

Skyline College Balanced Scorecard

Outcome Measure Data Sheet

Perspective: External Stakeholders		Measure Name: Term Persistence Rates		Indicator: Retention and Persistence	
College Strategy: 1.2 Student Success & Access				College Goal: 1	
Description: The percentage of first-time students who persist from a fall semester to a subsequent spring semester.					
Lead/Lag: Lag		Frequency: Term		Unit Type: Percentage	
Polarity: High values are good					
Formula: Percentage of first-time students enrolled in at least one course in a fall term with an A, B, C, D, F, CR, NC, W, or I grade notation who enroll in at least one course the following spring term with an A, B, C, D, F, CR, NC, W, or I grade notation.					
Data Source: Data for this measure are housed in the enterprise-wide resource and planning system, Banner and accessed through Banner or the SMCCCD data warehouse. The data are normalized using pre-determined rules.					
Data Quality: High –received from Banner			Data Collector: Dean of Enrollment Services		
			Owner: V.P. of Instruction		
Scorecard Control Limits: Slightly below benchmark is equal to 1 to 5 percentage points below the benchmark. Well below benchmark is equal to 6 or greater percentage points below the benchmark.			Benchmark: Based on an average rate from the most recent five years. Baseline was established in 2005/06 at 64% college.		
			College-wide Initiatives Links		
1. Enrollment management					
2. Education Master Plan					
3. Facilities Master Plan					
Benchmark Rationale: Average provides for normalizing data over a period of five years. Adjustments may be made annually depending on new initiatives, resources and strategic direction set by the college.			4. Resource Planning		

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	5. Fresh Look Project
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