



ACHIEVEMENT

This indicator was redesigned for 2012-13 and will be measured in 2013-14

CORE THEME

Learning and Achievement

OBJECTIVE

LA.3: Students demonstrate that they have met institutional learning outcomes

INDICATOR

LA3.1: Success Indicator 8 – Employer Perceptions

Measured by the average ratings level met or exceeded on the Employer Satisfaction and Opinion Survey from data reported by employers as part of the internship process

Indicator Thresholds

Baseline data to be gathered in 2012-13 for the redesigned collection method with threshold set beginning with 2013-14

Purpose and Meaning

Measures attainment of the institutional learning outcomes; relies on the feedback of employers to reflect the success in achieving institutional learning outcomes at a level that meets the needs of partner employers.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

In the past, low response rates to the Employer Perceptions Survey failed to produce significant results. In 2012-2013, a new process to solicit employer feedback was introduced: The Employer Perceptions Survey accompanied the Student evaluation for all CWE (Cooperative Work Experience) students. Overall, the results of the survey yielded positive feedback.

The Spring 2013 pilot yielded 27 responses. The overall results were very positive. Average Overall student rating was 4.62. The average of these three key indicators was 4.37. Based on the established thresholds for 2013-14, this success indicator achieved a “Green” level of achievement.

Academic departments will review their program and curriculum for alignment with industry standards. The Medical Assistant program is scheduled for an initial accreditation visit in 2014. The informational items in the survey may be redesigned for the 2014-2015 to solicit additional feedback in regard to student knowledge and skills gaps.

FACTORS AFFECTING RESULTS/PROGRESS

The pilot this year employing the new process for soliciting employer feedback resulted in a better response rate than experienced in previous years. The new process will be fully employed for the 2013-2014 academic year. responses

NWCCU Accreditation Recommendation Response: Continue to refine thresholds

The 2012-2013 results were used to define the thresholds for 2013-2014. For the three key performance indicator questions, the threshold for 2013-2014 average response scores will be:

Green: Average rating ≥ 4.25 Yellow: Average rating 3.5 to 4.24 Red: Average rating < 3.5

Planning Priorities

Strategic Goal - 3: Maintain and develop quality learning opportunities to encourage student success and achievement.

Annual Priority – 3.2: Provide academic offerings which meeting accreditation, national, state, and local standards including educational technology quality standards and industry quality standards.

Institutional Planned Accomplishment - 3.2B: Improve quality control of academic offerings through effective course and program evaluation and faculty evaluation.

Unit Planning

The CIS/CS department is reviewing their program and curriculum for alignment with industry standards and rigor with a updated program to be offered beginning in 2014-2015.

The Business department is reviewing their program and curriculum for alignment with industry standards and rigor with plans to incorporate more industry relevant learning experiences embedded in their coursework.

The Medical Assisting program is pursuing accreditation and program refinement to better align with current industry needs.

Budget Impact

Though some expenses for implementing enhancements to the CIS/CS and Medical Assisting programs have been secured for this year, some additional needs may be identified as the review and update processes are completed this fall. When identified, the requests will be submitted for consideration during the 2014-2015 budget development process.

Achievement Analysis

Overall, the results of the survey yielded positive feedback. All responses reported the student job performance to be Good or excellent with three employers abstaining. Eighty-five percent of the employers reported that they rated Southwestern's general education to be good or excellent with fifteen percent responding they were neutral. Of the employers answering the question, all employers responded that they would hire a Southwestern graduate if the opportunity arose. The average score on student employee quality of work was 4.5. Average rating of students knowledge and skills was 4.0.

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:

CWE Jenzabar reports located on the network: itt\institutionalresearch\successindicators\si_8_employerperceptions

ABOUT THE DATA

The report and chart information was prepared and coordinated by Diana Schab, Dean of Career and Technical Education and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Diana Schab, Dean of Career and Technical Education .

Requirements

NWCCU Accreditation; Department Program Review.

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