

# Known Unknowns: Developing a Holistic System of Data Collection for Strategic Planning and Continuous Improvement

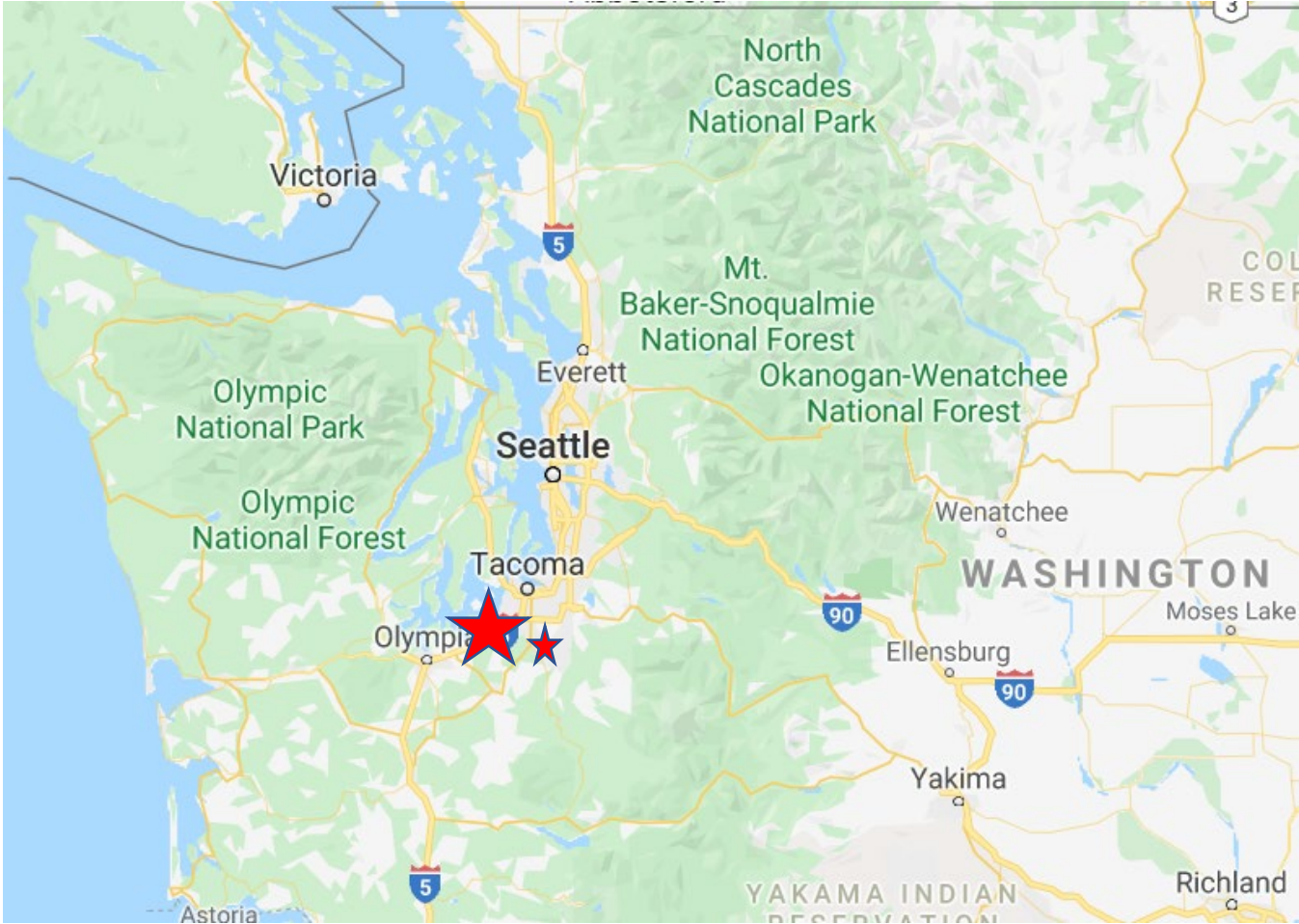
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# Clover Park Technical College



## Data at CPTC: A Retrospective

- Achieving the Dream – First Attempt In Learning
- Due to low data capacity, single longitudinal study: CCSSE
- Five + years of work to build institutional infrastructure, college stakeholder data literacy
- Emphasis on Student Learning Outcomes Assessment
  - Partners in Student Success

# How are we capturing student voice?

- Three stages:
  - Standardized national instruments measuring engagement (CCSSE and SENSE)
  - Development of internal experience/satisfaction instrument (NASE)
  - Movement into interview and focus group qualitative research on specific subjects

# Needs Assessment and Student Experience (NASE)

Consideration in writing an entirely new survey:

- What aren't we collecting elsewhere? And/or which surveys could be merged?
- Who doesn't have a venue to ask students questions?
- What do we need to measure on an annual basis?
- What do we need in order to improve?



I understand the classes I need to take in order to complete my certificate or degree.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

# NASE Development

- Developed in fall 2018 by Student Success and Institutional Effectiveness
- Piloted with 20 student volunteers and reviewed by each division of the College
- Administered during Group Registration process

# Our results (2019)



## Needs Assessment and Student Experience (NASE) 2019 Results

The NASE survey was developed in-house by Clover Park Technical College staff in order to capture students' satisfaction with their experience at the College. It was administered during group registration in February 2019 and will be administered annually during the same time frame. 398 students answered the survey during the 2019 administration.

### General Satisfaction

Staff in the Library were helpful	4.36/5 average score
I understand how to submit a student concern or complaint	3.50/5 average score

### Services

Welcome Center staff helped me understand how to enroll at Clover Park	4.49/5 average score
Advisors helped me clarify my educational goals and courses needed	2.36/5 average score

### Support

Clover Park's digital content (such as websites, Canvas, and digital materials used by instructors) is accessible for me	4.68/5 average score
The process of applying for emergency assistance was easy	3.73/5 average score

### Communication



I can easily find the information I need on the College's website	4.08/5 average score
I keep informed about events on campus via: Canvas (highest)	27.6%
I keep informed about events on campus via: Text (lowest)	5.61%

### Diversity

My identity status has not affected the access and support I have been given by: Faculty	4.57/5 average score
Clover Park offers enough ethnic/cultural programs, events, or activities	3.92/5 average score



# Assessment in Student Affairs

-  Benchmarking & Student Engagement (*SENSE & CCSSE*)
-  Student Learning Outcomes (DLOs & ALOs)
-  Department Review & Professional Standards (CAS)
-  The Student Experience (NASE)
-  Use of Programs, Services, & Facilities

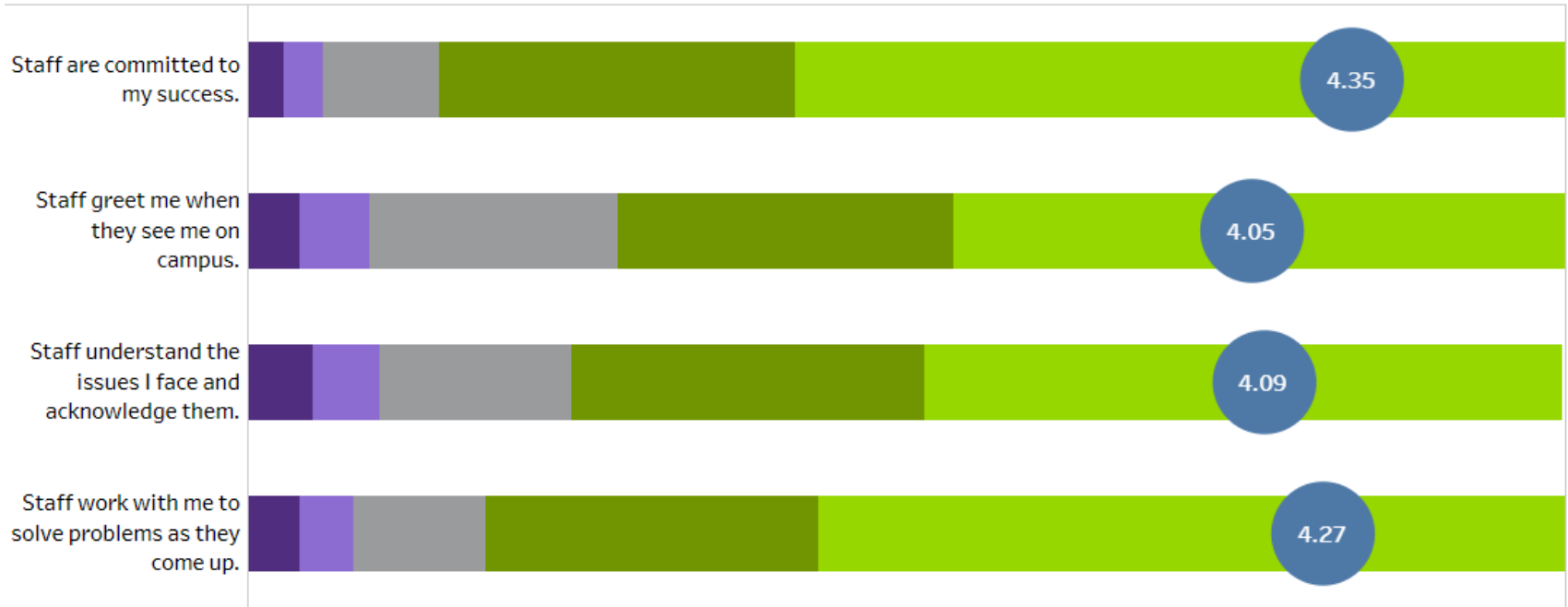


# Impact of Assessment Strategies on Student Success



# Impact of Assessment Strategies on Student Success

Please answer the following questions about Clover Park's student success staff, which includes Entry Services, Enrollment Services, Advising, Financial Aid, Veteran's Services, Disability Services, Student Life, the Assessment Center, and International Student Services.



## Sharing of Data in Student Affairs

- ✓ All Staff Professional Development and Staff Retreats
- ✓ Automated Reports Via Tableau and Qualtrics
- ✓ Campus Committees, Councils, and Executive Team Meetings
- ✓ Data Dive Series
- ✓ Sharing & Learning Sessions
- ✓ Department, Division, and Senior Staff Meetings
- ✓ Student Success Study Sessions



**Clover Park Technical College Foundation 2020 Goal Scorecard:**

Increase Foundation/institutional excellence support.		
Increase total annual donors to 600. 2018: 547; 2019: 404		
Increase total recurring payroll donors to 117. 2018 Average: 72; 2019 Ave.: 96.25		
Raise (gross) > \$75,000 at all Foundation events. 2019: \$91,579		
Raise (gross) > \$275,000 total dollars in 2020. 2018: \$237,811; 2019: \$818,973*		
Increase CPTC Endowment Corpus to \$1.2M		

**Increase support to students.**

50% of all applicants to CPTC Scholarship programs receive a scholarship. 2017: 40.7% 2018: 52.9%* 2019: 41.1%**		
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Achieve 100% giving at any level by CPTC Foundation Board, CPTC Board of Trustees, CPTC Executive Team.		
Expand Foundation Board membership through recruiting new members.		
Add 3 new Foundation Board members.		
Develop the Foundation Board's commitment to the Foundation.		
Board members support, with time, talent, or treasure, 2 of 3 major fundraising events.		
Board member attendance at Foundation Board meetings exceeds 75%.		

**Key:**

	Achieved greater than 70% of goal		Achieved between 30- 69% of goal		Achieve below 0-29% of goal
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\*2019 Eva Gordon Donation



- Create additional opportunities and supports for students to enroll in CPTC programs.



Tawny Dotson  
Session: Winter Quarter - Executive Team

No description



### Key results

+ Add manual key result

Objective progress  
50%

	Provide oversight and delivery on a redesign of the scholarship and emergency assistance application processes this quarter. Outcome achieved	0.7	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	<a href="#">Update</a> ⋮
	Provide oversight of the application for a SEA Grant. Outcome achieved	0.7	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100%	<a href="#">Update</a> ⋮
	Provide oversight to the process of applying for a TRIO Grant through ensuring an application is submitted this quarter. Did not achieve the desired outcome yet	0.7	<div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	<a href="#">Update</a> ⋮
	Draft the substantive change for the BAS-Cyber Security Program this Fall. Did not achieve the desired outcome yet		<div style="width: 0%;"><div style="width: 0%;"></div></div> 0%	<a href="#">Update</a> ⋮





# WE HEARD:

WE NEED TO PROVIDE MORE SCHOLARSHIPS.

# SO WE:

STARTED A GOLF TOURNAMENT, RAISED MORE FUNDS, AND ADDED MORE SCHOLARSHIPS.

THANK YOU FOR YOUR FEEDBACK!







Educating tomorrow's workforce.

CORE THEME				
WORKFORCE PREPARATION				
Students will demonstrate the knowledge and skills necessary to access employment in their chosen industry.				
METRIC	BENCHMARK	CURRENT	ANNUAL TARGET	STATUS
% of students demonstrating proficiency of program learning outcomes	TBD	TBD	85%	●
% graduates placed in employment and/or further education	76%	76%	78%	●
% of students passing licensing exams	TBD	TBD	85% average	●

CORE THEME				
STUDENT SUCCESS				
Our students will complete their program at equitable rates and on time.				
METRIC	BENCHMARK	CURRENT	ANNUAL TARGET	STATUS
% of students retained fall to fall	55%	55%	56%	●
% of students earning a credential in 150% time	44%	44%	48%	●
% of students completing college-level English and math in a year	16%	16%	33%	●

CORE THEME				
INSTITUTIONAL SUSTAINABILITY				
CPTC will operate in a sustainable manner that enables us to prepare an educated workforce for the South Puget Sound.				
METRIC	BENCHMARK	CURRENT	ANNUAL TARGET	STATUS
Total annualized student FTE (state-supported)	3,952	893.38	4,242	●
% of institutional revenue from the state	61%	61%	59%	●
% employee turnover	8%	8%	7%	●

CORE THEME				
EQUITY				
CPTC will remove barriers and eliminate disparities for its diverse students, employees, and community.				
METRIC	BENCHMARK	CURRENT	ANNUAL TARGET	STATUS
% of students satisfied with campus climate	89%	89%	90%	●
% completion gap between white and African-American students	17%	17%	10%	●
% difference in employees and students of color	26.25% gap	26.25% gap	20% gap	●

LEGEND:    ONGOING ●    GOAL MET ●    GOAL IN PROGRESS ●    GOAL NOT MET ●





# Your turn!

With a partner or in small groups, take a minute to discuss the following:

- 1) Which of your departments do not have systematic ways of capturing student opinion on their performance?
- 2) Is it possible to combine some departmental/initiative surveys to reduce survey fatigue and ensure the broadest possible respondent pool? And
- 3) How do you communicate survey results, and actions based on those results, back to campus?

# Report outs

- 1) Which of your departments do not have systematic ways of capturing student opinion on their performance?
- 2) Is it possible to combine some departmental/initiative surveys to reduce survey fatigue and ensure the broadest possible respondent pool? And
- 3) How do you communicate survey results, and actions based on those results, back to campus?

QUESTIONS?

