

Virginia Highlands Community College

Key Performance Indicators

Today's environment requires community colleges to deliver value and measure meaningful performance. It is no longer workable for us to say we do good work without our ability to support this position with data. We have identified these key performance indicators as a way for us to provide evidence for College effectiveness. We will collect the data on these measures and track our performance over time. Additionally, we should be able to influence or positively impact the outcomes for these measures through intentional strategies and/or actions. These key performance indicators are critical elements in the College's institutional effectiveness and strategic planning processes.

1. Student Access

1.1 Annual FTE

Academic Year	VHCC			Peer Group		
	#	Increase/Decrease From Previous Year		Average #	Increase/Decrease From Previous Year	
2015-16	1,501	-8%	↓	1,820	-3%	↓
2014-15	1,625	+1%	↑	1,879	-3%	↓
2013-14	1,614	-4%	↓	1,934	-6%	↓

SOURCE: UDT03B

NOTE: Full-time Equivalent for an academic year is generated by dividing the total number of credit hours taken for the specific timeframe by 30. Academic Year is defined as the summer and fall semesters of a specific year and the spring semester of the following year

1.2 Percentage (%) of underserved populations as defined by the VCCS (Achieve 2015)

Academic Year	VHCC			Peer Group		
	%	Increase/Decrease From Previous Year		Average %	Increase/Decrease From Previous Year	
2015-16	94.1%	+1%	↑	68%	-1%	↓
2014-15	93.2%	-0%	↑	69%	+4%	↑
2013-14	93.1%	-0%	↓	65%	-4%	↓

SOURCE: VH_IR_URP

NOTE: Percentages reflect annual unduplicated Credit headcount only, not Non-Credit headcount
Academic Year is defined as the summer and fall semesters of a specific year and the spring semester of the following year

1.3 Number/Percent (#/%) of high school enrollment to VHCC fall semester following high school graduation

Fall Term	VHCC		
	# Attending VHCC	%	Increase/Decrease From Previous Year
Fall 2015	330 of 837	39%	-3% ↓
Fall 2014	365 of 874	42%	+7% ↑
Fall 2013	301 of 865	35%	-3% ↓

SOURCE: VH_HS_GRADS_ENROLLED and Virginia Dept. of Education

NOTE: High School graduate count does not include GED students

2. Student Achievement

2.1 Fall to fall retention

Fall Term to Fall Term	VHCC			Peer Group		
	%	Increase/Decrease From Previous Year		Average %	Increase/Decrease From Previous Year	
FA14 – FA15	39%	-3%	↓	42%	-1%	↓
FA13 – FA14	42%	-1%	↓	43%	+1%	↑
FA12 – FA13	43%	+4%	↑	42%	+2%	↑

SOURCE: ASR/Retention

NOTE: Looks at the percentage of students enrolled in a particular fall semester who returned the next fall. Career

2.2 Graduation rate

Fall Cohort	VHCC					Peer Group		
	# in Cohort	# of Cohort Completers	%	Increase/Decrease From Previous Year		Average %	Increase/Decrease From Previous Year	
Fall 2012	292	90	31%	+7%	↑	Data Not Available until 2016 Data Feedback Report comes out		
Fall 2011	344	81	24%	-1%	↓	32%	+1%	↑
Fall 2010	396	97	25%	+2%	↑	31%	+6%	↑

SOURCE: VCCS.EDU <http://www.vccs.edu/about/where-we-are/impact/vccs-cohort-graduation-and-transfer-rates/>

IPEDS Graduation Rates for VHCC and IPEDS Data Feedback Reports for Peer Data

NOTE: Graduation Rate is the number of completers from a particular cohort group divided by the number in the cohort

2.3 Number of degrees, certificates and diplomas

Academic Year	Total # of Credentials	Increase/Decrease From Previous Year	
2015 – 16	592	-5%	↓
2014 – 15	620	-4%	↓
2013 – 14	647	-3%	↓

SOURCE: VH_IR_GRADUATES

NOTE: Academic Year is defined as the summer and fall semesters of a specific year and the spring semester of the following year

2.4 Percentage (%) of transfers (with 12 or more credits)

Academic Year	%	Breakdown of Transfer Students		Increase/Decrease From Previous Year
		# Transferred to 4-year Institution	# Enrolled with 12+ Credits	
2014-15	39%	861	2,218	↑
2013-14	37%	872	2,340	↑
2012-13	25%	477	1,935	↓

SOURCE: VH_IR_HEADCOUNT and National Student Clearinghouse (NSC)

NOTE: The percentages represent students with 12 or more credits during the specified academic year who later transferred to a 4-year institution.

Academic Year is defined as the summer and fall semesters of a specific year and the spring semester of the following year

2. Student Achievement (cont.)

2.5 Licensure passing rates

Year	Industry Recognized Credentials							
	ARRT (+)		CNA Written		CNA Skills		CompTIA	
	# Passed	% Passed	# Passed	% Passed	# Passed	% Passed	# Passed	% Passed
2015	6	100%	waiting	for data	Waiting	for data	1	25%
2014	*	*	47	94%	48	80%	5	83%
2013	5	83%	49	88%	44	81%	5	88%

Year	Industry Recognized Credentials									
	EMS		EPA		Industry Competency Exam		MOS		NCLEX (+)	
	# Passed	% Passed	# Passed	% Passed	# Passed	% Passed	# Passed	% Passed	# Passed	% Passed
2015	12	100%	15	88%	--	--	110	80%	54	92%
2014	11	92%	21	100%	6	55%	1	100%	50	92%
2013	5	100%	6	100%	N/A	N/A	--	--	60	82%

SOURCE: VP of Instruction and Student Services

-- means there are no data for this timeframe

* means there were no graduates in this area during this timeframe, therefore there were no licensure tests given

(+) represents credential numbers that reflect First-time pass rates

3. Effective Use of Resources

3.1 Number of significant findings on financial standards and/or audits

Academic Year	#	Increase/Decrease From Previous Year
2014-15	2	↑
2013-14	0	No change
2012-13	0	↓

SOURCE: VP of Finance (www.apa.state.va.us)

Academic Year is defined as the summer and fall semesters of a specific year and the spring semester of the following year

3.2 Percentage (%) of space utilized

Academic Year	CLASSROOM % of Occupancy	Increase/Decrease From Previous Year	LAB % of Occupancy	Increase/Decrease From Previous Year
Fall 2015	76%	No change	87%	↑
Fall 2014	76%	↓	85%	↓
Fall 2013	77%	↓	93%	↑

SOURCE: VP of Finance (VCCS/SCHEV Website) and QUINN

3.3 Amount of Grant dollars received annually

Year	Virginia Highlands Community College	Increase/Decrease From Previous Year	Peer Group Average	Increase/Decrease From Previous Year
2015	\$2,463,745	↓	\$2,648,380	↓
2014	\$3,245,551	↑	\$2,786,047	↑
2013	\$3,148,530	↑	\$2,773,254	↓

SOURCE: VP of Advancement (Unaudited VCCS Financial Report & VCCS Achieve 2015 Resources Report)

3.4 Amount of Foundation gifts received annually

Year	Virginia Highlands Community College	Increase/Decrease From Previous Year	Peer Group Average	Increase/Decrease From Previous Year
2015	\$840,627	↑	\$436,100	↓
2014	\$654,642	No prior data	\$711,022	No prior data

SOURCE: VP of Advancement (Audited VCCS Financial Report & VCCS Achieve 2015 Resources Report)

NOTE: Endowment interest is not included

3.5 Overall employee satisfaction

Fall Term	% Satisfied	Increase/Decrease From Previous Year
2016	89%	↑
2015	84%	No prior data

SOURCE: VHCC Climate Satisfaction Survey (Q3)

4. Value to Community

4.1 Percentage (%) of population served (VCCS Penetration Rate)

Year	# Served	Total Population	%	Increase/Decrease From Previous Year
2015-16	2,187	83,741	2.6%	↓
2014-15	2,513	83,741	3.0%	↓
2013-14	2,537	83,741	3.0%	↓

SOURCE: US Census Bureau and UDT13C

NOTE: The numerator for the calculation is headcount minus dual students (since duals tend to be under the age of 18). The denominator for the calculation is 83,741 which consists of Bristol, Washington County and a portion of Smyth County population totals of those who are 18 years and older. The base number will change with the next census figures.

4.2 Number of employers served (VCCS – Achieve 2015)

Year	#	Increase/Decrease From Previous Year
2015	291	+38 ↑
2014	253	-62 ↓
2013	315	+156 ↑

SOURCE: IR Annual Collection (VCCS Achieve 2015 Archive)

4.3 Overall student satisfaction

Year	Rating	Increase/Decrease From Previous Year
2016	3.32	+.10 ↑
2015	3.22	+.11 ↑
2014	3.11	-.01 ↓

SOURCE: Graduating Student Questionnaire

Likert Scale: Excellent = 4 ... Good = 3 ... Fair = 2 ... Poor = 1

4.4 Employment rates of graduates within first year of graduation from VHCC

Year of Graduation	# Graduates	# Employed	% of Employed	Increase/Decrease From Previous Year
2014	377	195	52%	↓
2013	398	226	57%	↓
2012	396	262	66%	↓

SOURCE: VH_IR_GRADUATES and VEC
(run for terms in same year, i.e., 2142, 2143, 2144)

NOTE: The employment data does not reflect those students who are unemployed due to transfer. Also, employment does not necessarily mean that the student's place of employment was in their particular field of study.

Note: The comparable colleges or our peer group of Virginia Community Colleges are as follows:

- Mountain Empire Community College
- Patrick Henry Community College
- Rappahannock Community College
- Southwest Virginia Community College
- Wytheville Community College