

# **FINANCIAL & OPERATIONAL BENCHMARKING**

**An Info Session to learn about  
a free benchmarking tool for school leaders**

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Center for Jewish Day Schools

# SESSION OVERVIEW

- What is DASL?
- What can you do with DASL?
- DASL Reporting and Data Entry
- The DASL cycle
- What you need to know to get started
- Questions

NAIS DASL BROWSE REPORTS CREATE YOUR OWN MANAGE DATA ADMIN HELP ABC School State/Online Member School Gina Lee-Test Sign Out

Welcome, Gina

TUTORIALS AND HOW-TO GUIDES

- Compare Your School to Others**  
Create your own comparison groups, use them to pull reports, and get a picture of how your school is doing compared with others.
- Present Like a Pro**  
Get charts and tables, export them to powerpoint slides, PDFs and Databooks for your presentation.
- Work as a Team**  
Save and share your work in DASL with the others on your team.
- Clean Your Data**  
Review alerts about missing or seemingly incorrect data in your school's record. Click right to your data and fix any issues.

**DASL Data Entry 2021-2022**  
To allow ample time for the majority of data entry and enable more schools to enter earlier Financials, DASL Data Entry will be in two parts, DASL Data Foundation and DASL Financial Operations.

- 6/9 - Data Entry Open - DASL Data Foundation
- 10/75 - Entry Closed, begin scrubbing - DASL Data Foundation
- 10/26 - Data Entry Open - DASL/BIIS Financial Operations
- 11/77 - Data ready for reporting - DASL Data Foundation
- 11/79 - Entry Closed, begin scrubbing - DASL/BIIS Financial Operations
- 12/79 - Data ready for reporting - DASL Financial Operations

NAIS-NBOA Data Collection Collaborat...

Watch on YouTube

**DASL UPDATES**  
Join the DASL email list  
To receive the latest information about DASL, click here.  
Data Entry Walkthrus  
6/75 Simplify Your Data Entry  
8/24 FAZ's and Answers  
10/6 Getting to 100%  
11/7 Financial Operations

**NAIS-NBOA Partnership**  
In the video to the left, Donna Oram of NAIS and Jeff Strands of NBOA announce a new partnership in collecting data.

**YOUR ASSOCIATIONS**  
ABC  
ATLIS

# INTRODUCTIONS

- Name
- School or organization
- Location
- What prompted you to join us today?/What do you hope to learn more about?

# PRIZMAH | KNOWLEDGE

## 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.

# 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.

# WHAT CAN BENCHMARKING DO FOR YOU?

## Types of questions benchmarking data can answer

- Is my school's attrition rate normal?
- How does our school's tuition compare to similar schools in similar cities?
- What percentage of budget do other schools spend on staff salaries?
- What percent of budget do other schools receive in net tuition?
- How does our fundraising goal compare to similar schools?
- School level enrollment trends, are other similar schools experiencing the same thing?

# REAL SCHOOL EXAMPLES

- School A interested in teacher recruitment and retention.
- School B interested hiring new development professional.
- School C – is our attrition rate high or low compared to our peer schools?
- School D – What percent of our annual campaign should come from current parents and trustees?

# 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



# BENEFITS

- Gives school leaders access to a tool that can help you make strategic financial, enrollment and fundraising decisions.
- Ability to build 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.



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



Being able to see the **DASL DATA** from other schools regionally and nationally, is incredibly valuable as it provides us with **VALUABLE INSIGHTS** into industry trends, benchmarks our performance, and empowers us to make **DATA-DRIVEN DECISIONS** to stay competitive and deliver the best educational experience.

—**SHMARYA GASNER**  
*Executive Director*  
*Melvin J. Berman Hebrew Academy*

Data and Analysis for School Leadership



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

# 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: WHAT CAN YOU DO WITH 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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# REPORTING DEMO



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# REPORTING: WHAT CAN YOU DO WITH DASL?

What's a normal attrition rate?

| 21-22 Attrition Rate     |                  |   |
|--------------------------|------------------|---|
|                          | Orthodox Schools | Community, Conservative, Reform Schools |
| Average                  | 5.9%             | 11.7%                                   |
| 50th Percentile (Median) | 4.4%             | 9.7%                                    |

What percentage of expenses do schools generally receive from tuition?

Net tuition revenue as a percent of total expenses

Average 67%

Median 70%



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# REPORTING: DASHBOARDS FOR NETWORK SCHOOLS

**NEW!** Prizmah Network schools that enter data this will have access to Prizmah created dashboards that compare your school's financial and operational metrics with other Jewish day schools and yeshivas. This data will allow you to see benchmarks based on similar school profiles.



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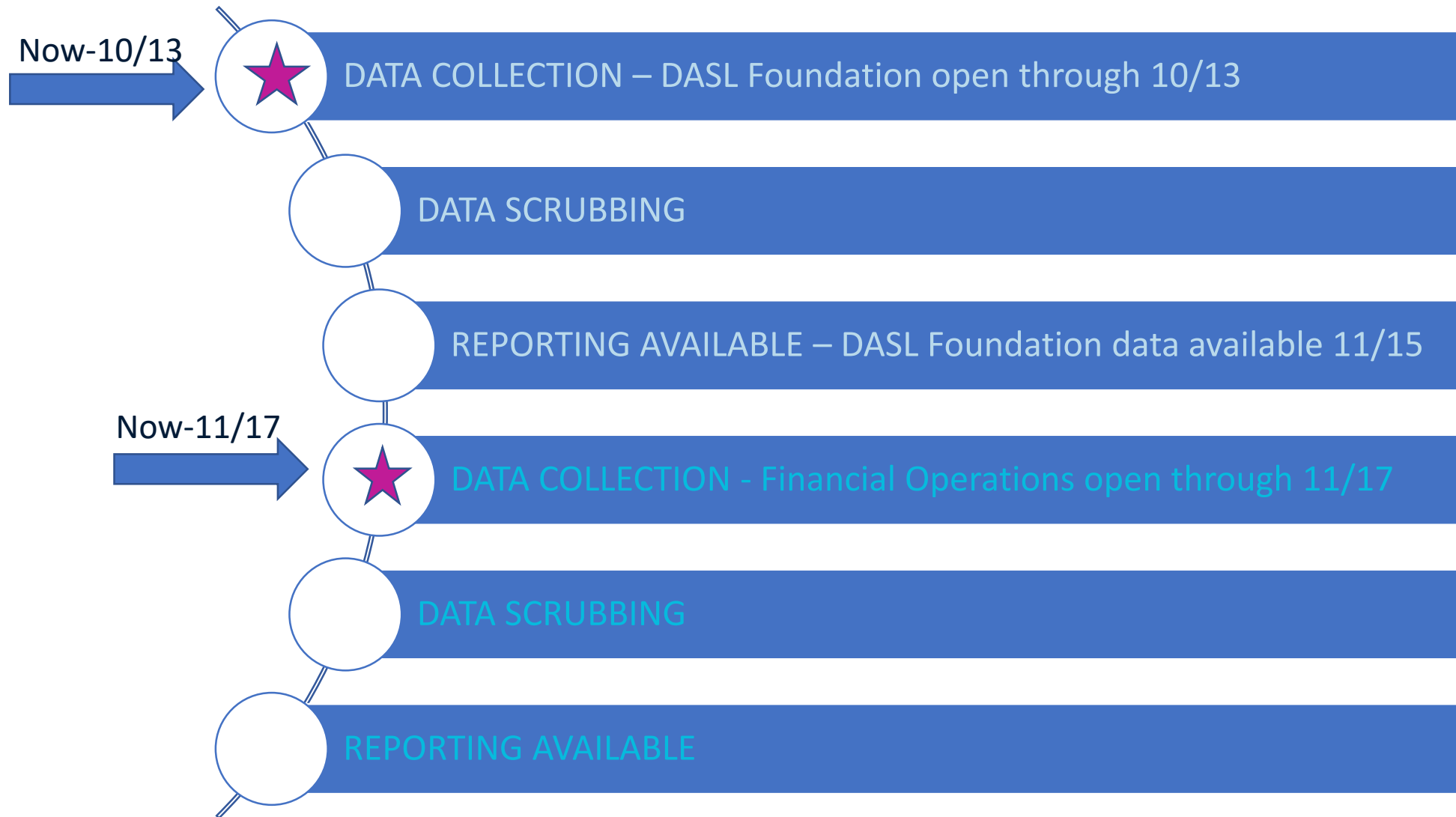
# **A LOOK INSIDE DATA ENTRY**



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# DASL CYCLE



# 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

# HOW TO LOGIN

[DASL.NAIS.ORG](https://dasl.nais.org)

Create account →

Follow instructions →

Use your school e-mail address

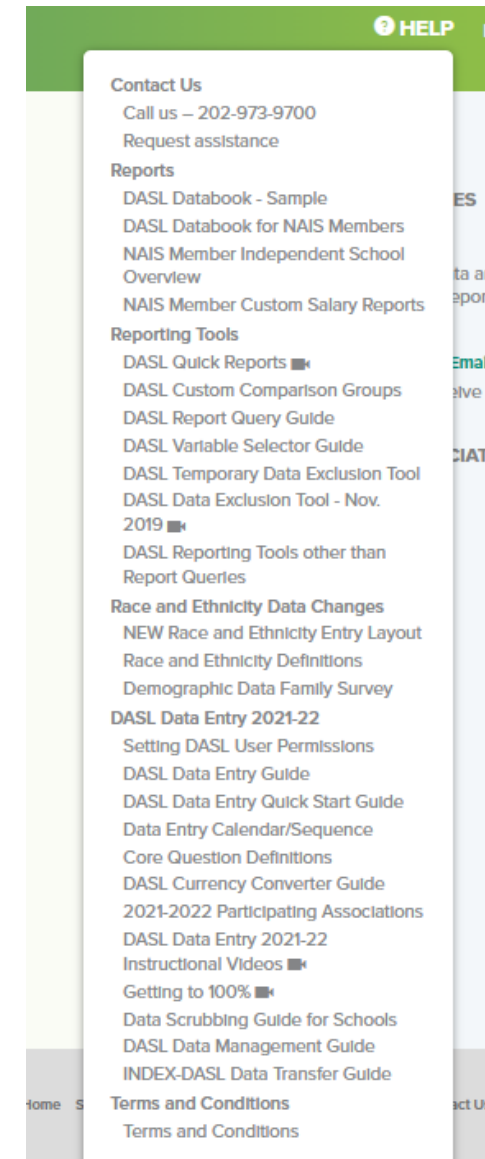


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# DATA ENTRY: HELP DESK AND SUPPORT

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



A screenshot of a web application's help desk menu. The menu is displayed in a white box with a green header containing a 'HELP' button. The menu is organized into several sections: 'Contact Us' (Call us – 202-973-9700, Request assistance), 'Reports' (DASL Databook - Sample, DASL Databook for NAIS Members, NAIS Member Independent School Overview, NAIS Member Custom Salary Reports), 'Reporting Tools' (DASL Quick Reports, DASL Custom Comparison Groups, DASL Report Query Guide, DASL Variable Selector Guide, DASL Temporary Data Exclusion Tool, DASL Data Exclusion Tool - Nov. 2019, DASL Reporting Tools other than Report Queries), 'Race and Ethnicity Data Changes' (NEW Race and Ethnicity Entry Layout, Race and Ethnicity Definitions, Demographic Data Family Survey), 'DASL Data Entry 2021-22' (Setting DASL User Permissions, DASL Data Entry Guide, DASL Data Entry Quick Start Guide, Data Entry Calendar/Sequence, Core Question Definitions, DASL Currency Converter Guide, 2021-2022 Participating Associations, DASL Data Entry 2021-22, Instructional Videos, Getting to 100%, Data Scrubbing Guide for Schools, DASL Data Management Guide, INDEX-DASL Data Transfer Guide), and 'Terms and Conditions' (Terms and Conditions). The background of the screenshot shows a blurred view of the website's main content area.

**DASL.NAIS.ORG**

**QUESTIONS?**

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