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UCSD

UCSD, the first university in the country to implement a comprehensive Balanced Scorecard approach, has been managing with the scorecard for over a decade.

A true exemplar of the Strategy-Focused Organization, UCSD has garnered results for itself and its customers. For example, the University's housing department, inspired by the BSC to think creatively, now saves $300K annually by buying carpeting directly from the mill, reducing the cost of UCSD's student housing a significant benefit for students and their parents. The BSC has also created synergies between departments. In one case the result is a web-based storehouse-buying site with features rivaling the best commercial web buying services available. Increasingly satisfied customers and employees and significant cost-savings throughout its many departments are also hallmarks of UCSD's Balanced Scorecard program.

"The Balanced Scorecard process provides UCSD with a roadmap on where it should focus its energies, priorities, and resources in addressing administrative services for UCSD. The BSC also establishes an objective framework for continually assessing the effectiveness of campus administrative services using real data from customers, peer institutions, and the people providing the services. Colleges and universities, large and small, as well as public and private, are coming under increasing scrutiny by constituents interested in the cost and effectiveness of campus operations. During difficult budgetary times, the BSC approach is indispensable. While in the past some have viewed an approach such as the Balanced Scorecard as optional, many will find it a key to survival in this era of shrinking funds."

Steven W. Relyea, Vice Chancellor for Business Affairs