



Moving the Education Enterprise Forward for Student Success

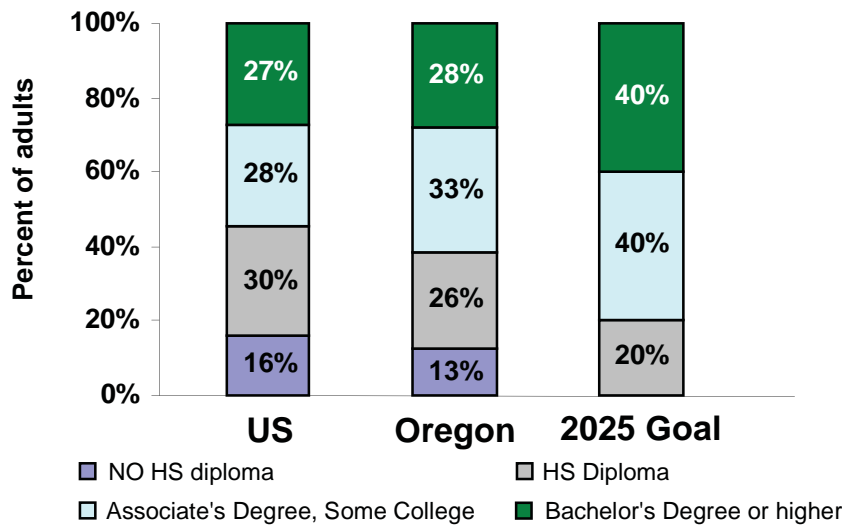
Winter 2009

The Goal of Educational Attainment for Oregon: 40-40-20

Governor Kulongoski, the Joint Boards of Education and many legislators believe education is key to economic growth by providing the means for every Oregonian to benefit from the state's economic prosperity. Together, they have challenged Oregon with an ambitious goal for educational attainment: by 2025, 40% of Oregonians will have a bachelor's degree or higher, 40% will have an associate's degree or postsecondary credential and 20% will have at least a high school diploma. Every education sector—universities, community colleges, PreK-12 and student financial aid systems—plays a critical role in achieving our collective success.

While Oregon's population has higher educational attainment than the United States as a whole, we are still far from the 40-40-20 goal.

Educational Attainment of Adults Age 25+
2005 Estimates Compared to Oregon's 2025 Goal



Community colleges are the only education sector that can directly influence every aspect of the governor's education goals. Community colleges provide education and preparation to:

- students with skills below the postsecondary level,
- students seeking GEDs and alternative diplomas,
- students pursuing postsecondary credentials such as an associate's degree or professional certification; and,
- students enrolled in their first two years of a four-year degree program.



2007 Legislative Budget Note to CCWD

The nature of the governance structure in our community colleges creates a challenge with respect to relating funding levels to educational outcomes. Community colleges are governed by independent locally elected boards. However, state funds are appropriated to the Department of Community Colleges and Workforce Development, which is not directly responsible for college performance. *The Legislature intends that each community college district governing board shall be responsible for meeting the key performance measures for its respective institution, and communicating the results to the Department, and that the Department shall be responsible for assuring that results of successful programs and best practices are shared among the 17 college districts to maximize the results at each institution; and managing the decision-making for distribution of resources among the institutions to maximize statewide performance, recognize local investment, and reward success.*

Legislatively Adopted 2007-09 Key Performance Measures (KPMs) Community College Measures

2007-09 KPM #	Legislatively Adopted KPMs for 2007-09	Current Status 2005-07	Target 2008	Target 2009	Target 2010	Target 2011
1	SUCCESSFUL GED APPLICANTS – Percentage of GED certicate applicants successful	76%	76.7%	77.5%	78.0%	79.0%
7	COMPLETION OF BASIC SKILLS/ESL – Percentage of students enrolled in a basic skills or ESL program who complete successfully	47%	49.9%	50.9%	63.7%	63.7%
8	NURSING COMPLETION – Percentage of students who successfully complete a nursing program	72%	73.0%	73.7%	73.7%	73.7%
9	SBDC BUSINESS START-UPS – Percentage of SBDC pre-venture/start-up entrepreneurs with a completed business plan who start a business	80%	71.4%	72.8%	72.8%	72.8%
10	BITS COMPANY SATISFACTION – Percent of companies ranking training they received through community college Business and Industry Training System (BITS) as good or better	95%	95.0%	95.0%	95.0%	95.0%
11	LICENSING/CERTIFICATION RATES – Oregon community college students' pass rate for national licensing tests compared to national pass rates	93%	93.0%	93.0%	93.0%	93.0%
12	PROFESSIONAL TECHNICAL DEGREE/CERTIFICATE COMPLETION – Number of professional-technical degrees and certificates awarded	4,627	4,812	5,101	5,101	5,101
13	ASSOCIATE DEGREE COMPLETION – Percentage of students in Associates degree programs who obtain an Associates degree	29%	30.6%	31.6%	31.6%	31.6%
14	STUDENT TRANSFERS TO OUS – Percentage of students attending an Oregon community college during one academic year who transfer to an OUS institution the following academic year	14.2%	15.0%	15.2%	15.2%	15.2%
15	PROGRESS OF TRANSFER STUDENTS – Percentage of community college transfer students who demonstrate progress by returning for the second year	76%	80.0%	80.0%	80.0%	80.0%
16	TUITION/FEES – Oregon's rank for college tuition and fees among 15 western states		8th highest	8th highest	8th highest	8th highest
17	HIGH SCHOOL PARTICIPATION – Number of high school students enrolled in community college credit programs	14,196	16,112	16,500	16,500	16,500

Oregon Framework for Measuring Student Success

Education matters. Tying the aspirational goals of educational attainment of 40-40-20 by 2025 to community college and workforce developmental efforts requires setting near-term milestones to track students' progress. There is a wealth of student performance information at the college and state levels. The Student Success Steering Committee continues its work to identify what we know, and what we need to know, to continue to improve educational attainment for all community college students.

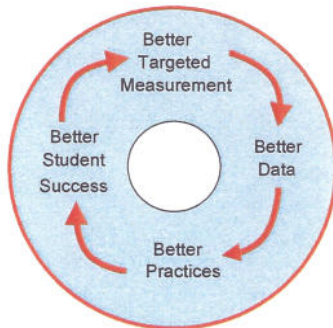
Oregon Framework for Measuring Student Success

ADULT BASIC SKILLS	DEVELOPMENTAL EDUCATION	LOWER DIVISION COLLEGIATE	CAREER TECHNICAL EDUCATION	LIFE LONG LEARNING
Adult Basic Education (ABE)	Developmental Education - Reading	Dual Credit	Dual Credit	Workforce Development
General Education Development (GED)	Developmental Education - Writing	Oregon Transfer Module (OTM)	Career & Technical Education Occupational Preparatory	Occupational Supplementary
English As A Second Language (ESL)	Developmental Education - Math	Associate of Arts Oregon Transfer Degree	Career & Technical Education Apprenticeship	Continuing Education Units (CEU) and Professional Development Units (PDU)
		Associate of Science Oregon Transfer Degree	Career Pathway Certificate	Community Education, General Interest/Personal Enrichment and Adult Continuing Education
		1 Year Oregon Transfer Module	1 Year Certificate	
		Associate of Science Degree	2 Year Certificate / Associate of Applied Science Degree	
				Post Baccalaureate Re-training

Student Success Defined



The Logic Behind Student Success



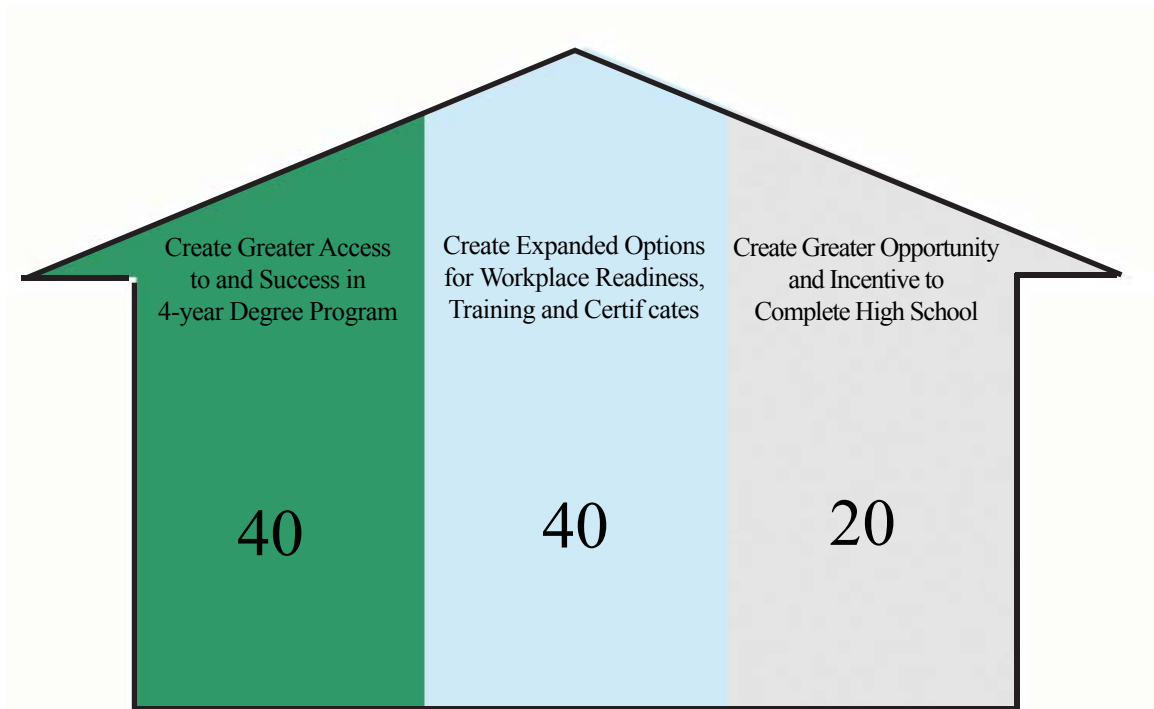
Proposed Student Success Indicators

- High school students enrolling directly into college
- Postsecondary level of math, reading, and writing
- Credits earned toward an Associate of Arts degree
- Credits earned toward a Career and Technical Education Certificate or degree
- Term to term persistence
- Fall to fall persistence
- GED to next level
- GED fall to fall persistence
- ESL/ESOL noncredit to next level (credit classes)

ABE	Adult Basic Education	AAS	Associate of Applied Science Degree
ESL	English as a Second Language	AAOT	Associate of Arts Transfer Degree
ENL	English as a New Language	AGS	Associate of General Studies
ESOL	English for Speakers of Other Languages	ASOT	Associate of Science Transfer Degree
GED	General Education Development	AS	Associate of Science Degree
CP	Career Pathways	CP	Career Pathway
CTE	Career & Technical Education	OTM	Oregon Transfer Module

Key Performance Measures	
	KPM 1 & 7
	KPM 17
	KPM 8, 11, 12, & 13
	KPM 14 & 15

Economic Prosperity for Oregonians Through Educational Attainment



Steps to Building a Culture of Evidence July 2008 - December 2009

1. Develop recommendations for actions from the NCHEMS recommendations that include:
 - response to workforce demands
 - enhance college participation
 - emphasis on programs with development of workplace skills
 - location of baccalaureate programs on community college campuses
 - explore innovative solutions that serve to contain costs and help ensure affordability
 - explore ways to change the state's culture regarding the importance of postsecondary education
2. Implement Student Success Indicators for 2009-10
3. Identify student success best practices from all 17 community colleges and suggest future investment strategies.
4. Identify Non-Credit workforce issues and recommendations.
5. Improve OCCURS data collection and reliability.
6. Review, refine and define the next set of Student Success Indicators by 2010

For additional information please contact:
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