

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

- Introductions
- What is benchmarking?
- What is DASL?
- What can you do with DASL?
- 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) Sign Out

Gina Lee-Test

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 Walkthru
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, Dorina Oram of NAIS and Jeff Strands of NBOA announce a new partnership in collecting data.

YOUR ASSOCIATIONS

ABC
ATLAS

INTRODUCTIONS

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



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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.



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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

- 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?



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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



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



**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



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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WHAT CAN YOU DO WITH DASL?

Tuition Example

Day Students: Grade 1 to Grade 12: Tuition and Fees: Average	2020-2021
Mean	\$24,244
Max Value	\$66,000
Min Value	\$7,800
50th Percentile (Median)	\$21,375
Number of Schools with Data Entered	80

Admissions Example

Attrition Rate	2019-2020
Mean	12.1%
50th Percentile (Median)	9.7%
Number of Schools with Data Entered	72

Financial Aid Example

Total Financial Aid Amount Awarded	2020-2021
Mean	\$2,397,720
Max Value	\$14,194,867
50th Percentile (Median)	\$1,703,426
Number of Schools with Data Entered	56

Development Example

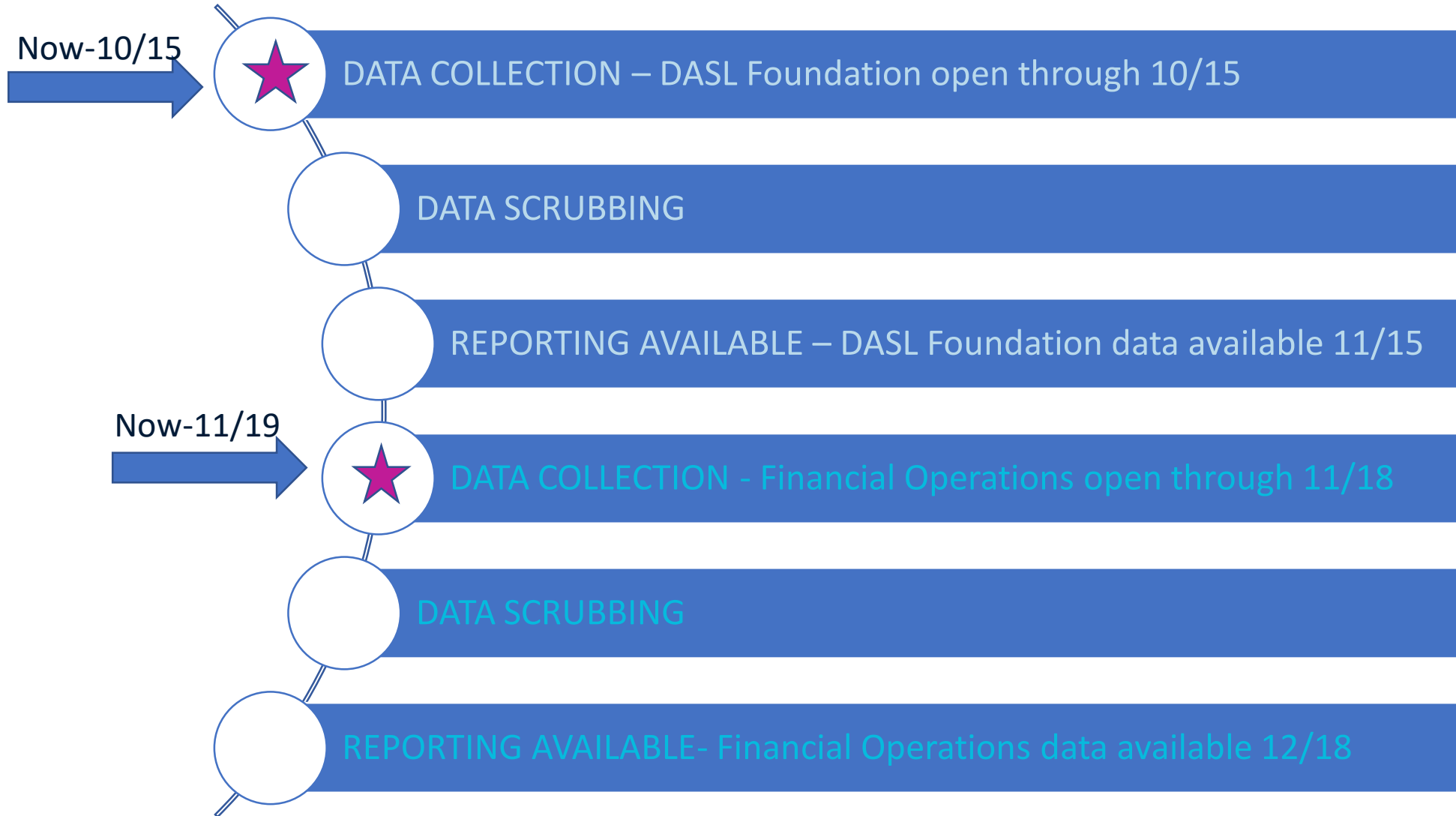
- 48% of schools reported having a trustee giving requirement.
- Median required giving: \$3,000.
- Average required giving: \$6,300
- Max reported: \$49,000



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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



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HOW TO LOGIN

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

Create account →

Follow instructions →

Use your school e-mail address



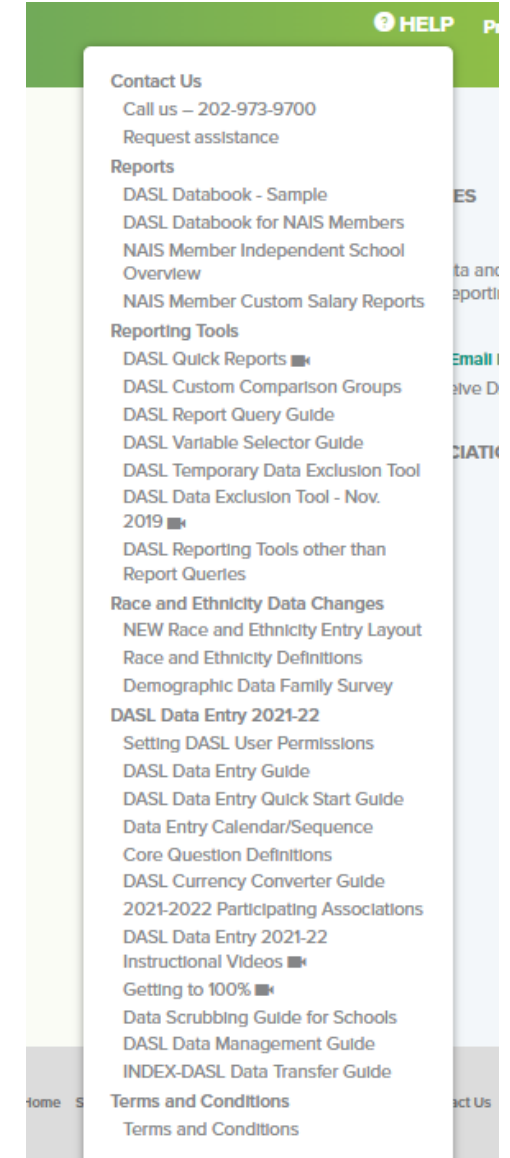
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DATA ENTRY: HELP DESK AND SUPPORT

- Phone: DASL Helpline 202-973-9700
- Email: Daslhelp@nais.org
- [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



DASL.NAIS.ORG

QUESTIONS?

Odelia Epstein, Director Knowledge Center
OdeliaE@Prizmah.org



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