

# Strategic Goal Key Performance Indicators & Measures

## APPENDIX E

### **Strategic Goal #1: Academic Programs & Support**

Promote student success through relevant programs and support services within an enriched teaching and learning environment.

- Student Success will be measured using the Integrated Postsecondary Education Data System (IPEDS). The graduation rates of FT/FT degree/certificate seeking within normal time will increase by 1% annually. The graduation rates of FT/FT degree/certification seeking within 150% or 200% of normal time will decrease by 1% annually.
- The College Now Graduate Follow-up Study will identify that high school students enrolled in the concurrent bridge program experienced exposure to high academic standards and had a more realistic expectation of college work. These data points are to remain at 3.0 or above on a scale of 4.0 annually.
- Academic Programming is measured using the SUNY MAJOR review process. Annually, selected academic programs complete a self-study for external review. 100% of the final reviews of the self-study will identify adequate relevance of the academic program.
- Having exposure to education from a technological venue is critical for student success. Institutional Research will collect data that indicates students have completed one online course of instruction. By 2012-2013, 75% of Herkimer full-time students will have completed one online course.
- Annual General Education assessments are used to measure student competency in various content areas and skill performance. These are rotated triennially and the outcomes will identify 75% of students assessed are exceeding or meeting standards in all assessed competencies.
- CCSSE will measure support for students in the following categories: prompt feedback from instructors; satisfaction with advising/planning; student perception of instructors as available, helpful, and sympathetic; and, students' perception of administrative personnel and offices. In the next CCSSE assessment round, 2011-12, Herkimer will be at or above its peers in the categories of often/very often and/or quite a bit or very much.
- An internal measurement will collect the faculty-staff opinion of the classroom environment. Out of a scale of 0-5, 5 being high, it is expected to remain at 4 or above during each triennial faculty-staff opinion survey.

Additional performance indicators will be identified from the data collected from the national assessment of the Student Opinion Survey (SOS), the internal Exit Student Survey, the National Community College Benchmark Project (NCCBP), and Unit Assessment Summary Reports. These results will be available in mid-to-late summer of 2010.

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### **Strategic Goal #2: Campus Life**

Cultivate a campus environment that complements the academic mission, enhances student development, and provides broad social and educational experiences.

- To enhance student development and provide broad social and educational experiences, the CCSSE will be used as the measurement. Encouraging contact with different economic, social, and racial or ethnic backgrounds will reach 65% or better in the combined categories of quite a bit and very much by 2011-12. Students will also indicate that they receive the support they need to thrive socially in the combined categories of quite a bit and very much. This data point will increase by 1% per year.
- The department of Student Activities enhances student development and provides broad social and educational experiences through clubs and organizations and scheduled social activities. The number of these two indicators will equal or exceed the previous year. This data is reported by the Office of Student Activities.
- The Graduate Follow-up Survey will capture the data to identify student satisfaction as it relates to faculty-student relationships. It is expected to remain at or above 98% in the combined categories of very satisfied and satisfied during the next assessment round in 2010-11.

Additional performance indicators will be identified from the data collected from the national assessment of the Student Opinion Survey (SOS), the internal Exit Student Survey, the National Community College Benchmark Project (NCCBP), and Unit Assessment Summary Reports. These results will be available in mid-to-late summer of 2010.

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### **Strategic Goal #3: Institutional Culture**

Encourage and sustain a campus where the core values of the college are embraced, implemented, and rewarded.

- Herkimer's Faculty-Staff Opinion Survey will measure how employees perceive the use of assessment information to improve teaching and related educational services, as well as employee perception of Herkimer's environment of ethical behavior. Each of these performance indicators will increase to 4.0 or higher out of a scale of 0 to 5, 5 being high, by 2010-11.
- Herkimer's Core Values are involved in a student's entire educational experience. Students will indicate on the CCSSE they received the support needed to help them succeed at Herkimer. An annual increase of 1% is expected in the combined categories of quite a bit and very much. 85% of the students will also respond in the combined categories of quite a bit and very much to the question that asks students to evaluate their entire educational experience at Herkimer.
- Maintaining a safe and orderly campus is critical to institutional culture. The Office of Postsecondary Education's Campus Security Data Analysis for Herkimer will decrease by 10% in the areas of arrests and disciplinary actions.

Additional performance indicators will be identified from the data collected from the national assessment of the Student Opinion Survey (SOS), the internal Exit Student Survey, the National Community College Benchmark Project (NCCBP), and Unit Assessment Summary Reports. These results will be available in mid-to-late summer of 2010.

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### **Strategic Goal #4: Operational Sustainability**

Enhance operational sustainability through creative planned growth.

- Herkimer has an identified growth goal of ½ week per year to the unrestricted unreserved fund balance. This indicator keeps a pulse on operational sustainability.
- Enrollment is a vital piece of operational sustainability. Annual internal enrollment reports in the areas of on-campus, Internet Academy, and College Now will remain steady.
- Retention of Herkimer students has been a focus for the Enrollment Management office and has become an important indicator for creative planning around sustainability. IPEDS FT retention data will indicate annually that Herkimer is above its peers.
- Using the facilities annual report and the Fiscal 2009-09 baseline BTU, energy used (BTUs) will decrease 1% annually.

Additional performance indicators will be identified from the data collected from the national assessment of the Student Opinion Survey (SOS), the internal Exit Student Survey, the National Community College Benchmark Project (NCCBP), and Unit Assessment Summary Reports. These results will be available in mid-to-late summer of 2010.

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### **Strategic Goal #5: Outreach & Community Relations**

Cultivate mutually beneficial relationships within the community and enhance the image of HCCC.

- The students and faculty members of HCCC continually volunteer in and around the Herkimer community. Students contributing to the community will show growth 1% annually as identified in by CCSSE.
- The Office of Community Education is the community connection point on campus. The Office of Community Education will provide an internal annual report of the following three indicators: non-credit registration, booking of rooms and facilities, and workforce development participants. Non-credit registrations are expected to increase 5% by 2012-13; booking of rooms and facilities are to increase by 5% annually; and in comparison to 2008-09 data, workforce development participants will increase 25% by 2010-11.
- Herkimer students are engaged in the community through various employment opportunities. The locally developed Entering Student Survey will present data that identifies the percentage of students employed in the surrounding College communities. The annual percentage will remain at 50% or higher.

Additional performance indicators will be identified from the data collected from the national assessment of the Student Opinion Survey (SOS), the internal Exit Student Survey, the National Community College Benchmark Project (NCCBP), Unit Assessment Summary Reports, an Employer Survey, and the HCCC Economic Impact Study. These results will be available in mid-to-late summer of 2010.

It is noted the development of a Community Satisfaction Survey is warranted.