

**Salt Lake Community College 2008-09**  
**Strategic Priority 5**  
**Institutional Effectiveness Matrix**  
**August, 2009**

Strategic Priority	Strategic Objective	Performance Indicator	Definition & Source of Data	Current State and Trend Data																																
<p><b>5. Expand and Advance Partnerships/ Relationships with Community and Business</b></p>	<p><b>5A Increase SLCC’s capacity to meet the needs of business and industry by increasing the number of students prepared to enter the 21<sup>st</sup> century workforce through CTE programs and training options in the School of Professional and Economic Development</b></p>	<p>5A.1 CTE training that meets the needs of business and industry            5A.2 Headcount (credit &amp; non-budget related) in Professional &amp; Economic Development School            5A.3 Cost effectiveness of Professional and Economic Development School</p>	<p>5A.1 (College Advisory Council Annual Report)             5A.2 Enrollment Report by Funding Source (Jim Lawson, Debbie Summers) End of Term Reports             5A.3 Residual Funds Amount (Troy Justesen)</p>	<p>5A.1 Available from Troy Justesen 2008-09</p> <p>5A.2</p> <table border="1" data-bbox="1703 530 2697 701"> <thead> <tr> <th>Enrollment Unduplicated HC</th> <th>2006-07 FY</th> <th>2007-08 FY</th> <th>2008-09 FY</th> </tr> </thead> <tbody> <tr> <td>Non-credit &amp; self-support</td> <td>9003</td> <td>6099</td> <td>7967</td> </tr> <tr> <td>Custom Fit</td> <td>1755</td> <td>1129</td> <td>1514</td> </tr> <tr> <td>STIT</td> <td>613</td> <td>672</td> <td>739</td> </tr> <tr> <td>Ford Training Center</td> <td>401</td> <td>563</td> <td>600</td> </tr> </tbody> </table> <table border="1" data-bbox="1703 762 2243 866"> <thead> <tr> <th>STIT</th> <th>Fall 07</th> <th>Spr 08</th> <th>Fall 08</th> </tr> </thead> <tbody> <tr> <td>Headcount</td> <td>266</td> <td>319</td> <td>362</td> </tr> <tr> <td>FTE</td> <td>14.0</td> <td>23.0</td> <td>23.0</td> </tr> </tbody> </table> <p>5 A.3 Available from Troy Justesen</p>	Enrollment Unduplicated HC	2006-07 FY	2007-08 FY	2008-09 FY	Non-credit & self-support	9003	6099	7967	Custom Fit	1755	1129	1514	STIT	613	672	739	Ford Training Center	401	563	600	STIT	Fall 07	Spr 08	Fall 08	Headcount	266	319	362	FTE	14.0	23.0	23.0
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	<p><b>5B Increase total funding to the institution through grants, contracts, donations and improved alumni relations</b></p>	<p>5B.1 Total contract and grants funding            5B.2 Total contributions income            5B.3 Scholarship opportunities</p>	<p>5B.1 Total overall grant and contract funding (Nancy Brown)            5B.2 Total contributions income (Nancy Brown)            5B.3 (Nancy Brown, Cristi Millard)</p>	<p>5B.1 and 5B.2 (July 1 through June 30)</p> <table border="1" data-bbox="1703 1058 2666 1163"> <thead> <tr> <th></th> <th>2007</th> <th>2008</th> </tr> </thead> <tbody> <tr> <td>Grant and Contract Funding</td> <td>\$7,081,932</td> <td>\$8,522,634</td> </tr> <tr> <td>Total Contributions</td> <td>\$4,711,457</td> <td>\$1,154,898</td> </tr> </tbody> </table> <p>5B.3            In 2007-08 over \$1,000,000 in outside scholarships were disbursed to students—a 75% increase over 2006-07</p>		2007	2008	Grant and Contract Funding	\$7,081,932	\$8,522,634	Total Contributions	\$4,711,457	\$1,154,898																							
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	<p><b>5C Through creative, effective and unified communication raise awareness of SLCC to internal and external audiences</b></p>	<p>5C.1 Perception of SLCC by external audience            5C.2 Access of SLCC information through web            5C.3 Strategic use of information gleaned through and given out by Call Center            5C.4 Cost effectiveness/results driven unified SLCC Marketing campaign</p>	<p>5C.1 External audience perceptions (Alison McFarlane)             5C.2 SLCC Information on the Web (Alison McFarland)             5C.3 Reporting mechanisms for Call Center (Alison McFarlane)</p>	<p>5C.1            Measure frequency /value of positive news stories. Add survey question on application: how did you hear about SLCC? Survey separate audiences (business, high school, community). (2008-09)            Results: Public Relations report for July 2008 – June 2009            The total number of Salt Lake Community College print and broadcast stories tracked was 4,151.            Of those stories, 570 of them ran in national news outlets.            721 of the trackable stories were television stories; 110 were radio stories.            The total value of the stories based on column inches was \$2,510,046.</p> <p>5C.2            Additional web team added (2 f/t positions). Reconfiguration of external and internal sites underway in phased approach. (2008-09)</p> <p>5C.3            College department presentations conducted during weekly staff meetings. Reporting mechanisms in place to gauge operators/technicians call reports for higher efficiencies. (2008-09)</p>																																

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			5C.4 Cost effectiveness of Marketing Campaign (Alison)	5C.4 Campaign is measured through: 1) new leads generated, 2) leads that enroll as students, 3) website metrics – clicks, time spent on page, 4) and partially through enrollment figures. (2008-09) Results: Marketing Campaign report for Fall 2008 and Spring 2009 (All advertising and marketing was directed to two SLCC microsities for Fall 2008 and one microsite for Spring 2009.)  Fall Results 2008 <ul style="list-style-type: none"> <li>• Total leads from microsities: 588</li> <li>• Leads that applied: 459 (78% of all leads)</li> <li>• Leads that registered: 312 (53% of all leads; 68% of applied leads)</li> <li>• Total visits to non-traditional website: 1,728 (2.7 average pages visited and 1:54 minutes on the website)</li> <li>• Total visits to traditional website: 2,509 (2.65 average pages visited and 1:48 minutes on the website)</li> <li>• Advertising/marketing cost per new student: \$137</li> </ul> Spring Results 2009 <ul style="list-style-type: none"> <li>• Total visits to microsities: 3,650 (2.21 average pages visited and 1:19 minutes on website)</li> <li>• Total leads received from microsite: 380 (leads from Paid Search – 280; leads from radio campaign – 100)</li> <li>• 2007-08 Spring Semester – total students registered at SLCC - 12,823</li> <li>• 2008-09 Spring Semester – total students registered at SLCC – 14,210</li> <li>• Student increase of 10.8%</li> </ul>																																																												
	<b>5D Improve overall community relations</b>	5D.1 Community participation in SLCC activities 5D.2 Community participation in SLCC courses & trainings	5D.1 NCCBP form 14B: Community participation in cultural activities, public meetings and sporting events (Richard Scott, Norma Carr, Lou Bracket, Sheryl Sorenson, Regional Directors, Sherrie Curtis, Gordon Storrs...)  5D.2 NCCBP form 14A: Market penetration (# credit & noncredit students)/service area population (IR)	5D.1 <table border="1" data-bbox="1696 979 2707 1245"> <thead> <tr> <th></th> <th colspan="2">2006-07</th> <th colspan="2">2007-08</th> </tr> <tr> <th></th> <th>Duplicated Headcount</th> <th>Community Participation Rate (based on 2006 Census)</th> <th>Duplicated Headcount</th> <th>Community Participation Rate (based on 2007 Census)</th> </tr> </thead> <tbody> <tr> <td>Cultural Activities</td> <td>102,065</td> <td>9.888%</td> <td>91,388</td> <td>8.59%</td> </tr> <tr> <td>Public Meetings</td> <td>429,752</td> <td>41.63%</td> <td>356,309</td> <td>33.47%</td> </tr> <tr> <td>Sporting Events</td> <td>181,831</td> <td>17.615%</td> <td>182,019</td> <td>17.10%</td> </tr> </tbody> </table> 5D.2 <table border="1" data-bbox="1696 1342 2965 1641"> <thead> <tr> <th></th> <th colspan="3">2006-07</th> <th colspan="3">2007-08</th> </tr> <tr> <th></th> <th>Service Area Population (2006 Census)</th> <th>Unduplicated Headcount</th> <th>Student Market Penetration Rate</th> <th>Service Area Population (2007 Census)</th> <th>Unduplicated Headcount</th> <th>Student Market Penetration Rate</th> </tr> </thead> <tbody> <tr> <td></td> <td>1,032,253</td> <td></td> <td></td> <td>1,064,432</td> <td></td> <td></td> </tr> <tr> <td>Credit</td> <td></td> <td>43,299</td> <td>4.19%</td> <td></td> <td>44,757</td> <td>4.20%</td> </tr> <tr> <td>Non-Credit</td> <td></td> <td>13,688</td> <td>1.33%</td> <td></td> <td>10,350</td> <td>0.97%</td> </tr> </tbody> </table>		2006-07		2007-08			Duplicated Headcount	Community Participation Rate (based on 2006 Census)	Duplicated Headcount	Community Participation Rate (based on 2007 Census)	Cultural Activities	102,065	9.888%	91,388	8.59%	Public Meetings	429,752	41.63%	356,309	33.47%	Sporting Events	181,831	17.615%	182,019	17.10%		2006-07			2007-08				Service Area Population (2006 Census)	Unduplicated Headcount	Student Market Penetration Rate	Service Area Population (2007 Census)	Unduplicated Headcount	Student Market Penetration Rate		1,032,253			1,064,432			Credit		43,299	4.19%		44,757	4.20%	Non-Credit		13,688	1.33%		10,350	0.97%
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