Assessment: Collective Impact Reporting
Assessment

Diagnostic

Do you have a clear list of strategies you know worked?

What has worked collectively for separate metrics (e.g., Headcount and Persistence)?

If not, a Collective Impact Report may help
What is working, and how do we know?

Notes Concerning Outcomes Assessment:

- Theoretically, we can never know if our activities “caused” a change in an outcome, or had an impact without an experimental design using random assignment.

- Realistically, we have a need to know if our activities are working or not.

- Consequently, the need to know necessitates a reasonable estimation.

- Strategy Mapping combined with a Scorecard reporting facilitates Collective Impact Reporting and effectiveness estimation.
<table>
<thead>
<tr>
<th>Strategy/Objective (Contributes or leads to increases in SEM Key Metric)</th>
<th>Metric (Definition of metric used in Scorecard)</th>
<th>Action Steps (Activities completed)</th>
<th>Scorecard</th>
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<td>Baseline</td>
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<td>Change</td>
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↑ Provides leading measures that tie into the higher level SEM/Core Metrics/Performance Metrics

→ Provides information regarding effectiveness of Strategy
Assessment

Collective Impact Reporting - Advantages

- Coaches people to think in terms of the data
- Focuses on improvement in scores
- Provides a laundry list of things that you have evidence that work, albeit imperfect evidence
Metrics by Functional Area

Planning

Key Metrics by Area

Marketing
- # of Prospects
- Capture Rate (zip code)
- Lead Conversion Rate (Prospect to Application)
- Attitude (Awareness, interest, Advocacy, etc.)
- ROI
- Additional
  - Page Views
  - ClickThrough Rate (CTR)
  - # published material by channel

Financial Aid
- # % Students Applied for FA
- # % Students Awarded
- # % Students Awarded any Type of FA
- # % Students Awarded Grants/Scholarships

Recruitment
- Conversion Rate (HS, zip code)
- Attitude (Awareness, Interest, etc.)
- Additional
  - # Event Attendees
  - # Prospects

Admissions
- Conversion Rate
- # Student Enrolled

Advising
- Caseload (# Advisors per advisor)
- Student Rating Satisfaction/Helpful/Available
- Avg. time to degree
- Avg. attempted credits to degree

SEM Key Metrics
- Key Enrollment Indicators
  - Headcount/Enrollment/Contact Hrs.
  - Persistence Rate
  - Retention Rate
  - Graduation Rate
- Additional Key Indicators
  - Student Engagement
  - Attitudes Beliefs/Satisfaction
  - Room Utilization
  - Transfer Rate

Student Financials
- Average Cost per Student (FTE)
- Average Revenue per Student
- # % of students Purged for non-payment
- # % of students Purged for non-payment that did not re-enroll
- Additional
  - Net Cost Enrollment Analysis
  - Break-even analysis

Fillers and Sub-Populations
- FTIC
- FTID
- Dual Credit
- Credit/Non-Credit
- New/Continuing/Returning
- Transfer In
- Status (FT/PT)
- Credential Seeking
- Race/Ethnicity
- Gender
- Age
- Traditional/Non-Traditional
- Pell/Non Pell
- Dev. Ed./Coll. Ready
- First Generation
- Veteran
- Disabilities
- Honors
- Academic Standing
- At Risk