

<b>EL CAMINO COLLEGE</b>			
<b>Service Area Outcomes (SAO) Assessment Plan</b>			
Mission: El Camino College offers quality, comprehensive educational programs and services to ensure the educational success of students from our diverse community.			
<b>Unit</b>	Institutional Research & Planning	<b>Date</b>	6/24/2014
<b>SAO</b>	<b>Understand El Camino College students and their academic outcomes.</b>		
<b>Participants</b>	IR data users (faculty, administrators, staff)		
<b>Assessment Plan</b> (Include metrics to be collected)	<b>Results/Actions Taken</b>		
<p>An IR client satisfaction survey was administered in association with the Program Review cycle. A total of 74 responses were received out of over 300 invitations (24% response rate). Clients were selected to participate in the survey if they submitted a research request in the most recent two years or regularly received IRP reports by way of membership on a campuswide committee.</p> <p>The scale of the satisfaction questions was:  5=always  4=mostly  3=sometimes  2=rarely  1=never</p> <p>One survey question (#10) was added to determine how IRP “promotes a better understand of ECC.”</p> <p><b>Criterion:</b> Since question 10 relates directly to the IR mission, a criterion of 85% positive opinion (“always” or “mostly”) was established as a minimum performance mark.</p> <p>See SAO #3 for other SAO survey questions. This survey is repeated on a two-year cycle and is published in the IRP Program Review report (latest: Fall 2013).</p>	<p><b>Results:</b></p> <p>Eighty-nine percent of respondents indicated that IRP <i>always</i> (73%) or <i>mostly</i> (16%) promoted a better understanding of ECC (an average 4.58 on a 5-point scale).</p> <p><i>The criterion of 85% was exceeded.</i> However, this favorable rating reflects a slight dip from the 2009 assessment, suggesting that IRP should continue to improve how well it communicates research results.</p> <p><b>Actions Taken:</b></p> <p>IRP will continue recent efforts to improve the dissemination of information about ECC and student outcomes. These recent actions include:</p> <ol style="list-style-type: none"> <li>1. Monitoring web analytics annually.</li> <li>2. Distributing each report through multiple venues (web, blog, email, and meetings).</li> <li>3. Distributing reports consistently to more constituents, such as by inviting employees to subscribe to the IRP blog.</li> <li>4. Periodically emailing digests that summarize recent IRP reports.</li> <li>5. Promote and advertise the IRP webpage.</li> </ol> <p>Since the 2009 assessment, IR has expanded the number of reports posted to its webpages and distributed this information in a wider variety of ways including blog posts, executive summaries, campus presentations at both locations, email updates, and a Twitter feed. IRP will continue to expand these efforts going forward.</p>		