

## ENGAGE

90%

Key Stakeholder Engagement

The 2021 Survey of Stakeholders showed that 98% of stakeholders participated in one or more College activities. The response rate was 9.1%, or 118 out of 1297 targeted persons. Numerous changes were made in methodology while exceeding the target of 90%, the low response rate continues to be an opportunity for improvement in 2023.

Leading Measures	18-19	19-20	20-21
Stakeholder Satisfaction	75%	NA	74%
Level of Giving	\$3.2 M	\$13.2M	\$4.2M

Top 10% National Engagement

Per the 2022 Community College Survey of Student Engagement (CCSSE), PBSC does not exceed any of the five national benchmarks for the Top 10% of institutions nationally. When comparing results against Extra Large Colleges PBSC surpasses those of extra large colleges on four of the five benchmarks.

Leading Measures	PBSC 2019	PBSC 2022	XL Colleges 2022
Active and Collaborative Learning	50.4	52.1	48.6
Student Effort	53.7	52.7	51.4
Academic Challenge	49.7	47.3	50.1
Student and Faculty Interaction	49.5	49.4	48.0
Support for Learners	51.0	50.3	49.3

Leading Measures	Fall 19	Fall 20	Fall 21
Student Engagement Index	42% New Students	38% ALL Students	35% New Students
Achieving 24 Credits	43% Students		39% Students
			Achieving 24 Credits

## EXPAND

15% Retention Rate Increase Part-time Students

The Fall-to-Fall rate for the Fall 2021 part-time cohort is 48.4%, about four points lower than 2020 and about 11 points lower than 2017. Our target was a 3% increase. The Fall-to-Spring part-time rate for the Fall 2021 cohort was 62.8%, about six points lower than Fall 2020. The overall Fall-to-Fall target is a 15% improvement by 2023 to 65%, from the baseline of 58% set in FY17.

Leading Measures	Fall 20 Cohort	Fall 21 Cohort
+ Completed 70% of credits attempted in first term	63.5%	51.9%
+ Completed 70% of credits attempted in first year	59.1%	48.5%
Fall-to-spring retention	69.2%	62.8%
Fall-to-summer retention	40.2%	34.5%
Withdrew from all classes in first term	3.6%	5.7%
Withdrew from at least one class in first term	16.9%	25.7%
+ Completed college-level math in first year	37.9%	25.8%
+ Completed ENC1101 in first year	41.5%	33.2%

+ Lower division cohort only.

15% FTE Growth

FTE enrollment for 2021-2022 totaled 16,847, a decline of 2,267, or 12%, from the prior year. The target of 3% growth was not achieved. The target for FY23 is 25,027, a 15% rate of growth from FY18. The re-enrollment rate of credit and developmental education students from Fall 21-to-Spring 22 was down two points. *Note: End term of each measure falls in the enrollment year shown below (e.g. Fall 20 to Summer 21 used for 2021-2022 year).*

Leading Measures	20-21	21-22	22-23
Fall-to-spring re-enrollment, credit/dev ed	69.1%	67.1%	69.7%
Fall-to-summer re-enrollment, credit/dev ed	40.3%	40.1%	37.8%
Fall-to-fall re-enrollment, credit/dev ed	45.3%	44.7%	45.2%
Spring-to-fall re-enrollment, credit/dev ed	55.2%	54.5%	56.1%
Spring-to-summer re-enrollment, credit/ dev ed	50.4%	50.7%	48.0%
Application conversion rate	46.0%	46.8%	41.6%
Market share of prior-year high school graduates	27.0%	25.3%	

## EXCEL

20% Completion Rate Increase

Completion reached a high of 43.6% with Fall 2014 cohort. **The rate for the Fall 2018 cohort was 41.7%, up from 41.2% for the Fall 2017 cohort.** The target is a 20% improvement rate by 2023, or 45%. The baseline is 37% for the Fall 2017 cohort. As reported by Know Your Data (formerly EDStats).

Leading Measures	Fall 18 Cohort	Fall 19 Cohort
Completed 9 hours in first term	61.2%	60.2%
Completed 12 hours in first term	44.4%	43.2%
Completed 24 hours in first year	45.4%	48.4%
Withdrew from all classes in first term	1.2%	1.6%
Withdrew from at least one class in first term	20.7%	21.0%
Fall-to-spring retention	86.1%	87.7%
Fall-to-fall retention	69.2%	67.2%
Completed a program in 100% of time	23.5%	21.3%
Completed college-level math in first year	55.0%	61.6%
Completed ENC1101 in first year	63.1%	62.6%
GPA 2.50+ after first year	58.3%	60.9%

20%/80% of Employees/ Students Attain a Micro-Credential-Badge

This measure will track the success of students and employees in achieving a micro-credential or badge at the College.

In July 2022, 509 data literacy badges were awarded to employees who completed the SEED program in the 2021-2022 academic year.

# ENGAGE

## Honor Roll Great Colleges to Work For

In 2022 PBSC scored in the “very good” to “excellent” ranges for no benchmarks in the Great Colleges to Work For survey. Fourteen items in the benchmarks were rated very good to excellent versus 11 in 2018. On the other hand, 15 items were rated poor versus three in 2018. The overall score was 61 versus 63 in 2018.

Benchmark	2018	2022
Job Satisfaction/Support	64	67
Professional Development	66	65
Faculty and Staff Well-Being	72	73
Performance Management	49	49
Supervisor/Department Chair Effectiveness	73	74
Communication	56	54
Collaboration	56	54
Diversity, Inclusion and Belonging	80	73
Mission and Pride	76	69
Confidence in Senior Leadership	56	44
Faculty Experience	—	42
<b>Overall</b>	<b>63%</b>	<b>61%</b>

## Effective Space Design

This outcome will measure the learning of student as evidenced by Success Rates in classes held in regular versus active learning spaces. It will also measure engagement rates and the optimization of active learning space. The outcome and leading measures are pending.

# EXPAND

## 80% Top-of-Mind Awareness

When students were asked to name area colleges and universities, Palm Beach State College was mentioned on an unaided basis by 55% of prospects in the 2021 study. The margin of error was 7%. This means that unaided brand awareness declined from the 64% of prospects in the 2019 study. A prospect is defined as a person 18-34 years of age.

## UX Technology

### Technology Experience Rating

This measures the overall experience with technology that a student has.

2020	73%
2019	78%

### New Student Engagement and Student Engagement - Technology Interactions

#### Technology Interactions Rating

The Technology Interaction ratings were 55% for new students and 68% for students achieving 24 credits or more. The ratings were higher than the rating of 53% on the combined Fall 2020 survey but did not reach technology ratings on selected other surveys in the past that ranged between 60% to 78%. This includes factors such as helpfulness, accessibility, and the overall quality of technology interactions in assisting students to enroll.

#### Satisfaction Rating With Service Desk Requests

The service satisfaction rate for requests made to the Service Desk is presently at 89%. The baseline performance is 71%.

# EXCEL

## Equitable Graduation Rates

The target for completion by 2023 is 45% for all students. The current graduation rate for the Fall 2018 cohort is 41.7%, up half a point from the prior year. The high of 43.6% was achieved with the Fall 2014 cohort, which was influenced by the bundling of lecture and lab courses for MAT1033 and ENC1101.

### Gap in Black Males' Completion Rates

The goal is to increase Black males' completion rates by 4.1% each year until we achieve equitable graduation rates in this and all key segments of the student population by 2023. Black males' completion in Fall 2018 was 27.1%, down nearly 4 points from Fall 2017. The current gap in completion rates is 14.6 points — more than 4 points wider than the previous year. The gap or difference is determined by calculating the difference between the overall completion rate (41.7% for Fall 2018) and that of the group.

Population	Fall 2017 Cohort	Fall 2018 Cohort
Black female:	42.3%	43.9%
<i>Gap:</i>	<i>+1.1%</i>	<i>+2.2%</i>
Black male:	30.7%	27.1%
<i>Gap:</i>	<i>-10.5%</i>	<i>-14.6%</i>
Hispanic female:	48.9%	49.4%
<i>Gap:</i>	<i>+7.7%</i>	<i>+7.7%</i>
Hispanic male	36.4%	38.8%
<i>Gap:</i>	<i>-4.8%</i>	<i>-2.9%</i>
White female	46.1%	45.2%
<i>Gap:</i>	<i>+4.9%</i>	<i>+3.5%</i>
White male	39.2%	38.9%
<i>Gap:</i>	<i>-2.0%</i>	<i>-2.8%</i>

## Amplify Instructional Excellence

This measure is an aggregation of course evaluations based on the MAKEIT Pillars of Instructional Excellence model. No results are available at this time.