

# Key Performance Indicators Setting Targets

**Grossmont College**

**PIEC Meeting**

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# What is a key performance indicator (KPI)?



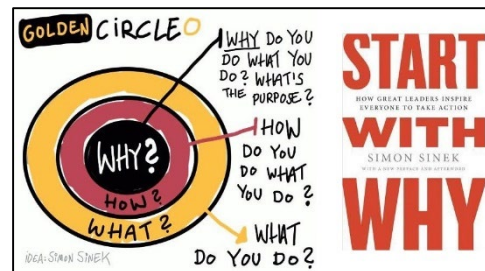
- A KPI is a quantifiable measure of progress toward a goal
- KPIs offer a comparison that gauges the degree of performance change over time
- KPIs provide a focus for strategic and operational improvement
- Strategic performance measures track progress toward strategic goals
- Operational measures are focused on day-to-day operations
- Monitoring KPIs creates an analytical basis for decision making and helps focus attention on what matters most
- Managing with the use of KPIs includes setting targets (the desired level of performance) and tracking progress against those targets

# Sample KPI Tracker

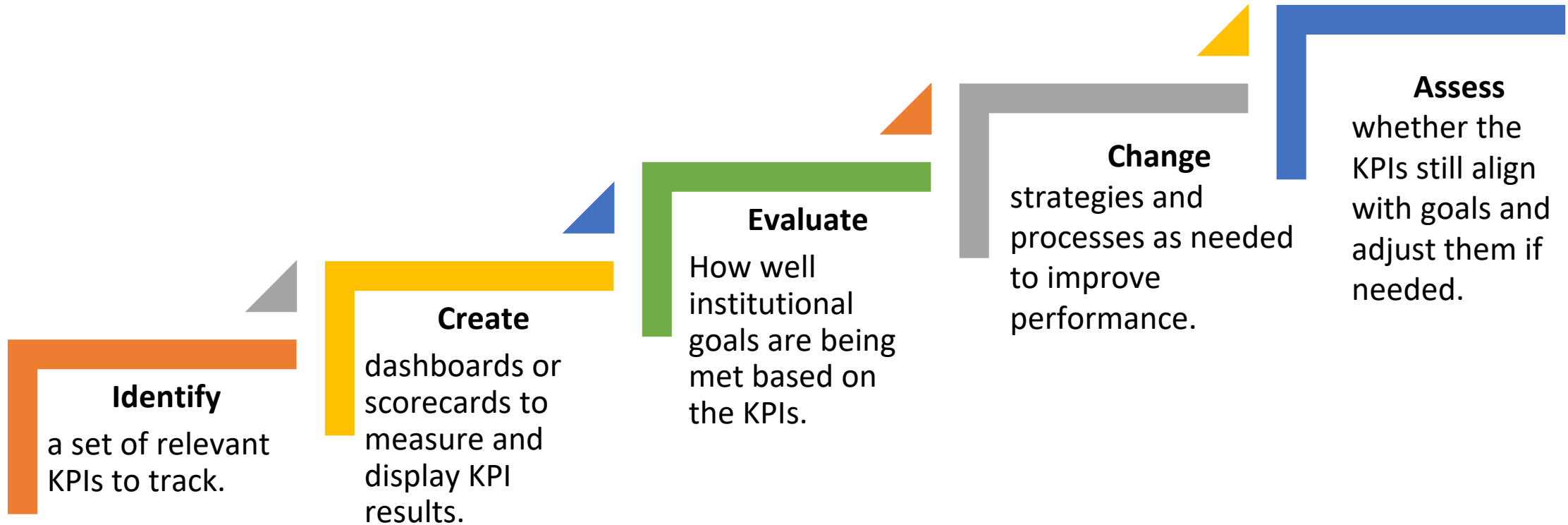
	2014-15	2015-16	2016-17	2017-18	2018-19	5-YR AVG	1-YR Trend	Floor	Stretch	
Momentum	FTES Enrollment (Census after Start)	13,187	13,120	13,226	13,152	12,798	13,097	↓		
	Course Retention Rate	83.3%	84.3%	84.4%	85.4%	85.4%	84.6%	↔	84.0%	85.0%
	Course Success Rate	69.1%	69.6%	69.3%	71.2%	71.1%	70.1%	↔	69.0%	75.0%
	Persistence (Fall - Spring)	73.0%	73.0%	72.3%	71.4%	71.3%	72.2%	↔		
Milestone	Established Educational Goal (CEP)	data sources being determined as of May 2020					pending			
	Completion of Transfer-Level English & Math within 1 <sup>st</sup> Year									
	Both Math & English	6.8%	8.7%	10.5%	10.6%	pending	9.2%	↑		
	Math	10.8%	13.6%	15.4%	15.5%	pending	13.8%	↑		
	English	19.9%	22.0%	24.7%	26.4%	pending	23.3%	↑		
	Units Attained									
	Students attaining 12+	7921	7983	7954	7948	7514	7864	↓		
	Students attaining 30+	pending analysis as of May 2020					pending			
	Students attaining 60+	pending analysis as of May 2020					pending			
	Transfer Preparedness	pending analysis as of May 2020					pending			
Student Goals	Degree & Certificate Completion									
	# of students receiving a degree	1286	1312	1394	1592	1733	1463	↑	1300	1750
	# of students receiving a certificate	1023	1011	1098	1249	1371	1150	↑	900	1315
	Transfer	2418	2269	1998	pending		2228.33	↓	1400	2400
	Job Placement Rates	52.0%	54.0%	pending			0.53	↑		
	Attainment of Regional Living Wage	30.0%	30.0%	34.0%	pending		0.31333	↑		

# KPIs are used to measure how well we are meeting our Strategic Goals

- We measure enrollment because we want to increase equitable access (*Educational Excellence: Objective #1*)
- We measure course success rates because we want to close equity gaps (*Educational Excellence: Objective #2*)
- We want to monitor completion of transfer-level English and Math in the 1<sup>st</sup> year because research has shown that students who complete college-level Math and English in their first year are more likely to earn a degree or transfer (*Education Excellence & Completion Culture*)



# Key Steps in Monitoring KPIs



# Setting Targets

- Floor (baseline) – current status
- Stretch (aspirational) – deliberately challenging and have the potential to both inspire and overwhelm teams
- Target—somewhere in the middle

## Key Questions:

1. What resources are needed?
2. What changes are needed?
3. Do we have the capacity?



# Setting our 2022-2028 KPIs

- KPI Scorecard