



Snowball Metrics

GLOBAL STANDARDS FOR INSTITUTIONAL BENCHMARKING



WHAT ARE SNOWBALL METRICS?

- Defined and agreed by research-intensive universities themselves
- Commonly understood metrics that help uncover research strengths by benchmarking apples with apples, and thus provide valuable input into strategic decision making
- Tested methodologies that are not tied to any particular provider of data or tools
- Recipes that are owned by universities, and are available free-of-charge for use by any organization
- Aspire to become global standards and cover the entire spectrum of research activities



WHY IS THIS INITIATIVE IMPORTANT TO THE HIGHER EDUCATION SECTOR?

- A myriad of metrics is available, compounded by many similar versions of the same metric
- Difficult to know which metric will give the most useful insights, whether a metric is being calculated appropriately, and whether other institutions are looking at things in the same way
- Snowball Metrics are owned by research-intensive universities with the aims of creating consistency and of facilitating benchmarking between peers; they are not imposed by funders, agencies, or suppliers of research information
- Snowball Metrics recipes can be used by any organization, free-of-charge. They aim to become global standards, and to drive efficiency gains throughout the sector



HOW SHOULD YOU USE SNOWBALL METRICS?

- As a strong complement to, not a replacement for, peer review and expert opinion when making research management decisions. Triangulate information from all 3 sources
- As reinforcements for each other. The broad set of Snowball Metrics allows you to triangulate intelligence from more than 1 metric to help answer a question more confidently
- As a balanced scorecard from which a selection of metrics can be made to help understand institutional strengths and weaknesses
- In a non-prescriptive way. You do not need to use them all – select whichever will add value to your decision making in any particular situation



HOW CAN I GET INVOLVED?

Snowball Metrics must be championed by the global higher education sector if they are to become global standards for institutional benchmarking. You can support Snowball Metrics by:

- Feeding back on the clarity of the recipes, and on how the intelligence they could provide would be useful to you
- Calling for influential bodies in the social sciences and arts and humanities to collaborate with the initiative to agree on practical metrics to accommodate their needs more completely
- Asking funders and suppliers to adopt Snowball Metrics. Change requires momentum: please help us provide it

Please use the “Contact Us” form available at:
www.snowballmetrics.com/contact-form