FAQ

Organizational Design and Strategy Benchmarks for Professional, Continuing, and Online Education

Please note, the aim of this survey is provide a single, consistent instrument across all partner geographies, and therefore better data comparisons. As such, we have added additional language and descriptors to make the questions and supporting materials accessible to all audiences. That said, for sake of consistency, some spellings and language default to North American norms.

Preparing for the Survey

How long will it take to complete the survey?

The survey takes approximately one hour to complete *if you've previously collected the associated data (e.g., last year's revenue).* Collecting data during survey completion will extend the time required. Click here to view the full list of survey questions.

How many questions are in the survey?

About 108 questions, but there is some variance based on question logic.

Is there a way for me or my team to preview the survey before taking it?

Yes, we have a document with each of the questions on the webpage, so that you can view the questions and gather data before taking the survey itself. You can also view the full list of questions here.

Who at my institution should complete the survey?

We're sharing the questions in advance so participants can compile information collectively, then one representative can complete the survey.

Will this cost money?

No. All aspects of the organizational design and strategy benchmarks initiative are open to partners with one of the following partnerships:

- Strategic Advisory Services
- Professional and Adult Education Advisory Services

What is the deadline to complete the survey?

January 15, 2024. Completing the survey by this deadline ensures you'll be included in our inaugural cohort and receive your benchmarking report in spring 2024.

How many years of data must I submit?

While the survey primarily focuses on the FY23, it asks questions about FY22, FY23, and FY24. Questions that look beyond or before FY23 will ask for changes (e.g., more or less than FY22 or FY24) but will not ask for discrete data points.

User input should reflect your local definition of the fiscal year, for instance:

North American fiscal year (FY2X) is typically July 1, 202X - June 30, 202X
UK fiscal year (FY2X) is typically 1 August 202X - 31 July 202X
Australian fiscal year (FY2X) is typically 1 January 202X - 31 December 202X

What will you do with my data? Will it be kept private and secure?

Yes, your data is secure and will not be shared in an identifiable way with other institutions. We will use your data to build a database of responses. In exchange, partners will receive a custom report benchmarking your results against other institutions in the dataset (and in the future, against more custom data reports comparing like institutions).

How will my cohort be compiled? Will I get to choose who is included in my cohort?

Once we have delivered the initial reports, you will have the option to request a custom cohort by data cut, but not by specific institutions. In this initial launch year, we will develop cohorts as we analyze data and unearth meaningful benchmarks. Cohorts will likely be made by total revenue, enrollment, and key institutional demographics. But specific cohorts will not be determined until spring 2024.

I'd like to know to whom my institution will be compared to before I submit data. Can I request a preview?

We can provide a preview closer to our report delivery, but not in advance of taking the survey. In this initial launch year, we are developing cohorts as we analyze data and unearth meaningful benchmarks.

Taking the Survey

Is submitting data still useful even if I don't intend to or can't complete all of it?

Yes! Partners will receive a custom report benchmarking whatever data they've submitted against the full data set.

What happens if I only finish part of the survey and never submit the final responses?

You will have access to your responses until January 15, 2024. At that point, we will reach out to all partners that have partially completed (but unsubmitted) surveys. Upon partner confirmation, we will submit whatever data we have received. For partners that do not respond, we will preserve their data for three months from the date the survey was last accessed. After that point, you will need to start the survey over if you wish to complete it.

I didn't finish the survey, lost my link, and/or seem to have lost all of my progress. What should I do?

Contact your strategic leader or reach out to us at PAEbenchmarking@eab.com. We'll help you find your way back into the survey without having lost your progress.

I'm unfamiliar with some of these terms or am concerned I might be interpreting them differently. Do you have a glossary or set of instructions I can access?

Yes. You can find a survey explanation and instructions document on our webpage. Additionally, the survey will have hyperlinks in it to terms we feel may be confusing. Clicking those will take you directly to the survey explanations and instructions.

What if a question confuses me and the glossary doesn't help?

You can reach out via PAEbenchmarking@eab.com or sign up to discuss your questions live 1-on-1 with an EAB expert from the Professional and Adult Education Advisory Services team.

What if a question doesn't apply to me or my institution?

Feel free to leave a question blank if you feel it doesn't apply to you. Alternatively, answer to the best of your ability, reach out to us via PAEbenchmarking@eab.com or sign up to discuss your questions live.

Should student workers who receive W-2s be included in our FTE counts? If yes, how should they be counted?

Yes, all staff, including student workers, should be included in your FTE counts if they receive W-2s. Student workers are typically hourly employees so you should count their time as a fraction of an FTE. For example, if you have a student employee who each work 8 hours per week, they should be counted as 0.2 FTEs. If you have 10 such student employees, in total they would constitute 2 FTEs.

What if we use consultants? Are you accounting for that?

Yes. Question 30 of the unit operations module concerns external vendors. Please consider consultants another form of external vendor.

I made a mistake; can I go back and fix it?

If you have not submitted the survey yet, yes. There are buttons on the bottom of the survey page to navigate back and you can change any answer. If you have already completed and submitted your survey, please contact us via PAEbenchmarking@eab.com and we will update your submission.

What currency should I use if a question asks about money?

Your native currency, regardless of your locale. EAB will take care of conversions on the back end.

After the Survey

Will my answers be associated with me or my institution publicly?

No. Survey responses will be aggregated for analysis; cohorts will include a minimum of 10 responses for anonymity.

When can I expect reports from this effort to be delivered?

We'll be sending reports to partners who completed the survey in late spring to early summer of 2024.

What currency will be used in the reports?

Currencies in the report are presented in the participating institution's local currency.

What if I need help not addressed above?

Let us know! You can reach out via PAEbenchmarking@eab.com or sign up to discuss your questions live.