



ACHIEVEMENT

Achieved: 4.69 average overall rating =



CORE THEME

Learning and Achievement

OBJECTIVE

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

INDICATOR

LA.3.1: Success Indicator 8 – Employer Perceptions

Measured by the average rating level for the overall rating of student employee job performance from data reported by employers as part of the internship process.

Indicator Thresholds

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

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

The Employer Perceptions Survey accompanied the Student evaluation for all CWE (Cooperative Work Experience) students. The Spring 2015 survey yielded 35 responses, an 11% increase over the Spring 2014 results. The overall results were very positive and informative. Average Overall student rating was 4.69, a slight increase from 4.67 the previous year. Based on the established thresholds, this success indicator achieved a “Green” level of achievement.

The results indicate good performance on this Success Indicator. We will continue to use this new survey on an annual basis to monitor performance and identify trends in our student’s preparedness for employment that will inform us to respond with curricular and instructional changes when needed.

FACTORS AFFECTING RESULTS/PROGRESS

This was the second year employing the new survey instrument which was designed to provide feedback more focused on the employers’ perceptions of our students and their skills and abilities rather than the institution as with the past survey. Continued use of this new survey will provide us feedback allowing us to track trends in our student’s preparedness for employment and will allow us to respond with curricular and instructional changes when needed.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

No budget impact is expected for 2015-2016.

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

There are currently no planned changes associated with this indicator

Planned Projects

Strategic Objective – LA3.1: Students demonstrate that they have met institutional learning outcomes.

Project – LA3.1.1: Review progress in student outcomes assessment in academic programs, tying the course outcomes to program outcomes to general education outcomes.

Unit Planning

CTE Programs will include CWE performance data in their Program Review. Several program are designing program specific employer evaluation metrics to collect employer feedback on program specific topics in addition to the overall ratings collected by the CWE survey relating to overall performance and employee qualities.

Achievement Analysis

Historically, 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. The return rate of the surveys greatly improved. In 2013-2014, the Employer Perceptions Survey was redesigned to solicit more direct information on the employers' perceptions of students completing internships and cooperative work experience. In 2014-2015, 11% more responses were received that the previous year.

The survey instrument asks employer about their needs and expectations as well as their rating of students in these areas. This instrument allows us to look at the student performance in light of employer needs and expectations. The survey results showed that the ratings of students fell below the 4.25 “green” threshold on only one parameter, Leadership, and fell within the “yellow” range. The rating of 4.07 was given for leadership coincided with the one of the employers' lowest rating of importance. The rating for the “use of equipment specific to the job” was also in the “yellow” zone last year with a rating of 4.20. This year, that rating increased to 4.40 and was in the “Green” performance range. With this feedback, it indicates that our students generally meet the expectations of employers and we will continue to monitor this SI to ensure continued instructional alignment with employer expectations.

DATA DOCUMENTATION

Documentation Posted:

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

https://mylakerlink.socc.edu/ICS/icsfs/SI_8_EmployerPerceptions_2014_2015.pdf?target=822b62fa-ede5-45bb-a10d-ea653b32dda9

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.

DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS

The current means of measurement was selected to assure adequate responses to provide insightful feedback. A primary threshold of a 4.25 average rating of satisfaction of student performance was selected to promote the goal of “above

average” satisfaction with our students.

The thresholds require yearly review to ensure the indicator continually raised the bar and provides meaningful and applicable data to be used in decision making, specifically for planning, budget development, and curriculum design.

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

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