



# Palomar College Internal Scan

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Strategic Planning Task Force Meeting  
September 27, 2001

Prepared by:  
Palomar College  
Office of Institutional Research and Planning



# How well do you know Palomar students?

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What percent of our students live outside the Palomar College district?

A. 8%

B. 16%

C. 24%

D. 32%



# How well do you know Palomar students?

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Which age category below accounts for the most students at Palomar?

A. 18-20

B. 21-24

C. 25-29

D. 40+



## How well do you know Palomar students?

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Of the students that transfer to a CSU what percent stay in town and attend one of the San Diego county CSUs?

A. 15%

B. 25%

C. 50%

D. 75%



# How well do you know Palomar students?

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What did students indicate as a Palomar strength?

A. Variety of courses offered

B. Parking

C. Safety and Security

D. Faculty knowledge in their fields



# How well do you know Palomar students?

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What did students indicate was one of Palomar's areas of opportunity?

- A. Parking
- B. Parking
- C. Parking
- D. Parking



# Overview

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- Student Demographics
- Student Success I: Internal
- Student Success II: External
- Partnership for Excellence
- Student Satisfaction\Feedback



## What to look for...

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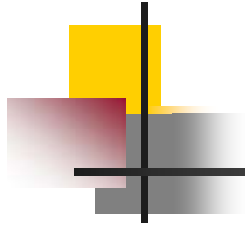
- Themes or consistent messages
- Palomar College strengths
- Issues that the College should address
- Information that “pops” (something you think we should consider as we move forward with our strategic plan)





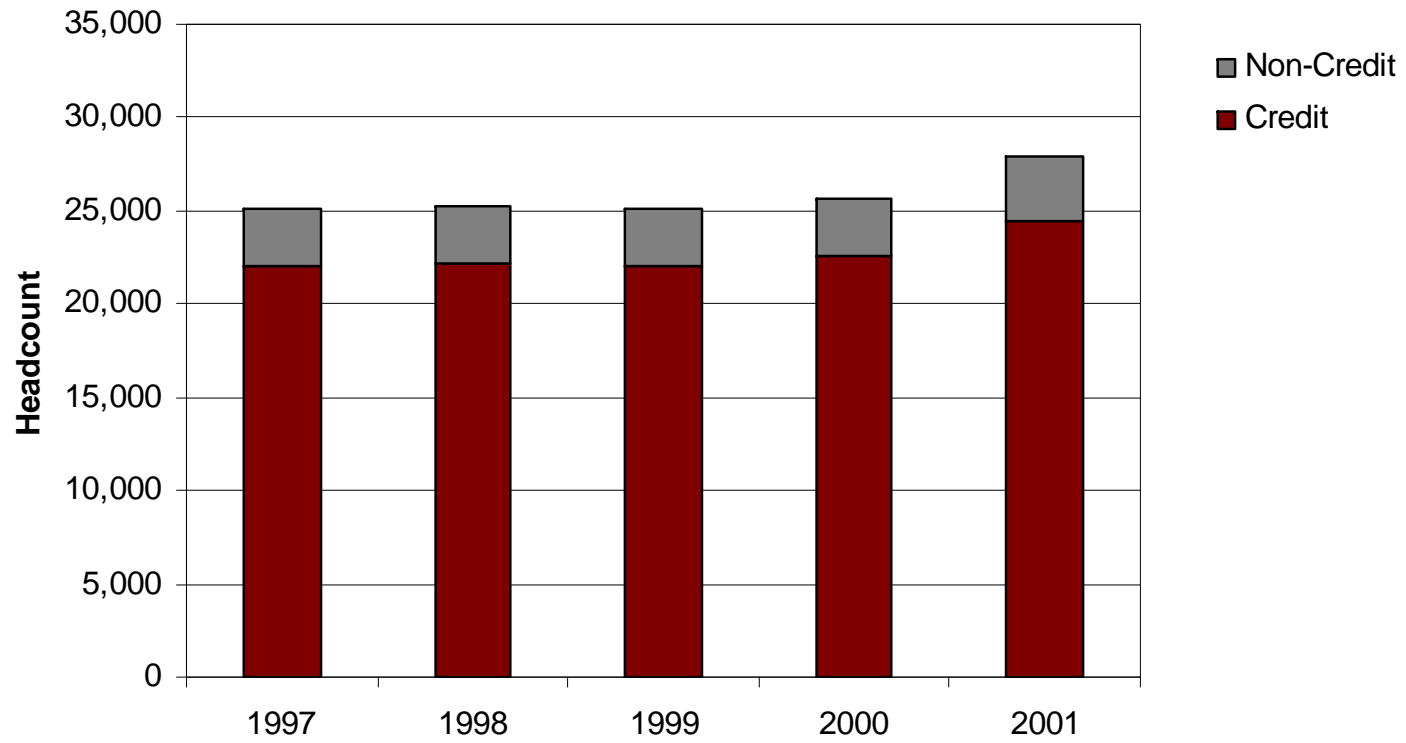
# Student Demographics

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# Student Demographics

**Fall Census Headcount by Credit/Non-Credit Status<sup>1</sup>**  
**Fall 1997 – Fall 2001**



<sup>1</sup> Students enrolled in AP/ROP courses are not included in Census headcounts, except AP Work Experience.



# Student Demographics

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## Fall 2001 Census Headcount at the College Centers by Credit/Non-Credit Status

<b>College Center</b>	<b>Credit</b>	<b>Non-Credit</b>	<b>Total</b>
San Marcos	18,611	928	19,539
Escondido	4,765	827	5,592
Mt Carmel/Poway	1,771	113	1,884
Camp Pendleton	911	5	916
Ramona	315	34	349
Fallbrook	535	208	743
<b>Total</b>	<b>26,908</b>	<b>2,115</b>	<b>29,023</b>

1. Students enrolled in AP/ROP courses are not included in Census headcounts, except AP Work Experience.
2. Headcount numbers represent unduplicated headcount within a College Center. Many students enroll in classes more than one location.



# Student Demographics

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## First Census Palomar Headcount by Community of Residence Fall 2001

<b>Community</b>	<b>#</b>	<b>%</b>
Escondido	6,332	22.7
Vista	3,263	11.7
San Marcos	2,910	10.4
Oceanside	2,835	10.2
Fallbrook	1,471	5.3
Poway	1,267	4.5
Rcho Bernardo	1,258	4.5
Carlsbad	1,259	4.5
Ramona	893	3.2
Rcho Penasquitos	747	2.7
Encinitas	584	2.1
Other SD County	3,288	11.8
Outside S.D. Co.	1,649	5.9
Unknown	148	0.5
<b>Total</b>	<b>27,904</b>	<b>100.0</b>



# Student Demographics

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**First Census Palomar College Headcount by  
Resident of Palomar Service Area  
Fall 2001**

<b>Service Area</b>	<b>#</b>	<b>%</b>
San Marcos	10,545	37.8
Escondido	6,329	22.7
Poway	4,344	15.6
Outside of Dist.	6,686	24.0
<b>Total</b>	<b>27,904</b>	<b>100.0</b>



# Student Demographics

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## First Census Palomar College Headcount by Resident of College District Fall 2001

<b>District</b>	<b>#</b>	<b>%</b>
Palomar	21,218	76.0
Grossmont-Cuyamaca	283	1.0
MiraCosta	3,220	11.5
SDCCD	752	2.7
Southwestern	166	0.6
MSJC	1,209	4.3
Unknown/Outside of Dist.	1,056	3.8
Total	27,904	100.0



# Student Demographics

## Basic Demographic Profile of Palomar College Students At First Census: Fall 1997 – Fall 2001

<b>Group</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
<b>Gender</b>					
% Female	53.5	53.5	52.9	52.8	52.9
% Male	46.5	46.5	47.1	47.2	47.1
<b>Ethnicity<sup>1</sup></b>					
% American Ind	1.6	1.4	1.4	1.2	1.1
% Asian	4.3	4.6	5.1	4.6	4.9
% Black	3.2	3.3	3.0	2.9	2.9
% White	58.3	57.6	51.0	49.2	49.9
% Hispanic	20.9	21.8	21.0	19.9	19.8
% Filipino	2.7	2.7	2.6	2.7	2.6
% Other	1.2	1.3	0.0	0.0	0.0
% Unknown	7.8	7.3	15.9	19.5	18.8

<sup>1</sup> It is difficult to identify trends using the ethnicity data in this table due to the high number of unknowns.



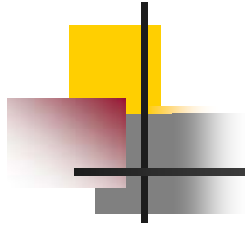
# Student Demographics

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## Basic Demographic Profile of Palomar College Students At First Census: Fall 1997 – Fall 2001

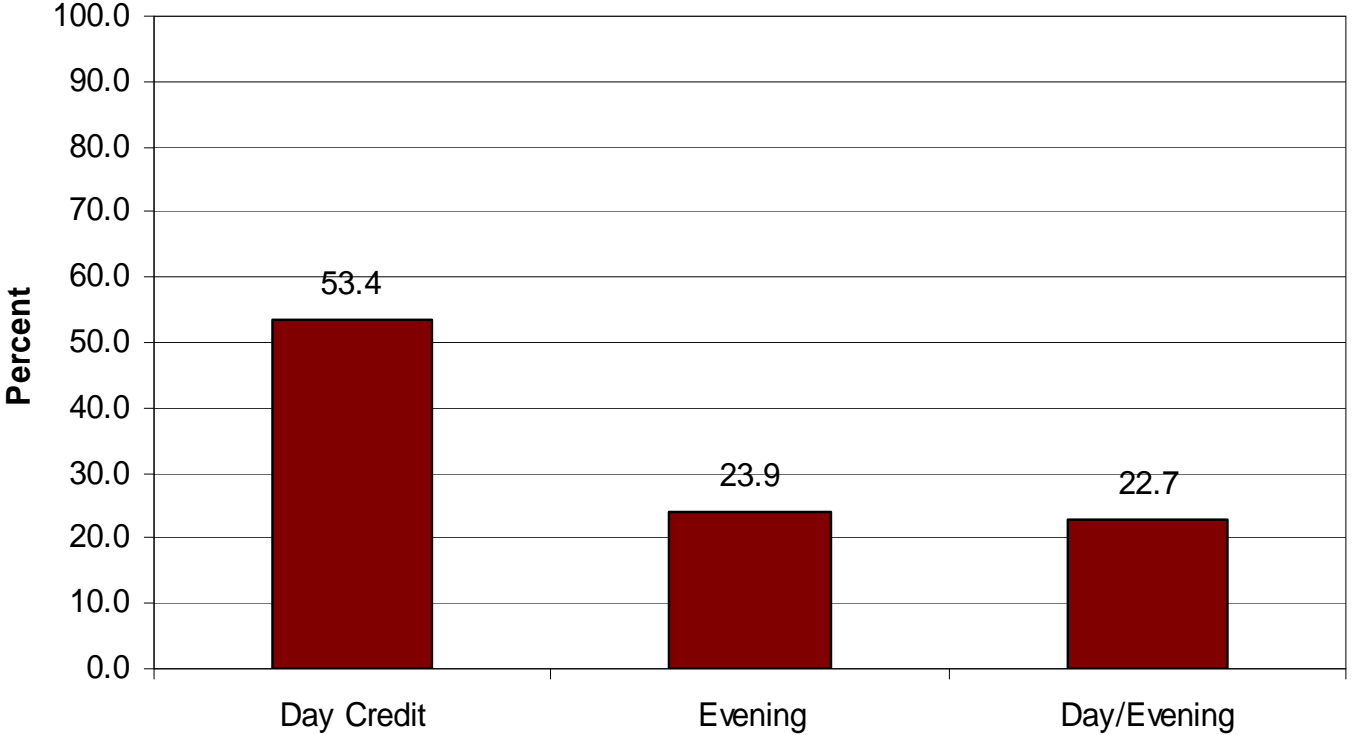
<b>Group</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>
Age					
% Under 18	4.3	4.3	3.7	4.0	3.7
% 18 - 20	26.3	27.7	28.1	28.6	28.2
% 21 - 24	18.1	18.4	19.6	20.1	21.1
% 25 - 29	12.4	11.8	12.2	11.4	11.2
% 30 - 39	16.9	15.8	14.9	14.2	13.8
% 40 and over	22.0	21.9	21.5	21.7	22.1





# Student Demographics

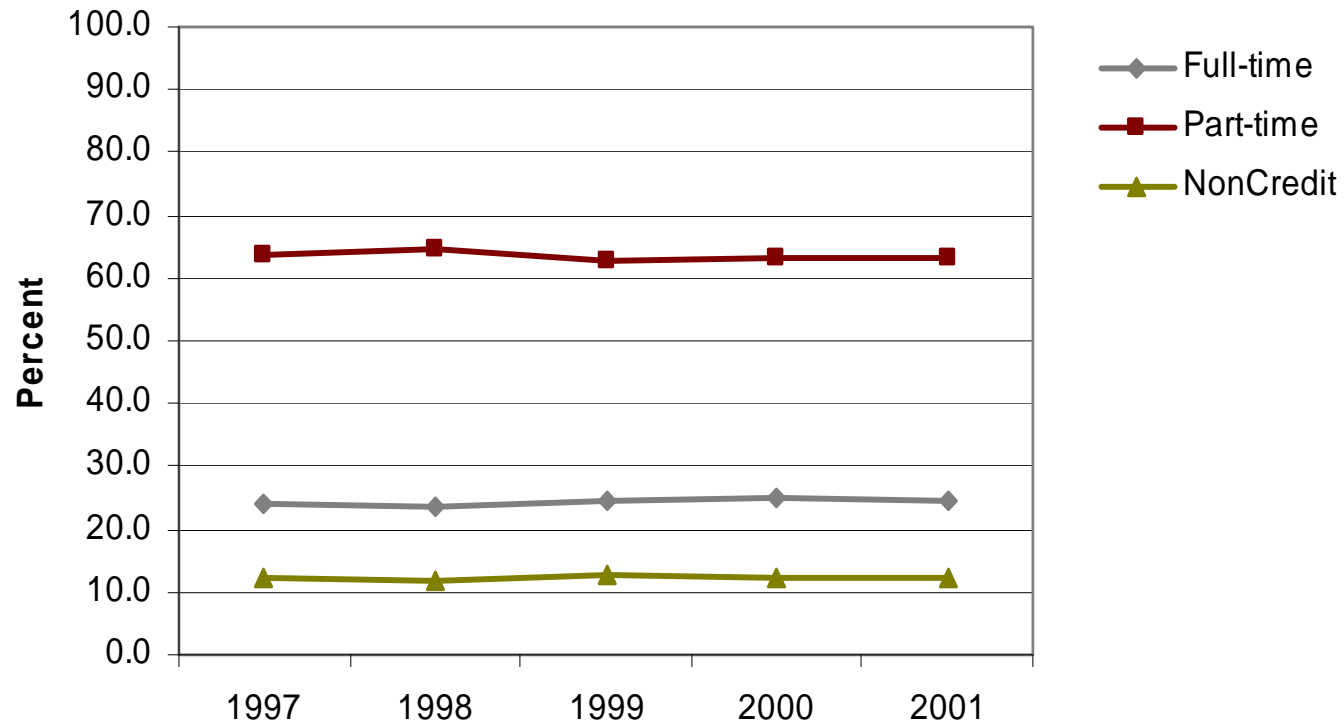
**First Census Headcount Credit Students by  
Day/Evening Status  
Fall 2000**



Source: Palomar College student database.

# Student Demographics

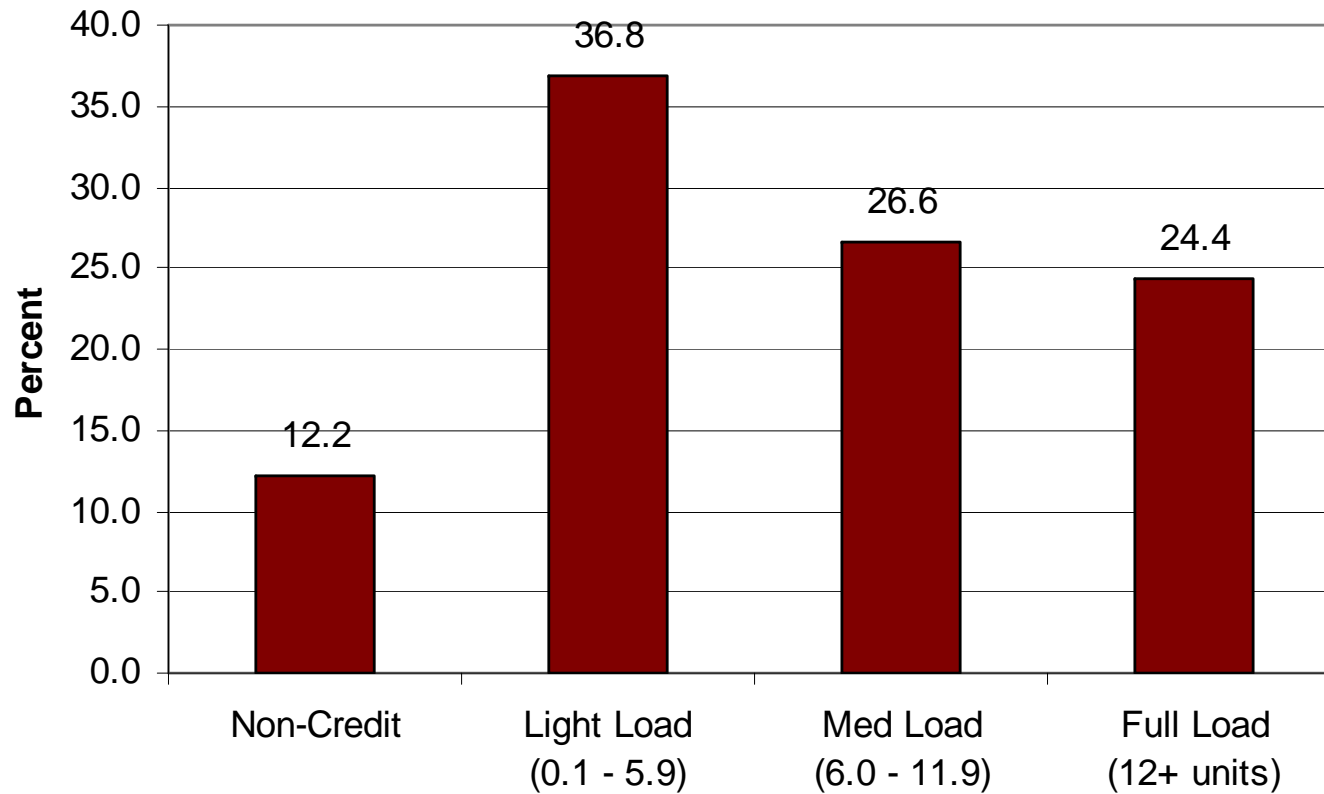
**First Census Percentage Distribution by  
Full/Part-time Status  
Fall 1997 – Fall 2001**





# Student Demographics

**First Census Percentage Distribution by Load  
Fall 2001**





# Demographics - Summary

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- We have 27,000 plus students.
- Top four areas of residence listed: Escondido, San Marcos, Vista, Oceanside.
- 76% live within the District; 24% outside (Mira Costa)
- Demographic profile
  - Gender – Split
  - Ethnicity – White, Hispanic (two largest groups)
  - Age – 18-20, but we do have significant older population
- Most students part-time



# Student Success I: Internal

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# Student Success I: Internal

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## Mean Semester GPAs for Fall 2000

<b>Group</b>	<b>N</b>	<b>GPA</b>
<b>All</b>	19,371	2.54
<b>Gender</b>		
Females	9,527	2.58
Males	9,546	2.50
Unknown	298	2.42
<b>Ethnicity</b>		
Asian/Pac Isl	1,011	2.63
African American	789	2.10
Filipino	652	2.24
Hispanic	3,823	2.25
Native American	295	2.26
White	11,471	2.68
Unknown	1,330	2.55



# Student Success I: Internal

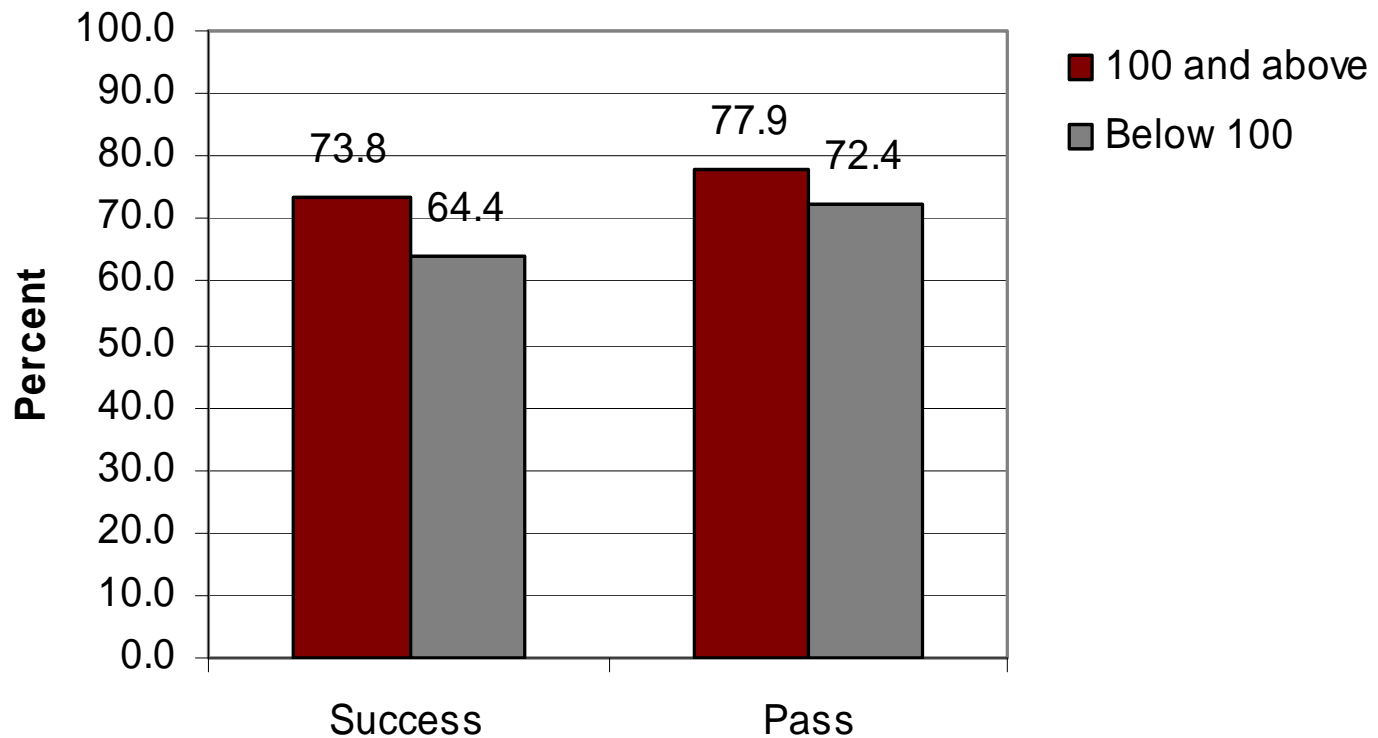
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## Mean Semester GPAs for Fall 2000

<b>Group</b>	<b>N</b>	<b>GPA</b>
<b>Age</b>		
Under 18	1,329	2.58
18-20	6,138	2.15
21-24	3,725	2.38
25-29	2,154	2.67
30-39	2,772	2.86
Over 40	3,239	3.06
<b>HS Grad 1999</b>	1,922	2.13

# Student Success I: Internal

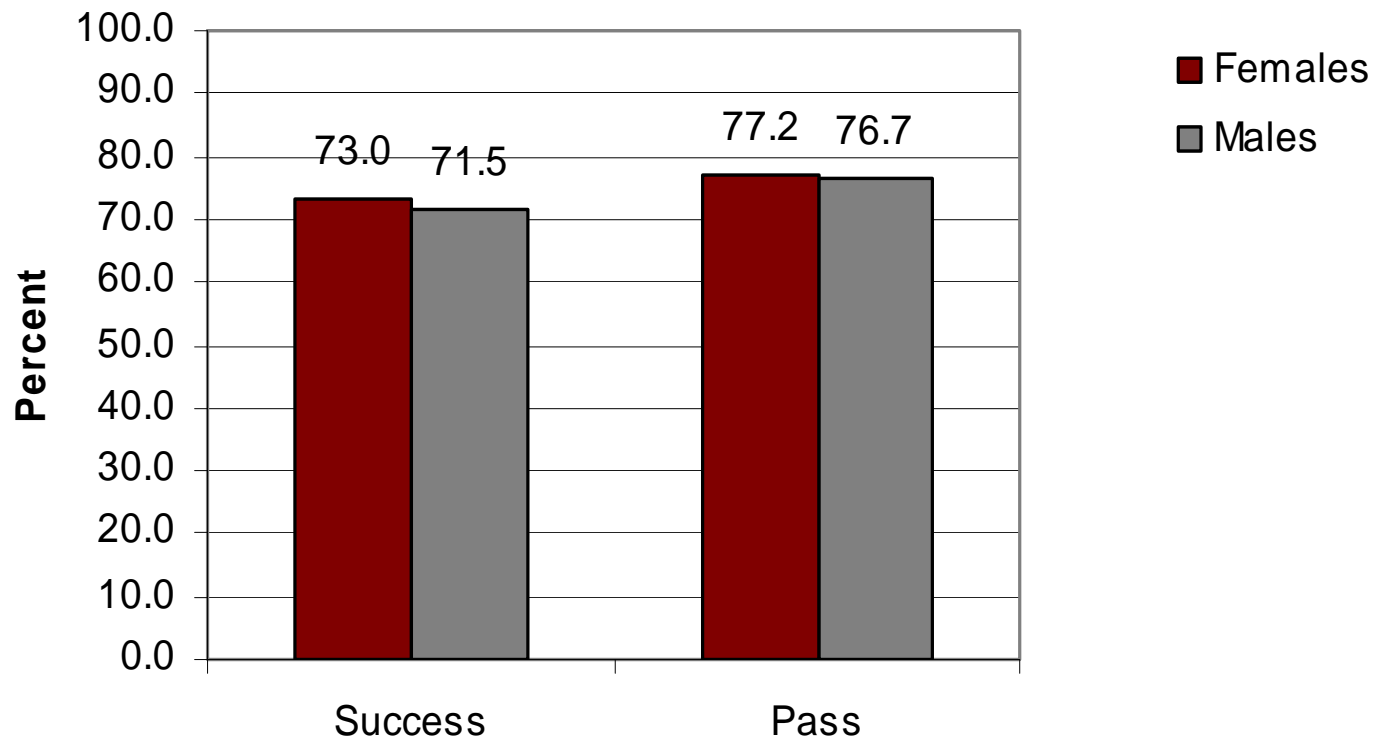
**Course Success and Pass Rates by  
Course Level  
Fall 2000**





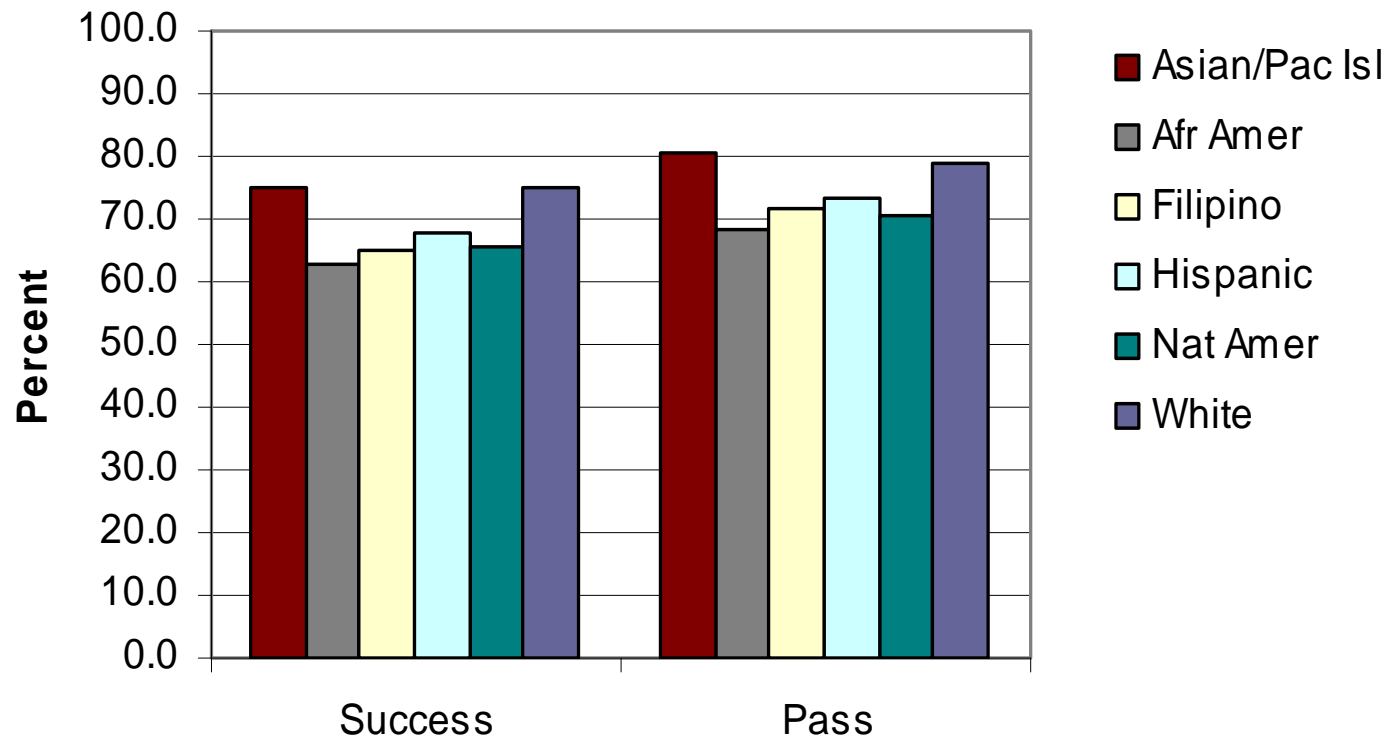
# Student Success I: Internal

**Course Success and Pass Rates by  
Gender  
Fall 2000**



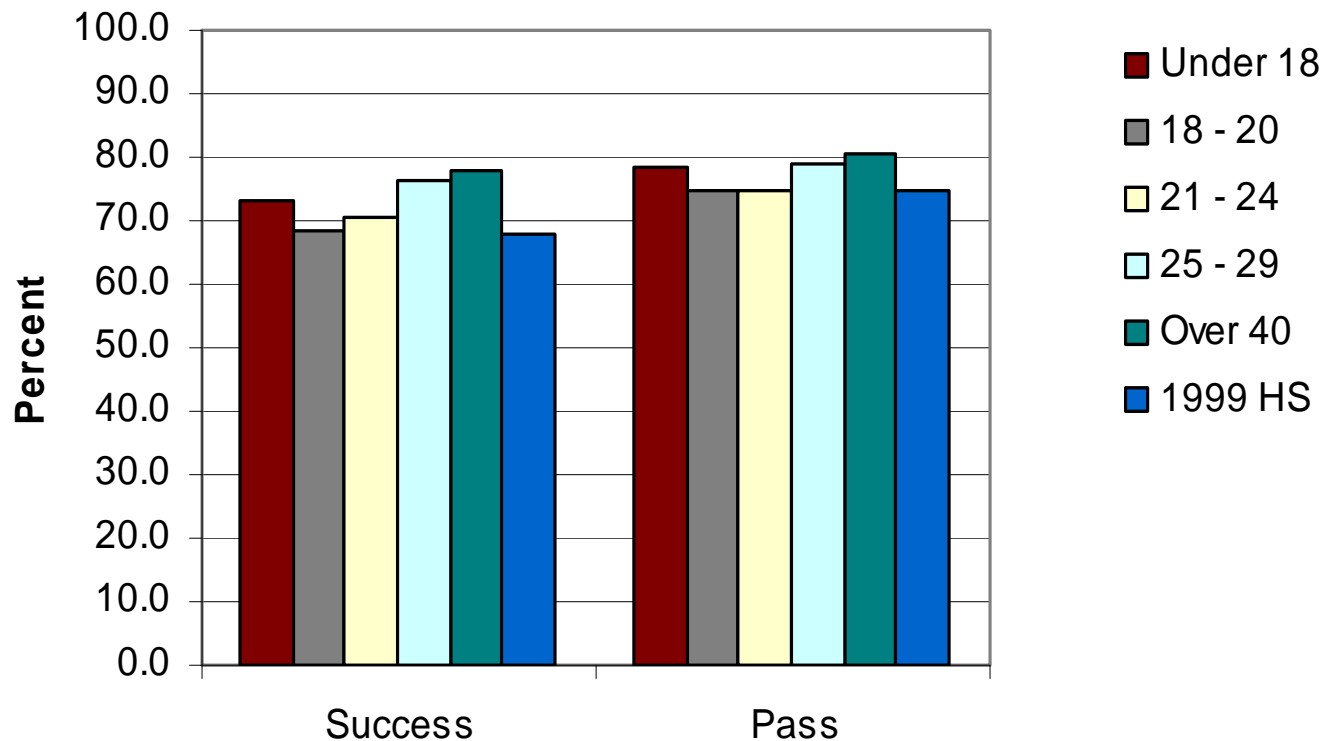
# Student Success I: Internal

Course Success and Pass Rates by  
Ethnicity  
Fall 2000



# Student Success I: Internal

Course Success and Pass Rates by  
Age  
Fall 2000





# Student Success I: Internal

## Average Continuation Rates First Time College Cohorts Since Fall 1992 - 1996

Groups	Total	Average	2nd Sem Continuing %	4th Sem Continuing %	8th Sem Continuing %	6th Sem Completion <sup>1</sup> Cum %
<b>All Students</b>	17,355	3,471	61	39	16	8
<b>Demographics</b>						
Males	9,566	1,913	59	37	15	7
Females	7,744	1,549	64	41	16	9
White	10,974	2,195	62	39	15	8
African American	689	138	50	25	10	6
Asian & Filipino	1,278	256	71	49	16	18
Hispanic	3,096	619	59	38	18	2

<sup>1</sup>Completion includes AA/CA and CSU certifications only



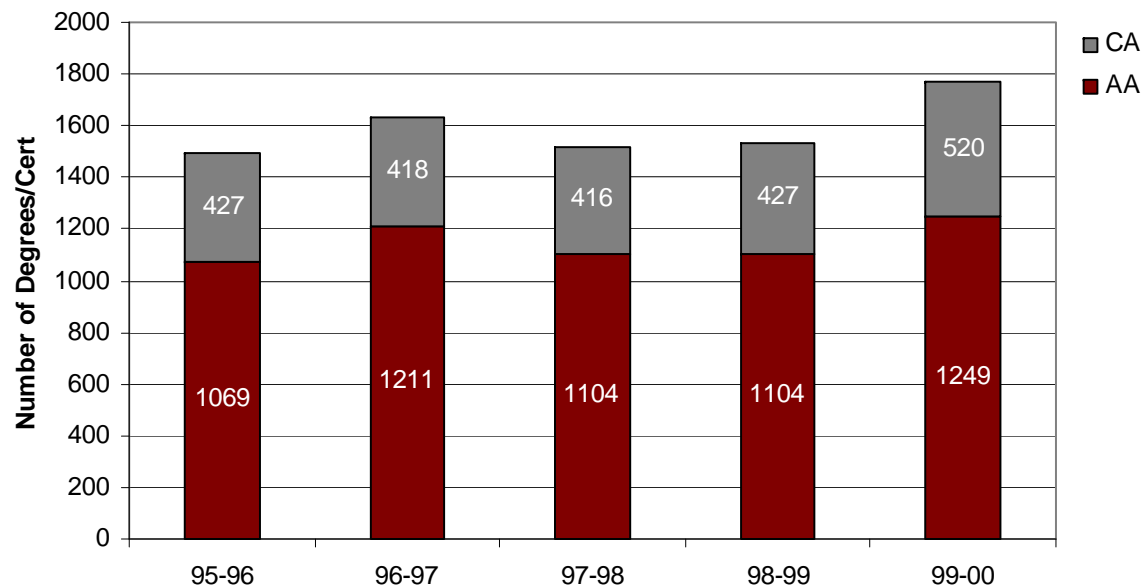
# Student Success I: Internal

## Average Continuation Rates First Time College Cohorts Since Fall 1992 - 1996

Groups	Total	Average	2nd Sem Continuing %	4th Sem Continuing %	8th Sem Continuing %	6th Sem Completion* Cum %
<b>First Semester Status</b>						
Full-time	5,324	1,065	85	58	16	14
Part-time	11,610	2,322	49	30	15	5
GPA < 2.0	6,220	1,244	40	22	11	1
GPA 2.0 - 2.49	2,599	520	74	49	20	9
GPA 2.5 - 2.99	1,659	332	83	58	21	17
GPA 3.0 - 3.49	3,143	629	74	51	18	14
GPA 3.5 - 4.00	3,056	611	70	43	15	11

# Student Success I: Internal

## AA Degrees and Certificates 1995-96 through 1999-2000



Type	1995-96	1996-97	1997-98	1998-99	1999-00
AA	1,069	1,211	1,104	1,104	1,249
CA	427	418	416	427	520
Total	1,496	1,629	1,520	1,531	1,769



# Student Success 1: Internal - Summary

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- Overall, older students tend to perform better.
- First time, younger students appear to have the greatest difficulty.
- Courses 100 and above have higher success and pass rates.
- Full-time students persist at a higher rate.
- Students with GPA < 2.0 do not persist.
- Experienced an increase in degrees and transfers 1999-2000 year.



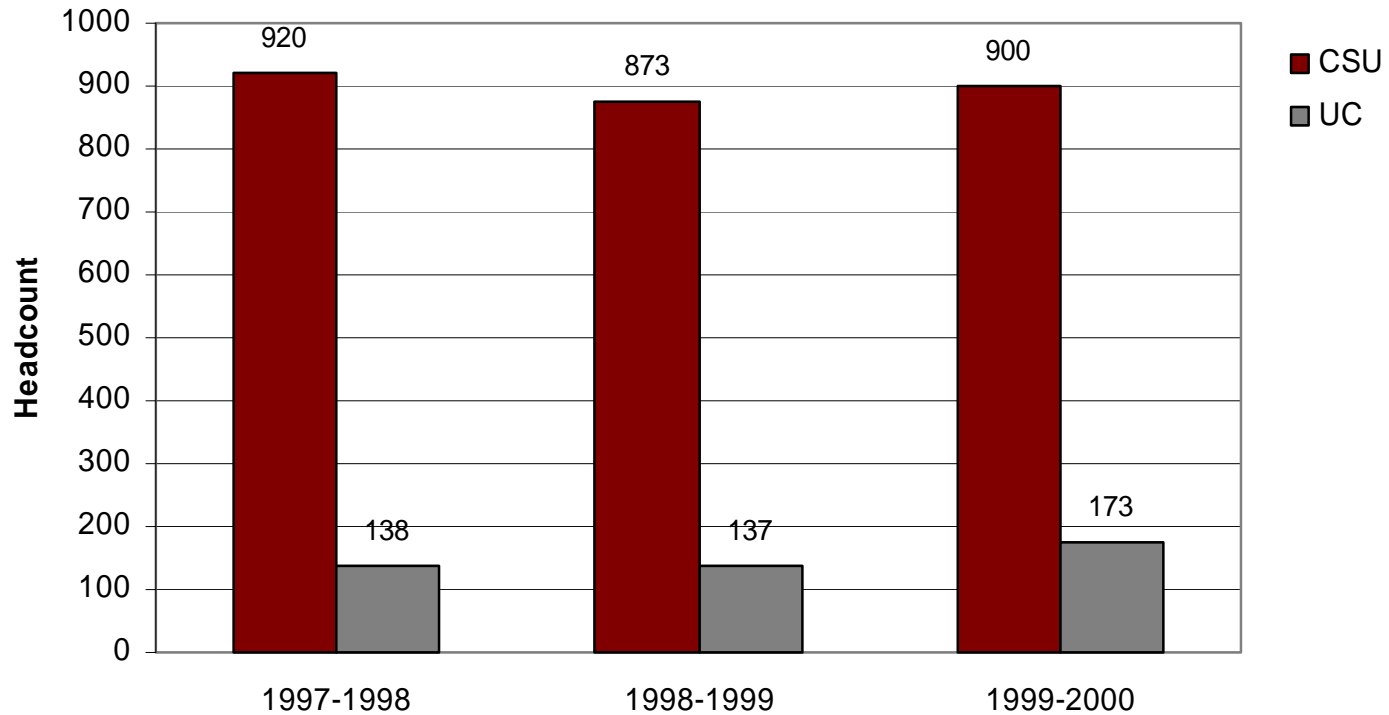
# Student Success II: External

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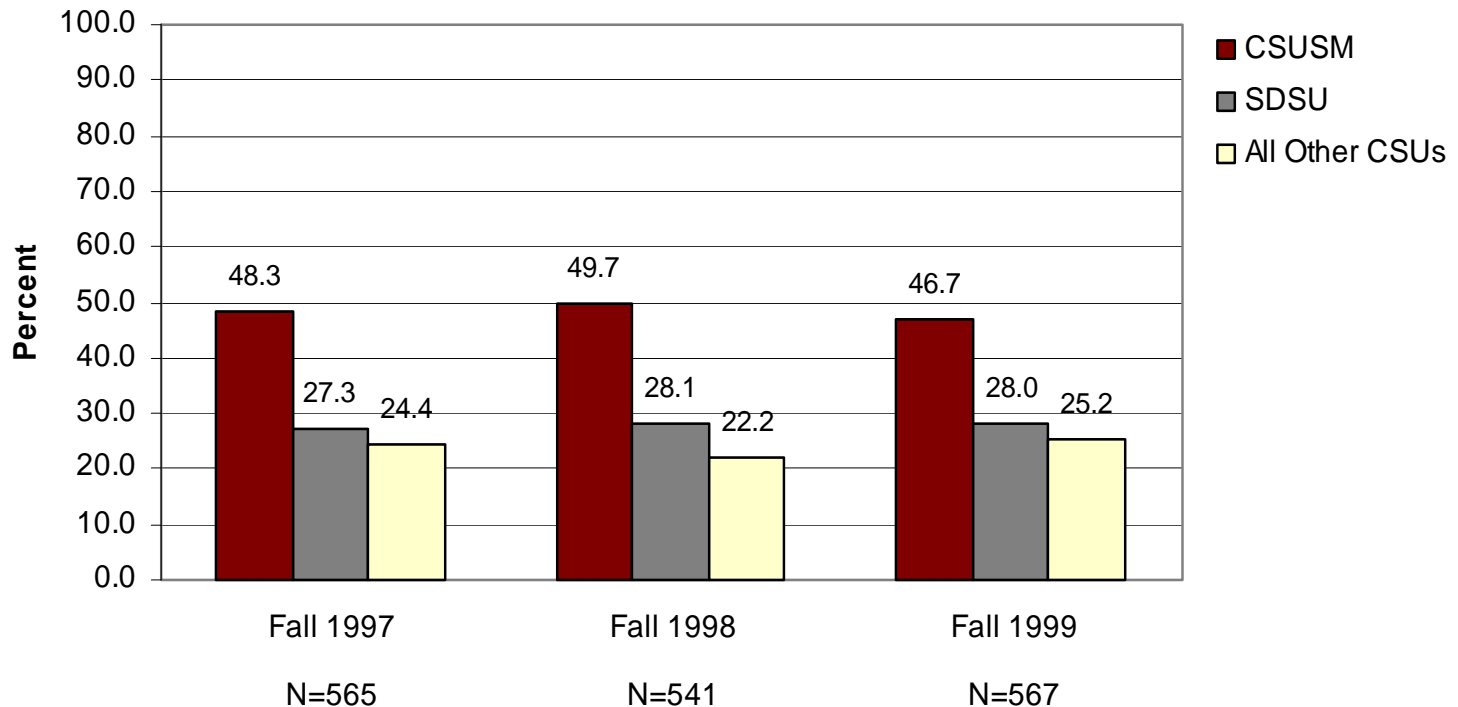
# Student Success II: External

**Palomar College Transfers to CSU and UC  
1997-98 through 1999-2000  
Full Year**



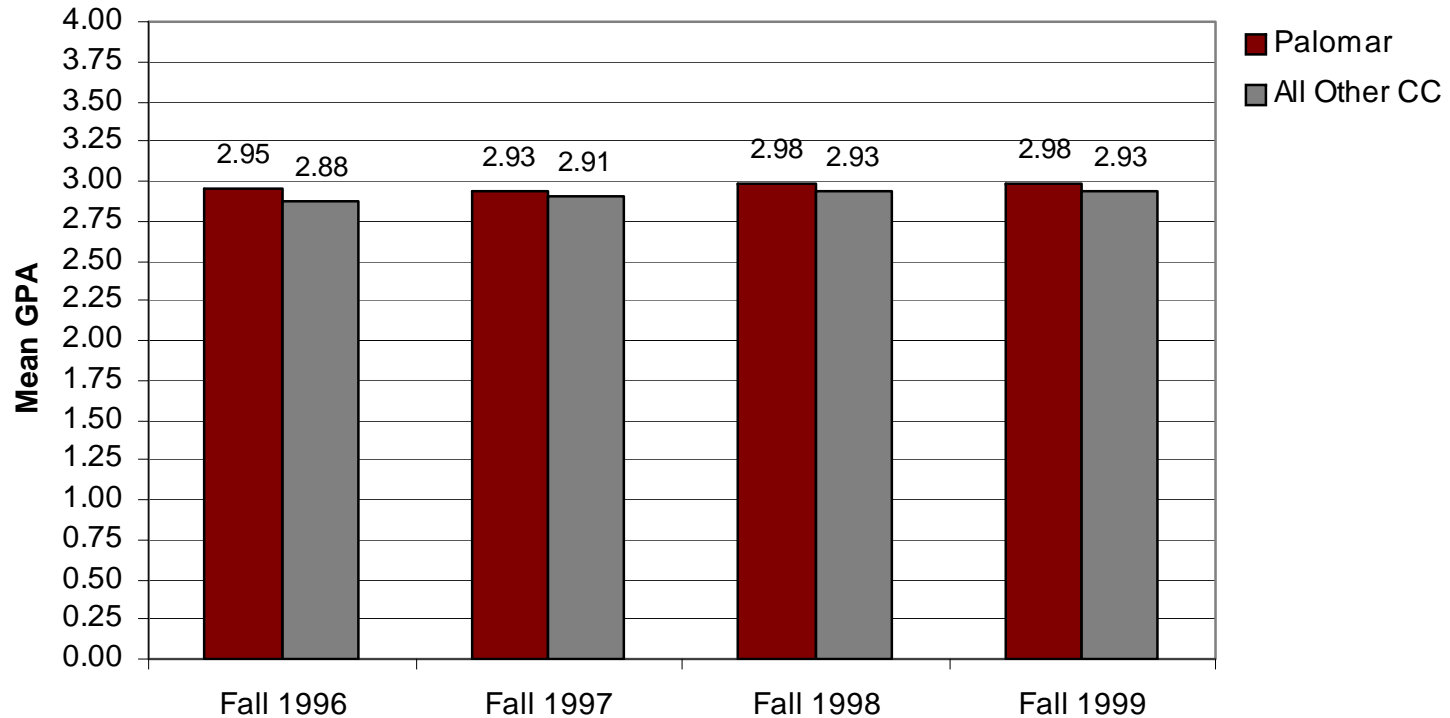
# Student Success II: External

## CSU Campus Destinations for Palomar College Transfer Students Fall Term Only



# Student Success II: External

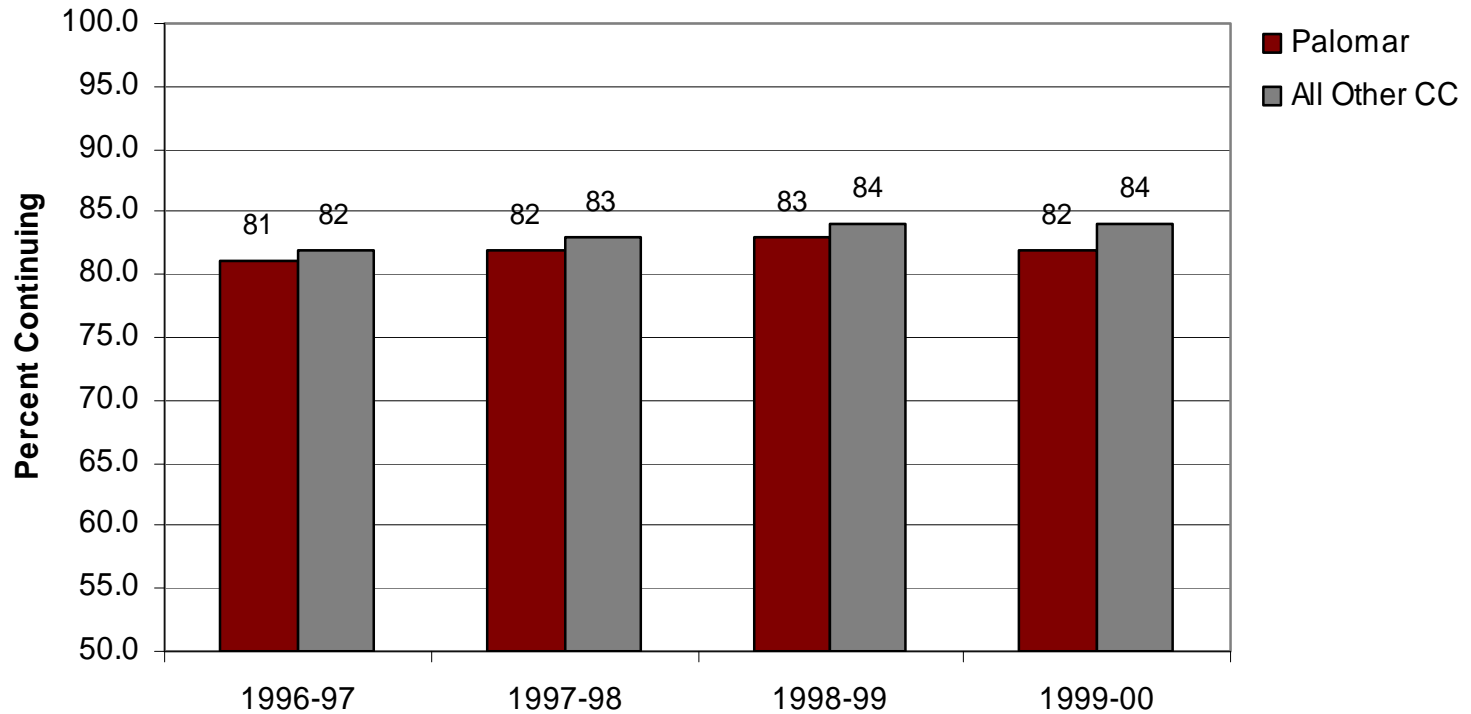
## PreAdmission GPA for Community College Transfers to a CSU Campus Fall Transfers Only





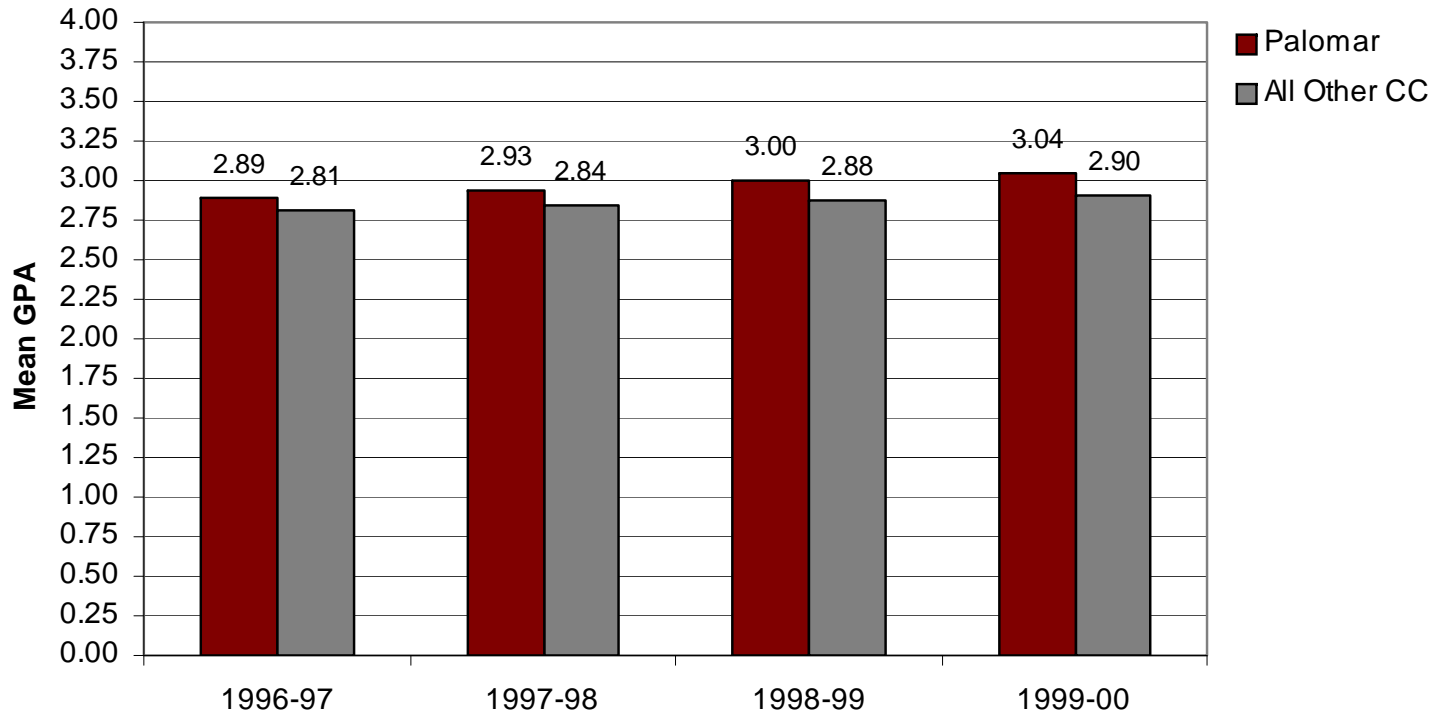
# Student Success II: External

## CSU One Year Continuation Rate For California Community College Transfers Fall Transfers Only



# Student Success II: External

## CSU Mean GPA for California Community College Continuing Transfers

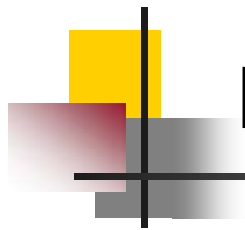




## Student Success II: External - Summary

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- Transfers to UC have increased.
- 75% of students transferring to a CSU stay in San Diego.
- Our transfer students perform at about the same level as transfers from other California Community Colleges.



# Partnership for Excellence



# Partnership for Excellence

## Goal #1: Transfers

<b>System</b>	<b>Base Year 1998-99</b>	<b>Goal 2005-06</b>	<b>Adj. Goal 1999-00</b>	<b>Actual 1999-00</b>	<b>Diff + / -</b>	<b>% to Goal</b>
<b>Palomar</b>						
UC	137	206	144	173	29	120.1
CSU	873	1,228	909	900	-9	99.0
Total	1,010	1,434	1,053	1,073	20	101.9
<b>Statewide Totals</b>						
UC	10,161	15,278	10,658	10,827	169	101.6
CSU	44,988	63,304	46,820	47,705	885	101.9
Total	55,149	78,582	57,478	58,532	1,054	101.8





# Partnership for Excellence

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## SubGoal #1: Transfer Prepared

	Total Trans Prep Base Year 1997-1998	Opt District Goal 2005-2006	Optional Adj. Goal 1999-00	Actual Total Trans Prep 1999-00	Diff + / -	% to goal
Palomar	1,935	2,459	2,032	1,667	-365	82.0
Statewide	106,951	135,935	112,334	96,501	-15,833	85.9

### Definition

Transfer Prepared is defined as the completion, within a six year period, of 56+ units with a GPA of 2.0.



# Partnership for Excellence

## Goal #2: Degrees and Certificates

	Base Year 1997-98	Opt Goal 2005-06	Adj Goal 1999-00	Actual 1999-00	Diff + / -	% to Goal
<b>AA/AS</b>						
Palomar	1,087	1,491	1,199	1,105	-94	92.2
Statewide	60,552	83,060	66,814	64,845	-1,969	97.1
<b>Certificates</b>						
Palomar	401	560	445	523	78	117.5
Statewide	23,627	32,994	26,233	24,753	-1,480	94.4
<b>Totals</b>						
Palomar	1,488	2,051	1,645	1,628	-17	99.0
Statewide	84,179	115,157	93,047	89,598	-3,449	96.3

Source: State Chancellor's MIS database as of January 15, 2001, as reported in *System Performance on PFE Goals* (April 2001) report.



# Partnership for Excellence

## Goal #3: Course Completions

<b>Course Type</b>	<b>Base Year 1995-96</b>	<b>Opt Goal 2005-06</b>	<b>Adj Goal 1999-00</b>	<b>Actual 1999-00</b>	<b>Diff + / -</b>	<b>% to Goal</b>
<b>% Transfer Course Completions</b>						
Palomar College	69.47	71.97	70.28	69.23	-1.04	98.5
Statewide	68.33	70.83	69.11	68.69	-0.42	99.4
<b>% Basic Skills Course Completions</b>						
Palomar College	53.61	55.81	54.32	57.24	2.93	105.4
Statewide	60.28	62.48	60.99	58.2	-2.79	95.4
<b>% Voc Ed Course Completions<sup>1</sup></b>						
Palomar College	82.88	85.68	83.79	67.59	-16.2	80.7
Statewide	77.21	80.01	78.12	78.65	0.53	100.7
<b>% All Course Completions</b>						
Palomar College	68.07	70.57	68.92	68.53	-1.39	99.4
Statewide	68.05	70.55	68.91	67.87	-1.04	98.5

<sup>1</sup> Difference may be due to MIS reporting error



# Partnership for Excellence

## Goal #4: Enrollments in Vocational Courses

<b>S.A.M Class</b>	<b>Base Year 1995-96</b>	<b>Opt Goal 2005-06</b>	<b>Adjust Goal 1999-00</b>	<b>Actual 1999-00</b>	<b>Diff + / -</b>	<b>% to Goal</b>
<b>S.A.M. A</b>						
Palomar	1,783	2,420	1,952	2,092	140	107.2
Statewide	18,125	24,599	19,842	24,484	4,642	123.4
<b>S.A.M. B</b>						
Palomar	6,063	8,228	6,637	4,758	-1,879	71.7
Statewide	277,556	376,688	303,851	291,084	-12,767	95.8
<b>S.A.M. C</b>						
Palomar	7,003	9,501	7,666	6,292	-1,374	82.1
Statewide	783,060	1,062,378	857,246	865,886	8,640	101.0
<b>Total</b>						
Palomar	14,849	20,149	16,526	13,442	-3,114	81.3
Statewide	1,078,741	1,463,665	1,180,940	1,181,454	514	100.0

† Difference may be due to MIS reporting error

Source: State Chancellor's MIS database as of January 15, 2001, as reported in *System Performance on PFE Goals* (April 2001) report.



# Partnership for Excellence

## Goal #5: Improvement in Basic Skills

	<b>Base Year</b>	<b>Optional Goal</b>	<b>Adj Goal</b>	<b>Actual</b>		
	<b>1995/96</b>	<b>2005/06</b>	<b>1997/98</b>	<b>1997/98</b>		
	<b>1997/98</b>	<b>2007/08</b>	<b>1999/00</b>	<b>1999/00</b>		<b>% to</b>
	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Total</b>	<b>Diff +/-</b>	<b>Goal</b>
Palomar	1,671	2,245	1,730	1,968	238	113.8
Statewide	108,566	150,754	116,130	120,970	4,840	104.2



# Partnership for Excellence - Summary

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- Goal #1: Transfers – Good progress.
- SubGoal #1: Transfer Prepared – Need to improve.
- Goal #2: Degrees and Certs – Good progress.
- Goal #3: Course Completions – Good progress (note on Voc Ed data).
- Goal #4: Workforce Development – Not sure (note on Voc Ed data).
- Goal # 5: Improvement in Basic Skills – Good progress.



# Student Satisfaction\Feedback

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# Student Satisfaction\Feedback

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## Noel-Levitz Inventory of Student Satisfaction

- Noel-Levitz Student Satisfaction Inventory (SSI) measures students' satisfaction
- Twelve scales
- Items are worded as expectations
- Students rate each item on the inventory by its importance and by how well the Institution is meeting the expectation reflected in the item
- Spring 2001 Palomar administered the SSI to approximately 2,500 students





# Student Satisfaction\Feedback

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## SSI Results

What is important to our students?

1. Instructional Effectiveness
2. Registration Effectiveness
3. Academic Advising/Counseling
4. Safety and Security
5. Academic Services
6. Concern for the Individual
7. Admissions and Financial Aid
8. Service Excellence
9. Campus Climate
10. Student Centeredness
11. Campus Support Services
12. Responsiveness to Diverse Population



# Student Satisfaction\Feedback

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## SSI Results

What are Palomar's strengths?

1. Variety of courses
2. Ability to experience intellectual growth
3. Faculty expertise in their fields
4. Campus safety and security
5. Library resources and services
6. Ability to complete enrollment tasks in one location
7. Clear procedures for registration
8. Classes actively involve students in learning



# Student Satisfaction\Feedback

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## SSI Results

What are Palomar's areas of opportunity?

1. Registration and effectiveness (scheduling and conflicts)
2. Parking
3. Academic advising/counseling
4. Length of time to achieve goal
5. Adequacy of facilities
6. Ease of obtaining information by phone



# Student Satisfaction\Feedback

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## SSI Results

What are Palomar's strengths compared to other California Community colleges?

1. Variety of courses offered
2. Campus safety and security
3. Library resources



# Student Satisfaction\Feedback

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## Vocational Education Student Follow-up

- Began implementing a continuous follow-up process Spring 1999.
- Interviews with Voc. Ed. graduates and their employers. Also, current and/or former students.
- Summer 1999 completed 263 30-minute interviews with graduates.
- Spring 2000 completed 68 interviews with employers of Palomar graduates.



# Student Satisfaction\Feedback

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## Overall Observations

- Graduates generally pleased
- Most currently working in a related job or continuing with their education.
- Median salary AA = \$36,400; CA = \$32,951
- Faculty and faculty experience in their fields of study seen as a strength across programs.
- Course presentation options and facilities/equipment seen as areas for improvement.



# Student Satisfaction\Feedback

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## Overall Observations

- Relatively pleased with registration process and career/transfer preparation services.
- While receiving positive ratings, graduates expressed concern with the awareness of vocational education programs and vocational education student needs in counseling and advising.
- Graduates would like to receive more or improved job placement assistance.



# Student Satisfaction\Feedback

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## Overall Observations

- Employers felt that Palomar students were prepared for their jobs. For example, 54% felt that they were very prepared and 34% felt that they were somewhat prepared.
- Over half of the employers interviewed felt that Palomar students were better prepared than other employees in the same work group and 30% felt that they were just as prepared.
- Some of the employers indicated that graduates could improve in critical thinking and problem solving skills.





# Student Satisfaction\Feedback

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## Note of caution

- Follow up studies are not representative of entire Palomar College student population, vocational education students, or graduates.
- Help us point to potential strengths and areas of opportunity.



# Student Satisfaction\Feedback - Summary

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- What's **most** important to our students
  - Instructional Effectiveness
  - Registration Effectiveness
  - Academic Advising and Counseling
- What are Palomar's strengths?
  - Instructional Effectiveness
  - Registration procedures (part of Registration Effectiveness)
  - Safety and Security
  - Library resources (part of Academic Support Services)



# Student Satisfaction\Feedback - Summary

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- What are Palomar's Opportunities
  - Registration Effectiveness (scheduling and conflicts)
  - Academic Advising and Counseling
  - Facilities



## Student Satisfaction\Feedback

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What did students say...

What were the three best things about your program?

*“The dedication of the person who was running the program.”*

*“The quality of the people teaching in the program.”*

*“The relevancy to the work environment.”*

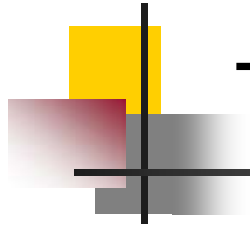


## Student Satisfaction\Feedback

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What did students say...

*“Overall I had a good experience, definitely worth the money. I didn't know I was going to go on, but with the encouragement of the staff I did continue on and it was great experience.”*



The End

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# How many Institutional Researchers does it take to screw in a light bulb?

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- A. Don't know but we could create a survey and conduct focus groups to find out.
- B. It doesn't matter, the Chancellor's office will come up with a different number.
- C. I'm not sure. Should we ask Scott in IS to help us write a query?
- D. One. I'm the only one in the office right now.
- E. None. I know better than to try it. I would call facilities.