Mission Fulfillment: 2021-2022

Report submitted by the College Effectiveness Council

COLLEGE EFFECTIVENESS COUNCIL (CEC) CHARTER

Purpose: To provide the College with relevant information and data to engage in ongoing, purposeful, systematic, and comprehensive planning, assessment, and continuous improvement processes that lead to performance excellence and fulfillment of RCC's mission.

Background

The 2020-21 academic year marked the last year of the 2017-2020 strategic plan. Our assessment of last two academic year cycles in combination with the NWCCU recommendations were instrumental in assisting with the development of the current 2021-2028 strategic plan as well as the revision of our Mission and Vision. This annual Mission Fulfillment report is the first assessment of the 21-28 Strategic Plan and can be used to describe how we are answering the question of "How well are we, as an institution, achieving our goals?" Through this assessment of the strategic plan, we can connect our work to our mission and create a cyclical process of continuous improvement.

Assessment Process

The Rogue Community College Annual Assessment of Strategic Mission Fulfillment Scorecard is published on an annual basis after data analysis of each performance indicator is reviewed by both the College Effectiveness Council (CEC) and Executive Team. The CEC and Executive Team annually assess whether or not identified goals and targets were attained by flagging each indicator as 'Red' for goals or targets not attained, 'Yellow' for goals or targets where there is need to continue work and prioritize goal, and 'Green' for goals or targets which were attained. The purpose of the RCC Scorecard is to have a snapshot format that reports the annual assessment of the college's strategic plan outcomes. A deeper dive into each indicator and corresponding data/information are contained in the Year-End Mission Fulfillment reports. *(See Exhibit A: 2021-2022 Scorecard)*

NWCCU's Recommendations from the April 2020 Site Visit:

Changes to the 21-28 Strategic Plan also address the accreditation visit from April 2020 in which the NWCCU site team stated in their draft report:

While these efforts are clearly substantive, the Evaluation Team nonetheless identified opportunities for further refinement and evolution. For instance, stable and measurable indicators have been established only for Objectives 1, 6, and 8 of the college's nine highest-level key performance indicators, leaving the CEC and Executive Team to rely on a voting system to assign success values to other indicators. Additionally, evaluators noted that the college's current data conversations tend to emphasize inputs. For example, enrollment and early retention measures rather than longer-range outcomes such as completions and employment.

Measurable indicators and achievement levels were developed to assess each objective or establish baseline data for ongoing monitoring. These indicators are summarized in the scorecard with detailed supporting data available.

Scorecard and metrics

The scorecard and corresponding data have been evaluated by CEC, the Executive Team and presented here to the Board of Education. E-team has provided recommendations for improvements to the metrics for 2022-2023 as noted in the report and the Council will take those recommendations forward for 2022-2023.

Rogue Community College Annual Assessment of Mission Fulfillment Scorecard
2021-2022 Academic Year

Wildly Important Goal (WIG) #1:
Equitable Access creates a welcoming and inclusive environment for all.

Objective	Indicator/Metric	Goal	Assessme	Comments
Objective 1: Improve community access to our educational opportunities and support systems.	**Attrition rate from placement to enrollment**	**Decrease rate by 5% for winter and 5% for Spring**	✔️	**Met as modified with annual look back versus term to term.**
	Financial Aid Applications	**Increase Applications by 20% and maintain decreases in attrition rates**	n/a	**Due to transition to PowerFAIDs for aid awarding and process changes, this metric does not evaluate intended goal. Will revise for 22/23.**
	Complete Student financial aid verification (new software)	**Increase the number of students who successfully complete the verification process by 80%**	✔️	**561 of enrolled students who completed a FAFSA and were selected for verification. Of those, 503 completed verification to receive aid (90%)**
Objective 2: Increase participation of under-served populations in our programs.	Adult Basic Skills transitioning to college enrollment	Any increase in %	✔️	47.5% increase from 59 student in AY20-21 to 87 in AY21-22.
	Increase the number of First Generation Student Enrollment	Increase by 2%	🛑	7.1% Decrease from 1764 student in AY20-21 to 1647 students in AY21-22
	Increase Black, Indigenous, People of Color (BIPOC)	Increase by 1% (maintain pace for 2 years)	✔️	12.6% Increase from 326 BIPOC students in AY20-21 to 367 in AY21-22
Objective 3: Improve participation in adaptable and responsive training and learning opportunities designed to improve college access.	Increase headcount of participants in Short Term (1 year or less) training in RCC Pathways	Increase headcount by 2%	✔️	Short term training in Commercial Truck driving saw a significant increase of 400% from 8 students in AY20-21 to 40 students in AY21-22.
	Increase headcount of High School Students Enrolled in Credit Courses (Early College)	Increase headcount by 2% (maintain pace for 2 years)	✔️	11.3% Increase from 266 students in AY20-21 to 296 in AY21-22

Wildly Important Goal (WIG) #2:
Student Success helps all students progress on their learning pathway.

Objective	Indicator	Target	Assessme	Comments
Objective 4: Implement holistic student supports to ensure students meet their learning goals.	Improve the 3-Year Graduation Rate	Increase the 3-year rate by 1% for the 2019-20 Cohort Year	✔️	1.3% Increase from 10.8% for the 2018-19 cohort to 12.1% for the 2019-20 cohort
	Increase the percentage of students completing 16 or more credits their first year by 2%	Increase 2%	🛑	5.1% Decrease from 44.6% in 2020 to 39.5% in 2021; consider possible impacts of incentives related to COVID and the HEERF Student Emergency Funds

Objective	Indicator	Target	Assessme	Comments
Objective 5: Use effective student engagement strategies to increase student persistence.	Improve the student response by 2% for question regarding faculty knowing student's name on SENSE administration	Increase 2%	🛑	2.1% Decrease from 86% on the Interact 2020 to 83.9% on the SENSE 2021 survey
	Improve the student response by 2% for question regarding making judgements about the value or soundness of information.	Increase 2%	✔️	Baseline CCSSE 53.7% 21/22 measures: Student Evaluation of Instruction Strongly Agree/Agree 94.3% Interact Survey Very much/quite a bit 57% Very much/quite a bit/some 89%
	Improve Fall-to-Fall retention rates by 2% for the 2020-21 Cohort	Increase the 3-year rate by 1% for the 2019-20 Cohort Year	✔️	Increase from 37.9% to 40%.
Objective 6: Decrease student time and number of credits to completion of a credential.	Average number of credits per associates degree	Decrease average number by 2 credits (per completer)	🛑	Average credits per completer increased from 118 in AY20-21 to 121 in AY21-22; consider possible impacts of incentives related to COVID and the HEERF Student Emergency Funds
	Increase completion of credit math credit English (college level) in first year	Increase Credit Math by 2% and Credit English by 1%	🛑	4.76% Decrease in Math from 15.52% in AY20-21 to 10.76% in AY21-22
			🛑	1.27% Decrease in English from 47.91% in AY20-21 to 46.64% in AY21-22
	Improve rates of college credits completed versus college credits attempted	Increase by 2%	🛑	1.04 Decrease from Fall 2020 to Fall 2021; consider possible impacts of incentives related to COVID and the HEERF Student Emergency Funds

Wildly Important Goal (WIG) #3:
Building Community strengthens and expands internal and external collaborative partnerships.

Objective	Indicator	Target	Assessme	Comments
Objective 7: Increase alignment between college programs and local employers.	SBDC Clients Served	Generate Baseline Data and new goals by March 1, 2022	✔️	Baseline data of 408 clients served was developed from the average of clients served over the last 10 years. The Oregon SBDC set annual goals Jan-Dec based on last the last 5 years, removing the high/low and taking the average of the remaining 3. 2022-23 Annual Goal for RCC SBDC: 446
	SBDC Partnership Outreach	Generate Baseline Data and new goals by March 1, 2022	✔️	Baseline data: 40 partnership meetings per year. This includes, 2 monthly chamber meetings, 1 CED meeting and 4 quarterly advisory council meetings. 2022-23 Annual Goal is 50 Partnership meetings.
Objective 8: Leverage local	Program Advisory Committee Employer Satisfaction Survey	Generate Baseline Data	✔️	Baseline data created from initial 21 responses from first survey administered.

Objective	Indicator	Target	Assessme	Comments
partnerships to enhance college strategic goals.	Regional survey of HR directors to determine who is hiring RCC graduates	Generate Baseline Data	n/a	CEC recommends combining surveys and adding option to choose role when completing survey.
Objective 9: Maximize cross-divisional strategies to solve problems creatively.	Progress on annual RCC Fundraising Goals	Increase to $1.3 million	⚠️	Roughly $100,000 short of goal.
	Number of local grants pursued	Increase application rate by 5%	✔️	The number of local grant applications didn't increase, however, the total amount awarded increased and the complexity of the grants applied for increased. The intention of this metric was to increase the college's local grant income. Local grant income increased 53% or $47,000 from the prior year.

Wildly Important Goal (WIG) #4: Institutional Excellence builds a campus culture of continuous improvement.				
Objective	**Indicator**	**Target**	**Assessme**	**Comments**
Objective 10: Apply assessment and evaluation data to improve curriculum, course delivery, and services to support student success.	Document Frequency of use of data dashboards for improvements	50% of license holders access dashboards at least 2 or more times	✔️	As of April 2022, Currently, 118 dashboard reports have been created at RCC, but this includes some reports in the development environment. Of the reports in active use, they have had 4,568 unique views in the last 90 days by 69 users assigned licenses holders. This is 57.5% of assigned license users (120 active licenses) accessing 2 or more reports. Median number of uses was 17 views. One hundred and 32 licenses are either assigned or held for specific unfilled positions, leaving 18 not used or earmarked for new hires.
	Documented progressive implementation of outcomes assessment reports for goal setting, evaluation, and future planning (3 years)	80% of instructional programs implement Weave software to achieve these tasks	✔️	100% achieved.
Objective 11: Increase participation in professional development that enhances teaching and learning, student success, and institutional effectiveness.	All online Instructors will participate in ED 283 Effective Online Instruction in Community Colleges course.	50% will complete (Remainder by June 30, 2023)	✔️	75 individuals successfully complete ED283 during AY21-22
	All new FT Faculty will participate in ED282 Teaching in Community Colleges	100% will complete	✔️	All new FT faculty participated in the course

	Academic Affairs division will achieve 100% implementation of instructional department course, program and institutional assessment reports into Weave.	80% completion by 6/30/2022, remainder by 6/30/2023	✔	100% achieved.
Objective 12: Make effective use of new and emerging technologies to improve teaching, learning, communication, and institutional operations.	Implementation of a core set of data dashboards in MS Power Bi to enhance data-informed decisions in each college division	100% Implementation	✔	118 dashboards created with 67 users accessing in last 90 days.
	Implementation of Zoom technology to enhance communication across multiple campuses	Zoom training for 100% of new hires.	✔	As each new employee receives their Zoom activation, the I.P. Video Network Coordinator reaches out and facilitates navigation and training. Additionally, if new employees need a work phone, they meet with other coordinators to train on phone use.
		One fully configured Zoom classroom per campus	✔	Exceeded Goal: Two classrooms per campus are Zoom-ready as well as Conference rooms.

✔ = Target Met ⚠ = Target is on track and progressing toward goal 🔴 = Target Not Met