

## Skyline College Balanced Scorecard

### Outcome Measure Data Sheet

<b>Perspective:</b> External Stakeholders		<b>Measure Name:</b> Retention Rates		<b>Indicator:</b> Retention and Persistence	
<b>College Strategy:</b> 1.2 Student Success & Access				<b>College Goal:</b> 1	
<b>Description:</b> The percentage of students who were enrolled in a course on census date and stayed through the end of the term to receive a letter grade (A,B,C,D,F), credit (CR), no credit (NC) or an incomplete (I).					
<b>Lead/Lag:</b> Lag		<b>Frequency:</b> End of Term		<b>Unit Type:</b> Percentage	
<b>Polarity:</b> High values are good					
<b>Formula:</b> Number of students who complete a course with a grade of A,B,C,D,F,CR,NC,or I divided by total enrollments at first census.					
<b>Data Source:</b> Data for this measure are housed in the enterprise-wide resource and planning system, Banner, and accessed through Banner or the SMCCCD data warehouse.					
<b>Data Quality:</b> High –received from Banner				<b>Data Collector:</b> Dean of Enrollment Services	
				<b>Owner:</b> Director of Planning, Research and Institutional Effectiveness	
<b>Scorecard Control Limits:</b> Slightly below benchmark is 1 to 5 percentage points below the benchmark. Well below benchmark is 6 or greater percentage points below the benchmark.				<b>Benchmark:</b> The benchmark is based on an average rate from the most recent five years. The baseline benchmark was established in 2005/06 at 84% for the college.	
<b>Benchmark Rationale:</b> 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.				<b>College Initiatives Links</b>	
				1. Enrollment management	
				2. First Year Experience	
				3. SLOAC	