

**Research and Planning Committee
Friday, September 11, 2009
2:30 p.m., AA-216**

Present: Tim Clow (chair), Richard Akers (via phone), Donna Floyd, Melody Hanson, Jennifer Ounjian, Adam Austin (student)

Absent: Terence Elliott, Kenyetta Tribble

Guest: Deborah Blue, District Office

1. **Letter to Faculty Participating in Student Satisfaction Survey** – Tim distributed and read the draft letter to be distributed to the faculty with the survey. It will be distributed to 70% of the faculty. Tim included evening, day, off campus, and weekend courses in the survey. Richard felt some redundancy with mention of the writing implements to be used on the survey and Donna felt redundancy with the time allotted for students to take the survey. Everyone agreed the letter was good with those corrections. Richard supports the letter and Tim's efforts to accomplish the survey. Tim explained that the surveys say Spring 2009 as we tried to distribute them last semester but met up with some resistance of some faculty so we will try again this semester. Faculty are aware of the survey and are now receptive to its implementation. Jennifer said the ASU declined to participate in the district-wide survey but doesn't foresee any glitches with the implementation of our satisfaction survey.

2. **Update on the Strategic Initiatives** – a) Tim distributed our three initiatives with their corresponding objectives, benchmarks and accomplishments. College Council had a few minor changes the strategic initiative planning forms. One of the biggest elements facing us right now in order to collect the data is to develop the student cohorts. Jennifer said they want to look at a group of dedicated, full-time students taking 12 or more students starting this fall. She would like to see two different age groups: 19 to 25 and 26 to 40. It was agreed we do not want to include concurrently enrolled or MCHS students because they are familiar with the college. A new student group and a re-entry student group would help student services assess the services offered at CCC. Tim asked about transfer students. Jennifer said transfer students could be accepted as they would still help us find out the success of services.

There was discussion about previous college attendance on our college application. Tim would like to include a cohort of students who have taken 12 or less units if he has time. This would help us see how we help these students complete their education. In the cohort of 12 units or more, Jennifer needs to extrapolate any new student who is taking an academic skills or an ESL class which would be used for the basic skills research. Jennifer said we are trying to validate the \$25,000 out of basic skills funding. Tim said we are in the process of recoding ESL and basic skills classes. Donna said if any course is degree applicable it would not be considered a basic skills class. Jennifer said she just needs a list of these students who are new and taking a basic skills class or an ELS class and Tim said he could supply her with that list.

Jennifer asked why all of the assessment isn't done in the same place as ESL is done separately. Donna said that may not be an issue soon with the reduction of matriculation monies. Jennifer had concerns about ESL students not being encouraged to take the assessment test. Tim said he has enough information to start on the study. Tim said they are using the last date to withdraw with a "W" for the study. Tim explained to Deborah that we are doing these cohort studies to ultimately improve our AARC report.

Our strategic initiatives with accomplishments will be presented to the September 30th governing board.

It was agreed we need to remove "draft" from the strategic initiatives planning documents.

b) **Setting priorities** –Tim will send us the labor analysis he has working with. Tim explained we have a contract with EMSI and they give us a database that correlates with our survey questions. For instance: "What are the job prospects through 2012?" Tim has sent this information to the CTE programs as information to be included in program reviews. This information is extremely relevant to students' career choices. The statistical data shows in some CTE programs there is a 7% increase in the job market such as culinary and biotech. The data even gives the hourly wage, locally, state-wide and nationally in most jobs. Jennifer said this information ties in to last year's panels for helping students choose a career.

Tim said the other item we are working on is an \$8,000 contract with the chancellor's office to do an evaluation of the student learning outcomes for the CC apply application. We purchased some software to analyze open ended questions. We have over 200,002 separate student records from 93 colleges. We are now analyzing the comments on the surveys. We are one of the few campuses who own this software that is also a good marketing tool for us. General student satisfaction is in the 96 percentile.

Jennifer said in their strategic planning they need an incoming survey, and exit survey for first year students and a student services survey. They have a survey for new students they have used previously but it needs to be reviewed. Jennifer asked Tim for assistance in administering these surveys. Jennifer said they are adding an end-of -year survey that will look similar to the new student survey. It is their desire to administer these surveys beginning in the Spring 2010 and follow up every other Spring. We need to have two years completed before next accreditation in 2014.

Donna was looking at database of alumni in order to fulfill one of the accomplishments on their strategic initiative action steps. They are trying to increase alumni student participation to help with student events on campus. Melody said the alumni will be targeted at the 60th anniversary tailgate party/football game. Alumni will be encouraged to attend and if they complete an Alumni Card, they will have free admission to the game. Tim said we have the software, "Benefactor", a part of Datatel, that has the capability to send follow-up letters to those students who have graduated with a degree or a certificate. Jennifer said that Robin is working on a list of students who have transferred. Tim said he has software for that information: UC Fact Finder. UC Fact Finder works on tables using two sets of criteria. Donna said Robin is using students' acceptance letters to start a list of transfer students.

3. **R & P Administrative Unit Outcomes** - Tim said he would like to postpone the discussion on R & P Administrative Unit Outcomes (Admin SLO's until Terence and Kenyetta

can attend the next meeting. Tim said we need to develop evidence for the R & P AUOs. Tim will send them out individually to R & P members. Tim hopes to eventually present these Administrative Unit Outcomes to College Council.

4. Deborah asked how the action steps are developed on the strategic planning forms. Tim explained we had community planning sessions as well as planning sessions with classified, faculty and students. All of the planning sessions developed initiatives that were eventually honed down to three. They were presented to College Council, assigned stewards and actions steps were created from there.

Deborah said she is very impressed with CCC's institutionalized planning process.

Meeting adjourned at 3:55 p.m.

Respectfully submitted,

Melody Hanson
Senior Executive Assistant to the President