

# Strategic Plan 2020-2024

## All Strategic Metrics



## Strategic Metrics 2021-2022

*Last updated 12/21/2022*

Each year SCC provides a report on the progress made towards its strategic plan goals and objectives. With a new strategic plan in the 2020-2021 academic year, the *Strategic Plan Annual Progress Report*<sup>1</sup> has been re-conceptualized. The content of that report will focus on two strategic goals each year and include a summary of the activities, progress, and plans related to the theme goals, description of the strategic achievements, and the quantitative results of the associated strategic metrics and key performance indicators (KPIs).

This document is a companion to the annual Progress Report to provide the trend data for the more than 80 strategic metrics associated with the 2020-2024 plan. The quantitative results for all metrics and KPIs will be updated each year and made available publicly online in this form. The strategic metrics can be used for institutional planning, departmental-level Mission Action Plans, institutional assessment, and budgeting purposes.

This report has been prepared by the Office of Assessment, Institutional Accreditation, and Planning and the Office of Institutional Research. Please contact [ir@southeast.edu](mailto:ir@southeast.edu) with any questions.

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<sup>1</sup> Available at <https://www.southeast.edu/strategicplan2020-2024/>

\* This metric is a Key Performance Indicator (KPI)

# List of Strategic Metrics

## Goal 1 – Enrollment Growth (see page 4)

- 1.0 - Total undergraduate enrollment\*
- 1.1 - Percent of first-term students who complete NSE
- 1.3 - Enrollment of Career/Technical students
- 1.4 - Enrollment of Academic Transfer
- 1.4 - Enrollment of undeclared students
- 1.5 – Enrollment of Continuing Education students\*
- 1.6 - Percent of undergraduate enrollment that is minority\*
- 1.6 - Index of undergraduate population diversity compared to service area
- 1.6 - Number of adult learners enrolled
- 1.6 - Number of scholarships awarded by the SCC Educational Foundation
- 1.6 - Number of endowed scholarship programs
- 1.7 - Number of female students in STEM programs\*
- 1.8 - Number of dual credit students\*

## Goal 2 – Student Success (see page 6)

- 2.1 - Percent of students who rated their overall educational experience as 'good' or 'excellent'
- 2.1 - CCSSE Benchmark for Active and Collaborative Learning
- 2.2 - Percent of students who received an F during their first term
- 2.3 - CCSSE Benchmark for Academic Challenge
- 2.3 - CCSSE Benchmark for Student Effort
- 2.3 - CCSSE Benchmark for Student-Faculty Interaction
- 2.4 - Overall success rate of undergraduate students\*
- 2.4 - Overall rate of D/F grades among undergraduates
- 2.4 - Overall withdrawal rate of undergraduate students
- 2.4 - Overall success rate of dual credit students\*
- 2.4 - Overall rate of D/F grades among dual credit students
- 2.4 - Overall withdrawal rate of dual credit students
- 2.4 - Number of certificates awarded\*
- 2.4 - Number of diplomas awarded\*
- 2.4 - Number of associate degrees awarded\*
- 2.4 - Fall to fall retention rate\*
- 2.4 - Graduation and transfer rate\*
- 2.4 - Workforce placement rate of CTE graduates\*
- 2.4 - Percent of students who completed all developmental coursework
- 2.4 - Percent of credit hours attempted in the first term that were successfully completed
- 2.5 - CCSSE Benchmark for Support for Learners
- 2.7 - Percent of federal work study funds expended
- 2.8 - Number of student athletes enrolled
- 2.9 - Percent of undergraduates on the Dean's List
- 2.9 - Percent of students graduating with honors
- 2.10 - Number of students who actively participate in wellness activities
- 2.11 - Enrollment in World Denizen courses

## Goal 3 – Communication and Public Awareness (see page 9)

- 3.1 - Number of unique pageviews of home page
- 3.5 - Number of clicks from home to Explore
- 3.5 - Number of clicks from home to Visit
- 3.5 - Number of clicks from home to Apply
- 3.5 - Engagement rate with Facebook
- 3.5 - Engagement rate with Instagram
- 3.5 - Engagement rate with LinkedIn
- 3.5 - Engagement rate with Twitter
- 3.5 - Number of prospects identified from 'Choose SCC' microsite
- 3.5 – Admit rate of prospects identified by the 'Choose SCC' microsite

## Goal 4 – Programming and Development (see page 10)

- 4.4 - Number of sections offered at Learning Centers
- 4.4 - Total enrollment at Learning Centers\*
- 4.8 - Percent of sections offered as web, hybrid, and other non-F2F
- 4.8 - Percent of enrollment in web courses

## Goal 5 – Employee Excellence (see page 11)

- 5.1 - Average number of qualified applicants per Arts & Sciences faculty position
- 5.1 - Average number of qualified applicants per Career Technical faculty position
- 5.1 - Average number of qualified applicants per support staff position
- 5.1 - Average number of qualified applicants per professional staff/administrative positions
- 5.1 - Index of employee diversity compared to service area
- 5.5 - Number of professional development offerings from HR<sup>2</sup>

## Goal 6 – Strategic Partnerships (see page 11)

- 6.1 - Percent of SCC service area high school seniors enrolled at SCC during the following academic year\*
- 6.1 - Percent of TCA seniors enrolled at SCC as an undergraduate the following academic year\*
- 6.1 - Percent of SENCAP/DCA seniors enrolled at SCC as an undergraduate the following academic year\*

<sup>2</sup> Not compiled for 2021-2022

\* This metric is a Key Performance Indicator (KPI)

### Goal 7 – Educational Environment (see page 12)

- 7.7 – Central IT expenditures per institutional FTE
- 7.7 - Percent of computers in fleet that are 4 year or under
- 7.7 - Percent of servers in fleet that are 7 years or under
- 7.7 - Average score from NIST self-assessment

### Goal 8 – Financial Strength (see page 13)

- 8.3 - CFI component: Primary Reserve Ratio
- 8.3 - CFI component: Return on Net Assets Ratio
- 8.3 - CFI component: Viability Ratio
- 8.3 - CFI component: Net Operating Revenues Ratio
- 8.3 - Amount of general funds reserved at end of fiscal year
- 8.4 - Amount of grant/contract awards
- 8.4 - Net assets of SCC Foundation
- 8.4 - Total expenditures for scholarships by SCC Foundation
- 8.4 - Fundraising, dollars donated to College and Foundation\*<sup>2</sup>
- 8.4 - Fundraising, number of donors to College and Foundation\*<sup>2</sup>
- 8.6 - Difference between actual and budgeted expenditures in the general fund
- 8.7 - Net profit(loss) for auxiliary services<sup>2</sup>

### Goal 9 – Organizational Climate (see page 14)

- 9.1 - Percent of employees who are faculty members
- 9.1 - Percent of faculty who are full-time
- 9.1 - Number of full-time positions filled
- 9.1 - Percent of full-time faculty who are 55+
- 9.1 - Average retirement age of full-time faculty



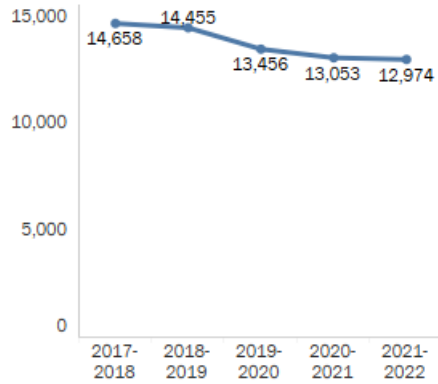
<sup>2</sup> Not compiled for 2021-2022

\* This metric is a Key Performance Indicator (KPI)

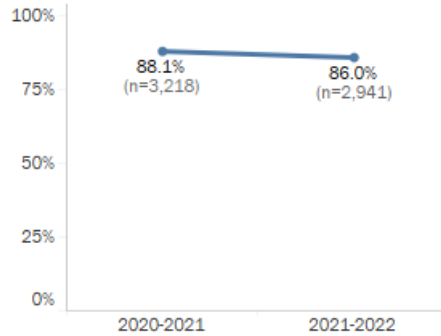


# Goal 1 Metrics

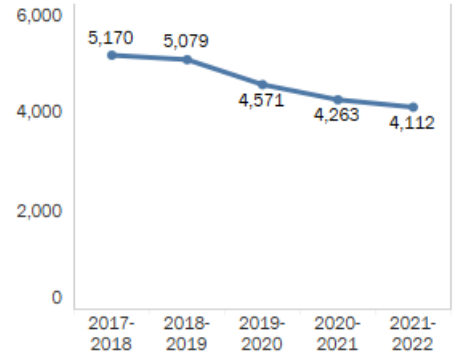
**Total undergraduate enrollment (1) KPI**



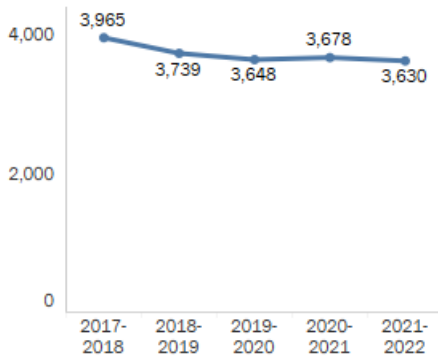
**Percent of first-term students who complete NSE (1.1)**



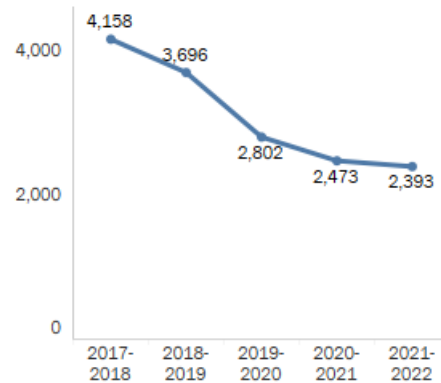
**Enrollment of Career/Technical students (1.3)**



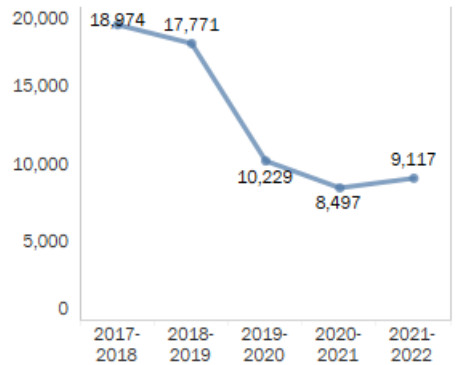
**Enrollment of Academic Transfer students (1.4)**



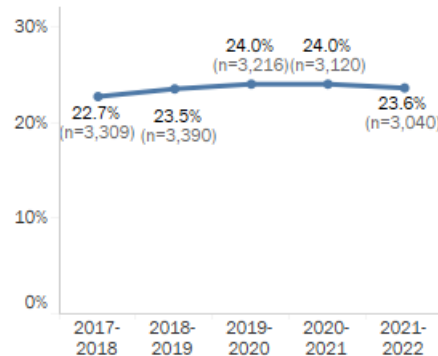
**Enrollment of undeclared students (1.4)**



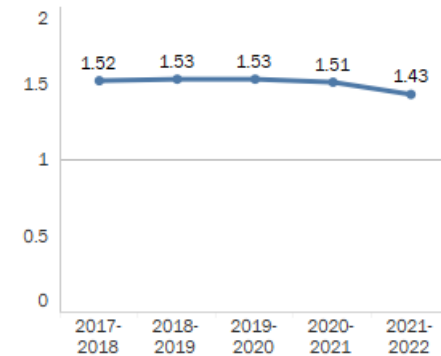
**Enrollment of Continuing Education Students (1.5) KPI**



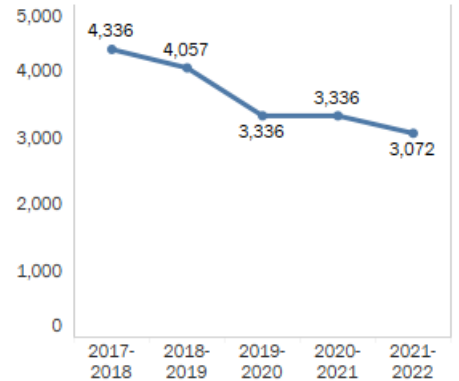
**Percent of undergraduate enrollment that is minority (1.6) KPI**



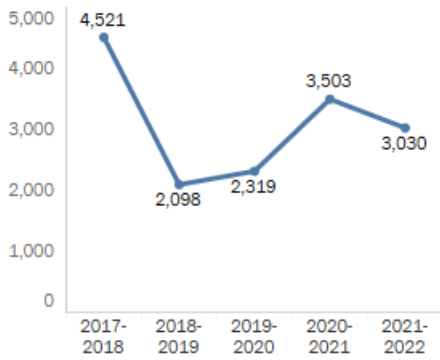
**Index of undergraduate population diversity compared to service area (1.6)**



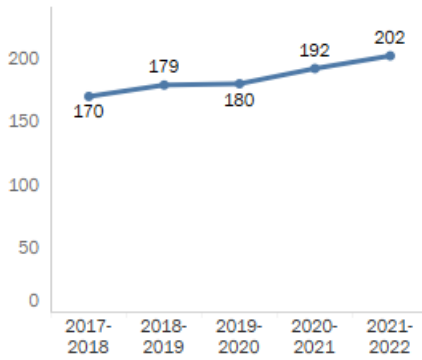
**Number of adult learners enrolled (1.6)**



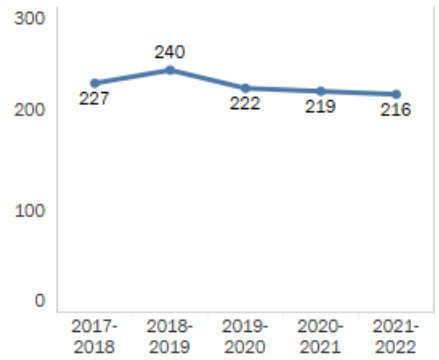
**Number of scholarships awarded by the SCC Educational Foundation (1.6)**



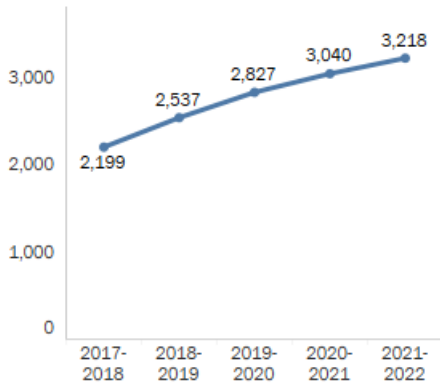
**Number of endowed scholarship programs (1.6)**



**Number of female students in STEM programs (1.7) KPI**



**Number of dual credit students (1.8) KPI**

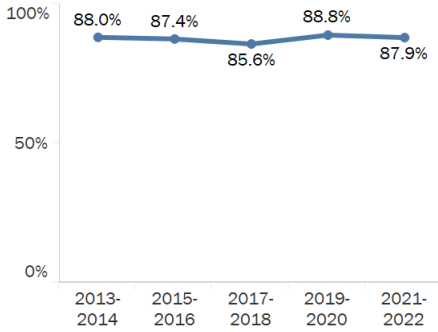


<sup>3</sup> All financial metrics – including number of scholarships awarded – are finalized in November after the audit has been completed.

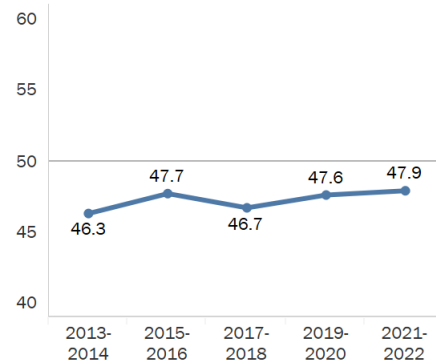


# Goal 2 Metrics

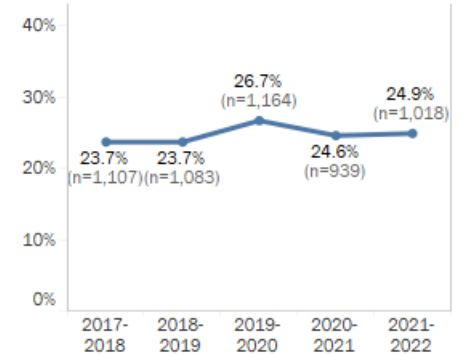
Percent of students who rated their overall educational experience as 'good' or 'excellent' (2.1)



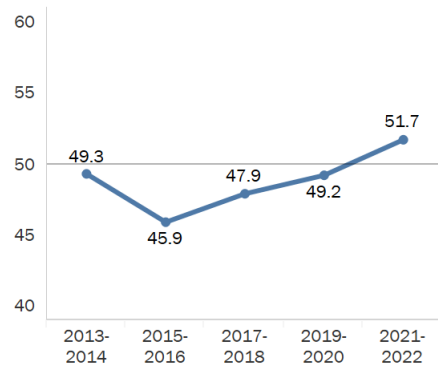
CCSSE Benchmark for Active and Collaborative Learning (2.1)



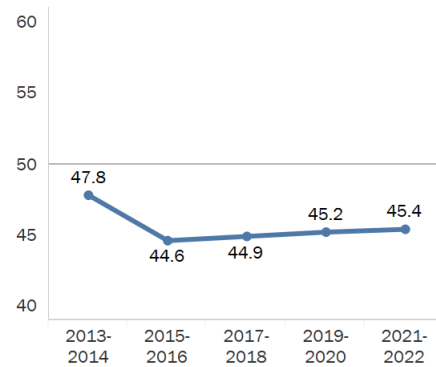
Percent of students who receive an F during their first term (2.2)



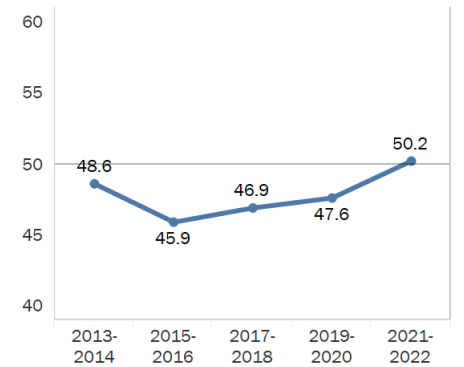
CCSSE Benchmark for Academic Challenge (2.3)



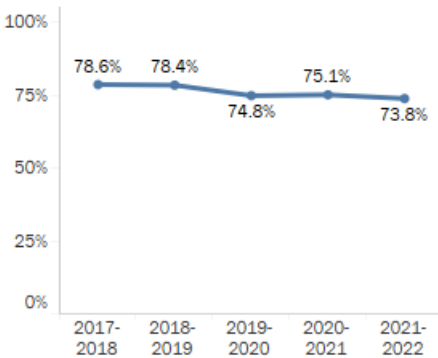
CCSSE Benchmark for Student Effort (2.3)



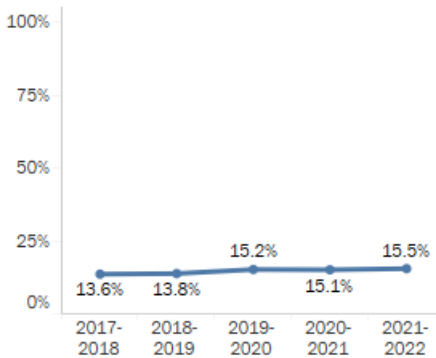
CCSSE Benchmark for Student-Faculty Interaction (2.3)



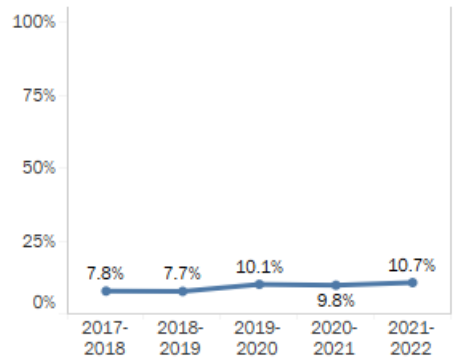
Overall success rate of undergraduate students (2.4) KPI



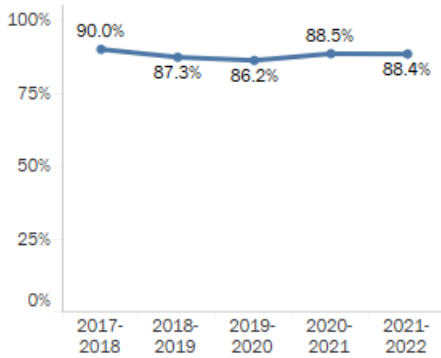
Overall rate of D/F grades among undergraduates (2.4)



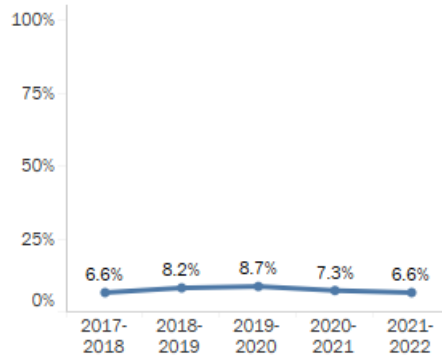
Overall withdrawal rate of undergraduate students (2.4)



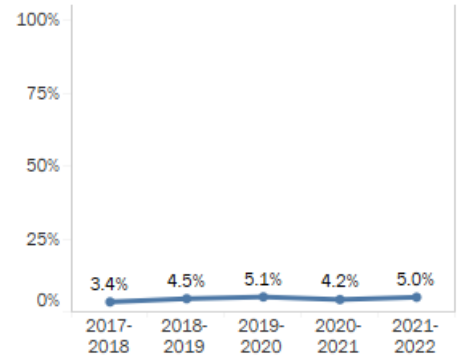
**Overall success rate of dual credit students (2.4) KPI**



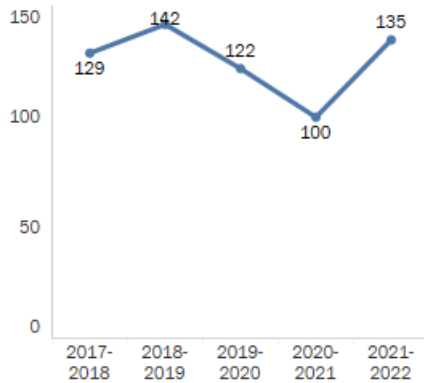
**Overall rate of D/F grades among dual credit students (2.4)**



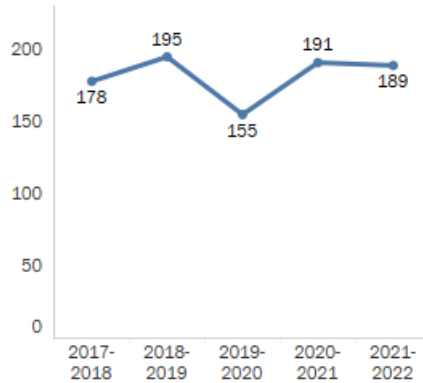
**Overall withdrawal rate of dual credit students (2.4)**



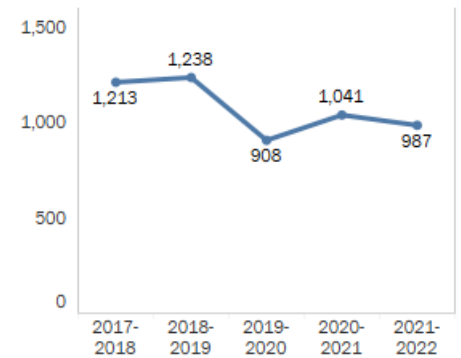
**Number of certificates awarded (2.4) KPI**



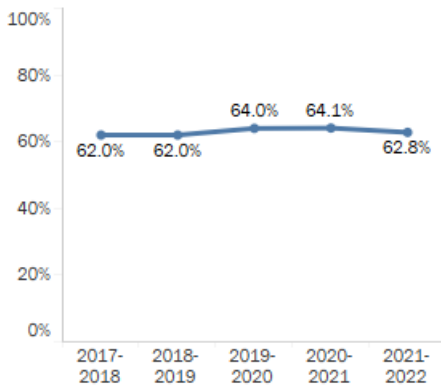
**Number of diplomas awarded (2.4) KPI**



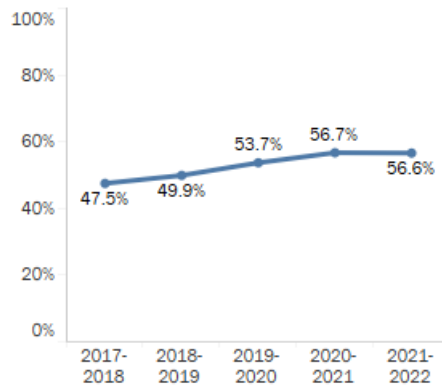
**Number of associate degrees awarded (2.4) KPI**



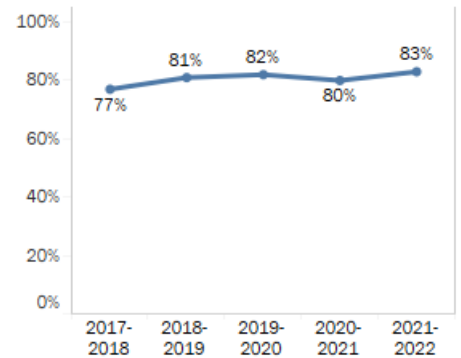
**Fall to fall retention rate (2.4) KPI**



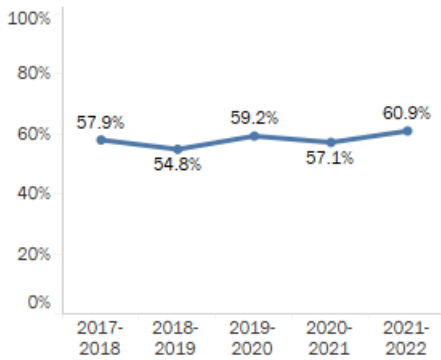
**Graduation and transfer rate (2.4) KPI**



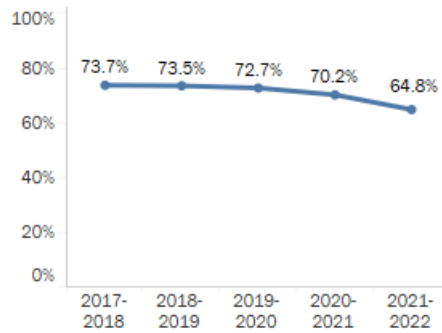
**Workforce placement rate of Career/Technical graduates (2.4) KPI**



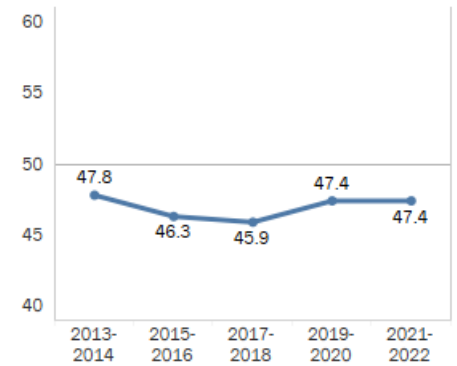
**Percent of students who completed all developmental coursework (2.4)**



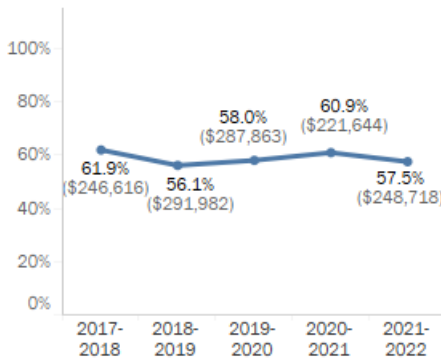
**Percent of credit hours attempted in the first term that were successfully completed (2.4)**



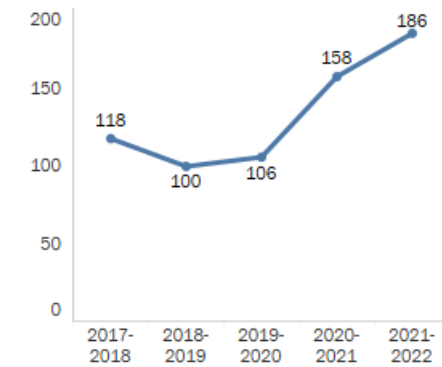
**CCSSE Benchmark for Support for Learners (2.5)**



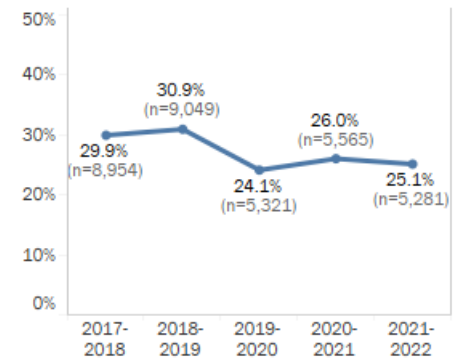
**Percent of federal work study funds expended (2.7)**



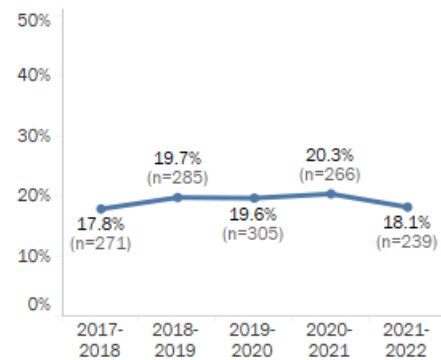
**Number of student athletes enrolled (2.8)**



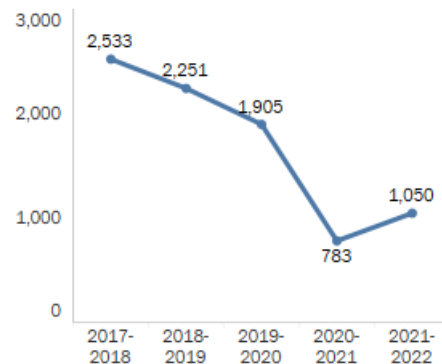
**Percent of undergraduates on the Dean's List (2.9)**



**Percent of students graduating with honors (2.9)**



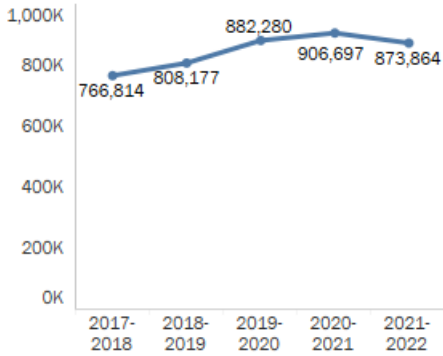
**Number of students who actively participate in wellness activities (2.10)**



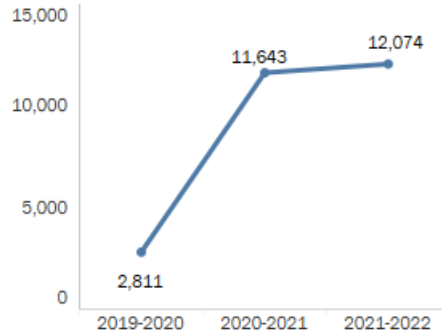


# Goal 3 Metrics

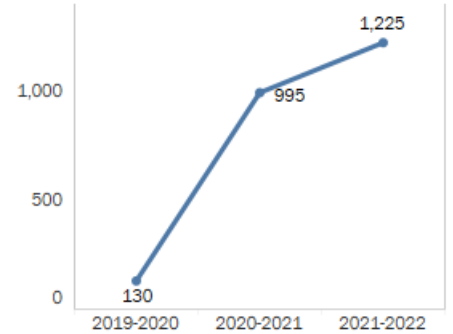
**Number of unique pageviews of home page (3.1)**



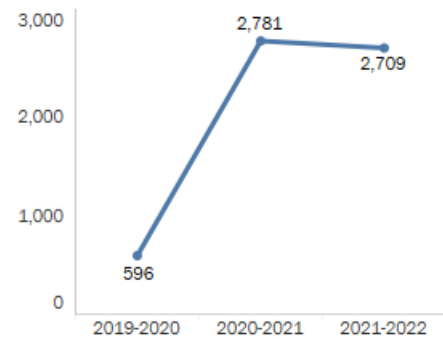
**Number of clicks from home to Explore (3.5)**



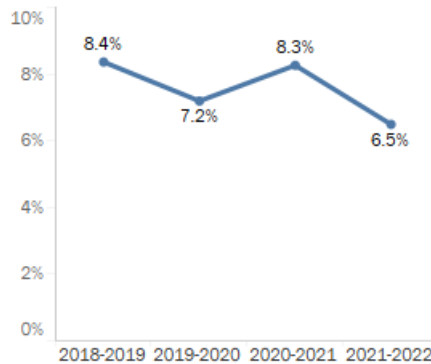
**Number of clicks from home to Visit (3.5)**



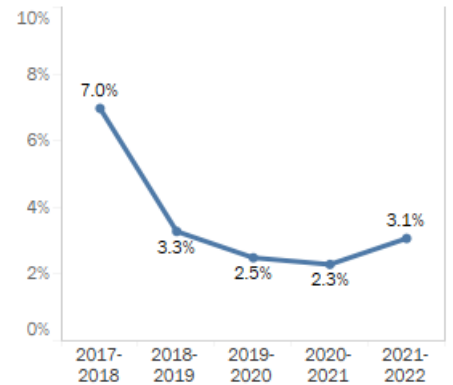
**Number of clicks from home to Apply (3.5)**



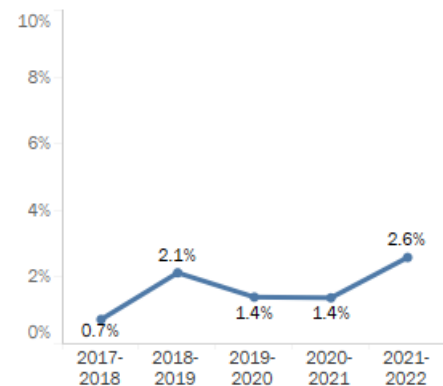
**Engagement rate with Facebook (3.5)**



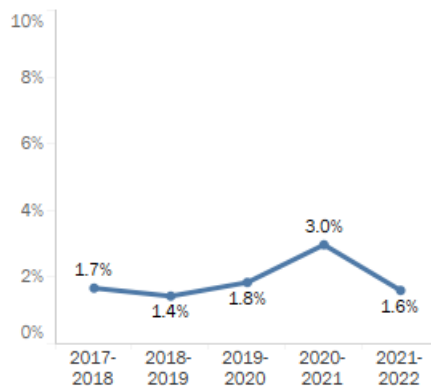
**Engagement rate with Instagram (3.5)**



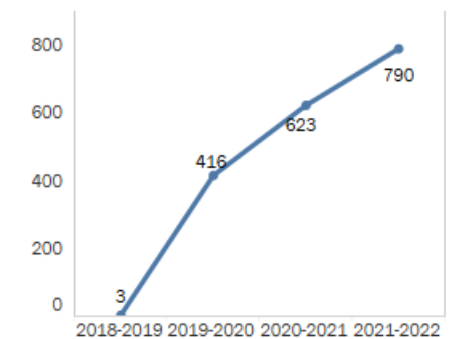
**Engagement rate with LinkedIn (3.5)**



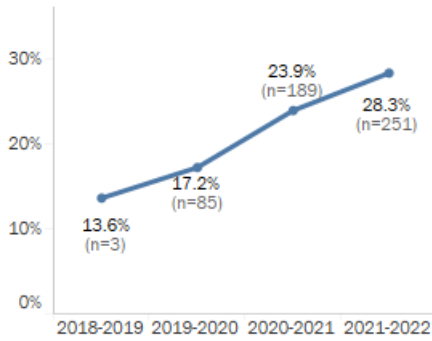
**Engagement rate with Twitter (3.5)**



**Number of prospects identified from 'Choose SCC' microsite (3.5)**

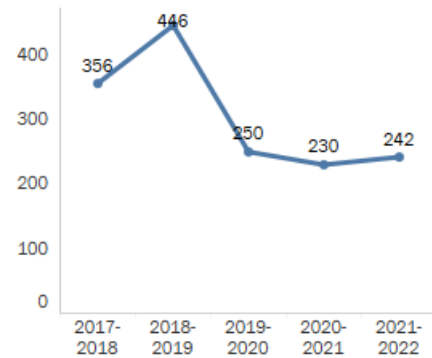


**Admit rate of prospects identified by the 'Choose SCC' microsite (3.5)**

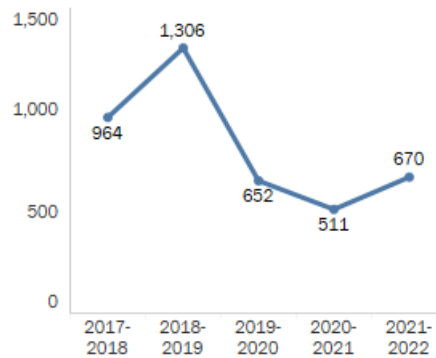


## Goal 4 Metrics

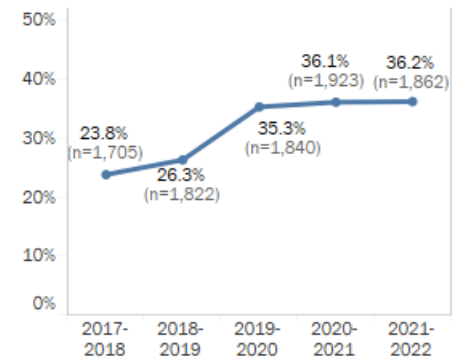
**Number of sections offered at Learning Centers (4.4)**



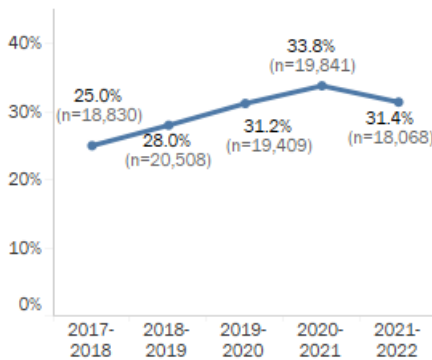
**Total enrollment at Learning Centers (4.4) KPI**



**Percent of sections offered as web, hybrid, and other non-F2F (4.8)**



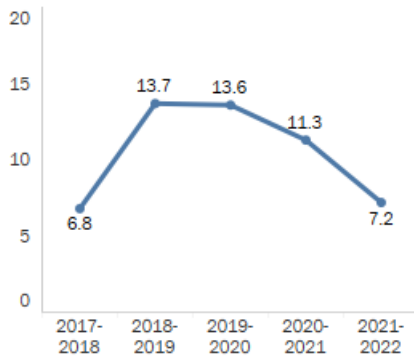
**Percent of enrollment in web courses (4.8)**



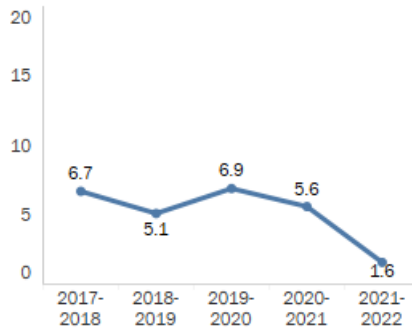


## Goal 5 Metrics

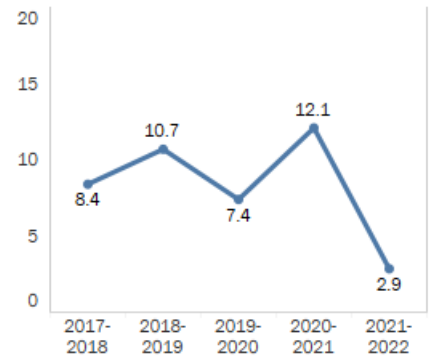
Average number of qualified applicants per Arts & Sciences faculty position (5.1)



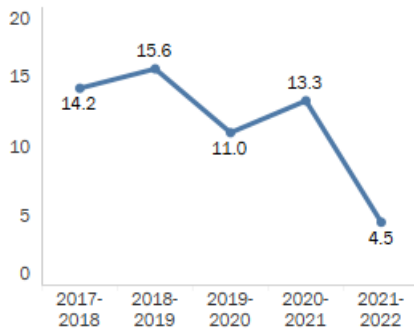
Average number of qualified applicants per Career Technical faculty position (5.1)



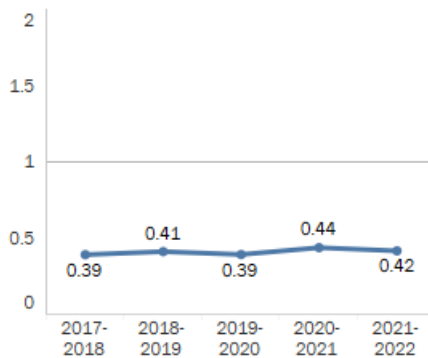
Average number of qualified applicants per support staff position (5.1)



Average number of qualified applicants per professional staff/administrative positions (5.1)

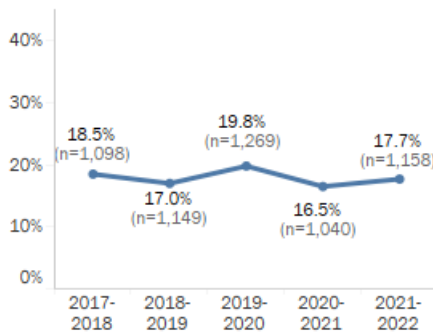


Index of employee diversity compared to service area (5.1)

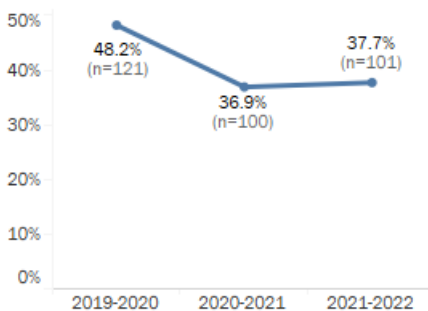


## Goal 6 Metrics

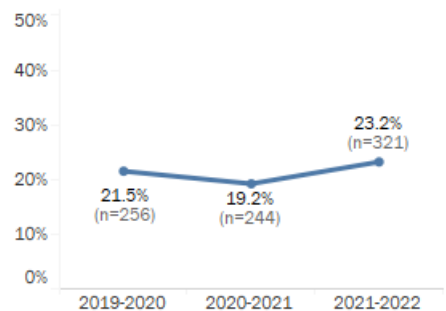
Percent of SCC service area high school seniors who enrolled at SCC during the following academic year (6.1) KPI



Percent of TCA seniors who enrolled at SCC the following academic year (6.1) KPI



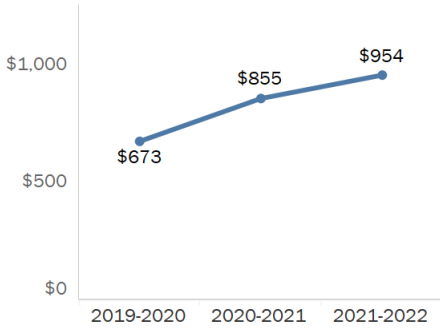
Percent of SENCAP/DCA seniors who enrolled at SCC the following academic year (6.1) KPI



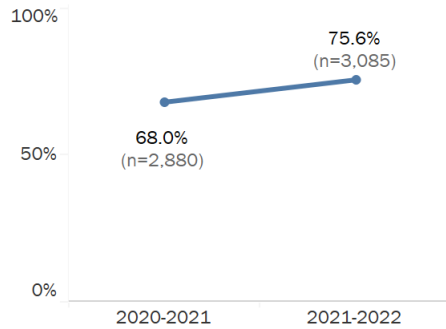


# Goal 7 Metrics

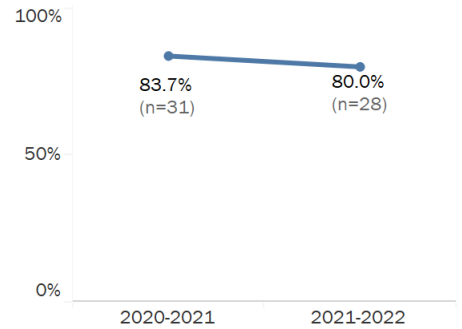
Central IT expenditures per Institutional FTE (7.7)



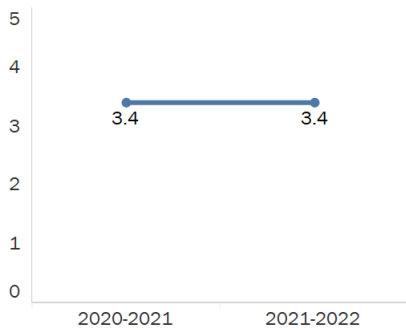
Percent of computers in fleet that are 4 year or under (7.7)



Percent of servers in fleet that are 7 years or under (7.7)



Average score from NIST self-assessment (7.7)

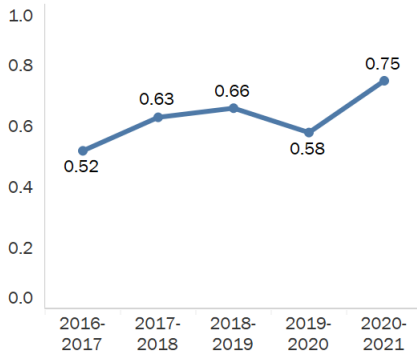




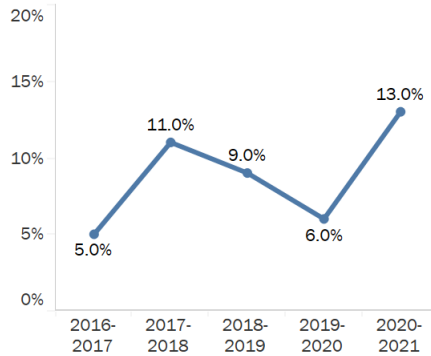
# Goal 8 Metrics

All financial metrics are finalized in November after the audit has been completed or the following March when the HLC Institutional Update is submitted.

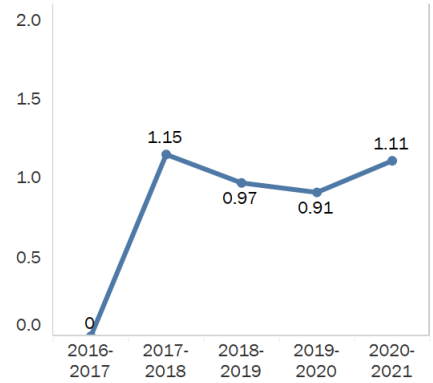
CFI component: Primary Reserve Ratio (8.3)



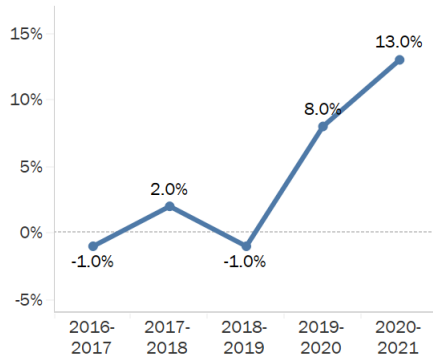
CFI component: Return on Net Assets Ratio (8.3)



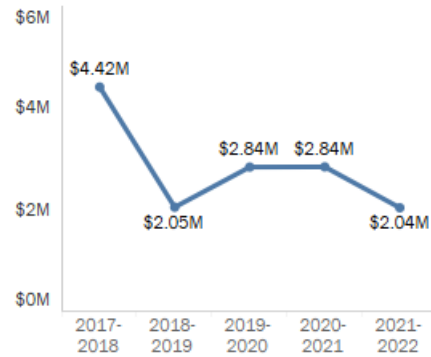
CFI component: Viability Ratio (8.3)



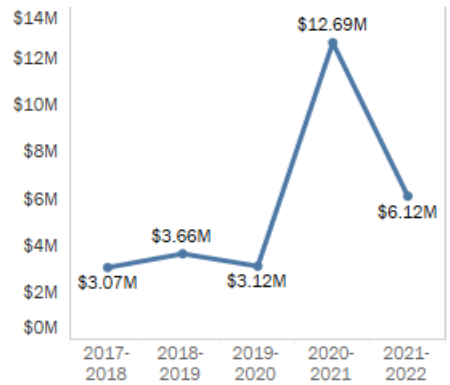
CFI component: Net Operating Revenues Ratio (8.3)



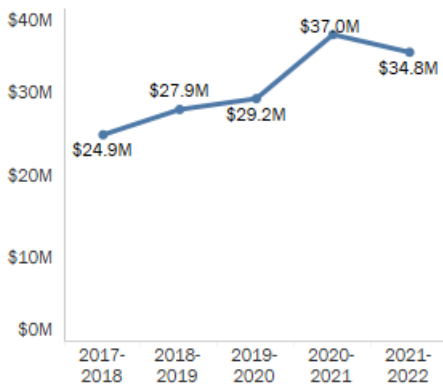
Amount of general funds reserved at end of fiscal year (8.3)



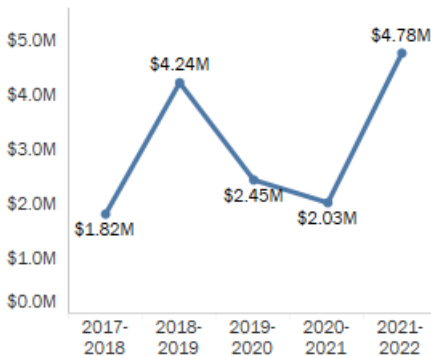
Amount of grant/contract awards (8.4)



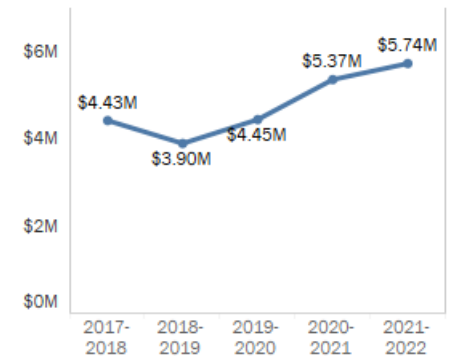
Net assets of SCC Foundation (8.4)



Total expenditures for scholarships by SCC Foundation (8.4)



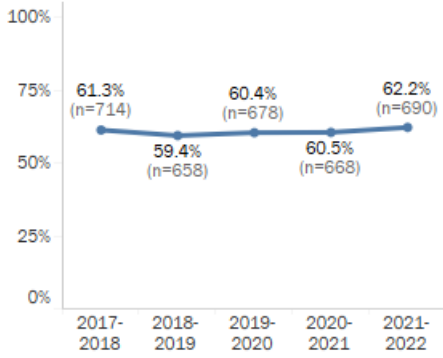
Difference between actual and budgeted expenditures in the general fund (8.6)



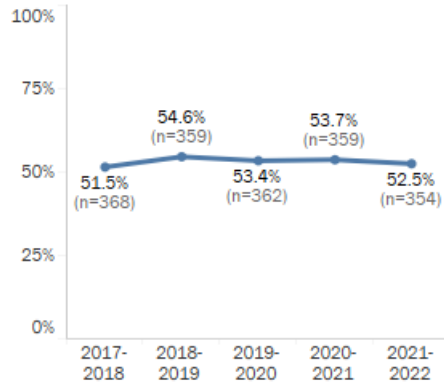


# Goal 9 Metrics

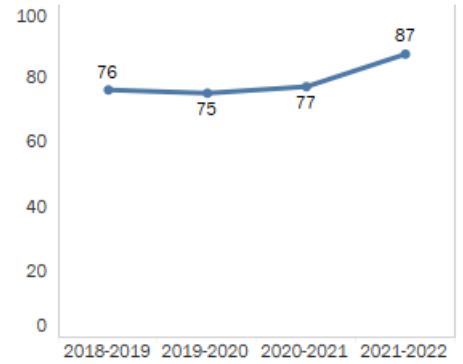
**Percent of employees who are faculty members (9.1)**



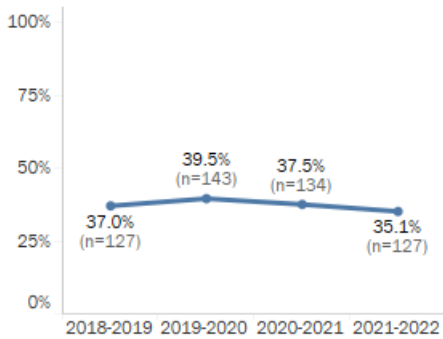
**Percent of faculty who are full-time (9.1)**



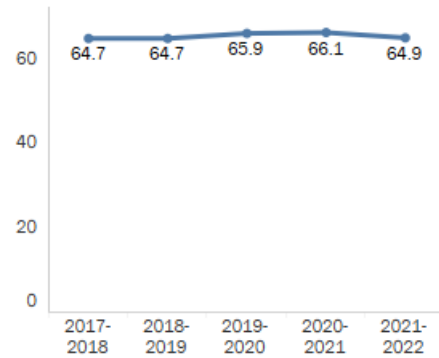
**Number of full-time positions filled (9.1)**



**Percent of full-time faculty who are 55+ (9.1)**



**Average retirement age of full-time faculty (9.1)**



# Sources and Definitions



## Goal 1 – Enrollment Growth

Objective	Metric	Data Source	Last updated	Definition	KPI
1.0	Total undergraduate enrollment	Zogotech <sup>4</sup>	8/22/2022	Total unique enrollment of undergraduate students during an academic year, including dual credit students.	Yes
1.1	Percent of first-term students who complete New Student Enrollment (NSE)	Office of Advising	8/22/2022	Percent of degree-seeking students who are either in their first term at SCC or returning after at least a year away who complete NSE in the specified academic year.	.
1.3	Enrollment of Career/Technical students	Zogotech	8/22/2022	The number of students enrolled with a major of in one of the career/technical programs.	.
1.4	Enrollment of Academic Transfer students	Zogotech	8/22/2022	The number of students enrolled in undergraduate courses with a major of Academic Transfer (not including dual-credit students).	.
1.4	Enrollment of undeclared students	Zogotech	8/22/2022	The number of students enrolled in undergraduate courses who do not have a declared major (not including dual-credit).	.
1.5	Enrollment of Continuing Education Students	Zogotech	8/22/2022	The unduplicated number of individuals enrolled in non-credit Continuing Education courses.	Yes
1.6	Percent of undergraduate enrollment that is minority	Zogotech	8/22/2022	Percent of undergraduates who are students of color, including dual credit students	Yes
1.6	Index of undergraduate population diversity compared to service area	Zogotech; U.S. Census Bureau	8/22/2022	Diversity of undergraduate student body during an academic year as compared to diversity of the service area as estimated by the U.S. Census Bureau. A value of 1.0 indicates that the student population is as diverse as the service area. Values above 1.0 indicates the student body is more diverse than the service area.	.
1.6	Number of adult learners enrolled	Zogotech	8/22/2022	Unique count of students age 25 or over who are enrolled at SCC in an undergraduate course	.
1.6	Number of scholarships awarded by the SCC Educational Foundation	SCC Educational Foundation	11/15/2021	Number of scholarships awarded by the SCC Foundation during a fiscal year. If a student receives a scholarship in each term of an academic year, that student will be represented twice.	.
1.6	Number of endowed scholarship programs	SCC Educational Foundation	8/22/2022	Number of endowed scholarship programs available to students at the end of the fiscal year	.
1.7	Number of female students in STEM programs	Zogotech	8/22/2022	Number of female students in programs that are identified as STEM during an academic year	Yes
1.8	Number of dual credit students	Zogotech	8/22/2022	Unique count of high school students enrolled as dual credit students during an academic year	Yes

<sup>4</sup> Zogotech is the name of the SCC data warehouse. It contains a wide variety of data that is updated nightly from Colleague.



## Goal 2 – Student Success

Objective	Metric	Data Source	Last updated	Definition	KPI
2.1	Percent of students who rated their overall educational experience as 'good' or 'excellent'	CCSSE reports	8/22/2022	Percent of students who responded to the CCSSE survey who rated their overall educational experience at SCC as 'good' or 'excellent' (and thus neither 'fair' nor 'poor').	.
2.1	CCSSE Benchmark for Active and Collaborative Learning	CCSSE reports	8/22/2022	Overall score for CCSSE benchmark of Active and Collaborative Learning. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance.	.
2.2	Percent of students who receive an F during their first term	Zogotech	8/22/2022	Percent of undergraduate students (not including dual credit students) who received a grade of 'F' or 'NP' in a credit course in their first term attending SCC.	.
2.3	CCSSE Benchmark for Academic Challenge	CCSSE reports	8/22/2022	Overall score for CCSSE benchmark of Academic Challenge. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance.	.
2.3	CCSSE Benchmark for Student Effort	CCSSE reports	8/22/2022	Overall score for CCSSE benchmark of Student Effort. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance.	.
2.3	CCSSE Benchmark for Student-Faculty Interaction	CCSSE reports	8/22/2022	Overall score for CCSSE benchmark of Student-Faculty Interaction. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance.	.
2.4	Overall success rate of undergraduate students	Zogotech	8/22/2022	Percent of grades earned by undergraduate students (not including dual credit students) that were successful (A, B, C, P) compared to the total number of grades earned	Yes
2.4	Overall rate of D/F grades among undergraduates	Zogotech	8/22/2022	Percent of grades earned by undergraduate students (not including dual credit students) that were unsuccessful (D, F, NP) compared to the total number of grades earned	.
2.4	Overall withdrawal rate of undergraduate students	Zogotech	8/22/2022	Percent of grades of W earned by undergraduate students (not including dual credit students) compared to the total number of grades earned	.
2.4	Overall success rate of dual credit students	Zogotech	8/22/2022	Percent of grades earned by dual credit students that were successful (A, B, C, P) compared to the total number of grades earned	Yes
2.4	Overall rate of D/F grades among dual credit students	Zogotech	8/22/2022	Percent of grades earned by dual credit students that were unsuccessful (D, F, NP) compared to the total number of grades earned	.



Objective	Metric	Data Source	Last updated	Definition	KPI
2.4	Overall withdrawal rate of dual credit students	Zogotech	8/22/2022	Percent of grades of W earned by dual credit students compared to the total number of grades earned	.
2.4	Number of certificates awarded	Zogotech	8/22/2022	Number of certificates awarded during the academic year	Yes
2.4	Number of diplomas awarded	Zogotech	8/22/2022	Number of diplomas awarded during the academic year	Yes
2.4	Number of associate degrees awarded	Zogotech	8/22/2022	Number of associate degrees (AA, AS, AAS, AOS) awarded during the academic year	Yes
2.4	Fall to fall retention rate	IPEDS Fall Enrollment	8/22/2022	Percent of full-time students from the previous fall term cohort who are still enrolled or have completed their program (as defined by the U.S. Dept. of Education). The value for 2021-2022 in this report does not match that reported to IPEDS due to a mistake on the initial cohort submitted to IPEDS. The value in this report is correct.	Yes
2.4	Graduation and transfer rate	IPEDS Graduation Rates	8/22/2022	Percent of students who either graduated from SCC or transferred to another college or university in three years (or 150% of normal time).	Yes
2.4	Workforce placement rate of Career/Technical graduates	Graduate Reports	8/22/2022	Percent of graduates from career/technical programs who indicated they were employed at the time of or shortly after their graduation.	Yes
2.4	Percent of students who completed all developmental coursework	VFA	8/22/2022	Percent of students who attempted at least one developmental course as reported to VFA from the First time in College cohort.	.
2.4	Percent of credit hours attempted in the first term that were successfully completed	VFA	8/22/2022	Percent of credits attempted by students (fall or summer cohort) completed with a grade of C or better as reported to VFA	.
2.5	CCSSE Benchmark for Support for Learners	CCSSE reports	8/22/2022	Overall score for CCSSE benchmark of Support for Learners. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance.	.
2.7	Percent of federal work study funds expended	FISAP reports <sup>5</sup>	10/3/2022	Percent of federal work study funds expended by SCC out of total Federal work study funds authorized to SCC.	.
2.8	Number of student athletes enrolled	Toni Landenberger	8/22/2022	The number of students who participate in collegiate athletics in an academic year	.
2.9	Percent of undergraduates on the Dean's List	Zogotech	8/22/2022	Percent of students on the Dean's list during the academic year. Students on the Dean's list in multiple terms will be counted separately for each term	.
2.9	Percent of students graduating with honors	Informer Report titled 'Graduate List'	8/22/2022	The percent of graduates who graduated with 'distinction' or 'high distinction'	.

<sup>5</sup> The FISAP reports are not finalized until several months after the end of the fiscal year.

Objective	Metric	Data Source	Last updated	Definition	KPI
2.10	Number of students who actively participate in wellness activities	Informer Report titled 'Scanner activity by date'; Zogotech	8/22/2022	Unduplicated count of students who swiped in to a SCC wellness center or event during an academic year	.
2.11	Enrollment in World Denizen courses	Zogotech	8/22/2022	Number of students enrolled in World Denizen courses. More information available at <a href="https://www.southeast.edu/student-world-denizen-project/">https://www.southeast.edu/student-world-denizen-project/</a>	.



### Goal 3 – Communication and Public Awareness

Objective	Metric	Data Source	Last updated	Definition	KPI
3.1	Number of unique pageviews of home page	GoogleAnalytics	8/22/2022	Unique pageviews of the home page of the SCC website. As defined by Google, Unique Pageviews is the number of sessions during which the specified page was viewed at least once.	.
3.5	Number of clicks from home to Explore	GoogleAnalytics	8/22/2022	Number of visits to SCC home page that clicked through to the Explore content at <a href="https://www.southeast.edu/academics/">https://www.southeast.edu/academics/</a>	.
3.5	Number of clicks from home to Visit	GoogleAnalytics	8/22/2022	Number of visits to SCC home page that clicked through to the Visit content at <a href="https://www.southeast.edu/visitscc/">https://www.southeast.edu/visitscc/</a>	.
3.5	Number of clicks from home to Apply	GoogleAnalytics	8/22/2022	Number of visits to SCC home page that clicked through to the Apply content at <a href="https://www.southeast.edu/applynow/">https://www.southeast.edu/applynow/</a>	.
3.5	Number of clicks from home to Donate	GoogleAnalytics	-	Number of visits to SCC home page that clicked through to the Donate content at <a href="https://www.southeast.edu/sccdonate/">https://www.southeast.edu/sccdonate/</a> . <i>Coming in the 2022-2023 report</i>	.
3.5	Engagement rate with Facebook	SCC Public Information	8/22/2022	The total number of interactions SCC content receives on Facebook divided by total number of followers, multiplied by 100.	.
3.5	Engagement rate with Instagram	SCC Public Information	8/22/2022	The total number of interactions SCC content receives on Instagram divided by total number of followers, multiplied by 100.	.
3.5	Engagement rate with LinkedIn	SCC Public Information	8/22/2022	The total number of interactions SCC content receives on LinkedIn divided by total number of followers, multiplied by 100.	.
3.5	Engagement rate with Twitter	SCC Public Information	8/22/2022	The total number of interactions SCC content receives on Twitter divided by total number of followers, multiplied by 100.	.
3.5	Number of prospects identified from the 'Choose SCC' microsite	CRM Recruit	8/22/2022	Unique prospects, as identified by email addresses, from the 'Choose SCC' microsite at <a href="https://www.choosesc.com/">https://www.choosesc.com/</a>	.
3.5	Admit rate of prospects identified by the 'Choose SCC' microsite	CRM Recruit	8/22/2022	Percent of prospects identified through the 'Choose SCC' microsite who move on to be admitted to a program at SCC.	.



## Goal 4 – Programming and Development

Objective	Metric	Data Source	Last updated	Definition	KPI
4.4	Number of sections offered at Learning Centers	Zogotech	8/22/2022	The number of credit and non-credit courses offered at the six SCC Learning Centers.	.
4.4	Total enrollment at Learning Centers	Zogotech	8/22/2022	Total enrollment in courses offered at the six Learning Centers.	Yes
4.8	Percent of sections offered as web, hybrid, and other non-F2F	Zogotech	8/22/2022	Percent of course sections that are offered via web, hybrid, synchronous learning methods, or other non face-to-face methods	.
4.8	Percent of enrollment in web courses	Zogotech	8/22/2022	Percent of undergraduate enrollment in courses that were offered via web.	.



## Goal 5 – Employee Excellence

Objective	Metric	Data Source	Last updated	Definition	KPI
5.1	Average number of qualified applicants per Arts & Sciences faculty position	Human Resources	8/22/2022	Average number of applicants that meet minimum qualifications for each Arts & Sciences faculty position search during the fiscal year	.
5.1	Average number of qualified applicants per Career Technical faculty position	Human Resources	8/22/2022	Average number of applicants that meet minimum qualifications for each Career Technical faculty position search during the fiscal year	.
5.1	Average number of qualified applicants per support staff position	Human Resources	8/22/2022	Average number of qualified applicants for support staff positions (N12 and higher) involved in a search during the fiscal year	.
5.1	Average number of qualified applicants per professional staff/administrative positions	Human Resources	8/22/2022	Average number of qualified applicants per professional staff/administrative positions involved in a search during the fiscal year	.
5.1	Index of employee diversity compared to service area	IPEDS HR; U.S. Census Bureau	8/22/2022	Diversity of full-time regular employees in fall term as compared to diversity of the service area as estimated by the U.S. Census Bureau. A value of 1.0 indicates that the employee population is as diverse as the service area. Values below 1.0 indicate the employee population is less diverse.	.
5.5	Number of professional development offerings by HR	Human Resources	8/22/2022	<i>Definition and data source not yet finalized.</i>	.



## Goal 6 – Strategic Partnerships

Objective	Metric	Data Source	Last updated	Definition	KPI
6.1	Percent of SCC service area high school seniors who enrolled at SCC during the following academic year	Zogotech; Nebraska Department of Education	8/22/2022	Percent of high school seniors from the 15-county service area who attended SCC during the following year	Yes
6.1	Percent of TCA seniors who enrolled at SCC as an undergraduate the following year	Zogotech	8/22/2022	Percent of TCA seniors who enrolled at SCC as an undergraduate student in the following academic year. The year provided in data represents the academic year they enrolled as an undergraduate (not the year they were high school seniors).	Yes
6.1	Percent of SENCAP/DCA seniors who enrolled at SCC as an undergraduate the following year	Zogotech	8/22/2022	Percent of SENCAP/DCA seniors who enrolled at SCC as an undergraduate student in the following academic year. The year provided in data represents the academic year they enrolled as an undergraduate (not the year they were high school seniors).	Yes



## Goal 7 – Educational Environment

Objective	Metric	Data Source	Last updated	Definition	KPI
7.7	Central IT expenditures per FTE	Educause	8/22/2022	Total amount of funds that central IT spent during the fiscal year excluding all depreciation and amortization expenses per institutional FTE (i.e., student and employee; as reported to Educause).	.
7.7	Percent of computers in fleet that are 4 year or under	Information Technology	8/22/2022	Percent of all computers that are currently used in college operations including check out machines available for use that are no more than four years old.	.
7.7	Percent of servers in fleet that are 7 years or under	Information Technology	8/22/2022	Percent of all servers that are currently used in college operations that are no more than seven years old.	.
7.7	Average score from NIST self-assessment	Information Technology	8/22/2022	The National Institute of Standards and Technology (NIST) provides a self-assessment tool to help organizations understand the effectiveness of their cybersecurity risk management efforts and identify improvement opportunities in overall organizational performance. The assessment covers 110 individual criteria across 5 framework areas and is based on a standard 5 point scale with 5 being fully implemented protective measures to 0 being no protective measures implemented. This metric is the average score reported by SCC across all items.	.



## Goal 8 – Financial Strength

Objective	Metric	Data Source	Last updated	Definition	KPI
8.3	CFI component: Primary Reserve Ratio <sup>6</sup>	HLC Institutional Update	11/15/2021	This ratio identifies the college's financial strength and flexibility by identifying how long the college can function by using reserves without the generation of any new net assets. It is calculated as EXPENDABLE NET ASSETS / TOTAL EXPENSES	.
8.3	CFI component: Return on Net Assets Ratio	HLC Institutional Update	11/15/2021	The ratio measures whether the organization is financially better off than in the previous year by measuring total economic return or the level of change in total net assets. This ratio is the most comprehensive measure of growth or decline in wealth over time. It is calculated as CHANGE IN NET ASSETS / TOTAL NET ASSETS AT BEGINNING OF YEAR	.
8.3	CFI component: Viability Ratio	HLC Institutional Update	11/15/2021	This ratio addresses the question of whether financial resources are being strategically managed to advance the mission of the institution. It measures expendable resources that are available to cover debt obligations and generally is regarded as governing an institution's ability to assume new debt. It is calculated as EXPENDABLE NET ASSETS / LONG-TERM DEBT	.
8.3	CFI component: Net Operating Revenues Ratio	HLC Institutional Update	11/15/2021	This ratio indicates if an institution is living within its available resources. Institutions need to generate some level of surplus over long periods of time because operations are one source for reinvestment in future initiatives. It is calculated as (OPERATING INCOME + NET NON-OPERATING REVENUES) / (OPERATING REVENUES + NON-OPERATING REVENUES)	.
8.3	Amount of general funds reserved at end of fiscal year	Financial audit statements	11/15/2021	The amount added to cash reserves as an annual, one-time activity and reported on 'Schedules of General Fund Revenues Budgetary Basis' in financial audit report.	.
8.4	Amount of grant/contract awards	Resource Development	11/15/2021	Amount of grant dollars awarded to SCC during fiscal year. Does not include awards from Pell Grant Program, Federal Direct Loan or Federal Work-Study Program.	.
8.4	Net assets of SCC Foundation	Foundation Financial Audit Reports	11/15/2021	Total net assets of SCC Foundation at the end of the fiscal year.	.
8.4	Total expenditures for scholarships by SCC Foundation	Foundation Financial Audit Reports	11/15/2021	Total expenditures for scholarships by SCC Foundation in a fiscal year.	.
8.4	Fundraising, dollars donated to College and Foundation	Raiser's Edge	-	<i>Not yet available. Software implementation in progress.</i>	Yes
8.4	Fundraising, number of donors to College and Foundation	Raiser's Edge	-	<i>Not yet available. Software implementation in progress.</i>	Yes

<sup>6</sup> The HLC Institutional Update, which serves as the source for CFI component data, is not submitted until the March after the close of the fiscal year.

Objective	Metric	Data Source	Last updated	Definition	KPI
8.6	Difference between actual and budgeted expenditures in general fund	Financial Audit Reports	11/15/2021	Difference between the budgeted and actual expenditures in the general fund for a fiscal year as reported in the financial statements. Positive numbers indicate expenditures were lower than budget.	.
8.7	Net profit(loss) for auxiliary services	Administrative Services	-	<i>Definition and data source not yet finalized.</i>	.



## Goal 9 – Organizational Climate

Objective	Metric	Data Source	Last updated	Definition	KPI
9.1	Percent of employees who are faculty members	IPEDS HR	8/22/2022	As reported to IPEDS during the fall term, percent of all SCC employees who are categorized as "Instructional Staff". Instructional Staff includes both full-time and adjunct faculty members.	.
9.1	Percent of faculty who are full-time	IPEDS HR	8/22/2022	As reported to IPEDS during the fall term, percent of all SCC faculty who are in full-time positions.	.
9.1	Number of full-time positions filled	Human Resources	8/22/2022	Number of full-time positions filled during a fiscal year. The reporting year runs from July 1 through June 30.	.
9.1	Percent of full-time faculty who are 55+	Source file for IPEDS HR	8/22/2022	The percent of full-time faculty members who were 55 or older on November 1 of each academic year.	.
9.1	Average retirement age of full-time faculty	Human Resources	8/22/2022	Average age of faculty members who retired in previous fiscal year. The reporting year runs from July 1 through June 30.	.