

EL CAMINO COLLEGE		
Service Area Outcomes (SAO) Assessment Plan		
Mission: El Camino College offers quality, comprehensive educational programs and services to ensure the educational success of students from our diverse community.		
Unit	Institutional Research & Planning	Date 6/24/2014
SAO	Understand El Camino College students and their academic outcomes.	
Participants	IR data users (faculty, administrators, staff)	
Assessment Plan (Include metrics to be collected)	Results/Actions Taken	
<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>Criterion: 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>Results:</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>Actions Taken:</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"> 1. Monitoring web analytics annually. 2. Distributing each report through multiple venues (web, blog, email, and meetings). 3. Distributing reports consistently to more constituents, such as by inviting employees to subscribe to the IRP blog. 4. Periodically emailing digests that summarize recent IRP reports. 5. Promote and advertise the IRP webpage. <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>	