

SESSION OVERVIEW

- What is benchmarking?
- What is DASL?
- What can you do with DASL?
- The DASL cycle
- What you need to know to get started
- Questions

The screenshot shows the NAIS DASL dashboard. The top navigation bar includes links for BROWSE REPORTS, CREATE YOUR OWN, MANAGE DATA, ADMIN, HELP, and a user profile for Gina Lee-Test. The main content area is divided into three columns. The left column, titled 'TUTORIALS AND HOW-TO GUIDES', contains four links: 'Compare Your School to Others', 'Present Like a Pro', 'Work as a Team', and 'Clean Your Data'. The middle column, titled 'DASL Data Entry 2021-2022', contains a timeline of events: 6/9 - Data Entry Open - DASL Data Foundation, 10/15 - Entry Closed, begin scrubbing - DASL Data Foundation, 10/26 - Data Entry Open - DASL/BOA Financial Operations, 11/17 - Data ready for reporting - DASL Data Foundation, 11/18 - Entry Closed, begin scrubbing - DASL/BOA Financial Operations, and 12/15 - Data ready for reporting - DASL Financial Operations. The right column, titled 'DASL UPDATES', contains a link to 'Join the DASL email list' and a section for 'Data Entry Webinars'. Below the main content area is a video player for 'NAIS-NBOA Data Collection Collaboration'.

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KNOWLEDGE CENTER

Research &
Data
Collection

Prizmah.org/
knowledge

Evaluation

Aims to create a strategic and systematic approach to research, data collection, and knowledge sharing of the collective learning and insights from the field to inform, inspire and empower each individual and community.



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WHAT IS BENCHMARKING?

- Benchmarking is the practice of comparing performance metrics to industry standards and best practices from other companies.
- Understanding how other school's operate can help inform how you set your goals, your schools areas of strength and growth, and where to prioritize your team's time.
- DASL is the financial and operational benchmarking tool for Jewish day schools & yeshivas.



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WHAT CAN BENCHMARKING DO FOR YOU?

Types of questions benchmarking data can answer

- How can I use admission data to build strategy around recruitment
- Is my school's attrition/retention rate normal?
- How does our school's tuition compare to similar schools in similar cities?
- Where does my school's enrollment trends fit on a national, regional and community level?
- Are other similar schools experiencing the same thing?



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SCHOOL EXAMPLES

- School A - interested in hiring new admission director.
- School B – is our attrition rate high or low compared to our peer schools?
- School C – is our percentage that declined to enroll too high compared to other schools?



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WHAT IS DASL?

Data and Analysis for School Leadership (DASL)



- Data collection & reporting tool developed by the National Association for Independent schools (aka NAIS).
- Create and access custom benchmarking reports to compare your schools' figures to national or regional figures, or to the customized comparison group of schools that you choose.
- Longitudinal analysis
- 1700+ Independent schools
- 100+ Jewish day schools and yeshivas



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BENEFITS

- Gives school leaders access to a tool that can help you make strategic financial, enrollment and fundraising decisions.
- Access to custom benchmarking reports with individual school, communal, and field wide comparisons.
- Can be used as a place to store you school's key metrics over time.
- Centralized data collection will allow current DASL users to save time.



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I really believe that **DATA INFORMED DECISION MAKING** is so important and **DASL IS THE BEST TOOL** we have available for that.

—**BETH NULL**

Head of School

Lerner Jewish Community Day School, Durham, NC

Data and Analysis for School Leadership



**JEWISH DAY SCHOOL
PROFESSIONALS USE
DASL TO MAKE DATA
INFORMED DECISIONS**



Using DASL allows me to put my school's admission and enrollment data in national, regional, and association-based context. This is invaluable as I work to communicate our successes, goals, and challenges to school leadership and supports data-driven decision making concerning where I should be spending my time and resources.

—**ORNA SIEGEL**

Director of Enrollment and Tuition Assistance

Charles E. Smith Jewish Day School, Rockville, MD



WHAT CAN YOU DO WITH DASL?

Collects & Reports on

- Enrollment, Admissions & Attrition
- Tuition and fees
- Development
- Financial Operations
 - Revenue
 - Expense
 - Financial Aid
- Salaries
 - Administrators
 - Teachers



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REPORTING IN DASL

- Choose schools to compare to
- Select what data points you are interested in
- Select the time frame (1 year or multiple years)
- 24/7 access through a unique login to the entire database.



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WHAT CAN YOU DO WITH DASL?

Tuition

Day Students: Grade 1 to Grade 12: Tuition and Fees: Average	2021-2022
Mean	\$25,653
Max Value	\$77,500
Min Value	\$7,200
50th Percentile (Median)	\$23,060
Number of Schools with Data Entered	101

Financial Aid

Total Financial Aid Amount Awarded	2020-2021
Mean	\$2,025,600
Max Value	\$9,694,335
50th Percentile (Median)	\$1,618,238
Number of Schools with Data Entered	72

Admissions

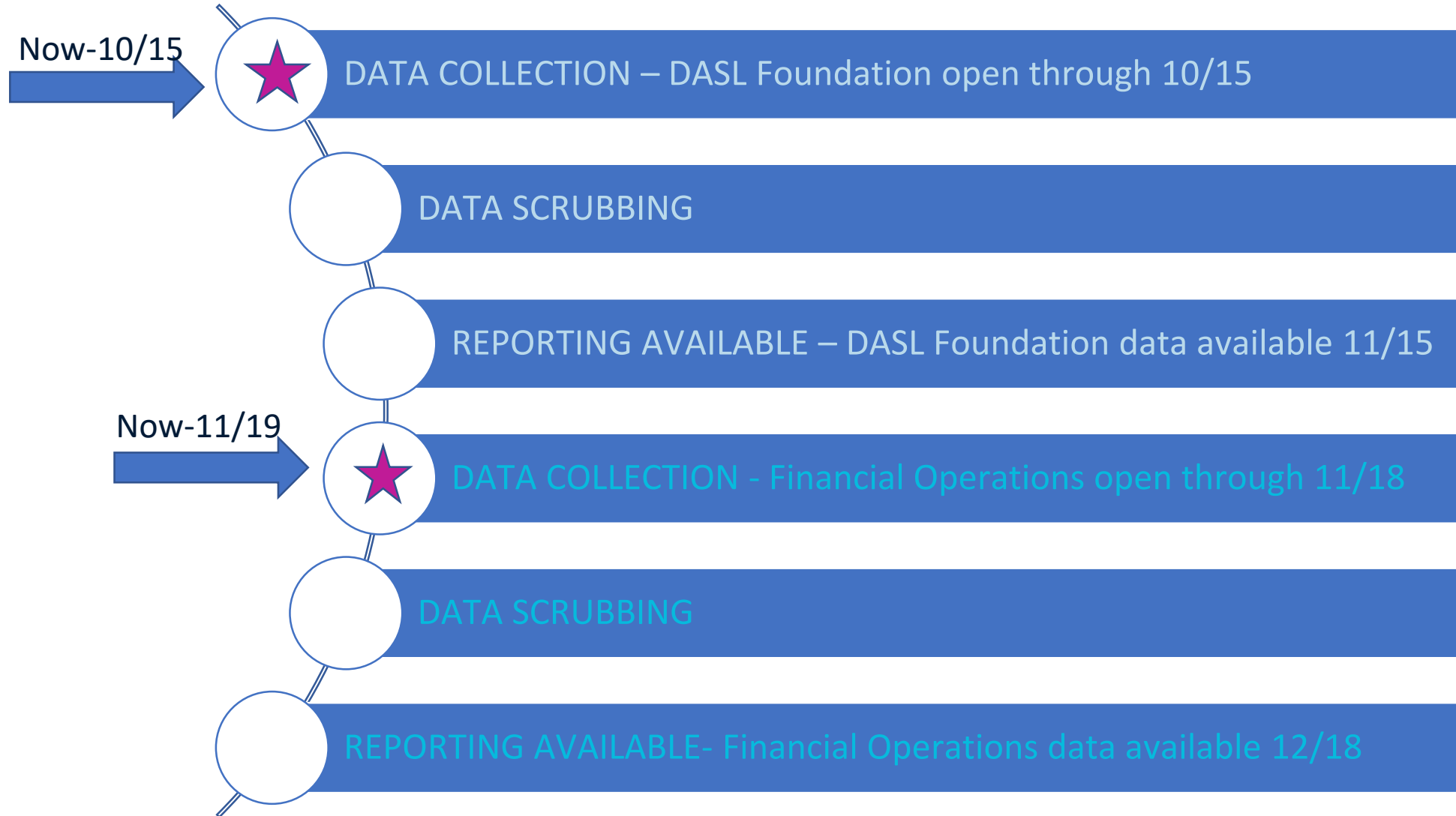
Attrition Rate	2020-2021
Mean	10.3%
50th Percentile (Median)	9.3%
Number of Schools with Data Entered	92



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DASL CYCLE



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= Your school

HOW CAN I GET STARTED?

DASL Data Foundation: June through October 2022

- Decide how your team will enter data
 - Online or excel/google sheets
 - One person collects the data from various sources vs different people on the team are responsible for specific sections.
- School user access levels
- Activate
- Enter data
- Review, approve and submit data

DASL Financial Operations June through November 2022

- Enter data
- Review, approve and submit data



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HOW TO LOGIN

DASL.NAIS.ORG

Create account 

Follow instructions 

Use your school e-mail address



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SAMPLE ADMISSION BENCHMARKING REPORT

2021-2022						
JDS US & Canada	Total School Enrollment: Total Enrollment: Boys and Girls	Admissions- Total: Inquiries about school	Admissions- Total: Completed applications	Admissions- Total: Acceptances to school	Admissions- Total: Newly Enrolled students	Admissions- Total: Acceptance Rate
Mean	414	185	136	106	85	83%
Max Value	1,713	753	565	427	365	100%
Min Value	51	22	15	13	5	25%
Number of Schools with Data Entered	102	72	87	94	93	87
Canadian Prizmah Schools	Total School Enrollment: Total Enrollment: Boys and Girls	Admissions- Total: Inquiries about school	Admissions- Total: Completed applications	Admissions- Total: Acceptances to school	Admissions- Total: Newly Enrolled students	Admissions- Total: Acceptance Rate
Mean	523	140	101	97	91	85%
Max Value	1,390	645	452	427	365	100%
Min Value	83	26	24	13	13	54%
Number of Schools with Data Entered	16	10	14	16	16	14
YOUR SCHOOL	Total School Enrollment: Total Enrollment: Boys and Girls	Admissions- Total: Inquiries about school	Admissions- Total: Completed applications	Admissions- Total: Acceptances to school	Admissions- Total: Newly Enrolled students	Admissions- Total: Acceptance Rate
	502	136	111	100	97	90%

DASL.NAIS.ORG

ADMISSION RELATED DASL SECTIONS

- School characteristics
 - Enrollment
 - Admission
 - Attrition

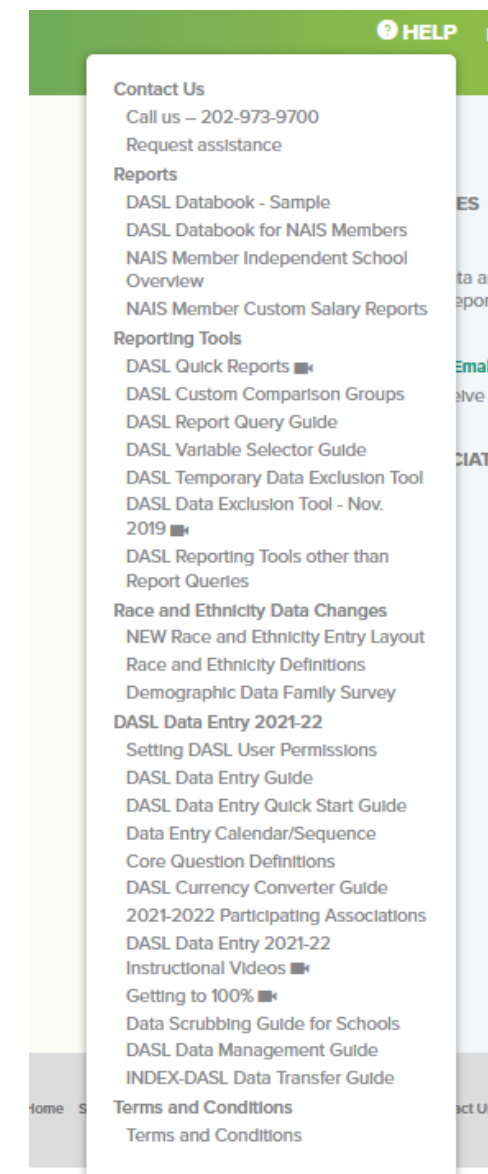


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DATA ENTRY: HELP DESK AND SUPPORT

- Phone: DASL Helpline 202-973-9700
 - Email: Daslhelp@nais.org
 - [Setting DASL User Permissions Guide](#)
 - [DASL Data Entry Guide](#)
 - [DASL Data Entry Quick Start Guide](#)
 - [Core Questions Definitions](#)
 - [Instructional Videos](#)
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- Odelia Epstein OdeliaE@Prizmah.org



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QUESTIONS?

Odelia Epstein, Director Knowledge Center
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