

Legislative Finance Committee June 19, 2019

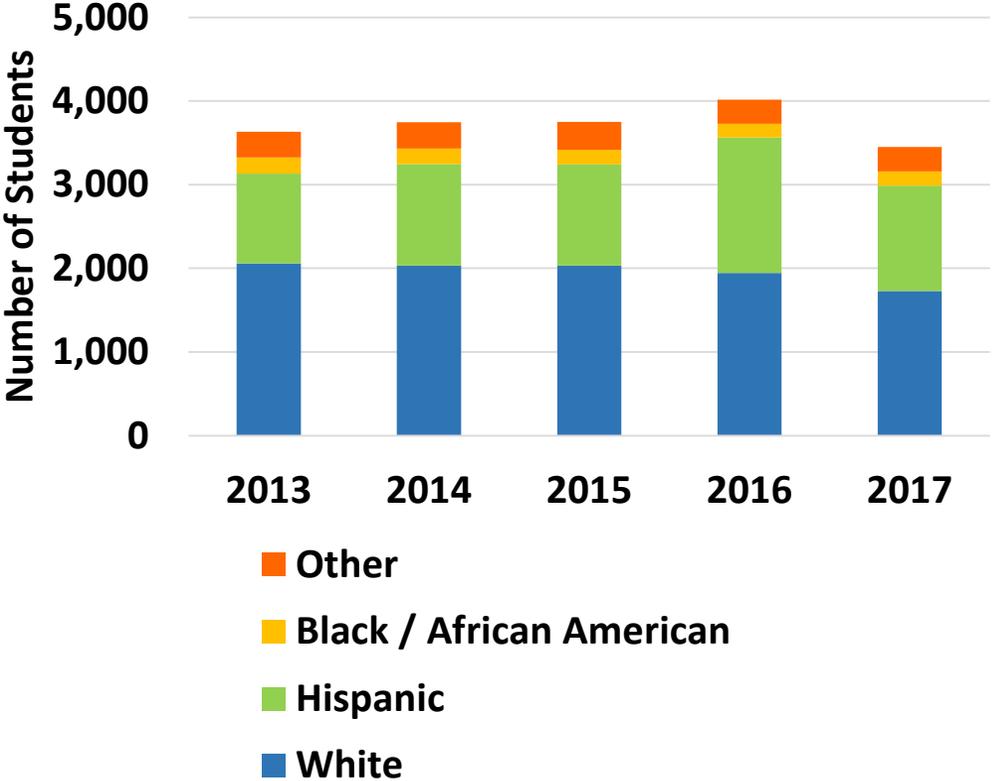
Data Use for Targeting Increases in Institutional Performance

Institutional data

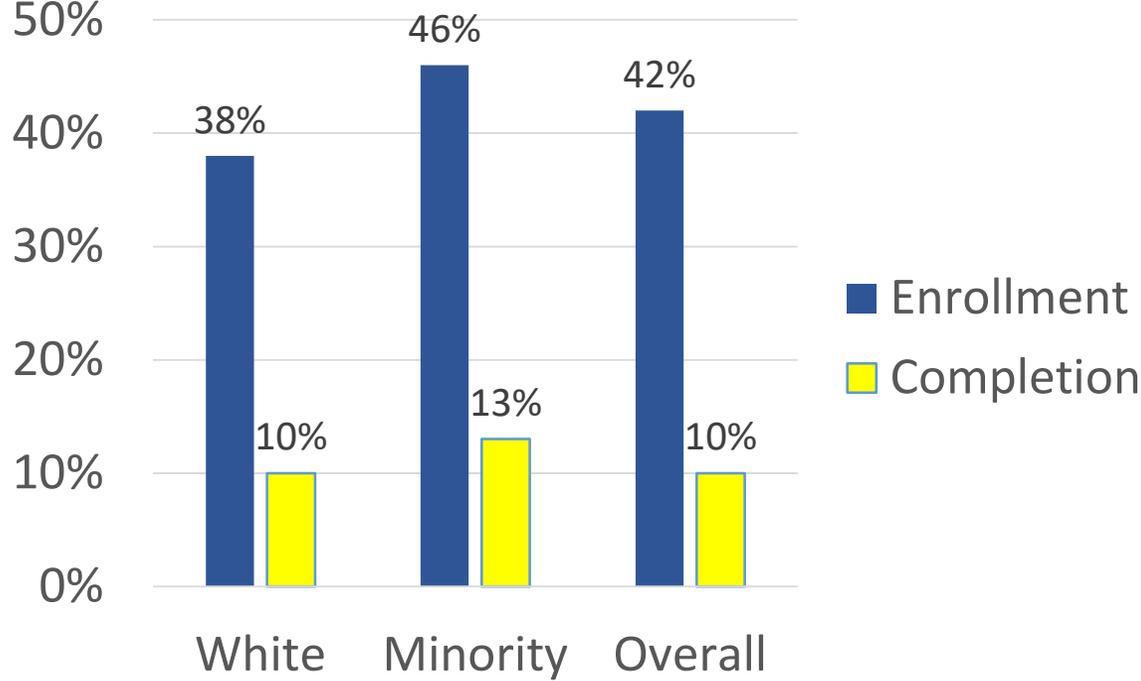
- Enrollment patterns
 - Academic Division
 - Day/Time
 - Instructor
 - Online/Face2F
- Students who apply but don't enroll
- Students who enroll but don't attend

Institutional Data Examples

Student Body Composition

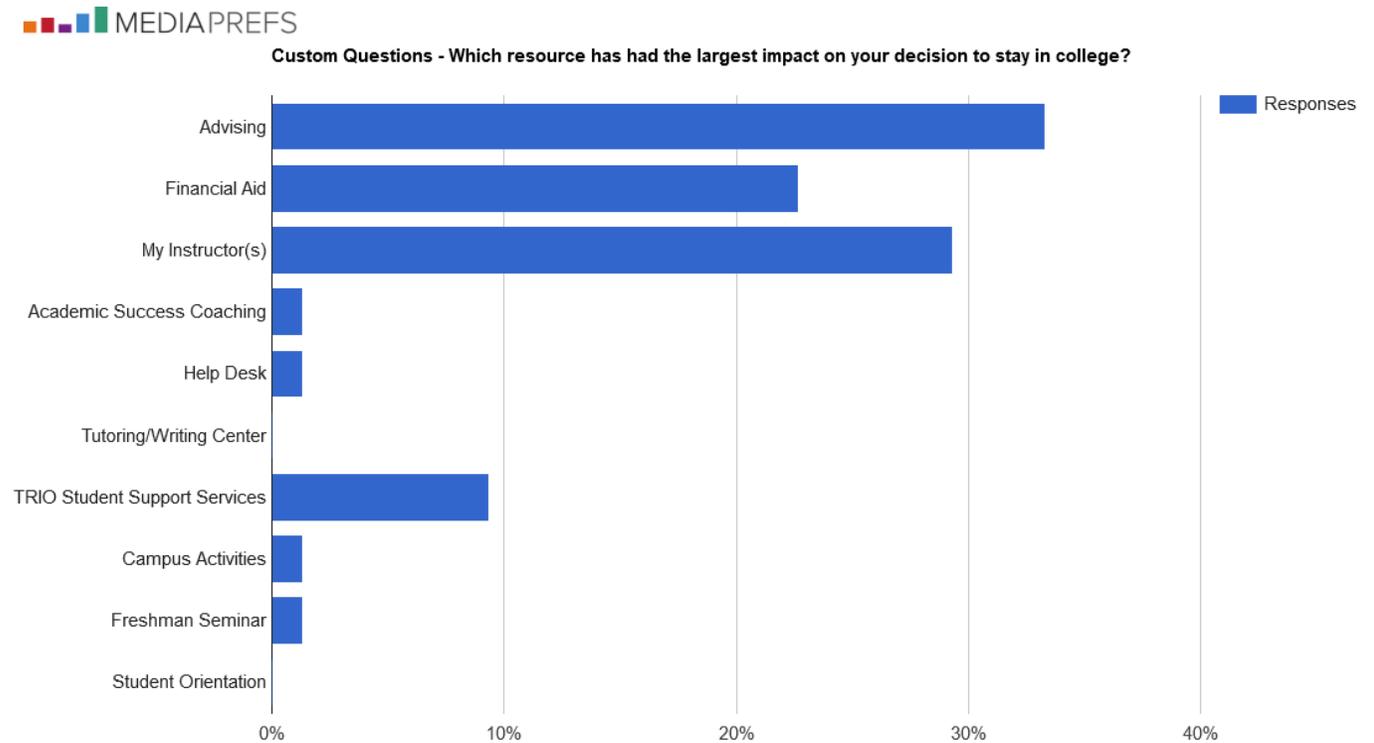


Perkins Nontraditional Program Participation (by Gender)



Media Preferences Survey

- Survey for communication format
 - Online
 - Radio
 - TV
 - Movie Screen



Spring Enrollment per division per subject

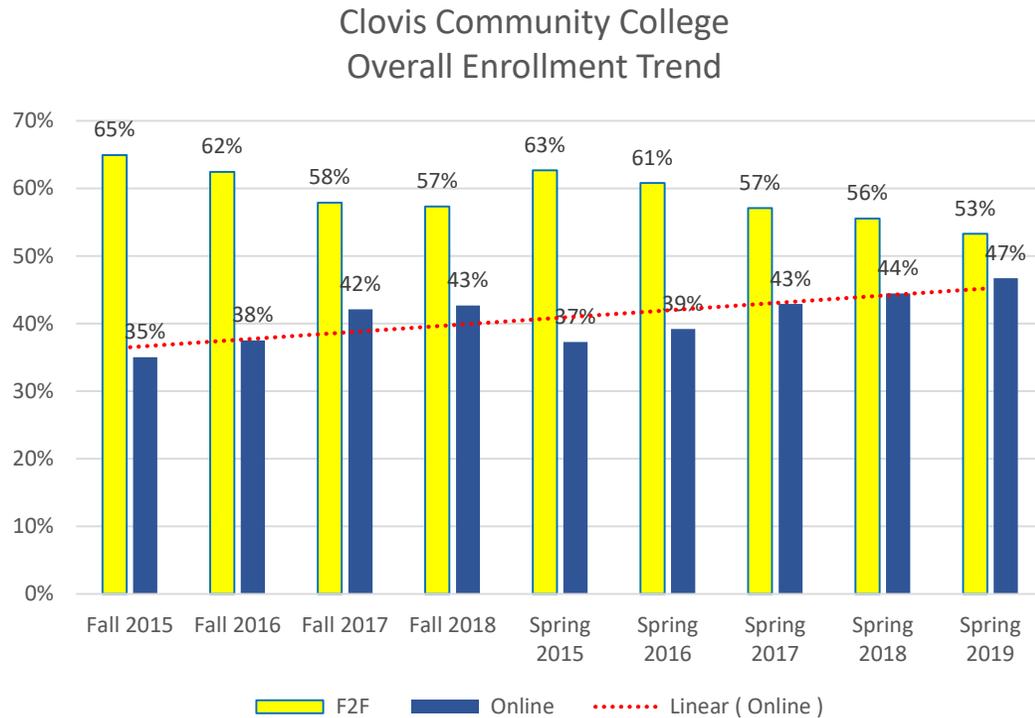
Full Time Equivalency (FTE) Per Division-Per Subject-Duplicated							
Fall 2015 - Fall 2018							
	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018
Business and Technology	113.00	109.47	119.13	106.47	90.80	94.33	86.87
ACCT	14.07	13.53	14.40	13.13	14.93	13.87	10.00
BAD	20.20	18.40	22.40	18.40	16.80	16.27	16.60
BIT	1.47	2.53	0.73	0.53			
BOFT	4.53	6.07	5.67	5.67	3.93	2.80	4.20
CIS	58.93	52.93	58.53	53.13	35.13	41.20	37.87
ECON	6.00	7.00	6.60	8.00	8.40	9.20	7.60
FIN		2.00		2.20	0.20	2.60	0.80
MGT	5.60	4.40	8.00	2.60	8.00	4.20	6.00
MKT	2.20	2.60	2.80	2.80	3.40	4.20	3.80

- Fall 2017, CIS 120 removed from many degree plans as general education requirement

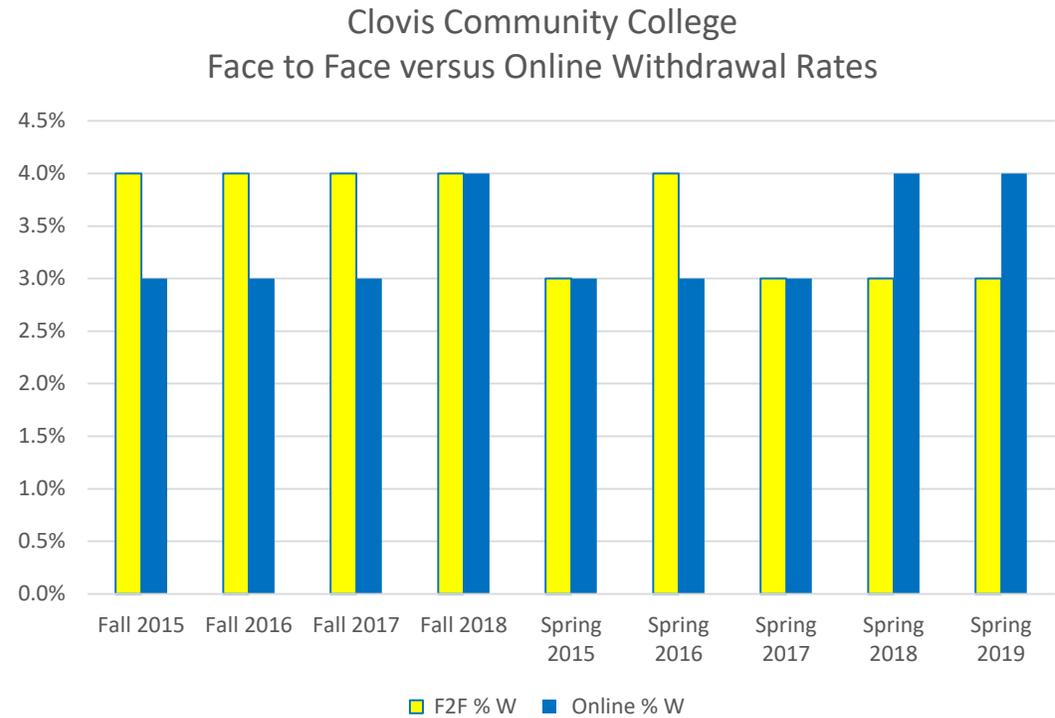


Online vs. Face-to-Face

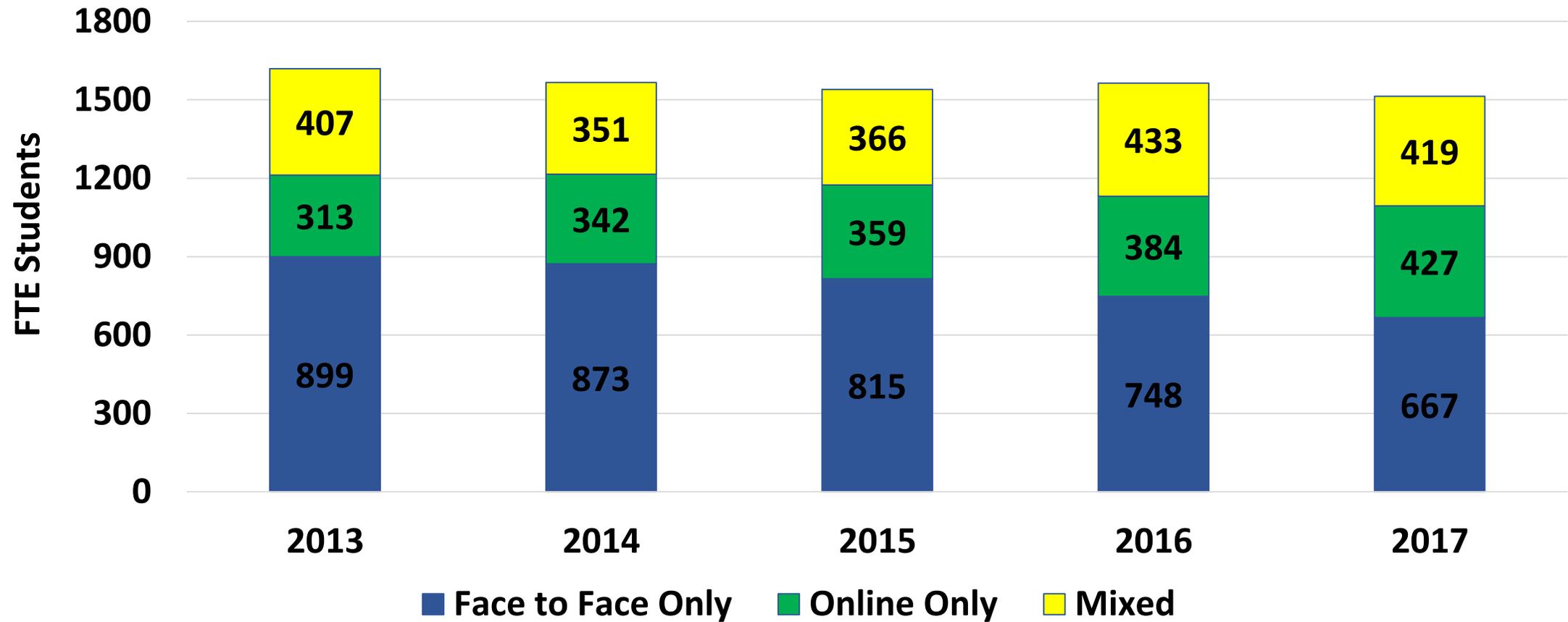
Online Continues to Constitute Larger Share of Enrollment



Withdrawal Rate of 3-4% for both Online and Face-to-Face Students

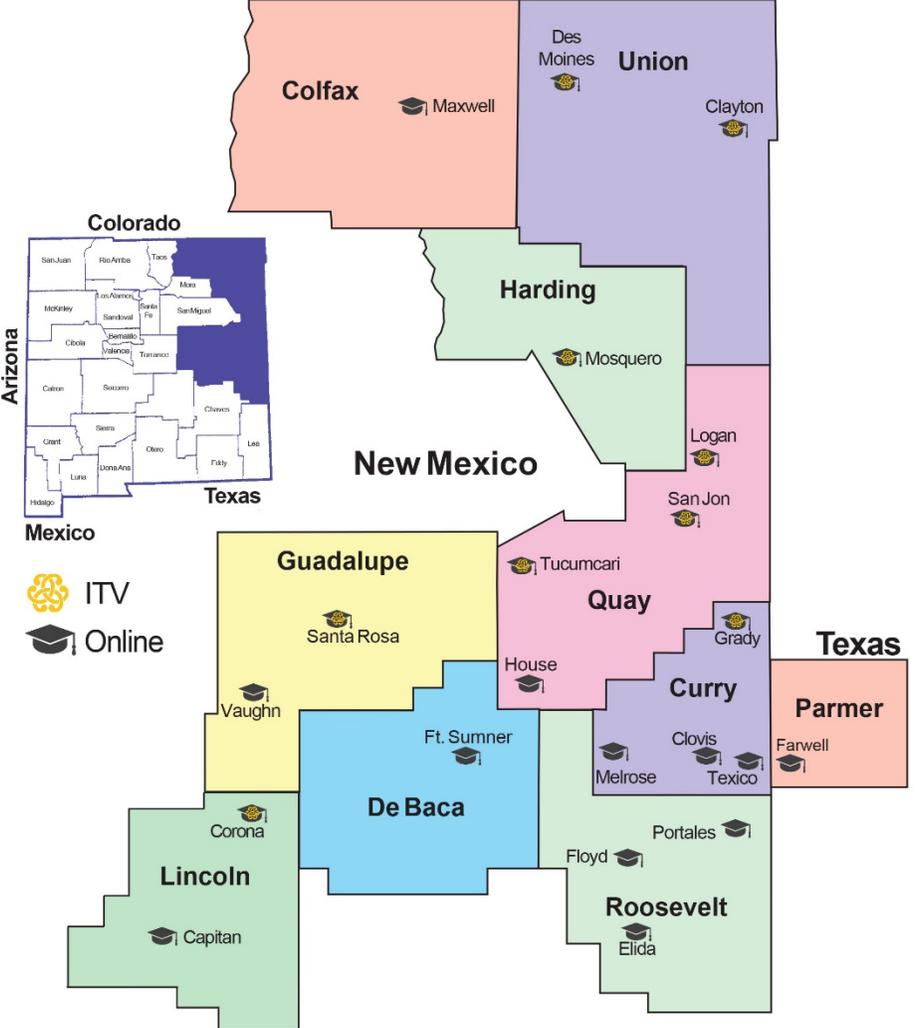
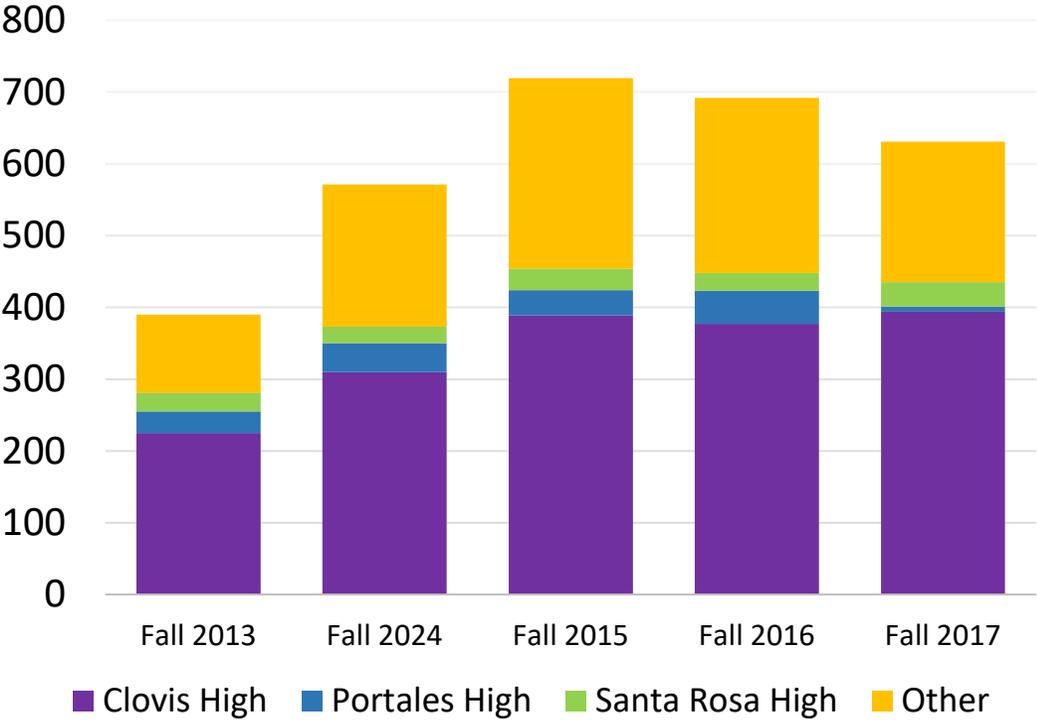


Reality: Online, Face-to-Face, Mixed



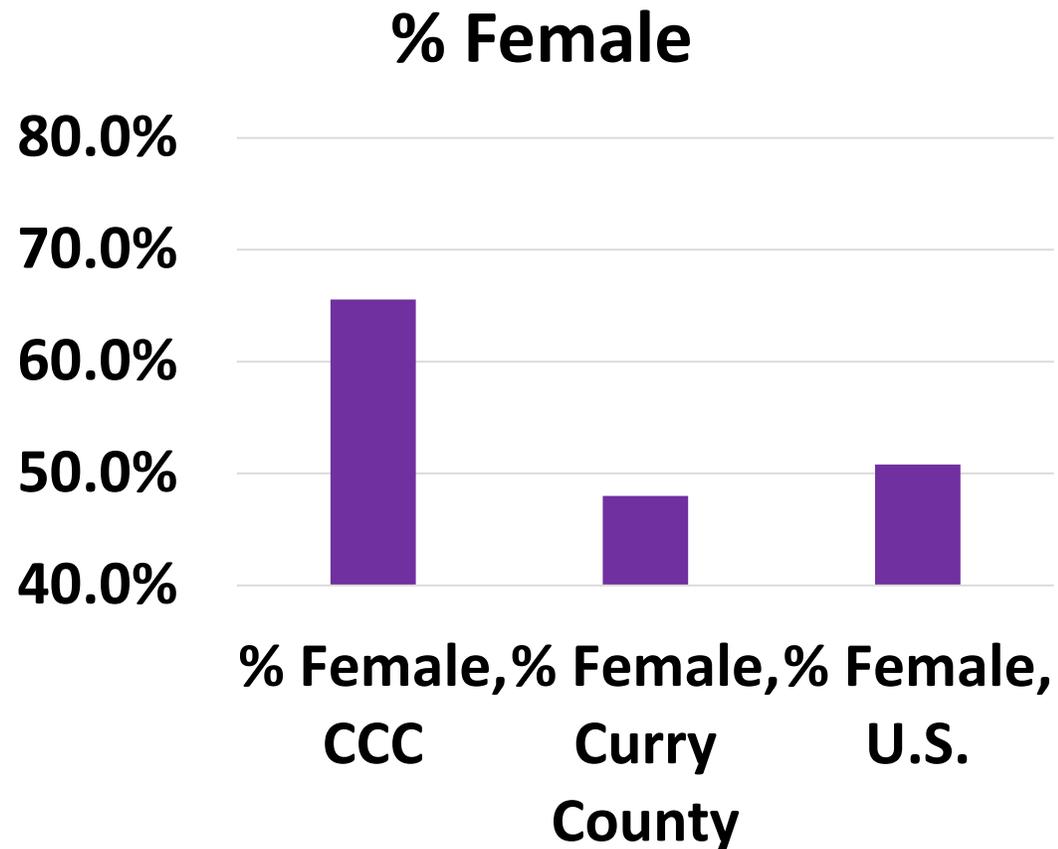
Enrollment by high School

SCHOOLS WITH HIGHEST DUAL CREDIT ENROLLMENT AT CCC



ITV
Online

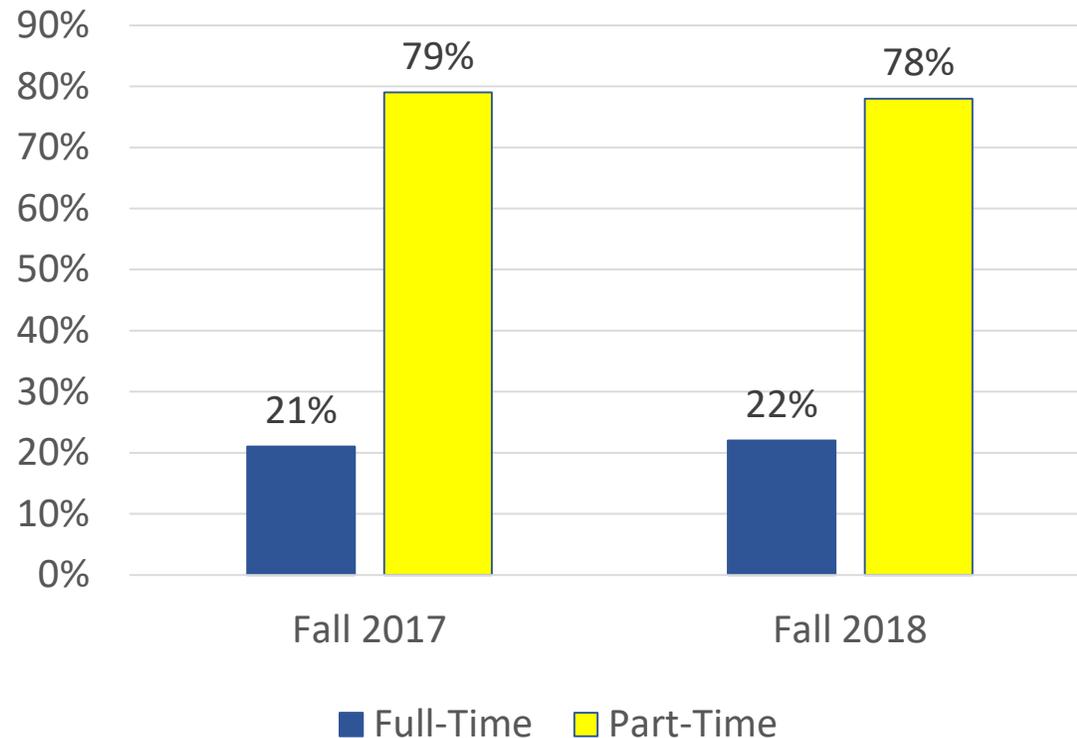
Enrollment by Gender



- Our female students are older than male counterparts
- Most CCC students are parents, regardless of age
- Without reliable childcare, students will stop-out or drop-out
- Requires **TIMELY** intervention for dropout prevention

Full-time vs. Part-time status

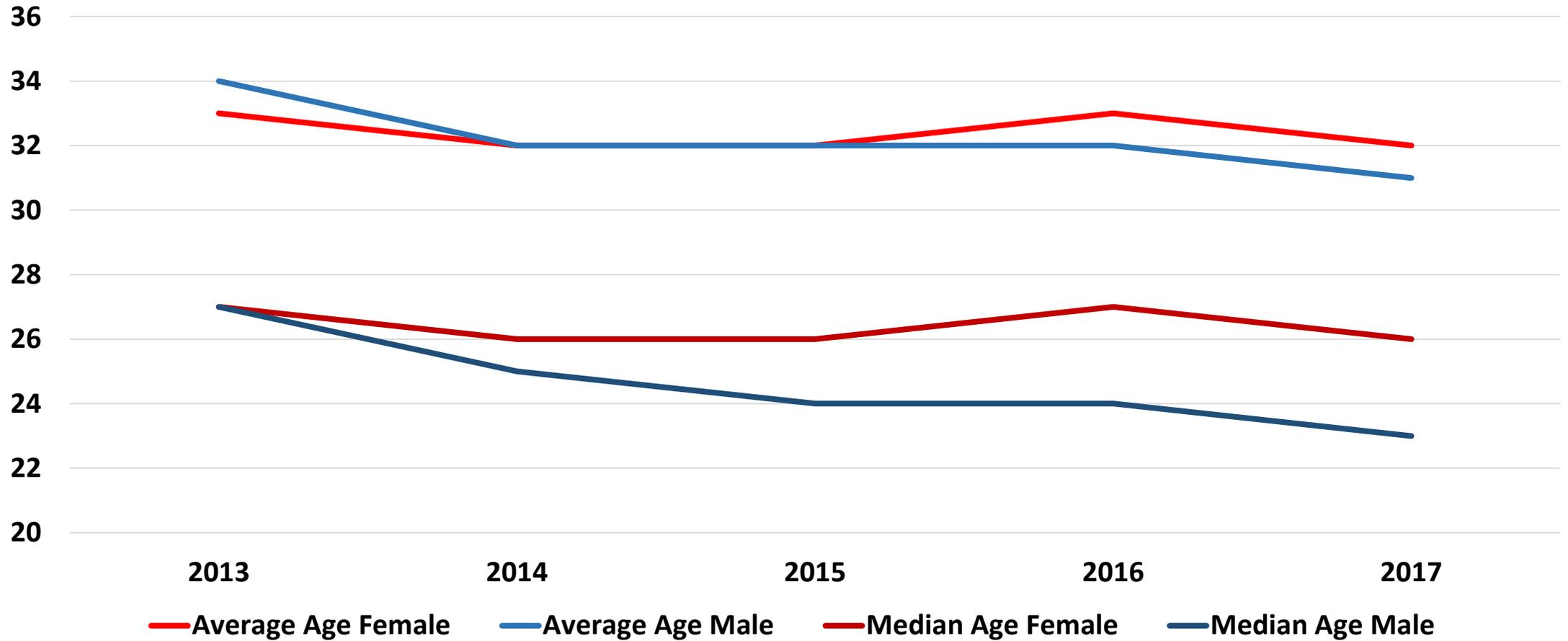
Enrollment Type



Need for Better Data on Childcare Issues

- Current data from FA Office and Student Resource Coordinator
- Increase in student need for childcare prompted request to a donor for gift designation for childcare stipends
 - Pilot indicates cost is approximately \$3500 / semester per student

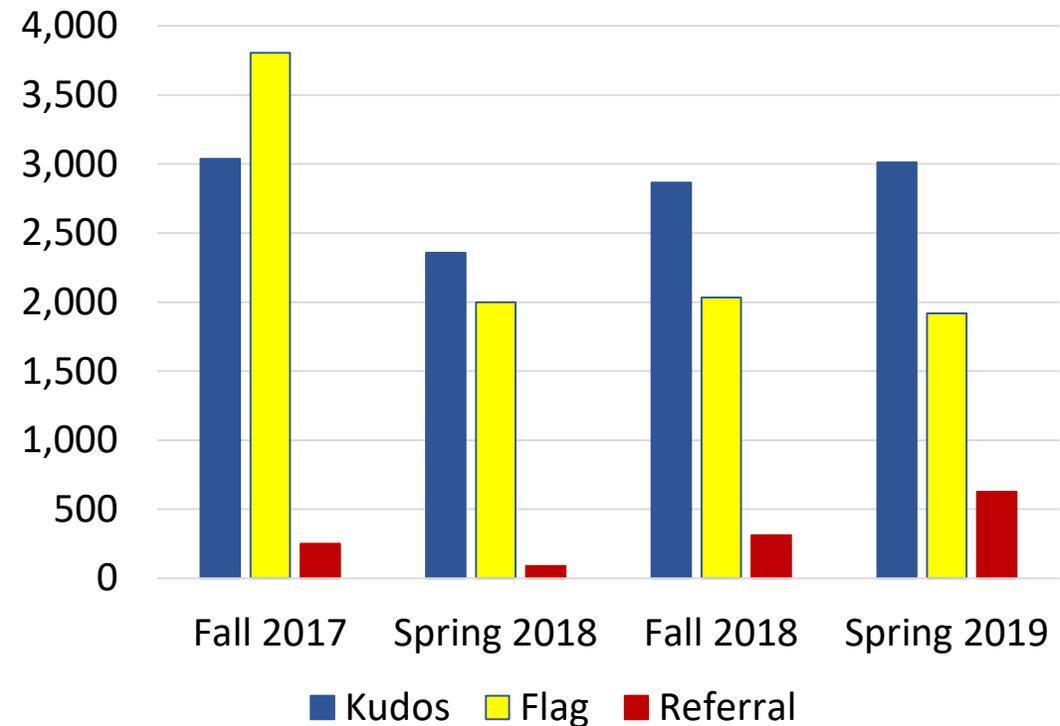
Student Age



Student Success Data: All focused on student retention and persistence

- Attendance, online participation
- Student flags
 - Irregular Attendance
 - Tutoring Referral – Increase in referrals
 - Missing Assignments
 - In Danger of Failing
- Final grades

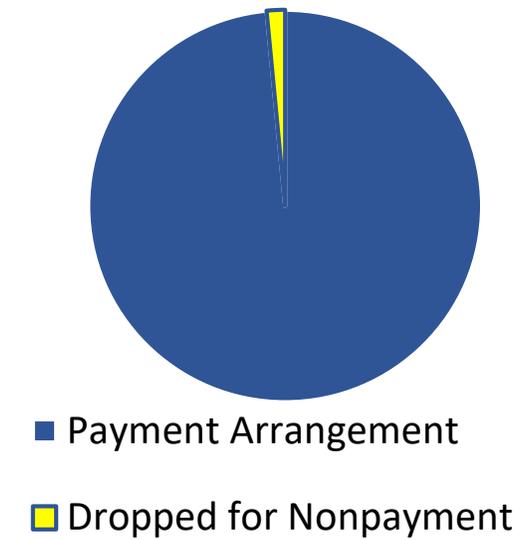
Starfish Manually Raised Alerts



Students Dropped for Non-Payment

- Summer 2019 list started 862 students with no payment arrangement
- Reminder text to these students
- Follow up with Advisor
- 13 students dropped for nonpayment

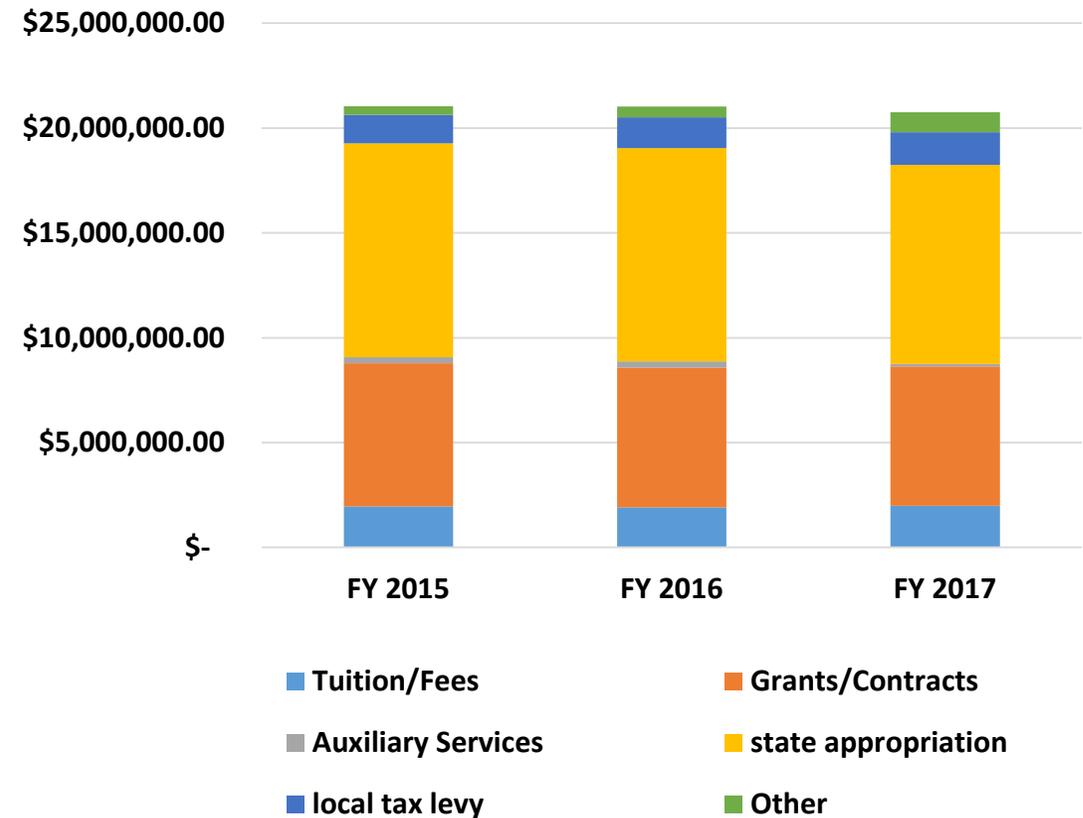
Risk of Drop for Non-Payment



Financial data

- Program expenses
 - Faculty-FT or PT
 - Equipment
 - Some small programs pay for themselves
 - Some relatively high enrollment programs are difficult to sustain financially without supplemental funding

CCC Revenue Sources



Difficult to move the needle on retention rates if we don't know why students stop or drop out

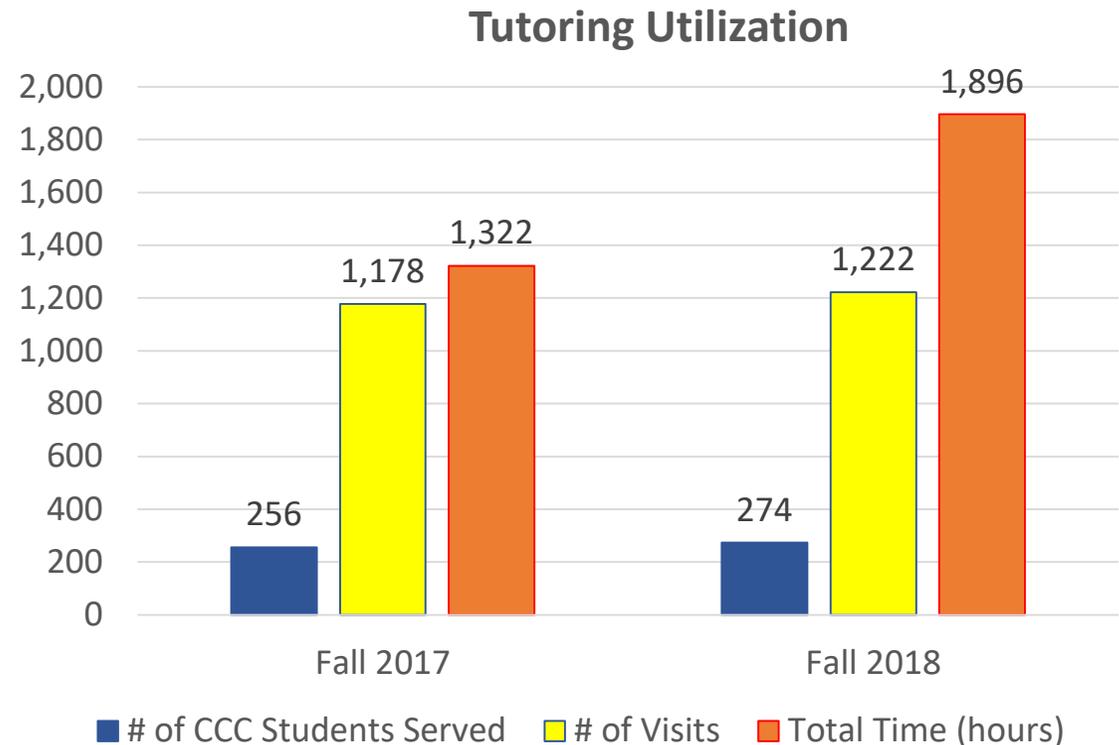
- Academic issues
- Financial issues
- Social issues
 - Childcare
 - Transportation
 - Work Issues
 - Other family issues

“During my time at Clovis I didn't think I would finish school. I felt lost especially because I was completing online classes along with **working full time, being a mom and wife**. I took my time with school and I am so proud to say that I finally graduated this past Spring. The amount of support I received from the school and **Academic Advisors** was wonderful. ... I have to say that my advisor Jennifer Bussey has been a saint. If it wasn't for her guidance all these years ... I wouldn't have graduated. She has been with me since my first **move to Roswell, to my move to California and now Albuquerque**. ... I will forever be grateful to this college ... she had so much patience with me during my STATS class, I am **not a Math person** at all but this I understood thanks to her. The **support and resources for online students is fantastic**. I would continue going to Clovis if it offered Bachelor programs, I would never leave if it were up to me!”



Data on these issues affects budgeting

- More money focused on supportive services
- More personnel to provide these services



Bureau of Labor Statistics

Fastest growing jobs in NM:

1. Personal Care Assistant
2. Home Health Aid
3. Physical Therapist (and Assistant)
4. Nurse Practitioner
5. SLP-Internship
6. Child Care Provider
7. Preschool Teacher
8. Medical Technologist
9. Massage Therapist
10. Crew Member (Food and Beverage)
11. Industrial Mechanic
12. Mental Health Counselor
13. Assistant Manager
14. Emergency Medical Technician
15. Supervisor
16. Medical Assistant
17. Marketing Internship
18. Business Analyst
19. Registered Nurse
20. Bartender

Job placement data

- Institutional survey
- Cards at graduation
- DWS unemployment data
 - Only shows NM employment; no data for students employed out of state



Using our data: Lessons Learned

- Data does not tell the whole story
- We always use data even if a decision seems to go against the data
- Other reasons may exist that are not apparent in the data
- Easy to make faulty causal links

