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ABSTRACT

CAMPUS is composed of 4 basic elements. The central element is a computer-based simulation model that is designed to estimate the resource implications of alternative administrative and educational plans and policies. A planning, programming and budgeting system is used to integrate the simulation model into the formal planning and budgeting processes of the institution. A master planning system is used to interpret the long-range academic and administrative plans of the institution into their implications for physical planning. An integrated management and planning information system is used to support the 3 other elements of CAMPUS. This report discusses (1) the development of CAMPUS; (2) the adaptation of CAMPUS to health sciences educational planning, and other developments; (3) CONNECT/CAMPUS, a computer-based college management system; and (4) what the model can and cannot do in terms of general problems, finance, space planning, enrollment, academic planning, teaching methods, and staff planning. The report includes numerous charts and tables. (AF)



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THE DEVELOPMENT AND IMPLEMENTATION OF CAMPUS A COMPUTER-BASED PLANNING AND BUDGETING INFORMATION SYSTEM FOR UNIVERSITIES AND COLLEGES

> S R G SYSTEMS RESEARCH GROUP August 1970

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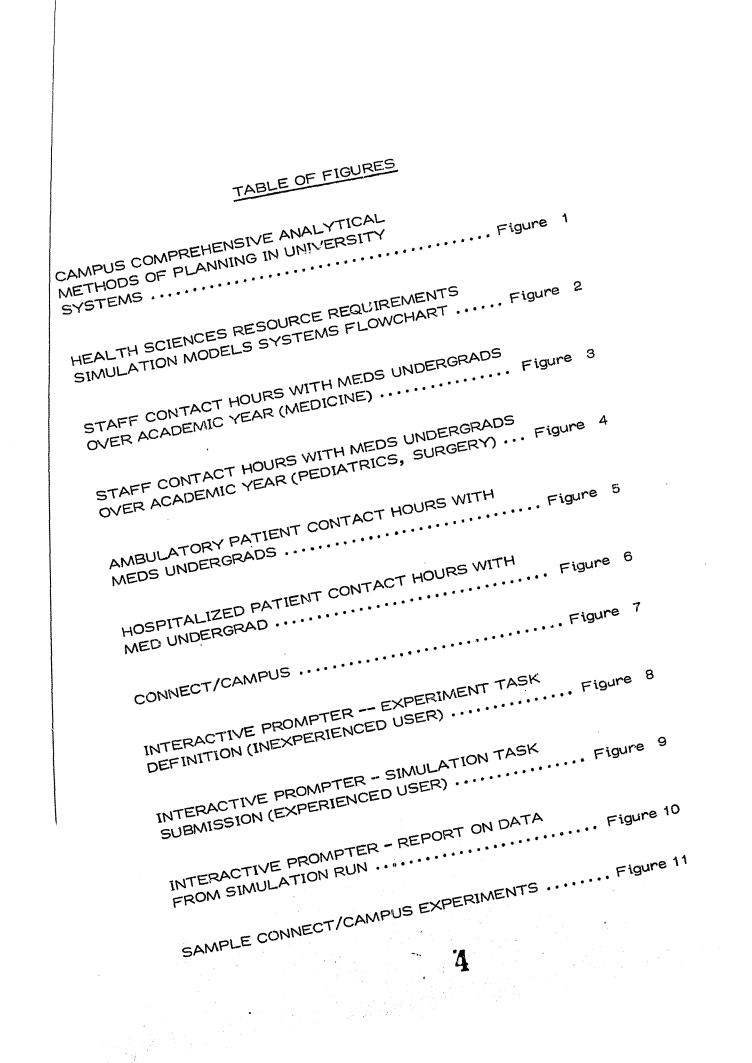
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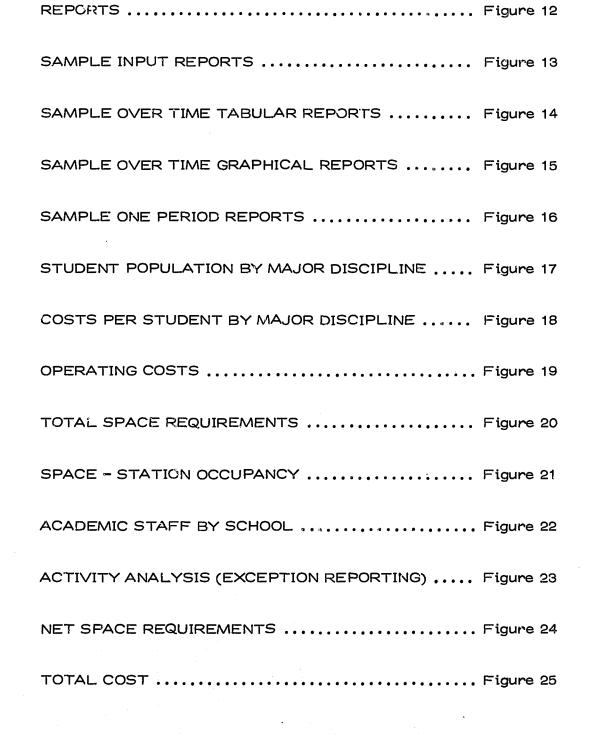


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A. THE CHALLENGE TO EDUCATIONAL ADMINISTRATORS

During the past few years, increasing public aspirations for further education, along with inflation, have caused government expenditures on education to increase at a rate far in excess of the increase in G.N.P. Many educators and planners have warned of an impending "crisis" in educational financing if the recent irend is permitted to continue.

Traditionally, it has been assumed that any improvement in educational service is worthwhile, and that as such, it should be supported financially from public funds. However, modern government financial management under a program planning and budgeting system dictates allocation of resources among the many services such as education, health, welfare, highways, etc., in proportion to their relative priorities. Consequently, it is now apparent that educational administrators must, in turn, consider their own priorities and alternate means of reaching desired goals.

Unfortunately, traditional methods of educational management have not provided educational administrators with the planning data required for this new challenge. Bundy states the problem as follows:

But what is much more serious is that with the tools now available they cannot really prove



their case. They simply do not have the facts and figures they need. Let me emphasize that I do not say that the facts and figures do not exist -- I say only that they do not have them. They do not have them for the simple and fundamental reason that as a class neither colleges nor universities, public or private, large or small, old or young, have ever made it their business to learn and to tell the whole story of their resources and their obligations, their income and their expenses, their assets and their debts, in such a way that the public can fully and fairly judge their economic position. 1

B. A WAY TO MEET THE CHALLENGE

CAMPUS² is a system designed to help colleges and universities to gain the maximum educational advantage from the resources which are put at their disposal. Equally, it will help them demonstrate to the public and to government that their needs are real and truly justified.

For over six years now the members of the Systems Research Group have been working on the development of new tools to aid educational administrators. CAMPUS has evolved during this

- 1 Bundy, McGeorge, "Advice to Educators: Be Candid About Your Money Problems", <u>Think</u>, Jan - Feb 1968, p.32
- 2 CAMPUS Comprehensive Analytical Methods for Planning University Systems. See "A New Tool for Educational Administrators" A Report to the Commission on the Financing of Higher Education by Richard W. Judy and Jack B. Levine, University of Toronto Press, 1965

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time. As shown in Figure 1, CAMPUS is composed of four basic elements. The central element is a computer-based simulation model that is designed to estimate the resource implications of alternative administrative and educational plans and policies. A planning, programming and budgeting system is used to integrate the simulation model into the formal planning and budgeting processes of an institution. A master planning system that uses the model and extends its output is incorporated to interpret the long range academic and administrative plans of the institution into their implications for physical facilities. The system is also designed to support the architectural design function by relating the academic programs to detailed requirements for physical facilities. An integrated management and planning information system is used to support the other three elements of CAMPUS. It should be emphasized that this information system is not intended to meet day-to-day control and operating needs, but can, by itself, produce much useful and relevant information on past performance.

C. THE DEVELOPMENT OF CAMPUS

The work to develop the system began in 1964 in conjunction with the Bladen Commission Study on the Financing of Higher Education in Canada. A project was carried out to assess the feasibility of

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building a simulation model of the University. Using the College of Arts and Science at the University of Toronto, a pilot study was undertaken to assess the conceptual specification and data requirements of such a model. The results of this work were published in a report to the Commission on the Financing of Higher Education entitled <u>A New Tool for Educational Administrators</u>. In it, Richard Judy and Jack Levine concluded that: "Experience gained ... indicates that the construction of a systems simulation model for a ... university is a feasible undertaking ... the ... project revealed the existence of ample data scattered in various quarters of the university. The data, if gathered into a coherent analytical structure, could greatly assist planners and decisionmakers ... within ... universities, the simulation model should improve the efficiency of resource allocation and raise the quality of future planning".

The concepts that were developed in the course of the pilot project looked promising and the University of Toronto asked SRG to set up a permanent group, the Office of Institutional Research, to operationalize the concepts and implement them for the University as a whole. SRG personnel were responsible for organization, staffing and consulting technically to the Office during its development phases. This initial attempt to implement CAMPUS was



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anything but a complete success. Problems encountered ranged from political and organizational ones in attempting to institute a new way of planning and budgeting to technical ones concerning the design of the simulation system and the available computer facilities. These experiences laid the groundwork through actual experience for the future evolution of the technical and implementation work on CAMPUS.

D. THE ADAPTATION OF CAMPUS TO HEALTH SCIENCES EDUCATIONAL PLANNING

Beginning in late 1966, SRG analysts were commissioned by the Senior Coordinating Committee for Health Sciences Education in Ontario to develop models that could be used in planning for the expansion of the University of Toronto's Health Sciences complex. Government policy necessitated an expansion of the Medical Faculty from 175 to 250 medical students per year. In conjunction with this increased enrolment a number of other factors were to be considered:

- . The change from a departmental to an organic systems curriculum
- The allocation of students to various teaching hospitals
- The effect of reducing the number of teaching hospitals or specializing them
 - The impact of altering basic parameters, such as teaching group sizes and teaching methods

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The Systems Research Group established a team of systems analysts, operations researchers and programmers with a Medical Doctor as Director under the Vice-President of Health Sciences in a group called the Health Sciences Functional Planning Unit (HSFPU). A system of CAMPUS models that is oriented towards health sciences was developed to deal with various parts of the problems of planning in a health sciences complex in order to evaluate questions such as those mentioned above. Figure 2 outlines the relationship of the models. The following is a brief description of each of the main models involved in the medical version of CAMPUS:

1. UGEDUC - The Undergraduate Education Model

This model accepts descriptions of the undergraduate teaching program and produces the resource requirements needed to sustain that program.

2. TRANEE - The Specialty Training Model

This model accepts specifications of the medical specialty training program and produces reports on the requirements for staff teaching hours and teaching patient hours needed.

3. <u>STAFF - The Medical Staff Model</u> This model accepts statements of teaching staff hours for the undergraduate and specialty training programs from

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UGEDUC and TRANEE. It also accepts constraints concerning staff policy objectives of the departments and staff time profiles. These inputs are submitted to a linear programming model which produces statements of the numbers of staff required to meet the various constraints while minimizing on a number of possible objective functions including staff numbers and the academic salary costs.

4. <u>CIRCUS - Calculation of Indirect Resources and Conversion</u> to Unit Staff

This model accepts statements of staff requirements from the linear programming STAFF model and produces reports on teaching and research space, other related indirect resource requirements and dollar costs.

5. PRIMER - Patient Record Information for Medical Education Requirements

This model accepts information on patient contact hour requirements from the undergraduate and specialty training programs, data on the "generation" of patients by the community and other patient care information. These data are combined with medically determined constraints on patient care and their ability to sustain teaching exposure. As output the model calculates the numbers of patients and teaching beds required to sustain the various programs.



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6. <u>CIPHER - Calculation of Patient and Hospital Education</u> <u>Resources</u>

This model computes various patient and patient-care related indirect resource requirements and dollar costs including teaching beds and other teaching hospital resources.

Figures 3 and 4 show some sample analyses that have been run on the impact on staff contact hours with medical undergraduates over the thirty-six weeks of the academic year of increasing enrolment and changing the curriculum. Three different cases were run as shown and from the three departments, Medicine, Paediatrics and Surgery, one sees a very marked difference in the impact of the change in curricula on requirements for staff time. Figures 5 and 6 show the impact of the changes on requirements for ambulatory patients and hospitalized patients.

This type of analysis has been an integral part of the curriculum planning decisions and has led to the development of curriculums that are both desirable from an educational point of view and feasible and efficient from a resource use one.

E. FURTHER DEVELOPMENT OF CAMPUS

In 1966, the Ford Foundation gave a grant of \$750,000.00 to the University of Toronto to do basic research on the CAMPUS techniques. This provided an opportunity to consolidate the technical

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lessons that had been learned over the first three years, and to experiment with new possibilities.

Beginning in January 1969, Systems Research Group undertook a pilot project to develop operational cost simulation and planning models at three of the Colleges of Applied Arts and Technology in Ontario. These models and the data needed to support them, have been developed and are now operating. The three colleges participating in the study were selected as representative of the total system of colleges in the province.

The colleges share the basic aim of training their students in one, two and three year terminal programs in the Applied Arts, Business, Data Processing and Engineering Technology, so that they will be employable within their community upon completion of their program. The colleges are also highly involved in extension and manpower programs, likewise serving the immediate needs of their respective communities. Now in their third year of operation, the colleges are charged with planning in very uncertain environments. Their daytime enrolments range from less than 1,000 to 7,000 at the largest college. Efforts to predict enrolment for the coming years have been at best tenuous, yet all the colleges are now in the process of building permanent physical facilities to accommodate 1,000 to 10,000 students.

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The task is complicated not only by uncertain enrolment, but equally by fluctuations in the students' demand for various types of programs. New programs are constantly being proposed and operating programs being considered for deletion as their popularity wanes. Many other problems exist because of uncertainties and many decisions have yet to be made. Admissions standards have to be re-examined in view of current extremely high attrition rates. Teaching methods are under experimentation to determine suitable class sizes and examine use of team teaching, audiovisual equipment, closed circuit television lectures. Staffing policies and decisions have yet to be made in many cases and college financing is also still under discussion. The colleges are acting together to work out a suitable formula financing scheme.

The project, sponsored by the Ontario Department of Education, had the primary objectives of assessing the potential benefits from the application of these systems simulation techniques to the problems of community colleges and equally, of determining exactly what would be involved in a widespread implementation in the twenty colleges throughout the province.

The pilot study was completed at the end of 1969 and an assessment of its success was carried out by the participating colleges, the Ontario Department of Education and the Systems Research

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Group. The result was virtually unanimous agreement that the CAMPUS system is useful and necessary for all twenty Colleges of Applied Arts and Technology in Ontario.

The decision was made to proceed in implementing the system, with certain modifications and extra features added to it. The implementation is now in progress.

The basic components of the system will remain, but will be modified as required. The major extensions on the pilot study are as follows:

- Modify, improve and further generalize the CAMPUS computer programs, communication systems, reporting and analytical capabilities to serve the needs and peculiarities of all the colleges.
- 2. Expand the CAMPUS system so that its information subsystem includes additional data, specifically, in the student and staff areas.
- 3. Develop an agreed upon hierarchy of information security for each college for each type of information. Develop and implement computer programs that can effect the security system.

- 4. Develop a set of computer programs and procedures for developing province-wide statistics that can be used by the Department of Education and the colleges. This will include providing an information planning and budgeting capability for dealing with questions concerning the group of colleges as a whole.
- 5. Develop procedures for arriving at an equitable and defensible formula financing system, budget submission procedures and comparative system-wide information, using the information system that has been created.

It is this operational and tested system which forms the basis of CONNECT/CAMPUS, a means of making available to colleges and universities the systems that have evolved.

F. CONNECT/CAMPUS

CONNECT/CAMPUS is a computer-based college management system which can quickly and economically perform analyses on historical, current and planning data. The system comprises a series of computer routines or modules that are assembled according to the tasks the user requests. These tasks can vary in complexity from a simple retrieval of historical data to ten year simulations of all aspects of college operations.



The system has been designed to enable a non-technical user to make full use of its capabilities. The user requests all tasks through English based verbal commands irrespective of the complexity of the computer's operation.

A schematic of the total system is illustrated in Figure 7. The system is broken into two main areas: (1) a <u>user system</u> that is completely conversational and (2) a <u>technical system</u>. The top portion of the diagram describes the user system, the part of CONNECT/CAMPUS with which the user interacts. This routine transmits information on what the user wants to do to the system modules. The bottom portion outlines the actual systems modules or routines. Many of these routines are optional in that the execution of specific user requests may only use a limited number of them. For example, a request for a report on historical data would use only the REPORT GENERATOR and INFORMATION SYSTEM.

1. The Interactive Prompter and Security Systems

This routine is the interface between a CONNECT/CAMPUS user and the actual operating programs. A user converses with this program by creating input commands which are transmitted to the operating routines.

Before access to the system is allowed, a user must pass

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a series of "security" points. He must have a valid sign-on code; he must be cleared as an individual to access the system; he must know the security code for that particular college. The last two codes can be changed to ensure the continuing security of the system. These codes also allow the college to define specific portions of the system to which each individual may have access. For example, one individual may have access only to space data while another could access salaries and another full budgetary data.

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The prompter can operate in either of two modes: (1) it can gradually guide a user from a general area of interest to him to the specification of a particular task. It does this by a series of questions requiring a one word response, (2) it can accept immediate task specification from an experienced user. In both cases, the computer scans user responses for keywords for comparison to a keyword catalogue. The position of a word in the catalogue denotes the task or, at least, which area to proceed to next. The keyword commands are arranged in a hierarchical structure proceeding from the general to the specific. Figures 8, 9 and 10 are samples of the kinds of interactive dialogue that occur.

Once the user begins outlining a task his responses are placed in a file that is used later for input to the processing

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routines. These user responses are compared with keyword catalogues and data in the information system to ensure that the task specification is complete. A simulation task file would not be considered complete until the user had supplied all of the necessary information such as years to be simulated, file security codes, etc., and the prompter had verified these.

Since the interactive prompter converses in an English language mode with immediate responses, a non-technical user can quickly and effectively perform analyses with no knowledge of the computer system and little knowledge of its capabilities. The interactive prompter operating in an instructional mode takes time, but as a user becomes more experienced he has the option of bypassing tedious conversations and immediately specifying a complete task.

The information is collected by the system on how it is being used. This information provides the basis for adapting the design to make it easier to use and more efficient. The prompter will serve as the user documentation of the system and can be obtained in hard copy form at any time.

2. The CONNECT/CAMPUS Input Routines

These routines ensure that data to be deposited in the information system are both logical and correct. All input data



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are preceded by three verbal commands. Before any data are edited they are sorted by these commands to ensure maximum efficiency in processing. In other words, the routine processes and edits similar data together rather than randomly.

Once data have been sorted they are edited according to several criteria:

- . College parameters (i.e. salaries, teaching loads, class sizes, etc., do not exceed college defined minimums and maximums).
- . Data fall within system limits.
- . Logical checks (i.e. the organizational structure is complete, salaries are attached to specific staff types, etc.).

In order to ensure efficiency in input coding and editing, the input routines operate on an "exception" basis. That is, the user can put in a complete set of data or only additional data where exceptions occur from a basic set already stored. For instance, if staff hiring policies are the same for all departments the user would only fill out one coding sheet for one general department and specify that this be applied to all departments unless overridden later.

The data requirements of the system are comprehensive but not overbearing. They fall into four categories:



Description of the Structure of the College

- . organizational structure
- . academic structure
- . physical structure

Present Inventories Of

- . space
- . staff
- . student

Present Decisions and Policies

- . staffing
- . space used
- . administrative procedures
- . academic procedures

Future Plans and Suggested Changes

- . academic
- . administrative

3. The Information System

The information system is the heart of CONNECT/CAMPUS.

All data are deposited in and can only be accessed through

the information system.

The information system provides the user with a series of routines or tools for retrieving or storing information concerning a "subject". The information is stored in files that are kept in core or disk or other random access device. The system automatically adjusts to the core size of the computer

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system and access frequency to optimize on-line/off-line storage. As more data is added to an existing college information system the routine would examine the relative frequency of access of all data elements and possibly reallocate storage.

Data are stored according to subject or keyword at the end of a logical path. The path itself comprises a series of keywords which describe the data; therefore, the user does not have to know complex codes to access data but only need know the keywords. In fact, a user does not have to specify a complete path, only enough keywords to uniquely define that path. Thus, if a user wanted to access all academic staff salaries the keywords STAFF, ACADEMIC, SALARIES, would be sufficient. The keywords STAFF, SALARIES alone would not be sufficient since they do not define a unique path. If the user wanted to access only salaries for full professors his keyword request would be STAFF, ACADEMIC, FULL PROFESSOR, SALARY.

The paths and keywords are college specified in that the information system allows the college to add or change both path structure and actual data elements stored. Thus the data in the information system could vary from minimal planning data to a complete management information system. The absolute size of the system is limited only by the number of random access devices available at the computer installation.



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The "subject" storage mode is an important aspect of the information system design. This concept vastly increases efficiency as long as the task is analysis rather than retrieval of individual student files. If a student file system is used to perform analysis such as distributions by program and age a subject file is superior. If it is used to access only information on a series of individuals, individual storage is superior. The CONNECT/CAMPUS information system will automatically invert files from a subject to an individual system upon request.

4. The Simulation Model

The main CONNECT/CAMPUS planning tool is a simulation model that is capable of representing a specific institution under different academic and administrative plans and policies.

The CAMPUS planning model represents a significant advance in planning capabilities. The model contains no built-in biases since it is "data defined". It is not limited by the size of the institution or the level of aggregation of planning requirements which are automatically assembled according to user requests from the interactive prompter. Only those routines necessary for desired analysis are included.

The cost center structure is a vital part of the simulator. Cost centers are defined as any points in the organization



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which supply resources for teaching or other purposes and for which reports are desired. All cost centers must be related to each other in a tree-like structure. At the lowest level of detail a cost center could vary from a department or sub-department, to libraries, cafeterias, or aggregations of these in addition to reporting points such as the total college.

In addition, a budget structure can be defined as well as virtually any program structure. Costs can be obtained by level and type of student, level and type of activity (WICHE discipline costing), by organization unit (traditional budget format) and for the cost of producing a degree. The costing methodology can be specified by the user. It can vary from direct activity or subject costing to arbitrary allocation of administrative costs. In addition to average cost, marginal costs can also be calculated. This involves the cost of changing from one set of circumstances to another, i.e. the impact of an increase in enrolment and of adding or dropping academic programs.

The simulation model is also flexible with respect to time horizons. A time period can be defined to be as short as one week, although the usual time period is a semester. The degree of detail of the output of the simulation depends on the user definition of this time period and of an activity.

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An activity is defined as any academic or administrative event that takes place within an institution and consumes resources. A user could define an activity as an individual course offering or possibly as a group of courses at a higher level of aggregation. Student counselling, health service delivery and examinations could also be defined as activities.

The experimental capabilities are extensive and require no programming and in many cases very little additional data. For example, the statement "INCREASE TOTAL ENROLMENT + 10% 1970-1975" would increase the enrolment over the planning figure in the data in the system. "DELETE THE MODERN LANGUAGE PROGRAM 1973" would cause the modern languages program to be dropped in the simulated year 1973. Figure 11 contains a sampling of the kinds of experiments that can be carried out.

5. Subsidiary Analysis

These subsidiary analyses include space routines which take simulation output in terms of rooms and square feet and convert these to building projects and architectural specifications; subsidiary costing routines enabling the user to structure his costs according to standard costing criteria such as WICHE programs; architectural design routines capable of producing detailed construction cost estimates; information on the best



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timing and composition of construction projects; the affinity of one space type to another and numerous other architectural design analyses; and formula financing analyses.

6. Statistical Analyses

A standard set of statistical packages is included here:

- . Multiple Regression
- . Exponential Smoothing
- . Complete BMD Package

Information on the information systems, both historical and simulated. can be analyzed using these routines.

All output from the three analytical routines is deposited in the information system under keyword paths. The user can then report on and analyze this data merely by using the report generator. Since the CAMPUS planning output is part of the information system the user can easily request reports which compare past situations to simulated plans. There is also no need to obtain reports immediately as the results of analyses can be stored and called back at a later date.

7. The Report Generator and Analytical Modules

The CONNECT/CAMPUS report generator routines enable the user to structure his own reports rather than choose from a menu of predefined and perhaps unsuitable reports. The



report generator retrieves data from the information system and assembles and analyzes them according to user requests. Since the user has access to his complete data base he can easily structure reports covering any time span or any number of different elements.

8. CONNECT/CAMPUS Input Data Requirements

All input data for CONNECT/CAMPUS must pass through a series of input and editing routines before being placed in the information system. A series of commands indentifies the data contained in each input record and calls in the appropriate edited segments. Once the data have been edited the "clean" data are placed in logical paths in the information system according to these commands.

The data can be entered directly from machine processable records in another information system, from formatted cards or in free format from terminals; in each case they must be converted by routines which insert commands and format it to match the user defined CONNECT/CAMPUS data structure. This data formatting also aids in producing a series of input reports which converts the data to easily readable report formats.



Each report is cross-referenced to an input record on which the data are entered according to a system of command levels. Reference should be made to Table 1, a schematic of input data reports as they relate to the input command level structure of the model.

All input data falls under the level one command, INPUT. At level two the data is subsummed under thirteen verbal commands, each dealing with a specific category of information; SPACE, STAFF, SERVICE, REVENUE and so on. At level three, data are further particularized through a numeric command within each category. Each coding sheet or input record is designed to accept the data required at one level three command.

Tables 2, 3, 4, 5, 6, 7 and 8 are samples of the INPUT reports on space information.

9. An Analysis of a Shift in Enrolment Patterns

SRG College is a 7,500 student institution which is expected to grow to about 12,000 students by 1974. The college is divided into three schools of major disciplines: Arts, Science, Business. In the current year the majority of students are enrolled in the Science and Business schools. The registrar and admissions officer predict a major shift away from the



Sciences towards Arts; Figure 17 illustrates forecasted student population by major discipline or school. Student population in Arts will increase from 2,000 in 1970 to almost 5,000 in 1974; Business from 2,800 in 1970 to about 3,600 in 1974, and the enrolment in Science will level off at 3,000 students in 1970 and 1971 and then begin to decline by 2,000 by 1974.

Assuming these enrolment forecasts and constant unit costs (no inflation or salary increases), the planning officer has used the CAMPUS model to calculate both operating costs and space requirements. Figure 18 illustrates total operating costs and cost per student in major disciplines. It can be seen that a more than doubling enrolment in the Arts discipline has resulted in a cost per student drop by about 30%, while a drop in the Science discipline by about one-third resulted in a cost per student increase of about 25%. Figure 19 illustrates total costs for all disciplines broken out by direct and indirect costs.

Although total costs remain almost constant for the first few years and actually drop in 1974, the amount of the operating cost decrease is surprisingly small given that there is a strong shift towards Arts, and Arts is assumed to be much less expensive than the Sciences.

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Figure 20 illustrates total space requirements for the next five years. First analysis shows that there will not be a space shortage until 1973 and that this shortage will not be severe. But this analysis only compares total square foot requirements with the 1970 inventory and does not take into account the fact that classrooms and labs cannot be substituted for each other. A more realistic analysis shows that there will be a slight space shortage in 1972 which will grow to a shortage of about 250,000 square feet.

Before making any policy decisions the college administration decided to analyze these results in more detail. Figure 21 illustrates station occupancy and space utilization for the years 1970 to 1974. Station occupancy in sizes 25, 40 and 100 classrooms is very low; this is due to the fact that section sizes are not closely matched to room sizes. *If* section sizes are more closely matched with classroom sizes for the 25, 40 and 100 size classrooms the college should be able to use its existing spaces better and possibly decrease staff requirements and therefore operating costs. Utilization rates are very low for both classrooms and laboratories and this indicates that the college should be able to increase its utilization by better allocation of 3 ections to room sizes and by increasing the length of the teaching week from 35 to 42 hours per week.

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Analysis of academic staff in one Science department, Chemistry, shows that Chemistry is overstaffed by 1974. (Figure 22 Base Case). This is due to the fact that staff are tenured and that total staff will only decrease with natural attrition. Thus it is decided that by decreasing section sizes in laboratories and by converting size 30 laboratories into classrooms beginning in 1973 the additional load placed on the Science staff can easily be handled by present staff. Since the high cost per student in the Sciences is due in part to the fact that there is a wide proliferation of programs these costs can be reduced by amalgamating some Science programs as enrolment decreases and reducing the number of activities or courses offered.

Administration has decided to test the following policy changes:

- . Increase the teaching week from 35 to 42 hours
- . Conversion of some size 30 laboratories to classrooms beginning in 1973
- . More closely match section sizes in activities to classroom sizes
- . Amalgamate technology programs into fewer activities
- . Reduce section sizes in the remaining Science activities to size 15

Figure 22 illustrates the effect on academic staff in the Science

area. In the base case percentage of staff time which was



- 27 -

unassigned moved from 4% to 19% while in Case 1 the percentage of unassigned time in 1974 was only 9%. This is due to the fact that section sizes were decreased and therefore staff contact hours increased. The effects of program and activity amalgamation is illustrated in Figure 23.

Figure 24 compares space requirements between the Base Case and Case 1, 2. It can be seen that the net space requirements given the new policies or assumptions are considerably less than those under the Base Case.

Figure 25 compares total costs for the two cases. Total costs are considerably lower in Case 1 due to the fact that section sizes have been increased in the Arts discipline and reducing academic ataff costs and lowering support costs. Lower space requirements have resulted in lower maintenance costs, etc.

G. WHAT THE MODEL CAN AND CANNOT DO

The following is a brief summary of the kinds of analysis that can and cannot be done with the simulation model:

General:

Mo**del** Can't

- forecast exogenous inputs -- e.g. data on enrolment or rules on staff workloads
- . predict community needs





- . evaluate the quality of education
- . create alternatives, but does analyze them in economic terms
- . calculate the resource requirements of alternative educational programs
- . compare the costs of different administrative rules on staff, space, equipment enrolment
- . enable the administrator to manage and plan the institution in the future

Finance

Model Can:

Model Can't:

Model Can:

- . predict operating and capital allocations from outside sources (except under formula financing)
- . control expenditures

202 **35**

- . provide detailed cost estimates for the college, division, department, program or activity
- . be used under different assumed funding levels to indicate what courses, enrolments and methods can be supported
- . be the analytical mechanism of a Planning Programming Budgeting system
- . facilitate the preparation of annual budgets and long term growth plans for review by senior authorities
- provide detailed justification of requests for funds, either under present procedures or as a supplement to formula financing



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Space Planning

Model Can't:	. say what kind of space should be used in a given program, or set class size
	. prescribe certain sizes of offices, etc. for academic and support staff
	. lay down policies on ancilliary facilities such as libraries, residences, lounges
Model Can:	. forecast detailed space requirements under alternative situations
	. assess the impact on space of changes in teaching methods, enrolment, etc.
	 pinpoint overages, shortages and per- cent utilization of different kinds of space at different future times
	. assess the impact of alternatives in future construction
	evaluate the effect, on space needs, of changes in length of each week, com- puterized scheduling, etc.
	. assess the economics of flexibility
	 produce information for architects on the affinity of one type of space for others
Enrolment	
Model Can't:	. predict enrolment (total or by course)
	. predict student choice
	. assess promotional effectiveness
	. tell about community needs
	. forecast success of students

8: 36



Model Can:	 calculate resources needed for different enrolments
	. assess different mixes of courses
	. help cope with uncertainty and variations in actual enrolment
	. evaluate the economies of scale
	 help set timing of acquisitions of new resources
	. operate in long and short run context
Academic Planning	
Model Can't:	. decide what courses should be offered
	. balance academic <u>versus</u> professional subjects
	. say much about community role
	. design course content
Model Can:	. compare the resources (staff, space, equipment, etc.) needed for different mixes of programs
	. analyze the resource requirements for changing course contents
	. compare costs of educating different kinds of students (day, extension, industrial, manpower)
Teaching Methods	
Model Can't:	. say which methods are pedagogically best
	. generate new teaching ideas

21,37

- 31 -

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. measure student reactions

Model Can:

- . help make trade-off analyses of different teaching methods
- . highlight the costs of introducing new methods
- . calculate how college costs will rise with enrolment given possible changes in methods
- . help tie together enrolment, program decisions and available resources into a coherent plan

Staff Planning

Model Can't:

Model Can:

- . say what kind of staff should be used
- . help recruit staff directly
- . evaluate teacher performance
- . determine staffing policy
- . calculate the requirements for various staff
- . take into account alternative staffing policies -- load, tenure, etc.
- . analyze the cost of different mixes of staff

. predict future staff work requirements under alternative educational and administrative policies

. calculate future operating costs under different staffing policies and salary scales



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H. SUMMARY

In this paper we have outlined the development and use of CAMPUS and CONNECT/CAMPUS. It might be useful, however, to summarize at this point the advantages of using the system;

1. Planning Rather Than Responding

The ability to experiment with alternative futures should allow the planner to devise plans which are less sensitive to adverse turns of the wheel of fate. The simulation model can be considered a laboratory in which the college administrator can test alternative policies before decisions are made. The experimental results of such tests can provide objective estimates of the resource implications of the competing proposals. This information would be a healthy check on unsupported departmental proposals and bring about more careful planning at all levels. Better knowledge of the cost consequences of alternatives should improve decisions and reduce the number of unfortunate surprises in college planning.

2. More Comprehensive Justification of Budgets

The use of computerized simulation models makes possible accurate and substantiated statements of financial requirements. The heightened credibility of these statements com-

- **. . . .** .



bined with a demonstrable use of improved management tools should improve an institution's position in supporting sound expenditure of public funds. The results of the simulation can be presented either in traditional budgetary formats, or in such a way as to juxtapose program levels and associated costs. A particular advantage of the system is its ability to compute the incremental costs of altering each activity level. This should facilitate efficient allocation of college resources. An important advantage which appears as a byproduct in the college budget making process is the extent to which the system should reorient top level budgetary negotiations from concentration upon aggregate dollar magnitudes to the underlying decisions which are of more fundamental importance.

3. Quicker, Cheaper, Less Tedious Planning

Laboriously produced master plans are often obsolete before their ink is dry. Simulation models permit continuous planning in response to changed circumstances and opportunities. Finally, the use of such models obviates the investment of scarce managerial time and talent in slow manual computations. Because of a paucity of information, an impending decision of any consequence in the college is likely to initiate a search for new data. Each time this occurs, it places a redundant burden upon academic and administrative personnel



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as they strive to supply requested information. Because these data are often supplied under tight time limits, the quality is frequently dubious. Typically, the results of one survey are unavailable or inappropriate to the next. Such a procedure is wasteful and cannot provide uniformly good information. Because it systematically brings together and analyzes information relative to a broad class of problems, the CAMPUS system should reduce this burden of tedious and repetitious paperwork.

4. Aiding Colleges in the Early Expansion Stages

Colleges in the early growth stage stand to profit greatly from the use of simulation models. The range of decision variables is so broad and the importance of early decisions so great that the planners deserve all the assistance that they can get. The design and use of the simulation model in the formative stages of a college may avoid costly errors and raise the return from new educational investment.

Central to the entire experiment of using systems analysis to aid university planning and management is the notion that better information in the hands of decision-makers means better information. If for any reason good analysis cannot be accomplished, or if analytical work is resisted by decision-makers, the effort is



- 35 -

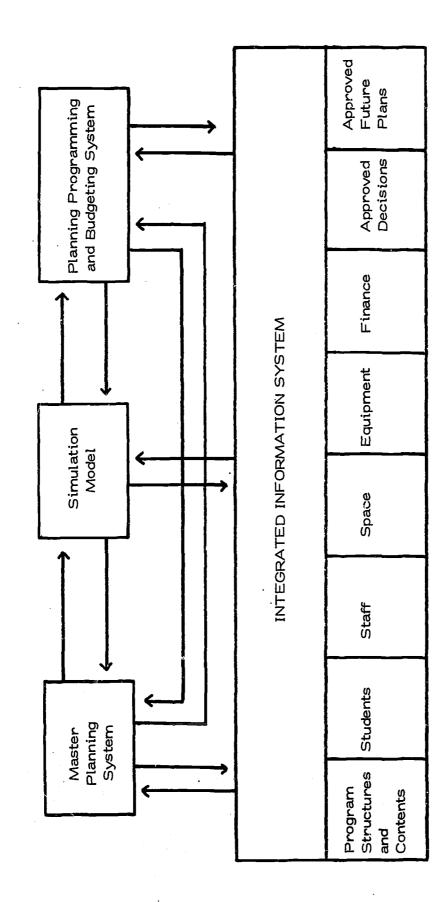
expended in vain. There is often a tendency for analysts with sophisticated analytical tools to wander about in search of problems that fit the tools. This procedure often produces interesting journal articles, but seldom anaything else of value. University systems, like many other real systems, are sufficiently complex to require a substantial investment of hard work and humility before the analyst is able to make a significant contribution . Given these conditions in the present CAMPUS technology, it is possible to make pronounced improvements in the quality of decisions in higher education, thus bringing about the more efficient utilization of the resources that the universities have at their disposal.



- 36 -

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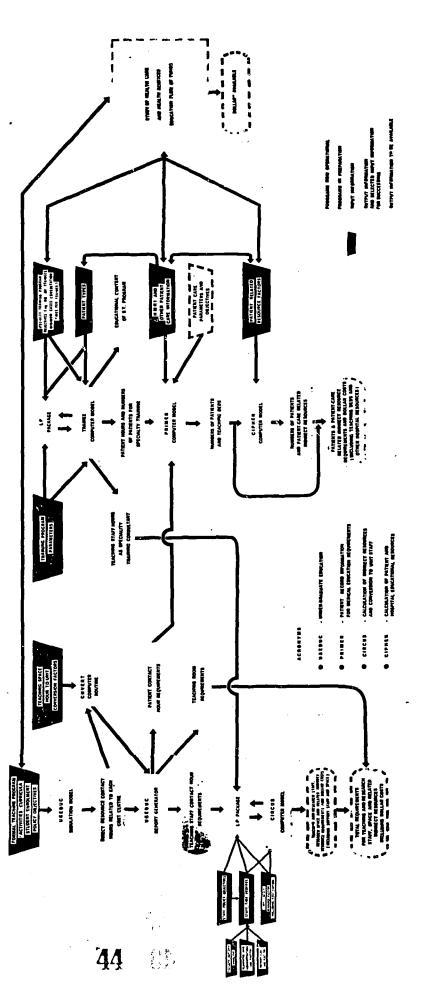
CAMPUS COMPREHENSIVE ANALYTICAL METHODS FOR PLANNING IN UNIVERSITY SYSTEMS

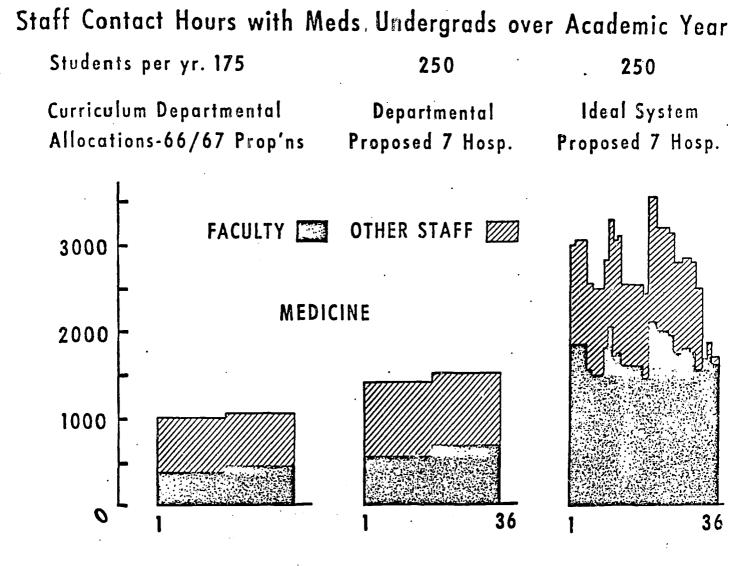


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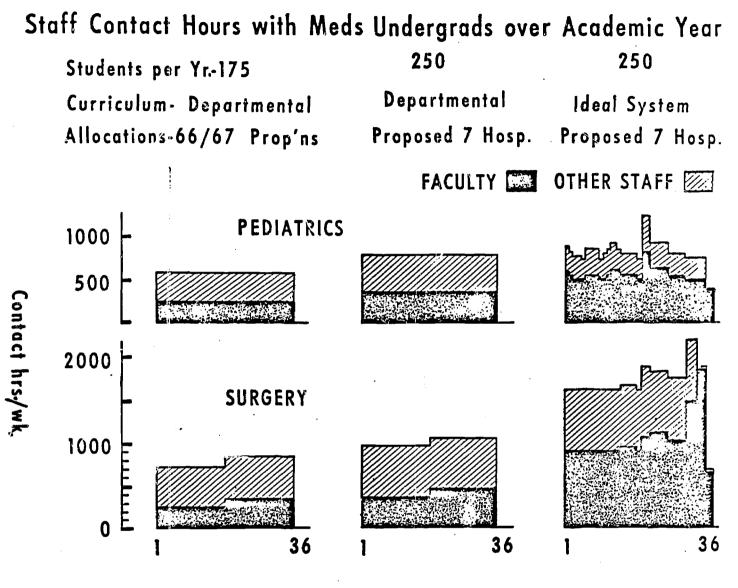
HEALTH SCIENCES RESOURCE REQUIREMENTS SIMULATION MODELS SYSTEMS FLOWCHART





ACADEMIC WEEKS

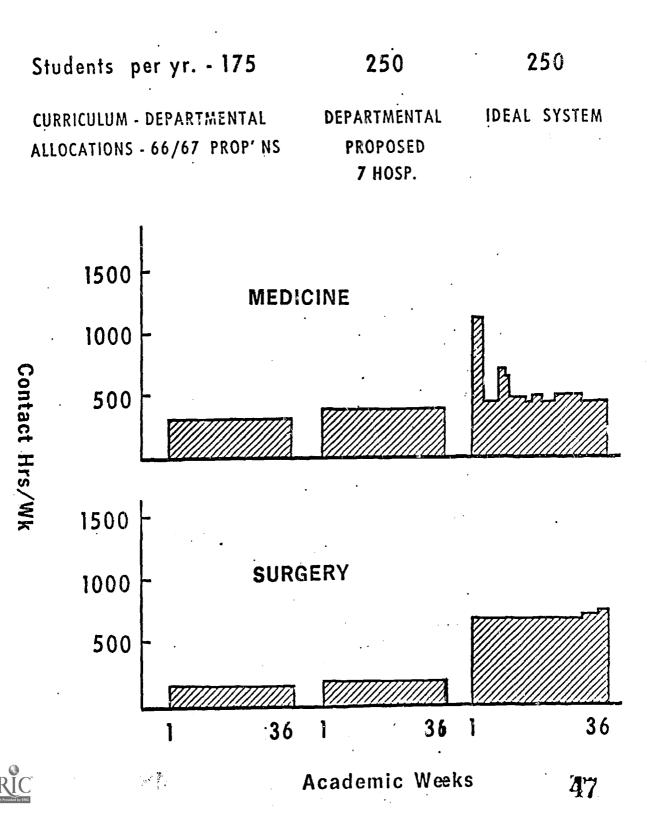


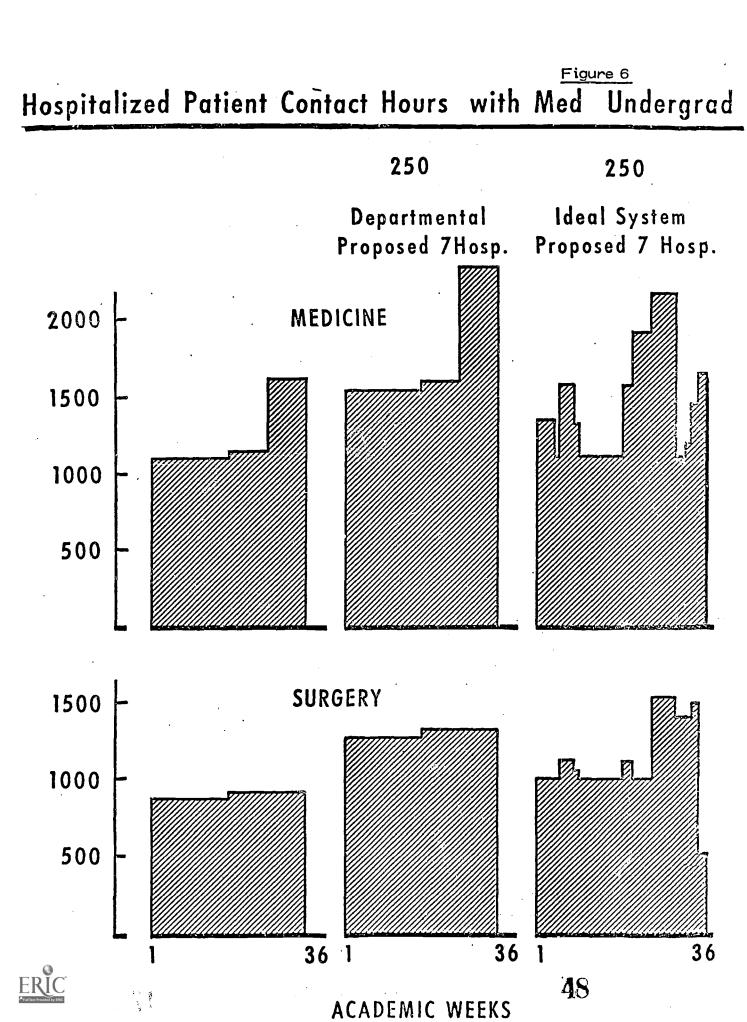


ACADEMIC WEEKS



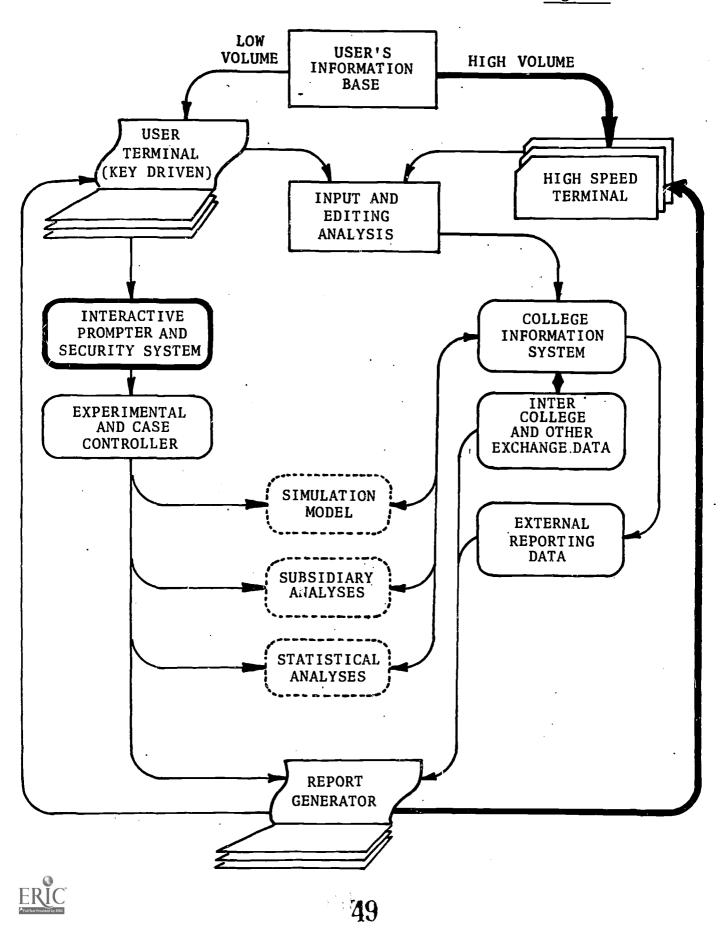
AMBULATORY PATIENT CONTACT HOURS WITH MEDS UNDERGRADS





CONNECT/CAMPUS

Figure 7



INTERACTIVE PROMPTER - EXPERIMENT TASK DEFINITION (INEXPERIENCED USER)

WHAT WOULD YOU LIKE TO DO?

? WHAT CAN I DO?

YOU CAN EXPERIMENT, SIMULATE, REPORT, READ ABOUT RECENT FEATURES OR SIGNOFF. PICK ONE.

? EXPERIMENT

WOULD YOU LIKE TO EXPERIMENT ON RESOURCES, ACTIVITIES, ENROLMENT, ORGANIZATION OR FINANCES. PICK ONE.

- ? WHAT CAN I DO WITH ENROLMENT?
- . ENROLMENT EXPERIMENTS ALLOW YOU TO CHANGE ENROLMENT AT ANY LEVEL FOR ANY TIME PERIOD.
- . YOU CAN CHANGE EITHER TOTAL ENROLMENT OR THE DISTRIBUTION AMONG PROGRAMS
- . THE CHANGES CAN BE EITHER ABSOLUTE, A PERCENTAGE CHANGE OR INSERTION OF A NEW VALUE.

DO YOU STILL WANT TO EXPERIMENT ON ENROLMENT?

? YES

AT A SPECIFIC LEVEL OR ALL LEVELS?

? ALL

DO YOU WANT TO CHANGE TOTAL ENROLMENT OR THE DISTRIBUTION AMONG PROGRAMS?

? TOTAL

WHAT SORT OF CHANGE?

? PERCENTAGE

BY HOW MUCH?



Figure 8 (continued ...)

? + 35%

FOR WHAT YEARS?

? 1970 - 1976

DO YOU WANT TO ADD MORE EXPERIMENTS TO THIS FILE?

? NO

PLEASE GIVE THIS EXPERIMENT A FOUR LETTER NAME

? AAAA

IF YOU WANT TO PERFORM A SIMULATION USING AAA REQUEST A SIMULATION



INTERACTIVE PROMPTER - SIMULATION TASK SUBMISSION (EXPERIENCED USER)

WHAT WOULD YOU LIKE TO DO?

? SIMULATE

WHAT EXPERIMENT FILE WOULD YOU LIKE TO INCLUDE

? AAAA

ANY MORE FILES"

? YES, BB8B

DO YOU WANT TO SPECIFY ANY SIMULATION OPTIONS?

? YES

WHAT OPTIONS?

? OUTPUT ONLY SPACE, ENROLMENT

ANY MORE OPTIONS?

? SIMULATE BY YEAR NOT TERM

ANY MORE OPTIONS?

? NO

PLEASE GIVE THIS SIMULATION A FOUR LETTER NAME

? TEST

TEST HAS BEEN SUBMITTED. YOU CAN CHECK ITS STATUS BY THE COMMAND : STATUS TEST

? STATUS TEST

TEST HAS COMPLETED EXECUTION AND THE RESULTS ARE IN THE INFORMATION SYSTEM

WHAT ELSE WOULD YOU LIKE TO DO?

? SIGNOFF



?

INTERACTIVE PROMPTER REPORT ON DATA FROM SIMULATION RUN

53

SAMPLE WHAT WOULD YOU LIKE TO DO?

REPORT

WOULD YOU LIKE TO EXAMINE THE CATALOGUE OF REPORTS?

? YES TITLE REPORT NO. OPERATING COSTS SRG1 LABORATORY STATION OCCUP. SRG2 LABORATORY SOUARE FEET SRG3 LABORATORY ROOMS REOD. SRG4 LABORATORY CONTACT HRS/WK SRG5 SPACE PLANHING FACTORS SRG6 ENROLMENT SRG7 CUMULATIVE SPACE SRG8 YEARLY SPACE SRG9 OFFICE SPACE SRG10 CLAS ROOM SPACE **SRG11** LABORATORY SPACE SRG12 OPERATING BUDGET SRG13 COST PER STUDENT SRG14 ACADEMIC STAFE. SRG15 WHAT REPORT DO YOU WANT? SRG8 ? FOR WHAT COST CENTERS? TOTAL COLLEGE FOR WHAT YEARS? ? 1969-1977 FOR WHAT' PREVIOUSLY RUN CASES? ? TEST BASE ANY MORE CASES? ? NO WOULD YOU LIKE TO SEE THIS REPORT NOW? YES ? WHAT WOULD YOU LIKE TO CALL THIS REPORT? 2 G2 800001 CUMULATIVE SPACE REQUIREMENTS ENROLMENT +35% **70**000 ENROLMENT PREDICTED ENROLMENT -35% * 60000! # # 500001 40000**:** JUNE 1970 30000! * * JANUARY 1970 Ħ # 20nn+!

EXISTING BUILDING

SAMPLE CONNECT/CAMPUS EXPERIMENTS

AREA	TYPE OF CHANGE	EXAMPLES
ORGANIZATION	Add or delete	Delete modern languages in 1973
	Economics of splitting into multi-campus; merging departments; creating new departments	Split all English activities into two separate departments, create new campus for all health category programs
ENROLMENT	By level	Total enrolment + 25% 1973; Freshman – 15% 1971; Modern
	By program	Languages freshman + 20% 1971
CURRICULA	By program	Add economics 101 to core courses for all liberal arts programs
ACTIVITIES	Change section sizes Change schedule Change credits Change resources	Economics 101 section size + 10% Economics 101 from 2 to 3 hours per week; Move from classroom and staff to carrels and programmed texts for all mathematics activities
STAFF	Sal aries S ta ff load	Academic + 15% in 1971; Full professor staffing units + 3 1975
	Hiring policies	Hire minimum 50% associate professors all years
SPACE	Utilization Teaching week Planning factors Manipulation	Classrooms used 45 hours per week instead of 35; All physics laboratories 35 square feet per station. Chemistry, physics lab compatible.
BUDGETS	Capital Operating	Compare requirements to \$2 million capital budget 1971; Compare staff teaching loads if limited to \$1 million academic
ENVIRONMENT	Inflation Interest rates Applications	budget in 1972 Inflation staff salaries by 7.1% per year

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A SAMPLING OF CONNECT/CAMPUS TABULAR* REPORTS

AVAILABILITY	- by program, department or above - one or more semesters - one or more assumptions	 by department or above one or more semesters one or more assumptions 	 by department or above one or more years one or more assumptions 	 by program, department or aggregation one or more semesters one or more assumptions 	 by program, currícula, activity one period (minimum period = one week) one set of assumptions 	 by activity type, discipline by department contact hours, numbers, dollar costs one period
CONTENTS	Students, student credits, student cross-loading	Summary of number and salaries by category	Summary square foot and dollar requirements by category comparison with expected capital budgets	Summary dollar costs by resource types, budget format, program	Students, student credits, cross loading	Activity load and costs Requirements by rank
REPORT AREA SUMMARY REPORTS	STUDENTS	STAFF REQUIREMENTS	SPACE AND CAPITAL COST	OPERATIONAL COSTS	DETAILED REPORTS STUDENTS	ACADEMIC STAFF
			5	5		

* Graphical reports can be requested in virtually any format for each area

- one set of assumptions

,	Figur		
E	R	l) (

rigure 12 (cont'd ...)

REPORT AREA SUMMARY REPORTS

EQUIPMENT

TEACHING SPÀCE

CONTENTS

Detailed unit and dollar requirements by category sub-category Detailed breakout by category, sub-category, size

Allocation of costs by - degree cost or

PROGRAM COSTS

56

- discipline cost or
- budget structure or
 - organization or
- combination of above

AVAILABILITY

- by activity, department or above
 - units, dollar costs
- one period
- one set of assumptions
- by activity, department or above
- hours, square feet, rooms, utilization
- shortages, substitution possibilities
 - one or more periods, or
 one or more set of assumptions
- -
- activity, program, department or above
- hours, square feet, units, dollars, as applicable
- one or more periods, or
- one or more set of assumptions

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Figure 13 (a)

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Figure 14 (a)

SAMPLE OVER TIME TABULAR REPORTS

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CAMPUS EXPERIMENTS - 1970 SEMINAR SERIES - BASE CASE

COST CENTRE 5 COLLEGE

ENTS	-	1970	5	SE	MI	I N/	AR	SI	ERIES	-	BASE	CASE	
ΜP	U	s d	: 0)	L	L	E	G	E			OVER TIME REPORT SESSION AVERAGES	1.5

SUMMARY REPORT

C A

SESSION

1969-70 1970-71 1971-72 1972-73 1973-74 1974-75 1975-76 1976-77 1977-78 1378-:

STAFF										
ACADEMIC ,	1178	1498	1685	1748	1786	1912	2039	2189	2412	264
ACADEMIC SUPPORT	33	46	52	52	52	. 59	59	59	65	;
NON-ACADEMIC SERVICE	81 274	96 300	101 326	101	111	116 368	116	126	136	14
SERVICE	2/4		520	342	342		368	394	42G	4!
TOTAL	1566	1940	2164	2243	2291	2455	2582	2768	3039	33(
	•						******		******	
TOTAL EQUIPMENT COST	. 352	467	529	566	583	636	694	758	851	94
MISCELLANEOUS	221	319	352	364	371	395	414		483	51
MAINTENANCE	8	11	12	13	13	15	16	18	20	2
TOTAL AGGREGATE COST	2147	2737	. 3057	3186		3501	3706	3986	4393	48(
(THOUSANDS OF DOLLARS)										
SFICE CLASSROOM	15350	18670	20660	21330	21810	23280	24320	26040	28410	3079
	17740	23870	26130	27480	27630	30160	33860	36060	39430	4189
INSTRUCTIONAL LABORATORY	1915	3270	3895	3845	4345	4445	4360	5260	5765	598
SPECIAL LABORATORY Service Department	30900 54287	41750 714%1	48050 80744	46400 85247	50250 87825	50450 95614	51250 104271	53400 113813	62750	6375
SERVICE DEPARTMENT	7420/	/14%1	00/44	8724/		92014	1042/1			1420!
TOTAL SPACE	120192	159001	179479	184302	191860	203949	218061	234573	264065	28450
(SQUARE FEET)		****					*			
CAPITAL COSTS Space - (Actual Dollars)	70450	480275	313200	142300	92800	255550	297400	401775	806925	57361
	•								•	
AFFILIATED STUDENTS										
AT THIS COST CENTRE	0	0	0	0	0	0	Ō	. 0	. 0	•
AT AFFILIATED COST CENTRES			•							,
APTS	277	· 405	461		504	563	626	688	790	8
BUSINESS Engineering	434. 437	571 647	. 543 776	682 834	707 867	787 945	868 1043	-956 1159	1087. 1313	12: 14
CONTINUING EDUC	. 437	047	0	854 0	s07 0	0	1049	0	1313	14
	******		****			*-				
TOTAL	1148	1623	1880	2006	2078	2295	2537	2803	3190	35
REVENUE							•		•	
					**					
TOTAL REVENUE FUNDS	0	0	0	0	0	0	0	0	0	•-•-
	•									
INDICATORS										
COST PER STUDENT (ACTUAL DOLLARS)	1870	1686	1626	1588	1567	1525	1460	1422	1377	13
SE PER STUDENT	104	97	.95	91	92	88	85	83	82	. :
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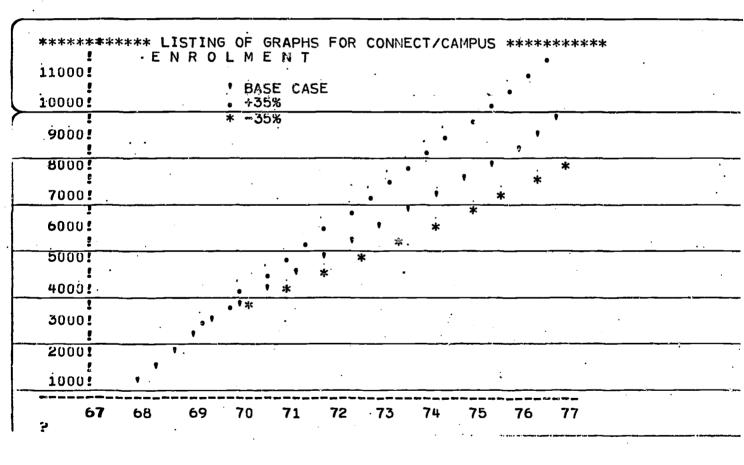
Figure 14 (b)

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	1969-70	1970-71	1971-72	1972-73	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79
STAFF ACADEMIC ACADEMIC SUPPORT NOU-ACADEMIC SERVICE TOTAL	244 33 19 0 	349 46 24 0 	399 52 24 0 	424 52 24 0 	424 52 29 0 	448 59 29 0 536	485 59 29 0 	521 59 25 0 	570 65 34 0 	634 72 34 0
TOTAL EQUIPHENT COST MISCFLIANEOUS MAINTENANCE	0 33 0	0 60 0	0 68 0	0 72 0	0 73 0	0 77 0	0 83 0	0 88 0	0 97 0	0 307 0
TOTAL ACCREGATE COST (THOUSANDS OF DOLLARS)	329	479	543	572	578 [°]	613	656	697	766	847
SPACE Office Classroom Instructional Laboratory Special Laboratory Service Department	2790 0 0 0 0	3830 0 0 0 0	4280 0 0 0 0	4480 0 0 0 0	4560 0 0 0 0	4810 0 0 0	5110 0 0 0 0	5410 0 0. 0 0	5940 0 0 0 0	-
TOTAL SPACE (Square Feet)	2790	3830	4280	4480	4560	4810	5110	5410	5940	6560
CAPITAL COSTS SPACE - (ACTUAL DOLLARS)	0	· 22800	14050	6250	2500	7800	9375	9375	16550	19375
AFFILIATED STUDENTS AT THIS COST CENTRE	277	405	461	490	5,04	563	626	688	790	890
TOTAL	277	405	461	490	504	563	626	688	790	890
REVENUE										
TOTAL REVENUE FUNDS	121	179	204	217	223	250	277	304	351	395
INDICATORS COST PFP STUDENT (ACTUAL DOLLARS)	1187	1182	1177	1167	1146	1088	1047	1013	969	951



Figure 15 (a)

SAMPLE OVER TIME GRAPHICAL REPORTS



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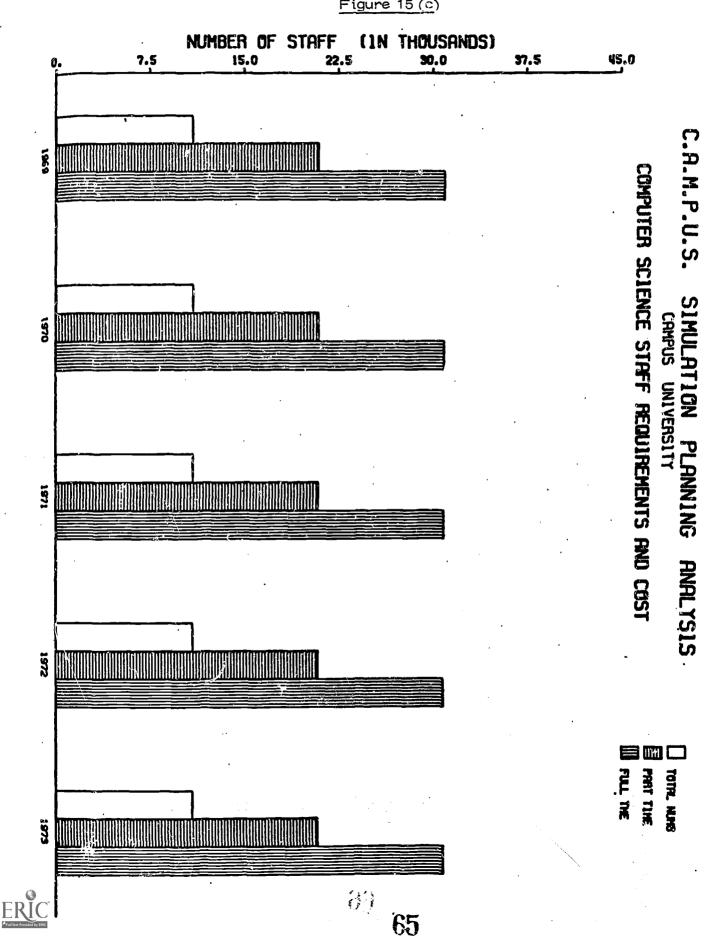


Figure 15 (c)

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Figure 16 (a)

Figure 16 (b)

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Figure 16 (c)

Figure 16 (d)

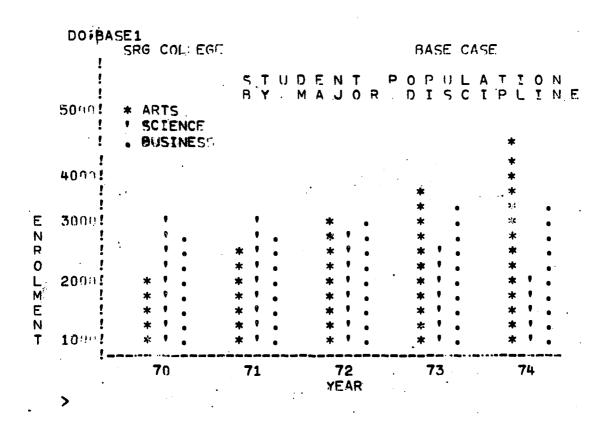
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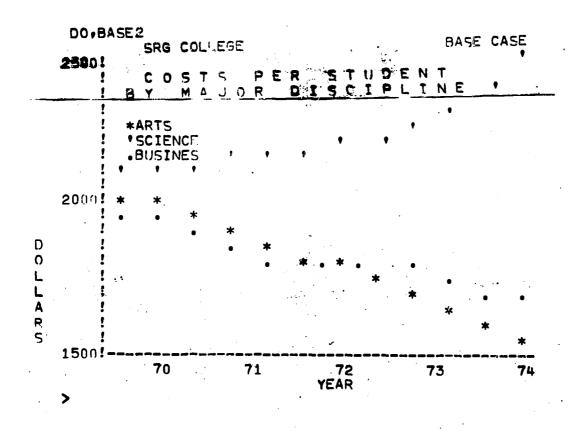
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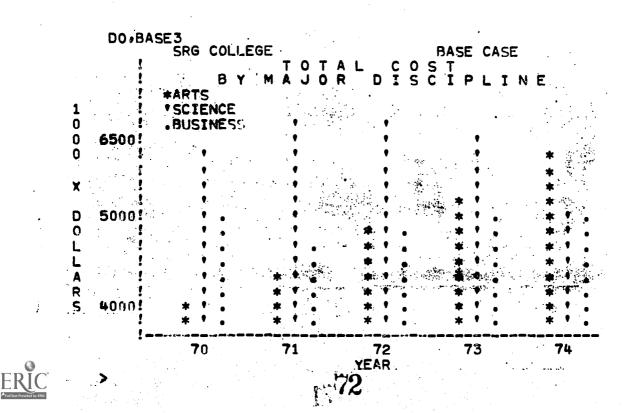
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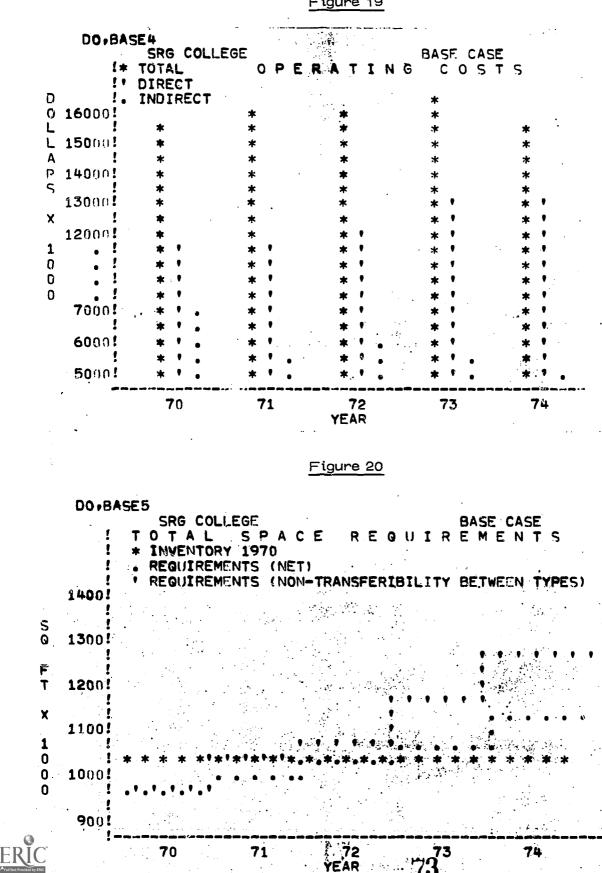
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Figure 23

DO+BASE10 SRG COLLEGE ACTIVIT ANALYSIS REPORTING) (EXCEPTION ********** DISCIPLINE: CHEMISTRY YEAR: 2 TERM: SPRING 1974 BASE . . . CASE 1 SECTION SIZE ACTIVITY NO. HOURS SECTION SIZE NO. HRS WEEK DESIRED ACTUAL CODE DESIRED ACTUAL 30 CH203 22 29 8 2 6

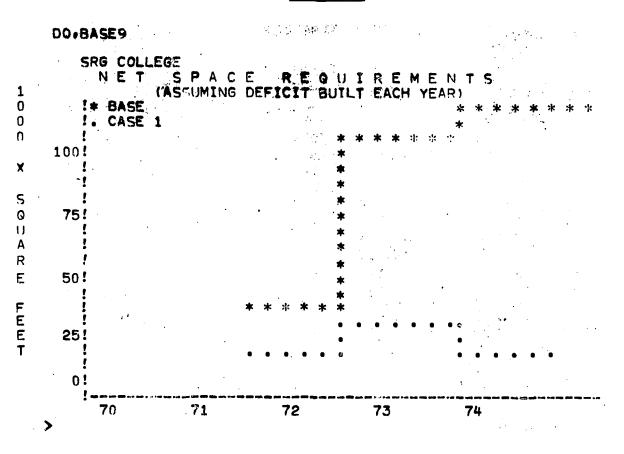
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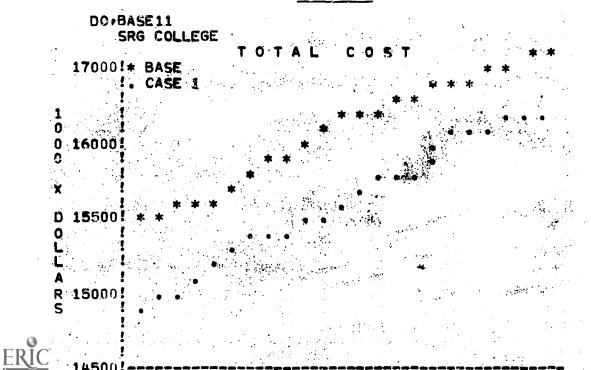
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Figure 24





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Level 2 Level 3 Command Command Description Name, Time and Credit Factors- Name, Time and Credit Factors- Scost Centers R A Program Levels Cost Centers Cost Center Affiliation R Program Levels R Program Levels R Program Levels R Program to Cost Center Affiliation R Program to Cost Center Affiliation R Program to Cost Center Affiliation R Schedule Range R Schedule Range	Input Data Renort Title	Simulation (1.2 Cost Centers - Level/Node Structure 	I.3 Programs - Level/Node Structure	 Affiliation of Program Nodes to Cost Center Nodes 		2.2 Activity Characteristics	 Activity Characteristics 	4	 2.5 Exception Activities 2.6 Exception Activity Resources 	·	Cont'd
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t Title Table 1 (b)	Program Curricula and Activity Participation	Initial Distribution of Students into Programs Student Transitions	Student Credit Load Academic Staff Character- istics	Academic Staff Activity Duties Academic Support Staff Non-Academic Staff	Academic Staff Non-Activity Duties Academic Staff Inventory Trans- itions and Hiring Criteria Academic Staff Optimization and Update Policies Cont'd
Input Data Report	3.1	8 8 9 7 8 9 7 8	4 1 3 .4	4.6	4.5
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ra <u>Table 1 (c)</u> Title	Available Classroom Space by Cost Center	Available Instructional Laboratory Space by Cost Center	Available Instructional Special Laboratory Space by Cost Center	Available Cost Center Space by Space Category	Rcom Size and Space Planning Factors - sq.ft. per Station	Classroom and Instructional Laboratory Characteristics by type	Instructional Special Laboratory Characteristics by Type	Service Space Character- istics by Type	Cost Center Teaching Weeks and Space Utilizations	Service Characteristics Orles Const. & Maint. Custs by Space Category	Mis. Space Input Teaching Space Contrers ,.,Cont'd
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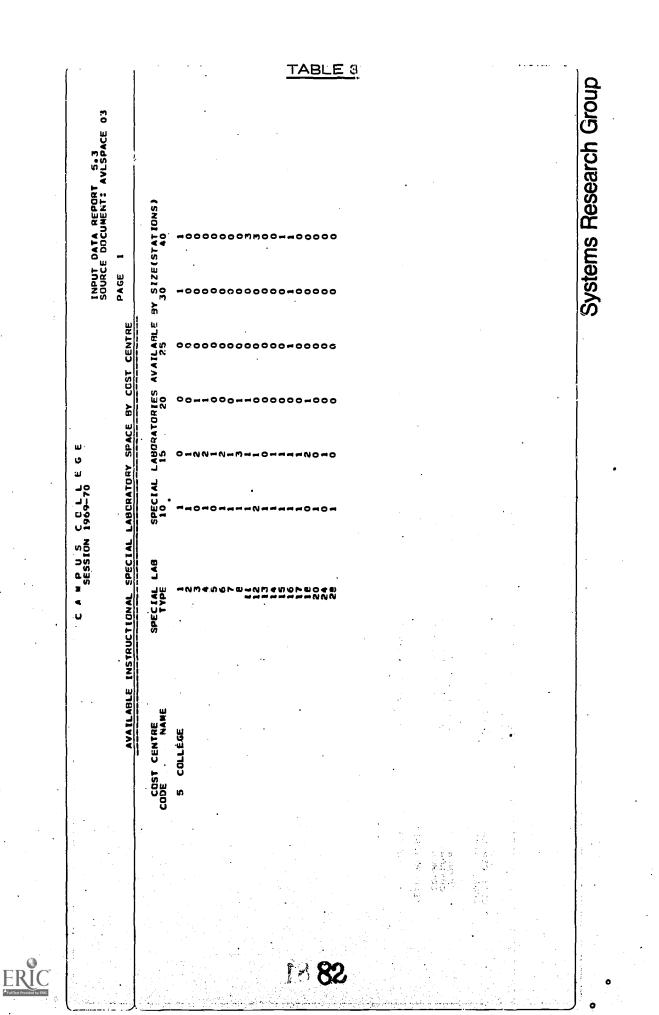
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Description	Service Department	Service Staff	Service Space	Service Equipment	Characteristics of Revenue	Revenue at Cost Centers	Révenue at Programs	Revenue of Service Departments	Equipment Resource Characteristics	Miscellaneous Resource Characteristics	Miscellaneous Resource by Cost Center		
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