



## IR Council Meeting

July 18, 2007 9:00 a.m. to 11:45 a.m.  
Rio Salado College, Conference Center

### Members Present.

Matt Ashcraft, Jan Binder, John Catapano, Laurie Cohen, Mary Day, Cathy Hernandez, Linda Hughes, Damita Kaloostian, Sue Kater, Beth Hunt Larson, Kerry Mitchell, Laurie Pemberton, Tracy Salter, Donna Silber, Sue Starrfield, David Sweeley, Jim Waugh, René Willekens, James Mitchell-recording.

### DISCUSSION ITEMS

**1. ISISC Training** – The July IR Council Meeting opened with training on changes that had taken place with queries in Hyperion since the June Retreat. Information shared included 1. using the combined type indicator to calculate average class size, 2. fiscal\_year\_claimed in ftse\_details compared to fiscal\_year on the snap\_shot tables, and 3. FAQ on common problems when modifying existing queries. Location of materials is X:\IR Shared\Retreat 2007\Materials.

**2. Focus Group Request** – Tom Gariepy, the District Director of Marketing and Communications, addressed the council on a near future effort to bring together researchers and marketing. MCCCCD is going to move towards more centralized marketing to avoid competing media messages and consumer confusion that may result from the individual efforts of the colleges. Colleges will continue to market what makes them unique and at present there is no movement to reduce marketing funding for the colleges.

The plan is to generate student focus groups at select campuses to conduct an improved district-wide survey. The participating students will be prescreened to ensure a diverse mix of respondents and they will be guided through the survey by a trained moderator. Mr. Gariepy is hoping that the council can provide feedback on the student body make-up of their respective colleges, advise of any known trained moderators within MCCCCD, participate on the selection committee that will choose the vendor for this contract, and provide feedback on the proposed questions for the survey. Per request, Mr. Gariepy promised to keep the council in the information loop by using the IR Council's email distribution list on pertinent details of this project.

**3. CCSP** – A briefing on the Community College Strategic Planning (CCSP) tool from CCbenefits was given to inform the council on this new online system that the district IR office. The point of contact for CCSP report requests is James Mitchell, 480-731-8025 or james.mitchell@domail.maricopa.edu.

**4. ESCAN and Brainkeeper Wiki Update** (<http://mcccd.brainkeeper.net>) – Damita Kaloostian introduced the new templates that will be used for inputting articles and information

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into Brainkeeper. There were templates created for each working group and they are based on the SCUP model. The templates are posted at X:\IR Shared\Environmental Scanning.

Deadline for the pilot ESCAN was set for the first week of September. The working groups have been tasked to submit their filled out templates to the IR district office no later than 10 August.

Damita next gave a demonstration of how to post an article in Brainkeeper and add the accompanying URL. The council was reminded that the ESCAN will be presented at the next SPAC meeting scheduled for 29 August at 1:30 pm.

**5. AZ Dept of ED HS Data** – Damita recommended to the council that a process be established and implemented to obtain high school graduation and enrollment data from the AZ DOE. This data is useful to MCCCDC as it can be used for a variety of purposes (e.g. 2040, NCCBP, projections). Because the high school graduation data was not verified by AZ DOE prior to 2004, and high schools have almost a year to make changes to submitted data, it was decided to submit an initial request to AZ DOE for data from 2004-2006. The high school graduation data will be for the time period September 1<sup>st</sup>-August 31<sup>st</sup> of each year. The enrollment data will be from the October 1<sup>st</sup> report. Jim Waugh asked if data could be added by the DOE that would show high school feeder information for elementary and junior high level to assist in predicting future enrollment trends. Mary Day asked if the data was also available by ethnicity. Damita will check into both of these requests prior to requesting the data. The council also agreed that the annual request for data should come from the District Office. Once the initial data has been received, the council will be informed that the data is available.

### **6. Reports Update –**

**- Performance Indicators** – Donna Silber briefed that there were 2 community college performance measures due to ACCA the week of August 20; 1) number of awards (degree and certificates conferred); 2) number of applied baccalaureate programs collaboratively developed with the universities (2+2s). The district office will be doing this report. We received an additional request from ACCA asking us to provide estimates for these two indicators for FY 2008 and 2009.

**- Repeat Report** – College Repeat Reports have been run and hard copies submitted to each college.

**- 2040 Report** – The council was given a handout created by Nancy Osborne that showed proposed changes to course mappings developed by AZAIR. Members of the council are to email Donna Silber by 26 July with comments, questions, or concerns about the changes.

**- Dual Enrollment Report** – To date there has been no new guidance on the additional reporting requirements for this year. New reporting will include Costing, Faculty Advisory Councils, etc. At this time, the state CBO'S and ACCA are still in discussions. We anticipate working with the college Dual Enrollment Coordinators to gather this additional information, and it will be due on September 1 with the Dual detail and tracking reports. One requirement will be to track performance in senior year high school dual classes compared to subsequent first year collegiate work in the same field of study. A crosswalk was created using the CEG (Course Equivalency Guide system) and has been loaded into ASSIST. District IR Office will assist the other colleges in the state in developing their crosswalk for ASSIST. District IR office will also create the

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report query and that will be shared with the other colleges. Same field of study is determined by the 2-digit CIP code that has been assigned to the course (occupational courses already have a CIP code assignment for Carl Perkins reporting).

- **Annual Headcount** – The final Headcount Report will be pulled by the district IR office on Monday, July 23. District-wide predictions made in February were exceedingly accurate this year.

- **Course Report** – The requested due date for the Course Report from the colleges is 10 August. Linda has already pulled the noncredit data from IDS. In the future it is hoped that a vocational/avocation code will be developed for noncredit courses to assist with an accurate unduplicated headcount.

**7. ASSIST Meeting** – A team from ASSIST recently met with Linda and Tracy to discuss the transition of the ASSIST database to an Oracle platform. This period of transition will be used as an opportunity to streamline data elements. Also, ASSIST is looking at fixing the problem of OE and shortterm courses having a separate term code. It's likely that the colleges will submit their data several times, similar to the universities. (possibly at 45<sup>th</sup> day, and refreshed with the next term's 45<sup>th</sup> day submission). Finally, based on a lack of usage, the Placement Data Table will most likely be deleted from ASSIST.

**8. Assessment Tracking Mapping System** – Damita showed a video demonstration of the Weave Online Assessment Tracking System, <http://www.weaveonline.net>. This system was originally shown during the AZAIR conference. Rene will be looking into costing.

### **COLLEGE REPORTS.**

**PVCC** – Laurie Pemberton invited all interested parties to the SPOL demonstration at PVCC on July 24. SPOL is a strategic planning software system that links strategic planning to the budgeting and accreditation processes.

**CGCC** – Mary Day distributed an article from The Chronicle entitled *Distorted Statistics on Graduation Rates*.

### **COUNCIL CHAIR.**

Jim closed the meeting by mentioning that there would be conference on web surveys coming up with details to follow, and also gave an endorsement of the new online IPEDS training.

Also, please note attached information provided by Georgia Gudykunst on the Design & Administer Effective Web Surveys Web Conference.

Meeting adjourned at 11:45 am.

**NEXT MEETING:** 15 August at 9:00 am, Rio Salado Conference Center.

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Design & Administer Effective Web Surveys Web Conference

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September 20, 2007 :: 1:00pm - 2:30pm EDT

For a full program and to register, please visit  
<http://www.academicimpressions.com/pdf/0907-web-surveys.php?q=georgia.gudykunst@domail.maricopa.edu&c=C73.1032909.266.1.301>

### OVERVIEW

As the need for inexpensive, accurate information increases, so too will the reliance on properly designed web surveys. Join us online to review the fundamentals behind effective online surveys from both a technological and methodological perspective.

### WHO SHOULD ATTEND

Anyone interested in defining, designing, or implementing effective web surveys will benefit from this event. This could include institutional researchers, assessment officers, survey administrators, marketing professionals, and anyone involved in research on constituent groups such as prospective students or alumni.

### PROGRAM AGENDA

This workshop is designed for those interested in moving from paper to web surveys, and will review the many aspects of designing and successfully administering a web survey with a high response rate. Major topics include:

- How theories of survey response can inform design
- Structure and content of email contacts
- Dealing with spam filters
- Advantages of a mixed-mode contact approach
- Security and anonymity of responses
- Sample size issues
- Incentives in web surveys
- Overall appearance
- Question response categories
- Length and progress indicators

### INSTRUCTOR

>>Stephen Porter - Iowa State University<<

Stephen is an associate professor of research and evaluation in the department of educational leadership and policy studies at Iowa State University. During his career in institutional research, he has designed and/or administered dozens of paper and web surveys. He has published several articles on web survey research methodology and he has edited the book *Overcoming Survey Research Problems*.

### REGISTER

To register, please call 720.488.6800 or visit  
[https://www.academicimpressions.com/web\\_conferences/0907-web-surveys.php?q=georgia.gudykunst@domail.maricopa.edu&c=C73.1032909.266.1.302#register](https://www.academicimpressions.com/web_conferences/0907-web-surveys.php?q=georgia.gudykunst@domail.maricopa.edu&c=C73.1032909.266.1.302#register)

YOU MAY ALSO BE INTERESTED IN:

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Join us for the Writing Right for the Web web conference to explore the common pitfalls of web writing and how they can derail your site's effectiveness.

[https://www.academicimpressions.com/web\\_conferences/1007-web-writing.php?q=georgia.gudykunst@domail.maricopa.edu&c=C73.1032909.266.1.105](https://www.academicimpressions.com/web_conferences/1007-web-writing.php?q=georgia.gudykunst@domail.maricopa.edu&c=C73.1032909.266.1.105)

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.