



# PCC Mission KPIs

Core Theme: Diversity, Inclusion, and Global Education

March 2017



# Overview

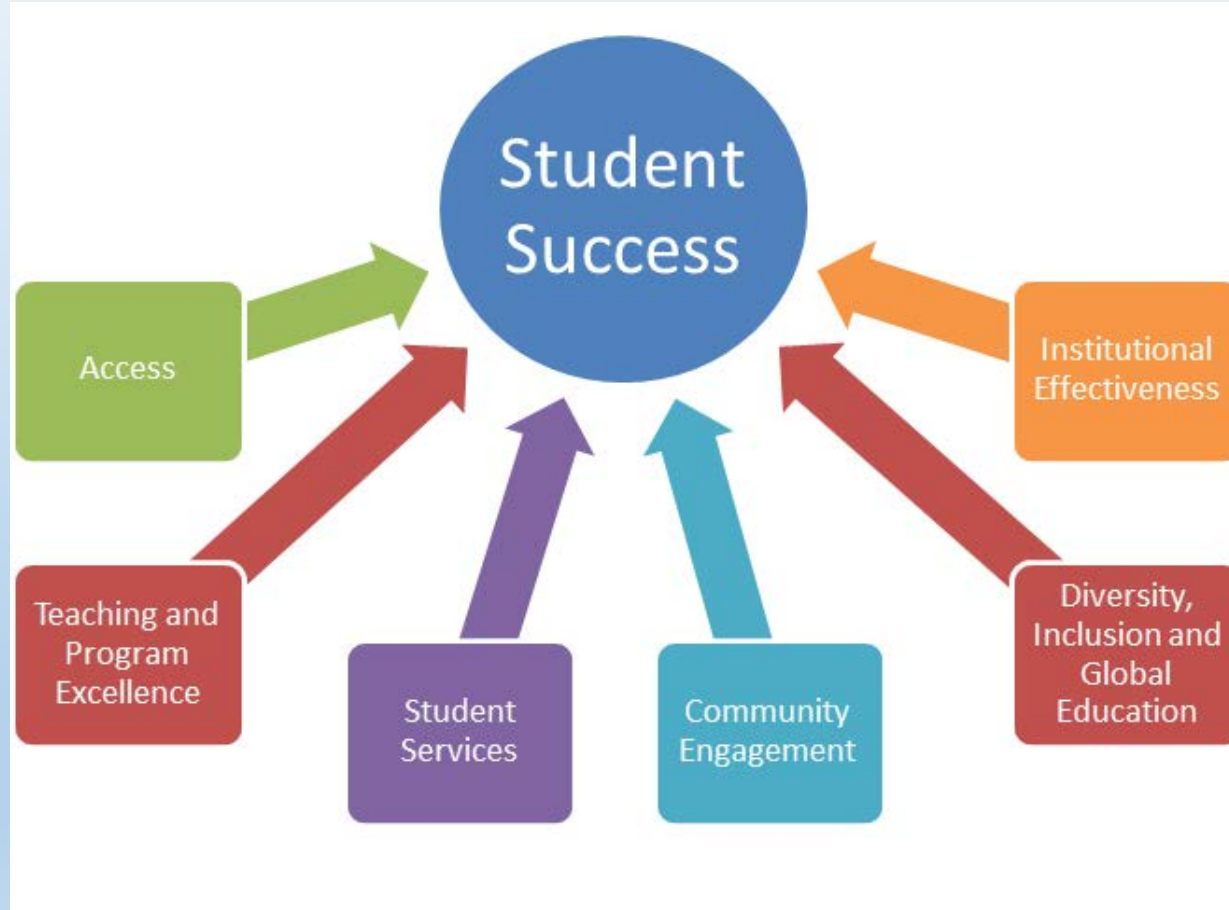
- Background on Mission Key Performance Indicators (KPIs)
- Diversity, Inclusion, and Global Education KPIs
- Discussion
- Your ideas on using these data to support Diversity, Inclusion, and Global Education



# Background on Mission KPIs

- April 2016: Mission fulfillment framework approved by the Board of Governors
  - Vision
  - Mission
  - Values
  - Core Themes
  - Objectives
  - Key performance indicators (KPIs)
- May 2016: Mission KPIs linked to the 2014-2017 Strategic Plan

# PCC's Core Themes





# Release of the Mission KPIs

- September 2016: Student Success
- October 2016: Access
- November 2016: Teaching and Program Excellence
- December 2016: Student Services
- February 2017: Community Engagement
- **March 2017: Diversity, Inclusion and Global Education**
- April 2017: Institutional Effectiveness



# Core Theme: Diversity, Inclusion, and Global Education

## Objectives:

- Expand and support the diversity of the College's student population
- Close the achievement gap
- Expand and support the diversity of the College's workforce
- Develop and increase the student population through global education



# Core Theme: Diversity, Inclusion, and Global Education

## KPIs

- Access KPI “Fall, spring and annual headcount, duplicated enrollment and full-time student equivalent”, with sub-groups by race/ethnicity, gender, age, international status, online enrollment, underprepared students and other relevant populations
- Student Success KPI “Voluntary Framework of Accountability (VFA) six-year outcomes for the Main Cohort,” with sub-groups by race/ethnicity, gender, age, international status, online enrollment, underprepared students and other relevant populations



# Core Theme: Diversity, Inclusion, and Global Education

KPIs, continued

- Demographics of employees from the Integrated Postsecondary Education Data System (IPEDS) Human Resources Survey (sub-populations to include full-time faculty, adjunct faculty, staff and administrators) compared with US Census Bureau data for Pima County and the United States
- Demographics of the applicant pool for PCC positions





# Core Theme: Diversity, Inclusion, and Global Education

KPIs, continued

- Community College Survey of Student Engagement (CCSSE) and Community College Faculty Survey of Student Engagement (CCFSSE) questions on “How much does this college emphasize encouraging contact among students from different economic, social, and racial or ethnic backgrounds?”



# KPI #1: Student Enrollment

Until Fall 2016, reports were static. Today, the end user can interactively generate reports in the Webi system.

- Choose categories
  - Demographics
  - Program information
  - Course enrollment
  - Many others!

We will see some snapshots here, then spend a few minutes in Webi ([pimareports.pima.edu](http://pimareports.pima.edu)).



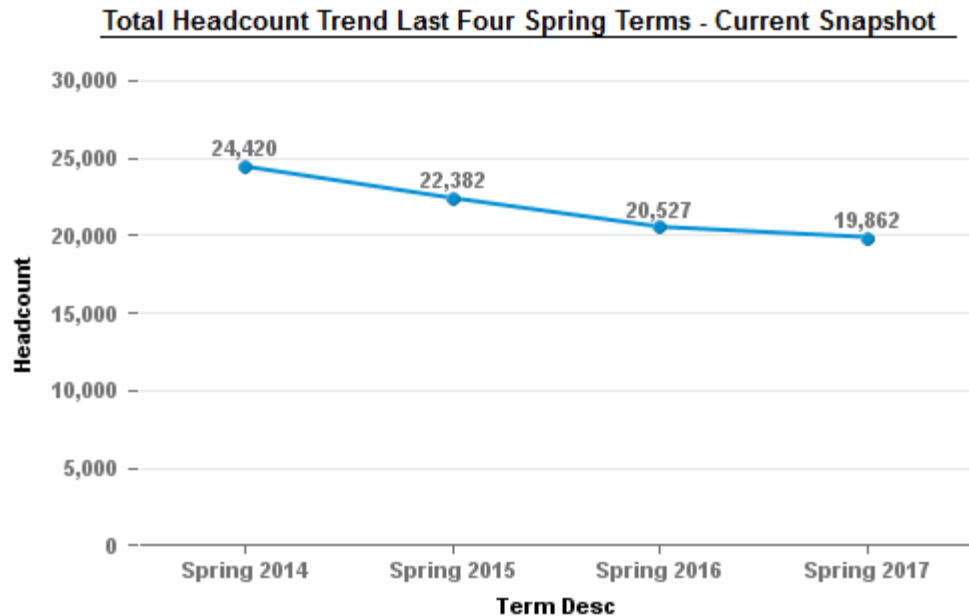
# KPI #1: Student Enrollment

Beginning November 2016, interactive daily registration reports have been available in the Webi system.

## Summary Last Four Spring Terms - Current Snapshot

Data as of COB: 2/27/17

Filters:



Let's look at this for various demographic groups in the Webi report that is compiled every day.



# KPI #1: Student Enrollment

Beginning November 2016, interactive daily registration reports are available in Webi.

## Enrollment by any Parameter Last Four Spring Terms - Current Snapshot

Data as of COB: 2/27/17

Filters:

	Spring 2014				Spring 2015				Spring 2016				Spring 2017			
	#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change
American Indian/Alaskan Native	1,553	2.40%			1,438	2.43%	-115	-7.41%	1,224	2.28%	-214	-14.88%	1,140	2.21%	-84	-6.86%
Asian	2,139	3.31%			2,090	3.53%	-49	-2.29%	1,737	3.23%	-353	-16.89%	1,773	3.44%	36	2.07%
Black, Non-Hispanic	3,264	5.04%			2,918	4.93%	-346	-10.60%	2,450	4.55%	-468	-16.04%	2,573	4.99%	123	5.02%
Hispanic	26,668	41.22%			24,866	41.99%	-1,802	-6.76%	23,126	42.98%	-1,740	-7.00%	22,128	42.92%	-998	-4.32%
Native Hawaiian or Pacific Islander	182	0.28%			167	0.28%	-15	-8.24%	253	0.47%	86	51.50%	233	0.45%	-20	-7.91%
Race and Ethnicity Unknown	948	1.47%			960	1.62%	12	1.27%	1,058	1.97%	98	10.21%	1,069	2.07%	11	1.04%
Two or More Races	2,113	3.27%			2,021	3.41%	-92	-4.35%	1,998	3.71%	-23	-1.14%	1,971	3.82%	-27	-1.35%
White, Non-Hispanic	27,833	43.02%			24,763	41.81%	-3,070	-11.03%	21,955	40.81%	-2,808	-11.34%	20,674	40.10%	-1,281	-5.83%
<b>Total:</b>	<b>64,700</b>	<b>100.00%</b>			<b>59,223</b>	<b>100.00%</b>	<b>-5,477</b>	<b>-8.47%</b>	<b>53,801</b>	<b>100.00%</b>	<b>-5,422</b>	<b>-9.16%</b>	<b>51,561</b>	<b>100.00%</b>	<b>-2,240</b>	<b>-4.16%</b>



# KPI #1: Student Enrollment

The reports can break down the data by several factors.

Data as of COB: 2/27/17

Filters:

		Spring 2014				Spring 2015				Spring 2016				Spring 2017			
		#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change	#	Pct of Total	Change	Pct Change
American Indian/Alaskan Native	Female	845	1.31%			748	1.26%	-97	-11.48%	666	1.24%	-82	-10.96%	639	1.24%	-27	-4.05%
American Indian/Alaskan Native	Male	661	1.02%			646	1.09%	-15	-2.27%	494	0.92%	-152	-23.53%	414	0.80%	-80	-16.19%
American Indian/Alaskan Native	No Value Entered	47	0.07%			44	0.07%	-3	-6.38%	64	0.12%	20	45.45%	87	0.17%	23	35.94%
Asian	Female	1,059	1.64%			1,102	1.86%	43	4.06%	917	1.70%	-185	-16.79%	930	1.80%	13	1.42%
Asian	Male	1,002	1.55%			877	1.48%	-125	-12.48%	726	1.35%	-151	-17.22%	767	1.49%	41	5.65%
Asian	No Value Entered	78	0.12%			111	0.19%	33	42.31%	94	0.17%	-17	-15.32%	76	0.15%	-18	-19.15%
Black, Non-Hispanic	Female	1,396	2.16%			1,228	2.07%	-168	-12.03%	1,025	1.91%	-203	-16.53%	1,146	2.22%	121	11.80%
Black, Non-Hispanic	Male	1,728	2.67%			1,566	2.64%	-162	-9.38%	1,306	2.43%	-260	-16.60%	1,314	2.55%	8	0.61%
Black, Non-Hispanic	No Value Entered	140	0.22%			124	0.21%	-16	-11.43%	119	0.22%	-5	-4.03%	113	0.22%	-6	-5.04%
Hispanic	Female	14,383	22.23%			13,141	22.19%	-1,242	-8.64%	12,193	22.66%	-948	-7.21%	11,681	22.65%	-512	-4.20%
Hispanic	Male	11,235	17.36%			10,617	17.93%	-618	-5.50%	9,686	18.00%	-931	-8.77%	9,040	17.53%	-646	-6.67%
Hispanic	No Value Entered	1,050	1.62%			1,108	1.87%	58	5.52%	1,247	2.32%	139	12.55%	1,407	2.73%	160	12.83%
Native Hawaiian or Pacific Islander	Female	79	0.12%			90	0.15%	11	13.92%	98	0.18%	8	8.89%	79	0.15%	-19	-19.39%
Native Hawaiian or Pacific Islander	Male	93	0.14%			67	0.11%	-26	-27.96%	146	0.27%	79	117.91%	134	0.26%	-12	-8.22%
Native Hawaiian or Pacific Islander	No Value Entered	10	0.02%			10	0.02%		0.00%	9	0.02%	-1	-10.00%	20	0.04%	11	122.22%
Race and Ethnicity Unknown	Female	408	0.63%			447	0.75%	39	9.56%	429	0.80%	-18	-4.03%	425	0.82%	-4	-0.93%
Race and Ethnicity Unknown	Male	447	0.69%			426	0.72%	-21	-4.70%	491	0.91%	65	15.26%	523	1.01%	32	6.52%
Race and Ethnicity Unknown	No Value Entered	93	0.14%			87	0.15%	-6	-6.45%	138	0.26%	51	58.62%	121	0.23%	-17	-12.32%
Two or More Races	Female	1,104	1.71%			1,047	1.77%	-57	-5.16%	988	1.84%	-59	-5.64%	939	1.82%	-49	-4.96%
Two or More Races	Male	924	1.43%			884	1.49%	-40	-4.33%	866	1.61%	-18	-2.04%	929	1.80%	63	7.27%
Two or More Races	No Value Entered	85	0.13%			90	0.15%	5	5.88%	144	0.27%	54	60.00%	103	0.20%	-41	-28.47%
White, Non-Hispanic	Female	14,160	21.89%			12,466	21.05%	-1,694	-11.96%	10,962	20.38%	-1,504	-12.06%	10,166	19.72%	-796	-7.26%
White, Non-Hispanic	Male	12,487	19.30%			11,088	18.72%	-1,399	-11.20%	9,872	18.35%	-1,216	-10.97%	9,311	18.06%	-561	-5.68%
White, Non-Hispanic	No Value Entered	1,186	1.83%			1,209	2.04%	23	1.94%	1,121	2.08%	-88	-7.28%	1,197	2.32%	76	6.78%
Total:		64,700	100.00%			59,223	100.00%	-5,477	-8.47%	53,801	100.00%	-5,422	-9.16%	51,561	100.00%	-2,240	-4.16%



# KPI #2: Student Success: 6-year Outcomes

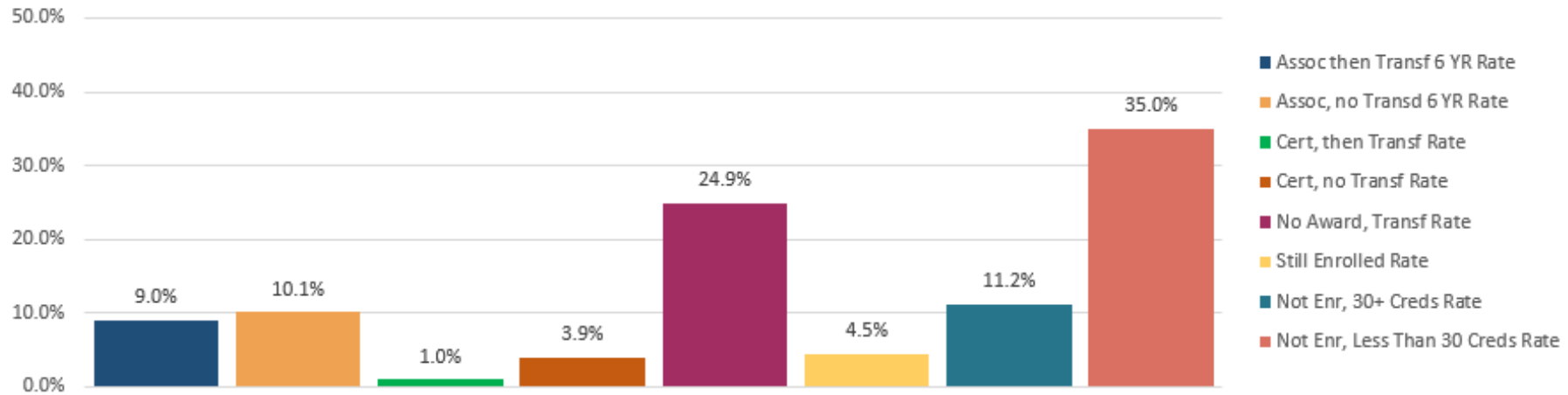
Outcomes of six-year cohort beginning Fall 2009

- Two-year degree and transfer to a four-year college
- Two-year degree, without transfer
- Certificate and transfer
- Certificate without transfer
- Transfer without award
- Still enrolled
- Not enrolled, having 30+ credits
- Not enrolled having < 30 credits

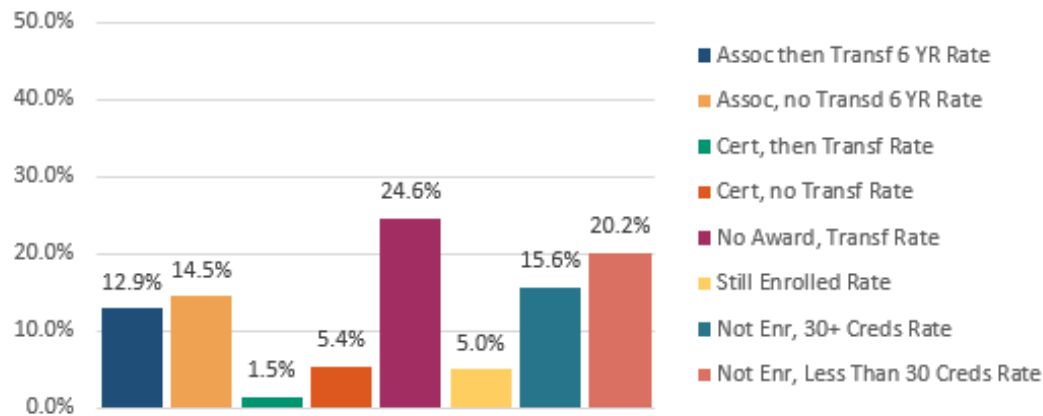
Let's see the results at large and for specific race/ethnicities, and Pell Grant status...

# 6-year Outcomes: All VFA Participating Colleges

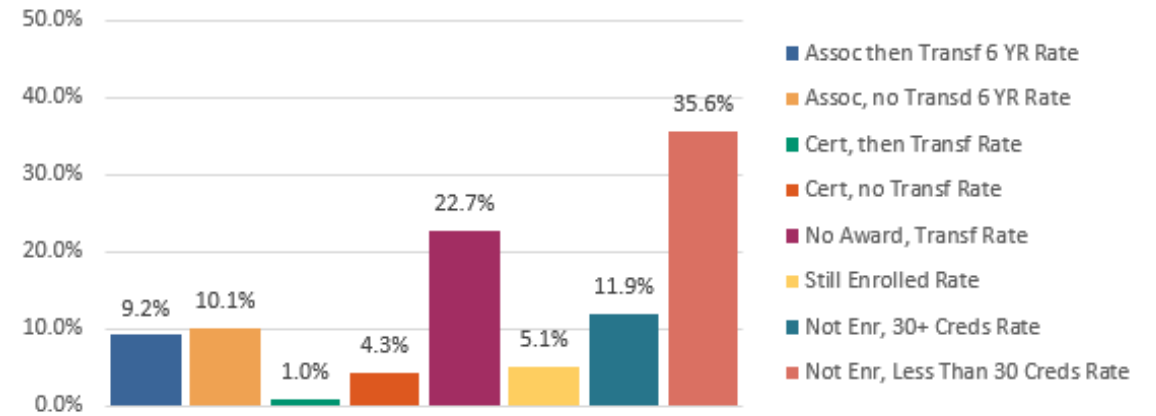
### Main Cohort



### Credential Seeking Cohort



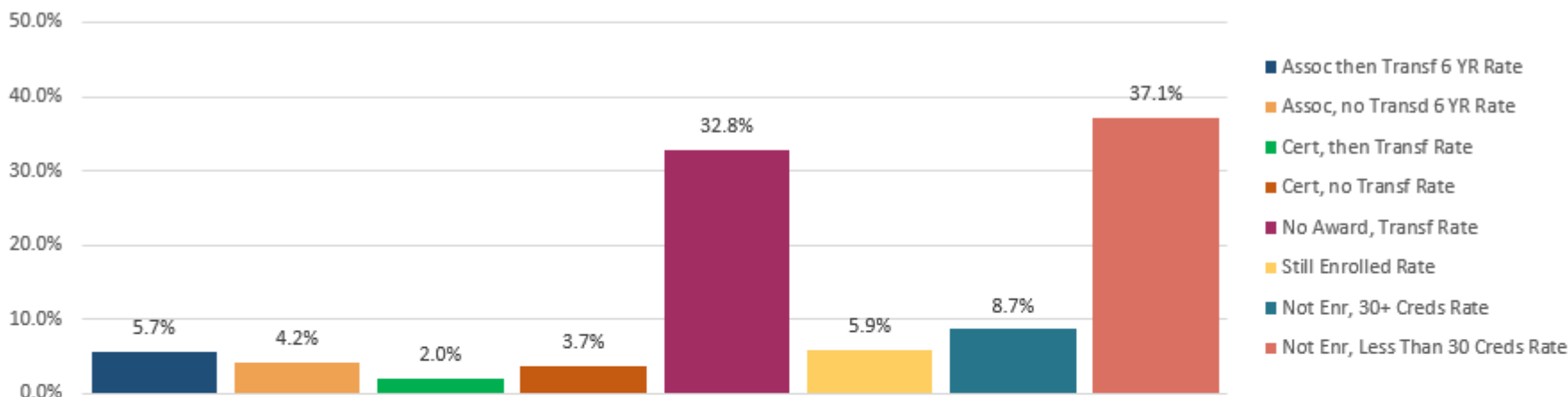
### First Time in College



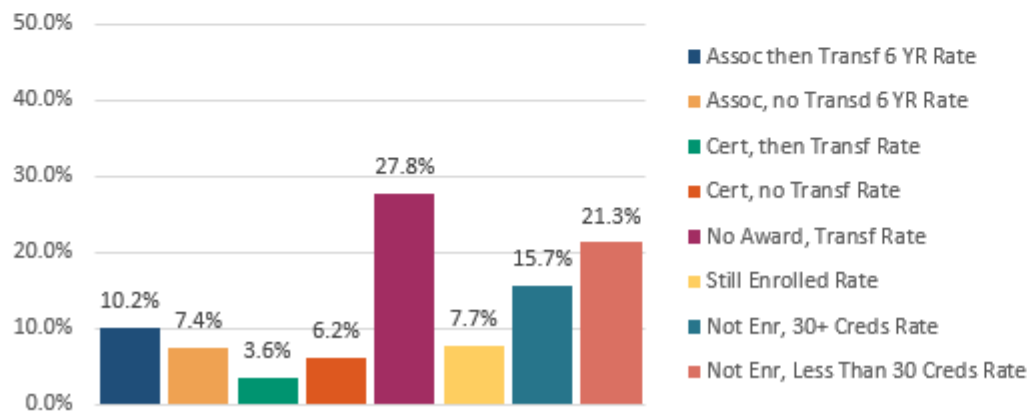


# 6-year Outcomes: PCC Cohort (All Students)

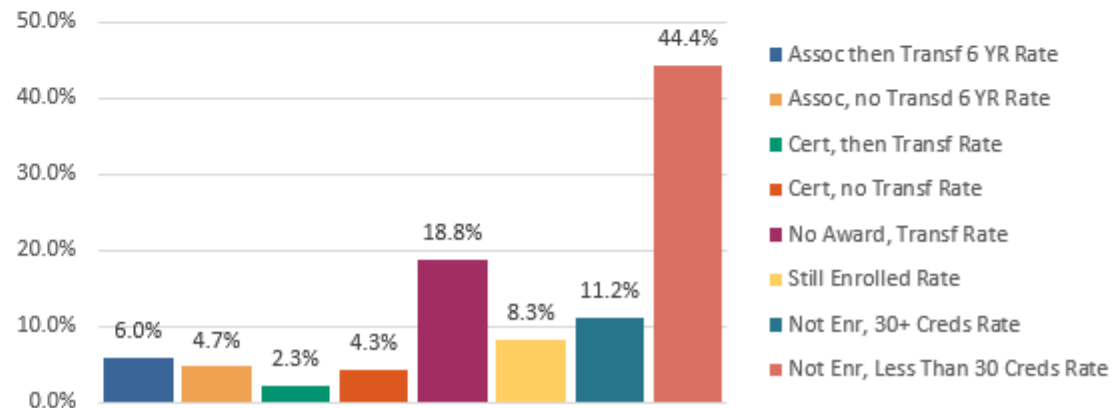
### Main Cohort



### Credential Seeking Cohort



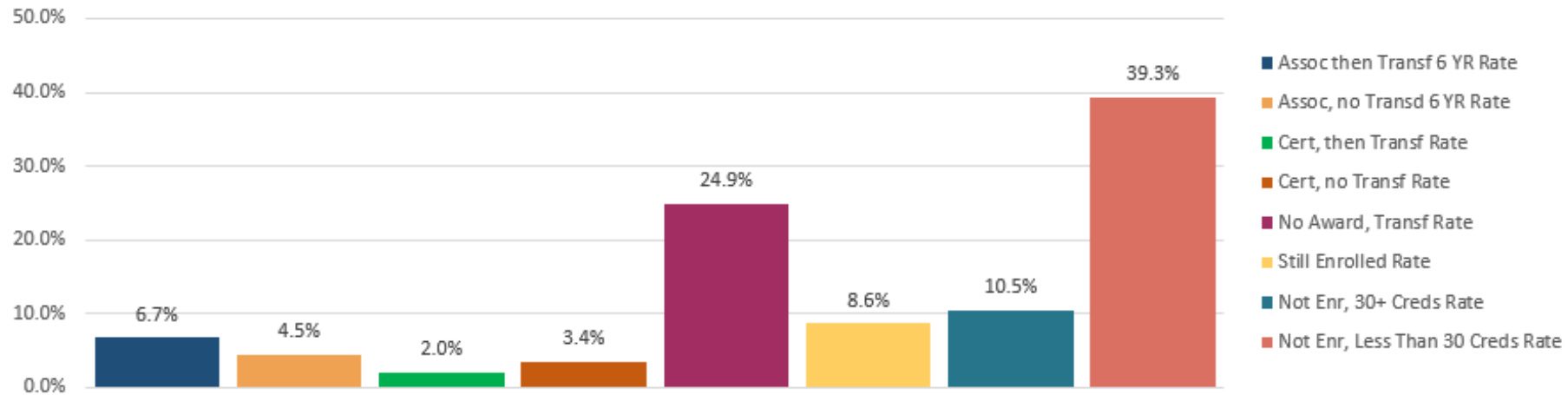
### First Time in College



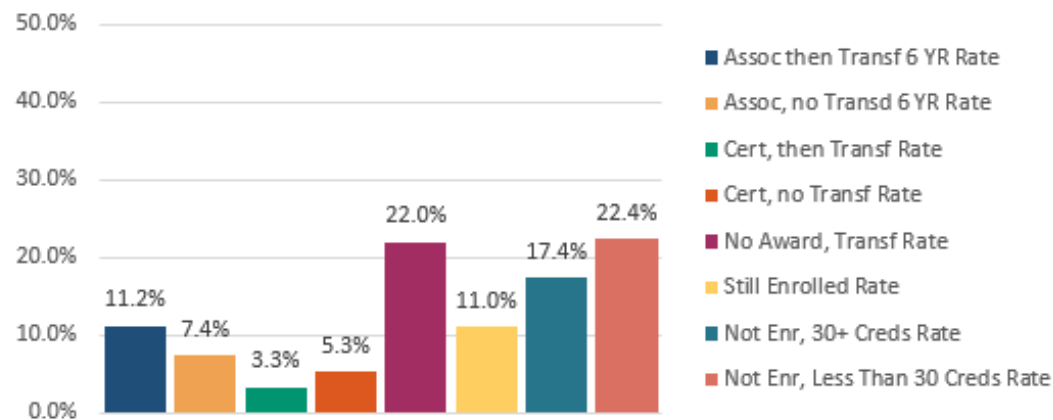


# 6-year Outcomes: PCC Hispanic students

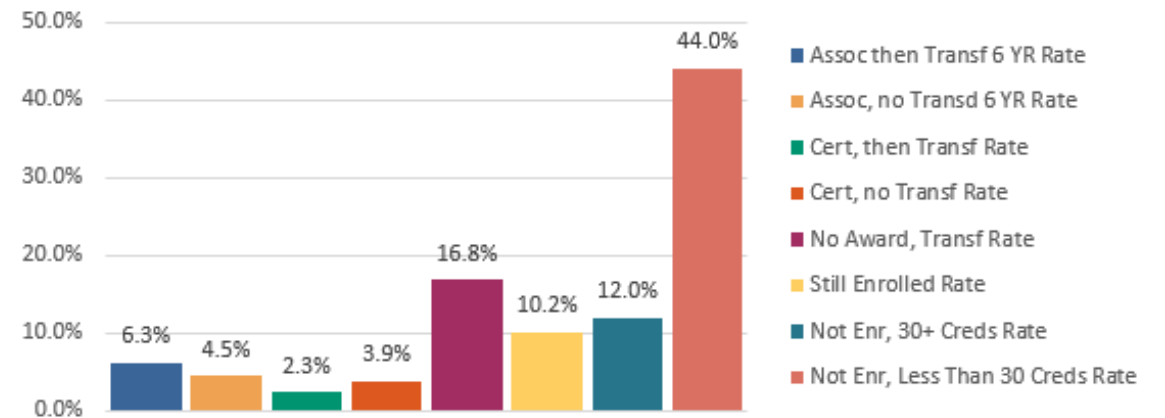
### Main Cohort



### Credential Seeking Cohort



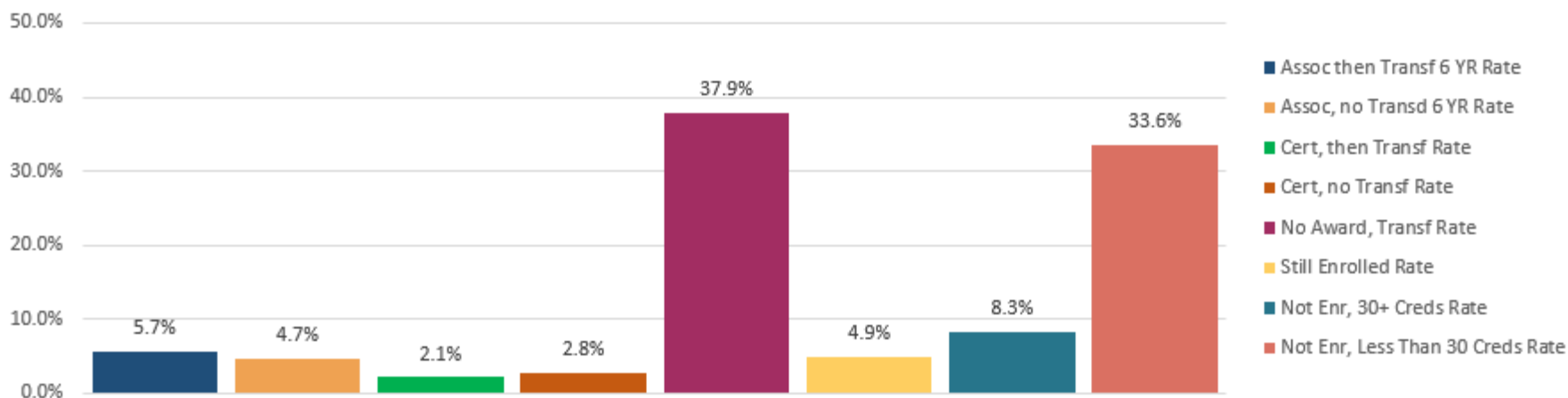
### First Time in College



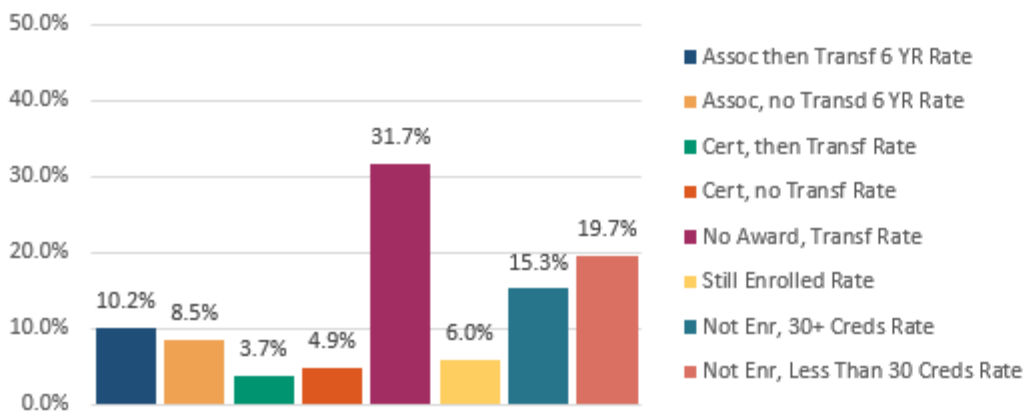


# 6-year Outcomes: PCC White, non-Hispanic students

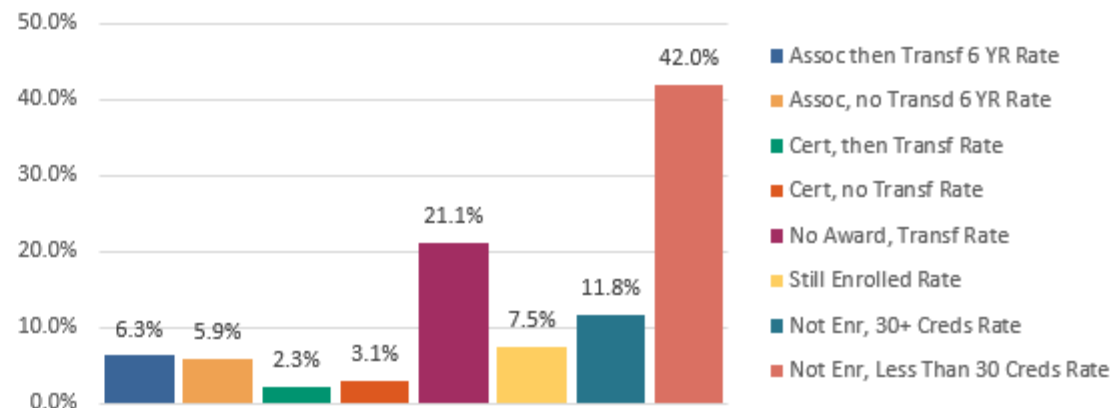
### Main Cohort



### Credential Seeking Cohort



### First Time in College





# KPI #2: Student Success: 6-year Outcomes

In Webi, we can “slice and dice” the data for various sup-populations based on combinations of:

- Ethnicity
- Age groups
- Gender
- Pell Grant status
- Full-time/part-time
- College ready/not college ready (DevEd)
- High school attended

We are developing this reporting capability in Webi. Let's have a look...



# KPI #3: Demographics of Employees

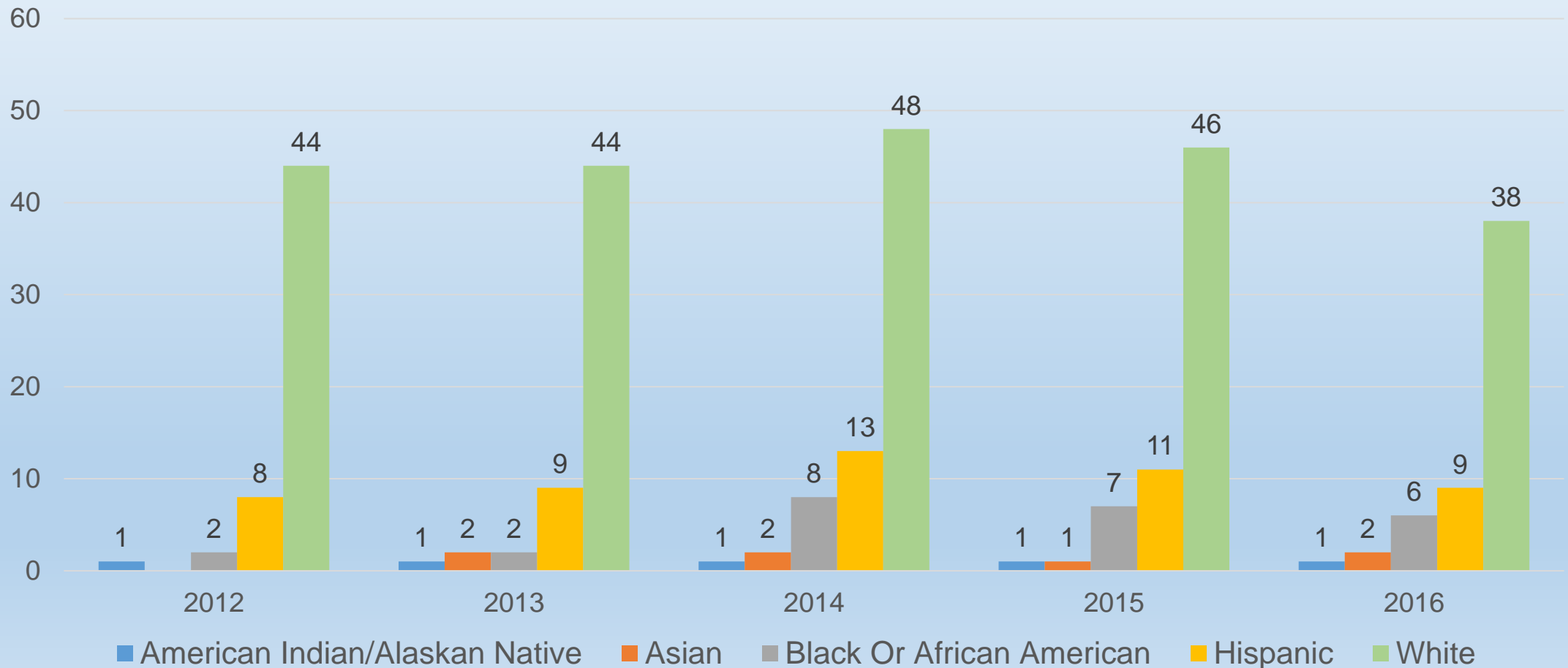
Each year, the College reports to IPEDS the employee counts based on

- Race/ethnicity
- Gender
- Employee type
  - Administration
  - Faculty (full-time and part-time)
  - Exempt staff
  - Non-exempt staff

Our examples here focus on administration and full-time faculty.

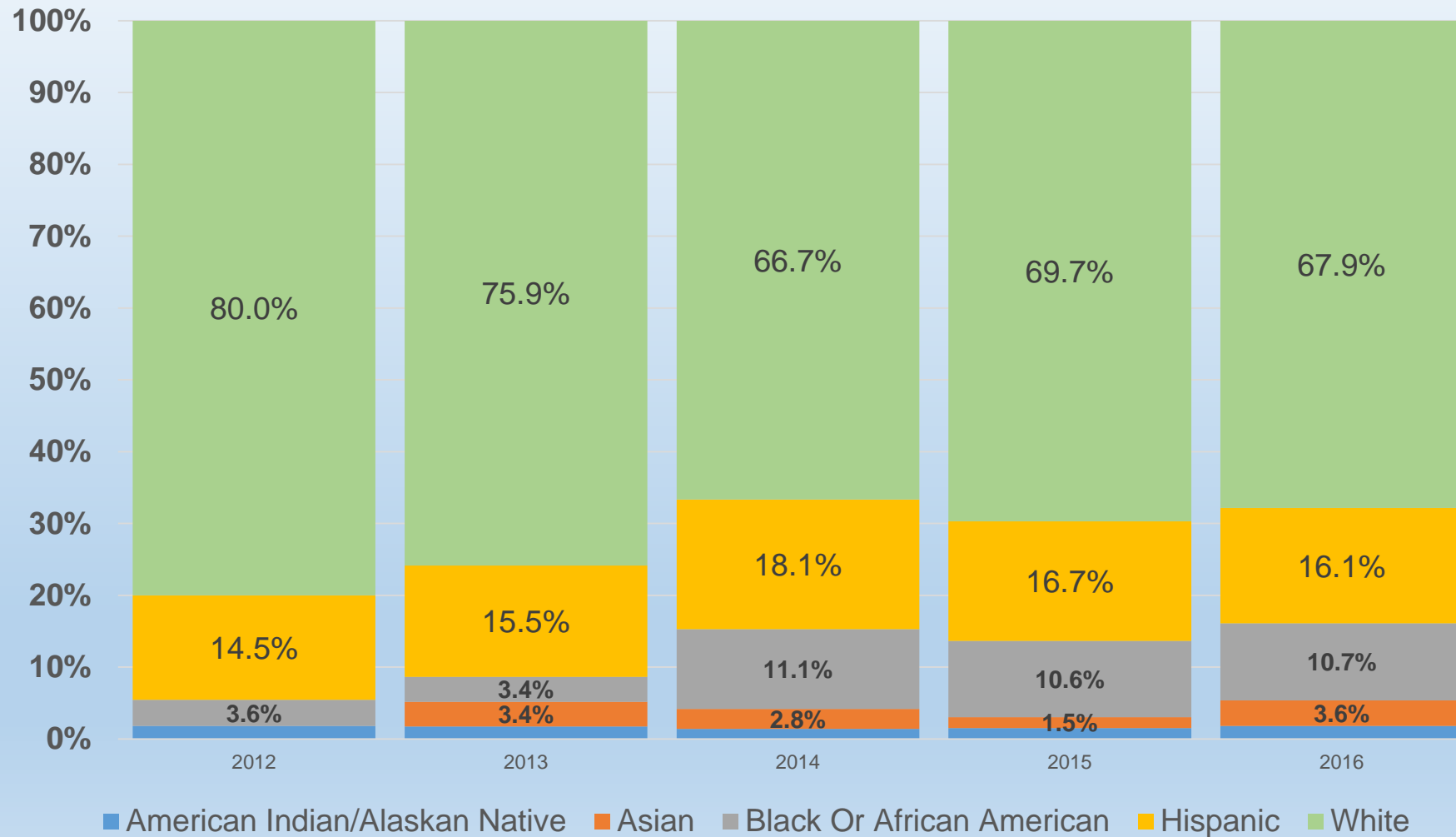
# KPI #3: Demographics of Employees

Number of Pima Community College Administrators, by Race/Ethnicity (IPEDS)



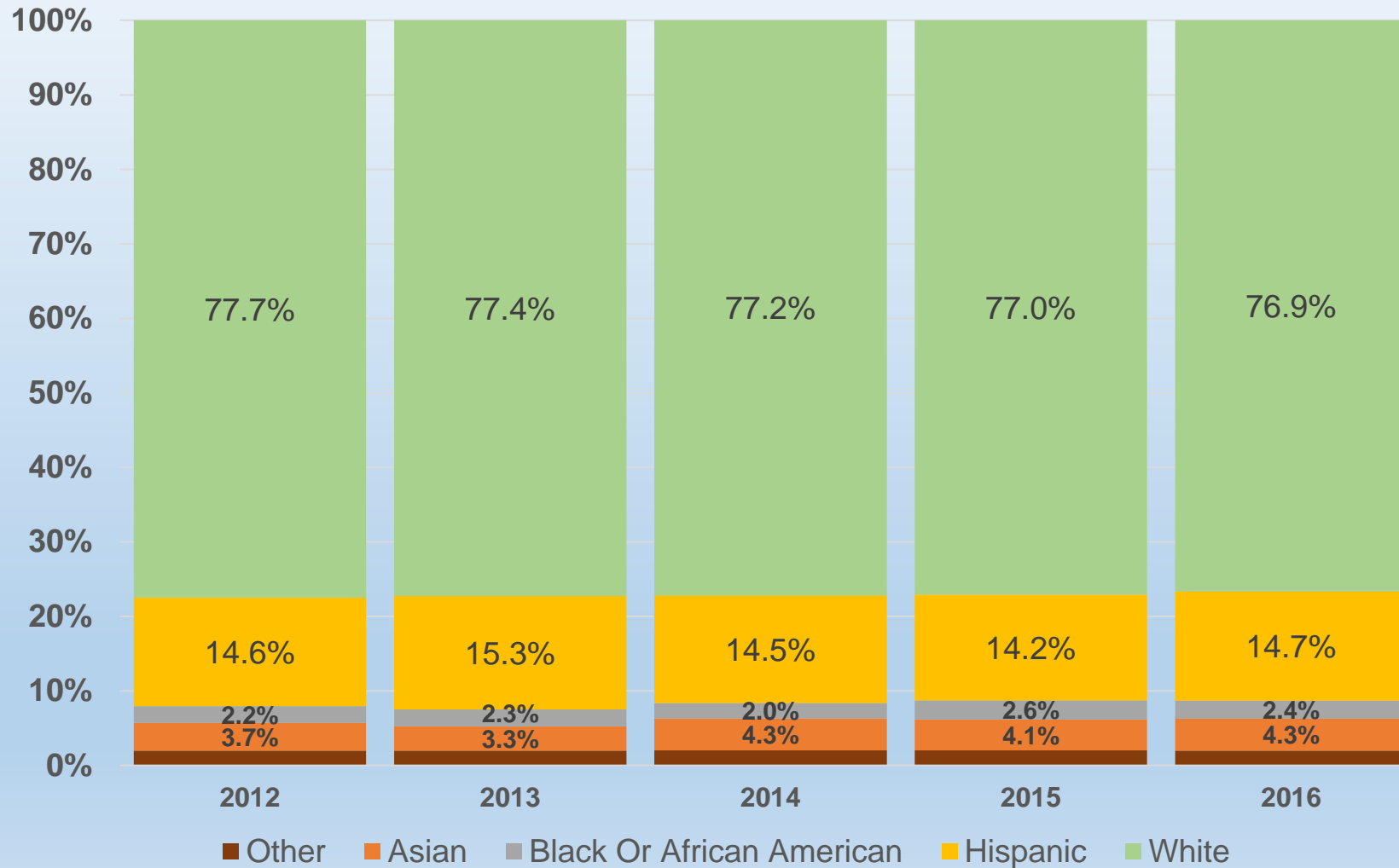
# KPI #3: Demographics of Employees

Distribution of Pima Community College Administrators by Race/Ethnicity



# KPI #3: Demographics of Employees

Distribution of Pima Community College Full-time Faculty by Race/Ethnicity





# KPI #3: Demographics of Employees

Compare current employee (fulltime faculty and administrators) representation to US Census estimates (2015):

	<b>% of PCC administrators 2015</b>	<b>% of PCC full-time faculty 2015</b>	<b>% of Pima County pop. with Bach. degree or higher, age 25+</b>	<b>% of Pima County pop., age 25+</b>
White, non-Hispanic	69.7	76.9	77.9	60.5
Hispanic	16.7	14.7	12.7	30.1

*Notes:*

1. Proper comparisons for non-White, non-Hispanic categories not yet possible due to current unavailability of distinct categories in Census data.
2. Totals include all people ages 25 and older. Recent “Working age”-only data not available for educational level.





# KPI #4: Applicant Pool

- Goal: Compare current full-time faculty breakdown to 2016 applicant pool
- Challenges:
  - Integrate the data from Human Resources to our reporting system (Webi)
  - Categorize the job titles
    - Faculty
    - Administration
    - Exempt staff
    - Non-exempt staff
- 2016 applicants
  - 5534 applications for full-time positions
  - 1778 reported race/ethnicity
  - 2053 reported gender

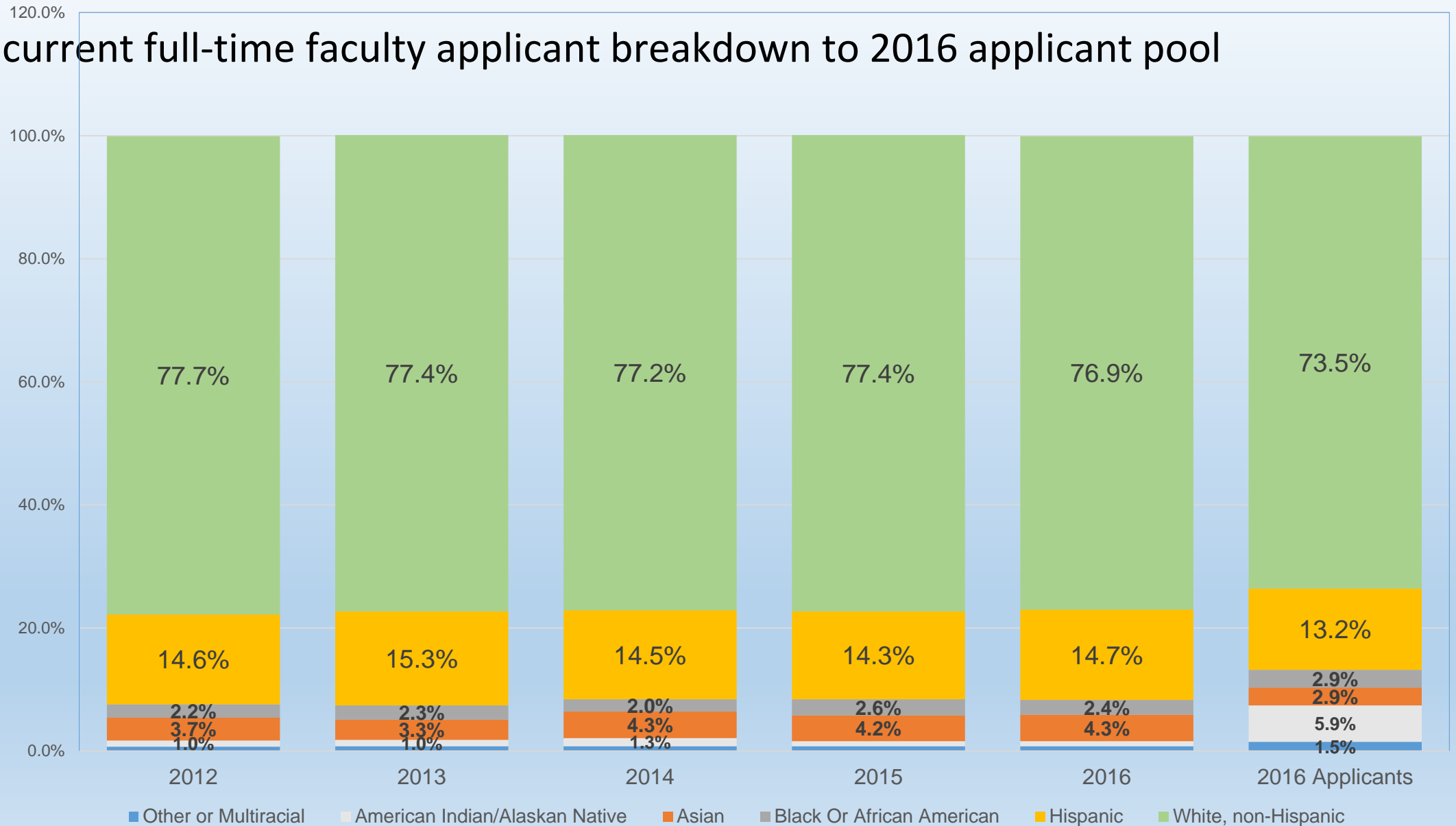
# KPI #4: Applicant Pool

Compare current *full-time faculty* race/ethnic breakdown to 2016 applicant pool

	2012	2013	2014	2015	2016	2016 Applicants
Other or Multiracial	3	3	3	3	3	1
American Indian/Alaskan Native	4	4	5	3	3	4
Asian	15	13	17	16	16	2
Black Or African American	9	9	8	10	9	2
Hispanic	59	61	57	55	55	9
White, non-Hispanic	313	309	304	298	287	50
<b>Total</b>	403	399	394	385	373	68

# KPI #4: Applicant Pool

Compare current full-time faculty applicant breakdown to 2016 applicant pool





# KPI #5: Student and Faculty Engagement

From the Student engagement data, from Community College (Faculty) Survey of Student Engagement (CCFSSE and CCSSE), 2014:

*Question:* How much does this college emphasize encouraging contact among students from different economic, social, and racial or ethnic backgrounds?

Compare the results between:

- Students and faculty
- PCC and other colleges (aggregate)



# KPI #5: Student and Faculty Engagement

*Question:* How much does this college emphasize encouraging contact among students from different economic, social, and racial or ethnic backgrounds?

	CCFSSE (Faculty)						CCSSE	
	Part-time		Full-time		All Faculty		Students	
	Count	%	Count	%	Count	%	Count	%
Very Little	14	7.5	8	5.1	22	6.4	246	<b>18.5</b>
Some	55	29.6	47	29.7	102	29.7	369	27.8
Quite a bit	67	36.0	64	40.5	131	<b>38.1</b>	400	30.1
Very Much	50	26.9	39	24.7	89	<b>25.9</b>	312	23.5
<b>Total</b>	186	100.0	158	100.0	344	100.0	1328	100.0

# KPI #5: Student Engagement

Compare PCC's student survey results with the aggregates of other colleges

CCSSE (Students)						
	PCC		Custom Group (20 select colleges)		2014 Cohort	
	Count	%	Count	%	Count	%
Very Little	246	18.5	3259	17.8	72333	16.9
Some	369	27.8	5526	30.1	130636	30.5
Quite a bit	400	30.1	5280	28.8	127009	29.6
Very Much	312	23.5	4275	23.3	98717	23.0
<b>Total</b>	1328	100.0	18340	100.0	428695	100.0

# KPI #5: Student Engagement

Compare PCC's student survey results with the aggregates of all participating colleges

	PCC						CCFSSE	
	Part-time		Full-time		All Faculty		All Faculty	
	Count	%	Count	%	Count	%	Count	%
Very Little	14	7.5	8	5.1	22	6.4	2,036	6.5
Some	55	29.6	47	29.7	102	29.7	8,489	27.2
Quite a bit	67	36.0	64	40.5	131	38.1	10,871	34.9
Very Much	50	26.9	39	24.7	89	25.9	9,773	31.4
<b>Total</b>	186	100.0	158	100.0	344	100.0	31,169	100.0



# Core Theme: Diversity, Inclusion, and Global Education

- Planned Improvements
  - Complete enrollment reporting capability
    - Underprepared students
    - International students
  - Enable employee reporting in Webi
  - Work with Human Resources to improve reporting on applicant pool
    - Job classifications
  - Use more detailed Census data as it becomes available
    - Work on consistent demographic reporting



# Thank you!

