



Southwestern Oregon Community College

Success Indicator 22 Community Activities and Events

2012- 2013

ACHIEVEMENT CORE THEME

Indicator to be measured in 2014-15
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 Activities and Events

Measured by the

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

22B: Rating level for facilities services from internal reports

Indicator Thresholds

22A: To be set after review of the data in 2013-14

22B: Green: Average rating ≥ 4 Yellow: Average rating 3 to 3.99 Red: Average rating < 3

Purpose and Meaning

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 the conversion to a new ERP system with the need to review the threshold data in accordance with recommendations by the Commission to the Year One Peer Evaluation Report. Changes are being considered during the 2013-2014 year to determine how the collection of data and review of threshold levels for 22A. 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 will be revised to capture meaningful data for analysis and methods to administer the survey will be reviewed. Under consideration are alternate surveying methods and/or an alternate survey. Rollout is anticipated for reporting in 2014-15.

FACTORS AFFECTING RESULTS/PROGRESS

Conversion to the new ERP system requires the development of new data collection reports.

NWCCU Accreditation Recommendation Response: Continue to refine thresholds

The thresholds will consider the category of reservation and historical use.

Planning Priorities

Strategic Goal - 9: Promote and provide opportunities for the community to engage in diverse activities and events.

Annual Priority - 9.1: Strengthen community relations by encouraging participation on college committees and at campus events. **9.2:** Support and encourage participation in cultural activities, community events, and community organizations.

Institutional Planned Accomplishment - 9.1B: Increase and enhance activities for community attendance. **9.2A:** Support community events and cultural activities.

Unit Planning

Community Education Department offerings affect the statistics

Budget Impact

It is the goal that the paid reservations, as well as all community use reservations, are budget impact neutral or add to the resources.

Achievement Analysis

This indicator is under revision and is scheduled to be fully implemented in 2013-14.

Success Indicator #22**Community Engagement**

22A: Percent of activities and events requested by the community compared to prior year using internal data reports

22B: Rating level for facilities services using data from internal reports

	College Use	In-Kind	FTE Generating	Paid	Total Events	Increase Over Prior Year	Target
2010-2011		38			3687		
2011-2012		38			3687		
2012-2013							
2013-2014							
2014-2015							

Data Source: Internal Reports from ERP

DATA DOCUMENTATION**Documentation Posted:**

SOCC Mission Fulfillment Reports Website at: SOCC Mission Fulfillment Reports Website at:

<http://www.socc.edu/ie/pgs/success-indicators/index.shtml>

TracDat Assessment Software: Success Indicators 2012-13 folder

Data References:

To be set once the process has been defined.

ABOUT THE DATA

The report and chart information was prepared and coordinated by Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Linda Kridelbaugh, Vice President of Administrative Services and Robin Bunnell, Institutional Researcher.

Requirements

NWCCU Accreditation; Department Program Review.

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