

DRAKE UNIVERSITY ATHLETIC DEPARTMENT BULLDOG INDEX OF CONDITIONS FOR EXCELLENCE & PERFORMANCE (BICEP)

DEVELOPED BY:
THE INSTITUTE FOR EXCELLENCE & ETHICS (IEE)

Description:

The *Bulldog Index of Conditions for Excellence & Performance (BICEP)* combines several performance indicators into an aggregate score for benchmarking overall conditions for excellence in school, sport, and beyond. The *BICEP* combines several performance indicators together into a single score for each team, which in turn is combined to determine an overall *BICEP* score for the Athletic Department.

There are several components that combine to comprise the *BICEP*. They include (but are not limited to) the following:

1. **Individual & Team Culture, Leadership & Character Competencies:** The team aggregate score from the *Culture of Excellence & Ethics Assessment for Sport (CEEA-Sport)* (or equal, plus additional, such as National Survey of Student Engagement (NSSE), Drake Student Survey (DSS), Foundations of Learning Assessment (FLA)).
2. **Academic Performance:** The aggregate team academic achievement score as measured by GPA (or equal, plus additional, such as department established performance or improvement goals by team).
3. **Team Sport Performance:** The aggregate team sport performance score as measured by winning percentage (or equal, plus additional, such as department established performance or improvement goals by team. E.g., top third of conference, etc.).
4. **Student Eligibility & Retention:** The aggregate team eligibility, retention, and graduation score as measured by Academic Progress Rate (APR) (or equal, plus additional).
5. **Program Resources & Support:** A measure of organizational resources and support dedicated to a program as measured by budget, facilities (performance, practice, education, etc.), coaching support, player support (or equal, plus additional) as compared to programs within department, across conference, and other appropriate comparables.

The data from these various sources can be presented as a multidimensional dashboard and/or standardized to a single metric and presented as a score on 1-5 scale (or as a letter grade, if desired). Weighting can be designed and applied to account for varying importance of the index components based on the desired goals and policy objectives of the department.

As the department systematically enhances its efforts to establish an intense and intentional culture of excellence and ethics pervasive throughout all teams, it can expect to see a measurable difference in the culture and competencies (as measured by CEEA-Sport) needed to boost the other performance indicators in the Index, thereby ensuring success in school and sport (during the collegiate experience) and beyond (the collegiate experience, in life).

The *BICEP* provides data to quantify the impact of department efforts, which by itself can be used as a tool to enhance creating of an intentional and pervasive culture of excellence across the department. This rigorous and comprehensive organizational improvement benchmarking model provides a unique opportunity for accountability and support capable of ensuring achievement of organizational goals for whole-person development. While clearly providing strategic utility, this data system will also be valuable for immediate use to support differentiation of brand, recruiting, improvements to the hiring process, as well as the development of personnel, promotion, and related initiatives.

DRAFT