

Introduction to Program Review Data for Student Services

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Overview

- Activity: Research Question
- Principles of good data
- Generating actionable data
- Getting to know Student Services data sources
- Integrating SLO assessments into program planning



Activity: Research Question

- What would you like to know about...
 - Your service area?
 - Students you serve?
 - What students do after they receive services?
- What information do you need to plan for your service area?



What Can Data Do For You?

- Gives a high-level snapshot of the service area to date
- Allows you to examine trends and measure progress toward goals
- Empowers faculty, staff, and administrators to analyze the program's current status
- Helps develop program goals for future enhancement
- Plus it...
 - Provides a more compelling case for resource requests
 - Aligns with U.S. Department of Education and ACCJC requirements

A Few Principles of Good Data

- Use it in a larger **context**
- Provide some **history** on the trends: Longitudinal
- Include both **direct** and **indirect** measures
- Make sure that it is **actionable**



For more tips and guidelines, see the ASCCC white paper, *Data 101: Guiding Principles for Faculty*, available at <http://www.asccc.org/sites/default/files/Data101Feb2010.pdf>

Setting the Context for Our Work

- College [mission](#) and values
- New Strategic Directions and Goals
 1. Deliver, advance, and support an **inclusive teaching and learning environment** that enables all students to achieve their educational goals.
 2. Build and sustain a **sense of community** that extends across campus and constituencies, nurturing collaboration, learning, growth, and diversity.
 3. Build and sustain pathways in support of the **comprehensive community college mission**.
 4. Support **innovation** in our practices.
 5. Support **personal growth and professional development** of our employees.
 6. Serve as **stewards of our resources** and advance effective practices in support of accountability.

Primer on College-wide Data

- What's a Key Performance Indicator?
- Student achievement data
 - How did students do in their classes? Did they graduate or transfer within four years?
- Student profile/demographic data
 - Are students served by our program similar to the College's overall population?
- Institutional learning outcomes (ILO) data
 - What did students learn, and how do we know they learned it?

College-wide Data

- Already in your program review workspace
- 3 files, each with annual data on...
 - Student Characteristics Report
 - Headcount by demographics and academic characteristics
 - Student Outcomes Report
 - Success, retention, GPA, equity information
 - Productivity Report
 - Sections, enrollment, load, FTEF, fill rate



Data to Inform Service Area Planning

- What is your service area mission?
- What specific services does your area provide?
- What are your service area goals?
 - What is your service area trying to accomplish?
- What information is needed to inform the service area goals?
- How will you know when you have reached your service area goal(s)?

Activity:

Data and Information Needs

- What data or information do you need to plan for your program?



What Student Services Data Can Be Accessed?

- Service utilization data
- Student demographic data
- Student achievement data
- Institutional learning outcome (ILO) data
- Cohort tracking*
 - Outcomes of students who received services

**Please allow adequate lead time for cohort tracking studies*



Data Sources

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For Student Services Program Review

Service Utilization Data

- *Number of appointments, visits, hours, or students served in a given time frame*
- Internal Service Area Sources:
 - SARS appointment data
 - Rosters or attendance sheets for workshops
 - Others?
- External (Outside of Your Service Area) Sources:
 - [CCCCO DataMart](#)
 - [District IRP Office reports](#) (e.g., DSPS Annual Report, EOPS Annual Report)
- What can these data tell you? How can this inform service area planning?

Student Demographic Data

- *Student age, gender, ethnicity, units attempted, etc.*
- Public Data Sources:
 - [CCCCO DataMart](#)
 - [Student Success Scorecard](#)
 - [IPEDS Data Center](#)
 - [CPEC Custom Data Reports](#)
- Additional Resources:
 - [Mesa College Fact Book](#)
 - [Mesa College Facts on File](#)
 - [Mesa College High School Pipeline Report](#)
 - [Noncredit to Credit Transition Report](#)
 - [Additional reports on the District IRP website](#)
- What can these data tell you? How can this inform service area planning?



Student Achievement Data

- *Course success/retention, student GPA, degree/certificate completion, transfer, etc.*
- Public Data Sources:
 - [CCCCO DataMart](#)
 - [Student Success Scorecard](#)
 - [IPEDS Data Center](#)
 - [CPEC Custom Data Reports](#)
- Mesa and District Data Sources:
 - [Mesa Strategic Planning Scorecard](#)
 - [Mesa Awards Conferred Report](#)
 - [SDCCD Transfer Report](#)
- What can these data tell you? How can this inform service area planning?



Additional Resources

- K-12 Transition
 - [EdResults](#)
 - [California Department of Education DataQuest](#)
- Transfer
 - [CCCCO Resources on Transfer for 4-Year Institutions](#)

Student Learning Outcome Data

- *Program, Service Area, Administrative Unit, and Institutional Learning **Outcomes***
- Sources:
 - [Mesa ILO Graduation Survey Report](#)
 - Internal service area outcome assessment results, which may include...
 - Pre/Post survey or quiz results for workshop participants
 - Student responses to assessments of non-cognitive skills
 - Student perceptions of services/activities provided via surveys

Integrating SLO Assessments into Program Planning

- After you identify SLOs for your program, review them regularly and ask:
 - What knowledge, skills, or abilities do you want students to learn? Do the current SLOs address these?
 - Are these reasonable outcomes given the scope of services?
 - Are the outcome statements specific? Measureable? Meaningful?
 - Is there something else we should be assessing?
 - How will the assessment results inform practice?
 - Keeping on an SLO cycle



Cohort Tracking & Ad Hoc Research Requests

- *If you need additional information for service area planning, please contact the research office at x2319 to set up an appointment to discuss your project*
- You can examine short- and long-term outcomes for students who participated in a program or service



Questions?

- Visit the [Program Review Lead Writer Resources web page](#)
- Consult with your liaison or the Program Review Co-Chairs
- Contact the [Mesa College Research Office](#)
- Refer to the Program Review Data and Resources section of the Program Review workspace

Some Closing Thoughts...

- Before collecting data, consider:
 - The research question: What do we need to know?
 - What information do we need to answer the research question?
 - What comparisons can we make?
 - How will the data be used for program planning?
- After collecting data, ask:
 - What does the data tell us?
 - What are the implications for practice?
 - What could be done better next time?





**KEEP
CALM
AND
GEEK OUT WITH
YOUR DATA**

...and a Shameless Advertisement

*Program Review Data Training
for Advanced Lead Writers:*

**Leveraging Research Data for Instructional Program
Improvement**

October 17th @ 10:30am

LRC 432

Questions?

- bhays@sdccd.edu or 619-388-2319