

KEY PERFORMANCE INDICATORS REPORT • January 2012

Strategic Plan 2010-2016: *Make Change Happen*

Strategic Focus Area:

PATHWAYS

Gateway will reach out to students, wherever they are, and provide them with access to a variety of educational pathways to enhance their individual quality of life, the overall economic development of the Northern Kentucky/Greater Cincinnati region, and the global community at large.

The broad headings under Pathways represent Key Performance Indicators (KPIs) for the 2010-2016 Strategic Plan. The bulleted data elements under each heading represent specific Performance Measures that will be tracked throughout the life of the Strategic Plan. Together, these data elements represent a comprehensive framework for ensuring institutional quality.

Transfer*

KCTCS/Council on Postsecondary Education (CPE) definition of transfers both into and out of Gateway, including in-state transfers, out-of-state transfers, students transferring additional credit, transfer credit, transfer credit applied to degree programs and transfer rates

- **Transfer Rate*:** Proportion of students who completed more than ten non-developmental credit hours at KCTCS who then transferred to a public or independent four-year institution in Kentucky and completed ten or more non-developmental credit hours within eight years, as reported in CPE's comprehensive database.

Baseline Data 2008-2009	2009-2010	Target 2015-2016
10%	8.6%	12.8%

- **Number of Transfer Students:** The unduplicated number of students transferring to a four year institution for the first-time within three years of their initial enrollment at Gateway, in the given academic year. (Source: National Student Clearinghouse)

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Gateway Graduates	116 (32%)	131 (31%)	158 (33%)	148 (32%)	58 (28%)
Gateway Non-Graduates	248 (68%)	291 (69%)	321 (67%)	314 (68%)	148 (72%)
TOTAL	364	422	479	462	206

NOTE: Students counted as transferred in previous cohorts are excluded. The number of students transferring will be updated as information becomes available.

SUPPLEMENTAL TRANSFER INFORMATION

Number of Students Transferring to Local, Four-Year Institutions

The following table shows the number of students who transferred to local, four-year institutions who were enrolled at Gateway in the given academic year. (Source: National Student Clearinghouse)

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
NUMBER OF TRANSFER STUDENTS	364	422	479	462	206
College of Mount Saint Joseph	3	5	5	1	2
Northern Kentucky University	241	264	304	301	115
Thomas More College	16	13	8	5	9
University of Cincinnati	23	18	37	26	15
Xavier University	5	1	2	2	1

NOTE: The number of student transfers is unduplicated by institution, but students may have transferred to more than one of the local, four-year institutions and are counted once for each institution.

Strategic Focus Area:

ENGAGEMENT

Gateway will engage all learners as full partners in the learning process by: providing as many options for learning as possible; assisting learners to form and participate in collaborative learning activities; and defining the roles of the learning facilitators by the needs of the learners, the community, and business and industry.

The broad headings under Engagement represent Key Performance Indicators (KPIs) for the 2010-2016 Strategic Plan. The bulleted data elements under each heading represent specific Performance Measures that will be tracked throughout the life of the Strategic Plan. Together, these data elements represent a comprehensive framework for ensuring institutional quality.

Student Retention and Persistence*+

The retention of students as they persist toward completing their educational goals

Overall Persistence and Retention:

- **Persistence Rate*:** Percent of fall/summer first-time credential-seeking students who have re-enrolled, earned a credential, transferred to a four-year institution, or are still enrolled at the end of three years

Gateway Baseline Fall 2006-Fall 2009	KCTCS Baseline Fall 2006-Fall 2009	Gateway Target Fall 2012-Fall 2015
46.2%	49.1%	53.9%

Note: The KCTCS definition of Persistence is unique as it contains three categories which contribute positively to the Persistence Rate: still enrolled or re-enrolled, earned a credential, or transferred to a four-year institution. According to ACT, 28% of students at 2-year public institutions persist to a degree in 3 years; 24.5% of students at 2-year public, open admissions institutions persist to a degree in 3 years.

- **Diversity Persistence Rate*:** Percent of minority fall/summer first-time credential-seeking minority freshmen who have re-enrolled, earned a credential, transferred to a four-year institution, or are still enrolled at the end of three years

Gateway Baseline Fall 2006-Fall 2009	KCTCS Baseline Fall 2006-Fall 2009	Gateway Target Fall 2012-Fall 2015
30.2%	40.1%	53.9%

- **Fall-to-Fall Retention:** Percent of fall enrollment (excluding graduates) who return the subsequent fall semester, as reported in the CPE official data base

Gateway Baseline Fall 2009-Fall 2010	KCTCS Baseline Fall 2009-Fall 2010	Gateway Target Fall 2015-Fall 2016
62.14%	60.0%	73.85%

- **Within Semester Retention:** Percent of students in a given semester (excluding high school and non-degree) who complete the semester

Gateway Baseline Summer 2009	Summer 2010	Summer 2011
75.35%	78.76%	81.07%
Gateway Baseline Fall 2009	Fall 2010	Fall 2011
87.73%	87.83%	88.91%
Gateway Baseline Spring 2010	Spring 2011	Spring 2012
92.05%	92.36%	Not available

Cohort-Based Persistence and Retention:

- **Fall-to-Spring Persistence in First Year:** The percentage of first-year students entering in the fall semester who return for the subsequent spring semester (includes graduates).

Fall 2007-Spring 2008	Fall 2008-Spring 2009	Fall 2009-Spring 2010	Fall 2010-Spring 2011
68.52%	76.85%	79.64%	77.33%

- **Fall-to-Fall Persistence in First Year:** The percentage of first-year students entering in the fall who returned for the subsequent fall semester (includes graduates).

Fall 2007-Fall 2008	Fall 2008-Fall 2009	Fall 2009-Fall 2010	Fall 2010-Fall 2011
48.15%	58.10%	56.81%	54.28%

- **Fall-to-Fall Persistence through Second Year:** The percentage of first-year students entering in the fall who are retained through the second year and enroll in the subsequent fall semester (includes graduates).

Fall 2007-Fall 2009	Fall 2008-Fall 2010	Fall 2009-Fall 2011
29.86%	36.81%	33.72%

Other/Specialized Persistence and Retention:

- **Student Retention or Transfer for Technical Programs* :**

Technical Students:

Numerator: Preparatory students retained in their programs plus preparatory students who transfer to baccalaureate degree programs in the reporting year.

Denominator: Preparatory students retained in their programs plus preparatory students who transfer to baccalaureate degree programs in the reporting year plus the number of preparatory students who leave the programs in the reporting year.

Baseline Data 2009-2010	2010-2011	Target 2015-2016
75.89%	90.72%	Targets Vary as set by the Kentucky Office of Career and Technical Education

- **Percent of Students Retained in College#:** The percent of first-time, full-time Gateway students, who are graduates of Strive high schools, that return to college in the fall term of their second year

Fall 2009-Fall 2010	Fall 2010-Fall 2011	Target Fall 2015 to Fall 2016
63%	76%	75%

Strategic Focus Area: ORGANIZATIONAL CAPACITY

Gateway will embrace individual accountability and knowledge management in the development of a sustainable culture that supports increasing organizational capacity while ensuring a consistent, quality educational experience for students, and a valuable working environment for employees.

The broad headings under Organizational Capacity represent Key Performance Indicators (KPIs) for the 2010-2016 Strategic Plan. The bulleted data elements under each heading represent specific Performance Measures that will be tracked throughout the life of the Strategic Plan. Together, these data elements represent a comprehensive framework for ensuring institutional quality.

Quality Assurance*

The systematic monitoring and evaluation of programs, services, and operations to ensure that the college meets the highest standards of quality and institutional accountability

- **Reaffirmation of Institutional Accreditation (2013):** Successful reaffirmation of institutional accreditation with the Southern Association of Colleges and Schools Commission on Colleges in 2013

Activity	Date
Compliance Certification Due to SACS	March 15, 2012
Off-Site Peer Review Conducted	May 8-11, 2012
Report from Off-Site Review Received	June/July 2012
Quality Enhancement Plan (QEP) and Focused Report (if needed) Due to SACS	September 10, 2012
On-Site Peer Review	October 22-25, 2012
Report from On-Site Review Received	November/December 2012
Commission on Colleges Review and Decision on Gateway's Reaffirmation	June 18-20, 2013
Fifth Year Interim Report/QEP Impact Report	2018
Next Reaffirmation of Accreditation	2023

- **Programmatic Accreditations or Certifications:** The number or success of programmatic accreditations or certifications obtained or renewed

Program	Certification	Date of Last Review
Automotive Technology	National Automotive Technicians Education Foundation (NATEF)	June 2010
Collision Repair Technology	National Automotive Technicians Education Foundation (NATEF)	May 2008
Computer Aided Drafting	American Drafting and Design Association (ADDA)	September 2010
Cosmetology	Kentucky State Board of Hairdressers and Cosmetologists	July 2010*
Medicaid Nurse Aide	Cabinet for Health and Family Services, Department for Medicaid Services	November 2010*

Nursing (ADN)	Kentucky Board of Nursing	February 2010
Practical Nursing	Kentucky Board of Nursing	February 2010
Toyota Ten Certification	Toyota Corp	September 2010*

- **Student Satisfaction:** Benchmark data from the college Student Satisfaction Inventory from Noel-Levitz. (Note: Inventory conducted every other year: 2010, 2012, 2014, and 2016).

Scale Area	Baseline Spring 2010	Target Spring 2016
Academic Advising/Counseling	5.44	5.71
Academic Services	5.81	6.10
Admissions and Financial Aid	5.50	5.78
Campus Support Services	5.26	5.52
Campus Climate	5.57	5.85
Concern for the Individual	5.47	5.74
Instructional Effectiveness	5.61	5.89
Registration Effectiveness	5.72	6.01
Responsiveness to Diverse Populations	5.76	6.05
Safety and Security	5.45	5.72
Service Excellence	5.61	5.89
Student Centeredness	5.61	5.89

- **Media Focus*:** Number of media citations and positive citations as a percent of total, as reported by VOCUS media-tracking service and KCTCS public relations

% Positive Media Citations 2010	Target 2015-2016
100%	100%

*KCTCS Performance Measures
 +Perkins Performance Measures
 #Strive Outcome Indicators