



Academic Senate
for California Community Colleges

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USING DATA TO MAKE THE CASE I: UNDERSTANDING KEY PERFORMANCE INDICATORS

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12:30 PM – 1:30 PM

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Overview

- Making the Case
- KPIs – What and Why
- Accessing your KPIs
- KPI Examples
- Questions and Discussion

Making the Case

- Why “case-making”?
- When?
- How?
- Who?



Key Performance Indicators

- Available at the LaunchBoard Guided Pathways tab for all colleges
- www.calpassplus.org/LaunchBoard/guidedpathways.aspx
- Cal-PASS Plus password needed
- Have you considered your KPIs?

KPIs

Guided Pathways Key Performance Indicators Overview

Guided Pathways Key Performance Indicators (KPI)

Guided Pathways KPI are posted on the LaunchBoard Guided Pathways tab for all colleges

www.calpassplus.org/LaunchBoard/guidedpathways.aspx – Note: you will need a Cal-PASS Plus password

Participation	number of students
	average number of credits attempted in year one
	average number of degree-applicable credits attempted in year one
	full-time students
	persisted from term one to term two
	college-level course success rate
	successfully completed transfer-level math in year one
	successfully completed transfer-level English in year one
	successfully completed both transfer-level English and math in year one
	successfully earned 6+ college credits in first term
	successfully earned 12+ college credits in first term
	successfully earned 15+ college credits in first term
	attempted 15+ college credits in first term
	successfully earned 15+ college credits in year one
	successfully earned 24+ college credits in year one
	successfully earned 30+ college credits in year one
	attempted 30+ college credits in year one

KPI Focus – 1st time students

Cohorts

The LaunchBoard Guided Pathways tab allows users to select from two types of students:

First time students, including summer and early college	number of students who enrolled in a community college for the first time in the fall of the selected year, including those who had previously enrolled in a summer intersession or received concurrent enrollment credit <i>used for California Community Colleges Guided Pathways, which is associated with the California Community Colleges Chancellor's Office</i>
First time ever in college students	number of students who enrolled in a community college for the first time in the fall of the selected year, excluding current and past concurrent enrollment students and other students with prior college credit <i>used for the California Guided Pathways Project, which is associated with the Foundation for California Community Colleges and the American Association for Community Colleges</i>

KPIs - Disaggregated and Comparison Data

Gender	Male, Female, Other
Race/Ethnicity	Asian, Black or African American, Hispanic/Latino, American Indian or Alaska Native, Native Hawaiian or Other Pacific Island, White, Two or More Races, Unknown/Non-Respondent
Age Group	19 and younger, 20 to 24, 25 and older
Region	median college-level results within the ten micro-regions associated with Doing What Matters
Statewide	median college-level results across all California community colleges
Historical	results for the most recent three years of data
Top in the State	results for the college with the strongest outcomes

Data Sources and Definitions

All data for the KPI come from Chancellor's Office MIS submissions. Data definitions can be viewed by clicking on the "Technical Definitions" link on the LaunchBoard Guided Pathways tab.

Successful credit attainment	includes credit courses in which students earned a C or better
Full-time status	based on earning 12+ credits per semester
Quarter-based colleges	metrics have been adjusted to show equivalent quarter units

KPIs

- Why focus on this population?
 - “first time”
- Why focus on these metrics?
- KPI resources available at:
- <https://tinyurl.com/ASCCC-GPData>

Data-Related Resources

Using Data to Make the Case I: Understanding Key Performance Indicators (KPIs)

Direct link to this page: <https://tinyurl.com/ASCCC-GPData>

[Cal-PASS Plus - Login \(LaunchBoard\)](#) 

[Using the LaunchBoard for Guided Pathways](#) 

[Guided Pathways Key Performance Indicators](#) 

Selecting the Cohort

The screenshot shows the 'Guided Pathways Tab' interface. On the left, a sidebar contains a legend with two radio button options: 'First-time, including summer and early college students' (selected) and 'Statewide College'. Below the legend is a 'RUN REPORT' button. A red arrow points from the 'RUN REPORT' button to the 'First-time, including summer and early college students' option in the legend. The main content area has a top navigation bar with links: Home, CCC Pipeline, AE Pipeline, SWP, K-14 CTE, GP, Help, and Log-Out. The 'GUIDED PATHWAYS TAB' section displays filters for 'First-time, including summer and early college students' (Cohort), 'Statewide College' (College), and '2015-2016 Academic Year'. A 'Click here to reset' link is present. Below the filters, there are two tabs: 'DATA VISUALIZATION' (selected) and 'RESEARCH TABLE'. The 'DATA VISUALIZATION' tab shows a 'Drilldown by' dropdown set to 'None'. Under the 'Participation' section, two metrics are displayed: 'Number of Students in the Cohort' (308,577 Students) and 'Average Number of Credits Attempted in Year One' (19 Units). Below the screenshot, two additional boxes show the same metrics with different values: 'Number of Students in the Cohort' (201,274 Students) and 'Average Number of Credits Attempted in Year One' (19 Units).

Guided Pathways Tab

First-time, including summer and early college students
Cohort

Statewide College
College

2015-2016
Academic Year

[Click here to reset](#)

DATA VISUALIZATION

RESEARCH TABLE

Drilldown by: None ▼

Participation

Number of Students in the Cohort

308,577
Students

Average Number of Credits Attempted in Year One

19
Units

Number of Students in the Cohort

201,274
Students

Average Number of Credits Attempted in Year One

19
Units

First Time in College

Participation

Number of Students in the Cohort

2,717

Students

Average Number of Credits Attempted in Year One

18

Units

Average Number of Degree-Applicable Credits Attempted in the Year One

14

Units

View data as percentages ▼

Full-Time Students

33%

Students

View data as percentages ▼

Persisted from Term 1 to Term 2

65%

Students

College-Level Course Success Rate

67%

Students

First Time in College including summer and early college

Participation

Number of Students in the Cohort

4,705

Students

Average Number of Credits Attempted in Year One

19

Units

Average Number of Degree-Applicable Credits Attempted in the Year One

14

Units

View data as percentages ▼

Full-Time Students

36%

Students

View data as percentages ▼

Persisted from Term 1 to Term 2

68%

Students

College-Level Course Success Rate

68%

Students

Drill Down By Benchmark

Drilldown by

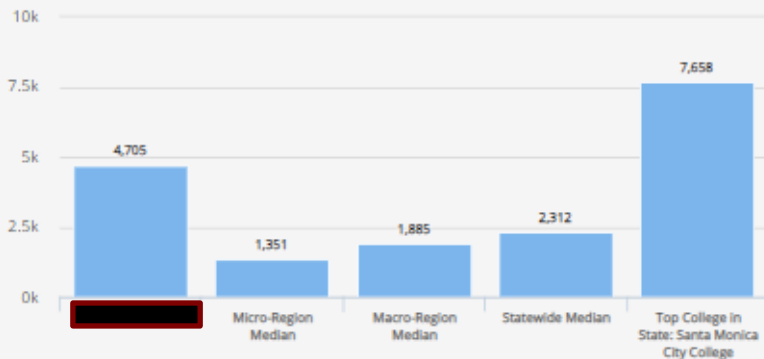
Benchmarks ▼

Participation

Number of Students in the Cohort

4,705

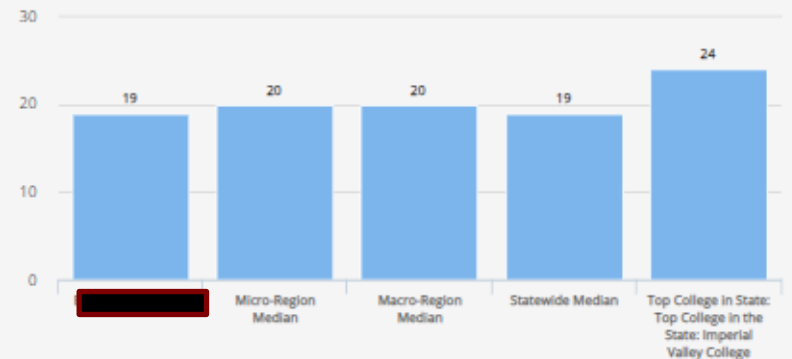
Students



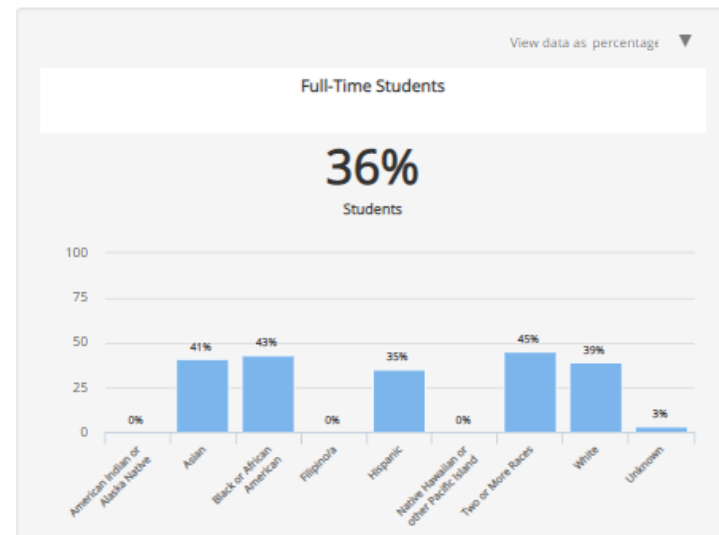
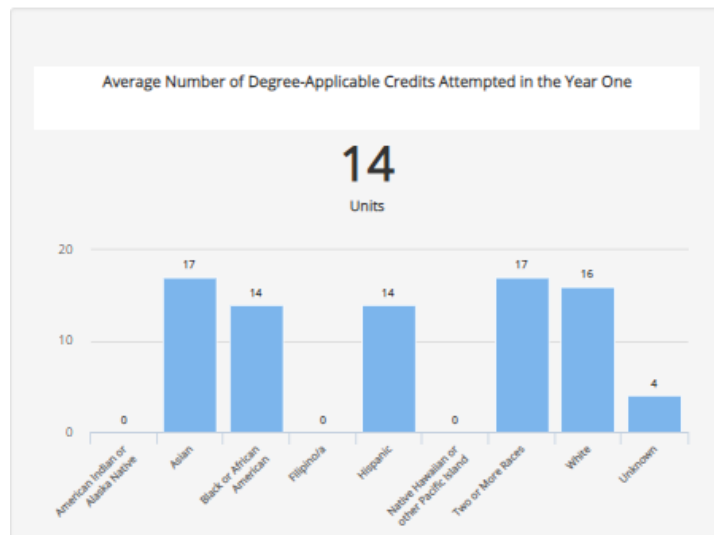
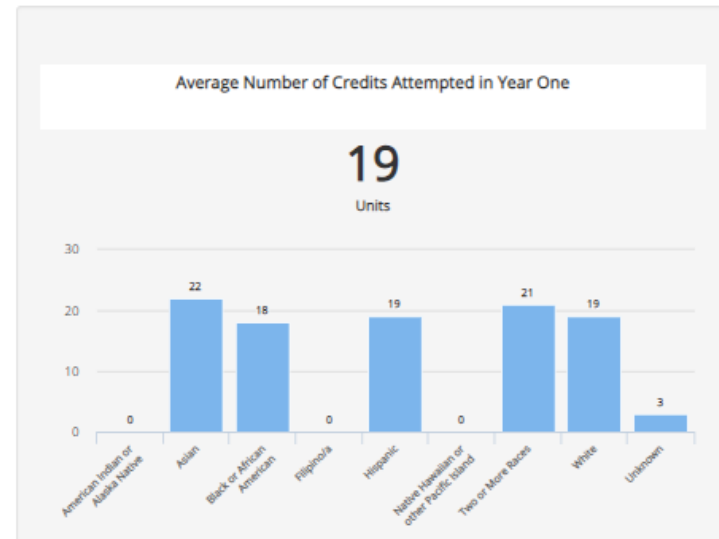
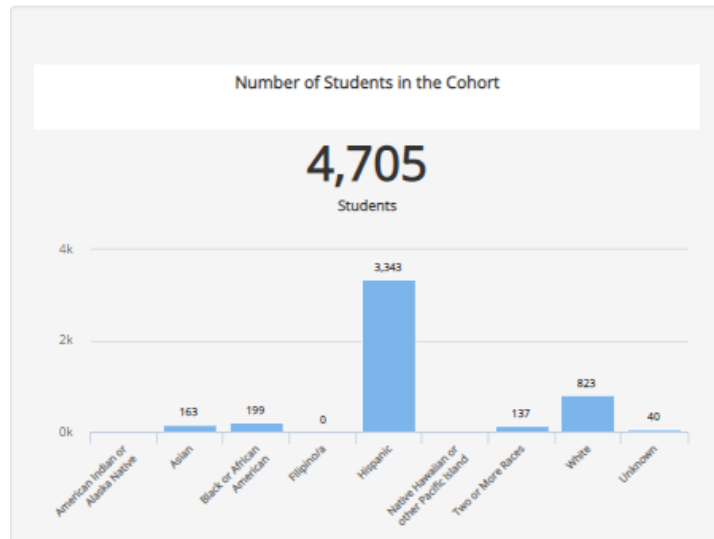
Average Number of Credits Attempted in Year One

19


Units

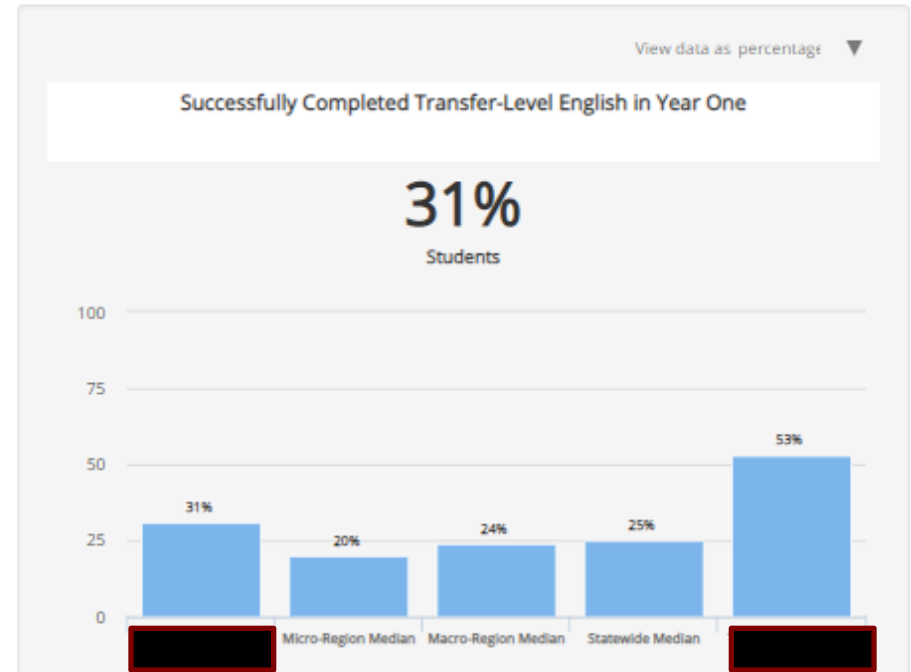
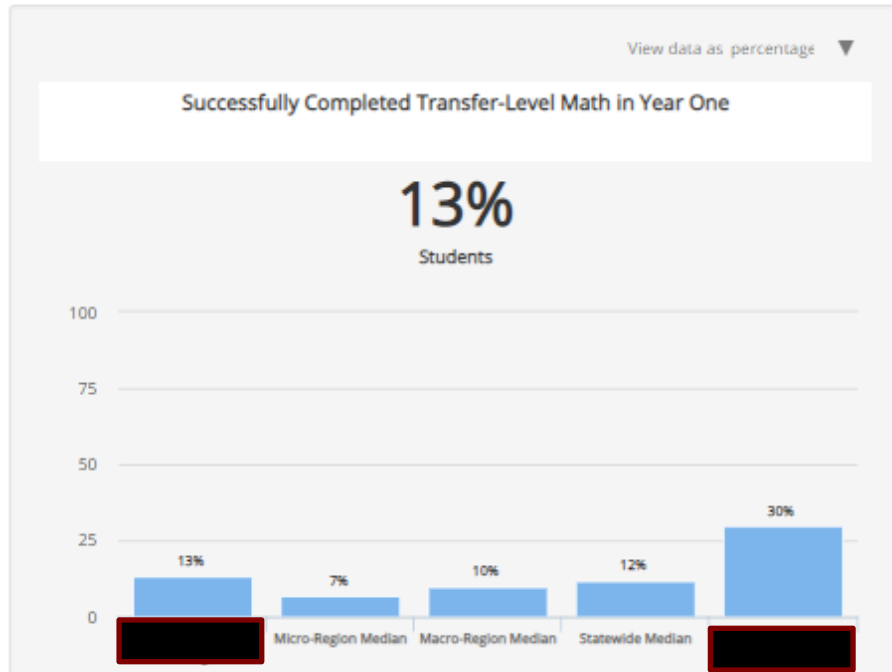


Disaggregate by Ethnicity, Age or Gender



Transfer Level Math and English Benchmarks

Transferrable Math and English Completion [Top](#) 



Questions and Comments



Next Webinar

- Tuesday, September 25, 12:30 – 1:30
 - Using Data to Make the Case II – Beyond KPIs

Resources

- ASCCC Website - asccc.org
- Data Resources - <https://tinyurl.com/ASCCC-GPData>
- Questions, visits, etc.. - info@asccc.org

