

# PERFORMANCE EVALUATION OF THE APPLIED STUDIES AND COMMUNITY SERVICE COLLEGE AT KING SAUD UNIVERSITY: A STUDY USING THE BALANCED SCORECARD

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***ABSTRACT\_** The study aims to identify the performance level of the College of Applied Studies and Community Service at King Saud University, according to the dimensions of the balanced scorecard, and the constraints of its application from the perspective of the faculty members. In order to achieve the study's goals, a descriptive approach was used where a questionnaire was designed to gather the required data. The questionnaire consisted of two parts; the first part consisted of 45 statements distributed on four dimension's (customer, financial, professional growth and learning, and internal business process), while the second part consisted of 12 statements to identify the obstacles. The participants in the study were 122 members, which represented 38% of the 324 faculty members in the applied studies and community Service College at King Saud University. The findings of the study showed that the faculty members perceived the performance level of the collage in general to be moderate. Also it showed that the main constraints of Balanced score card application were the lack of clarity of the strategic plan of the college, and the inability to monitor the progress in achieving its goals because of shortages or restrictions of information.*

***KEY WORDS:** performance evaluation, balanced scorecard, college performance evaluation, university evaluation.*