COMMON MEASURES

College Access & Success Indicators:

Measuring Impact & Evaluating Effectiveness
Why Manage Data?

- Feedback for Program Enhancement
- Utilization/Effectiveness of Services
- Service Gap Identification
- Reporting to Stakeholders
- Reporting to Resource Providers
- Evaluations
Which Data to Track?

- Based on Goals & Objectives
- Supports Access and/or Success Work
- Promised in a Grant
- Data Sources/Sharing Agreements
Types of Access Data to Track

- Demographic
- Academic
- Testing
- Admissions
- Financial Aid
- Program/Region/State Specific
Types of Success Data to Track

- Demographic
- Pre-Enrollment/Enrollment Patterns
- Academic
- Persistence
- Financial Aid
TWO PRIMARY OUTCOMES

Postsecondary Enrollment
---ACCESS

Degree Attainment
---SUCCESS
Academic Indicators

- Primary Data Source = School District
- May require data sharing agreement
- May need modifications to tracking system
Testing Indicators

• Customized Reports with State & National Comparison Data
• May require modifications to tracking system
• Support school/district/statewide testing
Admissions Indicators

- Tracking often done in variety of ways—not often in school district info system
- College Visits will be self-reported
Financial Aid Indicators

- Not how many came to an information night
- Several items will be self reported
DEMOGRAPHICS

- 1<sup>ST</sup> Generation
- Free/Reduced Lunch
- Race
- Gender
- ESL Status
Pre-Enrollment & Enrollment

- Self-Reported
- National Student Clearinghouse
- Contracts $425
Academic Indicators

• OBR provides info for Public Colleges
• Data Source-Student Transcripts
Persistence Indicators

- National Student Clearinghouse
- Program rate vs. institutional rate
- Transfer 2 to 4 or 4 to 2
Financial Aid Indicators

- Self-reported or submit documents
- Work-On vs Off Campus
DEMOGRAPHICS

- 1ST Generation
- Pell Grant Eligible
- Race
- Gender
- ESL Status
RESEARCH SUPPORT

- Supports general concepts
  - Broad studies
- Much more out there
- Doesn’t include head counts
- Many other indicators
DATA SOURCES

- School Districts
- Higher Education Institutions
- National Student Clearinghouse
- College Access Programs
- ACT/College Board
- Self-Reported
Questions?

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