ABSTRACT

In the era of autonomy through school based management, one important and fundamental task of the institution’s management school is preparing a comprehensive strategic planning, systematic and realistic. Implementation of school based management in educational institutions of Walisongo proved does not run as expected. The main obstacles are the factors of knowledge and skills of school management tools that are still weak on the preparation of the package of strategic planning into a more operational planning. In this case the method can be used is the balanced scorecard. Balanced scorecard raised an important aspect that is ignored by the traditional performance measures, such as aspects of human resources. System used in institutions, operational process, and aspects of customer satisfaction, so that the measurement result with the balanced scorecard would be more accurate.

Based on the preparation of the performance measurement system using the balanced scorecard that has been done, then the four perspectives gained 14 educational institution’s strategic targets, including the increase in educational quality, customer satisfaction, network expansion, revenue optimization, operating cost efficiencies, investment utilization, increased innovation and research service, the efficiency of service, empowerment and alignment of human resources, teaching effectiveness, increased employee competence and employee moral development.

Keywords : Balanced Scorecard, Financial Perspective, Customers, Business Internal, Learnings and growth.