# Understand and Transform the Trajectory of Faculty and Units

How data can improve an administrator's ability to guide faculty development

Context for Faculty Development

Working with limited resources, administrators are striving to build strong research institutions. A key is faculty development, which has two dimensions:

1. **Enabling individual faculty members to have successful careers**. This means providing adequate time to conduct research, an environment for research excellence, and recognition of accomplishments.

2. **Fostering the faculty body as a whole**—at the unit and university levels. This is about creating a mix of skills, human qualities, and work priorities so an entire unit can succeed.
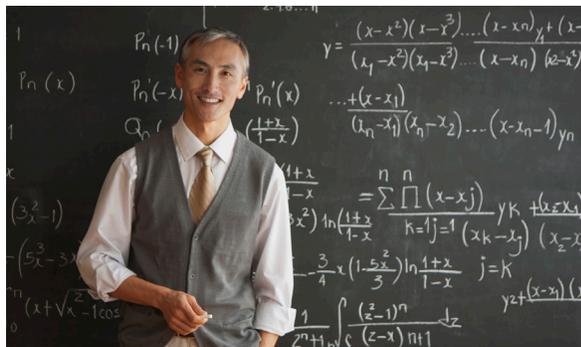
Common activities administrators engage in to develop faculty individually and at unit levels are:

- Helping increase research activity through strategic time allocation.

- Recognizing excellence through awards.

- Providing active support through efforts such as mentorship and infrastructure.

Challenges for Administrators

To guide faculty development, administrators want to know which faculty members and units need developmental assistance. Historically, administrators have lacked data about which faculty need help and which development activities would yield the greatest impact. Without good data, administrators have been unable to quickly and easily determine:

- The level of research activity of individual faculty members or units.

- How faculty members and units compare to relevant peers.

- Gaps in the performance of faculty members or units, as well as opportunities to improve research activity relevant to the discipline and peers.

How Data Can Drive Faculty Development

Academic Analytics' Benchmarking Suite dramatically improves administrators' ability to engage in faculty development. Benchmarking Suite:

- Uses Academic Analytics' faculty database, with detailed data on more than 225,000 faculty members. This includes data on each faculty member's publications, grants, awards, and more.

- Allows administrators to visualize and analyze the research activity of scholars or units, looking at activity across multiple dimensions.

- Enables easy comparison of the academic productivity of faculty and units versus relevant peers.

- Helps administrators formulate strategic faculty development plans.

With our Benchmarking Suite, administrators can look at their faculty strategically. Data makes it easier for deans and chairs to see emerging gaps in unit activity as senior faculty members retire. Administrators can spot "stars" who are essential to retain as well as struggling faculty members and units that need support. Administrators can determine which faculty members and units need greater support and which development activities would be most effective.

Benchmarking Suite provides comprehensive, easy-to-understand data that helps administrators know how their faculty are performing compared to peers, where support is needed, and how best to allocate limited resources.

Learn more

Learn how the Benchmarking Suite can improve your faculty development. Contact Academic Analytics at info@academicanalytics.com.