DMACC's 2016 Ten Year Vision for Success: Strategic Plan

Des Moines Area Community College
2006-2016

1. FIRST in Quality -A true cornerstone of our past and present and future success is the quality of the education and services we provide for our students and our district.

*INDICATORS**

A. Within term credit course retention
B. Fall-to-spring credit student persistence
C. Fall-to-fall credit student persistence
D. Graduation rate
E. Post-DMACC Success in employment and further education
F. Assessment of student learning
G. Percent of sections taught by full-time faculty
H. Percent of returning non-credit customers (non-mandated)- CE and DBR

2. FIRST in Service – Every person in our service area has the right to a DMACC education.

*INDICATORS**

A. Overall service area population penetration- Credit and Non-credit
B. Service area population penetration by race- Credit and Non-credit
C. Service area population penetration by age group- Credit only

3. FIRST in Affordability – We are committed to making a quality DMACC education as affordable as possible

*INDICATORS**

A. Student education costs including tuition rate, fees and other necessary expenses
B. Scholarship endowment fund balance
C. Scholarship dollars awarded
D. Number of student scholarships awarded
E. Total foundation assets
F. New revenues from grants, investment income and other sources (CE, DBR)
G. Alumni association size and contributions
H. Cost savings through process efficiencies and utilization of existing technology

Des Moines Area Community College:
FIRSTS Goals
FY 2008 Scorecard

	Current FY08	FY07	FY06	INDICATOR
Quality				I. Within term credit course retention
				J. Fall-to-spring credit student persistence
				K. Fall-to-fall credit student persistence
				L. Graduation rate
				M. Post-DMACC Success in employment and further education
	Not Reported	Not Reported	Not Reported	N. Assessment of student learning
				O. Percent of sections taught by full-time faculty
				P. Percent of returning non-credit customers (non-mandated)- CE and DBR

	Current FY08	FY07	FY06	INDICATOR
Service				D. Overall service area population penetration- Credit
				E. Overall service area population penetration- Non-credit
				F. Service area population penetration by race- Credit and Non-credit
				G. Service area population penetration by age group- Credit only

	Current FY08	FY07	FY06	INDICATOR
Affordability				I. Student education costs including tuition rate, fees and other expenses
				J. Scholarship endowment fund balance
				K. Scholarship dollars awarded
				L. Number of student scholarships awarded
				M. Total foundation assets
	Not Reported	Not Reported	Not Reported	N. New revenues from grants, investment income and other sources (CE, DBR)
			Not Reported	O. Alumni association size and contributions
			Not Reported	P. Cost savings through process efficiencies and utilization of existing technology

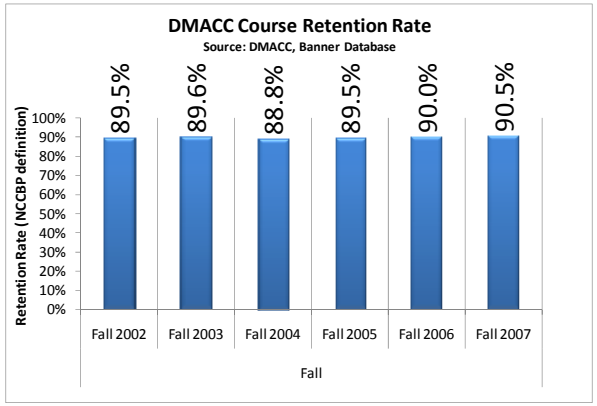
Key [1]

Significant Improvement No Significant Change Significant Decline

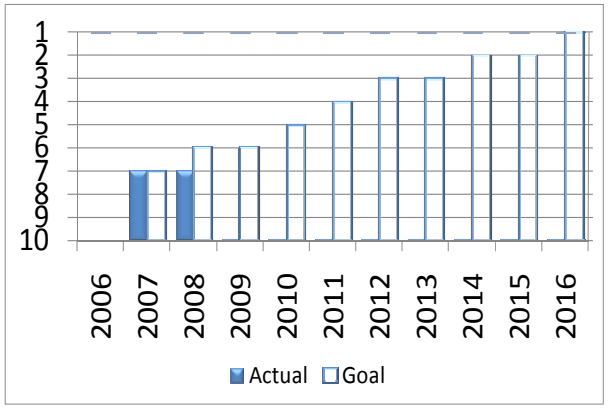
1. FIRST in Quality

A. Within Term Course Retention

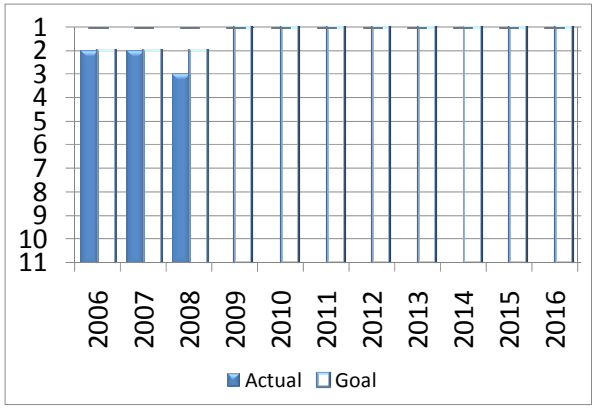
DMACC Trend Data✓



Iowa Benchmark✓

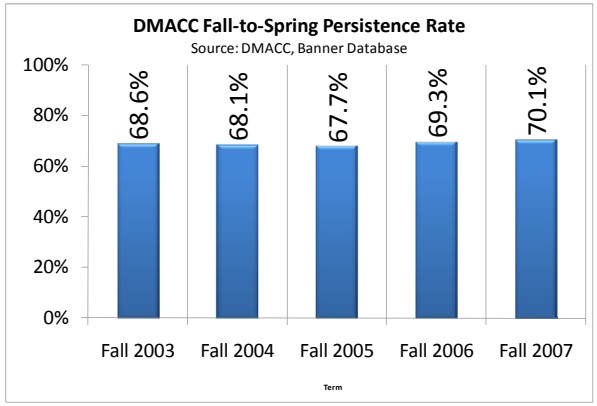


National Cohort Benchmark✓

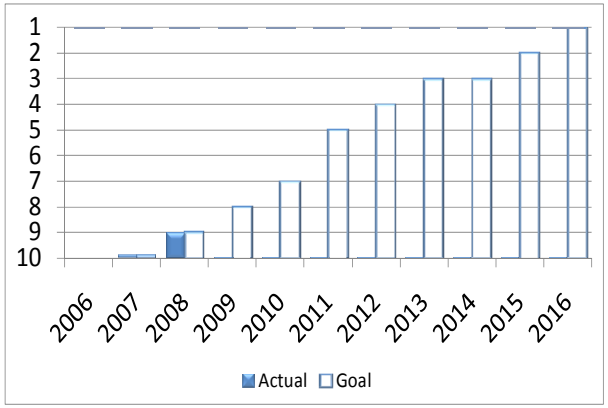


B. Fall-to-Spring Credit Student Persistence

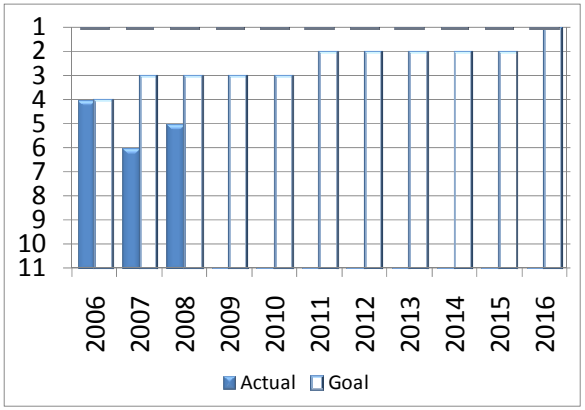
DMACC Trend Data✓



Iowa Benchmark✓



National Cohort Benchmark✓



National Cohort

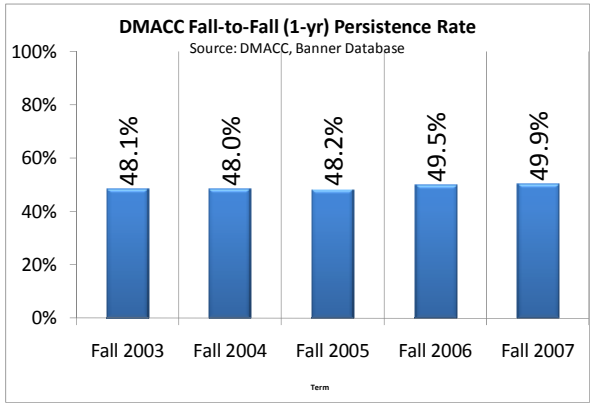
Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
Johnson Co. (KS)	Monroe CC (NY)	Maricopa System (AZ)	Metropolitan (NE)	Cuyahoga (OH)

Note: Grand Rapids and Miami Dade were replaced in the cohort because they did not participate in the 2008 NCCBP

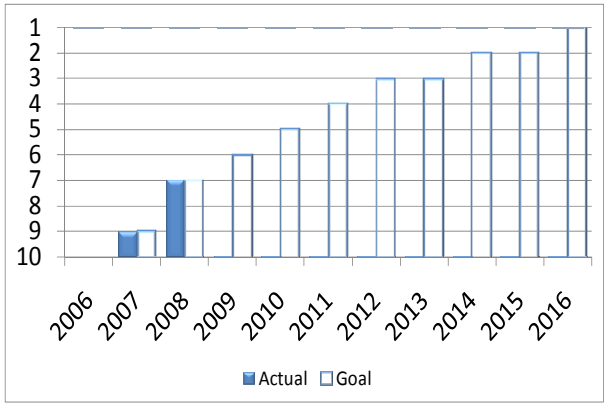
1. FIRST in Quality (continued)

C. Fall-to-fall Credit Student Persistence

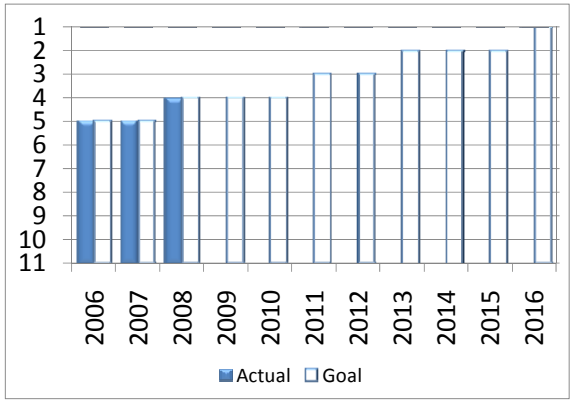
DMACC Trend Data✓



Iowa Benchmark✓

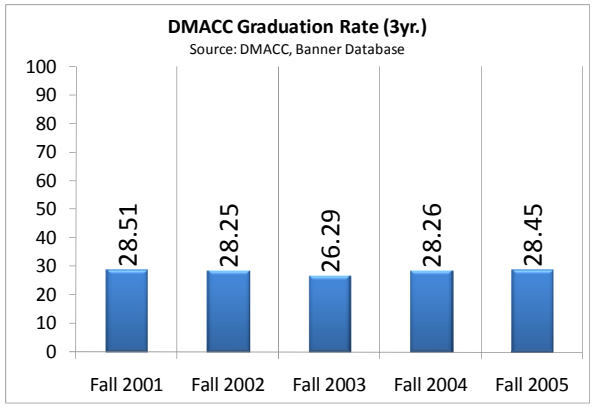


National Cohort Benchmark✓

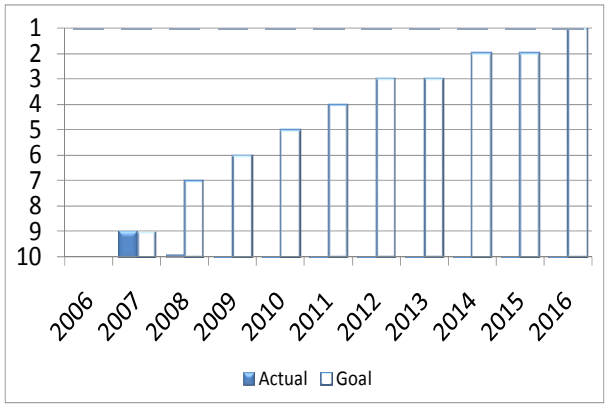


D. Graduation Rate

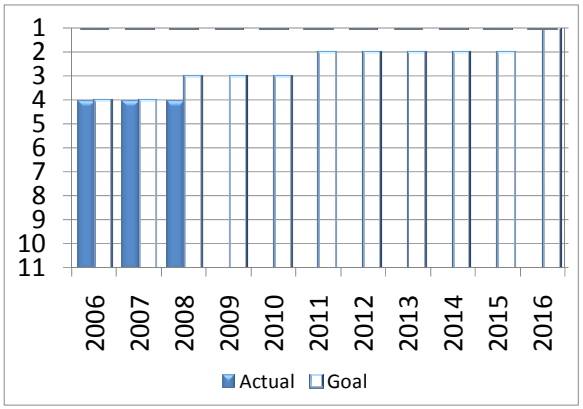
DMACC Trend Data✓



Iowa Benchmark[3]✓



National Cohort Benchmark✓



National Cohort

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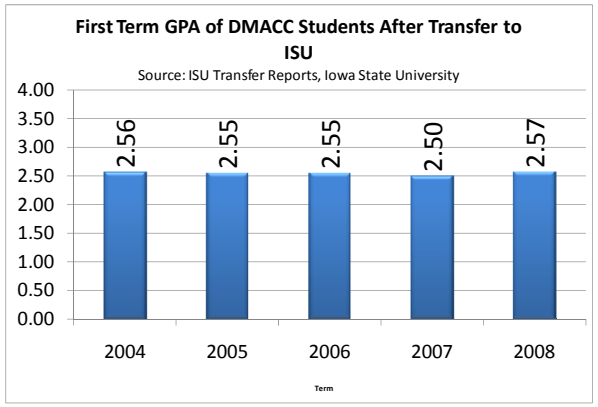
Note: Grand Rapids and Miami Dade were replaced in the cohort because they did not participate in the 2008 NCCBP

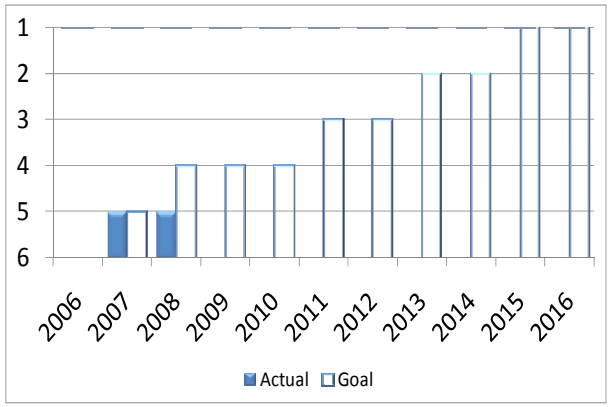
1. FIRST in Quality (continued)

E. Post-DMACC Success in Employment and Further Education [2]

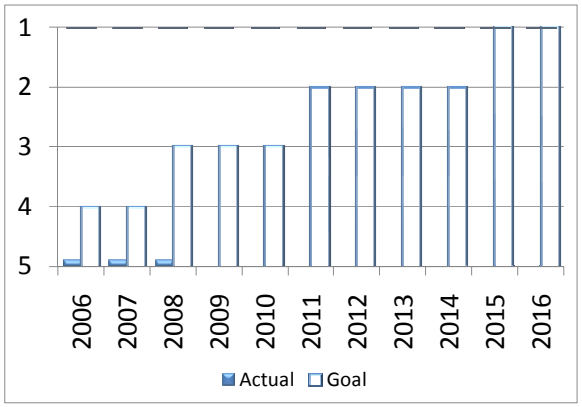
DMACC Trend Data✓



Iowa Benchmark✓



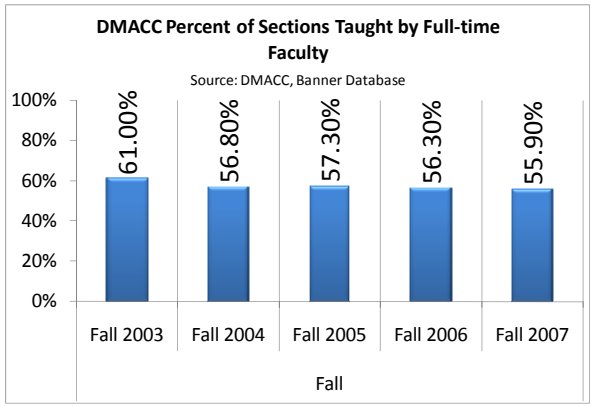
National Cohort Benchmark✓



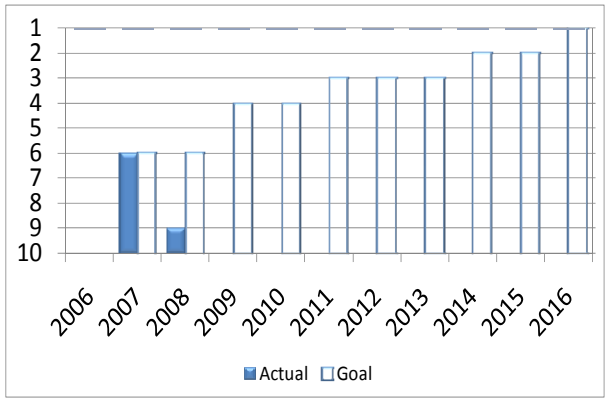
F. Assessment of Student Learning- NONE

G. Percent of Sections Taught by Full-time Faculty

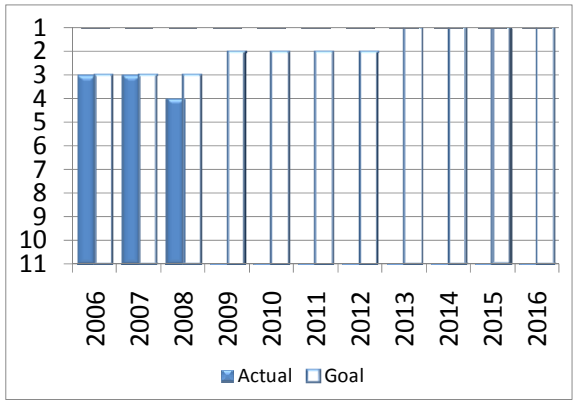
DMACC Trend Data✓



Iowa Benchmark[3]✓



National Cohort Benchmark✓



<u>National Cohort</u>

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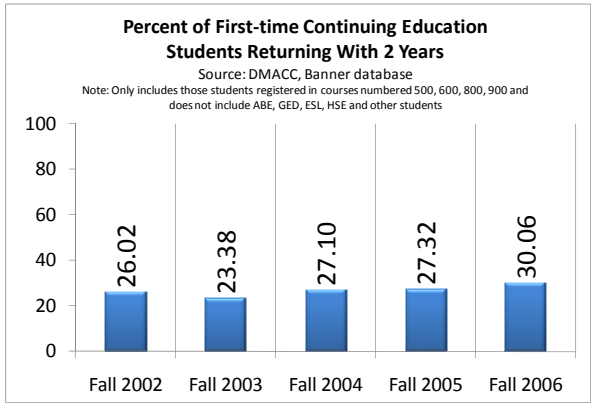
Note: Grand Rapids and Miami Dade were replaced in the cohort because they did not participate in the 2008 NCCBP

1. FIRST in Quality (continued)

H. Percent of Returning Non-mandated Continuing Education Customers

DMACC Trend Data✓



Iowa Benchmark

None available

National Cohort Benchmark

None available

National Cohort

Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
Johnson Co. (KS)	Monroe CC (NY)	Maricopa System (AZ)	Metropolitan (NE)	Cuyahoga (OH)

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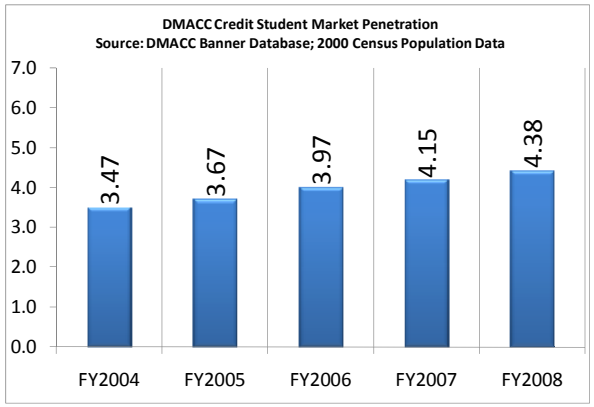
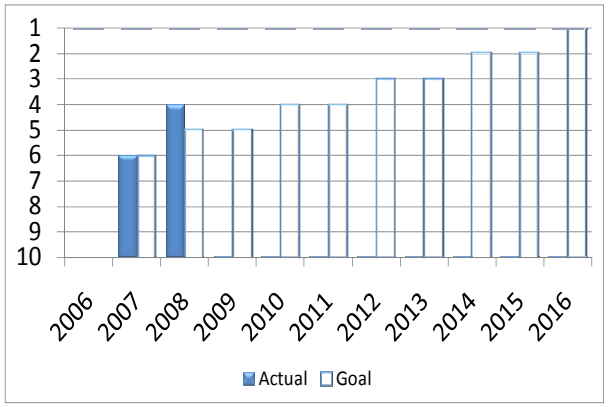
1. FIRST in Service

A. Overall Service Area Population Penetration- Credit

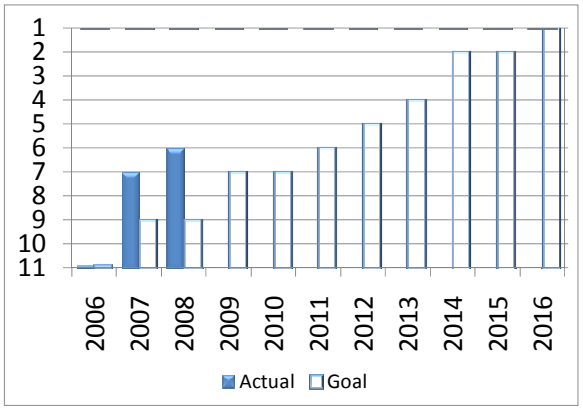
DMACC Trend Data✓



Iowa Benchmark✓

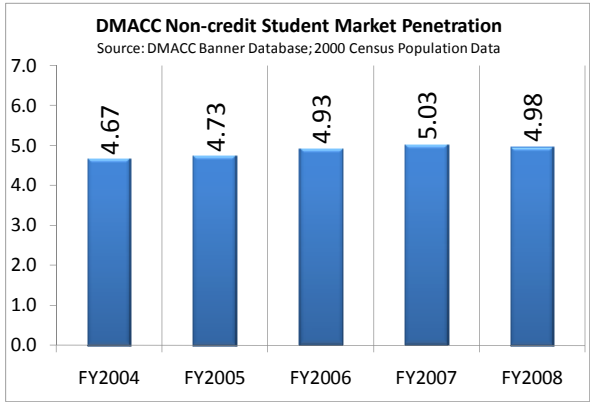


National Cohort Benchmark✓

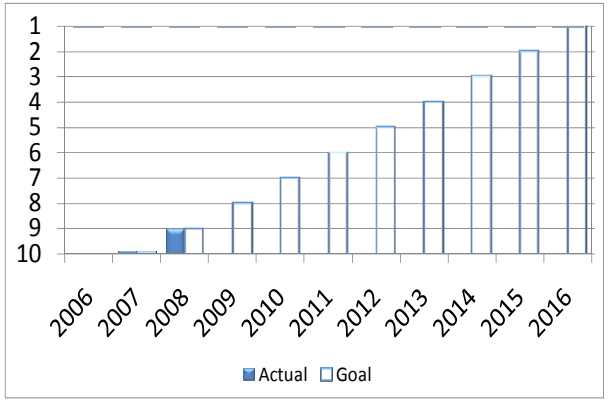


B. Overall Service Area Population Penetration- Non-credit

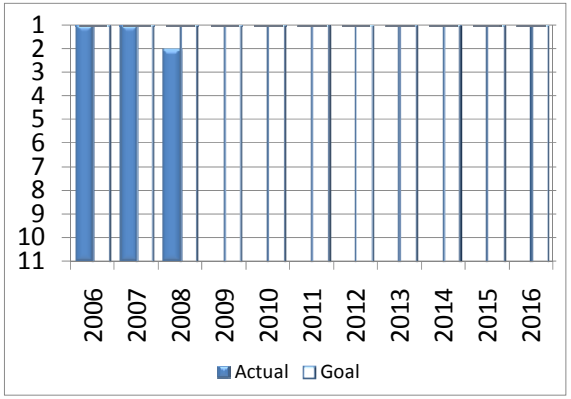
DMACC Trend Data✓



Iowa Benchmark✓



National Cohort Benchmark✓



1. FIRST in Service (continued)

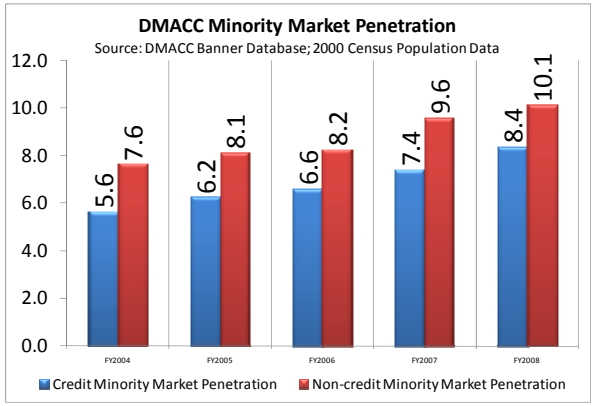
National Cohort

Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
Johnson Co. (KS)	Monroe CC (NY)	Maricopa System (AZ)	Metropolitan (NE)	Cuyahoga (OH)

Note: Grand Rapids and Miami Dade were replaced in the cohort because they did not participate in the 2008 NCCBP

C. Service Area Population Penetration by Race- Credit and Non-credit

DMACC Trend Data✓



Iowa Benchmark

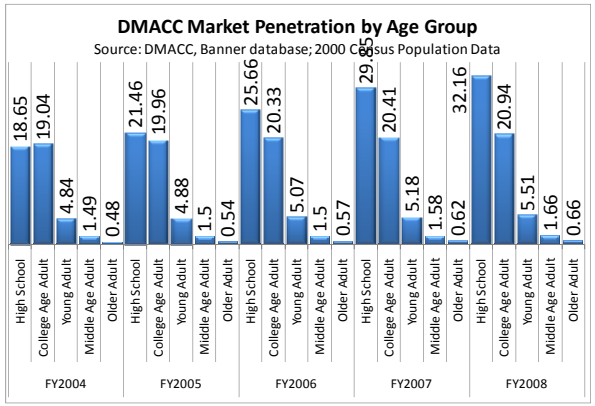
None available

National Cohort Benchmark

None available

D. Overall Service Area Population Penetration by Age Group- Credit Only

DMACC Trend Data✓



Iowa Benchmark

None available

National Cohort Benchmark

None available

National Cohort

Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
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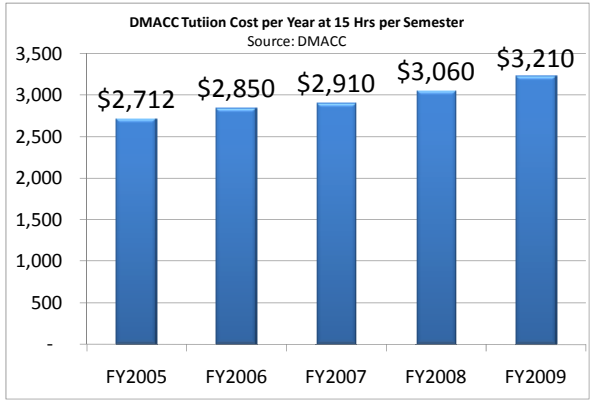
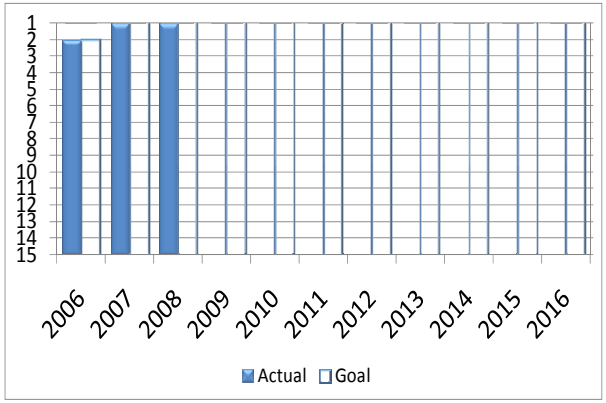
1. FIRST in Affordability

A. Student Education Costs Including Tuition Rate, Fees and Other Necessary Expenses

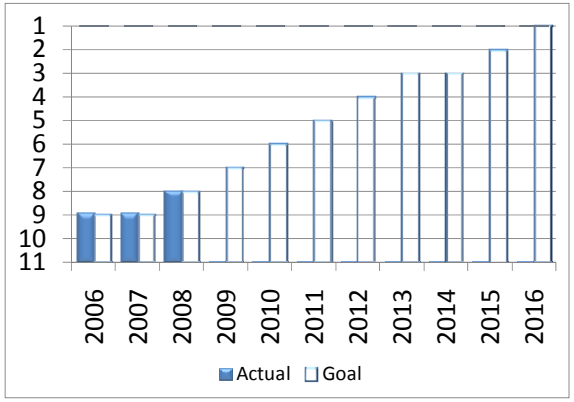
DMACC Trend Data✓



Iowa Benchmark✓

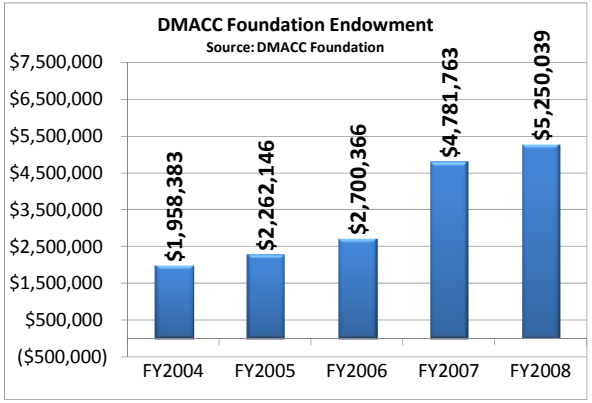


National Cohort Benchmark✓

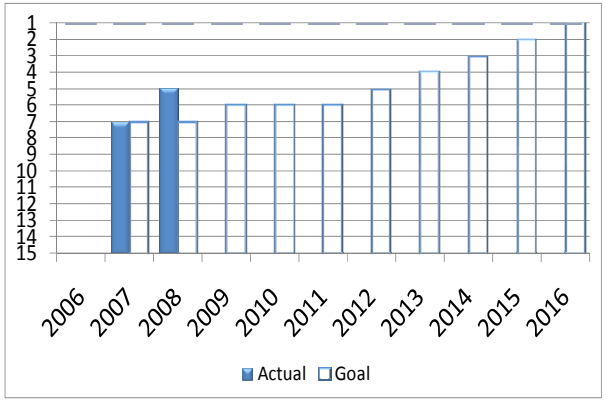


B. Scholarship Endowment Fund Balance

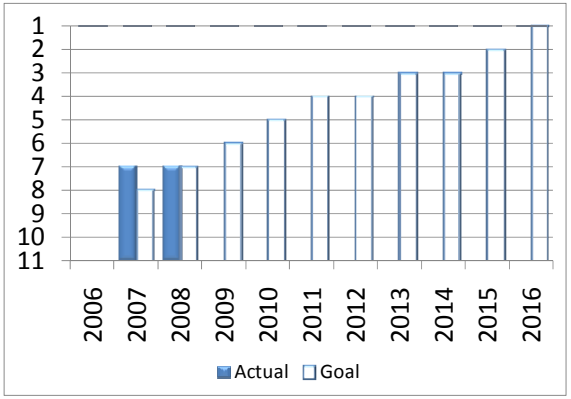
DMACC Trend Data✓



Iowa Benchmark✓



National Cohort Benchmark✓



National Cohort

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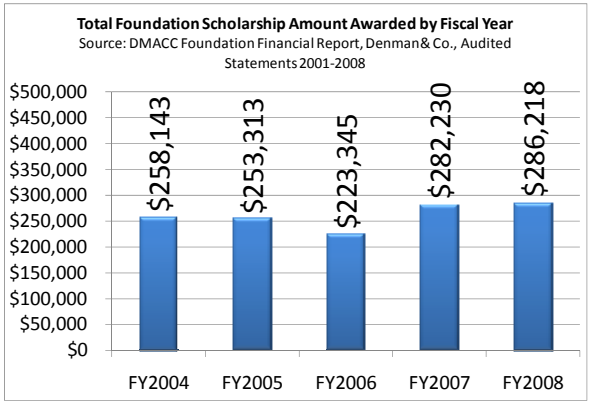
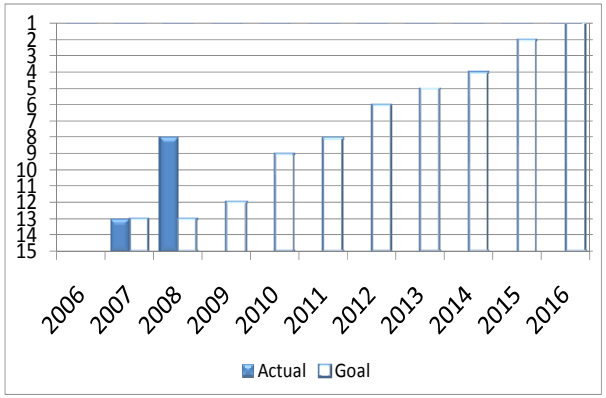
1. FIRST in Affordability (continued)

C. Scholarship Dollars Awarded

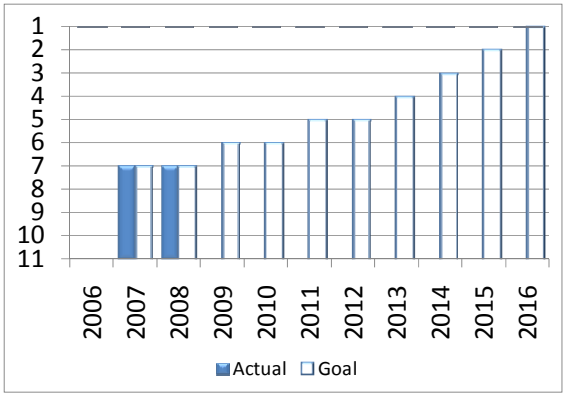
DMACC Trend Data✓



Iowa Benchmark[3]✓

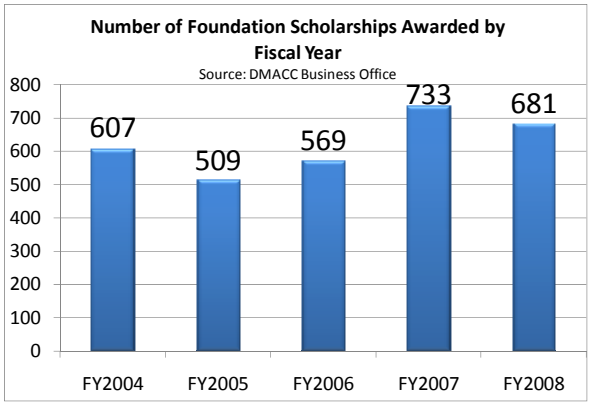


National Cohort Benchmark✓



D. Number of Scholarships Awarded

DMACC Trend Data✓



Iowa Benchmark

None available

National Cohort Benchmark

None available

National Cohort

Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
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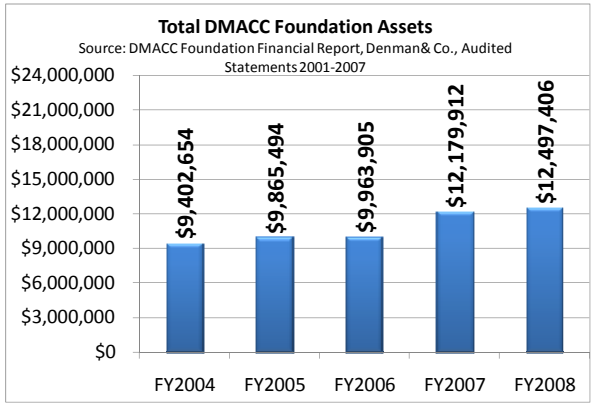
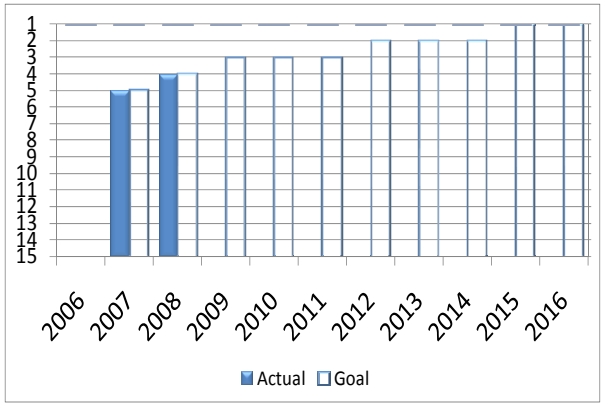
1. FIRST in Affordability (continued)

E. Total Foundation Assets

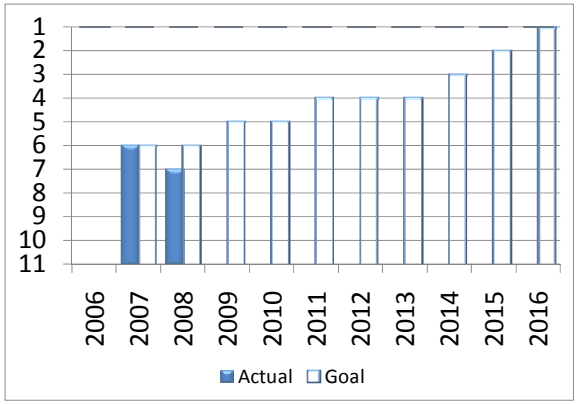
DMACC Trend Data✓



Iowa Benchmark✓



National Cohort Benchmark✓



F. New Revenues from grants, investment and other sources

DMACC Trend Data	Iowa Benchmark	National Cohort Benchmark
In development	None available	None available

National Cohort

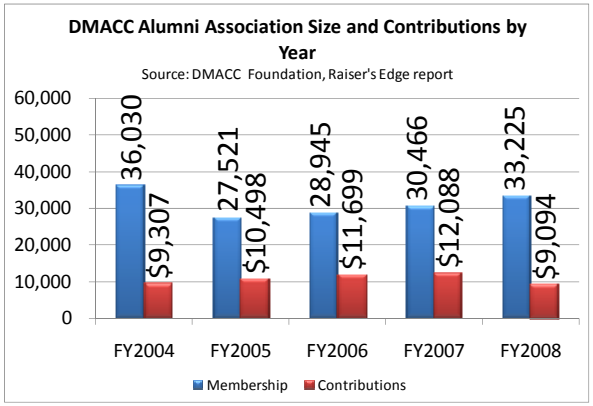
Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
Johnson Co. (KS)	Monroe CC (NY)	Maricopa System (AZ)	Metropolitan (NE)	Cuyahoga (OH)

Note: Grand Rapids and Miami Dade were replaced in the cohort because they did not participate in the 2008 NCCBP

1. FIRST in Affordability (continued)

G. Alumni Association Size and Contributions

DMACC Trend Data✓



Iowa Benchmark

None available

National Cohort Benchmark

None available

National Cohort

Austin CC (TX)	Collin County CC (TX)	Illinois Central (IL)	Kirkwood (IA)	Erie CC (NY)
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H. Cost Savings Through Process Efficiencies and Utilization of Existing Technology

Area/Initiative	Activities	Improvements
1. Student Support Services (Urban)	• Revised application process to o eliminate redundant information on multiple forms o made more user friendly o eliminated non-essential information • Improved scheduling of student appointments o reducing waiting time o increasing the efficiency of getting students through the "intake" process. • Standardized and documented program procedures	✓ Moved to e-mailing newsletter ✓ Standard procedures make it easier for students to complete the program admissions process ✓ Easier tracking and communications to students entering the program ✓ The program is expecting to maximize their enrollment for the first time.
2. Admissions	• Created ability to send admissions letters through e-mail.	✓ Beginning 8/1/08 74% of Admissions letters are being sent by e-mail on a daily basis for a cost savings of over $3700 (postage & materials) in the first 2 months. ✓ Admissions processed over 24,000 applications in 2007. District wide, our admissions specialists have averaged over **50% reduction in 2008 application processing time from 1-year ago.**
3. Human Resources -- Payroll	✓ Implemented 100% Web Time Entry for all time sheets and leaves 10/1/08 ✓ Trained payroll approvers on responsibilities, common errors and procedures ✓ Tracking payroll overtime and submission errors ✓ Created web links and quick reference resources for approvers and employees ✓ Created payroll tools to simplify approval and make	✓ Standardized payroll responsibilities ✓ 80% reduction in paper submissions on first pay period of new procedures (20% was carry-over from previous pay period) ✓ 50% of departments had no timesheet entry errors ✓ 83% reductions in paper leave requests on first pay period using new procedures.

	system more user-friendly	✓ *Expect to see significant reduction of errors and reduction in overtime by Jan. 1, 2009*
4. Physical Plant	✓ Standardized the process for requesting remodeling, furniture and/or technology ✓ Created standard procedures for custodial staff call-ins and coverage	✓ Improved communication between Purchasing, IT, Physical Plant, requestors and approvers. ✓ Minimized gaps in custodial coverage and staff not calling in. ✓ Knowledge gained form lean training has lead to the creation of a new interactive Incident Report which improves tracking for insurance.
5. Urban Student Life	✓ installed lane markers ✓ added a floating triage advisor ✓ installed/updated internal signage ✓ installed outdoor signage identifying what services each building contains ✓ Created quick instructions for students to access information online ✓ Trained library staff to assist students with web-applications ✓ Created standard procedures for Counseling/Advising staff ✓ Installed AdvisorTrac software to track student Advising/Counseling activities	✓ Improved service to students through better visual controls, organization of staff and assistance accessing information electronically. ✓ *By March '09 we should know more about the impact of AdvisorTrac.*
6. Business Office	✓ Create a procedure to allow the Conference Center and Snack Bar to process customer payments at the time services are incurred (room rentals, food, etc.) rather than invoicing users afterwards. ✓ Creating templates with formulas to import accounts receivable data ✓ Including a brightly colored "past due notice" in with re-bills --has resulted in	✓ **Eliminates 32 steps** from the previous process (and 4 people) ✓ Eliminates potential non-payment & late payment follow-up for those events ✓ Allows DMACC to get **paid immediately** ✓ Eliminated redundant entry of information into spreadsheets, ✓ Simplified steps

		✓ Improved invoice processing time. ✓ Eliminated redundant entry and **reduced** the **time** spent in creating the journal entry forms (for booking invoices) **by 40%.** ✓ More vendors calling in to resolve discrepancies or asking questions, as well as prompted many to take concern and quickly remit payment.
7. Bookstore, Student Accounts & Financial Aid	✓ Eliminated the need for students to obtain paper book vouchers at each campus ✓ Voucher information now issued electronically at Ankeny campus and made accessible to all campuses ✓ Change voucher procedures for first time Financial Aid borrowers	✓ Eliminated student visits to the business office at each campus ✓ **Elimination of** approximately **1000 rewrites** (per term) of handwritten vouchers for students attending multiple campuses ✓ Approximately **50% reduction** in time required to issue vouchers ✓ Approximately **95% reduction** in time required to process vouchers (sorting, filing handling) ✓ Changes in procedures for first time financial aid borrowers have **eliminated** the need for approximately **2,000 book vouchers**.

Notes:

1- To be marked as showing significant improvement, indicators had to show at least one of the following:

- Significant improvement of over previous years
- Significant improvement compared to one of the benchmark groups
- Have met the goal in one of the benchmarks

2- Comparisons here are tenuous because we only have data from Iowa State University. Other schools in our grouping may be using data from many schools including private schools and other community college. We are working to use transfer performance data from a wider variety of schools. Also, not all schools are using the same criteria and the definitions have vacillated over the past several years. All colleges are struggling with this one

3- Data for the other Iowa schools new to the benchmark project.