Setting Benchmarks

2013-2014
Cañada College
Benchmarks and Goals

Cañada College
Benchmarks to be Established

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Setting Benchmarks – An Introduction

As part of accreditation, the standards require ongoing institutional evaluation and improvement to help serve student better. Evaluation focuses on student achievement, student learning and the effectiveness of processes, policies and organization.

In Standard I: Institutional Mission and Effectiveness, the college needs to provide evidence of institution and program performance. We need to use on-going and systematic evaluation and planning to refine our processes. In order to be able to measure our performance, we need to set "benchmarks" upon which we can evaluate how well we are performing. The attached pages of this document provide background data on the measures which have been selected for annual review.

Process for Setting Benchmarks:
There are 15 groups who will review four benchmark elements. Here is what you need to do:

1. Review five year trend data
2. Develop rationale for establishing benchmarks
3. Recommend numbers for the benchmarks for 1 year/3 year/5 year

Below are some data on the college enrollments as background information. We are not setting benchmarks for this information, but thought it might be helpful.

Cañada College Students by Enrollment Status
Fall 2010 – Fall 2012

	Fall 2010 Student Count	Spring 2011 Student Count	Fall 2011 Student Count	Spring 2012 Student Count	Fall 2012 Student Count
Total	6,767	6,943	6,882	6,814	6,408
Continuing Student	4,194	4,695	4,178	4,709	3,928
First-Time Student	738	446	778	350	722
First-Time Transfer Student	504	466	518	422	451
Returning Student	1,039	988	1,073	953	1,005
Special Admit Student	284	348	335	380	302
Uncollected/Unreported	8				

Five Year Trend in Successful Course Completion Rates

(Cañada College 2007/08 – 2011/12)

Why this matters: Course completion is perhaps the most widely used and reported indicator of student academic achievement. Higher levels of course completion are associated with higher levels of degree and certificate completion. This report highlights that for Cañada students course completion rates vary widely by both student ethnicity and student age.

Year	Rate
2007/08	71.8%
2008/09	71.2%
2009/10	69.9%
2010/11	68.8%
2011/12	69.8%

Course Completion Rate: also referred to as the college-wide course pass rate and the college success rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, namely, a grade of A, B, C, P or CR.

#2 Fall to Fall Persistence Rate

Percentage of first-time students with a minimum of six units earned in a Fall term and who returned and enrolled in the subsequent Fall term anywhere in the system.

	Fall 2007 to Fall 2008	Fall 2008 to Fall 2009	Fall 2009 to Fall 2010
Persistence Rate	68.9%	63.6%	68.4%

#3 Student Degree Completion

Student Degree Completion: Annual 2007-08 to 2011-12					
	Annual 2007-2008	Annual 2008-2009	Annual 2009-2010	Annual 2010-2011	Annual 2011-2012
Associate of Science (A.S.) degree	136	124	121	125	178
Associate of Arts (A.A.) degree	81	83	92	98	141
TOTALS	217	207	213	223	319
Source: Chancellor's Office DataMart					

4   Where Do Cañada College Students Transfer?

We need to set benchmarks for student transfers. The data on transfer is not "current" for UC, private in-state, or out-of-state universities and colleges although we do have some general numbers we can review. The CSU transfer data are up-to-date. The summary of the data available is as follows:

Transfer Type	2007-08	2008-09	2009-10	2010-11	2011-12
Univ of CA	33	44	34		
CSU	134	121	67	129	114
Private In-state	55	61	78		
Out of State	31	53	52		
TOTALS	**253**	**279**	**231**		

California Public Universities					
Four-Year Institution	Approx. Distance	08/09	09/10	10-11	11-12
University of California, Berkeley	30 mi	9	7		
University of California, Davis	81 mi	15	10		
University of California, Irvine	361 mi	3	1		
University of California, Los Angeles	317 mi	0	4		
University of California, Merced	101 mi	1	0		
University of California, Riverside	366 mi	2	1		
University of California, San Diego	425 mi	1	1		
University of California, Santa Barbara	250 mi	5	3		
University of California, Santa Cruz	35 mi	8	7		
UC Total		**44**	**34**		
California Maritime Academy	44 mi	1	1	1	0
California Polytechnic State University, San Luis Obispo	173 mi	2	2	1	5
California State Polytechnic University, Pomona	343 mi	1	0	0	2
California State University, Bakersfield	228 mi	0	0	0	0
California State University, Channel Islands	289 mi	0	0	0	0
California State University, Chico	160 mi	4	1	7	2
California State University, Dominguez Hills	335 mi	0	0	2	0
California State University, East Bay	19 mi	18	14	16	15
California State University, Fresno	146 mi	0	0	1	0
California State University, Fullerton	348 mi	1	0	0	0
California State University, Long Beach	344 mi	4	0	1	4
California State University, Los Angeles	328 mi	1	1	3	3
California State University, Monterey Bay	61 mi	1	0	2	2
California State University, Northridge	305 mi	0	1	2	3
California State University, Sacramento	90 mi	2	0	6	0
California State University, San Bernardino	357 mi	1	0	1	1
California State University, San Marcos	415 mi	0	0	0	0
California State University, Stanislaus	78 mi	0	0	1	1
Humboldt State University	257 mi	0	0	2	1
San Diego State University	437 mi	3	1	1	0

San Francisco State University	23 mi	47	29	69	51
San José State University	22 mi	34	15	13	22
Sonoma State University	66 mi	1	2	0	2
CSU Total		**121**	**67**	**129**	**114**
Total		**165**	**101**		

California Private Colleges and Universities

	2007-08	2008-09	2009-10
UNIVERSITY OF PHOENIX	16	21	17
NOTRE DAME DE NAMUR UNIVERSITY	12	9	21
UNIVERSITY OF SAN FRANCISCO	4	6	5
ACADEMY OF ART UNIVERSITY	5	4	7
SANTA CLARA UNIVERSITY	3	4	3
CALIFORNIA COLLEGE OF THE ARTS	0	2	0
HOLY NAMES UNIVERSITY	0	2	0
ARGOSY UNIVERSITY	1	1	2
AZUSA PACIFIC UNIVERSITY	0	1	1
BIOLA UNIVERSITY	0	0	1
CHAPMAN UNIVERSITY	1	0	1
CONCORDIA UNIVERSITY	0	0	2
DEVRY UNIVERSITY-CALIFORNIA	2	1	6
GOLDEN GATE UNIVERSITY-SAN FRANCISCO	1	1	3
HARVEY MUDD UNIVERSITY	0	0	1
HUMPHREYS COLLEGE – STOCKTON	0	0	1
ITT TECHNICAL INSTITUTE	0	0	1
LOYOLA MARYMOUNT UNIVERSITY	1	1	0
MILLS COLLEGE	0	1	1
OTIS COLLEGE OF ART AND DESIGN	0	0	1
NATIONAL UNIVERSITY	0	1	0
PACIFIC UNION COLLEGE	1	1	1
PITZER COLLEGE	0	1	0
POMONA UNIVERSITY	1	0	0
SAMUEL MERRITT COLLEGE	0	1	0
STANFORD UNIVERSITY	1	1	0
UNIVERSITY OF THE PACIFIC	1	0	0
UNIVERSITY OF REDLANDS	1	0	0
UNIVERSITY OF SAN DIEGO	2	1	1
UNIVERSITY OF SOUTHERN CALIFORNIA	1	0	2
WHITTIER COLLEGE	0	1	0
Total	55	61	78

Out of State College and Universities

	2007-08	2008-09	2009-10
ASHFORD UNIVERSITY	2	6	2
MARIST COLLEGE	0	2	0
NORTHEASTERN UNIVERSITY	0	2	0
PORTLAND STATE UNIVERSITY	0	0	4
OREGON STATE UNIVERSITY	0	0	2
UNIVERSITY OF ARIZONA	0	0	2
SAINT JOSEPHS COLLEGE	0	2	0
UNIVERSITY OF NEVADA-RENO	2	2	1
EVERGREEN STATE COLLEGE	2	0	0
ALBANY STATE UNIVERSITY	0	0	1
AMHERST COLLEGE	0	1	0

ARIZONA STATE UNIVERSITY	3	1	3
AVILA UNIVERSITY	0	1	0
BOSTON UNIVERSITY	1	0	0
BRIGHAM YOUNG UNIVESITY	0	0	1
CAPELLA UNIVERSITY	0	1	0
CARLETON COLLEGE	0	1	0
CENTRAL MICHIGAN UNIVERSITY	0	1	0
COLORADO STATE UNIVERSITY	0	0	1
COLORADO STATE UNIVERSITY – PUEBLO	0	0	1
COLUMBIA COLLEGE	1	0	0
CORNELL UNIVERSITY	1	0	0
CULINARY INSTITUTE OF AMERICA	0	1	0
CUNY BROOKLYN COLLEGE	0	1	0
DBA CORBAN COLLEGE	0	1	0
DICKENSON STATE	1	0	0
EASTERN WASHINGTON UNIVERSITY	0	0	1
FASHION INSTITUTE OF TECHNOLOGY	0	0	1
FLORIDA HOSPITAL COLLEGE OF HEALTH SCIENCES	0	1	0
FLORIDA ATLANTIC	1	0	0
GEORGE MASON UNIVERSITY	0	1	0
GEORGETOWN UNIVERSITY	0	1	0
GONZAGA UNIVERSITY	1	0	0
HARVARD UNIVERSITY	0	0	1
IOWA STATE UNIVERSITY	0	0	1
LABORATORY INSTITUTE OF MERCHANDISING	0	0	1
LEWIS & CLARK COLLEGE	0	0	1
ITT TECHNICAL INSTITUTE	0	1	1
MARLBORO COLLEGE	0	0	1
MARYMOUNT MANHATTAN COLLEGE	0	0	1
MARYLHURST UNIVERSITY	0	1	0
MASSACHUSETTS INSTITUTE OF TECHNOLOGY	1	1	0
METROPOLITAN STATE COLLEGE OF DENVER	1	0	0
MIAMI DADE COLLEGE	1	1	1
MILWAUKEE SCHOOL OF ENGINEERING	0	0	1
MISSISSIPPI STATE UNIVERSITY	0	1	0
NEVADA STATE COLLEGE	0	0	1
NEW JERSEY CITY UNIVERSITY	0	1	0
NEW MEXICO STATE UNIVERSITY-MAIN CAMPUS	0	1	1
NORTH PARK UNIVERSITY	1	0	0
NOVA SOUTHEASTERN UNIVERSITY	0	0	1
OBERLIN COLLEGE	0	0	1
OLD DOMINION UNIVERSITY	0	1	0
OREGON INSTITUTE OF TECHNOLOGY	0	0	1
PARK UNIVERSITY	0	0	1
PRATT UNIVERSITY - MAIN	0	0	1
PRAIRIE VIEW A&M	1	0	0
PURDUE UNIVERSITY-MAIN CAMPUS	0	1	0
RIDER UNIVERSITY	0	1	0
SEATTLE UNIVERSITY	0	0	1
SOUTHWEST MISSOURI STATE UNIVERSITY	0	0	1
ST JOHN'S UNIVERSITY-NEW YORK	0	1	1
STRAYER UNIVERSITY-WASHINGTON CAMPUS	0	1	0
SULLIVAN UNIVERSITY	0	0	1
SUNY EMPIRE STATE COLLEGE	0	1	0
TEXAS A & M UNIVERSITY-CORPUS CHRISTI	0	1	0

TEXAS TECH	1	0	0
TROY STATE UNIVERSITY	1	0	0
TUFTS UNIVERSITY	1	0	0
UNIVERSITY OF TAMPA	1	0	0
UNIVERSITY OF TEXAS AT BROWNSVILLE	1	1	0
UNIVERSITY OF TEXAS AT DALLAS	0	1	0
UNIVERSITY OF CENTRAL FLORIDA	0	0	1
UNIVERSITY OF CENTRAL OKLAHOMA	0	1	0
UNIVERSITY OF CHICAGO	0	1	0
UNIVERSITY OF COLORADO AT BOULDER	0	1	0
UNIVERSITY OF COLORADO AT DENVER	1	0	0
UNIVERSITY OF CONNECTICUT	0	0	1
UNIVERSITY OF HAWAII AT MANOA	0	1	0
UNIVERSITY OF ILLINOIS AT CHICAGO	0	0	1
UNIVERSITY OF LOUISVILLE	0	1	0
UNIVERSITY OF MASSACHUSETTS-AMHERST	0	1	0
UNIVERSITY OF MASSACHUSETTS-BOSTON	0	1	2
UNIVERSITY OF MEMPHIS	1	0	0
UNIVERSITY OF NEW MEXICO	1	0	0
UNIVERSITY OF NORTH TEXAS	1	0	0
UNIVERSITY OF NEVADA-LAS VEGAS	0	1	1
UNIVERSITY OF OREGON	0	0	1
UNIVERSITY OF PUGET SOUND	0	0	1
UNIVERSITY OF ST FRANCIS	0	0	1
UNIVERSITY OF TEXAS AT AUSTIN	0	0	3
UTAH VALLEY STATE COLLEGE	0	0	1
VIRGINIA COMMONWEALTH UNIVERSITY	0	1	0
WALDEN UNIVERSITY	0	1	0
WEST VIRGINIA UNIVERSITY	1	0	0
WINTHROP UNIVERSITY	0	1	0
Total	31	53	52

#5 Student Certificate Completion

Student Certificate Completion: Annual 2007-08 to 2011-12					
	Annual 2007-2008	Annual 2008-2009	Annual 2009-2010	Annual 2010-2011	Annual 2011-2012
Certificate requiring 60+ semester units	8	10	8	20	9
Certificate requiring 30 to < 60 semester units	46	55	38	50	58
Certificate requiring 18 to < 30 semester units	114	100	101	110	108
Certificate requiring 12 to < 18 units				8	62
Certificate requiring 6 to < 18 semester units	102	122	125	162	43
TOTALS	270	287	272	350	280
Source: Chancellor's Office DataMart					

#8 Five Year Trend in College Fall-to-Spring Persistence Rate
(2007/08 – 2011/12)

Why this matters: Fall-to-Spring persistence is a measure of the degree of momentum students have with regard to their college experience. Higher levels of Fall-to-Spring persistence shorten the time to completion. Institutional research found this measure to be one of the top predictors of certificate and degree completion for Cañada students.

55.1%	56.4%	56.7%	57.5%	59.0%
2007/08	2008/09	2009/10	2010/11	2011/12

Fall-to-Spring Persistence Rate is the percentage of first time students enrolled in at least one course in the Fall semester that return and enroll in at least one curse the subsequent Spring term.

#9   College Success Rate in Student's First Year

(First-Time Students; 2007/08 – 2011/12)
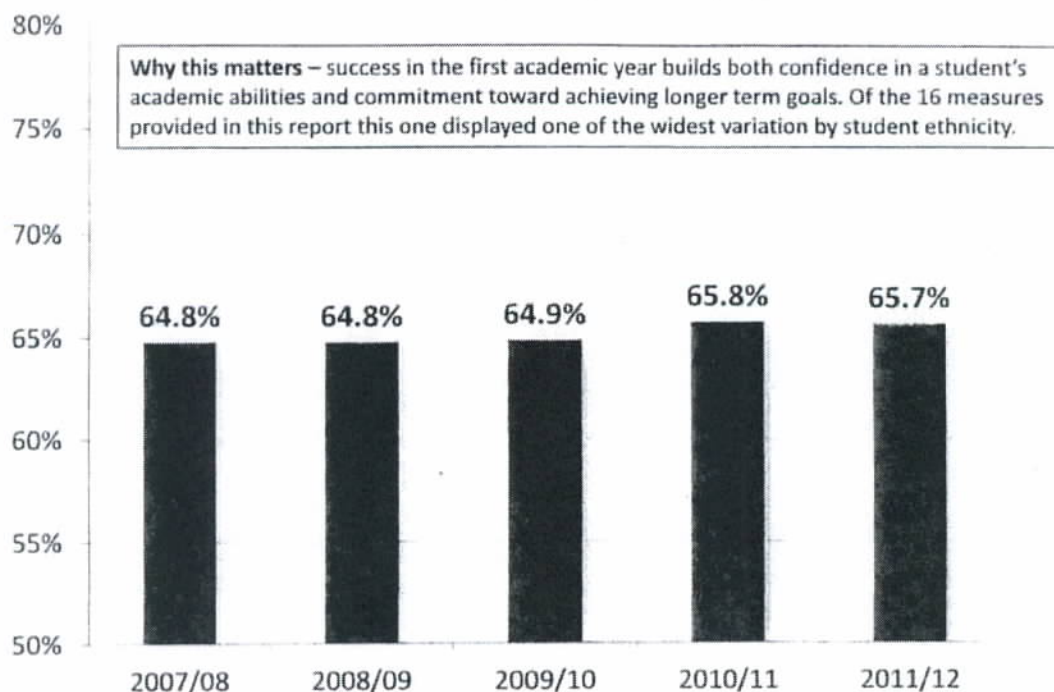
> **Why this matters** – success in the first academic year builds both confidence in a student's academic abilities and commitment toward achieving longer term goals. Of the 16 measures provided in this report this one displayed one of the widest variation by student ethnicity.

	2007/08	2008/09	2009/10	2010/11	2011/12
	64.8%	64.8%	64.9%	65.8%	65.7%

Success Rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, namely, a grade of A, B, C, P or CR.

#10   College Success Rates in General Education Courses

(2007/08 – 2011/12)

> **Why this matters:** General education courses provide the curricular foundation that prepare students for transfer to a four year university and attainment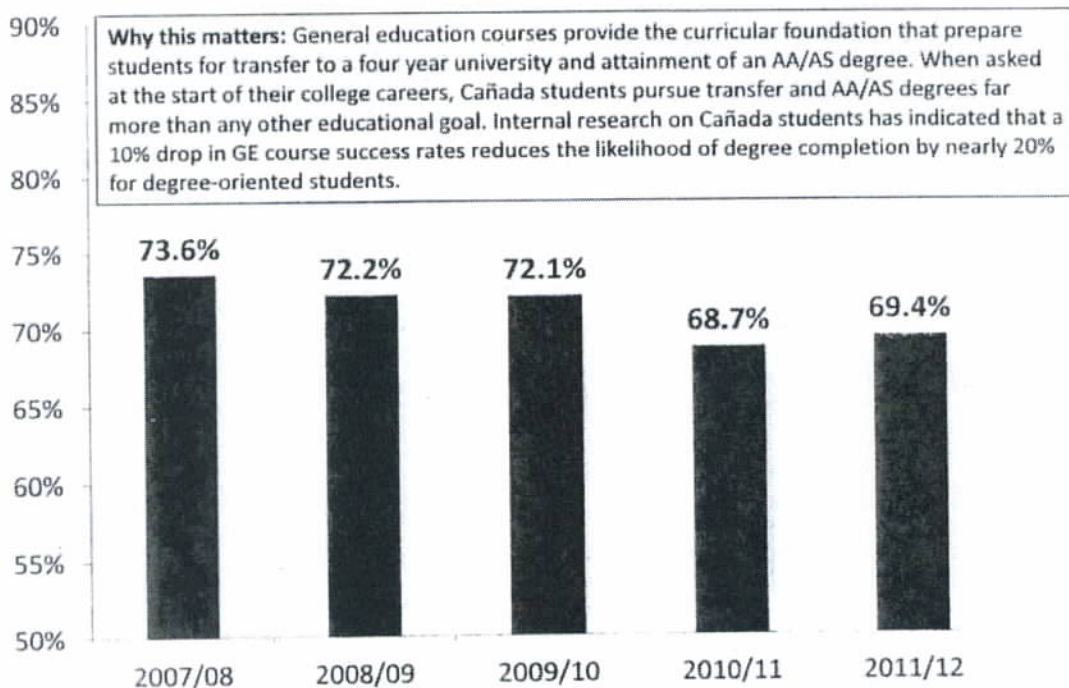 of an AA/AS degree. When asked at the start of their college careers, Cañada students pursue transfer and AA/AS degrees far more than any other educational goal. Internal research on Cañada students has indicated that a 10% drop in GE course success rates reduces the likelihood of degree completion by nearly 20% for degree-oriented students.

	2007/08	2008/09	2009/10	2010/11	2011/12
	73.6%	72.2%	72.1%	68.7%	69.4%

Success Rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, namely, a grade of A, B, C, P or CR.

#11   Success Rates in Distance Education Courses

Students taking..	Academic Year				
	07/08	08/09	09/10	10/11	11/12
Face-to-face courses	72%	72%	71%	70%	70%
Only online courses	51%	55%	57%	51%	53%
Both face-to-face and online courses	65%	67%	66%	67%	69%

College Success Rates in CTE Courses
(2007/08 – 2011/12)

> **Why this matters:** CTE courses are those that have a high degree of alignment with current business skill needs. Success rates in these courses at Cañada College are highly correlated with certificate attainment. They are also an indication, to some degree, of the knowledge and skill attainment of our students in areas that help them contribute to the productivity of the local workforce.

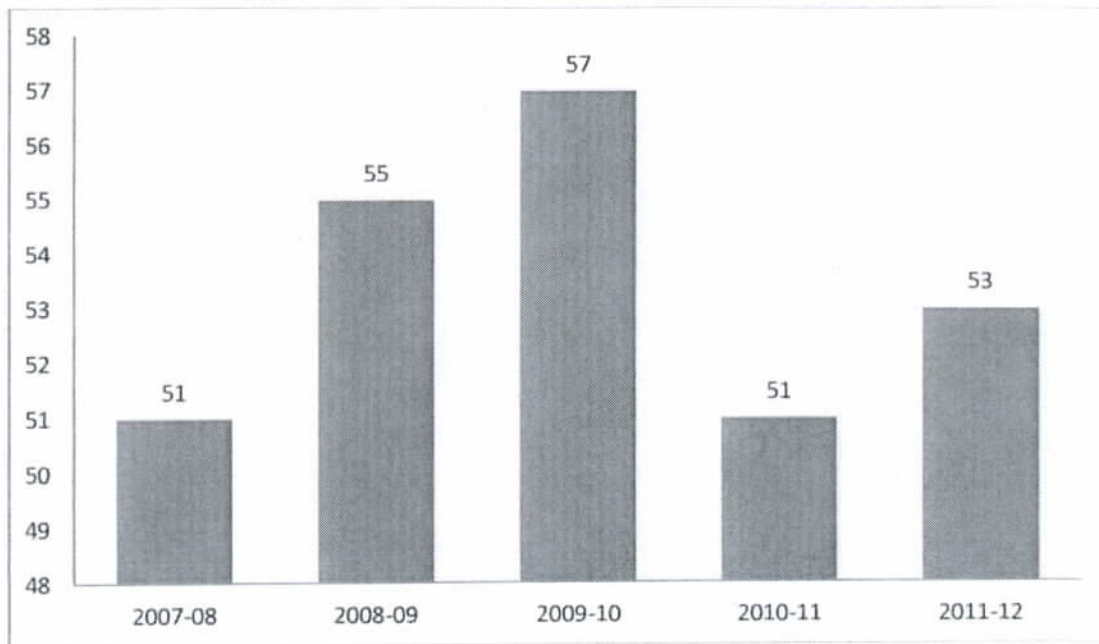| Year	Success Rate
2007/08	80.2%
2008/09	79.1%
2009/10	80.1%
2010/11	79.6%
2011/12	79.1%

Success Rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, nam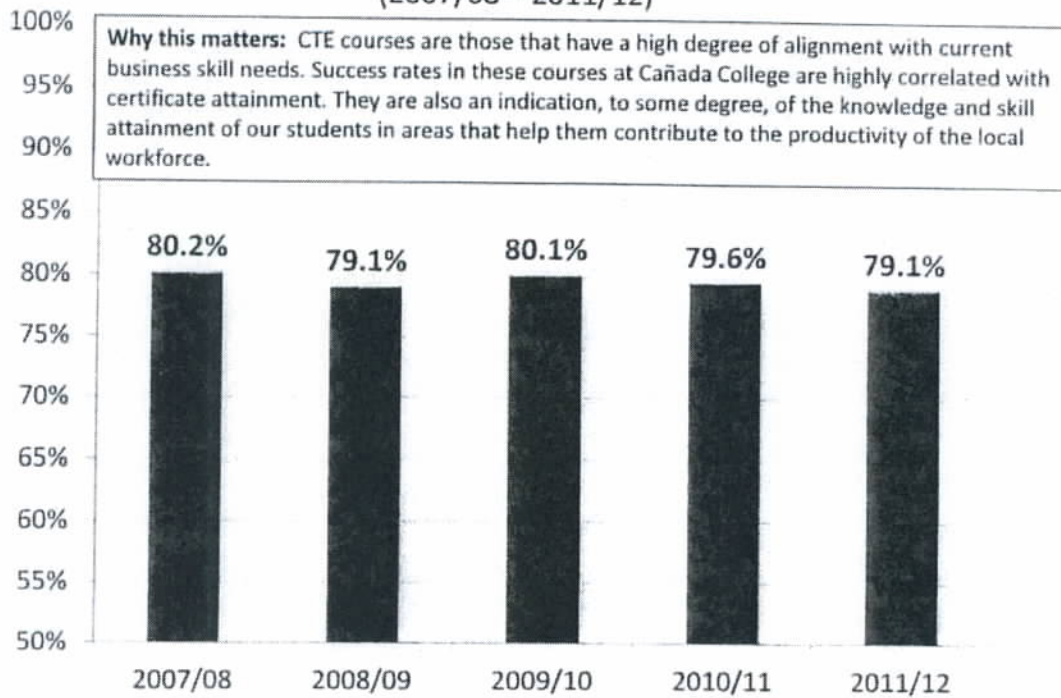ely, a grade of A, B, C, P or CR. CTE Courses were identified using course SAM codes as being either advanced occupational or clearly occupational based on course coverage.

College Success Rates in Pre-transfer Courses
(2007/08 – 2011/12)

> **Why this matters:** Roughly 80% of incoming students to Cañada College are assessed as needing further development education in English, reading and/or math. Success in pre-transfer courses is the single best predictor of the likelihood these students transfer or obtain a degree or certificate.

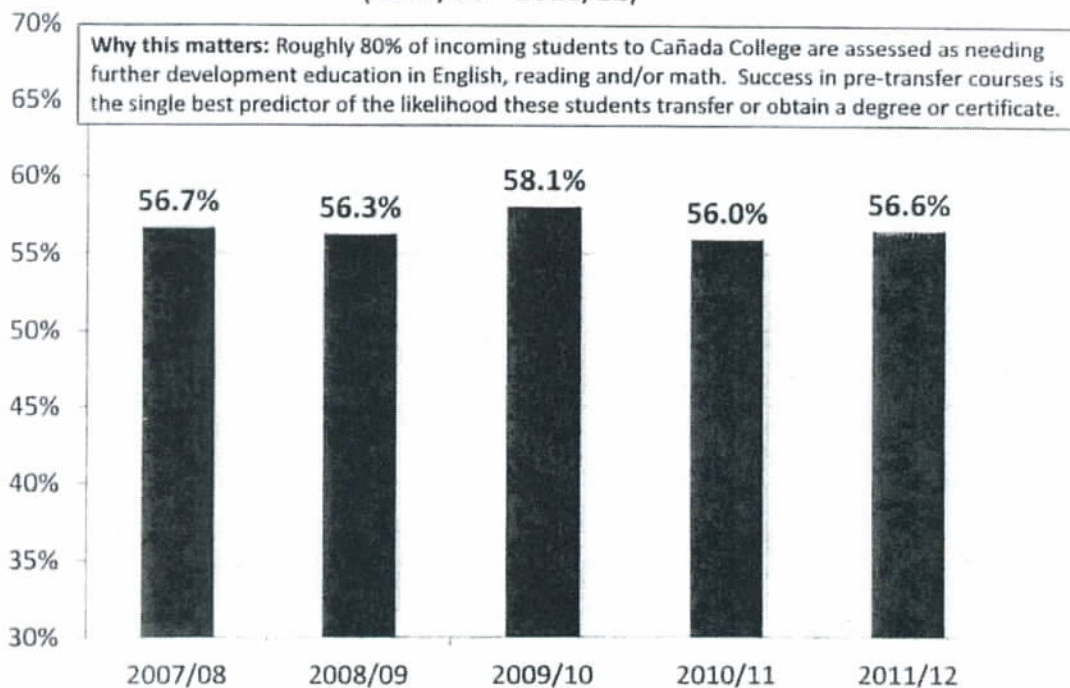| Year	Success Rate
2007/08	56.7%
2008/09	56.3%
2009/10	58.1%
2010/11	56.0%
2011/12	56.6%

Success Rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, namely, a grade of A, B, C, P or CR. Pre-transfer courses are all courses in math, English and reading that are not transferable to California State Universities.

#14 College Success Rates in Non-CBET ESL Courses
(2006/07 – 2010/11)
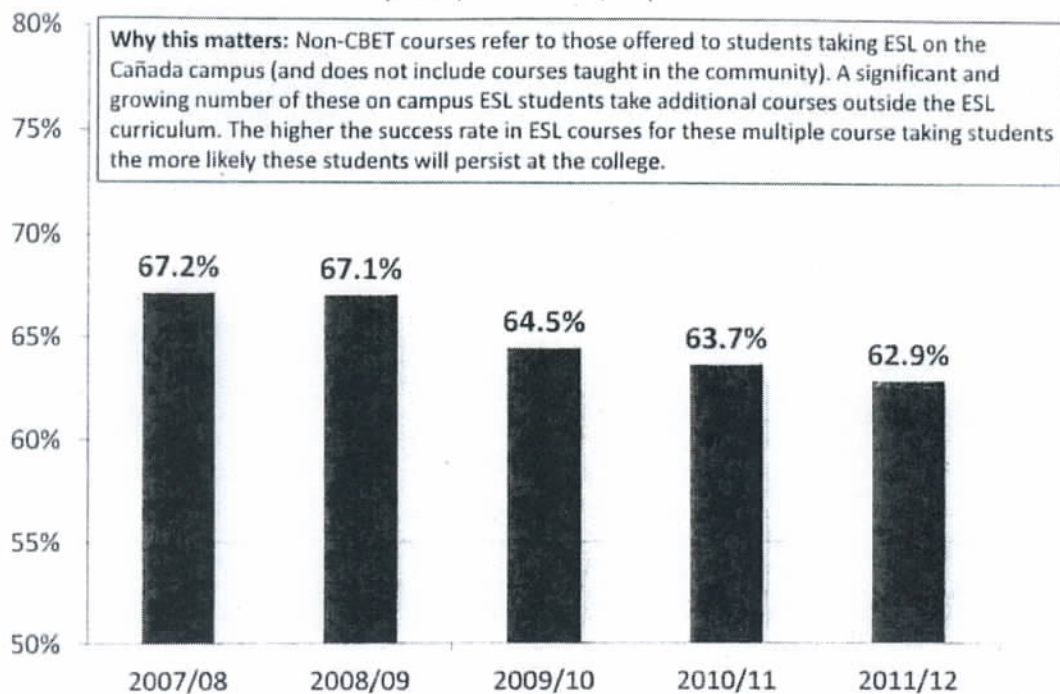
Why this matters: Non-CBET courses refer to those offered to students taking ESL on the Cañada campus (and does not include courses taught in the community). A significant and growing number of these on campus ESL students take additional courses outside the ESL curriculum. The higher the success rate in ESL courses for these multiple course taking students the more likely these students will persist at the college.

Bar chart values:
- 2007/08: 67.2%
- 2008/09: 67.1%
- 2009/10: 64.5%
- 2010/11: 63.7%
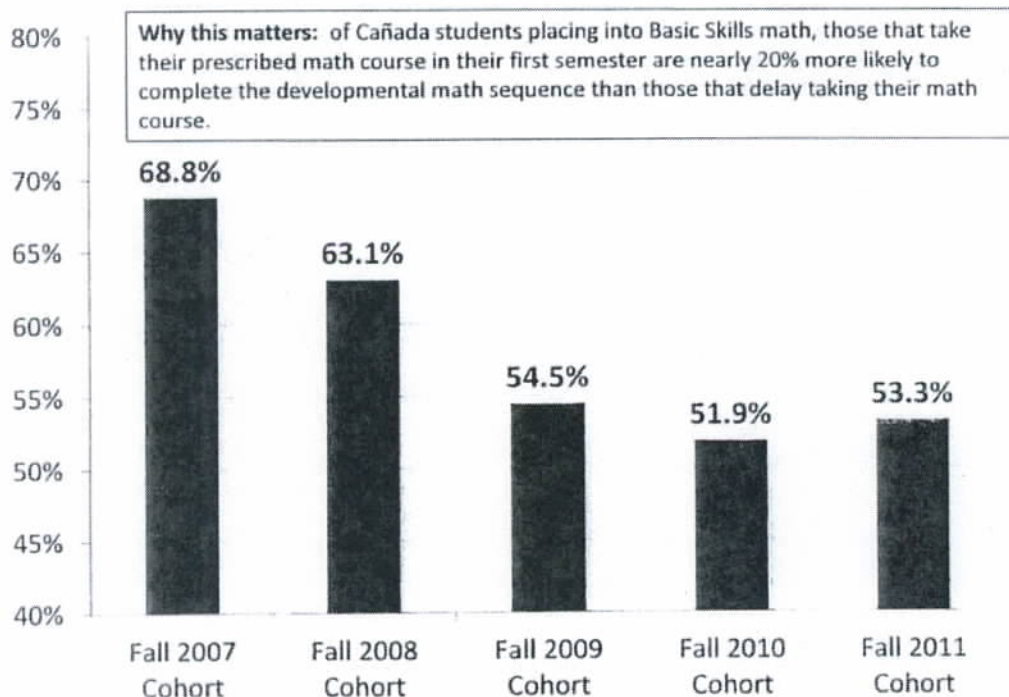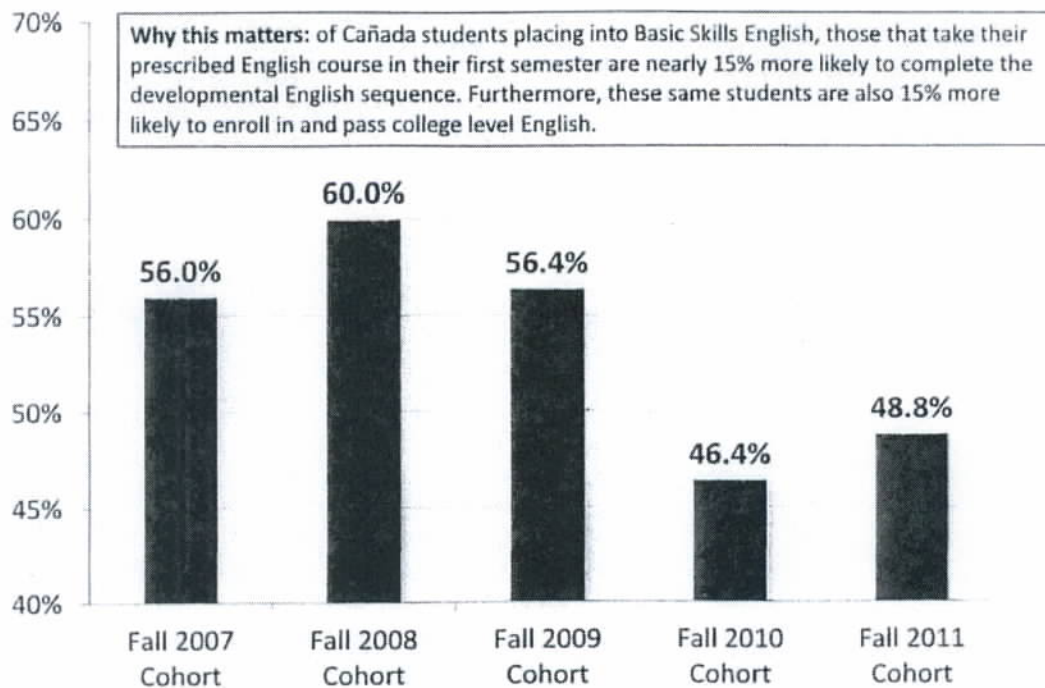- 2011/12: 62.9%

Success Rate is an aggregation of student course taking performance. The success rate is the percentage of grades awarded that indicate successful course completion, namely, a grade of A, B, C, P or CR.

#15 Percent of Students Placed into Pre-transfer Math that take Pre-transfer Math in their first term
(Fall 2006 - Fall 2011)

Why this matters: of Cañada students placing into Basic Skills math, those that take their prescribed math course in their first semester are nearly 20% more likely to complete the developmental math sequence than those that delay taking their math course.

Bar chart values:
- Fall 2007 Cohort: 68.8%
- Fall 2008 Cohort: 63.1%
- Fall 2009 Cohort: 54.5%
- Fall 2010 Cohort: 51.9%
- Fall 2011 Cohort: 53.3%

This measure is the percentage of first time students that took the placement test, placing into any pre-transfer math course and enrolled in that math course in their first semester.

#16   Percent of Students Placed into Pre-transfer English that take Pre-transfer English in their first term

(Fall 2006 - Fall 2011)

> **Why this matters:** of Cañada students placing into Basic Skills English, those that take their prescribed English course in their first semester are nearly 15% more likely to complete the developmental English sequence. Furthermore, these same students are also 15% more likely to enroll in and pass college level English.
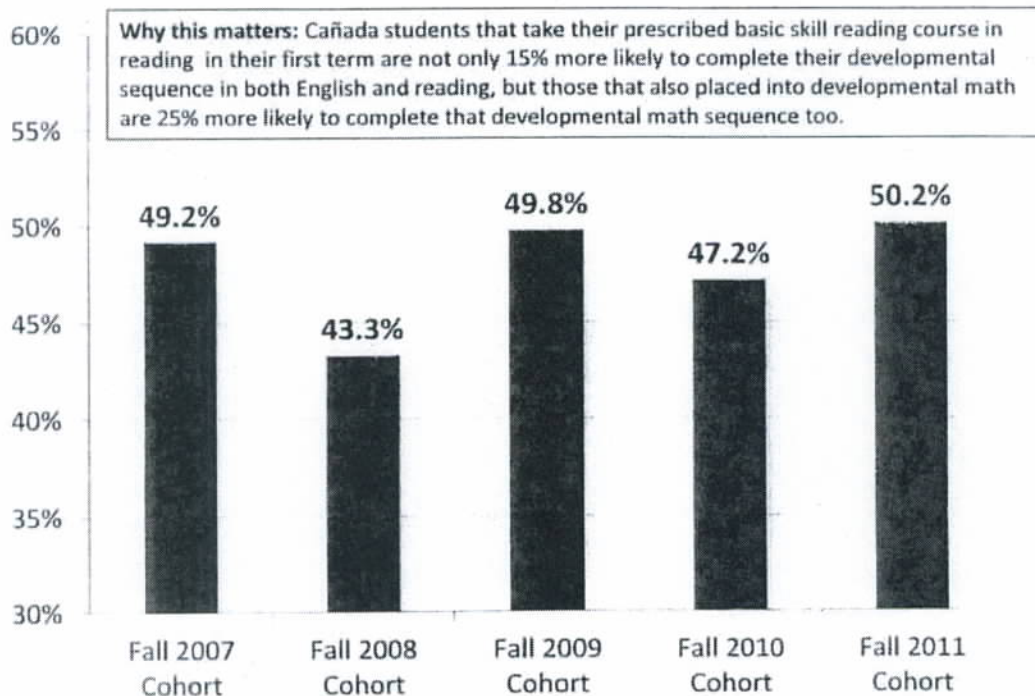

This measure is the percentage of first time students that took the placement test, placing into any pre-transfer English course and enrolled in that English course in their first semester.

#17   Percent of Students Placed into Pre-transfer Reading that take Pre-transfer Reading in their first term

(Fall 2006 - Fall 2011)

> **Why this matters:** Cañada students that take their prescribed basic skill reading course in reading in their first term are not only 15% more likely to complete their developmental sequence in both English and reading, but those that also placed into developmental math are 25% more likely to complete that developmental math sequence too.

This measure is the percentage of first time students that took the placement test, placing into any pre-transfer Reading course and enrolled in that Reading course in their first semester.

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18   FTES Data Fall 2008-Summer 2013*

	FTES*					TREND (% change) - BASE YEAR: 08-09			
	08-09	09-10	10-11	11-12	12-13	0910 to 0809	1011 to 0809	1112 to 0809	1213* to 0809
Cañada	4,803	5,075	4,921	4,662	4,420	5.6%	2.4%	-2.9%	-8.0%

*Spring 2013 data as of 2/1/13; Summer 2013 Term data has been estimated based on the previous Summer term

19   Load Data Fall 2008-Spring 2013*

	FALL LOAD COMPARISON (WSCH/FTE)					TREND (% change) – BASE YEAR: 2008			
TERM	2008	2009	2010	2011	2012	09 to 08	10 to 08	11 to 08	12 to 08
Fall	530	605	634	552	508	14.1%	19.6%	4.1%	-4.2%

	SPRING LOAD COMPARISON (WSCH/FTE)					TREND (% change) – BASE YEAR: 2009			
TERM	2009	2010	2011	2012	2013*	10 to 09	11 to 09	12 to 09	13* to 09
Spring	566	617	592	520	491	9.1%	4.6%	-8.1%	-13.3%

	LOAD (WSCH/FTE)					TREND (% change) – BASE YEAR: 08-09			
YEAR	08-09	09-10	10-11	11-12	12-13	0910 to 0809	1011 to 0809	1112 to 0809	1213* to 0809
Fall/spring	548	611	612	536	499	11.5%	11.7%	-2.2%	-8.9%

*Spring 2013 data as of 2/1/13

20   Fill Rates

FALL 2012
ENROLLMENT

	CENSUS	MAX. ENR.	% FILL
College Total:	15,207	18,519	82.1%

21   Financial Aid Recipient Rate

Award	2009-2010	2010-2011	2011-2012
	#	#	#
BOGW – B	1688	2477	2587
BOGW – C	589	813	1184
BOGW – A	95	116	131
PELL	589	958	1407