

MEASURING UP at Cochise!

Convocation 2015

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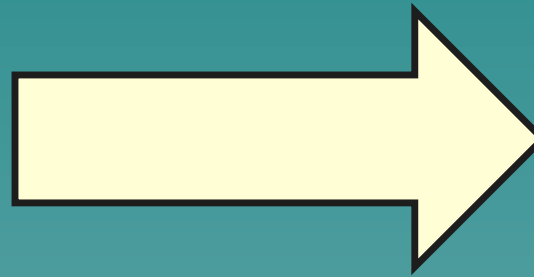
August 10, 2015

A stylized, dark teal silhouette of a mountain range is positioned in the bottom right corner of the slide, extending from the right edge towards the center.

It's Time to Move Forward



Measuring Up at Cochise!



Measure:

a: (1) an adequate or due portion
(2) a moderate degree

b: the dimensions, capacity, or amount of something ascertained by measuring

c: an estimate of what is to be expected

d : (1) a measured quantity
(2) amount, degree

b: the dimensions, capacity, or amount of something ascertained by measuring

- ◆ What percentage of Arizona high-school graduates are NOT eligible for admission into our three state universities?
 - Answer: 53.3%
- ◆ What percentage of Arizona high-school graduates enroll in a postsecondary institution immediately following graduation?

College Going Rate

Arizona High School Graduates – Class of 2013-2014 College Going

	Class of 2013-14	Enrolled in a 2 Year Institution	Enrolled in a 4 Year Institution	Percent College Going
Whites	30,259	6,933	10,164	56.5%
Hispanics	24,195	6,579	3,989	43.7%
Blacks	3,849	935	984	49.9%
Native Americans	3,122	505	444	30.4%
Asians	2,384	413	1,295	71.6%
Two or More	118	24	32	47.5%
TOTAL	63,927	15,389	16,908	50.5%

b: the dimensions, capacity, or amount of something ascertained by measuring

- ◆ What percentage of Arizona high-school graduates enroll in a postsecondary institution immediately following graduation?
 - Answer 50.5% (Arizona is 40th in the nation for college-going rate)
- ◆ Six years later, what percentage of Arizona high-school graduates have a degree?

Completion Rates

Arizona High-School Graduates - Class of 2007-2008 College Graduation

	Class of 2007- 2008	Graduated from a 2-Year Institution	Graduated from a 4-Year Institution
Whites	31,551	6.6%	26.1%
Hispanics	19,635	6.7%	10.0%
Blacks	3,312	5.4%	14.1%
Native Americans	3,379	4.0%	6.3%
Asians	1,841	5.1%	38.7%
TOTAL	59,718	6.4%	19.4%

b: the dimensions, capacity, or amount of something ascertained by measuring

- ◆ Six years later, what percentage of Arizona high-school graduates have a degree?
 - Answer: 25.8%
- ◆ At Cochise College what percentage of “first-time-to-college” students successfully completed a college-level Math course, a college-level English course, and one other college-level course with a reading prerequisite within six years?

Measuring Up in Arizona!

- ◆ Defunding public k-12 education
 - 52nd in per pupil funding (D.C. and Puerto Rico)
- ◆ Defunding State Universities
 - Largest decrease in per student funding (-47%) between 2008-2015
 - Largest increase in university tuition (83%) between 2008-2015
- ◆ Defunding Community Colleges
 - Largest percentage decrease (70%) in the education sector.

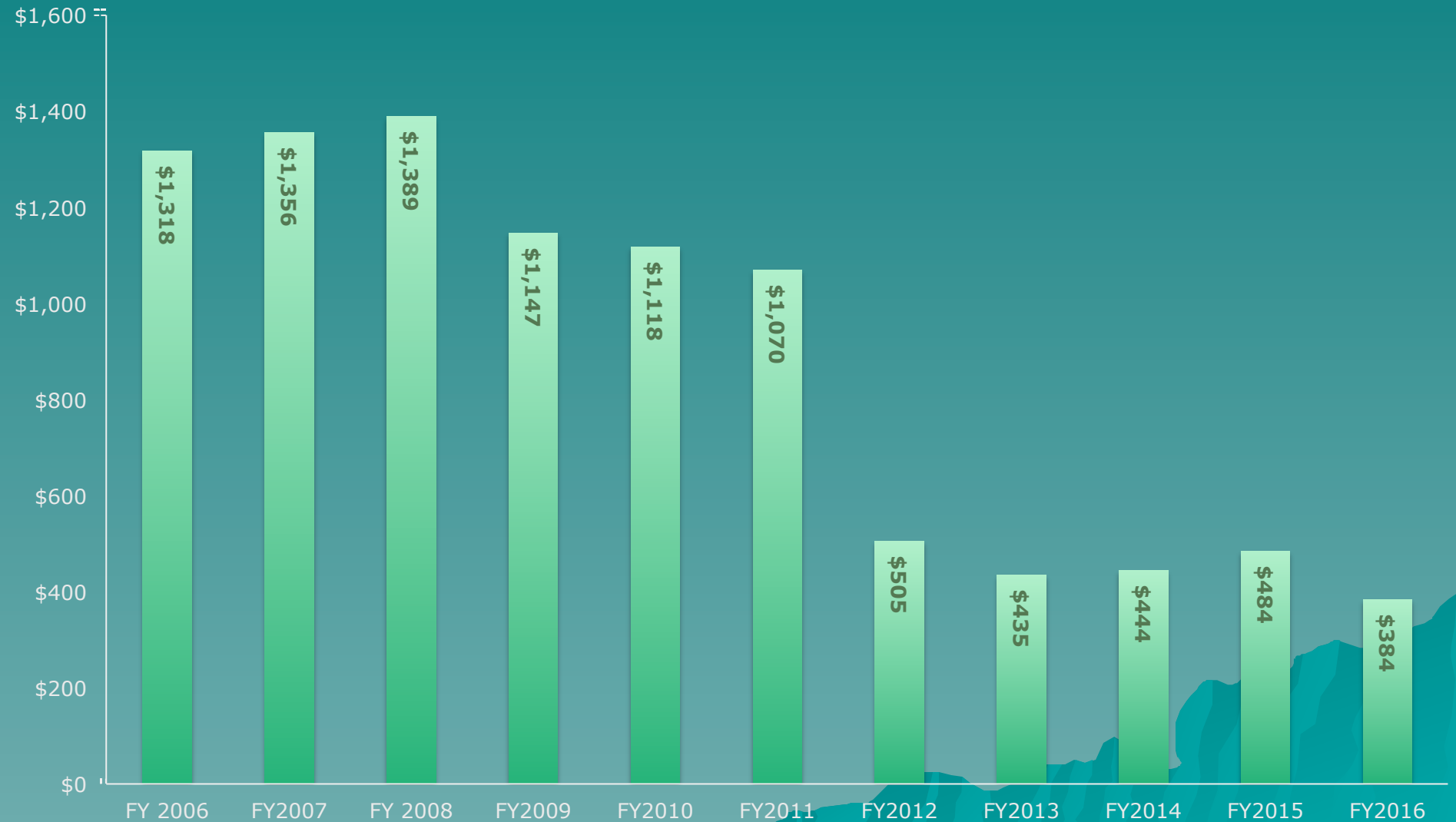
State Funding

Arizona Community Colleges



State Funding/FTSE

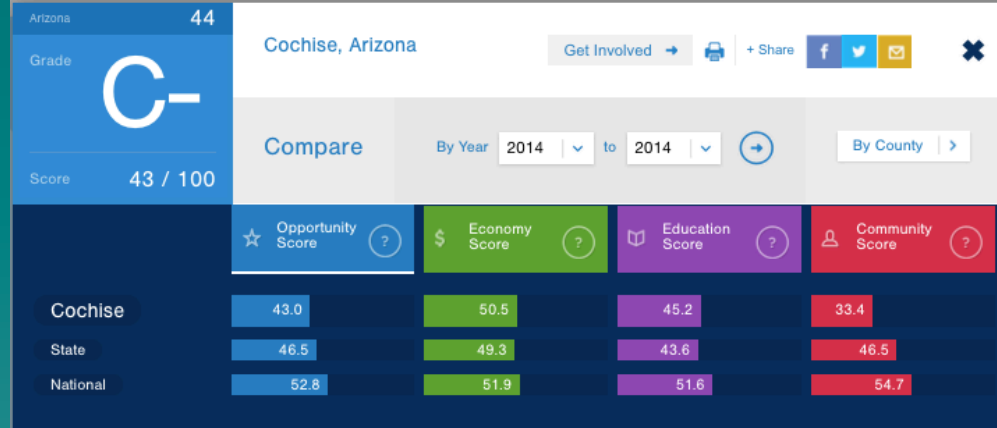
Arizona Community Colleges



b: the dimensions, capacity, or amount of something ascertained by measuring

c: an estimate of what is to be expected

Opportunity Index
(opportunitynation.org)



Economy

	COCHISE	STATE	NATIONAL
Unemployment Rate (%)	7.5%	6.2%	6.3%
Median Household Income (\$)	\$43,210.8	\$45,414.8	\$48,781
Poverty (% of population below poverty line)	16.6%	18.7%	15.9%
80/20 Ratio (Ratio of household income at the 80th percentile to that of the 20th percentile)	4.68	4.58	4.92
Banking Institutions (commercial banks, savings institutions, and credit unions per 10,000 residents)	2.58	2.84	4.02
Households Spending Less than 30% of Household Income on Housing Costs (%)	70.42%	64.48%	64.11%
High-Speed Internet (% of households at state/national level, scale of 1-5 at county level)	4	71.27	71.56

Education

	COCHISE	STATE	NATIONAL
Preschool (% ages 3 and 4 in school)	32.9%	34.2%	47.6%
On-Time High School Graduation (% of freshmen who graduate in four years)	82.16%	77%	81%
Associate Degree or Higher (% of adults 25 and older)	31.7%	35.7%	37.1%

Community Health & Civic Life

	COCHISE	STATE	NATIONAL
Violent Crime (per 100,000 population)	603.29	428.9	386.9
Youth Not in School and Not Working (% ages 16-24)	13.9%	17%	14.1%
Youth Not in School and Not Working (total ages 16-24)	2,180	139,658	5,609,207
Medical Doctors (per 100,000 population)	81.98	219.34	270.17
Grocery Stores and Produce Vendors (per 10,000 population)	1.21	1.28	2.19
Population	131,735	6,551,149	313,873,685

No time for feeling sorry for
ourselves:

The ultimate **measure** of *an organization* ~~man~~ is not where *it* ~~he~~ stands in moments of comfort and convenience, but where *it* ~~he~~ stands at times of challenge and controversy.

Martin Luther King, Jr.
(italics added)


Measuring Up at Cochise

Mission Driven Organization:

"Cochise College provides accessible educational opportunities that are responsive to a diverse population and lead to constructive citizenship, meaningful careers, and lifelong learning."

Measuring Up at Cochise

Strategically Anchored Organization:

1. Competitive Advantages
 2. Excellence
 3. "Everything Speaks"
 4. Student Completion
 5. Institutional Effectiveness
- 

Measuring our Competitive Advantages:

- ◆ Douglas Campus
 - Residential Campus
 - ◆ Cochise Combo
 - ◆ Sonoran Agreement
 - The “A’s”
 - ◆ Aviation
 - ◆ Art
 - ◆ Agriculture
 - ◆ Athletics



Measuring our Competitive Advantages:

◆ Sierra Vista Campus

– Nursing and Health Sciences

- ◆ Nursing expansion
- ◆ Respiratory Therapy
- ◆ EMT/Paramedic
- ◆ New Programming

– Computer Networking and Cyber Security

– Military Programming (MOS)

– AutoPlex

– Additional faculty in Career Programs



Measuring our Competitive Advantages:

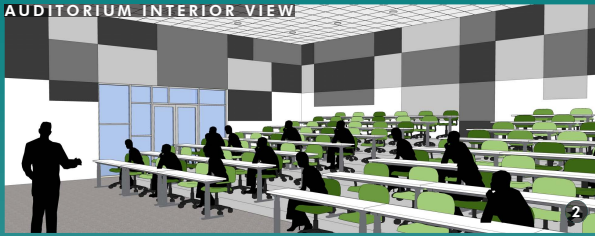
◆ Extended Learning

- New partnerships for better community response
 - Center for Lifelong Learning (CLL)
 - Small Business Development Center (SBDC)
 - Center for Economic Research (CER)
 - Workforce Services, Job Placement, Vocational Rehabilitation, DES
- Downtown Center (DTC)

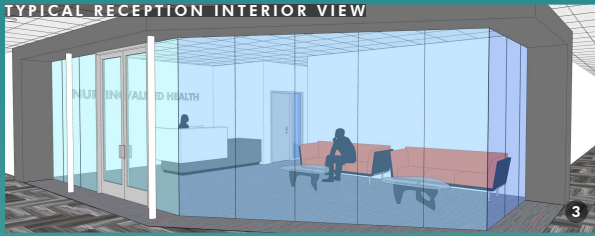
NORTH ENTRANCE EXTERIOR VIEW



AUDITORIUM INTERIOR VIEW



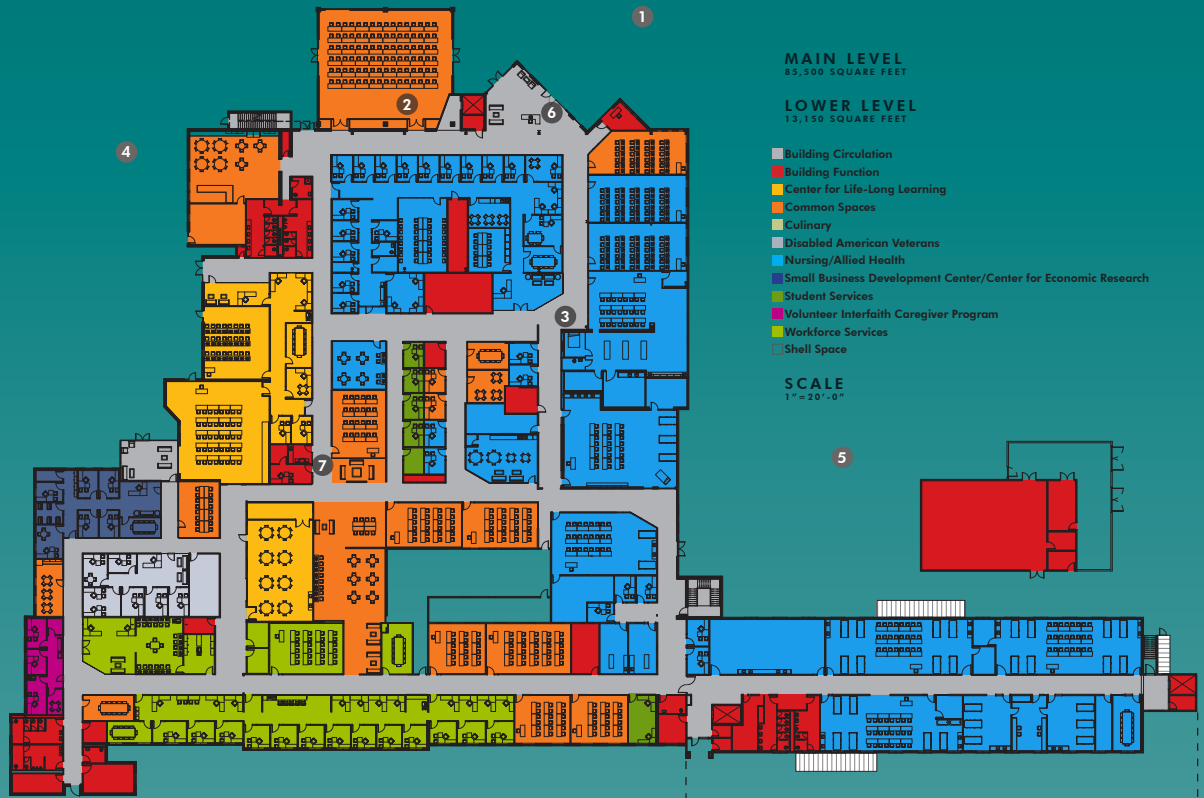
TYPICAL RECEPTION INTERIOR VIEW



WEST ENTRANCE EXTERIOR VIEW



EAST ENTRANCE EXTERIOR VIEW



MAIN ENTRANCE INTERIOR VIEW



STUDY SPACE INTERIOR VIEW



Measuring our Excellence:

- ◆ Institutional Recognition
 - 3rd Best Community College (Huffington Post/SmartAsset.com)
 - Career Preparedness Award for Arizona (ACT)
 - Top 100 most affordable quality community colleges
 - Aspen Award – Top 10% of Community Colleges
- ◆ Student Success
 - Phi Theta Kappa
 - Community Service Honor Roll
 - All-Academic Honors (Baseball, Men's Basketball, Women's Basketball)
- ◆ Strive for Excellence in ALL we do!!
- ◆ Higher Learning Commission
 - Visit October 25-27



Our Chance to Measure Up



What is accreditation?

Accreditation by the Higher Learning Commission (NCA) and by other nationally recognized agencies provides assurance to the public, in particular to prospective students, that an organization has been found to meet the agency's clearly stated requirements and criteria and that there are reasonable grounds for believing that it will continue to meet them.

Our Chance to Measure Up

- ◆ The Criteria for Accreditation
 - Five major Criteria.
 - ◆ Each Criterion has two elements.
 - **Criteria Statement**
 - **Core Components**

- ◆ Cochise College must measure up in each of the Core Components within each Criteria

Our Chance to Measure Up



Criterion One--Mission

The institution's mission is clear and articulated publicly; it guides the institution's operations.

Our Chance to Measure Up



Criterion Two--Integrity: Ethical and Responsible Conduct.

The institution acts with integrity; its conduct is ethical and responsible.

Our Chance to Measure Up



Criterion Three--Teaching and Learning: Quality, Resources, and Support.

The institution provides high quality education, wherever and however its offerings are delivered.

Our Chance to Measure Up



Criterion Four—Teaching and Learning: Evaluation and Improvement.

The institution demonstrates responsibility for the quality of its educational programs, learning environments, and support services, and it evaluates their effectiveness for student learning through processes designed to promote continuous improvement.

Our Chance to Measure Up

Criterion Five—Resources, Planning, and Institutional Effectiveness.

The institution's resources, structures, and processes are sufficient to fulfill its mission, improve the quality of its educational offerings, and respond to future challenges and opportunities. The institution plans for the future.

Measuring Up--Everything Speaks:

- ◆ Front Door Experience
 - ◆ Physical
 - ◆ Technological
 - ◆ Customer Service
- ◆ Marketing Campaigns
 - ◆ "How Smart Is That!"
 - ◆ "What will you find at Cochise College?"
 - ◆ "I am Possible"

I am Possible at Cochise College



Measuring Student Completion:

- ◆ We Must Balance Excellence with Completion
 - ◆ Do Our Part (Fix the things we can fix)
 - ◆ Financial Aid
 - ◆ Curriculum Audit
 - ◆ Courses, programs, and degree
 - ◆ Master Schedule
 - ◆ Semester by semester suggested course of study
 - ◆ Remedial Math/Reading/Writing Redesign
 - ◆ Learning Improvement Committees
 - ◆ ARG, Shepherding, Student Success, etc.

Measuring our Institutional Effectiveness:

◆ Strategic Think Tank Initiatives:

- Continuous Improvement Project(s)
- IT Assessment Project(s)
- Professional Development Project(s)
 - ◆ Engage and connect students, employees and community members
 - ◆ Create a roadmap to provide valuable, motivating employee opportunities ranging from mentoring to conferences and from teaching skills to discipline knowledge.
- Student Service Projects(s)
 - ◆ Formulate a systematic approach with various opportunities and mandates related to advising, orientation, and other first-year activities.
- Curriculum Project(s)
 - ◆ Totally redesign placement
 - ◆ Require college preparation (limited to a single course per math and writing) during the first semester and attach CPD 150 as a co-requisite.
 - ◆ Incorporate reading into reading-enhanced courses.
 - ◆ Track number of years to successfully complete college-level ENG, MAT, and RDG.

◆ Budgeting Process Changes


- ◆ Based on Actual Expenses (free the hostages)
- ◆ New Chart of Accounts
- ◆ Monthly/Quarterly Reports to Budget Managers

Rules for Measuring Up

1. The center of our work must be student learning, engagement, persistence, and completion!
2. What we measure is what we care about.
3. We can't get better at what we're not willing to measure.
4. Every program, every service, every policy/procedure is perfectly designed to achieve the exact outcome it currently produces.
5. We are, where we are. The future is ours!
6. If nothing changes, nothing changes.

Measure: an estimate of what is to
be expected

We will measure up to all
expectations if we remain:

- Student centered!
 - Mission focused!
 - Strategically anchored!
 - People based!
- 

Measuring Up at Cochise:

