

**DRAFT 2007-08 Annual Report**  
**Key Performance Indicators, Outcomes and Results**  
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Introduction:

This performance report for the 2007-2008 Academic Year (AY) shows Stark State's outcomes on Key Performance Indicators (KPIs) based on a number of internal and external benchmarks. A cross-component leadership team evaluated and refined the outcome statements and performance standards for the first time in spring 2007. Wherever possible, outcomes data from peer institutions and are presented to provide context (see appendix for peer-aspirant institutions list)

**Goal 1: Maintain Student Centeredness and Accessibility**

Key Performance Indicator One: **Developmental Student Academic Performance Profile**

Outcome 1: At least 57% of students taking at least one developmental course will complete all developmental courses in one year or less

Result:	2005-06 students
Completed all Remedial (339 of 595)	<b>57%</b>
Source: 2008 Statistical Profile	

The Ohio Technical College mean was 60%. Lorain County CC and Lakeland CC are the other two Ohio peer institutions and had completion percentages of 45% and 36% respectively.

Outcome 2: At least 70%\* of students in developmental courses will pass the course on their first attempt

Results:	2007-08 Students**
• Writing I (ENG 100)	<b>67%</b>
• Writing II (ENG 103)	<b>63%</b>
• Writing III (ENG 105)	<b>60%</b>
• Technical Comprehension (IDS 101)	<b>56%</b>
• Critical Analysis (IDS 102)	<b>64%</b>
• College Mathematics (MTH 100)	<b>52%</b>
• Elements of Algebra (MTH 103)	<b>62%</b>
• Introduction to Algebra (MTH 101)	<b>73%</b>

\*Modeled after North Carolina Community College System Critical Success Factors  
(Includes Peer Institution: Ashville-Buncombe Technical College)

\*\* Fall 2007-Spring 2008 all students, excluding W grades, passing grades including A-D and Credit grades where appropriate

Outcome 3: There will be no statistically significant differences between the pass rates of non-developmental students and students passing developmental education courses in introductory college level English, mathematics, and social sciences courses\* (subsequent success in college level courses)

Results:	2006 Non-Dev. Students <sup>1</sup>	2006 Dev. Students <sup>2</sup>
• College Composition	<b>82%</b>	<b>85%</b>
• Intermediate Algebra	<b>76%</b>	<b>74%</b>
• Social Sciences (PSY&SOC 121)	<b>86%</b>	<b>87%</b>

\*Modeled after North Carolina Community College System Critical Success Factors  
(Includes Peer Institution: Ashville-Buncombe Technical College)

<sup>1</sup>2006-07 Pass Rate (A-D grades, W excluded)

<sup>2</sup>Spring 2007-Spring 2008 Pass Rate (A-D grades, W excluded) of students passing a developmental course in 2006-07

## Key Performance Indicator Two: **Enrollment Profile**

Outcome 1: To increase fall 2007 and spring 2008 14<sup>th</sup> day student headcount by 10%

Result: Fall 2006 (7660)/ Fall 2007 (8521)	<b>11.2%</b>
Result: Spring 2007 (7686)/ Spring 2008 (8364)	<b>8.8%</b>
Source: SSCT Registrars Office	

Outcome 2: To increase fall 2007 and spring 2008 14<sup>th</sup> day student FTE by 8%

Result: Fall 2006 (2397)/ Fall 2007 (2664)	<b>11.1%</b>
Result: Spring 2007 (2355)/ Spring 2008 (2611)	<b>10.9%</b>
Source: SSCT Registrars Office	

Outcome 3: To increase summer 2007 14<sup>th</sup> day student headcount by 20%

Result: Summer 2006 (2591)/ Summer 2007 (2818)	<b>8.8%</b>
Source: SSCT Registrars Office	

Outcome 4: To increase summer 2007 14<sup>th</sup> day student FTE by 10%

Result: Summer 2006 (432)/ Summer 2007 (471)	<b>9.0%</b>
Source: SSCT Registrars Office	

Outcome 5: To increase student diversity to 15.3% each term of the 2007-08 academic year

Result:	Summer 2007	Fall 2007	Spring 2008
Source: SSCT Registrars Office	<b>16.0%</b>	<b>14.7%</b>	<b>15.0%</b>

Outcome 6: To enroll at least 20% of students (unduplicated headcount) in web-based courses (W2/W3)

Result:	Summer 2007	Fall 2007	Spring 2008
	<b>26.9%</b>	<b>23.2%</b>	<b>28.2%</b>

Source: E-Learning Enrollment Report and Ohio E-Learning Annual Report

Note: The 2006 state average for all Ohio Public Community and Technical Colleges was 19%

Outcome 7: To increase overall unduplicated 14<sup>th</sup> day headcount at Alliance, Canton and remote locations

Result:	Summer 2007	Fall 2007	Spring 2008
Goal	160%	117%	93%
Actual	<b>245%</b>	<b>177%</b>	<b>42%</b>

Source: Satellite Enrollment Report summer 07/06 = 213/87, fall 07/06 = 609/344 spring 08/07 = 729/515 (Excluding Automotive)

Outcome 8: To increase Corporate and Community Services activities by 10% each academic year.

Results (2007-08/2006-07):	2007-08
Unduplicated headcount (3,007/3,799)	<b>-21%</b>
Student training hours (102,087/108,529)	<b>-6%</b>
Number of classes offered (326/420)	<b>-22%</b>
Number of companies served	
Contract (39/57)	<b>-32%</b>
Continuing (253/343)	<b>-26%</b>

The American Association of Community Colleges estimates that there were approximately 5 million students enrolled in non-credit courses in 2007 (43% of all two year college enrollments), with an additional 6.5 million students enrolled in credit courses. In comparison, at SSCT approximately 21% of students were enrolled in non-credit courses in 2007-08 (3,007 of 14,087). Our aspirant institution, Fox Valley Technical College, is a state and national leader in non-credit training with approximately 35,000 students enrolled in non-credit courses, which comprises about 70% of their total annual enrollment.

### Key Performance Indicator Three: **Financial Aid Profile**

Outcome 1: To reduce the percentage of student violating Standards of Academic Progress by 10% annually

Result:	Academic year	2003-04	2004-05	2005-06	2006-07
	Pct. SAP violators	36%	29%	27%	34%
	Change from previous		<b>-19%</b>	<b>-7%</b>	<b>+26%</b>

Source: SSCT Financial Aid Office

Note: Outcome to be reviewed to clarify language and identify outcome benchmark and trends

### Key Performance Indicator Four: **Student Satisfaction and Engagement Profile**

Outcome 1: Stark State College of Technology will score at or above the 70<sup>th</sup> percentile nationally for each of the five Community College Survey of Student Engagement (CCSSE) benchmarks for effective educational practice for comparative participating colleges.

Results:	2005*	2008*
Benchmark 1: Active and Collaborative Learning	<b>60th</b>	<b>10th</b>
Benchmark 2: Student Effort	<b>20th</b>	<b>20th</b>
Benchmark 3: Academic Challenge	<b>80th</b>	<b>20th</b>
Benchmark 4: Student-Faculty Interaction	<b>20th</b>	<b>&lt;10th</b>
Benchmark 5: Support for Learners	<b>70th</b>	<b>60th</b>

\*Among medium sized colleges 4500-7,999 students participating in the CCSSE

There were 585 participants in the 2008 cohort (147 medium-sized) and 257 in the 2005 cohort (61 medium-sized).

Outcome 2: To maintain at least 90% overall student satisfaction with Stark State College of Technology student services and learning support. (ACT Student Opinion Survey to be conducted fall 2008)

Results:	2007-08*
• Admissions Office	95%
• Business Office	92%
• Career Services Office	NA
• Financial Aid	91%
• Registrar's Office	91%
• Tutoring and Academic Success Center	NA
• Writing Center	NA

\*Spring 2008 Student Orientation Survey

### Key Performance Indicator Five: **Student Life Profile**

Outcome 1: The number of students participating in student organizations will increase by 3% annually.

Results:	2007-08
	NA

Note: Officially recognized student organizations - 2006-07: 28 2007-08: 30; data to be collected starting fall 2008

Outcome 2: To maintain at least a 90% overall student satisfaction rate with student life and activities at Stark State College of Technology (ACT Student Opinion Survey to be conducted fall 2008)

Results:	2007-08
	NA

## Goal 2: Maintain High Value

### Key Performance Indicator 1: Student Success Profile

Outcome 1: The fall-to-fall retention rate of new, full-time, degree-seeking freshman will equal or exceed the five-year Ohio technical college mean and the five-year SSCT mean

Result: Fall 2005 Cohort Retention Rate Fall 2006 (n = 799) **56%\***  
 Source: 2008 Statistical Profile

\*Note: Five year OH Technical College Mean 2001-2005 = 55%, SSCT = 58%

Outcome 2: Three-year student success (graduation, retention, or transfer) rate for full and part-time students will equal or exceed the five-year Ohio technical college mean

Result:	2003 Students
• Full-time students (n = 687)	<b>54%</b>
• Part-time students (n = 420)	<b>44%</b>
Source: 2008 Statistical Profile	

\*Note: 5-yr mean OH Technical Colleges FT = 53%, PT = 41%

Outcome 3: To increase the number of degrees and OBR certificates awarded by 10%

Result:	2006-07 Awards
Degrees (704)	<b>10.3%</b>
OBR certificates (94)	<b>77.4%</b>
Source: 2008 Statistical Profile	

\*Note: 2005-06 Awards: Degrees = 638, OBR certificates = 53; need to develop tracking for short-term certificates

Outcome 4: To decrease the persistence and graduation rate gaps between minority and non-minority students

Result:	2003 Cohort	Gap	2004 Cohort	Gap
Three-year Persistence				
White, non-Hispanic (393of789)	27.8%		49.8%	
Minority (37of81)	22.9%	-4.9%	45.7%	<b>-4.1%</b>
Graduation Rate				
White, non-Hispanic (180of789)	30.2%		22.8%	
Minority (11of81)	11.4%	-18.8%	13.6%	<b>-9.2%</b>
Source: IPEDS Graduation Rate Report – FT Cohort				

Note: multi-year data needed for trend analyses

### Key Performance Indicator 2: Tuition Comparison Profile

Outcome 1: To maintain the lowest annual tuition among local two-year institutions

Result:	2007-08 Annual tuition*		
SSCT	KSU-Regional	UA-Wayne	UA-Summit College (Associate's)
<b>\$3810</b>	\$4770	\$5331	\$6916

\* Source: 2008 Statistical Profile, annual cost based on 30 semester credits or equivalent

### Key Performance Indicator 3: **Job Placement Rates Profile**

Very little external benchmarking data is available for these two measures as there is an issue of definition - employment within field or overall employment rate.

Outcome 1: At least 72% of annual graduates available for employment will be employed in their major field of study

Result:	2006 Graduates
• Within major employment Pct.	<b>62.6%</b>

Source: SSCT Annual Career Placement Report

Note: Review of Peer/Aspirant institutions - reported range (3/19) = 67-92%

Outcome 2: At least 93% of annual graduates available for employment will be employed

Result:	2006 Graduates
Total Employment Pct.	<b>87.4%</b>

Source: SSCT Annual Career Placement Report

Note: Review of Peer/Aspirant institutions - reported range (4/19) = 87-98%

### **Goal 3 Build Community and Business Partnerships**

#### Key Performance Indicator One: **Partnership Profile**

Outcome 1: To maintain articulation agreements and memoranda of understanding with all Stark County School Districts

Results:	2007
PSEO	Open to all Districts
Dual Credit Summer Program	Open to all Districts
Tech Prep	Open to all Districts
Early College	Canton City
DOL JAG	Canton City/Choices

Outcome 2: To maintain articulation agreements with regional High Schools and Career Centers

Results:	2007
Akron Area Tech Prep Consortium	<b>Yes</b>
Akron Garfield HS	<b>Yes</b>
Buckeye Career Center	<b>Yes</b>
Canton City HS	<b>Yes</b>
Canton South HS	<b>Yes</b>
Columbiana HS	<b>Yes</b>
Cuyahoga Valley Career Center	<b>Yes</b>
East HS	<b>Yes</b>
Glen Oak HS	<b>Yes</b>
Hoover HS	<b>Yes</b>
Kent Roosevelt HS	<b>Yes</b>
Lake HS	<b>Yes</b>
Mahoning County Career Center	<b>Yes</b>
Maplewood Career Center	<b>Yes</b>

North Central Tech Prep Consortium	<b>Yes</b>
Polaris Career Center	<b>Yes</b>
Portage Lakes Career Center	<b>Yes</b>
R.G. Drage	<b>Yes</b>
Stark Area Tech Prep Consortium	<b>Yes</b>
Timken HS	<b>Yes</b>
Wadsworth High School	<b>Yes</b>
Wayne County Career Center	<b>Yes</b>
Westlake HS	<b>Yes</b>
Coshocton County Career Center	<b>No</b>
Medina County Career Center	<b>No</b>

Outcome 3: To maintain degree articulation agreements with Stark County post-secondary institutions that grants bachelor's degrees

Results:	2007
KSU-Stark	<b>Yes</b>
Malone College	<b>Yes</b>
Walsh University	<b>Yes</b>

**Key Performance Indicator Two: Employer Satisfaction Profile**

Outcome 1: To maintain at least 90% overall employer satisfaction with Stark State College of Technology graduates.

Results:	2007
	95%

Source: SSCT Employer Satisfaction Survey, q. 3

**Key Performance Indicator Three: Community Service Profile**

Outcome 1: To increase each year the number, breadth, and diversity of community-service opportunities sponsored by the College

Results:	2007	
06-07: (25 projects/14 clubs)	Projects	<b>+20%</b>
07-08: (30 projects/17 clubs)	Club Participation	<b>+21%</b>

**Goal 4 Promote Stewardship**

**Key Performance Indicator One: Cost/FTE Profile**

Outcome 1: To maintain a fiscal viability composite score of at least 3.0

Results:	2007
Composite Score	<b>4.00</b>

Outcome 2: To maintain the lowest Total Cost/FTE of any Ohio Public Technical College\*

Results:	2007
Total Cost/ FTE ranking	<b>2nd</b>

\* Source: HEI/ OBR, Marion Tech = 1<sup>st</sup>, Lorain County CC = 9<sup>th</sup>, Lakeland CC = 32<sup>nd</sup>, Overall OH rank = 6<sup>th</sup>

Note: Costs associated with Banner implementation impacted ranking; outcome needs restated in future to all OH 2-yr colleges

Outcome 3: To maintain costs/FTE in various cost categories at or below the mean cost for Ohio Public Technical Colleges.

Results:	2006-07	
<b>Cost/FTE</b>	<b>OH Mean(\$)</b>	<b>SSCT(\$)</b>
Library	275	<b>47</b>
Student Services	940	<b>575</b>
Instructional Labor	3,206	<b>3,000</b>
Institutional Support	1,743	<b>1,430</b>
Plant& Maintenance	1,028	<b>685</b>
Academic Support	704	<b>596</b>
Unallocated	253	<b>0</b>

\* Source: HEI/ OBR

Note: SSCT is the largest OH Tech College; Consider review of the peer group given the growth of the College as SSCT is now the 6<sup>th</sup> largest of the technical and community colleges.

### Key Performance Indicator Two: **Budget Profile**

Outcome 1: To maintain personnel/benefits costs as a proportion of the operating budget at or below the three-year SSCT average.

Results	2007-08*
Source: College Business Office	<b>75.1%</b>

\* FY 08 is estimated. 2006-07 = **78.8%** 2005-06 = **79.7%** 2004-05 = **80.6%**, three-year average = **79.7%**

Outcome 2: To maintain average class size at 18\*.

Results:	Fall 2007	Spring 2008
(Fall 2007 OH Tech Ave = 15.7)	<b>15.3</b>	<b>15.1</b>
Source: HEI Course Sections Query (Lecture)		

\*Note: Recommendation of the National Association for Developmental Education; Average class size is for lectures only

### Key Performance Indicator Three: **Faculty/Staff Profile**

Outcome 1: To maintain at least 50% of first-year student credit hours taught by full-time faculty

Results:	2005
Source: 2008 Statistical Profile	<b>48%*</b>

Note: Four-year OH Technical College mean 2002-2005 = 56%, SSCT = 50%; need to track more current internal data

Outcome 2: To maintain at least 55% of all student credit hours taught by full-time faculty

Results:	2005
Source: 2008 Statistical Profile	<b>54%*</b>

Note: Four-year OH Technical College mean 2002-2005 = 63%, SSCT = 56%, Community Colleges = 52%

Outcome 3: To support high-quality faculty and staff.

Results:	2007-08
SSCT tuition waiver utilization (n = 44)	\$32,690
Tuition Assistance Program	
Bachelor's	26
Master's	18
PhD/EdD	13
Total Credits Reimbursed	193
Total Amount Reimbursed	\$61,028.26

ATC CEU tuition waiver utilization (n = 19) \$4,512

Degree Attainment\*

	Full-time faculty	Full-time staff
No degree	0% (n=0)	22% (n=37)
Certificate	4% (n=6)	2% (n=3)
Associate	6% (n=9)	35% (n=59)
Bachelor's	19% (n=28)	23% (n=39)
Master's	60% (n=88)	16% (n=28)
PhD/EdD/DN	11% (n=16)	3% (n=5)

\*Source: Human Resources - as of spring 2008

Additional Degree/Certification Compensation

Associate	0
Bachelor's	0
Master's	3
PhD/EdD/DN	2

Professional development grants

Perkins (n=53)	\$22,464
Endowed Funds (n=10)	\$4,000

Conferences

Attendance	90
Presentations	36

Professional publications

2

Bridge/ Other Activities

Faculty/Staff Retreat	59 participants
JOLT	70 participants
Gearing Up (Adjunct Orientation)	50 participants

Notes: BRIDGE (Building Relationships, Integrating Divisions, Generating Excellence) is a faculty/staff professional development team that plans and implements various activities yearly, such as Faculty Staff Retreat and Focus Day. JOLT (Joining Others in Learning and Teaching) is a one-a-year workshop open to the entire College that addresses various topics of concern for both faculty and staff whether in the classroom or in student service areas. Gearing Up supports the Strategic Plan Operational Project related to adjunct faculty development and retention

Outcome 4: To maintain at least 90% overall faculty and staff satisfaction with Stark State College of Technology. (Employee Satisfaction Survey to be conducted spring 2010)

Results:	2010
	NA

## Goal 5 Smart Growth

### Key Performance Indicator One: **Student Preparation Profile**

These outcomes need restated for future reports given the open enrollment status of the College.

Outcome 1: To maintain an enrollment of at least 50% of students that completed the minimum high school core curriculum each fall term

Outcome:	Fall 2006 Cohort
Source: Ohio Board of Regents	<b>48.8*</b>

\*Note: OH Technical College Sector Mean fall 2006 = 49.1%

Outcome 2: To maintain an average ACT Composite score of admitted degree-seeking students of at least 18.7 annually.

Outcome:	2007-08
Source: ACT Class Profile Report (Enrollees, n = 546)	<b>18.7*</b>

\*Note: SSCT 5-year average 2002-06 = 18.4

### Key Performance Indicator Two: **Budget Reserves Profile**

Outcome 1: To maintain at least 65 days total reserve annually.

	2005-06	2006-07	2007-08
Results:	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

Note: based on the 2007-08 budget this is \$/day

### Key Performance Indicator Three: **Grant/Foundation Profile** (total dollars and per FTE)

Outcome 1: To maintain a three-year mean market balance equal to or greater than the three-year mean increase in tuition cost.

Results:	Change in 3-yr mean balance 2008/2007 <b>+3.5%</b>
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Note: 2005-07 mean = \$2,019,604, 2006-08 mean = \$2,090,899, 2005-07 tuition increase = 5.8% (\$127/\$120)

Outcome 2: To maintain an annual endowment funds balance of at least \$424/ FTE\*

Results:	2007-08 <b>\$371</b>
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Note: 2007-08 Annual FTE = 5678.2, 6/30/07 Endowment Balance \$2,107,339 (excluding project \$)

\* based on 5-yr mean (02-06)

## **Appendix**

### **Stark State College of Technology Peer-Aspirant Institutions List**

#### **Ohio Technical College Peer Institutions:**

Belmont Technical College  
Central Ohio Technical College  
Hocking College  
James A. Rhodes State College  
Marion Technical College  
North Central State College  
Zane State College

#### **Aspirant Institution:**

Fox Valley Technical College (WI)

#### **Selected Regional and National Peer Institutions:**

##### **Ohio:**

Lakeland Community College  
Lorain County Community College

##### **Great Lakes Region:**

Butler County Community College (PA)  
Lincoln Land Community College (IL)  
Monroe County Community College (MI)  
Niagara County Community College (NY)  
St Clair County Community College (MI)  
Ivy Tech State College – Lafayette (IN)

##### **National:**

Asheville Buncombe Technical Community College (NC)  
Owensboro Community and Technical College (KY)  
Ozarks Technical Community College (MO)  
Spokane Community College (WA)