

Outcome Measure Data Sheet

Perspective: External Stakeholders		Measure Name: Financial Aid Recipient Rate		Indicator: Access
College Strategy: 1.2 Student Access and Success			College Goal: 2	
Description: The percentage of students who received financial aid including: BOG fee waivers, Pell Grants, Scholarships, TRIO, EOPS, CARE and CalWorks.				
Lead/Lag: Lag	Frequency: First Census	Unit Type: Percentage	Polarity: High values are good	
Formula: The rate is based on the total number enrolled students who receive financial aid in a given year divided by the total number of enrolled students in a given year.				
Data Source: Data for this measure are housed in the enterprise-wide resource and planning system, Banner, and accessed through Banner or the data warehouse. The data are normalized according to the State System Office using pre-determined rules and data parameters.				
Data Quality: High—received from Banner		Data Collector: Dean of Enrollment Services		
		Owner: V.P. of Student Services		
Scorecard Control Limits: Slightly below benchmark is equal to 1 to 10 percentage points below the benchmark. Well below benchmark is equal to 11 or greater percentage points above the benchmark.		Benchmark: This benchmark is based on an average from the previous five years. The baseline benchmark was established in 2005/06 at 44%.		
Benchmark Rationale: The benchmark provides a preliminary gauge to help determine how well the college is meeting the student needs in this area. Future benchmarking may tie enrollment trends (including demographic segments) to recipient rate to better identify expected outcome and stretch goal.		College-wide Initiatives Links		
		1. Enrollment management		
		2. Education Master Plan		
		3. First Year Experience		