

College of Marin
Office of Planning, Research, and Institutional Effectiveness (PRIE)
Mini Program Review Report/Request – March 2011

Background

Based on the **Strategic Plan 2009-2012's, Action Step 2.1.3: use the decisions regarding data elements reached in Action Step 2.1.1 to develop an IT-based tracking system that evaluates retention and success by section, course, program, pathway and student demographics**, PRIE developed the Dashboard System. **In August 2011, PRIE will fully launch the Dashboard System to all employees**, but in order to launch smoothly, PRIE submits this request. (Click on the link to view the Dashboard Development Plan. http://www.marin.edu/WORD-PPT/Dashboard_Development_Plan_1_28_11.pdf)

Program/Service Information

1. Date of Review (Year/Duration): March 2011
2. Brief description of relationship between the request and college priority:
 - **Strategic Plan Action Step 2.1.3.**
 - **President's Goals: (2b)** campus climate: to foster trust and transparency; **(2d)** enrollment management (district profile, population trends, demographic characteristics...).
 - **ACCJC Recommendation 4:** to strength the role of research through a broad institutional dialogue... Institutional efforts should focus on providing information...

Request

Request \$12,160* Total

- Dashboard development – including identifying and prioritizing items (with the PRIE staff) to implement collegewide
- Programming –reviewing program elements with the PRIE staff and identifying adjustments/changes
- Testing, de-bugging, piloting, tweaking and/or additional programming based on feedback from the pilot testers
- Technical support as needed for the “go live” launch in August
- Implementing improvements based on feedback from the wider college audience
- Any additional tweaking or de-bugging needed as a result

**See details on the second page.*

Other Issues

NA

Importance of this Request to the Office Function

In order to go live/launch smoothly in August, this request is needed.

This service can also assist the following program needs:

- Cabinet to view high level information including enrollment, student success, completion, etc.
- Deans and chairs to view information relevant to them at division, department, and course levels.
- Enrollment Management Plan including district's profile, population trends, demographic characteristics, etc.

Requested By: Chialin Hsieh, March 10, 2011

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Problem

In our recent Self-Study Report, the Office of Planning, Research and Institutional Effectiveness (PRIE) indicated it would conduct student opinion surveys every other year to determine students' needs. (Student Services and Library Services used the information to improve programs.) For previous student opinion surveys, PRIE used the services of the outside vendor (ACT) for an approximate cost of \$5,000 for each survey period (a recurring cost every other year).

Program/Service Information

1. Date of Review (Year/Duration): March 2011
2. Brief description of relationship between the request and college priority:
 - SP 2. To improve student success via understanding of their needs using survey results.
 - President's goal : (2b) campus climate; (2d) community engagement survey and high school juniors/seniors survey; and (2e) community responsiveness

Request

Request: Total \$5,595

(a) in-house survey software, hardware and maintenance one-time cost: \$5,145 plus \$450 annual renewable maintenance fee; (b) CalWORKs' personnel (1 clerk-level) to assist with scanning logistics for hundreds of surveys; and (c) paper cost.

Instead of paying the vendor to provide the service approximately \$5,000 every other year, we are proposing to take on the service in-house to *save money in the long-run* and which provides:

- flexibility on the survey questions based on institutional needs
- timeline control based on institutional needs
- faster turnaround survey results.

Other Issues

Work space, location, staff workload, security, IT involvement (laptop and operational system), and possible additional cost for better/faster scanner??

Importance of this Request to the Office Function

Why do we not use Zoomerang , the online survey software to which we have subscribed (and use for other purposes)?

- Survey in paper format is still needed in certain situations because:
 - All students do not utilize a College of Marin email address and the college may not have students' email address on the system.
 - Some students may not have either internet access or computers.
- We can continue using Zoomerang.

This service can also assist the following program needs:

- President's goal : (2b) campus climate; (2d) community engagement survey and high school juniors/seniors survey; and (2e) community responsiveness
- Nursing Program: paper "Employer Satisfaction Survey" which is required by their accreditation body.
- Community Services Program: student satisfaction survey filled out during classes about (a) class content, (b) class fee, (c) improvement of class schedule, etc.

Requested By: Chialin Hsieh, March 10, 2011

Hi Chialin,

I've been in communication with Zach Heath re. establishing a contract with him to customize our Dashboard Database to meet our specific needs.

As with any computer programming project it's difficult to estimate up front the exact amount of time needed for this kind of project as programming, testing and debugging can take a lot of time and invariably suggestions and improvements come up along the way that we will want to include which in turn, take more time.

That being said, I suggest that the best course is to contract Zach for up to 128 hours to include:

- Dashboard development -- including identifying and prioritizing items to implement with the PRIE staff
- Programming
- Reviewing program elements with the PRIE staff and identifying adjustments/changes
- Testing
- De-bugging
- Piloting
- Tweaking &/or additional programming based on feedback from the pilot testers
- Technical support as needed for the "go live" launch in August
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128 hours will allow us to take advantage of Zach's discounted tier rate that places his hourly rate at \$95/hour for over 120 hours instead of \$115/hour. At 128 hours that is a total of \$12, 160.

Any money that isn't spent will revert back to the District so I believe it's in our best interest to make the contract enough to complete the project knowing we won't be billed for anything we don't use.

I suggest we run the contract through at least December 2010 or make it for a year.

Hope this helps clarify. Let me know how to proceed.

KK

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