

## Des Moines Area Community College: FIRSTS Goals FY 2014 Scorecard

	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	INDICATOR
Quality										A. Within term credit course retention
										B. Fall-to-spring credit student persistence
										C. Fall-to-fall credit student persistence
										D. Graduation rate
	NA	NA	NA	NA	NA	NA				E. Post-DMACC Success in employment and further education
							NA	NA	NA	F. Assessment of student learning
										G. Percent of sections taught by full-time faculty
										H. Percent of returning non-credit customers (non-mandated)- CE and DBR

		FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	INDICATOR
Service										A. Overall service area population penetration- Credit
										B. Overall service area population penetration- Non-credit
										C. Service area population penetration by race- Credit and Non-credit
										D. Service area population penetration by age group- Credit only

		FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	INDICATOR
Affordability										A. Student education costs including tuition rate, fees and other expenses
										B. Scholarship endowment fund balance
										C. Scholarship dollars awarded
										D. Number of student scholarships awarded
										E. Total foundation assets
	NA	NA	NA	NA	NA	NA	NA	NA	NA	F. New revenues from grants, investment income and other sources (CE, DBR)
									NA	G. Alumni association size and contributions
									NA	H. Cost savings through process efficiencies and utilization of existing technology

Key <sup>1</sup>



Significant Improvement



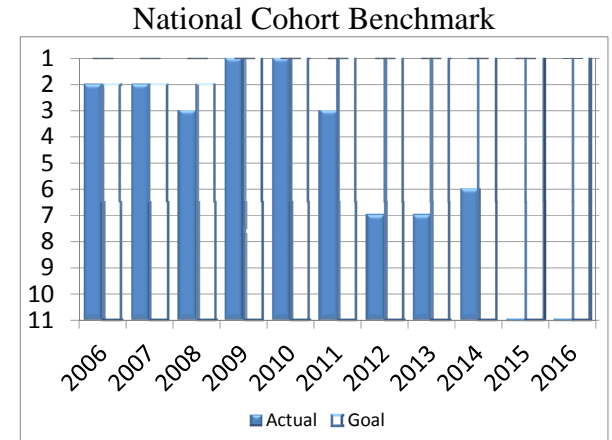
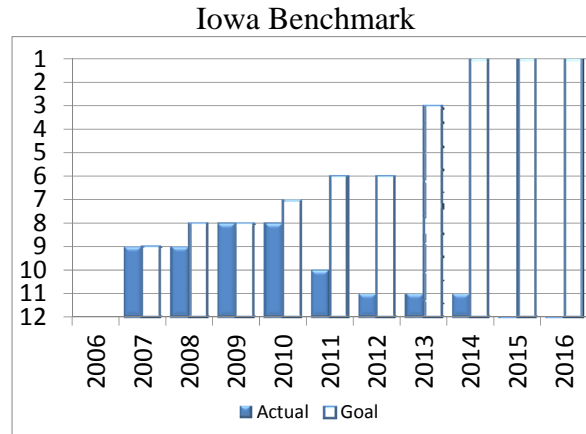
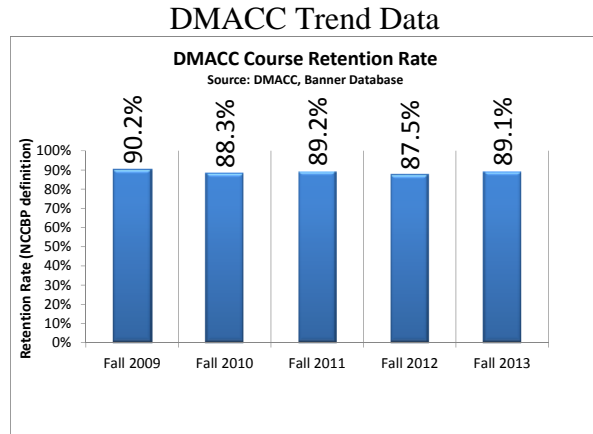
No Significant Change



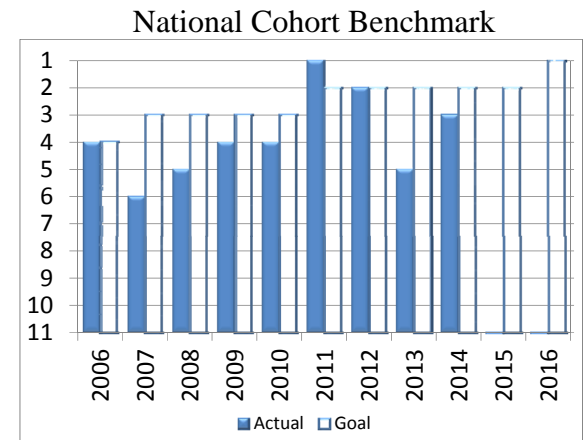
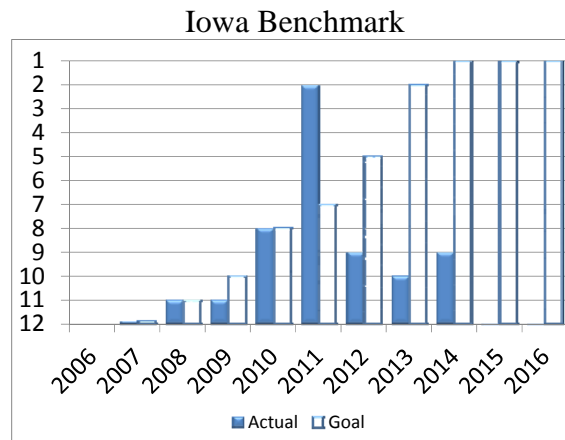
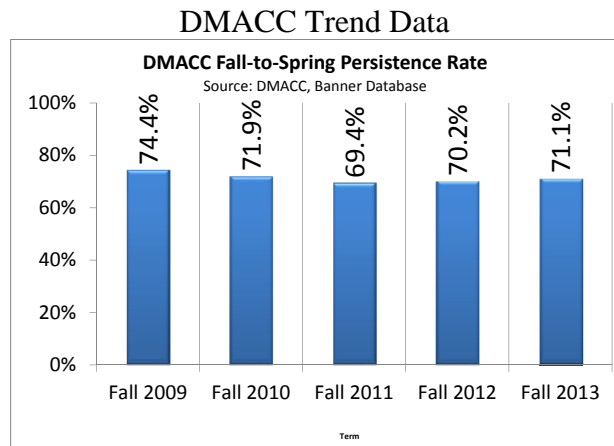
Significant Decline

# 1. FIRST in Quality

## A. Within Term Course Retention



## B. Fall-to-Spring Credit Student Persistence



Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

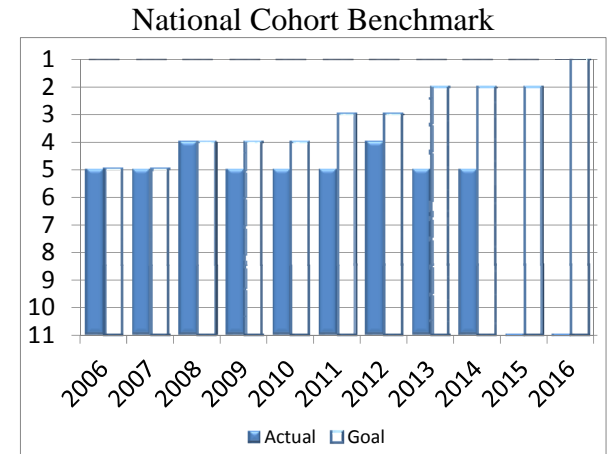
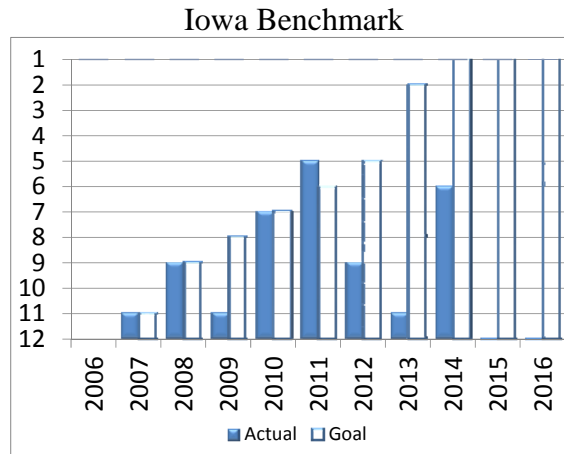
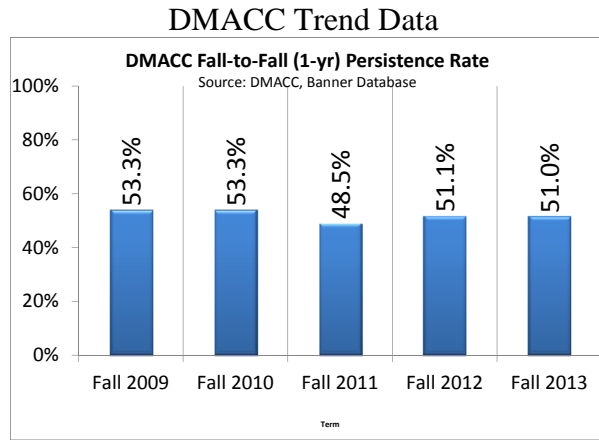
National Cohort  
Illinois Central (IL)  
Austin CC (TX)

Kirkwood (IA)  
Ivy Tech- Central Ind. (IN)

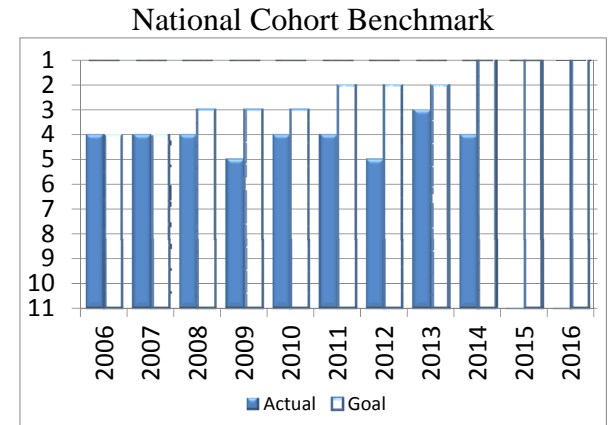
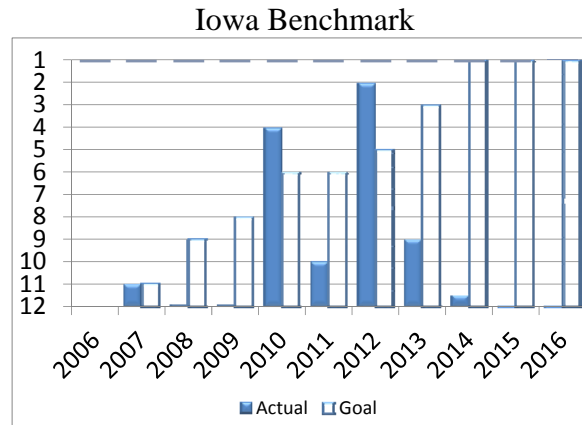
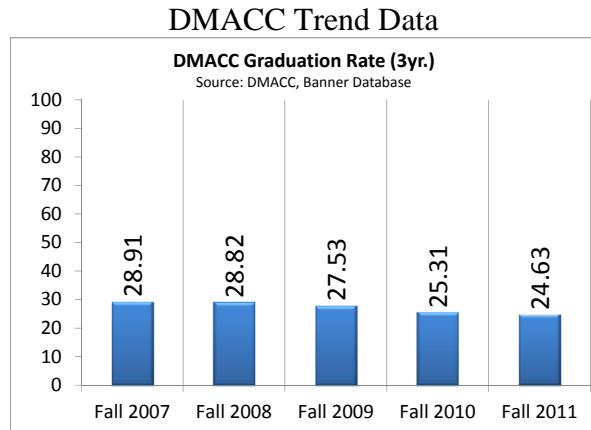
Tulsa CC (OK)  
Cuyahoga (OH)

# 1. FIRST in Quality (continued)

## C. Fall-to-fall Credit Student Persistence



## D. Graduation Rate



Collin County CC (TX)  
 Johnson Co. (KS)

Columbus State CC (OH)  
 Monroe CC (NY)

National Cohort  
 Illinois Central (IL)  
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Tulsa CC (OK)  
 Cuyahoga (OH)

# 1. FIRST in Quality (continued)

## E. Post-DMACC Success in Employment and Further Education <sup>2</sup>

DMACC Trend Data

Iowa Benchmark

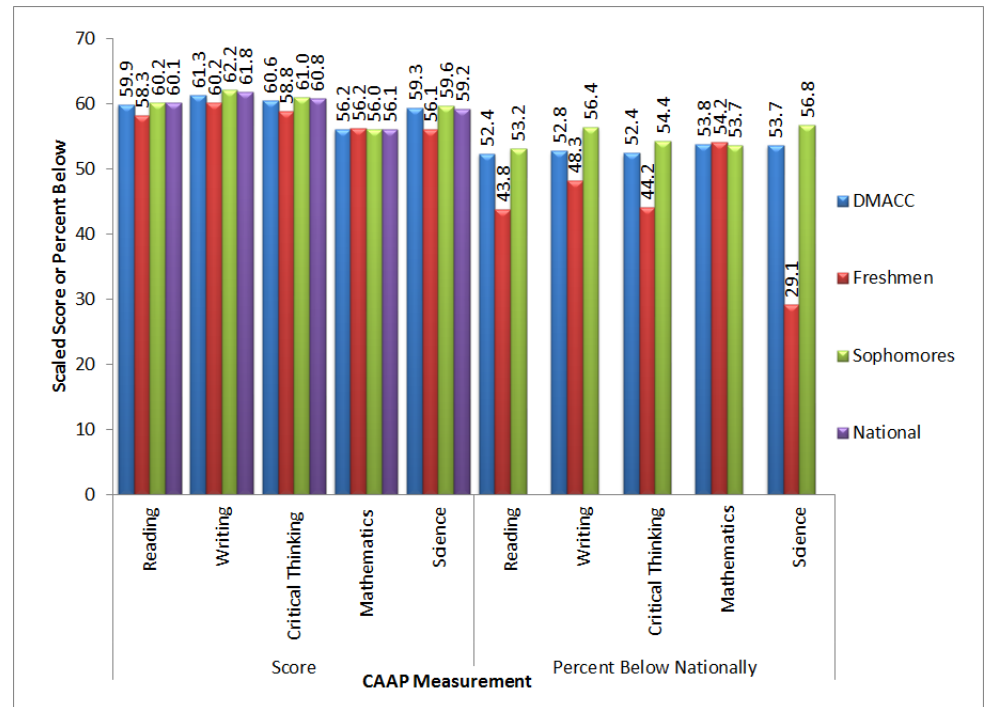
National Cohort Benchmark

*This data is no longer received from Regents institutions. Solutions are being pursued with Regents institutions.*

## F. Assessment of Student Learning-

*Though the College Assessment of Academic Proficiency (CAAP) information shown below gives us good data of how our students learn our General Education Competencies, the most important part of our assessment efforts surrounds course competency assessment. Though course competency data is more important to improving learning and teaching at DMACC, it is harder to aggregate for the entire institution. Therefore, we are sharing the CAAP Assessments aggregated for the entire institution.*

- Students begin their DMACC careers reading at about the 44<sup>th</sup> percentile for community college freshmen nationally, but by the time they are sophomores, they have ascended to the 53<sup>rd</sup> percentile.
- Students enter DMACC writing about 2 percentage points below the 50<sup>th</sup> percentile nationally, but by time they reach sophomore status and above, they are writing about 6 percentage points above the 50<sup>th</sup> percentile.
- Similarly for critical thinking, students begin at the 44<sup>th</sup> percentile and ascend to the 55<sup>th</sup> percentile with a percentile rank increase of 9.
- DMACC students both enter and exit the institution above the 50th percentile for mathematics.
- Students enter DMACC scoring at the 29<sup>th</sup> percentile for science reasoning for all community college graduates and exit above the 50<sup>th</sup> percentile.



Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

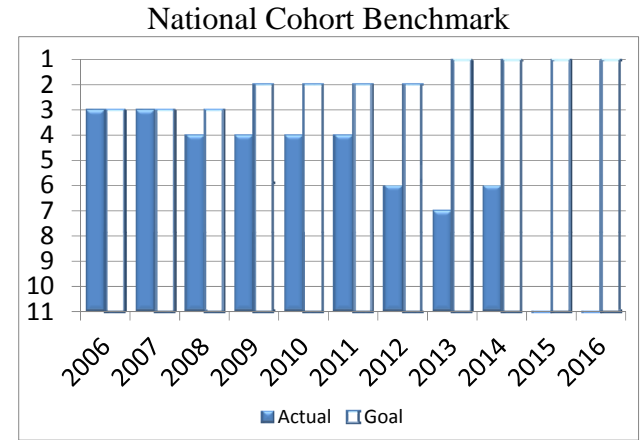
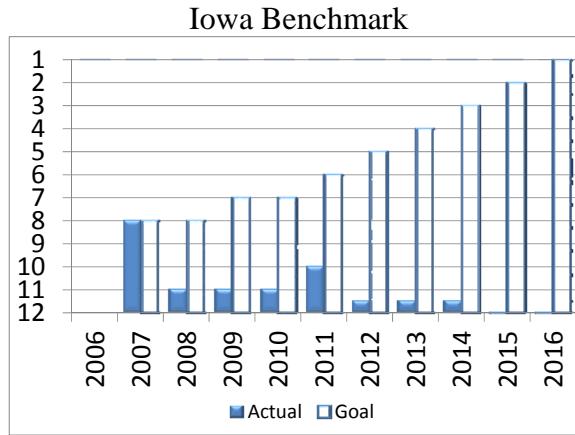
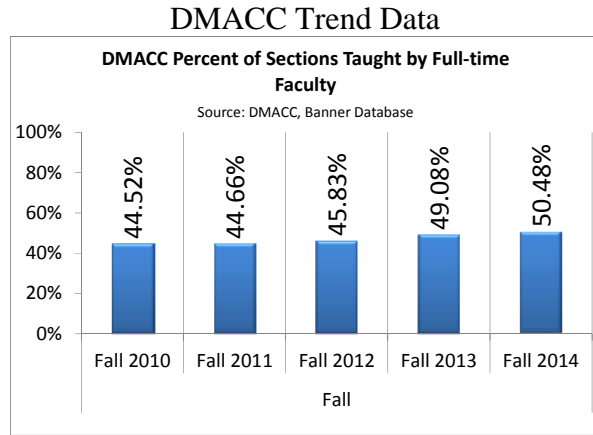
National Cohort  
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Ivy Tech- Central Ind. (IN)

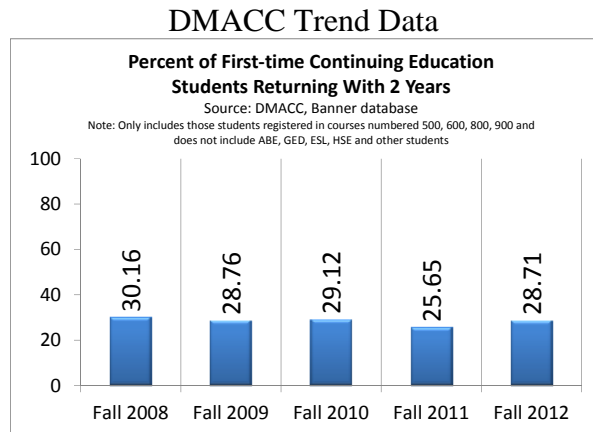
Tulsa CC (OK)  
Cuyahoga (OH)

# 1. FIRST in Quality (continued)

## G. Percent of Sections Taught by Full-time Faculty



## H. Percent of Returning Non-mandated Continuing Education Customers



Iowa Benchmark

None available

National Cohort Benchmark

None available

Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

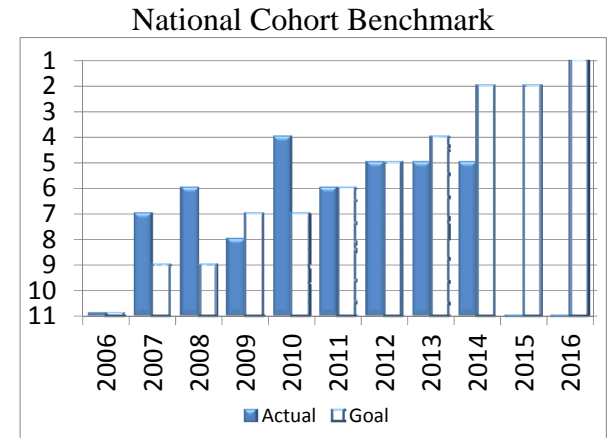
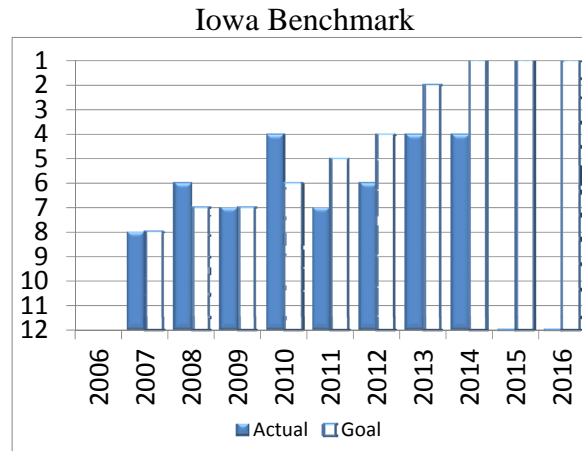
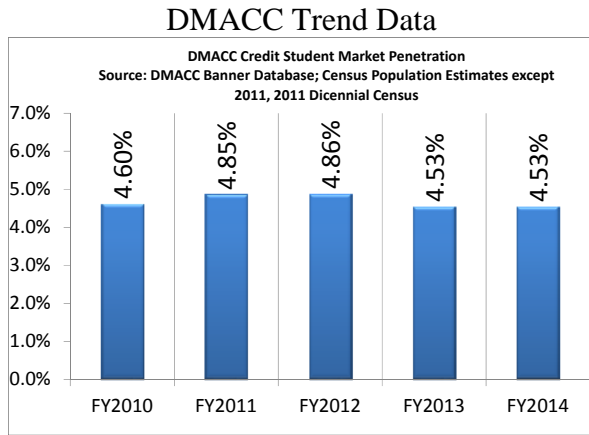
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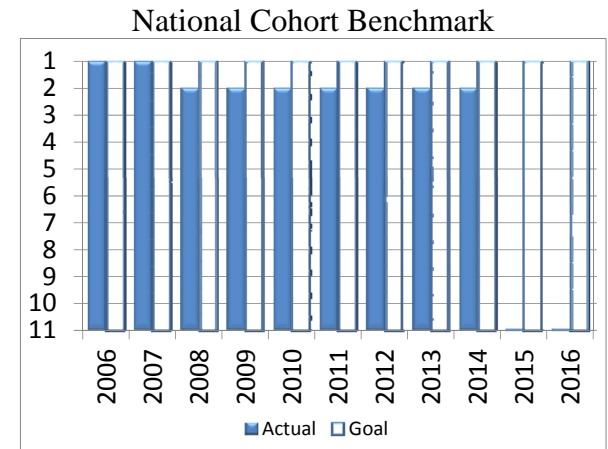
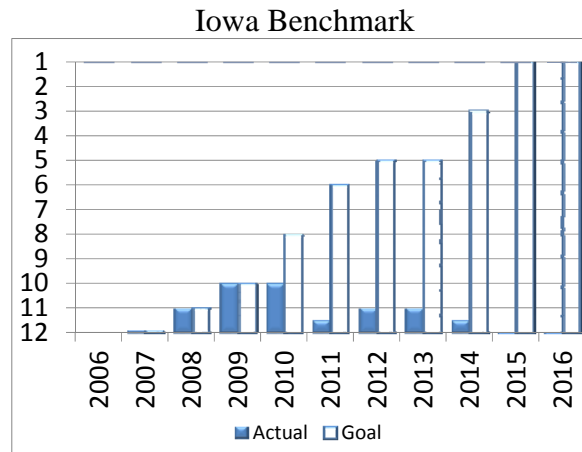
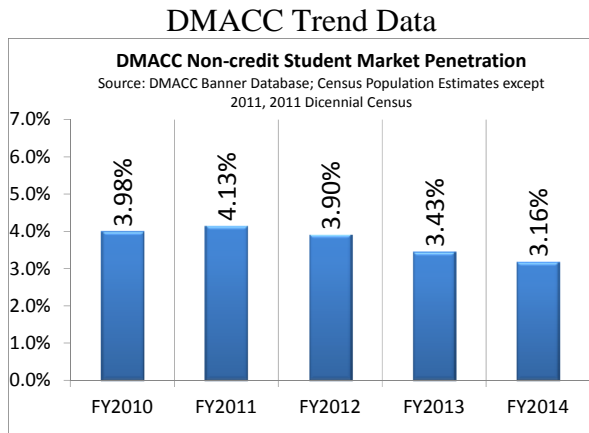
Tulsa CC (OK)  
Cuyahoga (OH)

## 2. FIRST in Service

### A. Overall Service Area Population Penetration- Credit



### B. Overall Service Area Population Penetration- Non-credit



Collin County CC (TX)  
 Johnson Co. (KS)

Columbus State CC (OH)  
 Monroe CC (NY)

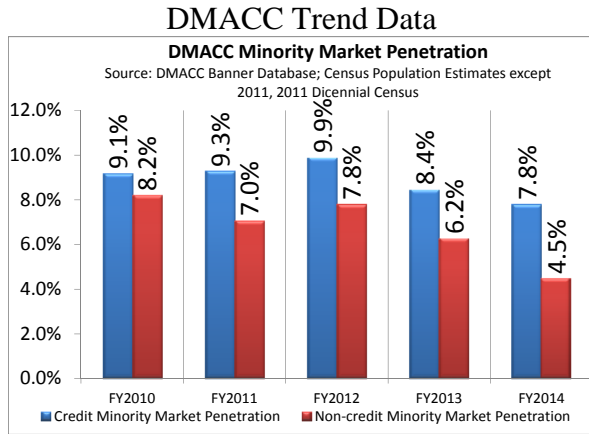
National Cohort  
 Illinois Central (IL)  
 Austin CC (TX)

Kirkwood (IA)  
 Ivy Tech- Central Ind. (IN)

Tulsa CC (OK)  
 Cuyahoga (OH)

## 2. FIRST in Service (continued)

### C. Service Area Population Penetration by Race- Credit and Non-credit



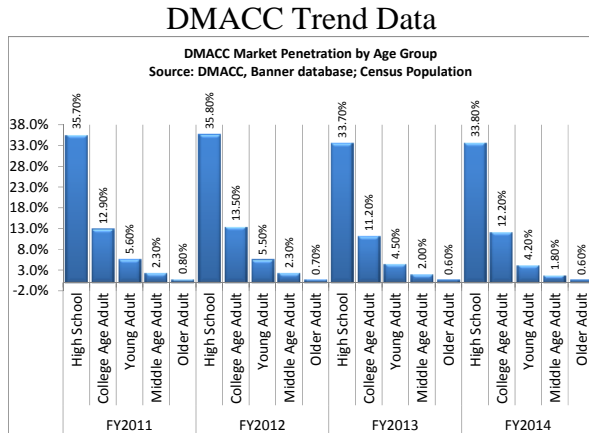
Iowa Benchmark

National Cohort Benchmark

None available

None available

### D. Overall Service Area Population Penetration by Age Group- Credit Only



Iowa Benchmark

National Cohort Benchmark

None available

None available

Collin County CC (TX)  
 Johnson Co. (KS)

Columbus State CC (OH)  
 Monroe CC (NY)

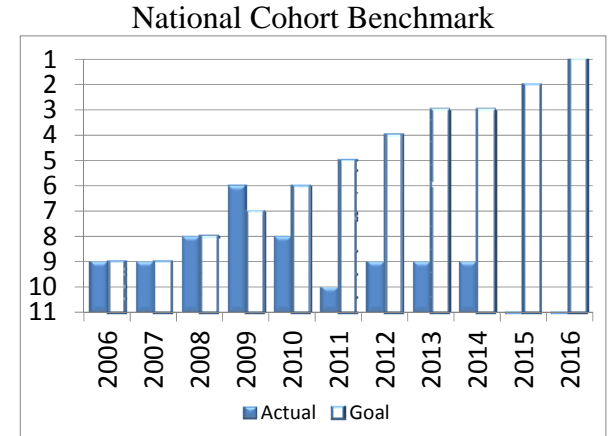
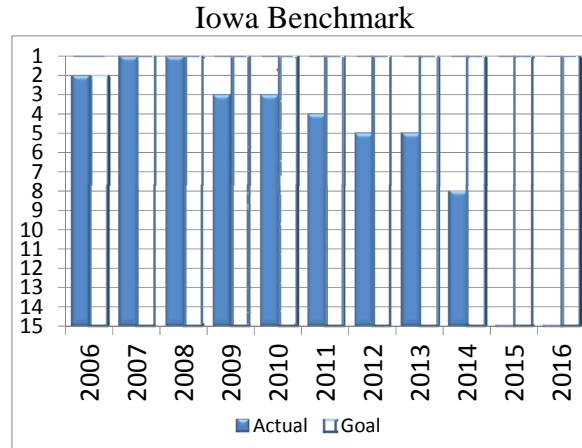
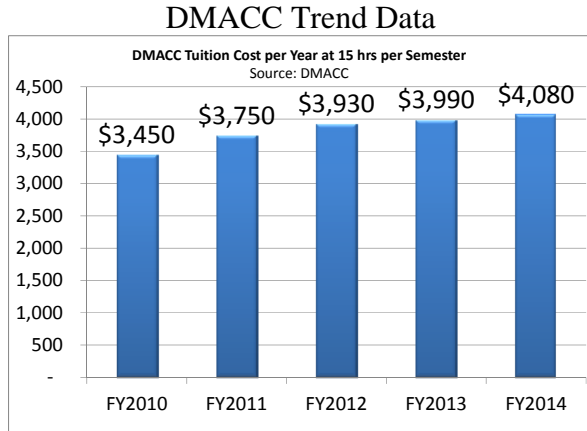
National Cohort  
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 Ivy Tech- Central Ind. (IN)

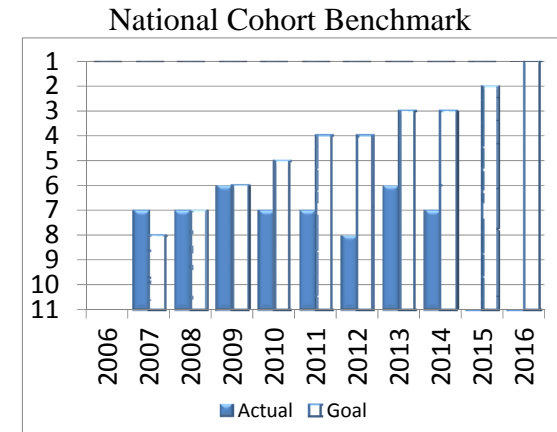
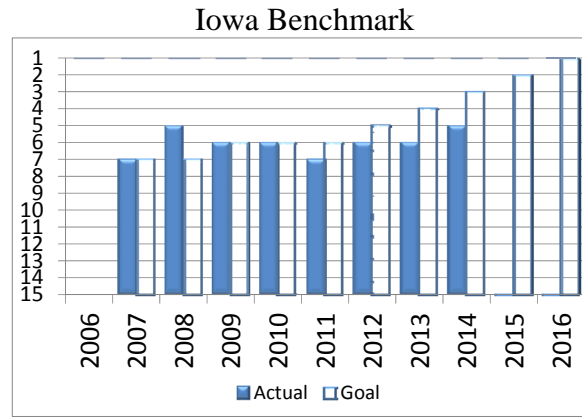
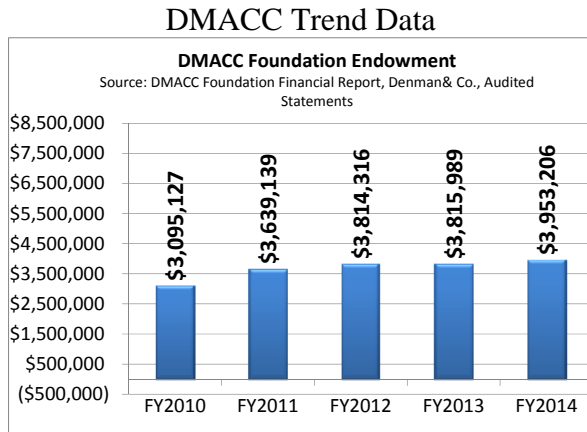
Tulsa CC (OK)  
 Cuyahoga (OH)

### 3. FIRST in Affordability

#### A. Student Education Costs Including Tuition Rate, Fees and Other Necessary Expenses



#### B. Scholarship Endowment Fund Balance



Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

National Cohort  
Illinois Central (IL)  
Austin CC (TX)

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Ivy Tech- Central Ind. (IN)

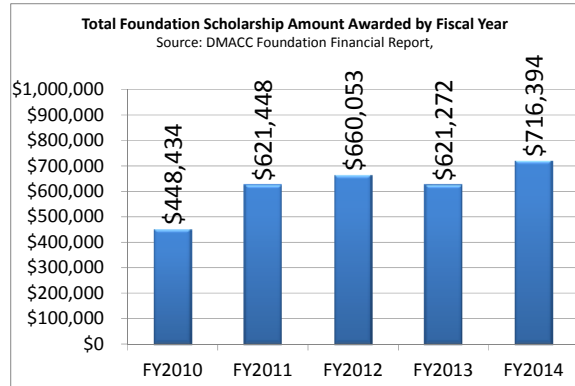
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Cuyahoga (OH)



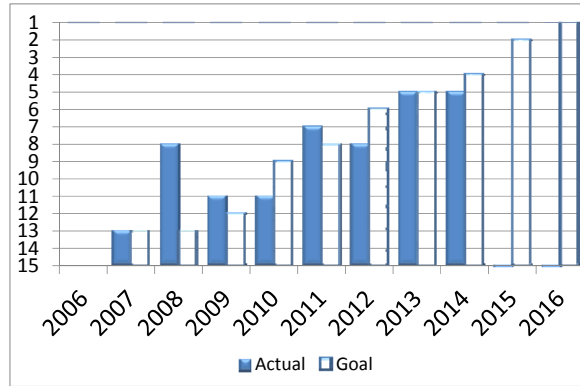
### 3. FIRST in Affordability (continued)

#### C. Scholarship Dollars Awarded

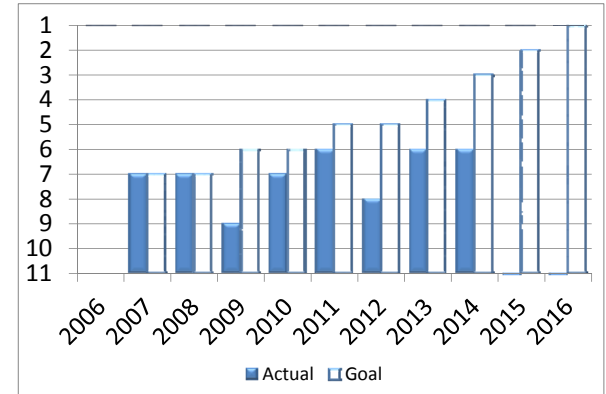
DMACC Trend Data



Iowa Benchmark

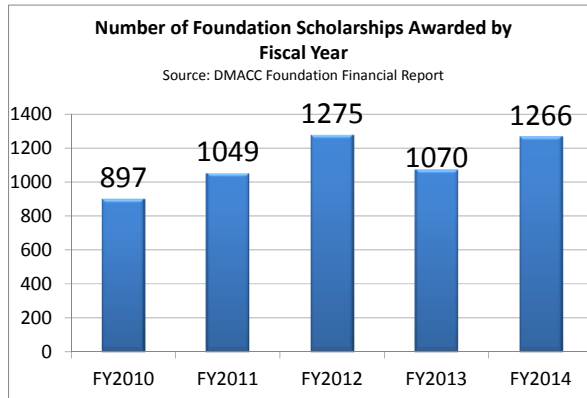


National Cohort Benchmark



#### D. Number of Scholarships Awarded

DMACC Trend Data



Iowa Benchmark

None available

National Cohort Benchmark

None available

Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

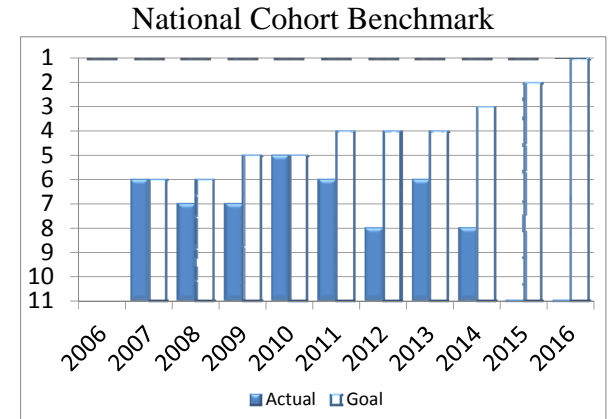
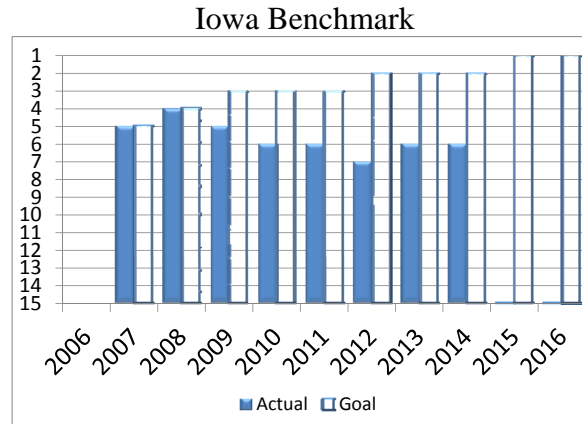
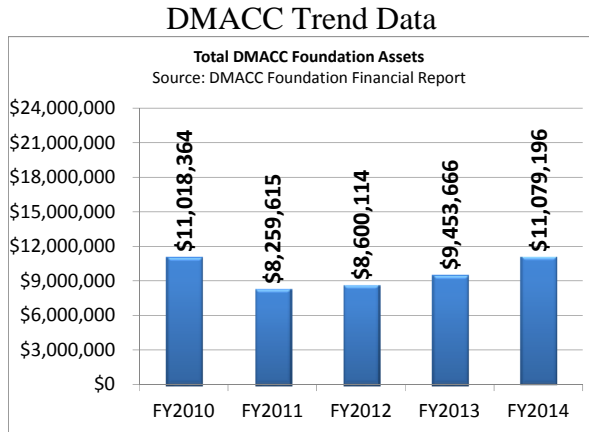
National Cohort  
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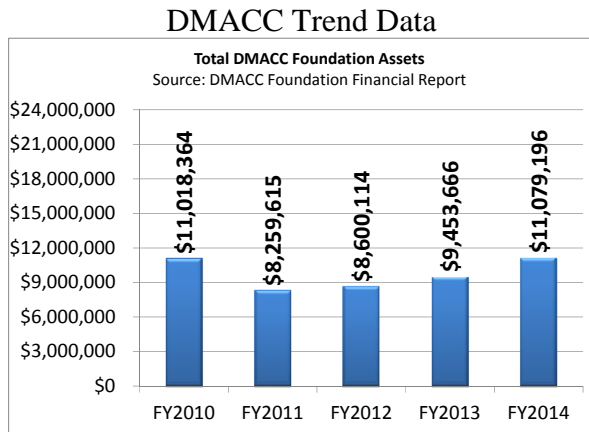
Tulsa CC (OK)  
Cuyahoga (OH)

### 3. FIRST in Affordability (continued)

#### E. Total Foundation Assets



#### G. Alumni Association Size and Contributions



Iowa Benchmark

None available

National Cohort Benchmark

None available

Collin County CC (TX)  
Johnson Co. (KS)

Columbus State CC (OH)  
Monroe CC (NY)

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Cuyahoga (OH)

### 3. FIRST in Affordability (continued)

#### H. Cost Savings Through Process Efficiencies and Utilization of Existing Technology

<b>Academic Year</b>	<b>LEAN Initiative Title</b>	<b>Stakeholder/Department</b>
2014	Course Evaluations	Academic Affairs
2014	Scheduling/online catalog	Enrollment Services
2014	ESL Credit & Non-Credit (Testing/registration)	ESL
2014	Parking Permit/Ticketing	Physical Plant
2014	Continuing Ed Course Setup to Closeout	Continuing Education
2014	Intuitional Effectiveness-Annual Reporting	Institutional Effectiveness
2014	Student Communications (letters)	Enrollment Services
2014	University College Transfer Program	Academic Affairs

Notes:

1- To be marked as showing significant improvement, indicators had to show at least one of the following:

- Significant improvement of over previous years
- Significant improvement compared to one of the benchmark groups
- Have met the 2016 goal in one of the benchmarks

2- Due to changes in FERPA law and its interpretation, Regents institutions no longer provide this information to us. Work is being done to see if the information needed for this benchmark can be provided by Regents in aggregate form.