

ATD Data Team Meeting

Thursday, December 11, 2014

3:00 p.m.

Laura Lee Room

Present: Dr. Andrew Kerins, Cindy Peck, Dr. Penny McConnell, Phillip Langley, Bob Mattson, Candace McNeal, Rebecca Courchesne, Kalie Kilgore, Amber Anderson

- I. Key Performance Indicators (KPIs) Update
  - a. Have the updated KPIs from November (not a lot of changes, but following bi-annual review)
  - b. For the January meeting, would like to sit down, break into smaller groups, and take time to look at particular KPIs for review
- II. DACC Economic Impact Report from ICCB
  - a. Dr. Jacobs and Lara Conklin are working on an economic impact study
  - b. A mimic study based on a state-wide ICCB report about community colleges
    - i. Looked at what kind of return students have on their education (what percent increase did students see in their salary after completing a degree or certificate)
  - c. Being used as a marketing tool, but could also be used to determine how students are faring after graduation
    - i. Institutional Effectiveness is working on a similar report to give the deans a better idea of how their students are doing in certain programs
- III. DACC Student Retention Rates
  - a. Bob was asked to put this together
  - b. Fall to Spring and Fall to Fall Retention
  - c. Typically, if someone graduates, we don't include them in the count, because they've met their goal
  - d. Retention shown in terms of new students versus all students, full time versus part time, and other ATD parameters
    - i. Does not include Pell vs. Non-Pell
  - e. Question: How is this different than the KPI retention information?
    - i. The ATD information that was pulled was using a faulty cohort
    - ii. The information Bob has pulled will be what we use going forward
      1. One flaw with Bob's data is that it's not just degree or certificate seeking, but the entire population
  - f. The 4-year averages are key
    - i. Full time students are more likely to be retained than part time students
    - ii. Anything that jumps out?

1. The race discrepancy, but it's similar to what we've been seeing in everything else
  - a. The ethnicity information is useful simply by seeing the number of students from each ethnicity that start full time vs. part time
  - b. The Diversity Team has talked about the small number of Hispanic students, but it seems to be more of an issue of self-reporting
    - i. Hopefully, this will get better now that a question specifically asks whether a student is Hispanic or not on the application
2. Female students being more part-time is not that surprising with some many of our female students being mothers
- iii. Fall to Spring retention numbers around 80%, that looks pretty typical
- iv. Fall to Fall retention numbers of 40-50%, that looks pretty low
  1. Not sure why these students are leaving, could be that they've reached their goal here and have transferred to another school
  2. Fall to Fall is better to review in terms of seeing if we're actually keeping people

#### IV. ATD Annual Reflection Data

- a. The data information that we used when reporting our Annual Reflection to ATD
- b. ATD wanted us to use their data tool when reporting this information, but this information looked incorrect, so we re-ran the information using our data to get more consistent information
- c. Next year, we will continue to use our own data but still follow the ATD template
- d. The team reviewed information from each ATD measure of success
  - i. Measure 1: Student Completion of Developmental Courses within 2 years
  - ii. Measure 2: Student Completion of Gateway Courses within 3 years
  - iii. Measure 3: Successfully Complete Courses with a C or Better
  - iv. Measure 4: Persistence from Term-to-Term and Year-to-Year
  - v. Measure 5: Credential Attainment

#### V. Items from the Floor

- a. ATD Coach Suggestions
  - i. The coaches said it would be best for us to look at our interventions and how they relate to our KPIs
    1. The sub-teams could provide their suggestions and then this team could review this information and offer suggestions

- ii. Cindy will send an e-mail to the sub-teams asking them to work on this at their next meeting

b. Next Meeting: During In-Service in January