COLUMBIA GREENE COMMUNITY COLLEGE

Institutional Effectiveness Report Card

2018 - 2019

Introduction

Institutional effectiveness is a systematic and continuous process that measures how well the College is achieving its mission. It is accomplished by integrating the functions of institutional research, assessment, and strategic planning to help promote data-driven decision making. Institutional effectiveness also plays a critical role in improving the College's academic programs, student support services, and overall financial health.

The institutional effectiveness process begins with the College's *mission statement*:

> Columbia-Greene Community College welcomes a geographically and culturally diverse student population, is dedicated to developing and administering high quality post-secondary educational programs that are accessible to the residents of the service area, is responsive to the changing needs of the community, maintains a caring environment that is dedicated to personal attention, and recognizes its responsibilities for providing transfer, vocational, technical, remedial, and lifelong learning for all.

The College mission is further defined by *six institutional goals*:

(1) Quality Education,
(2) Accessibility,
(3) Excellent Facilities,
(4) Student Centered,
(5) Service to the Community, and
(6) Sound Management.

These goals, as described in the College's five-year *Strategic Plan*, also contain measurable objectives and performance standards, which facilitates institutional effectiveness and promotes sustainable, periodic assessment practices.

At the end of each academic year, the *Institutional Assessment Planning Group* and the *Strategic Planning Committee* collectively plan the development of the annual *Institutional Effectiveness Report Card*.

Institutional objectives are assessed on a cycle, and their selection for inclusion in the Report Card is determined in advance by College priorities and other factors.

The Report Card utilizes both *direct* and *indirect* measures by leveraging data and information from a variety of sources, including but not limited to academic and administrative assessments, surveys, institutional research, and peer benchmarking reports. The first Report Card was shared with the College community in 2012, and it continues to serve as a critical resource for assessing and executing the College's many strategic priorities.

Strategic Plan At-a-Glance

Strategic objectives are assessed on a cycle and are selected based on college priorities.
*The objectives chosen for the <u>2018 - 2019 edition</u> of the Report Card are shown in **bold**.*

Goal 1: Quality Education

Objective 1: Students will attain core academic proficiencies as defined in our Academic Philosophy
Objective 2: Academic support services will reflect the College's commitment to excellence
Objective 3: The teaching and learning environment will meet or exceed student expectations
Objective 4: The College will provide academic programming that is responsive to the needs of its service area

Goal 2: Accessibility

Objective 1: Affordability
Objective 2: Prepare academically challenged students for College success
Objective 3: Maintain a diverse student population

Goal 3: Excellent Facilities

Objective 1: Provide a physical infrastructure that supports the College's commitment to educational excellence
Objective 2: Provide effective technology that supports teaching, learning, administrative operations, and student success
Objective 3: Maintain a safe and secure campus

Goal 4: Student Centered

Objective 1: The College will foster an atmosphere where students are supported in the learning environment
Objective 2: The College will provide students with opportunities for personal growth and enrichment

Goal 5: Service to the Community

Objective 1: The College will effectively serve the social, cultural needs of its local community in a way that reflects the mission of the College
Objective 2: The College will provide career and workforce development programming to meet the needs of the local community

Goal 6: Sound Management

Objective 1: Enhance institutional effectiveness through leadership, planning, and accountability to ensure public trust
Objective 2: The Columbia-Greene Community College Foundation will contribute to the financial wellbeing of the College and will be a formidable force in advancing academic programs and College facilities
Objective 3: The College will promote its mission through consistent, effective messaging and branding aimed at prospective students, the community at-large, stakeholders, and current students

Goal 3: Excellent Facilities

Objective 1 **Provide a physical infrastructure that supports the College's commitment to educational excellence**

Standard 1.1   Maintain adequate availability and utilization of teaching and learning environments

Measure   *SUNY Student Opinion Survey*

Every three years, community colleges throughout New York State distribute the SUNY Student Opinion Survey (SOS) to a representative sample of students. Last administered in April 2019, the SOS gives students an opportunity to provide valuable feedback about campus programs, services, and facilities. Their opinions help to inspire meaningful change, promote innovation, and drive continuous improvement at CoGreene. The figure below shows overall student satisfaction with the availability of on-campus resources.
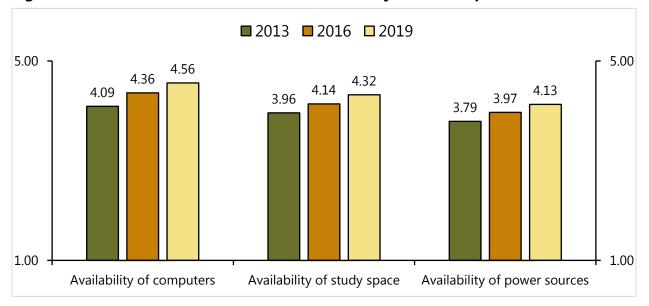
Figure 1. **Student satisfaction with the availability of on-campus resources**

Mean score key: 5=Very Satisfied, 4=Satisfied, 3=Neither Satisfied nor Dissatisfied, 2=Dissatisfied, 1=Very Dissatisfied
Survey population: Students aged 18 or older, excluding high school students, who took one or more classes for credit
Sample sizes: *n*=436 (2013), *n*=630 (2016), *n*=363 (2019)
Data sources: SUNY Student Opinion Surveys (2013, 2016, 2019)

Goal 3: Excellent Facilities

Objective 1 Provide a physical infrastructure that supports the College's commitment to educational excellence

Standard 1.1   Maintain adequate availability and utilization of teaching and learning environments

Measure   SUNY Student Opinion Survey

The SUNY Student Opinion Survey also includes a set of custom, open-ended questions that invite students to comment on their educational experience at CoGreene. One such question in the 2019 SOS asked students about their satisfaction with the physical space on campus.

<u>Figure 2.</u>   Most common recommendations from students regarding physical space

Rank	Recommendation
1st	More quiet study spaces
2nd	New student lounge space away from court
3rd	Replace uncomfortable seating in classrooms and labs
4th	More eating spaces away from cafeteria
5th	More computer lab space

<u>Note:</u> Student comments were categorized into themes to identify most frequently cited recommendations
<u>Survey population:</u> Students aged 18 or older, excluding high school students, who took one or more classes for credit
<u>Sample size:</u> *n*=363 (2019)
<u>Data source:</u> SUNY Student Opinion Survey (2019)

Goal 3: Excellent Facilities

Objective 1   **Provide a physical infrastructure that supports the College's commitment to educational excellence**

Standard 1.1   Maintain adequate availability and utilization of teaching and learning environments

Measure   *Library Utilization Survey*

For their annual Action and Assessment (AAA) Plan, the Department of Library and Media Services assessed student and faculty utilization of library resources in an effort to improve student success. The figure below shows the percentage of students and faculty who reported on their utilization of various library resources.
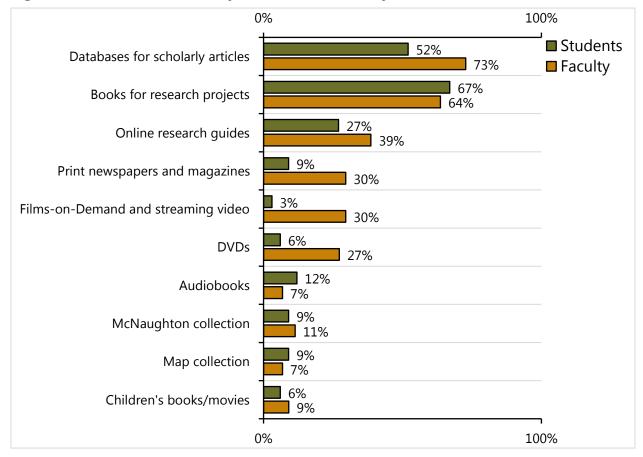
Figure 3.   Student and faculty utilization of library collections and other resources

Sample sizes: *n*=33 (Students), *n*=44 (Faculty)
Data sources: Library Utilization Survey – Students (2019), Library Utilization Survey – Faculty (2019)

Goal 3: Excellent Facilities

Objective 1 **Provide a physical infrastructure that supports the College's commitment to educational excellence**

Standard 1.1 Maintain adequate availability and utilization of teaching and learning environments

Measure *Library Utilization Survey*

The Department of Library and Media Services also assessed student study preferences within the Library Utilization Survey. The results are illustrated in the figure below.
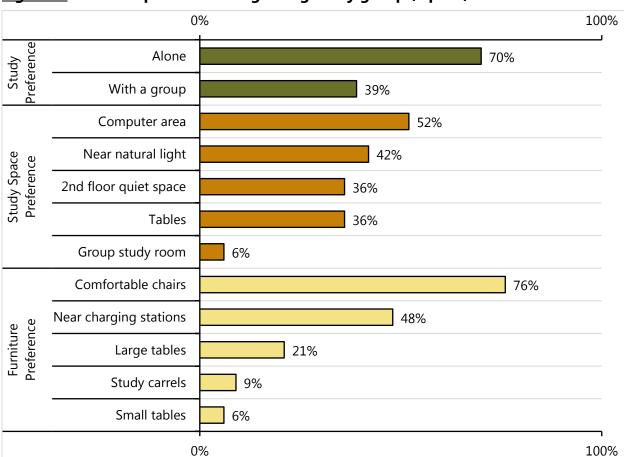
Figure 4. **Student preferences regarding study groups, space, and furniture**

preferences

Sample size: *n*=33
Data source: Library Utilization Survey – Students (2019)

Goal 3: Excellent Facilities

Objective 1 **Provide a physical infrastructure that supports the College's commitment to educational excellence**

Standard 1.2   Achieve optimum utilization of physical infrastructure to support teaching and learning

Measure *Critical Maintenance Assessment*

For their annual Action and Assessment (AAA) Plan, the Department of Buildings and Grounds assessed the need for replacing the College's Heating, Ventilation, and Air Conditioning (HVAC) system. Industry standards require large scale equipment replacements when more than 10% of units have reported failures. The figure below shows the results of this assessment, which were used to support the need for an infrastructure renewal plan. This plan culminated with a $20M Capital Project that is currently underway.
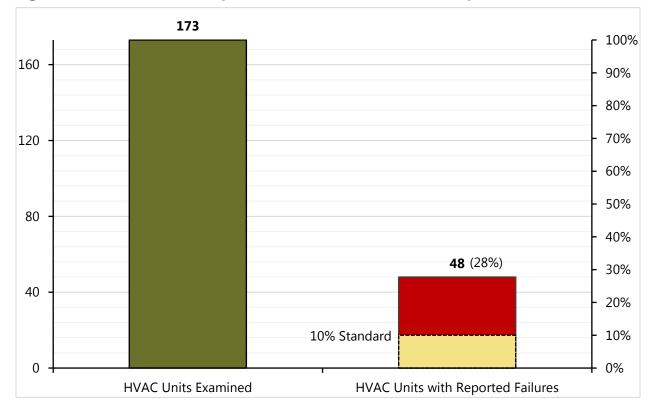
Figure 5. **Assessment of reported HVAC failures across campus**

Data source: Action and Assessment (AAA) Plan – Buildings and Grounds (2017)
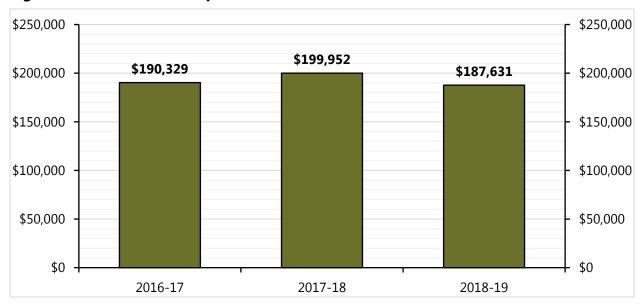
Goal 6: Sound Management

Objective 2 **The Columbia-Greene Community College Foundation will contribute to the financial wellbeing of the College and will be a formidable force in advancing academic programs and College facilities**

Standard 2.1   Expand fundraising efforts to support student scholarships and supplement college resources

Measure   *Total scholarships awarded*

The Columbia-Greene Community College Foundation provides a variety of scholarships to promote student success at CoGreene, including financial support for economically disadvantaged students, recognition for academic excellence, and other scholarships for a range of special causes. Student scholarships are primarily made possible through fundraising events and donor support. The figure below shows the total amount of scholarships awarded to students over the past three years.

Figure 6. **Total scholarships awarded to students**

Data source: Columbia-Greene Community College Foundation report

Goal 6: Sound Management

Objective 2   **The Columbia-Greene Community College Foundation will contribute to the financial wellbeing of the College and will be a formidable force in advancing academic programs and College facilities**

Standard 2.1   Expand fundraising efforts to support student scholarships and supplement college resources

Measure   *Foundation gala revenue and donor activity*

The Columbia-Greene Community College Foundation also hosts a major fundraising event, the Annual Scholar's Ball, to celebrate student success and promote community support of the College's scholarship fund.
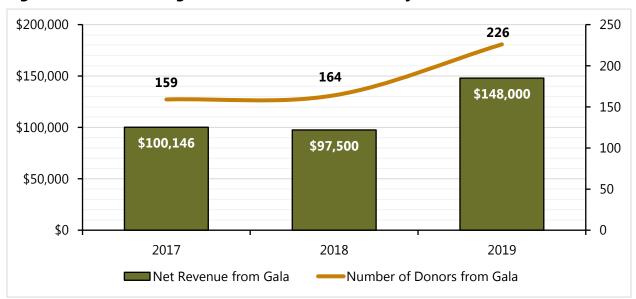
Figure 7.   **Foundation gala revenue and donor activity**

Data source: Columbia-Greene Community College Foundation report

Goal 6: Sound Management

Objective 3 **The College will promote its mission through consistent, effective messaging and branding aimed at prospective students, the community at-large, stakeholders, and current students**

Standard 3.1   Public communication, including marketing, will consistently reach all audiences through appropriate channels

Measure   *Web lead performance metrics*

The College's Office of Marketing and Communications set a goal to increase the number of web-based leads from prospective students by introducing a new, customized pop-up form that displays on the CoGreene website. Inquiries from prospective students are then routed to the appropriate admissions counselor for follow up. An analysis of these inquiries shows the relationship between web leads and enrollment yield rates.
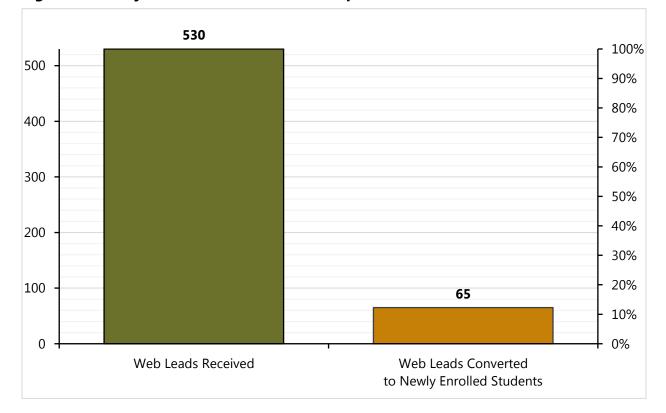
Figure 8. **Analysis of web leads and the impact on enrollment rates**

Note: Analysis of web leads and enrollments covers the time period between September 2017 and May 2019
Data source: Action and Assessment (AAA) Plan – Marketing and Communications (2019)

Goal 6: Sound Management

Objective 3 **The College will promote its mission through consistent, effective messaging and branding aimed at prospective students, the community at-large, stakeholders, and current students**

Standard 3.2   Public communication will maintain clarity and consistency of language

Measure   *CoGreene Brand Guide*

In September 2017, the College's Office of Marketing and Communications developed a brand guide to set standards for internal and external communications and to promote the use of colors and fonts that are consistent with the College's brand. The Office of Marketing and Communications is now in the process of developing a style guide to ensure that all offices deliver clear and consistent messages to internal and external constituents.

<u>Figure 9.</u>   **Snapshot of the new CoGreene Brand Guide**

BRAND COLORS

PRIMARY	PMS	CMYK	WEB HEX	RGB
Green	PMS 5757	27c 0m 95y 55k	6B702B	107r 112g 43b
Orange	PMS 145	0c 47m 100y 8k	C67F07	198r 127g 7b
Yellow	PMS 127	0c 7m 50y 0k	F4E287	244r 226g 135b

SECONDARY	PMS	CMYK	WEB HEX	RGB
Purple	PMS 2593	61c 89m 0y 0k	872B93	135r 43g 147b
Blue	PMS 646	65c 30m 0y 11k	5E82A3	94r 130g 163b
Light Gray	—	5c 4m 7y 0k	F0EEE7	240r 238g 231b
Medium Gray	PMS 414	0c 0m 10y 30k	B7B09D	183r 176g 157b
Dark Gray	PMS 418	3c 0m 31y 75k	605E4F	96r 94g 79b

BRAND FONTS

PRINT

Azo Sans – multiple weights (sans serif; text and headlines) AVAILABLE ON MYFONTS.COM

Trocchi – bold (slab serif; headlines) AVAILABLE FOR FREE ON FONTSQUIRREL.COM

WEB (AVAILABLE FOR FREE ON GOOGLE FONTS)

Yantramanav – multiple weights (sans serif; text and headlines)

Kameron – bold (slab serif; headlines)

LOGO FONT

TRAJAN BOLD

<u>Source:</u> Columbia-Greene Community College Office of Marketing and Communications

Conclusion

The development of the Institutional Effectiveness Report Card is a collaborative effort between the Office of Planning and Institutional Effectiveness, the Strategic Planning Committee, the Institutional Assessment Planning Group, and all other campus constituents who remain dedicated to student success at CoGreene.

Vision and Mission of the Office of Planning and Institutional Effectiveness

Vision
A campus community inspired to use smart, actionable data for innovation and continuous improvement

Mission
The Office of Planning and Institutional Effectiveness promotes a culture of innovation and continuous improvement by providing the campus community with user-friendly data and information to help support data-driven decision making, strategic and master planning, enrollment management, grant development, academic and unit assessment, institutional accreditation, and student success.

To learn more about planning and institutional effectiveness at CoGreene, please contact the *Office of Planning and Institutional Effectiveness* at (518) 828-4181, extension 3352.