

E-2 End: Student and Stakeholder Focus Key Performance Indicator Report

Background: This report addresses the board end, Student and Stakeholder Focus. HCC aligns its strategic planning operations with the performance excellence criteria developed by the Baldrige National Quality Program. Monitoring measures were selected by the board in 2003. The measures include the required Maryland Higher Education Commission (MHEC) indicators. The dashboard was introduced as a vehicle to summarize the information in 2005.

Green ■ – signals that HCC is operating above the benchmark, yellow ■ – indicates performance is at the benchmark, and red ■ – shows that the operating level is still below the benchmark. Detail pages follow the dashboard. Any updates are indicated in **blue**. Information concerning benchmarks is in **purple**.

At its May 18, 2016, meeting, the trustees reset and approved the five-year benchmarks for the most recent list of required Maryland Higher Education Commission (MHEC) indicators. For non-MHEC indicators, the trustees also approved the targets, as needed. Hence, a number of the dashboard indicators are red.

Once reviewed by the board, this report will be posted on the college's website so that members of the college community can become familiar with the measures that are part of the key performance indicator (board end) system. The website address is: <http://www.howardcc.edu/about-us/leadership/board-of-trustees/key-performance-indicators/>

The administration and relevant staff review the details of all the reports that contribute to these measures. Plans for improvement are developed and included in appropriate core work and/or strategic planning for the next integrated strategic planning and budget development cycles.

Purpose: Report on the progress of the institution

Timeline: Annual

◀ Recommendation ▶

This item is for information only and requires no board action.

Compliance: This report is in compliance with board of trustees' bylaws, Article VII, Board Execution and Evaluation of Policy: Suggested Timeline for Important Tasks.

Key Performance Indicator Dashboard: Student and Stakeholder Focus

This category examines how the college determines the requirements, needs, expectations, and preferences of students, stakeholders, and markets.

Source		Item	Current		Benchmark By 2020
MHEC	1.	Graduate satisfaction with educational goal achievement	98.9%		98.0%
	2.	Non-returning student satisfaction with educational goal achievement	73.7%		69.0%
	3.	Graduate satisfaction with transfer preparation	87.1%		85.0%
	4.	Graduate satisfaction with job preparation	97.1%		90.0%
	5.	Employer/organization satisfaction with contract training	100%		100%
	6.	Number of business organizations provided training and services under contract	26		35
	7.	Percent of career program graduates employed full-time in a related field	89.7%		90.0%
	8a.	Wage growth of occupational degree graduates: Median income one year prior to graduation	\$16,169	-	No Benchmark Requested
	8b.	Median income three years after graduation	\$55,926	-	No Benchmark Requested
External Quality Feedback		Voice of the Student and Stakeholder <i>How does your organization obtain information from your students and other stakeholders?</i>	70-85%		50-65% (By 2019)
		Student and Stakeholder Engagement <i>How does your organization serve students' and other stakeholders' needs to engage them and build relationships?</i>	70-85%		50-65% (By 2019)
Internal Measure	1.	Overall student satisfaction (Yearly Evaluation of Services Survey (YESS))	4.13		4.00
	2.	Progress relevant to credit course objectives (Individual Development and Educational Assessment (IDEA) Survey)	70%		80%
	3.	Excellence of teacher (IDEA Survey)	72%		80%
	4.	Quality of instruction-overall (YESS Survey)	79.2%		80%
	5.	Overall noncredit course satisfaction as measured on course evaluations (Continuing Education and Workforce Development Survey)	98.2%		95%

Also see the [FY20 "Comment Card Trends"](#) report on [page 156](#).

Key Performance Indicator Report

The following are eight measures mandated by the Maryland Higher Education Commission (MHEC). Peer colleges (*based on campus enrollment*) are the College of Southern Maryland, Harford Community College, and Frederick Community College.

<i>Percentage of graduates indicating that their educational goal was completely or partly achieved at the time of graduation.</i>					
	Alumni Survey 2011 Cohort	Alumni Survey 2014 Cohort	Alumni Survey 2016 Cohort	Alumni Survey 2018 Cohort*	Benchmark 2018 Cohort
1. Graduate satisfaction with educational goal achievement	98.8% n=168/ 170	95.8% n=271/ 283	99.1% n=232/ 234	98.8% n=177/ 179	98.0%
<i>State AVG:</i>	97.4%	96.0%	96.4%	n/a	
<i>Peer AVG:</i>	97.4%	97.0%	98.2%	n/a	

* MHEC is not asking colleges to conduct this survey anymore.

<i>Percentage of students enrolled in the spring term that neither received an award nor enrolled in the subsequent fall term who indicated that they achieved their educational goal.</i>						
	Spring 2011 Cohort	Spring 2013 Cohort	Spring 2015 Cohort	Spring 2017 Cohort	Spring 2019 Cohort**	Benchmark 2019 Cohort
2. Non-returning student satisfaction with educational goal achievement	60.8% n=45/ 74	61.8% n=34/ 35	67.9% n=36/ 53	71.1% n=27/ 38	73.7% n=28/38	69.0%
<i>State AVG:</i>	70.5%	67.3%	64.6%	66.8%	n/a	
<i>Peer AVG:</i>	69.2%	66.2%	63.6%	65%	n/a	

HCC sends the survey to a sample of 1,000 students. The survey is anonymous so no follow-up request to complete it can be sent.

**MHEC is not asking colleges to conduct this survey anymore.

<i>Percentage of community college transfer program graduates who transferred to a four-year institution who rated their preparation for transfer as very good or good.</i>					
	Alumni Survey 2011 Cohort	Alumni Survey 2014 Cohort	Alumni Survey 2016 Cohort	Alumni Survey 2018 Cohort	Benchmark 2018 Cohort
3. Graduate satisfaction with transfer preparation	92.3% n=72/ 78	79% n=113/ 143	84.4% n=103/ 122	87.1% n=81/ 93	85.0%
<i>State AVG:</i>	79.3%	79.5%	86.0%	n/a	
<i>Peer AVG:</i>	81.4%	79.1%	79.8%	n/a	

Percentage of credit career program graduates employed full-time in areas related or somewhat related to their academic major who rated their preparation for employment as very good or good.

	Alumni Survey 2011 Cohort	Alumni Survey 2014 Cohort	Alumni Survey 2016 Cohort	Alumni Survey 2018 Cohort	Benchmark 2018 Cohort
4. Graduate satisfaction with job preparation	95% n=19/20	75% n=30/40	91.5% n=54/59	97.1% n=34/35	90%
State AVG:	85.7%	82.3%	70.6%	n/a	
Peer AVG:	91.2%	85.8%	82.1%	n/a	

Percentage of employers and organizations who rated their satisfaction with contract training as very satisfied or satisfied.

	FY15	FY16	FY17	FY18	FY19	Benchmark FY2020
5. Employer/organization satisfaction with contract training	100.0% n=25/25	100.0% n=20/20	100% n=16/16	100% n=9/9	100% n=2/2	100%
State AVG:	97.0%	98.9%	98.9%	95.9%	n/a	
Peer AVG:	97.6%	100.0%	100.0%	91.7%	n/a	

The unduplicated number by site of businesses or organizations provided workforce and/or workplace-related training and services under a contractual agreement.

	FY15	FY16	FY17	FY18	FY19	Benchmark FY2020
6. Number of businesses or organizations provided training and services under contract	27	34	30	30	26	35
State AVG:	67	63	61	61	n/a	
Peer AVG:	40	37	35	35	n/a	

Percent of career program graduates employed full-time in a related field.







	Alumni Survey 2011 Cohort	Alumni Survey 2014 Cohort	Alumni Survey 2016 Cohort	Alumni Survey 2018 Cohort	Benchmark Survey 2018 Cohort
7. Percent of career program graduates employed full-time in a related field.	87.0% n=20/23	89.1% n=41/46	92.2% n=59/64	89.7% n=35/39	90.0%
State Avg.	87.7%	84.2%	83.9%	n/a	
Peer Avg.	91.6%	85.7%	80.5%	n/a	







Increase in the median annual income of full-time employed occupational program associate degree graduates one year prior to graduation compared to three years after graduation. ONLY Maryland data.

	FY15	FY16	FY17	FY18	FY19	MHEC requires no Benchmark
Wage growth of occupational degree graduates:						
8a. Median income one year prior to graduation	\$16,279	\$16,962	\$11,764	\$14,275	\$16,169	No Benchmark Requested
8b. Median income three years after graduation	\$52,588	\$50,502	\$53,709	\$56,844	\$55,926	No Benchmark Requested
a. Median income one year prior to graduation						
-State Avg	\$15,533	\$15,442	\$15,334	\$15,815	n/a	
-Peer Avg	\$18,700	\$17,392	\$16,194	\$17,477	n/a	
b. Median income three years after graduation						
-State Avg	\$39,285	\$40,639	\$41,086	\$42,795	n/a	
-Peer Avg	\$44,170	\$42,976	\$44,140	\$45,841	n/a	






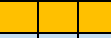
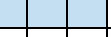



External Measures

The college prepared and submitted applications to various Baldrige-based quality awards competitions.

National Baldrige Performance Excellence Award Application (Overall Score)			
	November 2014: 36.0-51.0%		November 2017: 58.2-73.0% <i>Criteria enhanced</i>
	October 2015: 38.4-53.4% <i>Criteria enhanced</i>		December 2018: 62.6%-77.6%
	November 2016: 34.9-49.9%		December 2019: 66.6%-81.6%

		0-9%	10-29%	30-49%	50-69%	70-89%	90-100%
Baldrige Criteria 1000 points	Overall Score						
							
							
							
							
							

This category examines how the college determines the requirements, needs, expectations, and preferences of students, stakeholders, and markets.

Category 3: Student and Stakeholder Focus 85 points		0-9%	10-29%	30-49%	50-69%	70-89%	90-100%
3.1 Voice of the Students and Stakeholders 40 points							
							
							
							
							
3.2 Student and Stakeholder Engagement 45 points							
							
							
							
							

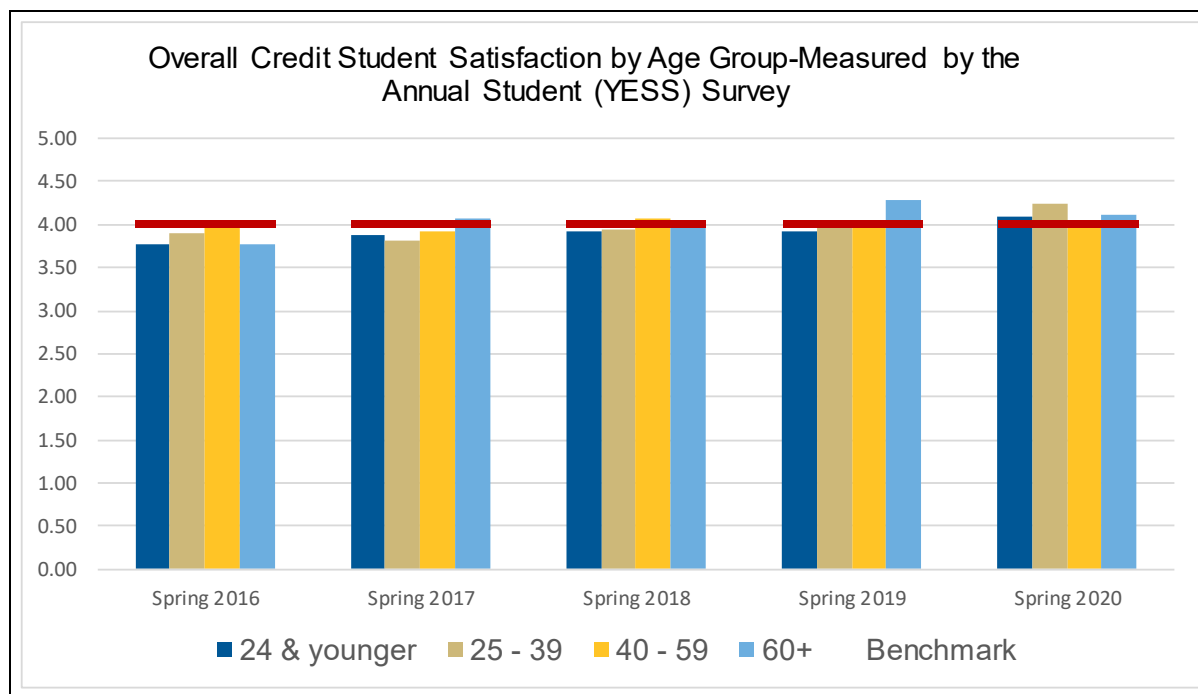
Action: HCC receives a detailed feedback report delineating strengths and weaknesses in each category. The president's team reviews the opportunities for improvement and charges process improvement teams to pursue those initiatives. HCC was a finalist and hosted a site visit in 2017, 2018, and 2019 for the Baldrige award. **HCC received the Malcolm Baldrige Performance Excellence Award in 2019.**

Benchmark: When the benchmark was originally set, institutions receiving an overall score of 450 or more received site visits. In April 2009, the board accepted the administration's recommendation to increase the benchmark: **HCC will receive a 50-65 percent rating for category number three of the performance excellence criteria by 2019. HCC surpassed that benchmark.**

Internal Measures

The next three items were selected to measure student satisfaction.

Overall Credit Student Satisfaction by Age Group-Measured by the Annual Student (YESS) Survey							
	Spring 2016	Spring 2017	Spring 2018	Spring 2019	Spring 2020	Benchmark FY19	Current Benchmark Status
24 & younger	3.78	3.87	3.91	3.93	4.10	4.00	Exceeded
25 - 39	3.90	3.81	3.94	4.01	4.23	4.00	Exceeded
40 - 59	3.96	3.92	4.07	3.98	4.04	4.00	Exceeded
60+	3.78	4.08	3.99	4.28	4.12	4.00	Exceeded
Overall	3.82	3.86	3.92	3.95	4.13	4.00	Exceeded



Description of the Indicator: The Yearly Evaluation of Services by Students (YESS) survey is administered every year to a sample of HCC credit students in the spring semester. Ratings are given on a five-point satisfaction scale, ranging from "Very Satisfied" (5) to "Very Dissatisfied" (1). The ratings on this chart are each year's averaged ratings for all of the items on the survey that are rated on the five-point scale by age group. For spring 2020, N= (24 and younger) 186, (25-39) 128, (40-59) 79, (60+) 24, spring enrollment 9,300, YESS respondents = 417*. *valid N for the age question.

Benchmark: Set by the board, the overall or composite rating for overall student satisfaction will be 4.00 (on a scale ranging from 1.00 to 5.00) for all age groups.

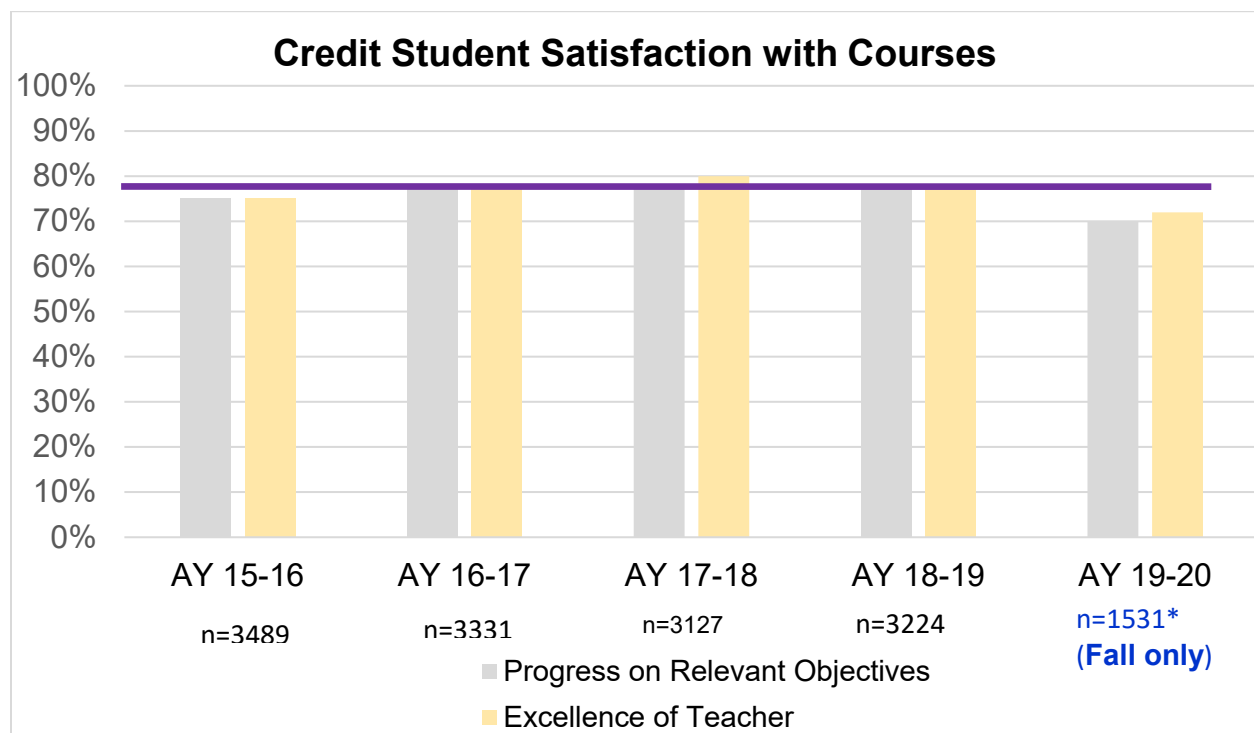
Performance Outcome: There was a decrease in the measure of satisfaction in 2020 for only the 60+ age group; all other groups experienced increases.

Data Source: Data is from HCC's annual YESS survey administered and analyzed by the planning, research, and organizational development (PROD) office.

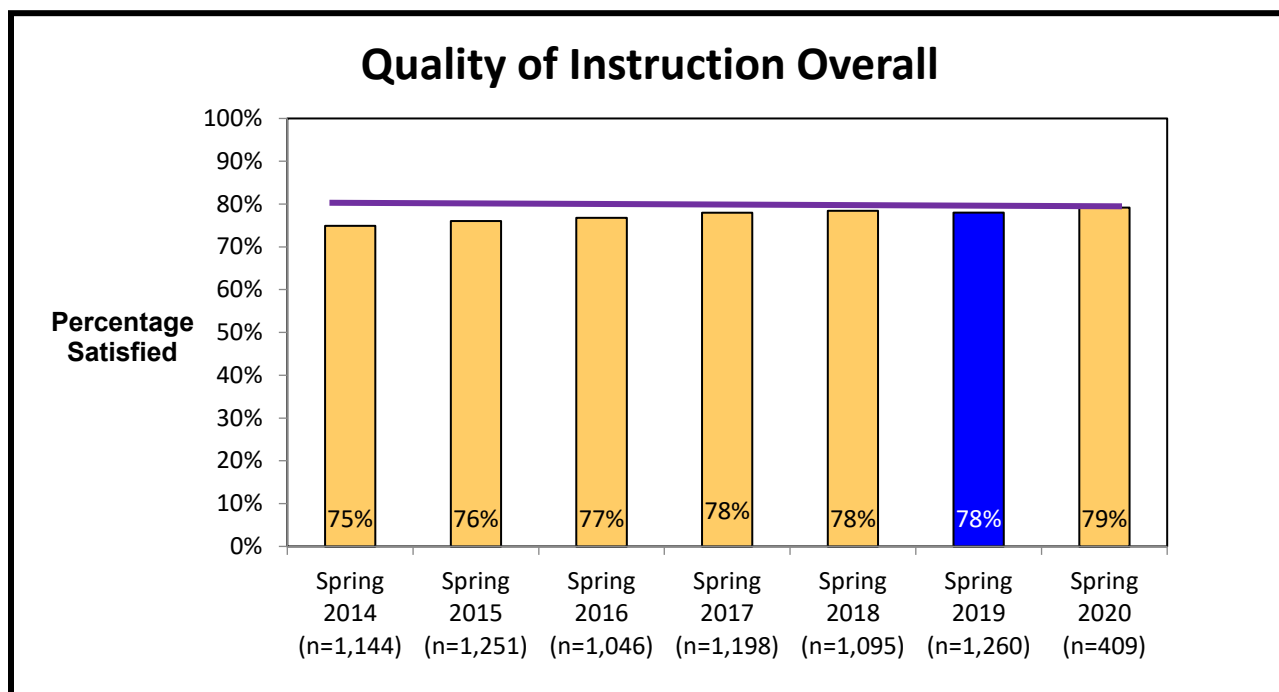
IDEA Survey Rating

Currently enrolled credit students are given the opportunity annually to rate their classes, their programs, their goal achievement, college services, and the college overall. **Benchmark** (set by the board): **Eighty percent of the responding credit students will evaluate the college programs and services at the satisfactory or above level.**

The college routinely administers course evaluations in credit courses. The students of all new instructors complete evaluations. Students of other faculty evaluate their classes on a rotating schedule. The college is currently using the Individual Development and Educational Assessment (IDEA) survey developed by professors from Kansas State University who have now formed a non-profit that sponsors and scores the survey (The IDEA Center, Inc.). During the **2019-2020** academic year (AY), the IDEA survey was administered to students in **1,531** course sections in the fall semester. Students in the spring semester did not complete the IDEA survey due to the coronavirus pandemic*. In the fall semester, students in **70 percent** of these classes evaluated the course at the satisfactory or above level when rating their progress against relevant course objectives. Students in **72 percent** of these classes responded at the satisfactory or above level when rating the excellence of the teacher. **This is the fifth year of utilizing the online version of the IDEA survey.**



On the YESS survey, **79.2 percent** of students said they were very satisfied or satisfied with the overall *quality of instruction*. Note that numbers in parenthesis represent number of survey respondents for that item.



Noncredit Student Satisfaction with Courses

FY15	FY16	FY17	FY18	FY19	FY20	Benchmark FY20	<u>Current Benchmark Status</u>
98.9%	98.4%	98.6%	98.6%	98.9%	98.2%	95%	Exceeded

Description of the Indicator: A survey is administered at the end of a noncredit class to all HCC students. Course ratings are given on a five-point satisfaction scale, ranging from "Excellent" (5) to "Poor" (1). This indicator measures the percent of students choosing excellent, good, or satisfactory on the five-point scale. For **FY20, n=3,240/3,299**.

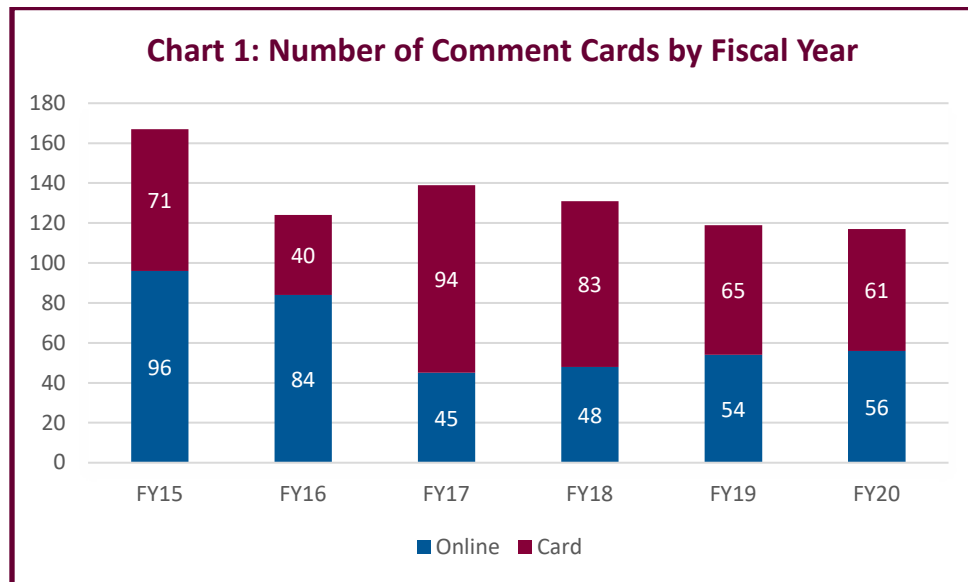
Benchmark: Set by the board, 95 percent of all respondents will rate their overall course satisfaction as satisfactory, good, or excellent.

Performance Outcome: The benchmark has been exceeded for the past **six** years.

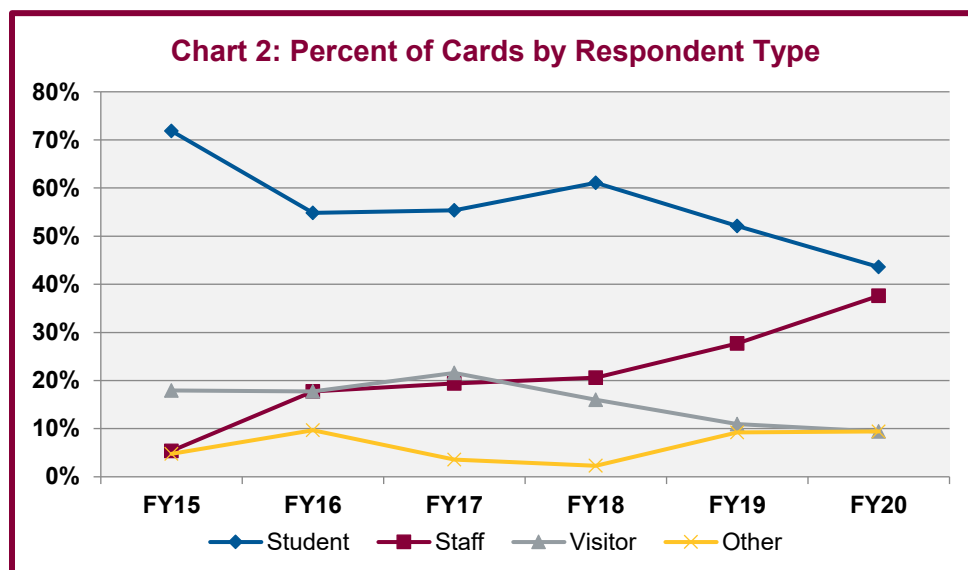
Data Source: Data is from HCC's Division of Continuing Education and Workforce Development's student course evaluations analyzed by the planning, research, and organizational development office.

Comment Card Trends

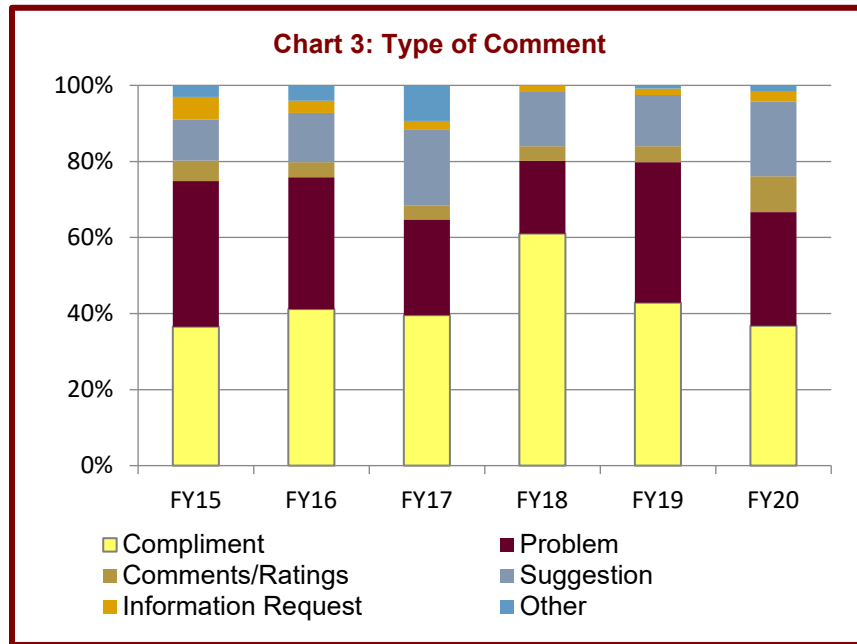
There were a total of **117 comment cards received in FY20**, a **two percent decrease** from FY19. This year, the number of traditional **paper comments outnumbered the online comments: 52 percent (61) of the comments received in FY20 were from the paper comment cards and 48 percent (56) were from the online web form.**



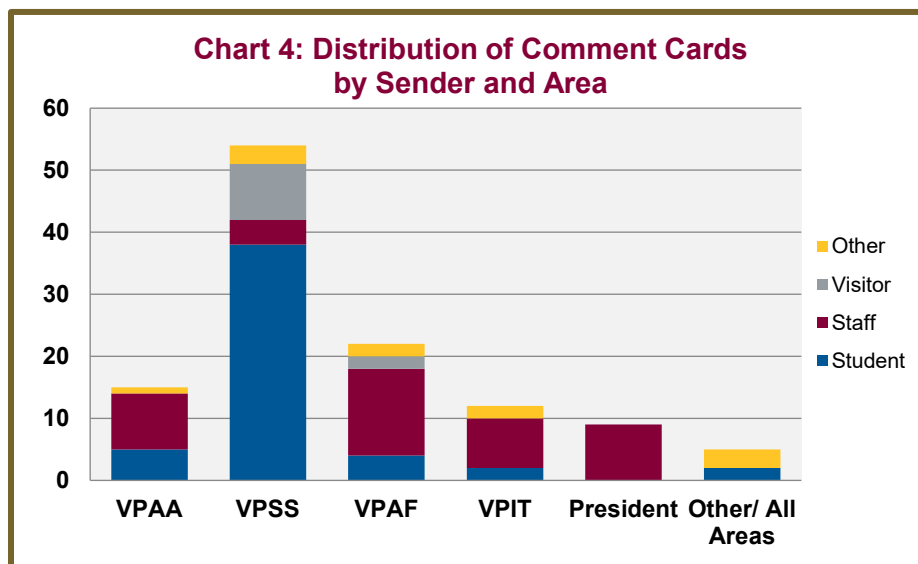
The percentage of student comments **decreased** this year to **44 percent (51)** from **52 percent (62) in FY19**; the percentage of staff comments **increased to 38 percent (44) in FY19 from 28 percent (33) last year**. The number of visitor comments **decreased by two percent (11) in FY20**.



As can be seen in chart 3, compliments and problems are still the most frequent comment types. The number of comment cards reporting problems has **decreased by seven percent, from 44 to 35**. Of the **43** compliments submitted, **60 percent (26)** cited a staff member by name. Copies of cards commending an individual are sent to that person to acknowledge his/her contribution to HCC.



As in previous years, comment cards sent by HCC's stakeholders were distributed to the president or appropriate vice president of the topic area for their review and action. Because of the large number of service areas, students tend to make the most comments about departments under the vice president of student services (VPSS) area. Staff comments most often fall under the vice president of administration and finance (VPAF) area. The other areas included in the chart below are the vice president of academic affairs (VPAA), the vice president of information technology (VPIT) and the president.



Board Talking Points:

- When rating their satisfaction with noncredit courses at HCC, **98.2** percent of the students chose satisfied, good, or excellent.
- Students in **72** percent of the **1,531** credit classes chosen to complete the IDEA survey rated the course at the satisfactory or above level when rating the excellence of their teacher.
- For **FY18** (**since the college has the comparators for that cohort**), the median income of HCC occupational program degree graduates three years after graduation (**\$56,844**) outpaces the comparative peer and state earnings.