

Skyline College Balanced Scorecard

Outcome Measure Data Sheet

Perspective: External Stakeholders		Measure Name: SRTK Transfer Rates		Indicator: Success	
College Strategy: 1.2 Student Success and Access			College Goal: 1		
<p>Description: SRTK refers to a Federally-mandated public disclosure of a college's Completion Rate and Transfer Rate. The intent of SRTK is to provide to the consumer a statistic of comparable effectiveness that they can use in the determination of college choice. All colleges nationwide are effectively required to participate in the annual disclosure of rates as of January, 2000. SRTK is a "cohort" study; that is, a group of students who are first-time freshmen, who are enrolled full-time in a fall term, and are degree-seeking.</p>					
Lead/Lag: Lag		Frequency: Once Per Year		Unit Type: Percentage	
Polarity: High values are good					
<p>Formula: A cohort of all certificate-, degree-, transfer-seeking first-time, full-time students who transferred to another post-secondary institution, prior to attaining a degree, certificate, or becoming 'transfer-prepared' during a five semester period are transfer students.</p>					
<p>Data Source: SRTK Rates are derived and reported yearly on the IPEDS-GRS (Integrated Postsecondary Educational Data System-Graduation Rate Survey).</p>					
<p>Data Quality: High –received from California Community College Chancellor’s Office</p>			<p>Data Collector: Director of Admissions and Records</p>		
			<p>Owner: Director of Planning, Research and Institutional Effectiveness</p>		
<p>Scorecard Control Limits: Slightly below benchmark is 1 to 5 percentage points below the benchmark. Well below benchmark is 6 or greater percentage points below the benchmark.</p>			<p>Benchmark: Benchmark is based on the college average from the previous reported years. Baseline benchmark was established in 2005/06 at 29.6%.</p>		
<p>Benchmark Rationale: Average provides for normalizing data over a period of four to five years. Adjustments may be made annually depending on new initiatives, resources and strategic direction set by the college.</p>			College Initiatives Links		
			1. Enrollment Management: Outreach and Marketing efforts		
			2. First Year Experience (FYE)		
			3. SLOAC		