min	Percentile Min	Percentile Min	Percentile Min	Percentile Min
<= Minimum	80 ↔	80 ↔	20 ↔	80 ↔	20 ↔	20 ↔
<b>Set Score</b>	High to 100	High to 100	High to 100	High to 100	High to 100	High to 100
High to 100	4 ↔	0 ↔	8 ↔	3 ↔	4 ↔	12 ↔
	Med to High	Med to High	Med to High	Med to High	Med to High	Med to High
Med to High	3 ↔	0 ↔	6 ↔	2 ↔	3 ↔	9 ↔
	Low to Med	Low to Med	Low to Med	Low to Med	Low to Med	Low to Med
Low to Med	2 ↔	0 ↔	4 ↔	1 ↔	2 ↔	6 ↔
	Min to Low	Min to Low	Min to Low	Min to Low	Min to Low	Min to Low
Min to Low	1 ↔	0 ↔	2 ↔	0 ↔	1 ↔	3 ↔
	0 to Min	0 to Min	0 to Min	0 to Min	0 to Min	0 to Min
0 to Min	0 ↔	0 ↔	0 ↔	0 ↔	0 ↔	0 ↔

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## The Validity of Value

The Value is a valid, non-subjective number, a metric based on the filters selected for CIP Code, Award Level and Market. Select one market, one program, and one award level to generate the program's appropriate value. The Gray database uses the most up-to-date data as soon as it is available, either quarterly or yearly, where applicable by metric. Value and Percentile can work together to understand of how a program compares to all other programs in the market, even when a metric is not scored. A non-scored metric does not drive the program's overall score, but insight can still be gleaned when reviewing the value of that metric. In the example below, International Page Views shows a value of NS (Not Scored). Now, look at the Value. More than 94,000 international page views were generated during the last 12 months. Because of the large number of views, the value of this program lands in the 97th percentile compared to all other programs in a given market. In other words, there is a very high demand for this program from international students, illustrating why it is important to consider the Value and Percentile if your scoring rubric does not score for a particular metric.

### Student Demand

Score: 37 Percentile: 100

Category	Pctl	Criterion	Value	Score
Size	99	Inquiry Volume (12 Months)	511,658	4
	97	Int'l Page Views (12 Months)	94,667	NS
	98	Google Search Volume (3 Months)*	1,420,954	8
	99	On-ground Completions at In-Market Institutions	195,294	12
	99	Online Completions by In-Market Students	66,461	4
	99	Sum of On-ground and Online Completions	261,755	3
Growth	0	Inquiry Volume YoY Change (Units)	-12,687	-1
	100	Google Search YoY Change (Units)*	277,467	3
	99	Completion Volume YoY Change (Units)	8,412	3
	56	Inquiry Volume YoY Change (%)	-2%	NS
	94	Google Search YoY Change (%)*	24%	1
	60	Completion Volume YoY Change (%)	3%	0