

Education KPIs

KPI	Formula	Definition
Revenue by Source	Determine the revenue from a given source. Money can be received from tuition, donations, endowments, partnerships and fundraising. Additionally, students may have the option to sign up for weekly, monthly, or yearly services.	Segmenting the revenue by source allows for better understanding of cash inflows and how each stream is influenced by their respective variables to ultimately have the ability to manipulate variables to yield positive results
Tuition Cost Compared to Industry Average	$1 - (\text{Total Cost of Attendance} / \text{Industry Average Cost})$	Value expresses whether or not the business has competitive power in their respective industry. Value indicates the percentage gap between industry average and current tuition cost.
Percentage of Students on Aid	$\text{Total \# of Students on Aid} / \text{Total \# of Students}$	Value expresses what percentage of students are currently on some type of financial aid from the government or scholarships.
Total Enrollment per Month	Total # of Students Enrolled-Dropouts for the Month	This information gives a picture of the demand as well as the institutions ability to meet the demand by filling seats and enrolling students
Total Enrollment Percentage	$\text{Actual \# of Students Enrolled} / \text{Total Seats Available}$	Determines how well the institution is utilizing it's current space with the number of students enrolled. Ideally, we want to maximize enrollment which means using space to its full potential.
Vacancy Rate by Center	$1 - (\text{Actual \# of Students Enrolled} / \text{Total Seats Available})$	Displays what percentage of seats are unfilled for the respective center
Revenue by Enrollment Schedule Type	Segment revenue into its respective schedule type.	Gives good insight on which scheduling types (weekly, monthly, or yearly) are making the most revenue. This allows for focus on variables within each scheduling type to ultimately maximize revenue.
Projected Future Billings	Find schedule of various payment plans for students	Gives a detailed view of who and what to invoice in future months for payment plans.
Future projected revenue by month	Use Projected Future Billings to determine future revenue sources	Allows for better understanding and planning of future revenues from the varying payment plans offered to students
Student Attendance Rate	$\text{Total Attendance for a Period} / \text{Total Students Enrolled for the Period}$	Gives management and administration an idea of how many students are attending which is related to the amount of revenue recognized for the period. If students do not attend, no money is earned.
Dropout Rate	$1 - \text{Student Attendance Rate}$	Allows for better understanding and planning of future students schedules and participation. Enables management to look at a singular measure and manipulate factors to maximize potential of attendance.

Differed Revenue	Amount of money collected from sources, but not yet recognized as revenue due to services not being performed yet.	Total billings will differ from total revenue due to unperformed services. This gives the institution an idea on what services need to be performed to recognize the revenue.
Billings per month compared to revenue	Total Revenue/Total Amount of Billings Ideally want a value of 1 meaning each bill has been serviced and revenue has been earned	Recognize revenue when billed but not earned revenue. Determine what amount of total billings did we earn revenue on.
Past billings per month compared to past revenue	Total Past Revenue/ Total Past Amount of Billings	Will give a good picture on how well the institution is earning revenue during a given billing period. This will allow for better future billing decisions and servicing.
Child/Staff Ratio	Total Amount of Students Enrolled/ Total Amount of Staff Employed	It is crucial to keep a healthy Student/ Staff ratio because as students increase, more staff is needed, and vice versa. This measure has the ability to determine the learning environment for potential future students.

For a review of your KPIs, [contact us](#) for a free consultation!

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