



## IR Council Meeting

August 16, 2006 9:00 a.m. to 12:00 p.m.

District Office, Maricopa Room

### Members Present

Nancy Osborne, Tracy Salter, Linda Hughes, Linda Hawbaker, Jeff Simonson, Beth Hunt-Larson, Dan Huston, Damita Kaloostian, Christina Santacruz, Ajit Kelkar, Rene Willekens, Donna Silber, Suzanne Martin, Paul Marsh, Georgia Gudykunst, Laurie Cohen, Jim Waugh, Cathy Hernandez, Christy Hoedel, Mary Day, John Snelling, David Sweeley, Judy Holley-recording.

**All colleges were represented.**

### Brio Tips. *Tracy*

Tracy demonstrated the AGECE audit query Amber created. The query evaluates current students' coursework against the AGECE course requirements matrix to identify students that qualify for an AGECE award. Then it reports those students with any awards they received in the current term, and it reports students who earned awards but did not receive an AGECE. The query can be found at X:\IR Shared\AGECE from GCC\AGECE.bqy. The new SIS will have course attributes attached to courses that will identify which core/awareness areas the course satisfies. District I.E. will work with Jason Pociask to bring those attributes into RDS.

*Questions brought up during meeting, and answers:*

**Q1:** Why the fields and limit on GCC-AGECE\_Hours of at least 15 hours?

**A1:** Per GCC A&R, to qualify for an AGECE at GCC, the student must receive at least 15 of the AGECE hours from GCC.

**Q2:** How does this data fit into GCC processes? Who uses the data, and how?

**A2:** GCC A&R dept. asked for the report, and are using it to award AGECEs to students even if they did not apply for the award.

**Q3:** The last section (students with awards and whether they qualified for an AGECE or not) has a lot of award recipients who do not qualify for an AGECE. What does GCC do with these students?

**A3:** Students also qualify for an AGECE if they received a AS, AA, or Abus - so those students are included regardless of their course history.

### Dashboards/Scorecards. *Jeff*

Jeff gave a brief review of the Hyperion sponsored web cast on August 9, 2006.

- The web cast mainly focused on the difference of dashboards and scorecards.
- The PowerPoint slide presentation file is called Scorecards vs. Dashboards Presentation by Hyperion 8-8-06 and has been put out on the X drive at X:\IR Shared\Presentations & Information\Dashboards~Scorecards\_August2006.

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### **Overview of Business Objects Web Intelligence. *Linda***

Linda passed out handouts on the Business Objects products the district has purchased. Along with Crystal Reports, these include Web Intelligence and Dashboard Manager. There are a limited number of licenses for Performance Manager (scorecard) and predictive analytics. Workgroup versions of Excelsius, a data visualization tool were also purchased. ITS is in the process of installing the newest Business Objects version (XI), so we don't really have a roll-out schedule yet. The Business Objects web site has great animated clips to show how all these products work. Invite Jason to one of our meetings to present his information.

### **Follow-up on National Benchmarking Tools. *René/Georgia***

Since we have the funding, are our colleges ready to participate in CCSSE this year?

- The Council agreed to develop common questions on CCSSE and Noel Levitz if the District would cost share the project. This would constitute a Maricopa Consortium. The team confirmed that CCSSE does not apply to Rio Salado College.
- There were discussions on if all colleges that currently administer CCSSE, could implement the survey in the Spring 2007 to simply funding. Some colleges indicated they could, but others have already administered the survey in the spring 2006. This would be too soon for these colleges. Most could agree on administering the survey in the spring 2008 if necessary. Scottsdale Community College was unsure if it could move to a spring 2008 schedule.
- A recommendation was made to allow colleges to administer Noel Levitz or CCSSE in the 2006-2007 year. All colleges that participate in CCSSE should administer CCSSE within the next two years (2007 or 2008). Consensus was *not* reached on this recommendation.
- Georgia recommends that we at least get a schedule of when colleges are planning to administer CCSE and Noel Levitz. Rene' Willekens agreed to conduct a survey of the Directors to update this information. It will be shared at the Administrative Services Committee in September.

### **New Requirements for Annual Governor's Report. *Linda***

We will be able to generate data for the credit courses for the report. Credit course designations will go to the Vice Presidents of Academic Affairs later this week, and we will meet with them at the end of the month to get approval for the designations. Requests for non-credit courses have gone out to the colleges. Our office will be able to pick up course fees for non-credit sections. Colleges will need to provide section level data for non-credit courses so that class fee data can be matched up. Course descriptions are also needed and may reside in software publication packages in the office that manages your non-credit program. Templates will soon be sent out to colleges that have skill centers clock hours and ABE/ESL non-credit programs. We will add division code to the data so you can do additional analysis for your college. We'll also look at how much FTSE was generated by each of the course designations to identify potential funding risks. The report is due Nov 1.

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### **Overview of “Using Institutional Research to Support Marketing”. Nancy/John**

Seemed to be interest in this subject noted by attendance levels at this webinar.

Some recommendations made by the presenters:

- President cabinet needs to set priorities.
- Communicate data in findings.
- Find strategic implications and impact.
- Communicate data used.

John has worked with several marketing-related projects at EMCC:

- Generate lists of students with certain criteria for call-center follow-up. This has shown to be effective with students.
- Develop student interest surveys for faculty/staff to use on information night.
- Generate address lists for target marketing.
  - Ex. the 3 Free Program was effective in enrolling more than 150 students this past summer.
  - Mailing lists for sending schedules, special event promotions, new student orientation, marketing to recent high school graduates.
- Work with recruiting to develop prospective student database(s) in FileMaker Pro.

### **New Federal Mandate on Collection of Race/Ethnicity Data. Donna**

- Implementation no later than Fall 2009.
- Encouraging colleges to implement this mandate as soon as possible.
- Will be in 2 question format.
- Encourage institutions to allow students/staff to re-identify.
- Strongly encourage self-identification of race/ethnicity rather than third-party.

### **Number of Awards in a Fiscal Year vs. Reporting Completions to IPEDS. Tracy**

Tracy explained that different methodologies are used due to the timing of when the data is available, and when the reporting is requested. Handout explaining differences can be found in the X:\IR Council\IR Council\Meeting Minutes\Minutes & Handouts 8-16-06 folder.

We will keep doing this the same way we have in previous years.

### **Evolving Role of IR Council. Jim/Georgia**

- Where do we see the IR Council evolving in the future? We might want to further consider the role, going beyond data sharing to possibly a more strategic role.
- We seem to be getting more requests.
- Need to be more active in updating the colleges/departments on a monthly basis.
- How do we fit in with other councils such as the Strategic Planning groups?
- Should we consider periodic updates with the Governing Board?
- Do we need to get more involved with Environmental Scans, etc. Consider increased use of ideas like the environmental scan. We might want to further review the work already done and develop a shared directory of relevant articles, etc.
- We used to have a system-wide annual meeting with Admissions and Records on certain issues.
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### **Evolving Role of IR Council. *Jim/Georgia (cont)***

- Good to connect Admissions, Records and Marketing departments together and share data/projects.
- IR Councils members need to be ready to contribute their ideas at the next meeting how we can share data and ideas for about 5 minutes.

### **College Updates**

- **Phoenix College** – Damita distributed copies of the Environmental Scans that were recently completed.
- **Scottsdale Community College** – Laurie asked for input about how colleges define cohorts based on student intent/goals, given that this data is unreliable in the current system. Will data be collected differently in the future (i.e. required instead of optional on Student Information Form)? Linda Hawbaker said she would try to schedule someone to demo the Peoplesoft SIF form to the IR Council. Laurie also requested copies of other colleges Fact Books as SCC is updating theirs.
- **Glendale Community College** – Jim mentioned that their new president Dr. Velvie Green is refreshing and engaging. She recently gave a presentation that will be available on their website soon.

### **Information Items**

#### **NCCBP Conference Overview. *Georgia***

URL or PDF of information will be sent out to all the IR Council members when it is available.

#### **2040 Course Categories. *Nancy***

Nancy distributed a handout that defines how the course categories on the 2040 report are defined for this reporting year. She mentioned that she discovered during the course of verifying course categories that other Arizona community colleges have different definitions for the categories. She will follow-up to make sure this gets discussed within the AzAir group (perhaps at the next conference). There may be other standardization types of things that also would benefit from being revisited by AzAir.

#### **Review 2040 logic for Identifying Recent High School Graduates. *Tracy***

Tracy distributed handout of AZ2040 report logic to help colleges determine recent high school graduates. AZ2040 report is dependent on a correct high school graduation year. The logic can be used to account for incorrect graduation statuses. Handout can be found in the X:\IR Council\IR Council\Meeting Minutes\Minutes & Handouts 8-16-06 folder. Also, reminder of the upcoming HP extract. Keith sent out an email reminding IR Directors that they need to schedule extract with their operations staff, and to please let Keith know of the schedule.

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### **New State Reporting Requirements for Workforce Development. Tracy**

New annual reporting for the Governor's Council on Workforce Development.

For occupational programs, have to report:

1. Financial data by funding program for FY2006 and FY2007.
2. CPIII performance measures for FY2004, FY2005, and FY2006.

This will be presented visually at the next IR Council Meeting. Request is due to ACCA on August 25, 2006.

### **IPEDS – College Graduation – Transfer Out Rates. Donna**

Donna distributed a chart from the most recent graduation rate survey for 2002 cohorts. She will provide history of grad rates for colleges in the near future.

**Next Meeting:** Wednesday, September 20th, from 9:00 a.m. to 12:00 p.m., District Office, Maricopa Room