

Using Rankings Carefully & Strategically

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What is your institution trying to achieve?

- What are your institution's profile, mission and goals?
- How much, if any, attention should your institution pay to rankings?

How is your institution trying to do it?

- What are your institution's goals? How is progress measured?
- Are rankings the most appropriate measurement?

How does your institution know its strategy is working?

- How does your institution assess its performance?
- What is your institutional research capacity? How can this be enhanced?

How does your institution change in order to improve?

- Would other transparency instruments be more useful for benchmarking and helping improve performance?



Dos and Don'ts

Don't

- Change your institution's mission to conform with rankings;
- Use rankings to inform policy or resource allocation decisions;
- Direct resources to a few and neglect the needs of the university;
- Manipulate public information and data in order to rise in the rankings.

Do:

- Ensure your university has a coherent strategy/mission;
- Use rankings only as part of an overall quality assurance, assessment or benchmarking system and never as a stand-alone evaluation tool;
- Be accountable and provide good quality public information about learning outcomes, impact and benefit to students and society;
- Engage in an information campaign to broaden media and public understanding of the limitations of rankings.

