Snowball Metrics

Global standards for institutional benchmarking
Pleased to meet you!

University of Metrics Grand
Give me data... NOW!
...to justify spending our £££
to inform university strategy

This

... as well as this
Why, why, why…

…is our funding down by 4% compared to last year?
Data needed are not readily available
External snapshots are often out of date
League tables are useful to others, but not really me.
That’s not how we look at the world.

The Babel Fish is small, yellow, leechlike, and probably the oddest thing in the universe. It feeds on brain wave energy, absorbing all...
Internally, data are scattered
I need context to judge our strengths
What do I want?

1. Data from my perspective
What do I want?

1. Data from my perspective
2. A holistic picture
What do I want?

1. Data from my perspective
2. A holistic picture
3. Context for benchmarking
Funding down 4% is GOOD!

University of Metrics Grand
- 4%

University of Indicators (US)
- 7%

Institute for Indices (China)
- 5%
Snowball Metrics address this situation

Snowball Metrics Project Partners

- University of Cambridge
- University of Oxford
- Queen's University Belfast
- Imperial College London
- University of Leeds
- University of Bristol
- University of St Andrews
- Elsevier
Snowball Metrics ensure that comparisons are reliable
Snowball Metrics Recipe Book

Agreed and tested methodologies

Available free-of-charge

For adoption globally

www.snowballmetrics.com
Time’s Up!

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