Well, it’s been some time since we sent around a newsletter. We have been working so hard to build up your district’s capacity for research and access to data. We have changed our name and added some members to our team. We are almost ready for prime time! There is so much to share since our last publication and we are still in process, so bear with us. In this issue, we will share with you how the district has been preparing for the new statewide student success initiative, updates to our reporting portal, and much, much more. We truly hope you enjoy it.

Welcome Back and Pardon our Dust...

By Interim Vice Chancellor Tamela H. Hawley

Enrollment Briefing
By Joyce Lui, Campus Based Researcher

For the San Jose Evergreen Community College District, enrollment management is discussed frequently and identified as critical to academic affairs, student services, and administrative services. One of the most important aspects of enrollment management is to understand our past enrollments and be able to plan ahead for our students.

In this issue...
⇒ VIESS Comments
⇒ Data Point
⇒ Enrollment Briefing
⇒ Student Success Talk
⇒ Ask a Data Nerd
⇒ What’s New?
⇒ Strategic Planning

In the last five years, the enrollment for the district has decreased by 18.28%. In the same time period, Evergreen Valley College and San Jose City College’s enrollment has decreased by 11.57% and 23.62% respectively.

<table>
<thead>
<tr>
<th></th>
<th>District</th>
<th>EVC</th>
<th>SJCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment Change</td>
<td>-18.28%</td>
<td>-11.57%</td>
<td>-23.62%</td>
</tr>
<tr>
<td>from 2009-2013</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
You may have already heard we are now The Office of Institutional Effectiveness & Student Success (IESS). Not only do we have a new name but new staff as well. Meet our two new Campus Based Researchers and when you see them on campus stop by and say hello.

Ying-Fang Chen, Ph.D was born and raised in Taiwan. She received her Ph.D. degree in Measurement, Statistics and Evaluation from the University of Maryland at College Park; and a Master’s degree in Education (major: Educational Psychology) from National Chiao Tung University in Taiwan. The foci of her Ph.D. research were item response theory; large-scale educational assessments; psychometric and statistical analysis, modeling, and applications. She loves mountain hiking, watching movies, and fancy food.

Joyce Lui, Ph.D. is a researcher who has studied community college and transfer students with focuses on student learning outcomes and social justice for more than six years. She received her Ph.D. in higher education and community college leadership at San Diego State University. As an undergraduate at U.C. San Diego, she became interested in education due to her experience as an orientation leader and working in Upward Bound. She grew up in the bay area and began her postsecondary education at City College of San Francisco.

What's New?

By Maria Duran, Research Assistant

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Student Success Talk

Focused on Success—Implementation of Colleague® Student Planning

By Ruth Villasenor, District Curriculum Coordinator

One of the key elements of the Student Success Initiative requires students to declare a course of study and develop a student educational plan. Our District has recently implemented Colleague® Student Planning by Ellucian™ to help meet this requirement.

Student Planning is a web-based planning tool that will help counselors and students see what courses and requirements students need to fulfill to stay on track and graduate.

To see how this new tool works, view a short video at: http://www.youtube.com/watch?v=5jbhiRxOWSI&feature=em-share_video_user

Ask a Data Nerd

This section is devoted to your questions about data. Each month, one of our IESS data nerds will answer one question from an interested reader. In our answers, we will always cite the source where we got the information. We don’t promise that you will always like the answers...but we do promise they will always be correct.

This month, the question will be answered by Nerid Ronald.

A question that the Office of Institutional Effectiveness and Student Success (IESS) will answer is “Who is the population that we serve?” It is an important question to ask to measure if the District is adequately serving its constituents. Identifying and creating a student profile is simple since IESS has access to student data. The difficulty is finding data for the constituents that we serve, i.e. the residents of San Jose and Milpitas.

Fortunately, there are ample data available to IESS and the general public thanks to the United States Census Bureau. The Census Bureau conducts a census every 10 years and yearly surveys such as American Community Survey, American Housing Survey (ACS) and American Time Use Survey (ATUS). The results of these surveys are compiled and broken down by geographical area (State, County, City, Zip codes, Census Tracts, etc.) and are accessible on the Census’ American Fact Finder website.

The easiest way to access the website is to Google “US Census American Fact Finder.”

For more information visit the Census Bureau website: http://www.census.gov

If you would like to ask a question and have it answered here in the IESS Monthly newsletter, please email us at: InstitutionalEffectiveness.StudentSuccess@sjeccd.edu

Put in the subject line, “Question for the Data Nerd.”

Who knows, you just might see your question right here in print.
**Data Points**

By Ying-Fang Chen, Campus Based Researcher

This section highlights some interesting facts about our student population in spring 2014 semester. (Data source: Portal)

**Gender**—Overall, there were more female students than there were male students at this district. Specifically, gender subgroups differed in student number by 7% at Evergreen Valley College and by 10% at San Jose City College. Gender distributions at both colleges were comparable—53% female students and 46% male students at Evergreen Valley College; and 55% female students and 45% male students at San Jose City College.

**Age**—The majority of age groups were 20 to 24 years old students at this district. It is interesting that Evergreen Valley College had higher percentage of younger students than San Jose City College did. For example, there were 62.5% of students aged 24 years old or less at Evergreen Valley College and only 48.2% of students aged 24 years old or less at San Jose City College. On the contrary, San Jose City College had higher percentage of older students (e.g., 32.9% of students aged 30 years old or more) than Evergreen Valley College did (e.g., 23.5% of students aged 30 years old or more).

**Ethnicity**—At this district, Hispanic and Asian students were more than half of the number of students; whereas Native American, Other Non-White, and Pacific Islander were the smallest ethnic groups. It is noted that there were 21.4% of students at this district who declined to state their ethnicity; among them, San Jose City College had higher percentage of students who decided not to report their ethnicity (26.1%) than Evergreen Valley College did (16.7%).

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Evergreen Valley College (Rank)</th>
<th>San Jose City College (Rank)</th>
<th>District Total (Rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>African/American</td>
<td>3.0% (7)</td>
<td>5.7% (5)</td>
<td>4.3% (7)</td>
</tr>
<tr>
<td>Asian</td>
<td>29.8% (1)</td>
<td>18.8% (3)</td>
<td>24.3% (2)</td>
</tr>
<tr>
<td>Caucasian/Non-Hispanic</td>
<td>5.8% (6)</td>
<td>11.7% (4)</td>
<td>8.8% (4)</td>
</tr>
<tr>
<td>Decline to State</td>
<td>16.7% (3)</td>
<td>26.1% (2)</td>
<td>21.4% (3)</td>
</tr>
<tr>
<td>Filipino</td>
<td>6.3% (5)</td>
<td>3.0% (7)</td>
<td>4.7% (6)</td>
</tr>
<tr>
<td>Hispanic</td>
<td>27.5% (2)</td>
<td>27.5% (1)</td>
<td>27.5% (1)</td>
</tr>
<tr>
<td>Native American</td>
<td>0.6% (9)</td>
<td>0.8% (9)</td>
<td>0.7% (9)</td>
</tr>
<tr>
<td>Other Non-White</td>
<td>0.7% (8)</td>
<td>1.3% (8)</td>
<td>1.0% (8)</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.6% (9)</td>
<td>0.7% (10)</td>
<td>0.7% (9)</td>
</tr>
<tr>
<td>Unknown</td>
<td>9.1% (4)</td>
<td>4.4% (6)</td>
<td>6.8% (5)</td>
</tr>
</tbody>
</table>
Look for us on the web!

**IESS Mission:**
We are the lens that provides clarity for leaders at San José Evergreen Community College District to make informed decisions to improve student success.

**2013-2014 Operational Objectives**
- Develop and Implement an Institutional Effectiveness Plan
- Develop a district-wide standard for program review
- Monitor and analyze strategic performance indicators for the district, the workforce institute, and the college
- Develop a long-range district-level planning process
- Develop a Scorecard for monitoring district-level performance indicators
- Maintain accurate and up-to-date information as communicated through the ORIE website
- Develop a timeline for implementation and plan for ongoing assessment of district-level objectives
- Conduct ongoing research into matriculation, student success and program effectiveness for use in decision-making
- Provide ongoing education to the district-wide community about assessment, evaluation, measurement and program review
- Monitor and guide mandated curriculum planning/reporting for the colleges and the workforce institute
- Explain the procedures for monitoring the development of courses and approving programs
- Provide a structure for consistent documentation of the content and objectives of programs and courses

**Caught Being Strategic...**
The SJECCD Strategic Plan is designed to embrace the work that we all do to help students to succeed. Everyone who works and partners with the District is working toward the same goal. Throughout the three years of the strategic plan, colleagues acknowledge work done by other colleagues or teams working and partnering with the District. This work exemplifies the strategic planning priorities. What follows is a list of those who have already been “caught being strategic.”

January 2014 – Board of Trustees, Institutional Effectiveness
February 2014 – Website design task force, Communication
March 2014 – ITSS Applications Team, Technology
June 2014 – Roland Montemayor & Alexandra Duran, Student Success