

I-3 Report on Board End: Information and Analysis

Background: This report addresses the board core end, *Information and Analysis*. HCC aligns its operations with the two Educational Excellence criteria for this category.

Measures were selected by the board in 2003. The administration now presents the dashboard as a vehicle to summarize the information. Green ■ – signals that HCC is operating above the benchmark, yellow ■ – performance is at the benchmark, and red ■ – the operating level is still below the benchmark. Detail pages follow the dashboard. Any updates are indicated in blue.

At its May 22, 2002, meeting, the trustees approved all the current benchmarks for the required Maryland Higher Education Commission (MHEC) indicators. In May, 2006 the board will have the opportunity to set new benchmarks.

Once viewed 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 board core end (Key Performance Indicator) system. The website address is:

<http://www.howardcc.edu/hcc/plan&eval/BoardEnds/boardends.htm>

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.






Category 4 - Information and Analysis

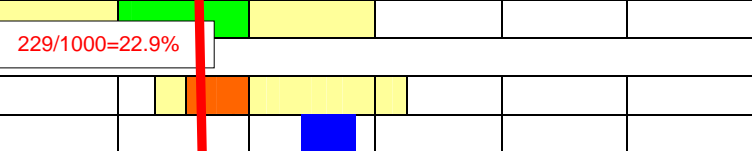
This category examines how the college selects, gathers, analyzes, manages, and improves its data, information, and knowledge assets.

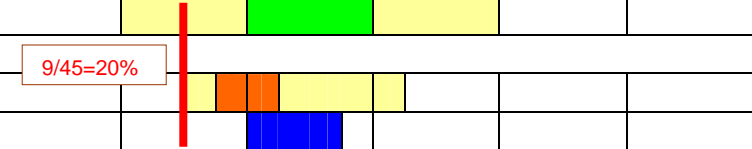
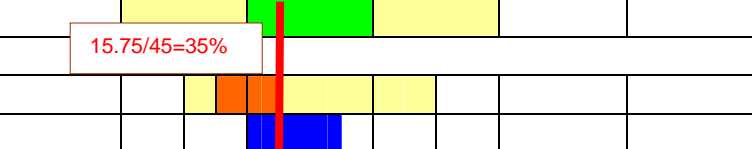
| Source | Item | Current | Benchmark |
|---------------------------|---|---------|-----------|
| External Quality Feedback | Measurement, Analysis, and Review of Organizational Performance <i>How does your organization measure, align, review, and improve student and operational performance data and information at all levels and parts of the organization?</i> | 30-45% | 45% |
| | Information and Knowledge Management <i>How does the college ensure quality and availability of needed data and information for faculty and staff, student, and stakeholders including its supplier and partners? Describe how your organization builds and manages its knowledge assets.</i> | 30-45% | 45% |
| MHEC | GPA after 1 st year of transfer within USM | 2.74 | 2.71 |
| | Four-year transfer/graduation rate of full-time students | 36.1% | 37.3% |
| | Four-year transfer/graduation rate of full-time minority students | 30.6% | 34.0% |
| | Six-year transfer/graduation rate | 32.2% | 32.5% |
| | Six-year transfer/graduation rate of all minority students | 21.9% | 25.0% |
| | Second year retention rate of first-time, full-time degree-seeking freshmen | 70.8% | 68.0% |
| Special Research Studies | Overall fall-to-fall retention rate for first-time freshman | 52.2% | 54.0% |

External Measures

The college prepared and submitted applications to various Baldrige-based quality awards competitions; the results are indicated below.

| Maryland State Quality Award | | CQIN Pacesetter | | Baldrige | |
|---|--|---|---|---|---|
|  | Range of total applicant scores |  | 2003 -HCC's Score |  | Oct 2005 -HCC's score |
|  | 2002 - Score interval in which HCC was rated | | Specific score assigned, converted below to % for comparison purposes | | Score given as an interval, e.g. Total: 376-475 |
|  | 2003 - Score interval in which HCC was rated | | | | |

| | | Scoring Ranges | | | | | |
|--|--------------------------|--|-------|-------|-------|-------|--------|
| | | 0-9 | 10-29 | 30-49 | 50-69 | 70-89 | 90-100 |
| Baldrige Criteria 1000 points | Overall Score |  | | | | | |
| | | $229/1000=22.9\%$ | | | | | |
| | | | | | | | |

| | | | 0-9 | 10-29 | 30-49 | 50-69 | 70-89 | 90-100 |
|-----------|---|------------------------------|--|-------|-------|-------|-------|--------|
| 4: | Measurement, Analysis and Knowledge Management (90 points) | 4.1 45 points |  | | | | | |
| | | | $9/45=20\%$ | | | | | |
| | | | | | | | | |
| | | 4.2 45 points |  | | | | | |
| | | | $15.75/45=35\%$ | | | | | |
| | | | | | | | | |

Action:

The college receives a detailed feedback report delineating strengths and weaknesses in the category. A team reviews those reports, collects information on the process improvements that occur in the intervening months, and submits a new application. On May 24, 2005, the college submitted an application to the Malcolm Baldrige Award competition. HCC received its feedback report in late October 2005. The team is meeting on December 5th to discuss next steps.

Benchmark:

When the benchmark was originally set, institutions receiving an overall score of 450 and above received at least site visits. Therefore, the administration recommended a category benchmark aligned with that goal: **The college will receive a rating for category #4 of 45 percent** on the Maryland Performance Excellence Award by 2007 or Baldrige by 2009.

Next are six measures **mandated by the Maryland Higher Education Commission** (MHEC). Note peer colleges: College of Southern Maryland, Harford Community College, Frederick Community College.

| | | | | | | | |
|---|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------------------------|
| <i>The GPA achieved by community college transfer student after one year at a USM institution.</i> | | | | | | | |
| | AY 98-99 | AY 99-00 | AY 00-01 | AY 01-02 | AY 02-03 | AY 03-04 | Benchmark 04-05 |
| GPA one year after transfer | 2.68 | 2.69 | 2.70 | 2.69 | 2.73 | 2.74 | 2.71 |
| | | | | | | n=559 | |
| | | | | Peer AVG: | 2.87 | 2.77 | |
| | | | | Statewide AVG: | 2.70 | 2.68 | |
| <i>Percentage of first-time, full-time degree-seeking freshmen who graduated and/or transferred to a Maryland public four-year campus within four years of matriculation.</i> | | | | | | | |
| | 1995 Cohort | 1996 Cohort | 1997 Cohort | 1998 Cohort | 1999 Cohort | 2000 Cohort | Benchmark 2001 Cohort |
| Four-year transfer/graduation rate of full-time students | 37.9% | 33.2% | 37.8% | 37.2% | 43.4% | 36.1% | 37.3% |
| | | | | | | n=216/ 597 | |
| | | | | Peer AVG: | 42.6% | 40.3% | |
| | | | | Statewide AVG: | 32.3% | 34.0% | |
| <i>Percentage of first-time, full-time degree-seeking minority freshmen who graduated or transferred to a public four-year campus within four years of matriculation. Minorities include African Americans, Asian Americans, Hispanics and Native Americans; minorities do not include Foreign and Other.</i> | | | | | | | |
| | 1995 Cohort | 1996 Cohort | 1997 Cohort | 1998 Cohort | 1999 Cohort | 2000 Cohort | Benchmark 2001 Cohort |
| Four-year transfer/graduation rate of full-time minority students | 27.3% | 27.9% | 31.2% | 27.5% | 39.5% | 30.6% | 34.0% |
| | | | | | | n=58/ 189 | |
| | | | | Peer AVG: | 35.9% | 32.8% | |
| | | | | Statewide AVG: | 23.4% | 24.7% | |

Percentage of first-time, full- and part-time degree-seeking freshmen who graduated and/or transferred to a Maryland public four-year campus *within six years* of matriculation.

| | 1993 Cohort | 1994 Cohort | 1995 Cohort | 1996 Cohort | 1997 Cohort | 1998 Cohort | Benchmark 1999 Cohort |
|--|-------------|-------------|-------------|----------------|-------------|---------------|-----------------------|
| Six-year transfer/graduation rate | 30.3% | 32.7% | 31.8% | 30.2% | 28.6% | 32.2% | 32.5% |
| | | | | | | n=224/ 696 | |
| | | | | Peer AVG: | 33.8% | 32.4% | |
| | | | | Statewide AVG: | 28.1% | 27.2% | |

Percentage of first-time, full- and part-time degree-seeking minority freshmen who graduated or transferred to a public four-year campus within six years of matriculation. Minorities include African Americans, Asian Americans, Hispanics and Native Americans; minorities do not include Foreign and Other.

| | 1993 Cohort | 1994 Cohort | 1995 Cohort | 1996 Cohort | 1997 Cohort | 1998 Cohort | Benchmark 1999 Cohort |
|---|-------------|-------------|-------------|----------------|-------------|--------------|-----------------------|
| Six-year transfer/graduation rate of all minority students | 29.7% | 22.8% | 23.3% | 24.2% | 19.8% | 21.9% | 25.0% |
| | | | | | n=57/287 | n=46/ 210 | |
| | | | | Peer AVG: | 22.5% | 20.5% | |
| | | | | Statewide AVG: | 21.0% | 20.3% | |

Percentage of first-time, full-time degree-seeking freshmen who re-enrolled at any Maryland community college, earned a degree or certificate, or transferred to a public four-year institution one year after matriculation (entry to HCC).

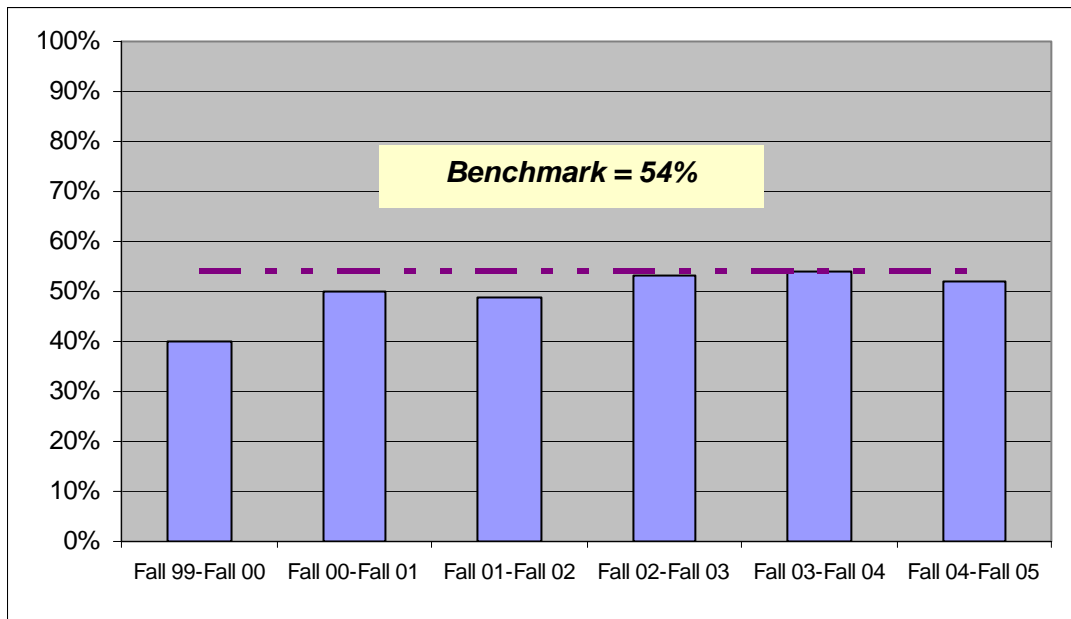
| | 1999 Cohort | 2000 Cohort | 2001 Cohort | 2002 Cohort | 2003 Cohort | Benchmark 2004 Cohort |
|-----------------------------------|-------------|----------------|-------------|-------------|---------------|-----------------------|
| Second year retention rate | 67.9% | 71.8% | 70.4% | 70.1% | 70.8% | 68.0% |
| | | | | | n=546/ 771 | |
| | | Peer AVG: | 68.9% | 69.0% | 66.4% | |
| | | Statewide AVG: | 66.9% | 65.5% | 68.4% | |

Since current MHEC indicators track only certain limited cohorts, e.g., first-time, full-time degree seeking students, HCC initiated its own tracking system.

RETENTION

Overall Fall-to-Fall Retention Rate for First-time Freshman

| Fall 99- Fall 00 | Fall 00- Fall 01 | Fall 01- Fall 02 | Fall 02- Fall 03 | Fall 03- Fall 04 | Fall 04- Fall 05 | Benchmark Fall 04- Fall 05 | <i>Current Benchmark</i> |
|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------------------|-------------------------------------|
| 40% | 50% | 49% | 53.2% | 54.2% | 52.2% | 54% | Status Getting There |



Description of the Indicator: The percentages shown on the chart are first-time HCC credit student freshmen (*only students who have no other post-secondary experience*) who were enrolled in the fall semester and who returned the following fall. (Fall 2004-Fall 2005, n= 699/1340)

Benchmark: The percent of first-time HCC students in the fall who return the following fall will meet or exceed 54 percent (August 2001, Report #110-Postsecondary Education Opportunity Journal - 2 year public institutions).

Performance Outcome: This retention figure includes those whose goal is to take a single course or two, as well as first-time HCC students with other goals. If the data included only those students who had a goal of attaining an AA degree or transferring, the retention figures would be higher and would most likely come close to or exceed the benchmark.

Data Source: Data is from HCC's enrollment files prepared by IT and analyzed by the PROD Office.
