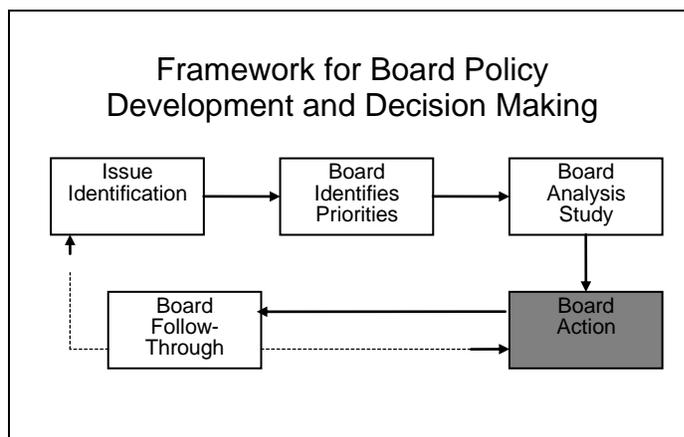


# Iowa State Board of Education

## Executive Summary

September 16, 2010



**Agenda Item:** Community College Performance Indicators Report 2009

**Iowa Goal:** Individuals will pursue postsecondary education in order to drive economic success.

**Equity Impact Statement:** These indicators address services provided by community colleges that support open access, education, and programs to constituents.

**Presenters:** Roger Utman, Ph.D., Administrator  
Division of Community Colleges and Workforce Preparation

Thomas Schenk, Jr.  
Institutional and Research Educational Program Consultant  
Bureau of Community Colleges and Career and Technical Education Services

**Attachments:** 1

**Recommendation:** It is recommended that the State Board approve the community college performance indicators report as presented.

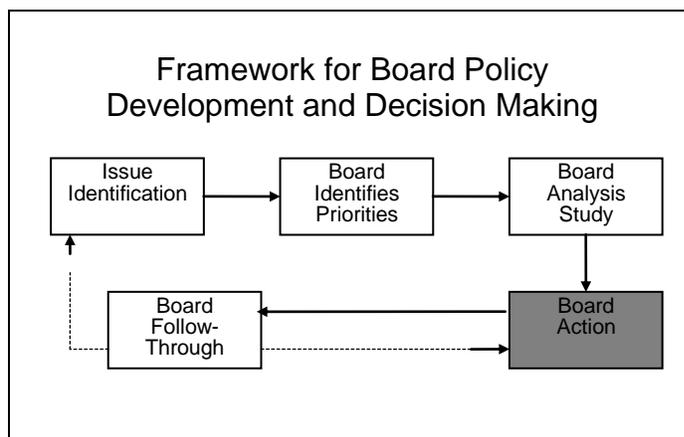
**Background:** The second five-year (2006-2011) statewide community college strategic plan was approved by the State Board of Education in March 2006, with a directive to the Department of Education to work with the community colleges in the development of statewide performance measures aligned to the five goals. These performance measures would utilize and integrate the current set of community college performance indicators and the existing data collected via the MIS (Management Information System).

In August 2006, the State Board of Education approved an initial set of performance measures for “Shaping the Future: The Statewide Community College Strategic Plan, 2006-2011.” These performance indicators were developed through a joint effort of the Department of Education and the community colleges. The State Board of Education directed the Department to develop measures related to the transfer and economic success of community college students. In May 2010, the Performance Indicators Committee recommended to compact the Performance Indicators measures in order to reflect the most essential processes related to community colleges performance.

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# PERFORMANCE INDICATORS REPORT 2009



COMMUNITY COLLEGES &  
WORKFORCE PREPARATION

[www.iowa.gov/educate/ccpublications/](http://www.iowa.gov/educate/ccpublications/)

**About this Report:**

The Iowa State Board of Education approved the set of performance indicators to monitor progress within the five-year plan framework developed by the Community College Performance Indicators Task Force. The measures abide by the guiding principles of the performance indicators, and whenever possible attempt to use existing community college performance indicators.

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Roger Utman, Ph.D., Administrator

**Bureau of Community College Services**

Colleen Hunt, Chief  
Vladimir Bassis, Consultant  
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It is the policy of the Iowa Department of Education not to discriminate on the basis of race, creed, color, sex, sexual orientation, gender identity, national origin, gender, disability, religion, age, political party affiliation, or actual or potential parental, family or marital status in its programs, activities, or employment practices as required by the *Iowa Code* sections 216.9 and 256.10(2), Titles VI and VII of the Civil Rights Act of 1964 (42 U.S.C. § 2000d and 2000e), the Equal Pay Act of 1973 (29 U.S.C. § 206, et seq.), Title IX (Educational Amendments, 20 U.S.C. §§ 1681 – 1688) Section 504 (Rehabilitation Act of 1973, 29 U.S.C. § 794), and the Americans with Disabilities Act (42 U.S.C. § 12101, et seq.).

If you have questions or grievances related to compliance with this policy by the Iowa Department of Education, please contact the legal counsel for the Iowa Department of Education, Grimes State Office Building, 400 E 14<sup>th</sup> St, Des Moines IA 50319-0146, telephone number 515/281-5295, or the Director of the Office for Civil Rights, U.S. Department of Education, 111 N. Canal Street, Suite 1053, Chicago, IL 60606-7204.

**The Vision**

The community colleges of Iowa will excel in meeting the individual learning and diverse community needs of Iowa, in preparing the 21<sup>st</sup> century workforce, and in growing Iowa and its economy.

**The Mission**

The mission of the community colleges of Iowa in the 21<sup>st</sup> century is to provide exemplary educational and community services to meet the needs and enhance the lives of Iowans.

**The Values**

Overarching Value: The right of all Iowans to achieve their full potential through quality education.

1. Access and Opportunity
2. Responsiveness
3. Collaborative Relationships
4. Communities and Civic Responsibility
5. Local Control and Shared Responsibility

**The Role and Scope**

The community colleges of Iowa offer a wide range of programs and services designed to meet the educational, economic, and community needs of Iowa's citizens.

1. College Credit Programs
2. Continuing Education Programs
3. Services and Programs for High School Students and Teachers
4. Developmental Education Programs
5. Adult Education Programs
6. Student Development Programs and Services
7. Economic Development Programs

**Guiding Principles**

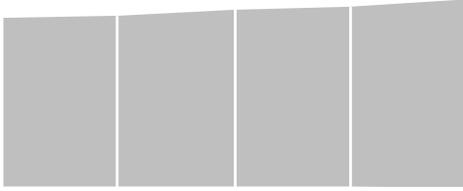
- Performance indicators should primarily provide a basis to report and to advocate for student learning needs.
- The set of performance indicators should be simple and few.
- Performance indicators will be utilized to summarize the community colleges' statewide performance; their goal is to provide baseline information on the system as a whole.
- Performance indicators will encompass the comprehensive nature of the community college mission.
- Performance indicators will be consistent with other statewide accountability and performance measures and their determination.
- Performance indicators will build on existing data and will not place additional data burden on community colleges.

**Strategic Goals — The community colleges of Iowa will:**

1. provide high-quality, comprehensive educational programs and services accessible to all Iowans;
2. develop high-skilled workers to meet the demands of Iowa's economy;
3. maximize financial and human resources to assure provision of comprehensive community college services to Iowans and to allow Iowa to compete on a national and international level;
4. demonstrate effectiveness and efficiency for achieving the system mission and goals; and
5. recruit, enroll, and retain to completion or graduation persons of underrepresented groups and recruit and retain persons from minority racial/ethnic groups in faculty and administrative roles.

**1 Unduplicated Enrollment**

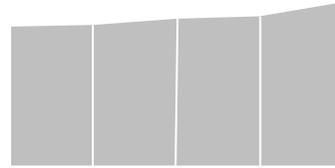
**133,387**



Goals: 1, 2  
The Annual Condition of Iowa's Community Colleges 2009, Table 3-1.

**2 Arts & Sciences Enrollment**

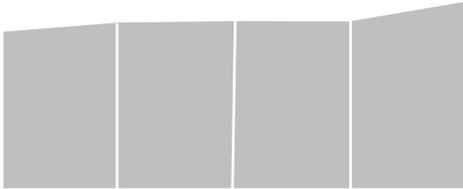
**84,099**



Goals: 1, 2  
The Annual Condition of Iowa's Community Colleges 2009, Table 3-3—3-7.

**3 Career and Technical Enrollment**

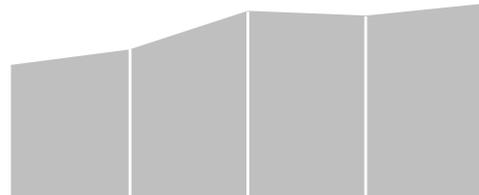
**45,265**



Goals: 1, 2  
The Annual Condition of Iowa's Community Colleges 2009, Table 3-3—3-7.

**4 Joint Enrollment**

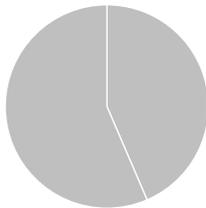
**33,537**



Goal: 1  
The Annual Condition of Iowa's Community Colleges 2009, Table 5-1.

**5 Enrollment by Gender**

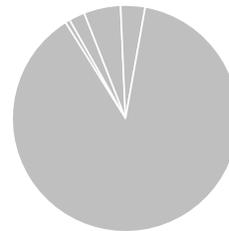
| Male          | Female        |
|---------------|---------------|
| <b>57,891</b> | <b>75,092</b> |



Goal: 1, 5  
The Annual Condition of Iowa's Community Colleges 2009, Table 3-13.

**6 Enrollment by Race/Ethnicity**

| White          | Black        | Hispanic     | Asian        | Amer. Indian |
|----------------|--------------|--------------|--------------|--------------|
| <b>107,297</b> | <b>6,372</b> | <b>4,235</b> | <b>2,743</b> | <b>839</b>   |



Goals: 1, 5  
The Annual Condition of Iowa's Community Colleges 2009, Table 3-18.

**7 Eligible Noncredit Enrollment**

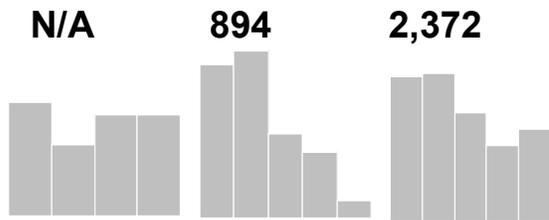
**279,286**



Goal: 2  
Iowa Department of Education, Bureau of Community College Services

**8 Economic Development Enrollment**

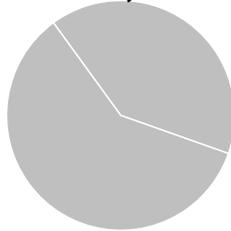
| 260E Trained | 260F Completed | 260G Sponsored Positions |
|--------------|----------------|--------------------------|
| <b>N/A</b>   | <b>894</b>     | <b>2,372</b>             |



Goal: 2  
The Annual Condition of Iowa's Community Colleges 2009, Table 10-1—10-3.

**9 Awards by Gender**

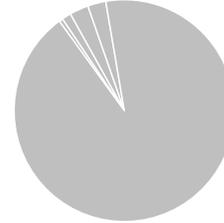
| Male         | Female       |
|--------------|--------------|
| <b>5,729</b> | <b>8,446</b> |



Goals: 1, 5  
The Annual Condition of Iowa's Community Colleges 2009, Table 6-3.

**10 Awards by Race/Ethnicity**

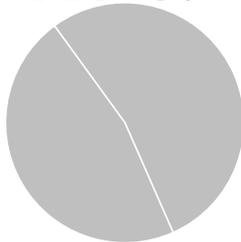
| White         | Black      | Hispanic   | Asian      | Amer. Indian |
|---------------|------------|------------|------------|--------------|
| <b>12,386</b> | <b>368</b> | <b>354</b> | <b>180</b> | <b>76</b>    |



Goals: 1, 5  
The Annual Condition of Iowa's Community Colleges 2009, Table 6-4.

**11 Success Rate**

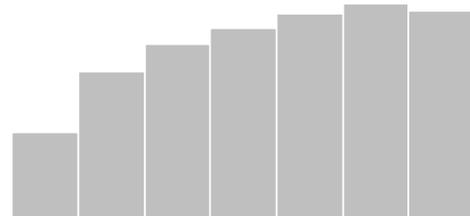
**53.4%**



Goal: 1  
The Condition of Iowa's Community Colleges Report 2009, Table 12-1.

**12 Median Graduate Wage**

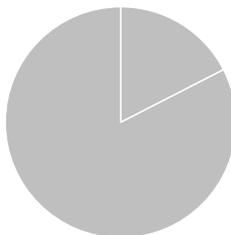
**\$29,592**



Goal: 2  
The Condition of Iowa's Community Colleges Report 2009, Table 12-13

**13 Penetration Rate**

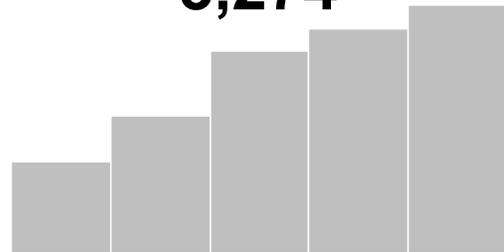
**17.5%**



Goals: 2  
Iowa Department of Education, Bureau of Community College Services

**14 Average Tuition**

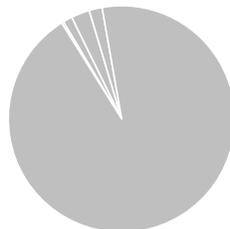
**3,274**



Goals: 3  
The Annual Condition of Iowa's Community Colleges 2009, Table 13-7.

**15 Employees by Race/Ethnicity**

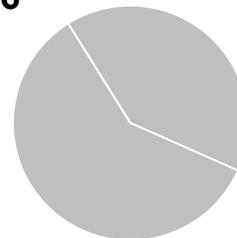
| White         | Black      | Hispanic   | Asian      | Amer. Indian |
|---------------|------------|------------|------------|--------------|
| <b>10,876</b> | <b>304</b> | <b>215</b> | <b>154</b> | <b>36</b>    |



Goals: 5  
The Annual Condition of Iowa's Community Colleges 2009, Table 16-5.

**16 Employees by Gender**

| Male         | Female       |
|--------------|--------------|
| <b>5,116</b> | <b>7,509</b> |



Goals: 5  
The Annual Condition of Iowa's Community Colleges 2008, Table 16-28.

### History of Performance Indicators

The 2001 strategic plan, “Shaping the Future: Five-Year Plan for the Community Colleges of Iowa,” included an initiative to “develop a set of agreed-upon performance indicators common to all community colleges.” A Community College Performance Indicators Task Force was formed, which was coordinated by the administrator of the Division of Community Colleges and Workforce Preparation. Membership was comprised of community college presidents, a community college trustee, the IACCT (Iowa Association of Community College Trustees) executive director, chief academic officers, reporting officers, and representatives from the Departments of Education, Workforce Development, Economic Development, and the Iowa College Student Aid Commission.

Recommendations were made to the Department of Education after review by the Iowa Association of Community College Presidents (IACCP) and the IACCT. In November 2003, the State Board of Education approved the following eight performance indicators to be collected on an annual basis:

1. Participation in credit career and technical education programs.
2. Participation in credit arts and sciences programs.
3. Total participation in non-credit programs.
4. The proportion of the state’s adult population (18-64 years of age) enrolled in a community college course.
5. The number of credit student awards.
6. The number of basic skills certificates issued.
7. The number of high school equivalency diplomas (GED) awarded.
8. The proportion of high school credentials awarded by Iowa community colleges.

The State Board of Education also directed the Department of Education to continue its work with the task force and to continue the investigation of indicators related to economic development, persistence, and student success after leaving the community college, as well as quantifiable goals for each performance indicator.

In spring 2006, the Community College Performance Indicator’s Task Force re-examined the existing eight performance indicators and moved to expand and more closely align them with the five goals of the strategic plan. A draft version of the new performance indicators was presented to the State Board of Education in July 2006. These indicators will continue to be reviewed and revised.

The State Board accepted the proposed indicators recommended by the Department of Education. The State Board requested that the department develop additional measures to quantify the success of the community college transfer and career preparation (through successful job entry and retention) functions. A major research project was conducted by Iowa State University in order to identify students who transferred and to track their career success. For the new cohort of community college students, the department released a new indicator of student success. The success rate indicator utilizes a combination of transfer and graduation

rates.

As of 2009, both economic impact and success rate studies were conducted by the department, with utilization of an administrative records match between the community college MIS (Management Information System), the National Student Clearinghouse, and Iowa Workforce Development’s unemployment insurance records.

In May 2009, the Community College Performance Indicators Task Force recommended compacting the report to reflect the most essential areas of Iowa community colleges activities. The comprehensive Community College Performance Indicators Report is submitted annually to the State Board.

### Performance Indicators

Wherever data are available, the numbers and ratios for performance indicators are presented as current, compared to the preceding year, and as an average for the latest five years.

1. Year-end credit unduplicated headcount enrollment during fiscal year 2009 was 133,387. It has increased 4.1 percent from 2008. The five year average enrollment rate has increased 1.7 percent from fiscal year 2005 to fiscal year 2009.

2. Arts and sciences programs include credit courses in college parallel/liberal general studies/college transfer, which are transferable to four-year institutions for completion of a baccalaureate degree. Arts and sciences enrollment was 84,099 during fiscal year 2009. It has increased by 9.4 percent from fiscal year 2008. The five-year average rate has increased by 4.1 percent between fiscal year 2005 and fiscal year 2009.

3. Career and technical education programs (CTE) are designed to provide the specific skills and knowledge essential for successful entry into a specific or related occupation, requiring less than a baccalaureate degree. CTE enrollment has increased by 11.8 percent from fiscal year 2008 to 42,265 students. The five-year average CTE enrollment rate demonstrates an increase by 4.5 percent between fiscal year 2005 and fiscal year 2009.

4. Joint enrollment counts high school students who are also enrolled in a community college course. Joint enrollment during fiscal year 2009 was 33,537, increasing by 6.6 percent from fiscal year 2008. The five-year average rate demonstrates an increase of 7.5 percent between fiscal year 2005 and fiscal year 2009. Proportionally to the total student numbers, the jointly enrolled student population is becoming larger. During fiscal year 2008, jointly enrolled students accounted for 24.5 percent of the population. During fiscal year 2009, that proportion had grown to 25.1 percent.

5. Iowa community colleges enrollment has remained rather consistent over the last five years with roughly 42 percent male and 58 percent female. Nationally, public community colleges have an identical gender makeup of 42 percent male and 58 percent female. During fiscal year 2009, the proportion has changed—44 percent male and 58 percent female.

6. During fiscal year 2009, Iowa community colleges enrolled 14,189 students of minority racial/ethnic groups, or 10.6 percent of the student population. This number presents an

eight percent growth of racial/ethnic minority student population from fiscal year 2008. The five-year average demonstrates a 5.4 percent rate of growth of racial/ethnic minority student population between fiscal year 2005 and fiscal year 2009.

7. Student enrollment in state aid general eligible non-credit courses was 279,286 during fiscal year 2009, an increase by 11.8 percent from fiscal year 2008. The five-year average rate demonstrates an increase of 2.2 percent between fiscal year 2005 and fiscal year 2009.

8. During fiscal year 2009, Iowa community colleges trained students through Iowa Department of Economic Development (IDED) initiatives. Depending on the program type, the number of trainees fluctuated. The IDED initiatives encompass several programs. Iowa Industrial New Jobs Training Programs (260E) assist businesses that are creating new positions or new jobs in the state of Iowa. The community college district in which the new or expanding business is located issues training certificates (bonds) to pay for the training costs. In 2009, this program was not active with Iowa community colleges. Iowa Jobs Training Programs (260F) foster growth and competitiveness of Iowa's business and industry by building workforce skills and expertise. Customized training programs are developed for current employees. Last year 894 individuals completed the this program. Accelerated Career Education programs. (ACE 260G) supports the development or expansion of educational programs that address critical workforce needs. It has three components: infrastructure, program job credits, and student aid. Based on community colleges training in this program, 180 jobs were offered in 2009.

9. Awards distribution by gender has remained rather consistent over the last five years with roughly 38 percent male and 62 percent female on average. 2009, however, demonstrates record-high number of male awards: 40 percent, a steady increase by one percent annually since 2006.

10. The number of awards received by race/ethnicity minorities demonstrates a slow but steady growth from 6.5 percent in 2005 to 7.3 percent of the total number of awards in 2009, with average five year growth of 1.2 percent.

11. The Iowa community college student success rate was 52.7 percent in fiscal year 2008. The success rate is the measure that follows a cohort of first-time, full-time students over a three year period. A student is counted as a "success" if she either graduates or transfers to a four-year institution within three years.

12. The Department of Education conducted a research to track wages of the fiscal year 2002 cohort of community college students. With some fluctuations, the wages continuously grew from 2002, and in 2008 the median wages for the completers was \$29,592.

13. The percentage of the state's population of students, 18 to 64 years of age enrolled in a community college course was 17.5 percent in fiscal year 2009.

14. According to *The Chronicle of Higher Education, Almanac Issue*, the annual average full-time resident tuition for Iowa's community colleges has increased 1.4 percent from

2006, to \$3,274 in 2007. Though the average tuition in surrounding states was \$2,903, those states increased tuition 9.5 percent from 2006 to 2007. The nationwide average tuition was \$2,017 in 2007, a 4.07 percent increase from 2006. The five-year average rates demonstrate a 4.2 percent tuition increase in Iowa, a 5.9 percent tuition increase in surrounding states, and a 6.4 percent tuition increase nationwide between 2003 and 2007.

15. The Iowa community colleges employees' racial/ethnic background is predominantly white: during fiscal year 2009, racial/ethnic minority employees represented only 6.1 percent of all employees. This percentage has increased from 5.5 in fiscal year 2008. The five-year average demonstrates 3.9 percent growth between fiscal year 2005 and fiscal year 2009.

16. Iowa community colleges have remained rather consistent over the last five years with approximately 41 percent male and 59 percent female employees; during fiscal year 2009, however, this proportion shifted to 40.5 percent male and 59.5 percent female employees.

During the past year, the community college MIS reporting system was utilized to generate a number of reports and data summaries. The state community college accreditation process has been redesigned to more efficiently and effectively align with current regional and local standards. Some of these changes have been affected by the emergence of the AQIP (Academic Quality Improvement Program) accreditation model. The Department of Education initiated a biannual MIS SWAT Team meetings to review and recommend changes/enhancements on the community college MIS, including new and revised data elements and their definitions. Additionally, all changes proposed by the MIS SWAT Team have been discussed and confirmed with the statewide involvement of the MIS community college enrollment reporting officers. During fiscal year 2008, the department started the utilization of the secondary student identification number matching system, to allow for continuous tracking of K-12 students into the Iowa community college system. The department also developed a technical programs application (AS-28) data base that allows for a cross-reference analysis with the MIS data and helps streamlining program approval process. This system has been implemented since 2008.



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| <p><b>Goal #1</b><br/>Provide high-quality, comprehensive educational programs and services accessible to all Iowans.</p> | <p><b>Goal #2</b><br/>Develop high-skilled workers to meet the demands of Iowa's economy.</p> | <p><b>Goal #3</b><br/>Maximize financial and human resources to assure provision of comprehensive community college services to Iowans and to allow Iowa to compete on a national and international level.</p> |
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| <p><b>Goal #4</b><br/>Demonstrate effectiveness and efficiency for achieving the system mission and goals.</p> | <p><b>Goal #5</b><br/>Recruit, enroll, and retain to completion or graduation persons of underrepresented groups and recruit and retain persons from minority racial/ethnic groups in faculty and administrative roles.</p> |   |
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| <p><b>Goal #1</b></p> <p><i>Provide high-quality, comprehensive educational programs and services accessible to all Iowans.</i></p> <ul style="list-style-type: none"> <li>↑ Unduplicated enrollment</li> <li>↑ Arts &amp; Sciences enrollment</li> <li>↑ CTE enrollment</li> <li>↑ Joint enrollment</li> <li>↑ Success rate</li> </ul> |  |
|---|---|

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## Goal #2

*Develop high-skilled workers to meet the demands of Iowa's economy.*

- ↑ Eligible noncredit enrollment
- ↑ Median graduate wage
- ↑ Penetration rate



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## Goal #3

*Maximize financial and human resources to assure provision of comprehensive community college services to Iowans and to allow Iowa to compete on a national and international level.*

- ↑ Average tuition



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## Goal #4

*Demonstrate effectiveness and efficiency for achieving the system mission and goals.*



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## Goal #5

Recruit, enroll, and retain to completion or graduation persons of underrepresented groups and recruit and retain persons from minority racial/ethnic groups in faculty and administrative roles.

- ↑ Enrollment by race/ethnicity
- ↑ Awards by gender
- ↑ Awards by race/ethnicity
- ↑ Employees by race/ethnicity
- ↑ Employees by gender



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# Thank You!

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### Presenters:

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### For more information:

[www.iowa.gov/educate/](http://www.iowa.gov/educate/)  
[www.iowa.gov/educate/ccpublications](http://www.iowa.gov/educate/ccpublications)

### Sources:

*Performance Indicators Report 2009*, Iowa Department of Education, Division of Community Colleges and Workforce Preparation.

*The Annual Condition of Iowa's Community Colleges 2009*, Iowa Department of Education, Division of Community Colleges and Workforce Preparation.

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| <p><b>Goal #1</b><br/>Provide high-quality, comprehensive educational programs and services accessible to all Iowans.</p> | <p><b>Goal #2</b><br/>Develop high-skilled workers to meet the demands of Iowa's economy.</p> | <p><b>Goal #3</b><br/>Maximize financial and human resources to assure provision of comprehensive community college services to Iowans and to allow Iowa to compete on a national and international level.</p> |
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| <p><b>Goal #4</b><br/>Demonstrate effectiveness and efficiency for achieving the system mission and goals.</p> | <p><b>Goal #5</b><br/>Recruit, enroll, and retain to completion or graduation persons of underrepresented groups and recruit and retain persons from minority racial/ethnic groups in faculty and administrative roles.</p> |   |
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| <p><b>Goal #1</b></p> <p><i>Provide high-quality, comprehensive educational programs and services accessible to all Iowans.</i></p> <ul style="list-style-type: none"> <li>↑ Unduplicated enrollment</li> <li>↑ Arts &amp; Sciences enrollment</li> <li>↑ CTE enrollment</li> <li>↑ Joint enrollment</li> <li>↑ Success rate</li> </ul> |  |
|---|---|

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## Goal #2

*Develop high-skilled workers to meet the demands of Iowa's economy.*

- ↑ Eligible noncredit enrollment
- ↑ Median graduate wage
- ↑ Penetration rate



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## Goal #3

*Maximize financial and human resources to assure provision of comprehensive community college services to Iowans and to allow Iowa to compete on a national and international level.*

- ↑ Average tuition



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## Goal #4

*Demonstrate effectiveness and efficiency for achieving the system mission and goals.*



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## Goal #5

Recruit, enroll, and retain to completion or graduation persons of underrepresented groups and recruit and retain persons from minority racial/ethnic groups in faculty and administrative roles.

- ↑ Enrollment by race/ethnicity
- ↑ Awards by gender
- ↑ Awards by race/ethnicity
- ↑ Employees by race/ethnicity
- ↑ Employees by gender



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# Thank You!

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### Presenters:

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### For more information:

[www.iowa.gov/educate/](http://www.iowa.gov/educate/)  
[www.iowa.gov/educate/ccpublications](http://www.iowa.gov/educate/ccpublications)

### Sources:

*Performance Indicators Report 2009*, Iowa Department of Education, Division of Community Colleges and Workforce Preparation.

*The Annual Condition of Iowa's Community Colleges 2009*, Iowa Department of Education, Division of Community Colleges and Workforce Preparation.

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