

E-1 End: Measurement, Analysis, and Knowledge Management Board – Key Performance Indicator Report

Background: This report addresses the board end, Measurement, Analysis, and Knowledge Management. HCC aligns its strategic planning operations with the performance excellence criteria developed by the Baldrige Performance Excellence 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 Bylaw VII - Board Execution and Evaluation of Policy: Suggested Timeline for Important Tasks.

Key Performance Indicator Report

These 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.

Percent of transfers at Maryland public four-year colleges and universities with cumulative grade point averages of 2.0 and above; mean GPA after first year.

Performance at transfer institutions:	AY 11-12	AY 12-13	AY 13-14*	AY 14-15*	AY 15-16	Benchmark AY 2019-20
1a. Percent with cumulative GPA after first year of 2.0 or above	82.1%	82.8%	<i>n/a</i>	<i>n/a</i>	85.5%	86%
State Avg:	83.4%	84.2%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	
Peer Avg:	84.8%	86.5%	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	
1b. Mean GPA after first year	2.69	2.75	<i>n/a</i>	<i>n/a</i>	2.81	2.78
State Avg:	2.77	2.81	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	
Peer Avg:	2.82	2.89	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	

n/a = not available. This data is provided by MHEC and no information on the number of students is provided.

*MHEC informed all Maryland community colleges that this information would not be provided for both of these years.

Percent of students entering fall cohort with at least one area of developmental need, who, after four years, have completed all recommended developmental coursework. Denominator is unduplicated headcount of students identified as needing developmental coursework in English, reading, and/or mathematics (excluding ESOL). Students in numerator have completed all recommended developmental courses.

	Fall 2008 Cohort	Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort	Benchmark Fall 2016 Cohort
2. Developmental completers after four years:	40.1%	38.8%	38.5%	39.8%	41.0%	45%
	<i>n</i> =474/ 1,183	<i>n</i> =487/ 1,254	<i>n</i> =504/ 1,310	<i>n</i> =464/ 1,165	<i>n</i> =459/ 1,120	
State Avg:	42.1%	42.9%	43.3%	44.5%	<i>n/a</i>	
Peer Avg:	52.5%	51.2%	52.3%	52.2%	<i>n/a</i>	

n/a = not available. Community colleges submitted this data to MHEC in September and MHEC has not yet posted it.

Percent of first-time fall entering students attempting 18 or more credit hours during their first two years, who graduated, transferred, earned at least 30 credits with a cumulative grade point average of 2.0 or above, or were still enrolled four years after entry.

Successful-persistor rate after four years:	Fall 2008 Cohort	Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort	Benchmark Fall 2016 Cohort
3a. College-ready students	80.4%	80.6	85.9%	83.2%	85.6%	85%
	<i>n</i> =315/ 392	<i>n</i> =333/ 413	<i>n</i> =334/ 389	<i>n</i> =282/ 339	<i>n</i> =315/ 368	
State Avg:	82.9%	82.5%	82.0%	80.9%	<i>n/a</i>	
Peer Avg:	83.2%	84.9%	85.5%	85.5%	<i>n/a</i>	
3b. Developmental completers	82.9%	84.9%	91.3%	93.7%	92.1%	91%
	<i>n</i> =377/ 455	<i>n</i> =404/ 476	<i>n</i> =443/ 485	<i>n</i> =417/ 445	<i>n</i> =407/ 442	
State Avg:	83.7%	81.0%	80.6%	80.7%	<i>n/a</i>	
Peer Avg:	83.8%	81.1%	81.5%	77.9%	<i>n/a</i>	
3c. Developmental non-completers	58.2%	48.3%	49.1%	52.3%	51.5%	No benchmark requested
	<i>n</i> =272/ 467	<i>n</i> =242/ 501	<i>n</i> =265/ 540	<i>n</i> =228/ 436	<i>n</i> =212/ 412	
State Avg:	46.4%	42.0%	40.5%	41.1%	<i>n/a</i>	
Peer Avg:	47.7%	43.1%	43.5%	45.9%	<i>n/a</i>	
3d. All students in cohort	73.4%	70.4%	73.7%	75.9%	76.4%	75%
	<i>n</i> =964/ 1,314	<i>n</i> =979/ 1,390	<i>n</i> =1,042 /1,414	<i>n</i> =927/ 1,220	<i>n</i> =934/ 1,222	
State Avg:	71.7%	68.7%	68.8%	68.4%	<i>n/a</i>	
Peer Avg:	77.9%	76.9%	78.3%	77.0%	<i>n/a</i>	

n/a = not available.

Percent of first-time fall entering students attempting 18 or more credit hours during their first two years, who graduated, transferred, earned at least 30 credits with a cumulative grade point average of 2.0 or above, or were still enrolled four years after entry, by minority racial/ethnic category.

Successful-persistor rate after four years (by race/ethnicity):	Fall 2008 Cohort	Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort	Benchmark Fall 2016 Cohort
4a. African American	68.8%	66.0%	66.3%	70.6%	66.7%	72%
	n=201/ 292	n=235/ 356	n=234/ 353	n=228/ 323	n=218/ 327	
State Avg:	62.7%	60.2%	63.0%	64.6%	n/a	
Peer Avg:	66.3%	66.8%	69.4%	67.0%	n/a	
4b. Asian, Pacific Islander	77.8%	75.0%	83.6%	80.2%	84.7%	82%
	n=140/ 180	n=141/ 188	n=117/ 140	n=101/ 126	n=111/ 131	
State Avg:	80.6%	79.6%	81.5%	79.9%	n/a	
Peer Avg:	n/a	n/a	n/a	n/a	n/a	
4c. Hispanic/Latino	65.3%	74.4%	66.1%	67.0%	73.0%	72%
	n=49/ 75	n=58/ 78	n=84/ 127	n=65/ 97	n=100/ 137	
State Avg:	68.2%	67.9%	65.0%	67.5%	n/a	
Peer Avg:	n/a	n/a	81.4%	70.5%	n/a	

n/a = not available. For the Asian/Pacific Islander and Hispanic/Latino categories, the peer average is *n/a* since the *n*<50. Also, since the federal race/ethnicity categories changed in 2010, this benchmark is only set for the fall 2010 cohort forward.

Percent of first-time fall entering students attempting 18 or more hours during their first two years, who graduated with a degree or certificate and/or transferred to another institution of higher education within four years.

Graduation-transfer rate after four years:	Fall 2008 Cohort	Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort	Benchmark Fall 2016 Cohort
5a. College-ready students	64.0%	68.8%	67.4%	65.8%	67.9%	70%
	<i>n</i> =251/ 392	<i>n</i> =284/ 413	<i>n</i> =262/ 389	<i>n</i> =233/ 339	<i>n</i> =250/ 368	
State Avg:	67.8%	68.1%	67.7%	66.6%	<i>n/a</i>	
Peer Avg:	69.1%	70.9%	71.1%	70.0%	<i>n/a</i>	
5b. Developmental completers	60.7%	61.8%	60.8%	62.9%	64.7%	65%
	<i>n</i> =276/ 455	<i>n</i> =294/ 476	<i>n</i> =295/ 485	<i>n</i> =280/ 445	<i>n</i> =286/ 442	
State Avg:	58.9%	55.4%	55.1%	55.6%	<i>n/a</i>	
Peer Avg:	60.7%	57.7%	55.3%	55.9%	<i>n/a</i>	
5c. Developmental non-completers	39.6%	31.9%	26.9%	31.2%	25.5%	MHEC did not request a benchmark
	<i>n</i> =185/ 467	<i>n</i> =160/ 501	<i>n</i> =145/ 540	<i>n</i> =136/ 436	<i>n</i> =105/ 412	
State Avg:	33.8%	28.0%	28.9%	30.0%	<i>n/a</i>	
Peer Avg:	35.3%	29.0%	32.2%	35.1%	<i>n/a</i>	
5d. All students in cohort	54.2%	53.1%	49.6%	52.4%	52.5%	55%
	<i>n</i> =712/ 1,314	<i>n</i> =738/ 1,390	<i>n</i> =702/ 1,414	<i>n</i> =639/ 1,220	<i>n</i> =641/ 1,222	
State Avg:	53.6%	50.6%	49.9%	50.5%	<i>n/a</i>	
Peer Avg:	60.2%	58.5%	59.4%	59.3%	<i>n/a</i>	

n/a = not available.

Percent of first-time fall entering students attempting 18 or more hours during their first two years, who graduated with a degree or certificate and/or transferred to another institution of higher education within four years, by minority racial/ethnic category.

Graduation-transfer rate after four years (by race/ethnicity):	Fall 2008 Cohort	Fall 2009 Cohort	Fall 2010 Cohort	Fall 2011 Cohort	Fall 2012 Cohort	Benchmark Fall 2016 Cohort
6a. African American	46.6%	48.0%	42.5%	46.4%	41.3%	50%
	n=136/ 292	n=171/ 356	n=150/ 353	n=150/ 323	n=135/ 327	
State Avg:	46.3%	45.8%	46.9%	49.9%	n/a	
Peer Avg:	52.4%	52.8%	51.8%	50.6%	n/a	
6b. Asian, Pacific Islander	56.1%	58.0%	58.6%	51.6%	56.5%	60%
	n=101/ 180	n=109/ 188	n=82/ 140	n=65/ 126	n=74/ 131	
State Avg:	57.3%	55.1%	55.2%	52.1%	n/a	
Peer Avg:	n/a	n/a	n/a	n/a	n/a	
6c. Hispanic/Latino	44.0%	47.4%	39.4%	40.2%	46.0%	43%
	n=33/ 75	n=37/ 78	n=50/ 127	n=39/ 97	n=63/ 137	
State Avg:	46.5%	40.0%	51.2%	48.2%	n/a	
Peer Avg:	n/a	n/a	67.0%	56.7%	n/a	

n/a = not available. For the Asian/Pacific Islander and Hispanic/Latino categories, the peer average is *n/a* since the *n*<50. Also, since the federal race/ethnicity categories changed in 2010, this benchmark is only set for the fall 2010 cohort forward.

Percent of first-time, degree-seeking, fall entering students who are still in attendance the next fall.

	Fall 2011 Cohort	Fall 2012 Cohort	Fall 2013 Cohort	Fall 2014 Cohort	Fall 2015 Cohort	Benchmark Fall 2019 Cohort
7a. Developmental students	59.6%	63.5%	63.8%	60.8%	64.7%	62.0%
	n=630/ 1,057	n=648/ 1,020	n=801/ 1,256	n=731/ 1,203	n=775/ 1,197	
State Avg:	50.8%	50.5%	52.2%	53.5%	n/a	
Peer Avg:	53.6%	55.3%	56.5%	55.8%	n/a	
7b. College-Ready students	56.4%	60.8%	67.5%	58.1%	56.9%	58.0%
	n=273/ 484	n=296/ 487	n=378/ 560	n=272/ 468	n=342/ 601	
State Avg:	53.5%	58.2%	57.1%	58.7%	n/a	
Peer Avg:	59.0%	58.7%	61.2%	64.4%	n/a	

n/a = not available.

Percent of first-time fall entering students who filed a Free Application for Federal Student Aid (FAFSA) and who are still in attendance the next fall.

	Fall 2011 Cohort	Fall 2012 Cohort	Fall 2013 Cohort	Fall 2014 Cohort	Fall 2015 Cohort	Benchmark Fall 2019 Cohort
8a. Pell	55.6%	60.0%	65.9%	59.5%	63.2%	62.0%
	<i>n</i> =287/ 516	<i>n</i> =304/ 507	<i>n</i> =396/ 601	<i>n</i> =398/ 669	<i>n</i> =411/ 650	
<i>State Avg:</i>	49.5%	48.6%	49.5%	51.0%	<i>n/a</i>	
<i>Peer Avg:</i>	49.8%	50.6%	51.3%	51.1%	<i>n/a</i>	
8b. Non-Pell	60.7%	68.3%	66.9%	68.0%	67.8%	MHEC did not request a benchmark
	<i>n</i> =241/ 397	<i>n</i> =287/ 420	<i>n</i> =360/ 538	<i>n</i> =136/ 200	<i>n</i> =139/ 205	
<i>State Avg:</i>	56.2%	57.5%	57.8%	58.6%	<i>n/a</i>	
<i>Peer Avg:</i>	60.4%	60.2%	62.7%	63.1%	<i>n/a</i>	

n/a = not available.






**Key Performance Indicator Dashboard:
Measurement, Analysis, and Knowledge Management**

Source	Item	Current		Benchmark 2020
MHEC	1. Performance at transfer institutions:			
	a. Percent with cumulative GPA after first year of 2.0 or above	85.5%		86%
	b. Mean GPA after first year of transfer within University System of Maryland	2.81		2.78
	2. Developmental completers after four years	41.0%		45%
	3. Successful-persistor rate after four years:			
	a. College-ready students	85.6%		85%
	b. Developmental completers	92.1%		91%
	c. Developmental non-completers	51.5%	-	MHEC did not request a benchmark
	d. All students in cohort	76.4%		75%
	4. Successful-persistor rate after four years (by race/ethnicity):			
	a. African American	66.7%		72%
	b. Asian, Pacific Islander	84.7%		82%
	c. Hispanic/Latino	73.0%		72%
	5. Graduation-transfer rate after four years:			
	a. College-ready students	67.9%		70%
	b. Developmental completers	64.7%		65%
	c. Developmental non-completers	25.5%	-	MHEC did not request a benchmark
	d. All students in cohort	52.5%		55%
	6. Graduation-transfer rate after four years (by race/ethnicity):			
	a. African American	41.3%		50%
	b. Asian, Pacific Islander	56.5%		60%
	c. Hispanic/Latino	46.0%		43%

MHEC	7. Overall fall-to-fall retention rate for all first-time freshman			
	a. Developmental students	64.7%		62.0%
	b. College-ready students	56.9%		58.0%
	8. Overall fall-to-fall retention rate for all first-time freshman			
	a. Pell recipients	63.2%		62.0%
	b. Non-Pell recipients	67.8%	-	MHEC did not request a benchmark
External Quality Feedback	Measurement, Analysis, and Improvement of Organizational Performance <i>How does the college measure, analyze, and then improve organizational performance?</i>	Baldrige 2016 30-45%		50-65% (By FY 2017)
	Knowledge Management , Information, and Information Technology <i>How does the college manage its organizational knowledge assets, information, and information technology?</i>	Baldrige 2016 30-45%		50-65% (By FY 2017)

External Measures

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

National Baldrige Performance Excellence Award Application (Overall Score)			
	December 2012: 41.8 - 56.8%		November 2015: 38.4 - 53.4% <i>Criteria enhanced</i>
	November 2013: 39.2 - 54.2% <i>Criteria enhanced</i>		November 2016: 34.9-49.9%
	November 2014: 36.0 - 51.0%		

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

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

Category 4: Measurement, Analysis, and Knowledge Management (90 points)		0-9%	10-29%	30-49%	50-69%	70-89%	90-100%
4.1 Measurement, Analysis, and Improvement of Organizational Performance	45 points						

		0-9%	10-29%	30-49%	50-69%	70-89%	90-100%
4.2 Knowledge Management, Information, and Information Technology	45 points						

Action: HCC receives a detailed feedback report in late fall 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. After winning the U.S. Senate Productivity Award (Maryland Performance Excellence Award - 2007), HCC was a finalist and hosted a site visit in October 2008 for the Baldrige award.

A team created and submitted a Baldrige application in May 2017. HCC was chosen for a site visit this year.

Benchmark: When the benchmark was originally set, institutions receiving an overall score of 450 or more received at least 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 #4 of the performance excellence criteria by 2017.**

Board Talking Points:

- HCC has comparative information for the fall 2011 cohort of its special populations. HCC effectively supports those students so they remain in higher education at a higher rate than the state average (African Americans (70.6 percent > 64.6 percent) and Asian/Pacific Islanders (80.2 percent > 79.9 percent)).
- 64.7 percent of the fall 2012 cohort of first-time developmental completers graduated with a degree or certificate and/or transferred to another institution of higher education within four years. HCC has comparative data for the previous cohort (fall 2011), and the 62.9 percent graduation/transfer rate exceeded the state and the peer averages (55.6 percent and 55.9 percent, respectively) for developmental completers.