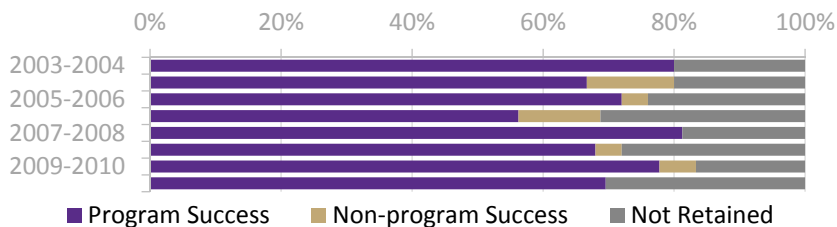


Reporting Program-Level Student Success Measures

AIR 2014

Alison Joseph & David Onder

- Problem - We are asked for program-level success data (retention and graduation)
 - Complicated (particularly for undergrads)
 - Different programs serve different purposes
 - High stakes – program prioritization (AA driven)
 - Reports lumped all non-retained together (whether they graduated or stopped out)
- Background
 - Historically reported on freshmen cohort, University-level only
 - Only one segment of our population (no graduate students, no transfers, no part-time)
- What We Wanted
 - Solid & simple approach (easy to explain and defend)
 - Fair (Useful for all types of programs)
 - Meaningful for decision-making (high- and low-level)
 - Not overly complicated display
 - Illuminates: overall performance, historic trends, when students are lost
 - Something that can be generated yearly w/o too much effort
- 5 Outcomes
 - Five outcomes for each student that declares a given major: Retained in program, Graduated in program, Retained in different program, Graduated in different program, Not retained (stop-out/drop-out) - Exclusive and exhaustive
- General Approach (based on cohorts)
 - A student is placed in a program cohort the 1st time they declare a given program
 - Each student is flagged as one of the 5 possible outcomes for each ½ yr interval (each regular semester)
 - At each interval we report where the members of the cohort fall
 - Each student will only appear in one cohort for a program (usually)
- Why this works
 - We can report data on any interval, if asked
 - If a student stops-out, then returns, they are picked back up
 - Bridges the gap between retention reports and graduation reports
- Technical Approach
 - Used SAS to generate data set; Excel for reporting (Expanded on techniques used for our Fact Book automation)
 - There is one report built per level
 - Drop down lists shows all the programs at that level
 - Formulas reference program code, and populate report based on that code (sumifs, averageifs, etc.)
- Horizontal stacked bar



What are people asking?

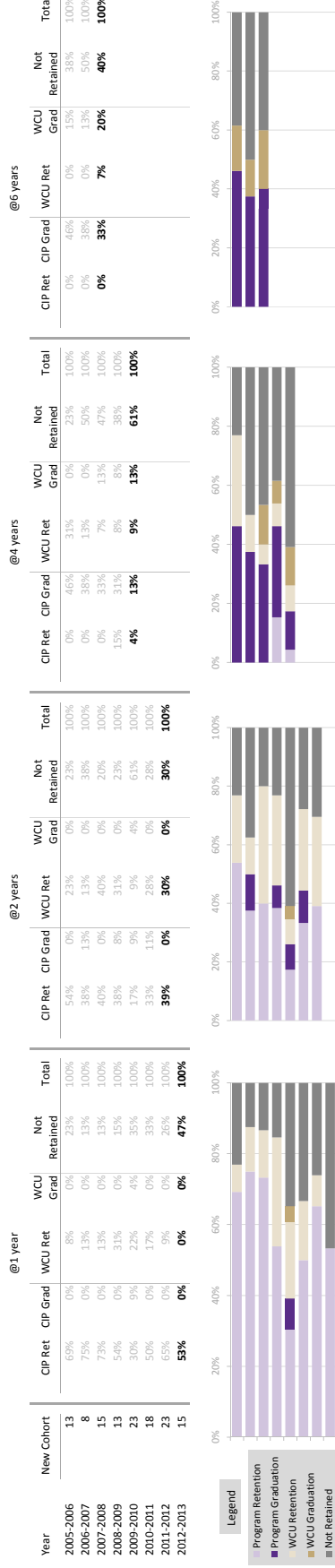
- How is the program performing?
- How are students performing overall at institution?
- How many are dropping out?

- We graph 5 Flags too
 - Horizontally - See people transitioning to completers and drop-outs over time, follow specific cohorts
 - Vertically - Compare performance of different cohorts at the same intervals
- Why this report is REALLY awesome
 - Use a special approach with a named range to find a list of all unique programs, and populate drop-down box with this list (http://www.datawright.com.au/excel_resources/excel_dynamic_ranges.htm)
 - VBA to cycle through, do calcs, print PDF out to a directory (by dept and college) and move on to next report
- Expanding the Idea
 - CIP code (groups up old and new program codes), Dept (similar programs that students transfer between), College
- Ideas for Next Steps
 - True Success Rate (VSA, incorporating of Clearinghouse Data)
 - Consider rolling averages or other approaches to smooth turbulent data on small groups
 - Compare retention data against unit-level goals
- Contact Information
 - Alison Joseph, Applications Analyst (ajoseph@wcu.edu)
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 - Office of Institutional Planning and Effectiveness - oipe.wcu.edu , (828) 227-7239

Program CIP (12-digit): 910000000000
Information Management - BS
 Undergraduate
 Bachelors
Program Name: 910000000000
Information Management
 College of Information Studies

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Information Management
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Retention and Graduation - by 12-digit CIP Code
CIP Code: 910000000000



University Average



* 12-Digit CIP codes are used in the North Carolina state system. The first 6 digits are used for the discipline, the next three for the degree code, and the final three for the specialty code.