

# Supplemental Benchmarking Data Sheet

Organisation \_\_\_\_\_  
Contact Name \_\_\_\_\_ Email \_\_\_\_\_  
Country \_\_\_\_\_ Phone number \_\_\_\_\_  
Today's Date \_\_\_\_\_ Fiscal Year Start \_\_\_\_\_ End \_\_\_\_\_

## 1. Total Annual Revenues by Activity (please estimate the percentage of revenue derived from each area):

\_\_\_\_ Credit Based Education and Training  
\_\_\_\_ Non-credit Continuing Education and Training  
\_\_\_\_ Conference Centre Facilities/Services  
\_\_\_\_ Consulting Services  
\_\_\_\_ Research (including grant funding)

\_\_\_\_ Local/National/International Development Projects  
\_\_\_\_ Career Services  
\_\_\_\_ State/National/Institutional Subsidy  
\_\_\_\_ Other \_\_\_\_\_

## 2. Percentage of expenses spent on outsourced activities: \_\_\_\_\_

3. Staffing expenses by function: Please estimate the percentage of expenses by function in your individual Continuing Education organisation. Include faculty/instructors in your totals only if they reside in your unit as paid employees – do not include them in this count if they are paid by your organisation for their instructional services but they reside in another unit outside of your CE organisation.

Registration  
 Marketing  
 Accounting  
 Instructional Design  
 Faculty/Instructors

Programme/Course Management and Coordination  
 Student Support  
 Meeting Planning  
 Technical/IT Support  
 Other \_\_\_\_\_

## 4. Student Learning Hours (please estimate the percentage of hours in each)

Credit \_\_\_\_\_ Non-credit \_\_\_\_\_

5. What important information might we be missing in collecting demographic/benchmarking data that would allow you to better benchmark against peers?

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