# Data Dashboard

## Spring 2012

Presentation to the
WVMCCD Board of Trustees
March 6, 2012

# Project History & Purpose

- Response to Board's request for overview data about the colleges
  - Consistent format for key data
    - Colleges are independent, formats often differ
  - Updated regularly

# About the Data

- Most data from Chancellor's Office Data Mart
  - Ensures consistency across colleges
  - Same data as used in ARCC
- Focus is on college-level data

# About the Data, cont'd

- Data availability:
  - Data collection, cleaning, posting process means reports are usually available 3-4 months after the end of term
- Updates planned for 2x/year:
  - March/April (for Fall term)
  - August/September (for Spring term)

# Online Version

- Current Data Dashboard Report (with data for both colleges) posted on the Mission College research website:
  - www.missioncollege.edu/research

# Data Definitions

- Sources:
  - RP Group (Research and Planning Group) definitions
  - Data Mart
  - California Employment Development Department
  - U.S. Census

# Program Review Data

- Department-level enrollment and performance data available on each college's research website
  - www.missioncollege.edu/research
  - www.westvalley.edu/research

# Regional Profile

# Regional Profile

| San Jose/Sunnyvale/Santa Clara Metropolitan Statistical Area Population | | | | |
|---|---|---|---|---|
| | **2008** | **2009** | **2010** | **Trend** |
| Total Population | 1,819,087 | 1,839,883 | 1,843,255 | |
| Population 18 years and older | 1,375,979 | 1,386,681 | 1,397,176 | |
| Median Age | 36.9 | 35.7 | 36.2 | |

# Regional Profile

| Santa Clara County: Projections | | | | |
|---|---|---|---|---|
| | 2010 | 2020 | 2030 | Trend |
| Population | 1,867,500 | 2,085,300 | 2,279,100 | |
| Households | 628,870 | 701,470 | 769,750 | |
| Median Household Income | $ 102,800 | $ 114,400 | $ 127,300 | |
| Jobs | 938,330 | 1,098,290 | 1,272,950 | |

# Regional Profile

| San Jose/Sunnyvale/Santa Clara Metropolitan Statistical Area Labor Market Information | | | | |
|---|---|---|---|---|
| | **2008** | **2009** | **2010** | **Trend** |
| Labor Force | 894,600 | 900,000 | 900,100 | |
| Employment | 840,500 | 801,600 | 798,200 | |
| Unemployment | 54,100 | 98,500 | 102,000 | |
| Unemployment Rate | 6.1% | 10.9% | 11.3% | |

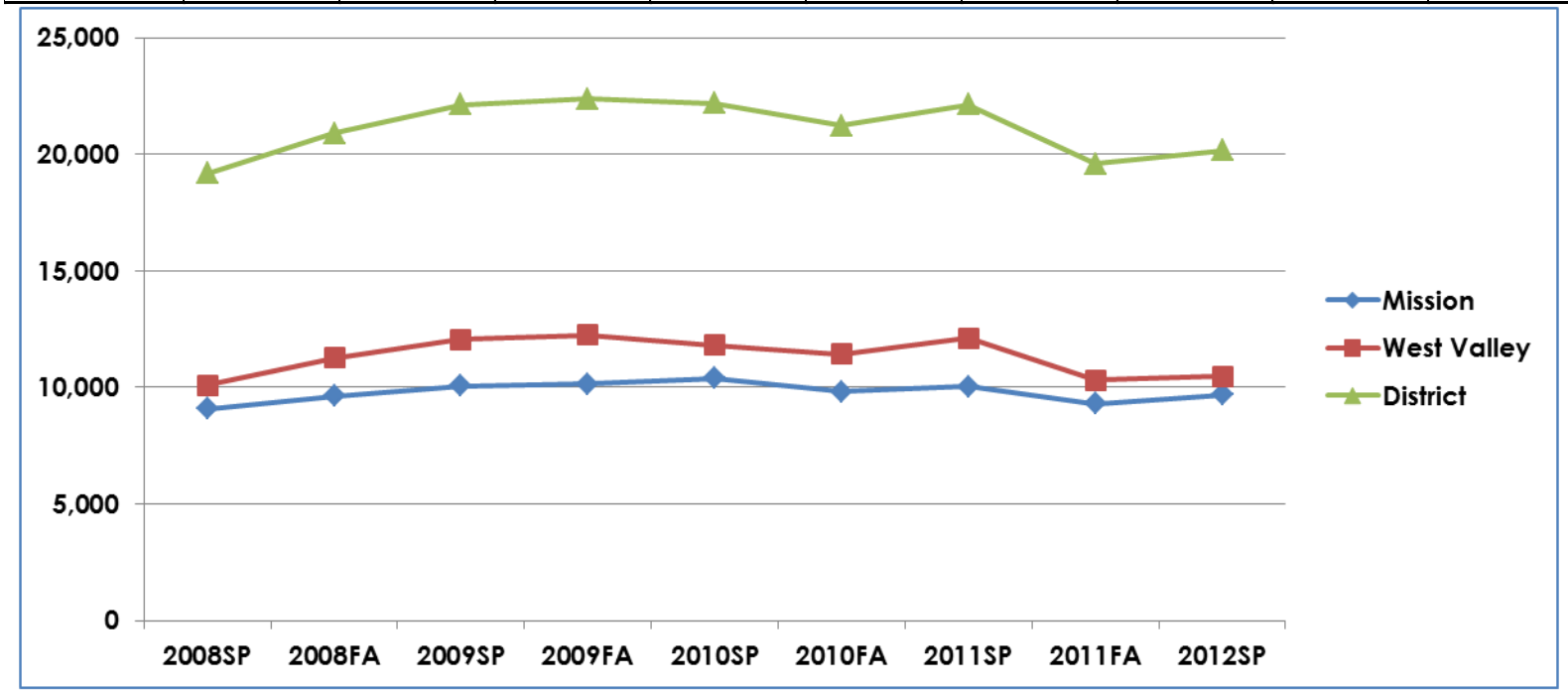
# Regional Profile

| San Jose/Sunnyvale/Santa Clara Metropolitan Statistical Area, California, and Nation: Census 2010 | | | |
|---|---|---|---|
| Educational Attainment - Population 25 years and older | | | |
| | SJSSSC MSA | CA | US |
| Less than 9th grade | 7.6% | 10.5% | 6.1% |
| 9th to 12th grade, no diploma | 6.3% | 8.8% | 8.3% |
| High school graduate (includes equivalency) | 16.4% | 20.8% | 28.5% |
| Some college, no degree | 17.7% | 22.2% | 21.3% |
| Associate's degree | 7.0% | 7.6% | 7.6% |
| Bachelor's degree | 25.6% | 19.1% | 17.7% |
| Graduate or professional degree | 19.8% | 11.0% | 10.4% |
| | | | |
| Percent high school graduate or higher | 86.2% | 80.7% | 85.6% |
| Percent bachelor's degree or higher | 45.3% | 30.1% | 28.2% |

# Student Profile

# Student Profile

| Unduplicated Headcount Trend | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2008SP | 2008FA | 2009SP | 2009FA | 2010SP | 2010FA | 2011SP | 2011FA | 2012SP |
| **Mission** | 9,082 | 9,619 | 10,063 | 10,129 | 10,382 | 9,807 | 10,019 | 9,288 | 9,678 |
| **West Valley** | 10,084 | 11,270 | 12,051 | 12,232 | 11,796 | 11,427 | 12,109 | 10,300 | 10,477 |
| **District** | 19,166 | 20,889 | 22,114 | 22,361 | 22,178 | 21,234 | 22,128 | 19,588 | 20,155 |



# Student Profile

| WVMCCD Full Time Equivalent Students (FTES)<br>Mission College | | | | |
|---|---|---|---|---|
| | 2008-2009 | 2009-2010 | 2010-2011 | Trend |
| Credit FTES | 7408.26 | 9071.12 | 7750.41 | |
| Transfer | 5943.12 | 7550.98 | 6247.34 | |
| Basic Skills | 1005.31 | 1067.88 | 1039.84 | |
| Vocational Education | 2267.95 | 2423.54 | 2230.77 | |

# Student Profile

| WVMCCD Full Time Equivalent Students (FTES)<br>West Valley College | | | | |
|---|---|---|---|---|
| | 2008-2009 | 2009-2010 | 2010-2011 | Trend |
| Credit FTES | 9724.3 | 9837.8 | 9382.22 | |
| Transfer | 8154.78 | 8304.21 | 7821.13 | |
| Basic Skills | 405.29 | 444.62 | 428.52 | |
| Vocational Education | 2391.59 | 2215.74 | 2129.06 | |

# Student Profile

| WVMCCD Full Time Equivalent Students (FTES)<br>Mission College | | | | |
|---|---|---|---|---|
| | 2008-2009 | 2009-2010 | 2010-2011 | Trend |
| Non-Credit FTES | 718.66 | 291.18 | 215.75 | |
| Non-Credit Basic Skills | 38.19 | 8.35 | 39.83 | |
| Non-Credit Vocational Education | 0.00 | 0.00 | 0.00 | |

# Student Profile

| WVMCCD Full Time Equivalent Students (FTES)<br>West Valley College | | | | |
|---|---|---|---|---|
| | 2008-2009 | 2009-2010 | 2010-2011 | Trend |
| Non-Credit FTES | 1101.71 | 667.47 | 440.56 | |
| Non-Credit Basic Skills | 23.94 | 0.08 | 0.04 | |
| Non-Credit Vocational Education | 0.00 | 0.00 | 0.00 | |

# Student Profile

| WVMCCD Enrolled Students by Unit Load<br>Mission College | | | | |
|---|---|---|---|---|
| | Fall 2009 | Fall 2010 | Fall 2011 | Trend |
| 0.1 - 11.9 | 8,054 | 7,593 | 7,003 | |
| 12+ | 2,662 | 2,868 | 2,773 | |
| Non-credit | 1,964 | 797 | 376 | |

| WVMCCD Enrolled Students by Unit Load<br>West Valley College | | | | |
|---|---|---|---|---|
| | Fall 2009 | Fall 2010 | Fall 2011 | Trend |
| 0.1 - 11.9 | 8,568 | 7,960 | 7,024 | |
| 12+ | 4,015 | 3,921 | 3,563 | |
| Non-credit | 2,016 | 1,723 | 1,644 | |

# Student Profile

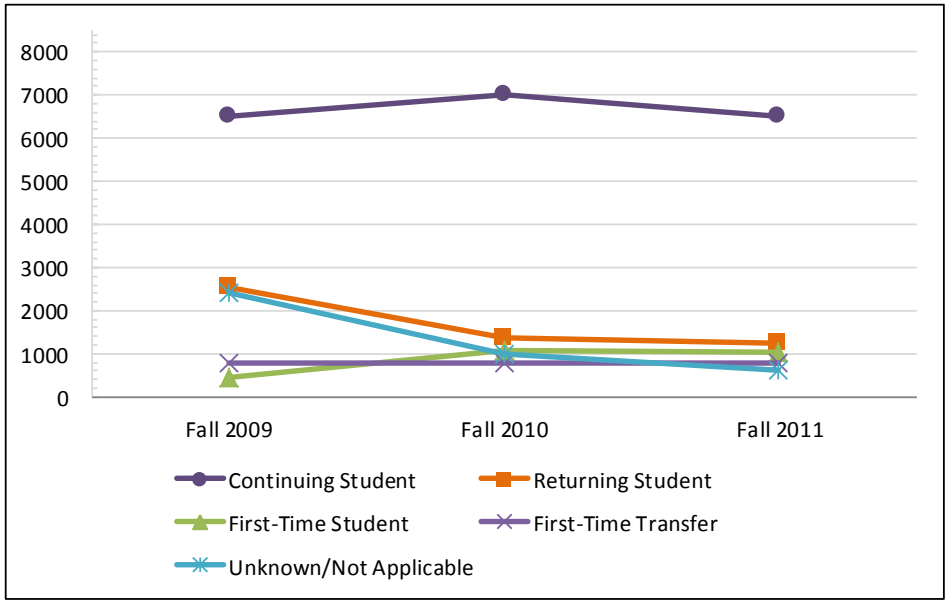
| WVMCCD Enrolled Students by Unit Load<br>Mission College | | | | |
|---|---|---|---|---|
| | Fall 2009 | Fall 2010 | Fall 2011 | Trend |
| 0.1 - 2.9 | 1,216 | 1,008 | 835 | |
| 3.0 - 5.9 | 3,188 | 3,038 | 2,812 | |
| 6.0 - 11.9 | 3,650 | 3,547 | 3,356 | |
| 12.0 - 14.9 | 1,978 | 2,144 | 2,082 | |
| 15+ | 684 | 724 | 691 | |
| Non-credit | 1,964 | 797 | 376 | |

# Student Profile

| WVMCCD Enrolled Students by Unit Load<br>West Valley College | | | | |
|---|---|---|---|---|
| | Fall 2009 | Fall 2010 | Fall 2011 | Trend |
| 0.1 - 2.9 | 1,257 | 1,610 | 784 | |
| 3.0 - 5.9 | 3,813 | 2,863 | 2,649 | |
| 6.0 - 11.9 | 3,498 | 3,487 | 3,591 | |
| 12.0 - 14.9 | 2,776 | 2,776 | 2,533 | |
| 15+ | 1,239 | 1,145 | 1,030 | |
| Non-credit | 2,016 | 1,723 | 1,644 | |

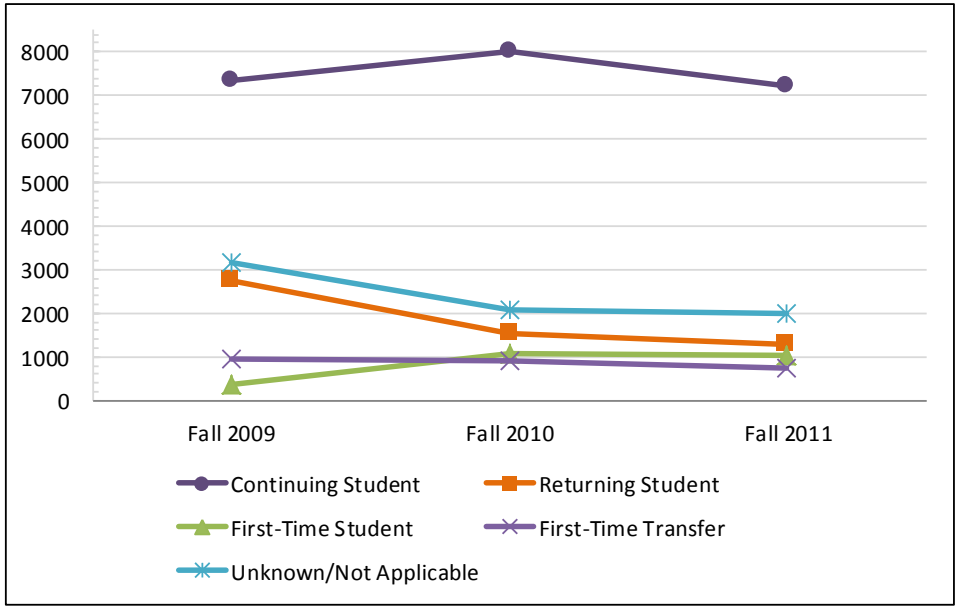
# Student Profile

| WVMCCD Enrollment Status 3-Year Trend<br>Mission College | | | |
|---|---|---|---|
| | **Fall 2009** | **Fall 2010** | **Fall 2011** |
| **Continuing Student** | 6496 | 6994 | 6521 |
| **Returning Student** | 2539 | 1384 | 1243 |
| **First-Time Student** | 432 | 1074 | 1019 |
| **First-Time Transfer** | 804 | 799 | 765 |
| **Unknown/Not Applicable** | 2409 | 1007 | 604 |



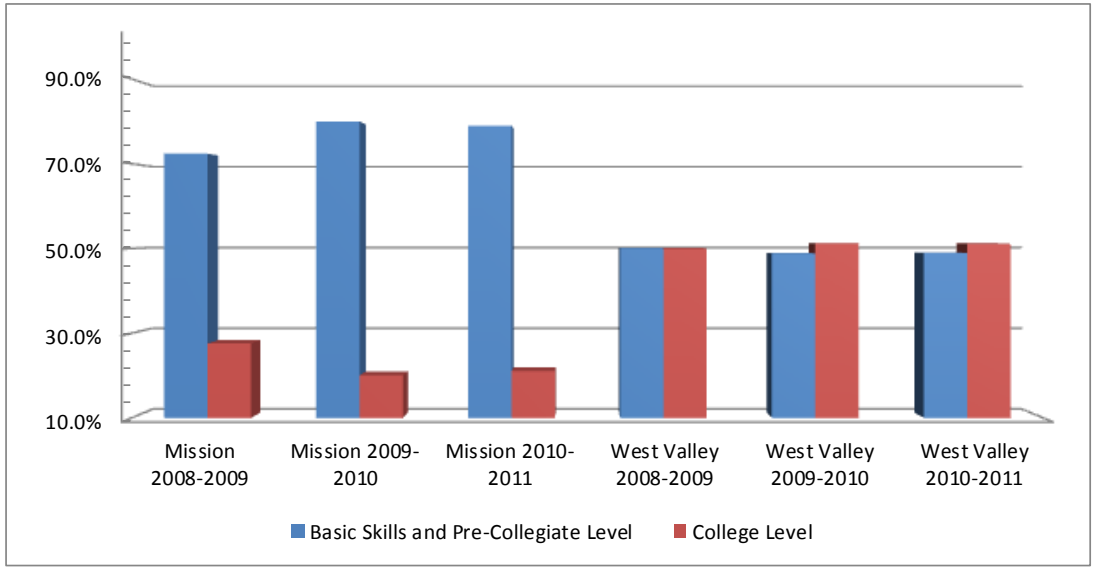
# Student Profile

| WVMCCD Enrollment Status 3-Year Trend<br>West Valley College | | | |
|---|---|---|---|
| | **Fall 2009** | **Fall 2010** | **Fall 2011** |
| **Continuing Student** | 7358 | 8016 | 7225 |
| **Returning Student** | 2749 | 1521 | 1266 |
| **First-Time Student** | 386 | 1088 | 1038 |
| **First-Time Transfer** | 945 | 895 | 725 |
| **Unknown/Not Applicable** | 3161 | 2090 | 1978 |



# Student Profile

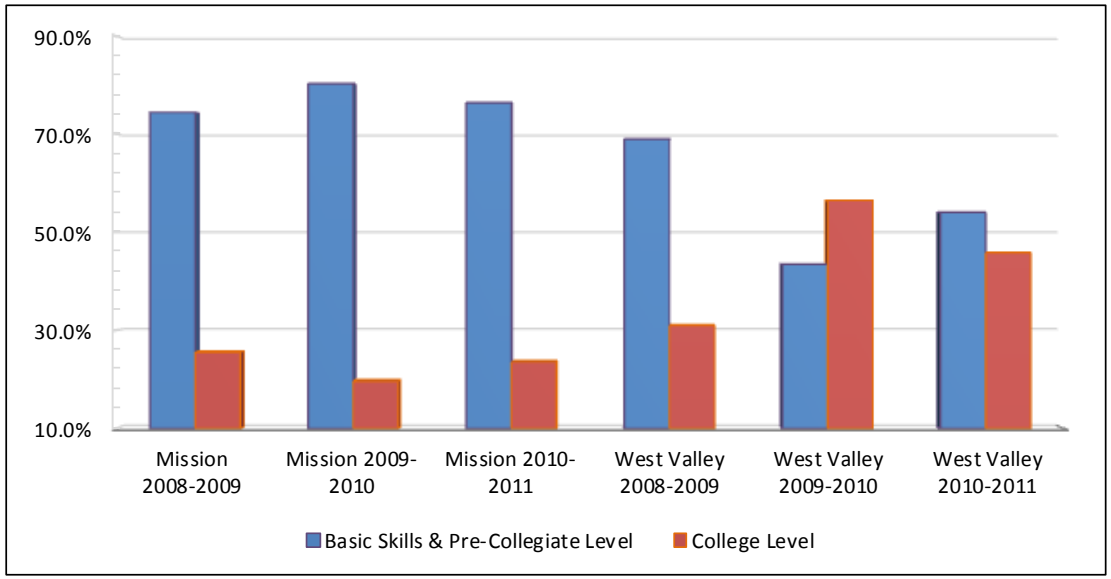
| WVMCCD Student Placement Rates<br>3-Year Trend in ENGLISH | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Mission 2008-2009 | Mission 2009-2010 | Mission 2010-2011 | West Valley 2008-2009 | West Valley 2009-2010 | West Valley 2010-2011 | | |
| **Basic Skills and Pre-Collegiate Level** | 72.4% | 80.0% | 79.0% | 50.0% | 48.8% | 48.9% | | |
| **College Level** | 27.6% | 20.0% | 21.0% | 50.0% | 51.2% | 51.1% | | |
| | | | | | | | | |
| | | | | | | | | |




*Success Rate: Percentage of students who complete a course with a grad of A, B, C or Pass*

# Student Profile

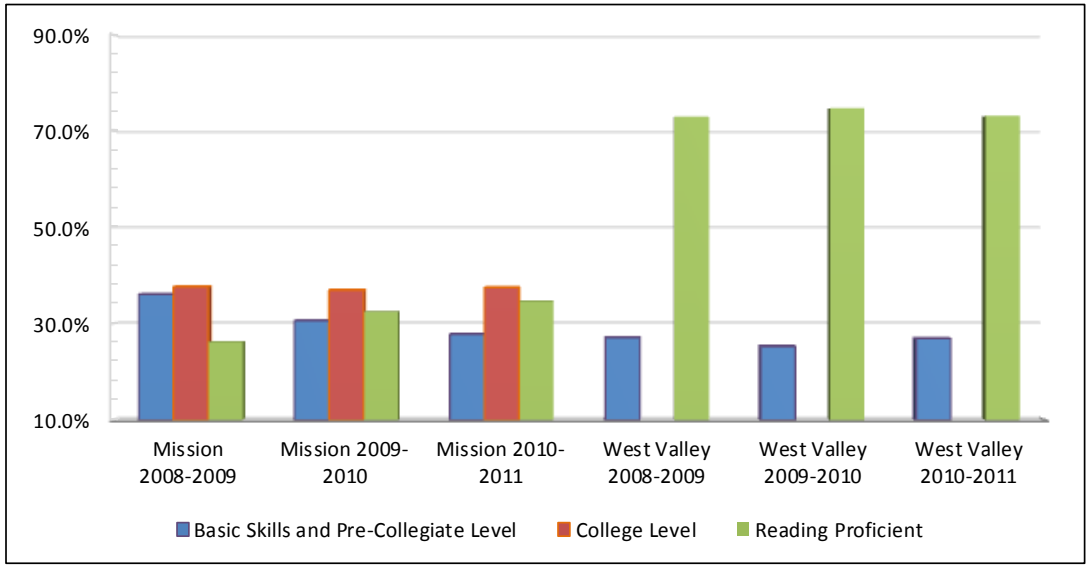
| WVMCCD Student Placement Rates<br>3-Year Trend in Math | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Mission 2008-2009 | Mission 2009-2010 | Mission 2010-2011 | West Valley 2008-2009 | West Valley 2009-2010 | West Valley 2010-2011 | | |
| **Basic Skills & Pre-Collegiate Level** | 74.4% | 80.3% | 76.4% | 69.0% | 43.5% | 54.1% | | |
| **College Level** | 25.6% | 19.7% | 23.6% | 31.0% | 56.5% | 45.9% | | |
| | | | | | | | | |
| | | | | | | | | |




*Success Rate: Percentage of students who complete a course with a grad of A, B, C or Pass*

# Student Profile

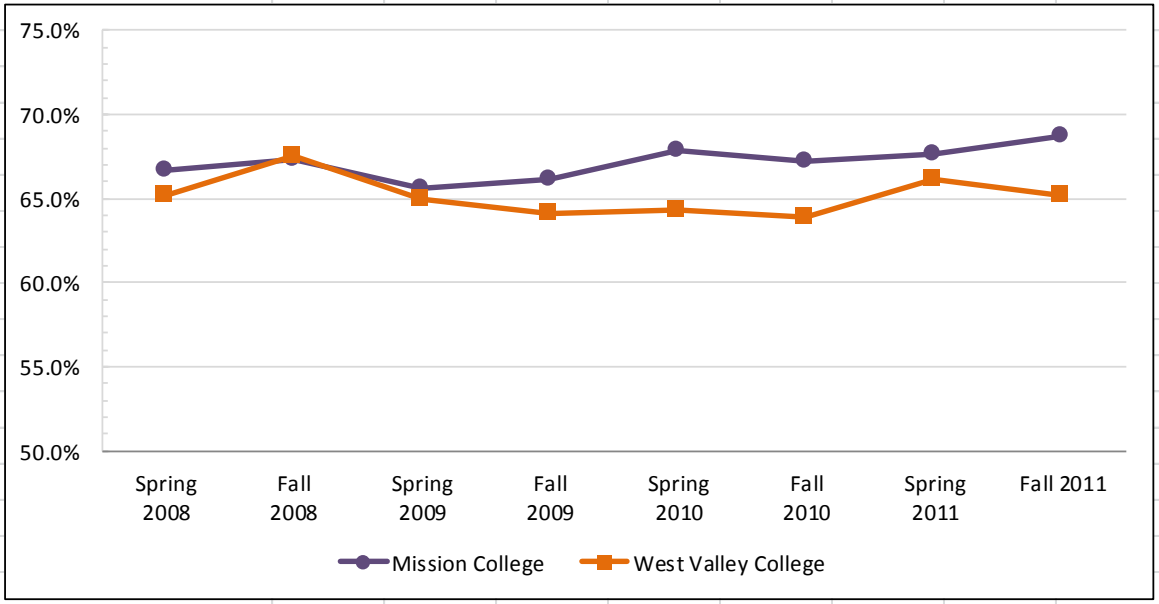
| WVMCCD Student Placement Rates<br>3-Year Trend in Reading | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Mission 2008-2009 | Mission 2009-2010 | Mission 2010-2011 | West Valley 2008-2009 | West Valley 2009-2010 | West Valley 2010-2011 | | |
| **Basic Skills and Pre-Collegiate Level** | 36.1% | 30.6% | 27.8% | 27.1% | 25.3% | 26.9% | | |
| **College Level** | 37.7% | 37.0% | 37.5% | | | | | |
| **Reading Proficient** | 26.2% | 32.5% | 34.7% | 72.9% | 74.7% | 73.1% | | |
| | | | | | | | | |




*Success Rate: Percentage of students who complete a course with a grad of A, B, C or Pass*

# Student Performance

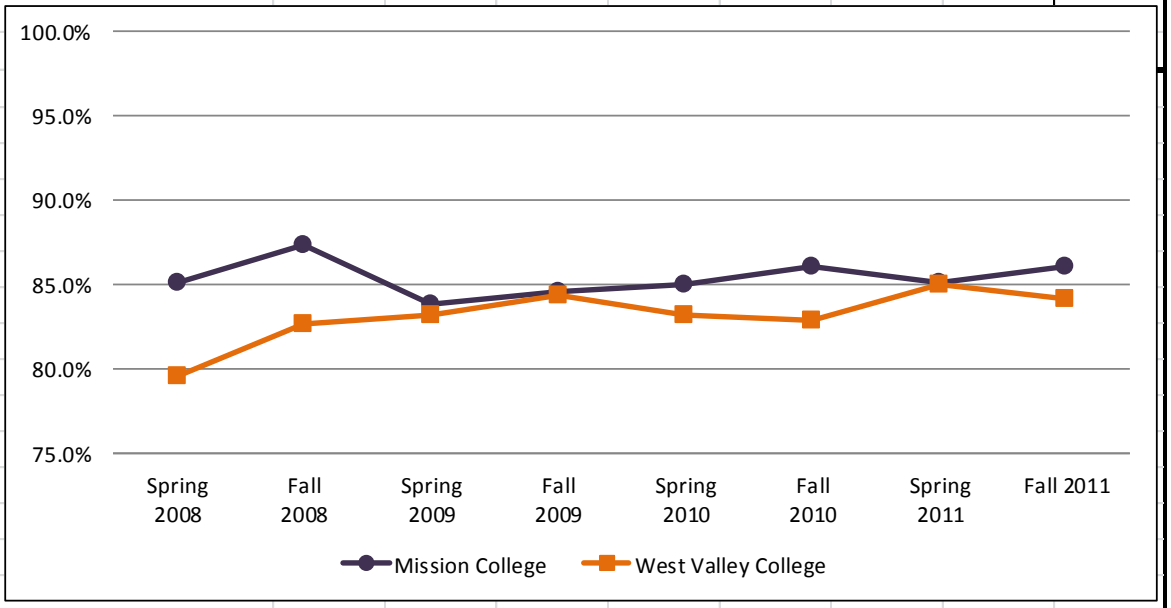
| WVMCCD Student Success Rate 4-Year Trend | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Spring 2008 | Fall 2008 | Spring 2009 | Fall 2009 | Spring 2010 | Fall 2010 | Spring 2011 | Fall 2011 |
| **Mission College** | 66.7% | 67.3% | 65.6% | 66.1% | 67.9% | 67.2% | 67.6% | 68.7% |
| **West Valley College** | 65.2% | 67.5% | 65.0% | 64.1% | 64.3% | 63.9% | 66.1% | 65.2% |




*Success Rate: Percentage of students who complete a course with a grad of A, B, C or Pass*

# Student Performance

| WVMCCD Student Retention Rate<br>4-Year Trend | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Spring 2008 | Fall 2008 | Spring 2009 | Fall 2009 | Spring 2010 | Fall 2010 | Spring 2011 | Fall 2011 |
| **Mission College** | 85.1% | 87.3% | 83.8% | 84.6% | 85.0% | 86.1% | 85.1% | 86.1% |
| **West Valley College** | 79.6% | 82.6% | 83.2% | 84.4% | 83.2% | 82.9% | 85.0% | 84.1% |




*Retention Rate: Percentage of students who complete a course with a grad of A, B, C, D, F, Pass, No Pass, or Incomplete*

# Student Performance

| Student Transfer Velocity Rate Cohort Trend Over 3 Years<br>Mission College: 2012 Data | | | | |
|---|---|---|---|---|
| | **Year 1**<br>**(2003-2004)** | **Year 2**<br>**(2004-2005)** | **Year 3**<br>**(2005-2006)** | **Trend** |
| 2-Year Transfer Velocity Rate for Freshman Cohort | 7.0%<br>(47 of 674) | 7.0%<br>(47 of 643) | 6.8%<br>(39 of 575) | |
| 4-Year Transfer Velocity Rate for Freshman Cohort | 25.0%<br>(166 of 674) | 27.0%<br>(174 of 643) | 25.2%<br>(145 of 575) | |
| 6-Year Transfer Velocity Rate for Freshman Cohort | 38.0%<br>(256 of 674) | 41.0%<br>(266 of 643) | 36.9%<br>(212 of 575) | |

# Student Performance

| Student Transfer Velocity Rate Cohort Trend Over 3 Years<br>West Valley College: 2012 Data | | | | |
|---|---|---|---|---|
| | **Year 1**<br>**(2003-2004)** | **Year 2**<br>**(2004-2005)** | **Year 3**<br>**(2005-2006)** | **Trend** |
| 2-Year Transfer Velocity Rate for Freshman Cohort | 5.0%<br>(48 of 1025) | 6.0%<br>(74 of 1140) | 5.3%<br>(46 of 863) | |
| 4-Year Transfer Velocity Rate for Freshman Cohort | 25.0%<br>253 of 1025) | 29.0%<br>(333 of 1140) | 32.1%<br>(277 of 863) | |
| 6-Year Transfer Velocity Rate for Freshman Cohort | 45.0%<br>(460 of 1025) | 46.0%<br>(529 of 1140) | 49.0%<br>(423 of 863) | |

# Student Performance

| Student Transfer Velocity Rate Cohort Trend Over 3 Years<br>California Community Colleges: 2012 Data | | | | |
|---|---|---|---|---|
| | **Year 1**<br>**(2003-2004)** | **Year 2**<br>**(2004-2005)** | **Year 3**<br>**(2005-2006)** | **Trend** |
| 2-Year Transfer Velocity Rate for Freshman Cohort | 6.0%<br>(6739 of 120808) | 5.0%<br>(6198 of 123611) | 4.5%<br>(5171 of 113912) | |
| 4-Year Transfer Velocity Rate for Freshman Cohort | 26.0%<br>(31062 of 120808) | 27.0%<br>(33389 of 123611) | 27.7%<br>(31530 of 113912) | |
| 6-Year Transfer Velocity Rate for Freshman Cohort | 41.0%<br>(49099 of 120808) | 41.0%<br>(50238 of 123611) | 41.6%<br>(47376 of 113912) | |

# Student Performance

| Accountability Reporting for the Community Colleges (ARCC) Metrics<br>Mission College: 2012 | | | | |
|---|---|---|---|---|
| | **Year 1** | **Year 2** | **Year 3** | **Trend** |
| Student Progress and Achievement Rate | 54.4% | 57.2% | 52.8% | |
| Percent of Students Who Earned at Least 30 Units | 73.4% | 76.7% | 73.7% | |
| Persistence Rate | 64.9% | 68.8% | 67.2% | |
| Annual Successful Course Completion Rate for Credit Vocational Courses | 70.7% | 72.9% | 72.3% | |
| Annual Successful Course Completion Rate for Credit Basic Skills Courses | 64.6% | 64.4% | 64.9% | |
| Improvement Rate for ESL Courses | 42.6% | 40.3% | 38.9% | |
| Improvement Rate for Credit Basic Skills Courses | 53.9% | 57.5% | 59.7% | |

# Student Performance

| Accountability Reporting for the Community Colleges (ARCC) Metrics<br>West Valley College: 2012 | | | | |
|---|---|---|---|---|
| | **Year 1** | **Year 2** | **Year 3** | **Trend** |
| Student Progress and Achievement Rate | 63.4% | 64.3% | 64.3% | |
| Percent of Students Who Earned at Least 30 Units | 78.1% | 76.8% | 77.2% | |
| Persistence Rate | 72.1% | 78.5% | 72.9% | |
| Annual Successful Course Completion Rate for Credit Vocational Courses | 75.6% | 72.5% | 73.4% | |
| Annual Successful Course Completion Rate for Credit Basic Skills Courses | 59.5% | 54.1% | 56.9% | |
| Improvement Rate for ESL Courses | 53.7% | 53.8% | 64.3% | |
| Improvement Rate for Credit Basic Skills Courses | 63.8% | 67.0% | 69.0% | |

# Looking Forward

- Future link between CCC and EDD data
  - Will provide for more elaborate tracking
- Disaggregation of performance measures
  - Both colleges are revising their Student Equity Plans
- Response to the Student Success Task Force Recommendations and additional demands for Accreditation
- Enhancements of the WVMCCD Data Dashboard