

Att. 1



**ACCREDITING
COMMISSION
for COMMUNITY and
JUNIOR COLLEGES**

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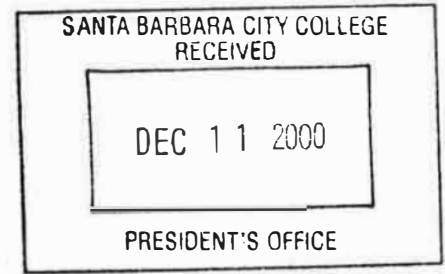
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December 5, 2000



Dr. Peter MacDougall
Superintendent-President
Santa Barbara City College
721 Cliff Drive
Santa Barbara, CA 93109

Dear Peter:

This letter will recognize receipt of the proposal for an experimental self study for Santa Barbara City College for the accreditation visit scheduled for 2002-2003.

I wish also to note that in our conversation of November 27, 2000, the fact was transmitted that this proposal was discussed thoroughly with and unanimously endorsed by the Santa Barbara City College Academic Senate prior to being sent. As well, the proposal was reviewed and supported by the college planning council which includes representatives from all college constituencies.

I have reviewed the document and it is consistent with the Commission's concerns for quality assurance based on ACCJC standards and a focus on institutional improvement. I will place your request on the agenda for consideration by the Commission at its January 7-9, 2001 meeting. The college will be informed regarding the Commission's action soon after the meeting.

Sincerely,

David B. Wolf
bd

Santa Barbara City College

TO: Dr. Jack Friedlander
Mr. Bill Hamre
Dr. Andreea Serban

FROM: Peter R. MacDougall *PRM*

DATE: November 20, 2000

SUBJECT: Follow up to the November 9 Meeting on the Roles and Responsibilities of the Office of Institutional Assessment, Research and Planning

The purpose of this note is to follow up on our discussion by clarifying the meeting outcomes regarding responsibilities of the Office of Institutional Assessment, Research and Planning and the follow-up actions we discussed. Andreea will provide leadership and support for the following areas:

Leadership Role:

- Institutional Effectiveness
- Research
- Accreditation
- College Planning & Environmental Scanning (Jack provides CPC leadership – Andreea provides leadership for delivering the product of the College Plan.)
- Decision Making Support System
- Reporting
 - Federal
 - State
 - Student characteristics
- Ad-hoc Requests for Information and Data (Internal and External)

Support Role:

- Program Review
- Enrollment Management/Marketing
- Chancellor's Office MIS
- To support the Office of Institutional Assessment, Research and Planning in informing the College community, Andreea will develop a web presence for the Office (web reports, studies, documents, materials, campus statistical profile).

INSTITUTIONAL RESEARCH AGENDA FOR 1999-2000
Status of projects updated as of November 8, 2000

INSTITUTIONAL EFFECTIVENESS

1. Finalize update of the Assessment of Institutional Effectiveness Report for 1998-99.

Person Responsible: Andreea Serban, Diane Deal
Requested by: Institution
Resources Needed: None
Completion Date: November 1999/**COMPLETED**

2. Analysis of Institutional Effectiveness Measures and Integration of Partnership for Excellence Measures to be included in the 1999-2000 Assessment of Institutional Effectiveness Report. The current approach of assessment of institutional effectiveness will be analyzed in terms of appropriateness and comprehensiveness of measures. Recommendations will be made regarding effectiveness measures to be used and the integration of Partnership for Excellence indicators in the institutional effectiveness approach.

Person Responsible: Andreea Serban
Requested by: Institution
Resources Needed: None
Completion Date: September 1, 2000/**COMPLETED**

3. Partnership for Excellence. Identify and collect the necessary data to calculate and analyze PFE indicators.

Person Responsible: Andreea Serban
Requested by: State
Resources Needed: Possible data extracts by IRD.
Completion Date: SBCC proposed targets due November 19, 1999/**COMPLETED**.
Annual update of PFE indicators/**COMPLETED**

4. Identify data elements needed in support of College Plan goals and objectives. Gather and analyze pertinent data. Establish base line data (some objectives need to be clarified). Create a database in support of the College Plan goals and objectives that will facilitate tracking the progress towards determined targets over the three-year period.

Person Responsible: Andreea Serban
Requested by: Institution
Resources Needed: Possible data extracts by IRD. Assistance from Bill Hamre and Jack Friedlander and others (some data is tracked by various offices independent from the main information system).
Completion Date: August 15, 2000/Completed identification of data elements and sources in April 2000/Began work on tracking – first comparison (1998-99 – base data – compared to 1999-2000)

PROGRAM REVIEW

5. Provide institutional data in support of the program review process. Assist the respective areas with the overall design of program review.

Person Responsible: Andreea Serban

Requested by: Institution

Resources Needed: Limited data extracts by IRD (e.g., counseling session information).

Completion Date: Contingent on the schedule of program reviews for the academic and student services areas. **On-going.**

KEY DECISION SUPPORT REPORTING

6. Identify key reports needed to facilitate institutional decision making (data, format, timing).

Examples of such reports include:

- Division and departmental trend enrollment data (Fall 1996 to present). Create a report in a format easily accessible to Deans and Chairs (e.g., excel file) containing the following information for **each course**: number of sections offered, headcount enrollment at census, WSCH, WSCH/FTEF, % of available seats filled.
- TLUs reports in a format easily accessible to Deans and Chairs (course lecture and lab TLUs, instructor TLUs – contract vs. hourly, instructional vs. noninstructional, overload and underload)
- Grade distribution by section, course, department, division, college.
- Attrition by section, course, department, division, college.
- Progress from applications to enrollment to actual attendance to enrollment as of census to course completion by department, division, college.
- Revenue and expenditures by course, department, division, college.
- Classroom utilization.

Person Responsible: Andreea Serban

Requested by: Dr. MacDougall

Resources Needed: Assistance from Bill Hamre, Jack Friedlander and Brian Fahnestock

Completion Date: On-going/Completed extensive review and discussed with deans about their reporting needs. Developed plan for web based institutional research reports. Began work on some reports. The first set of reports is expected to be available on the Institutional Research web site by the end of the Fall 2000 semester pending the move of the SPUD Oracle database used by Institutional Research to a new server environment and on acquiring and installation of the software tools needed. Working with Bill and Gail to resolve these issues. At this point, unable to provide a completion deadline.

7. Identify databases available independent from the main systems (e.g., student placement data from Shari Calderon) and explore how these databases can become directly accessible to IR.

Person Responsible: Andreea Serban
Requested by: Andreea Serban
Resources Needed: Assistance from Bill Hamre.
Completion Date: May 1, 2000/**COMPLETED**

BASIC SKILLS ASSESSMENT/COURSE PLACEMENT/TEST AND PLACEMENT VALIDATION

8. Longitudinal Study on the Course Placements of Students from Each of the Area High Schools. Longitudinal data will be provided for each of the following high schools on the course placements of their students who completed the College's reading, writing and math assessment: Bishop Diego High School, Carpinteria High School, Dos Pueblos High School., Santa Barbara High School, and San Marcos High School.

Person Responsible: Shari Calderon provided the data. Andreea Serban analyzed the data.
Requested by: Jack Friedlander
Resources Needed: None.
Completion Date: October 1999/**COMPLETED**

9. Refinement of English placement schemes.

Person Responsible: Gail Tennen, Robert Elmore
Requested by: Jack Friedlander, Gail Tennen, Robert Elmore.
Resources Needed: None
Completion Date: Spring 2000

10. Validation of ESL writing sample. Full approval received.

Person Responsible: Gail Tennen, Robert Elmore
Requested by: Jack Friedlander, Gail Tennen, Robert Elmore.
Resources Needed: None
Completion Date: Fall 1999/**COMPLETED**

11. Position paper to be submitted to the Chancellor's Office regarding validation methodology for computer versions of existing paper and pencil tests.

Person Responsible: Andreea Serban, Gail Tennen, Robert Elmore
Requested by: Gail Tennen, Robert Elmore.
Resources Needed: None.
Completion Date: November, 1999/**COMPLETED**

12. Validation of computerized CTEP. A group of students will take both the computer and paper/pencil versions of CTEP. A correlational analysis of the test results will be conducted. Received provisional approval. Full validation study to be conducted in Spring 2000.

Person Responsible: Robert Elmore, Gail Tennen

Requested by: Jack Friedlander, Gail Tennen, Robert Elmore.

Resources Needed: None

Completion Date: Early Spring 2000/**COMPLETED**

13. Basic Skills Tracking Study (English, ESL, Math). This study will analyze the following:

- Students' success rates (defined by receiving credit for the class) in basic skills classes;
- Students' success rates in subsequent classes in the sequence;
- Students' persistence in the sequence;
- Students' persistence at the college;
- Students' movement out of basic skills classes;
- Students' successful completion (with grades A, B, C or CR) of vocational and college level classes.

Person Responsible: Andreea Serban

Requested by: Jack Friedlander, PFE, College Plan

Resources Needed: None

Completion Date: December 1, 2000/Under way

EFFECTIVENESS OF INSTRUCTIONAL STRATEGIES

14. Evaluation of online courses. The evaluation will have two components. A modified version of the survey developed by Academic Affairs was administered in October to all students enrolled in online courses in Fall 1999. The survey was mailed. The input and analysis of the survey responses are under way. The second component of the evaluation will include comparisons of completion and success rates of online courses with the college average and peer courses and a study of the characteristics of online students and the relationship to the survey responses.

Person Responsible: Andreea Serban, Pablo Buckelew

Requested by: Pablo Buckelew

Resources Needed: None

Completion Date: February 2000/**COMPLETED**

15. Evaluation of FIPSE II project and FII grant (funded) – development and delivery of online classes using Gyrus

Person Responsible: Jack Friedlander. Andreea Serban is co-evaluator of the FII grant with Stan Nicholson (UCSB) (interviews with/surveys of faculty and students/data collection and analysis)

Requested by: Jack Friedlander

Resources Needed: None

Completion Date: December 2000

16. Validation of SBCC course prerequisites/co-requisites in compliance with Chancellor's Office matriculation policies.

Person Responsible: Andreea Serban, Kathy O'Connor

Requested by: Jack Friedlander, Kathy O'Connor

Resources Needed: None

Completion Date: July 1, 2000/**COMPLETED** – however, due to the inconclusive results, refinements of the project are needed and are to be discussed with Jack Friedlander and Kathy O'Connor

17. Gender Equity in Athletics Survey. Title IX institutions must conduct a survey to determine the extent to which female students have equal access to sports as male students. A one-page questionnaire will be mailed on March 13, 2000. A follow-up mailing will be sent on April 3, 2000. A representative sample of 500 students will be selected from the following student population: students 25 years old or younger enrolled at SBCC as of February 22, 2000 (Spring census week).

Person Responsible: Andreea Serban

Requested by: Bob Dinaberg

Resources Needed: Assistance from the Athletics Department with printing and mailing the survey

Completion Date: June 2000/**COMPLETED**

18. Student Satisfaction Survey. This year the survey instrument will be reviewed and revised (as needed). The administration of the survey will be in Spring 2001.

Person Responsible: Andreea Serban

Requested by: Accreditation self-study and institutional effectiveness report.

Resources Needed: None

Completion Date: May 2000/Partially completed need for further dialogue with campus groups during Fall 2000 and early Spring 2001

STUDENTS' ACCESS

19. Analysis of Student Characteristics Data. The longitudinal analysis of changes in the demographic and educational characteristics of SBCC students will be updated for the 1999-2000 academic year. This analysis is based on student responses to the questions on the College Application Form. Data on the percentage of area high school students entering the College for the first time will be included. Implications of the changes in the characteristics of SBCC students on college practices will be identified and discussed with the IR Committee and in one of Jack's meetings with the deans in Spring 2000

Person Responsible: Jane Craven. Andreea and Jane will identify implications for college practices.

Requested by: College Plan

Resources Needed: None

Completion Date: November 1999 for the 1999 Fall Semester report and March 2000 for the 2000 Spring report./**COMPLETED**

STUDENTS' SUCCESS

20. Measuring the effects of matriculation on indicators of student success. This longitudinal study will compare the course completion rates, grades, and college persistence rates of matriculated students by educational objective for various demographic and educational characteristics groups and high schools of origin. The cohorts to be tracked are those of students who entered the college for the first time (first time freshmen and first time transfers) in Fall 1994, Fall 1995, Fall 1996 and Fall 1997.

Person Responsible: Andreea Serban

Requested by: Identified from prior agendas

Resources Needed: None

Completion Date: Methodology changed per discussion with Keith McLellan – to be completed part of the IR agenda for 2000-01

21. Annual transfer effectiveness report.

Person Responsible: Keith McLellan

Requested by: Keith McLellan

Resources Needed: None

Completion Date: June 2000/**COMPLETED**

PRODUCTIVITY

22. Study of instructional cost productivity. This study will evaluate the instructional cost productivity for each division, department and course. Phase I: develop a methodology and determine the type of data needed. Phase II: review the methodology and decide how to use it to best serve the college. Phase III: implement the methodology and analyze the data.

Person Responsible: Brian Fahnstock, Andreea Serban

Requested by: Dr. MacDougall

Resources Needed: Possible data extracts by IRD. Assistance from Jack Friedlander and Bill Hamre.

Completion Date: TBD/ to be completed part of the IR agenda for 2000-01

23. Study of classroom utilization. This study will analyze Fall 1998, Spring 1999, Fall 1999 and Spring 2000 data on classroom utilization (# of classes per classroom, #seats available per class per classroom, percentage seats filled per class per classroom as of census) and identify data patterns.

Person Responsible: Andreea Serban

Requested by: Dr. MacDougall

Resources Needed: Possible data extracts by IRD.

Completion Date: Per discussion with Jack the methodology of this study, as discussed initially, would not have helped Jack in his decision making. In the IR agenda for 2000-01, we need to discuss whether this study with a different methodology should be conducted or two separate studies with two different purposes, one for Dr. MacDougall and one for Jack, should be conducted.

INSTITUTIONAL RESEARCH AGENDA FOR 2000-01

INSTITUTIONAL EFFECTIVENESS

1. Assessment of Institutional Effectiveness Report for 2000-01. In consultation with Jack Friedlander and the deans, the report will be expanded to contain additional information.

Person Responsible: Andreea Serban
Requested by: Institution
Resources Needed: None
Completion Date: August 2001

BASIC SKILLS ASSESSMENT/COURSE PLACEMENT TESTS

2. Longitudinal Study on the Course Placements of Students from Each of the Area High Schools. Longitudinal data will be provided for each of the following high schools on the course placements of their students who applied for the first time to SBCC in Summer/Fall: Bishop Diego High School, Carpinteria High School, Dos Pueblos High School., Santa Barbara High School, and San Marcos High School.

Person Responsible: Andreea Serban
Requested by: Jack Friedlander
Resources Needed: None.
Completion Date: November 2000/**COMPLETED**

3. Basic Skills Tracking Study (English, ESL, Math). This study will analyze the following:

- Students' success rates (defined by receiving credit for the class) in basic skills classes;
- Students' success rates in subsequent classes in the sequence;
- Students' persistence in the sequence;
- Students' persistence at the college;
- Students' movement out of basic skills classes;
- Students' successful completion (with grades A, B, C or CR) of vocational and college level classes.

Person Responsible: Andreea Serban
Requested by: Jack Friedlander, PFE, College Plan
Resources Needed: None
Completion Date: August 2001

EFFECTIVENESS OF INSTRUCTIONAL STRATEGIES

4. Evaluation of online courses. The evaluation will have two components. A modified version of the survey developed by Educational Programs was administered in October 2000 to all students enrolled in online courses in Fall 2000. The survey was mailed. The input and analysis of the survey responses are under way. The second component of the evaluation will include comparisons of completion and success rates of online courses with the college average and peer

courses and a study of the characteristics of online students and the relationship to the survey responses. This time the evaluation will include comparisons related to enrollment and student outcomes across three semesters: Fall 99, Spring 00 and Fall 00.

Person Responsible: Andreea Serban
Requested by: Online College
Resources Needed: None
Completion Date: February 2001

5. Validation of SBCC course prerequisites/co-requisites in compliance with Chancellor's Office matriculation policies. This will be a follow up to the study completed in February 2000. Because the findings using the initial methodology were not supportive of the need for prerequisites for many of the courses where research scrutiny is required, in Spring 2001 we will conduct a pilot study with a more extensive methodology to determine whether or not a compelling case can be made for maintaining those prerequisites.

Person Responsible: Andreea Serban, Kathy O'Connor
Requested by: Jack Friedlander, Kathy O'Connor
Resources Needed: None
Completion Date: May 2001

6. Student Satisfaction Survey. The revised survey instrument will be finalized by February 2001. The administration of the survey will be in March 2001.

Person Responsible: Andreea Serban
Requested by: Accreditation self-study and institutional effectiveness report.
Resources Needed: None
Completion Date: August 2001

STUDENTS' ACCESS

7. Analysis of Student Characteristics Data. The longitudinal analysis of changes in the demographic and educational characteristics of SBCC students will be updated for the 2000-2001 academic year. This analysis is based on student responses to the questions on the College Application Form. Data on the percentage of area high school students entering the College for the first time will be included. Implications of the changes in the characteristics of SBCC students on college practices will be identified and discussed with Dr. MacDougall, Jack and the Deans. There are several important changes in the methodology related to this analysis:

- beginning with Fall 2000, two reports will be conducted for each semester. Because the number of late starting classes has increased in the last three semesters, the reports done in October and February, respectively, do not capture the entire enrollment for the Fall and Spring semesters. Thus, a second report will be done at the end of each semester that will provide the complete enrollment picture for the semester.

- The report and analysis will no longer be conducted by the Registrar's Office. The Office of Institutional Assessment, Research and Planning will have responsibility for these reports.

Person Responsible: Andreea Serban
Requested by: College Plan
Resources Needed: None
Completion Date: December 2000 for the 2000 Fall Semester report and May 2001 for the 2001 Spring report

STUDENTS' SUCCESS

8. Measuring the effects of matriculation on indicators of student success. Methodology to be discussed with Keith McLellan and Jack Ullom

Person Responsible: Andreea Serban
Requested by: Student Success Workgroup
Resources Needed: None
Completion Date: Methodology changed per discussion with Keith McLellan – to be completed part of the IR agenda for 2000-01

PRODUCTIVITY

9. Departmental productivity analysis. The analysis will be based on the WSCH/FTEF and enrollment.

Person Responsible: Andreea Serban
Requested by: Dr. MacDougall
Resources Needed: None
Completion Date: July 2001 (These analyses will be based on annualized data. They will augment the analyses conducted at the end of each semester based on semester data).

10. Study of classroom utilization. This study will analyze Fall 1998, Spring 1999, Fall 1999 and Spring 2000 and Fall 2000 data on classroom utilization (# of classes per classroom, #seats available per class per classroom, percentage seats filled per class per classroom as of census) and identify data patterns.

Person Responsible: Andreea Serban
Requested by: Dr. MacDougall
Resources Needed: None
Completion Date: Per discussion with Jack the methodology of this study, as discussed initially, would not have helped Jack in his decision making. We need to discuss whether this study with a different methodology should be conducted or two separate studies with two different purposes, one for Dr. MacDougall and one for Jack, should be conducted.

Partnership for Excellence December 6, 2000

<u>Year</u>	<u>Income</u>	<u>Ongoing Commitments/CPC</u>
1998-99	\$ 1,252,140	\$1,252,140
1999-2000	\$547,963	547,963
2000-01	1,978,110	<u>1,041,320</u> \$2,841,423
2000-01 Unallocated:	\$ 876,789	
C.O.L.A.	<u>-200,000</u>	
	676,789	
	<u>-100,000</u>	(CPC – 100,000 Distrib. VP for priority PFE type project)
	576,789	(Available for one-time allocation.)

Fall/Spring 2000-01: Proceed with requests for and ranking of one-time and ongoing needs.

2001-02:

- Approximately \$700,000 available one time.
- Possibly another PFE allocation available from the State. Should have some idea in January 2001. Final with budget June 2001.
- No allocation will be made until other college needs can be considered in the fall—possibly Oct./Nov. or later.

2000-01 One-Time Allocation Proposal:

Cosmetology. Site preparation. Also, \$300,000 Construction Fund	\$300,000
Assessment Room. Also \$50,000 Construction Fund	100,000
Joint Venture w/Employee University to provide equipment for five classrooms	100,000
Math Lab modifications. \$10,000 Construction Fund	10,000
Continuing Education Division Learning Lab, Forum & Stained Glass Lab Remodel	80,000
Systems Administrator for Campus Pipeline and Web CT	50,000
Network Management Software Implementation	30,000
Admissions Support Staffing	80,000
Total:	\$750,000