



Southwestern Oregon Community College

Success Indicator 22 Community Activities and Events

2014- 2015

ACHIEVEMENT

Not Measured in 2014-15

CORE THEME

Community Engagement

OBJECTIVE

CE2: Southwestern provides our community members access to a wide range of quality, lifelong learning activities

INDICATOR

CE.2.1: Success Indicator 22A – Activities and Events

CE.2.2: Success Indicator 22B – Community Satisfaction Activities and Events

Measured by the threshold level achieved

22A: for the percent of activities and events requested by the community compared to prior year from internal reports

22B: on the rating level for facilities services from internal reports

Indicator Thresholds

22A: Threshold determined after review of measurement options in 2014-15

22B: Green: ≥ 4 Yellow: Between 3 and 3.99 Red: < 3

Purpose and Meaning

22A: Assesses participation in events and activities provided to the community, as Southwestern understands that campus and community access to activities and events is paramount in meeting this Core Theme Objective. Data collected measures the specific number of activities and events hosted and by watching trends staff can gauge the level of community involvement.

22B: Assesses satisfaction of events and activities provided to the community, as Southwestern understands that campus and community access to activities and events is paramount in meeting this Core Theme Objective. Data collected measures the satisfaction of attendees and feedback from the subsequent satisfaction survey allows the college to evaluate and identify how to build lasting relationships with community, staff, and students. This information serves to strengthen community relationships and identify where the college can improve upon activities and events for the community and build on its core values.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

The data for this indicator is undergoing revision due to changes in leadership within the Facilities Department. The collection of data and review of threshold levels for 22A will occur during 2015-2016. Revised reports and data collection files will be developed to efficiently capture the required data to analyze 22A. For 22B, a survey has been developed and administered in past years with little response from the community. The survey, method of administration, and tracking, will be revised to capture meaningful data for analysis.

FACTORS AFFECTING RESULTS/PROGRESS

Conversion to the new ERP system requires the development of new data collection reports. The recent leadership changes and levels within the Facilities department necessitate prioritization of duties and now that there is a newly hired Director in the area, development of mission fulfillment indicators requires her involvement.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

Facility Services and deliverables are business critical functions that must have maximum availability. The degradation of some of the facilities used by the community will need to be updated to achieve a green threshold. Limited staffing impacts the amount of direct contact with business, industry and economic development groups that could facilitate additional community usage. Development of a web-based survey system will require research, programming, and training to administer.

Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2

Indicator 22A will be changed to accurately reflect the outreach to the community for activities and events. Our facilities are currently utilized for community events on a continual basis. Measuring the number of events or the financial impact of the events does not reflect the actual demand or reach of our community activities and events. Future measurements will be based on event and activity requests. This allows us to capture the interest we received even when our spaces are unavailable for the requested event.

Effective 2015-2016 the measurement and thresholds shall be:

Measured by the percent of activities and events requested by the community compared to prior

Thresholds: Green: > prior year
 Yellow: Between 4 percentage points below prior year to equal to prior year
 Red: > 5 percentage points below the prior year

The measurement for indicator 22B was updated to accurately reflect the title of the survey and the specific question measured from the survey.

Measured by the average rating for overall satisfaction of services on the Facilities and Events Services Satisfaction survey

Thresholds slightly modified to clarify the threshold ranges by removing the words *average rating*.

Planned Projects

Strategic Objective - CE1: Southwestern serves our communities by providing quality training and business development to address the changing community workforce needs

Project: 1.2: Improve communication and involvement with community stakeholders- e.g. school districts, business and industry

Strategic Objective - CE2: Southwestern provides our community members access to a wide range of quality, lifelong learning activities

Project 2.4: Increase and enhance activities for community attendance

Unit Planning

Specific planning associated with this indicator is part of the ongoing processes and budgeting process with no new funds requested.

Achievement Analysis

This indicator is under revision and is scheduled to be fully implemented in 2015-16.

DATA DOCUMENTATION

Documentation Posted:

Portal: Resource Center Core Themes – Objectives – Success Indicator Page:

https://mylakerlink.socc.edu/ICS/icsfs/SI_22_Report_2014_15.pdf?target=aa0a4f91-3b4b-4e18-9e6e-d8568723d65d

Data References:

SSRS reports available.

ABOUT THE DATA

The report and chart information was prepared and coordinated by Emerald Brunett, Director of Facilities Services and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Emerald Brunett, Director of Facilities Services and Robin Bunnell, Institutional Researcher.

DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS

Indicator 22A will be changed to accurately reflect the outreach to the community for activities and events. Our facilities are currently utilized for community events on a continual basis. Measuring the number of events or the financial impact of the events does not reflect the actual demand or reach of our community activities and events. Future measurements will be based on event and activity requests. This allows us to capture the interest we received even when our spaces are unavailable for the requested event.

Requirements

NWCCU Accreditation; Department Program Review.

For more detailed information, contact the Institutional Research office - ir@socc.edu