

Advancing with Data: Mapping Benchmarking to HLC Criteria for Two-Year College Success

CATYC 2025



Who are we?

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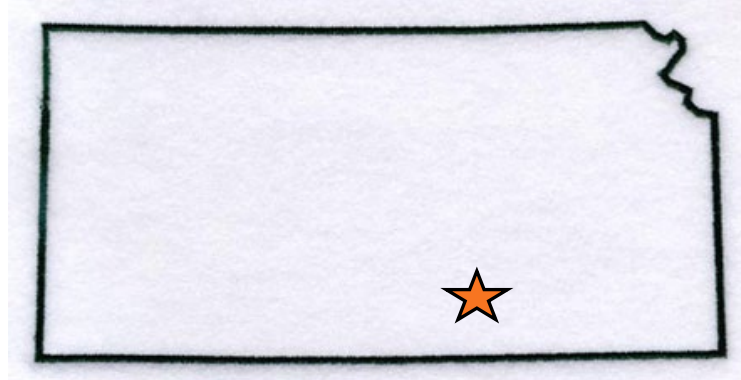




2024-2025: 3,187 students



Cowley College



**Over 50 Transfer pathways
27 Career & Technical programs**

The Benchmarking Institute

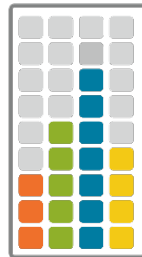
Mission: Improving higher education through benchmarking

Vision: Impacting higher education to maximize student success

Benchmark Institute provides an ongoing, systematic process for measuring and comparing the work processes of one organization to those of another.



National Community College
Benchmark Project



National Community College

**Cost &
Productivity
Project**



**Workforce Training
Benchmark Project**



STUDENT SERVICES
Benchmark Project

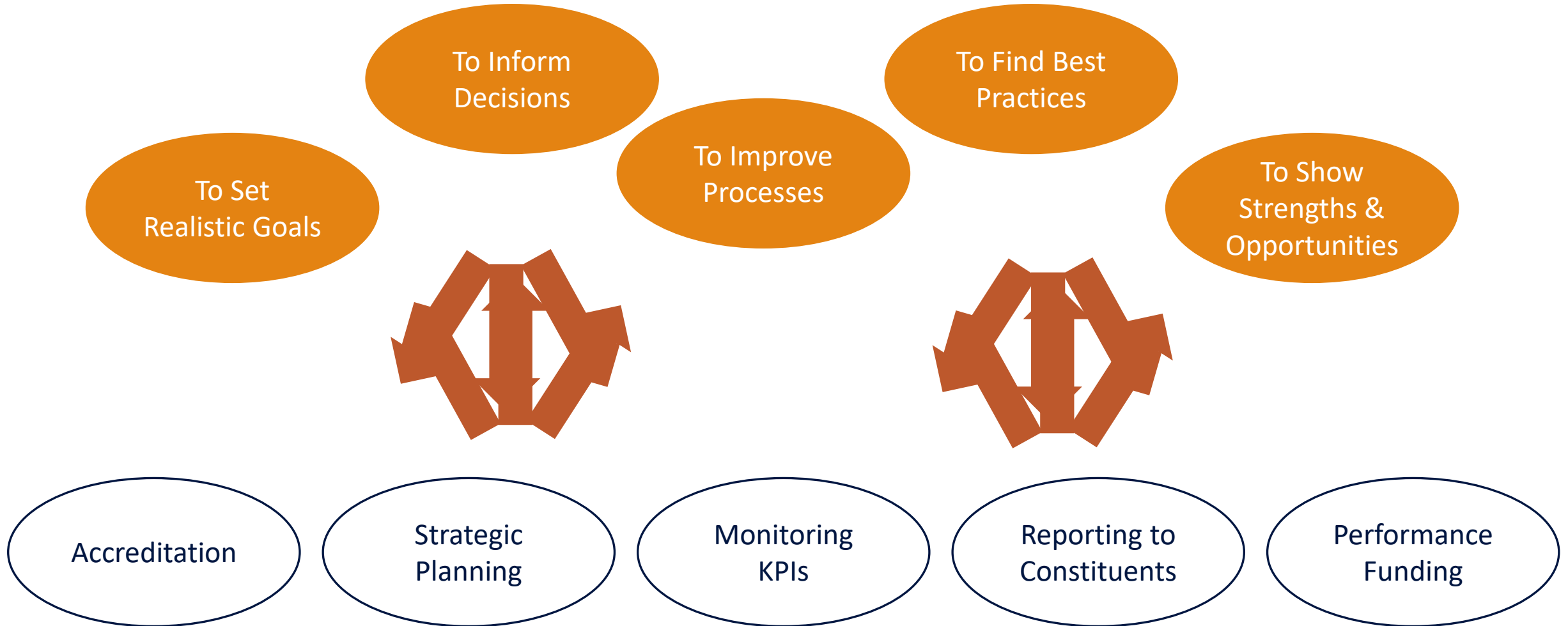


**ADMINISTRATIVE
SERVICES**
Benchmark Project



NATIONAL HIGHER EDUCATION
BENCHMARKING INSTITUTE
**ENROLLMENT
TRACKING**

Benchmarking Can Be Used



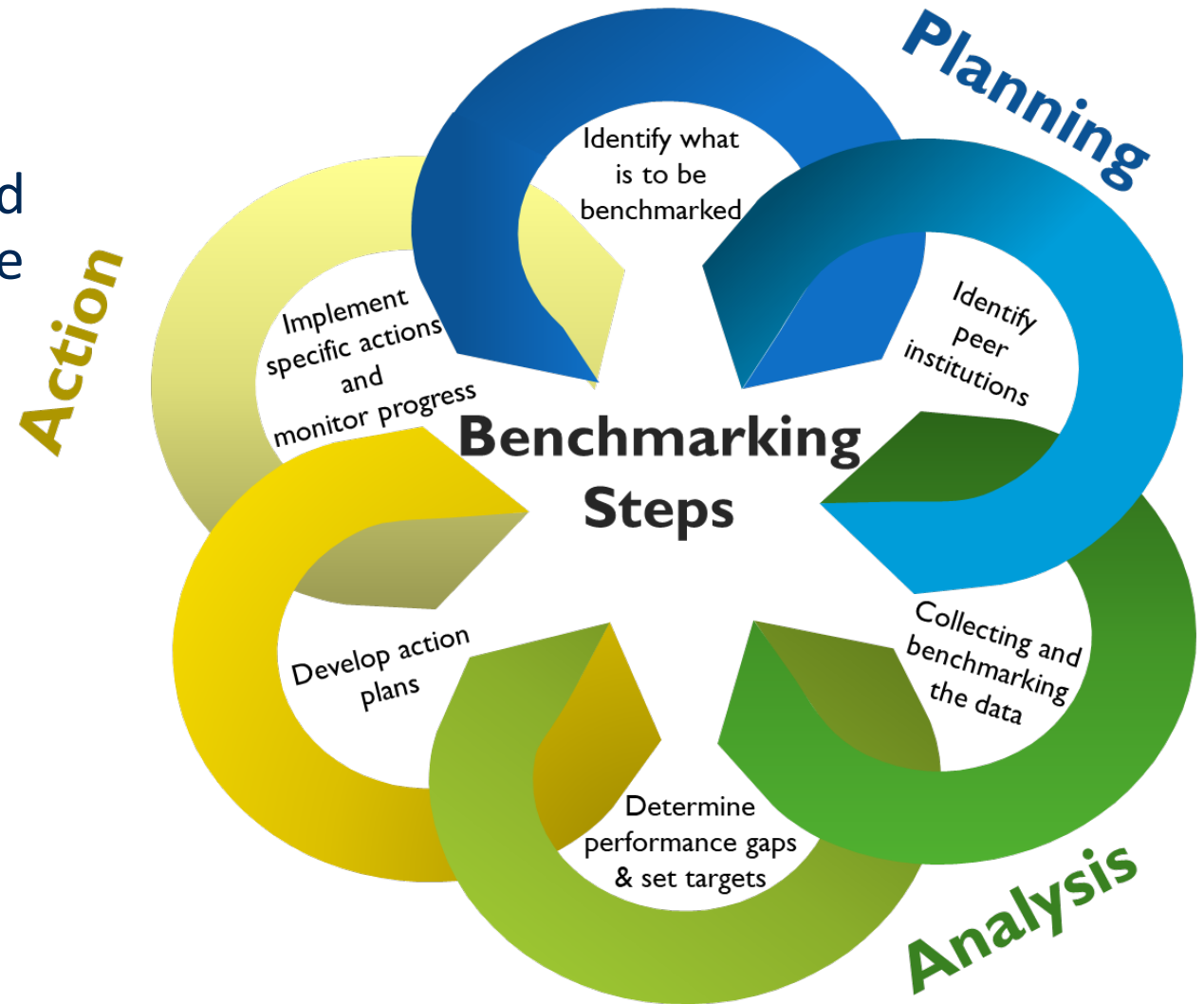
What is benchmarking?

Benchmarking is an ongoing, systematic process for measuring and comparing the work processes of one organization to those of another.

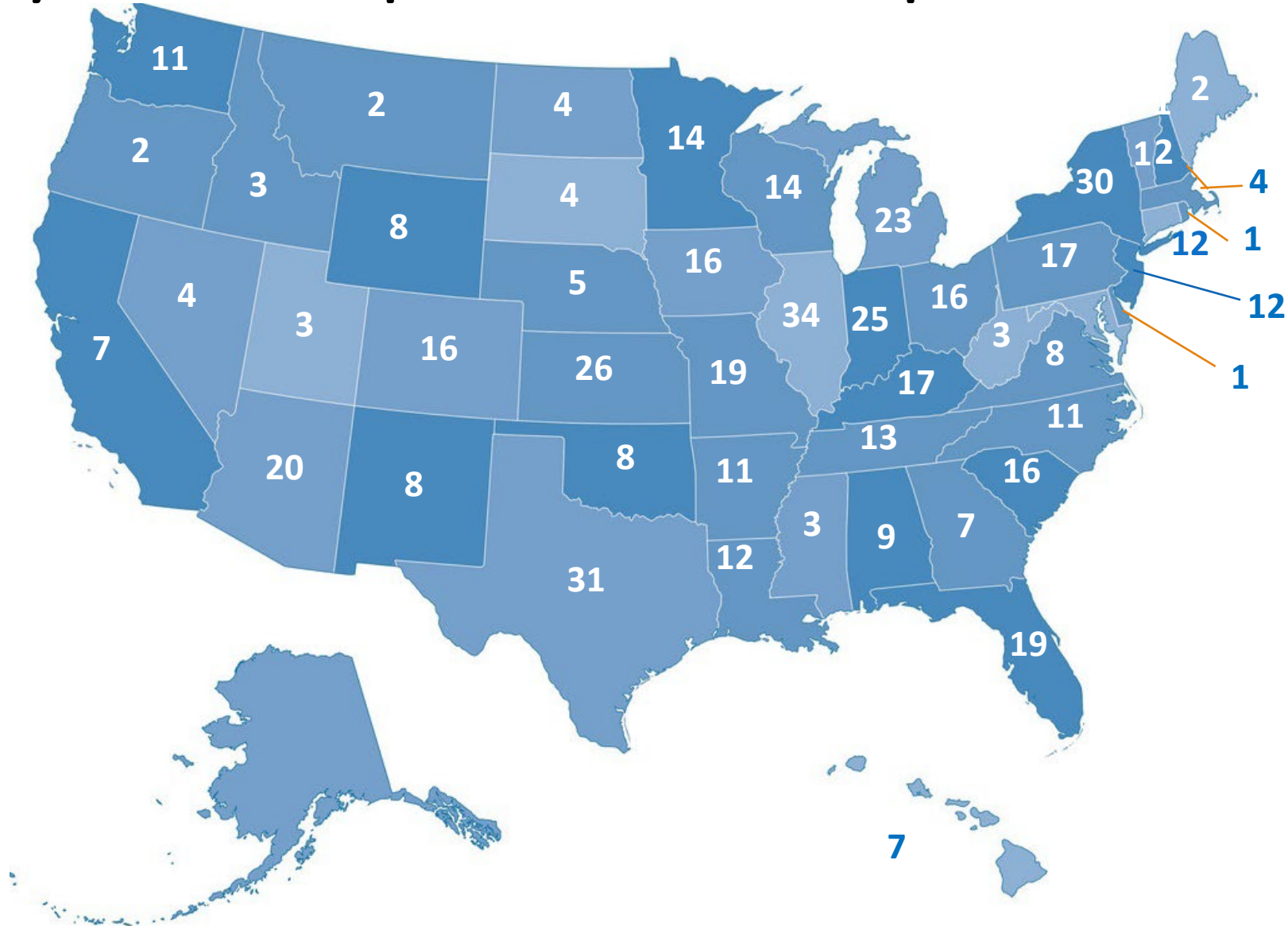
Simply put, benchmarking is comparing your college to other colleges

Three formats:

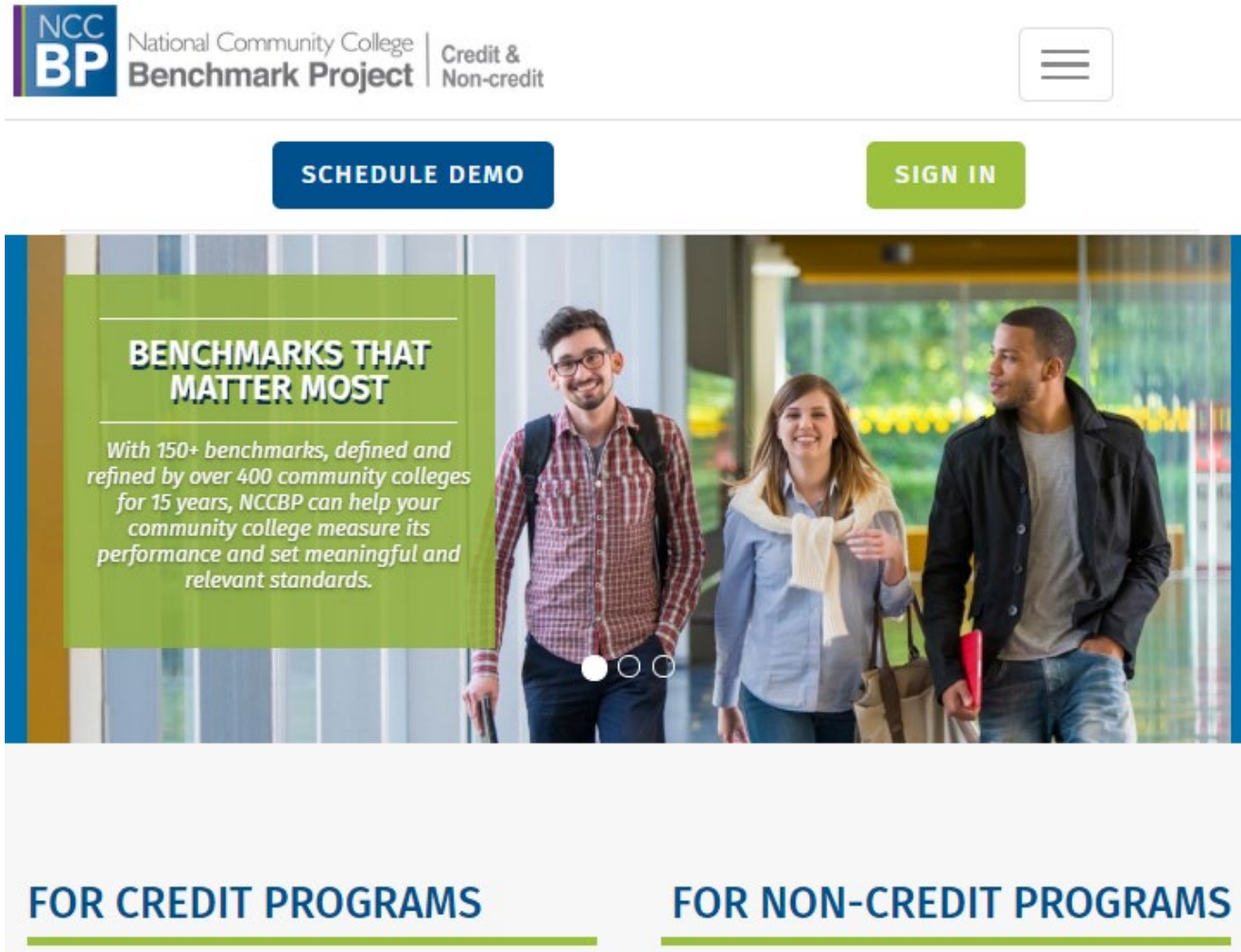
- *One-on-one*
- *Group of peers*
- *National data sets*



2-year Participants Since Inception in 2004



NCCBP – Traditional Module



The screenshot shows the NCCBP website homepage. At the top left is the NCCBP logo with the text 'National Community College Benchmark Project' and 'Credit & Non-credit'. To the right is a hamburger menu icon. Below the header are two buttons: 'SCHEDULE DEMO' (blue) and 'SIGN IN' (green). The main content area features a large image of three students walking. Overlaid on the left is a green box with the text 'BENCHMARKS THAT MATTER MOST' and a paragraph: 'With 150+ benchmarks, defined and refined by over 400 community colleges for 15 years, NCCBP can help your community college measure its performance and set meaningful and relevant standards.' Below this image are two sections: 'FOR CREDIT PROGRAMS' and 'FOR NON-CREDIT PROGRAMS', each with a green underline.

NCCBP National Community College Benchmark Project Credit & Non-credit

SCHEDULE DEMO SIGN IN

BENCHMARKS THAT MATTER MOST

With 150+ benchmarks, defined and refined by over 400 community colleges for 15 years, NCCBP can help your community college measure its performance and set meaningful and relevant standards.

FOR CREDIT PROGRAMS FOR NON-CREDIT PROGRAMS

- Provides a comprehensive set of benchmarks for core community college activities
 - *Student Success*
 - *Satisfaction & Engagement*
 - *Course-level Metrics*
 - *Community Involvement*
 - *Financial & Cost Data*
 - *CTE, Job Market, Business and Industry*
 - *HR*
 - *Other Institutional Effectiveness Metrics*

www.nccbp.org

Benchmarks for Accreditation – *Across the College*

Student Outcomes

- Student Completion and Transfer
- Student Performance at Transfer Institutions
- Credit Student Enrollment (Persistence)
- AY Student Completions/Transfers/Continuing

Course-level Data

- Credit College-level Retention, Success
- Credit Developmental Retention, Success
- Credit Developmental Retention, Success, First College-level
- Career Technical Program Completers
- Retention and Success Core Academic Skills
- Retention and Success: Early Momentum Metrics
- Online/Distance Learning Credit Hours & Grades
- Credit-Based Career and Technical Education Delivery

- Student Satisfaction and Engagement
- Community
 - High School Graduates
 - Market Penetration: Students
 - Market Penetration: Community
 - Market Penetration: Concurrent High School Programs
- Other Areas of the College
 - Class Sizes and Faculty Loads
 - Student Services: FTE Staff/Student Ratio
 - Human Resources Data
 - Instructional Cost
 - Development/Training Expenditures per FTE Employee
 - Financial Information
 - Institutional Integrity

NCCBP reports

Best Performers Report

National Report: Strategic Planning/Goal Setting

Credit College-level Retention, Success (Fall 2022)

[Back to top of page](#)

	YOUR INSTITUTION			NATIONAL PERCENTILES				
	REPORTED VALUE	% RANK	N	10 TH	25 TH	50 TH	75 TH	90 TH
Retention Rate	92.49%	50%	187	86.79%	90.02%	92.44%	94.41%	95.87%
Enrollee Success Rate	79.79%	55%	186	71.25%	75.47%	78.91%	82.33%	84.95%
Completer Success Rate	86.28%	56%	186	80.19%	82.55%	85.35%	88.56%	91.07%

Credit Momentum Rate - 30 credits in 1st year

Crowder College (MO)
East Central College (MO)
Hutchinson Community College (KS)
Lake Area Technical College (SD)
Mineral Area College (MO)
Mitchell Technical College (SD)
North Iowa Area Community College (IA)
Northwest College (WY)
Tri-County Technical College (SC)
William Rainey Harper College (IL)

Strengths/Opps Report

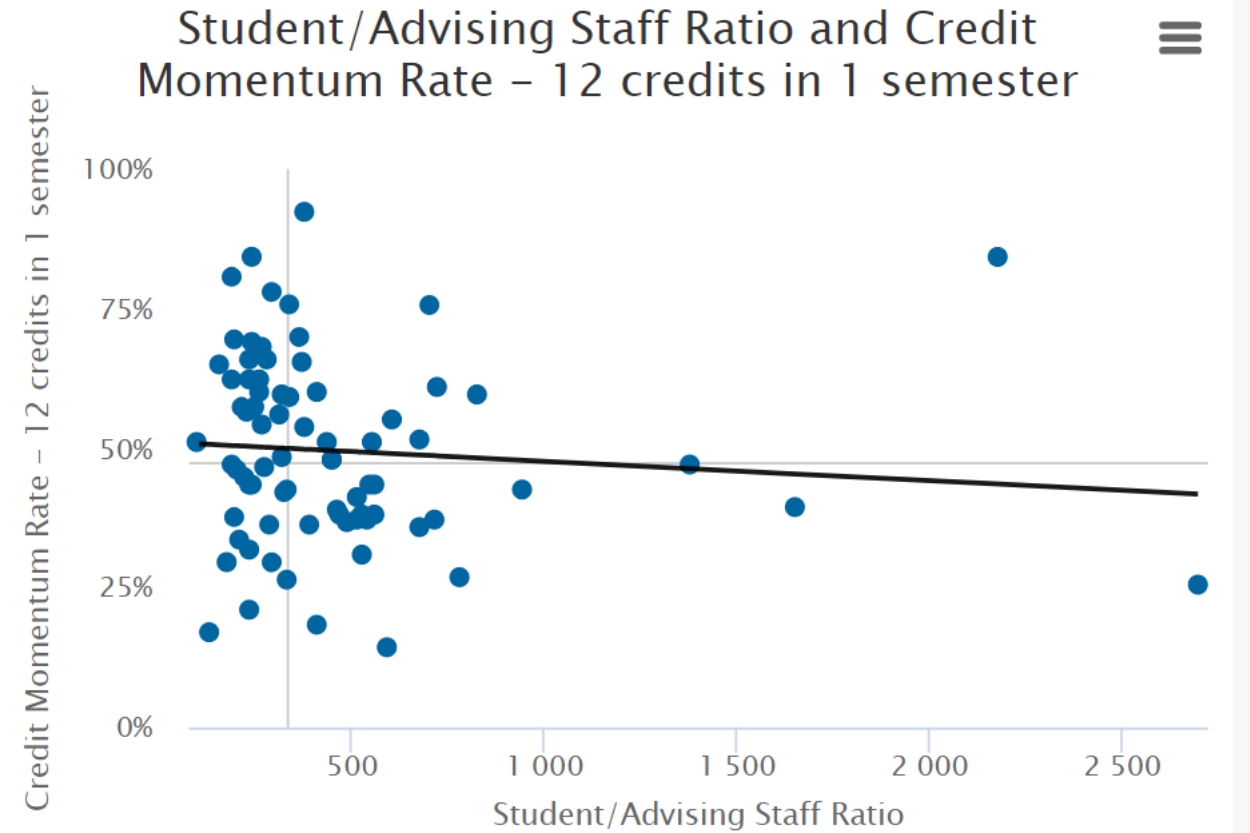
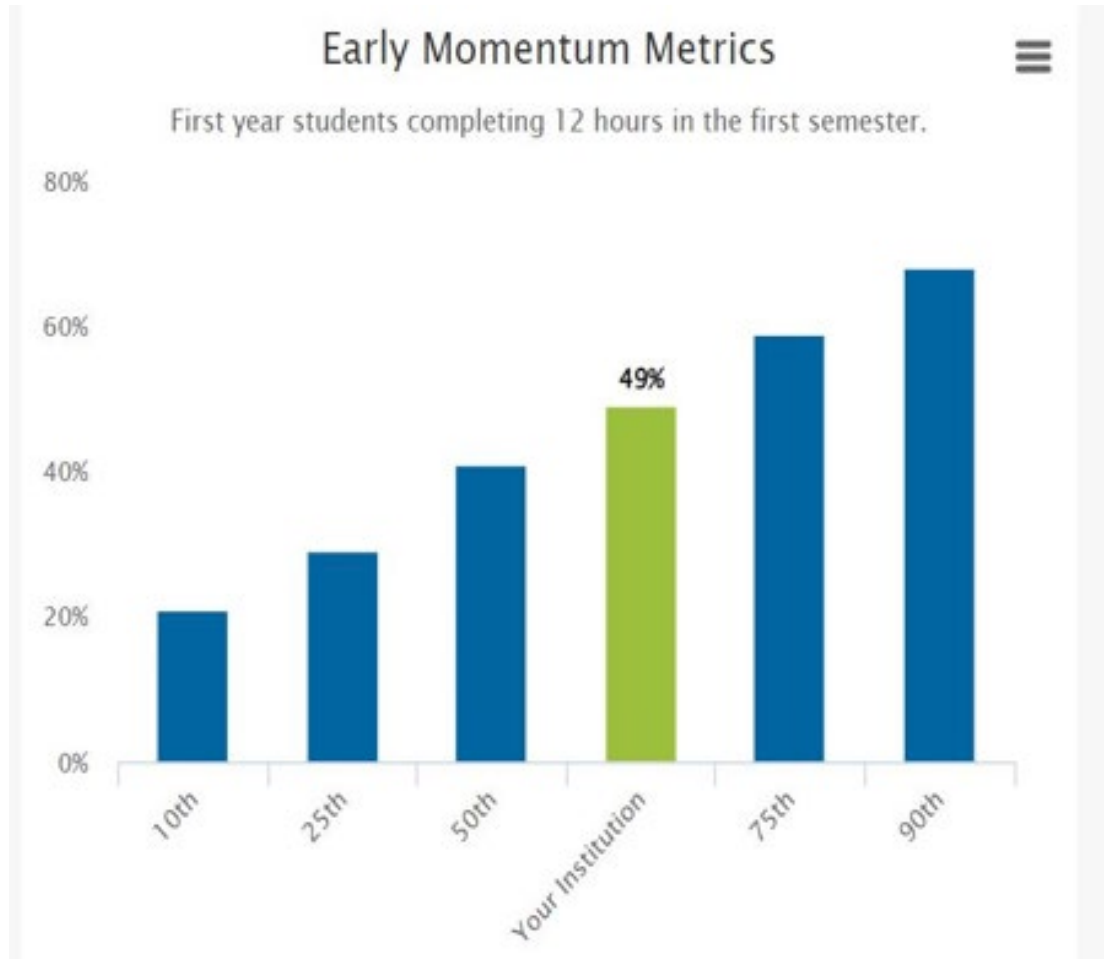
STRENGTHS

1. Percent AY Completers/Transfers/Continuing
Your Rank - 99th Percentile
2. Tuition and Fees as Percentage of Median Service Area Income
Your Rank - 2nd Percentile (Low is better)
3. Ruffalo Noel Levitz: Overall Satisfaction with Experience
Your Rank - 97th Percentile

OPPORTUNITIES FOR IMPROVEMENT

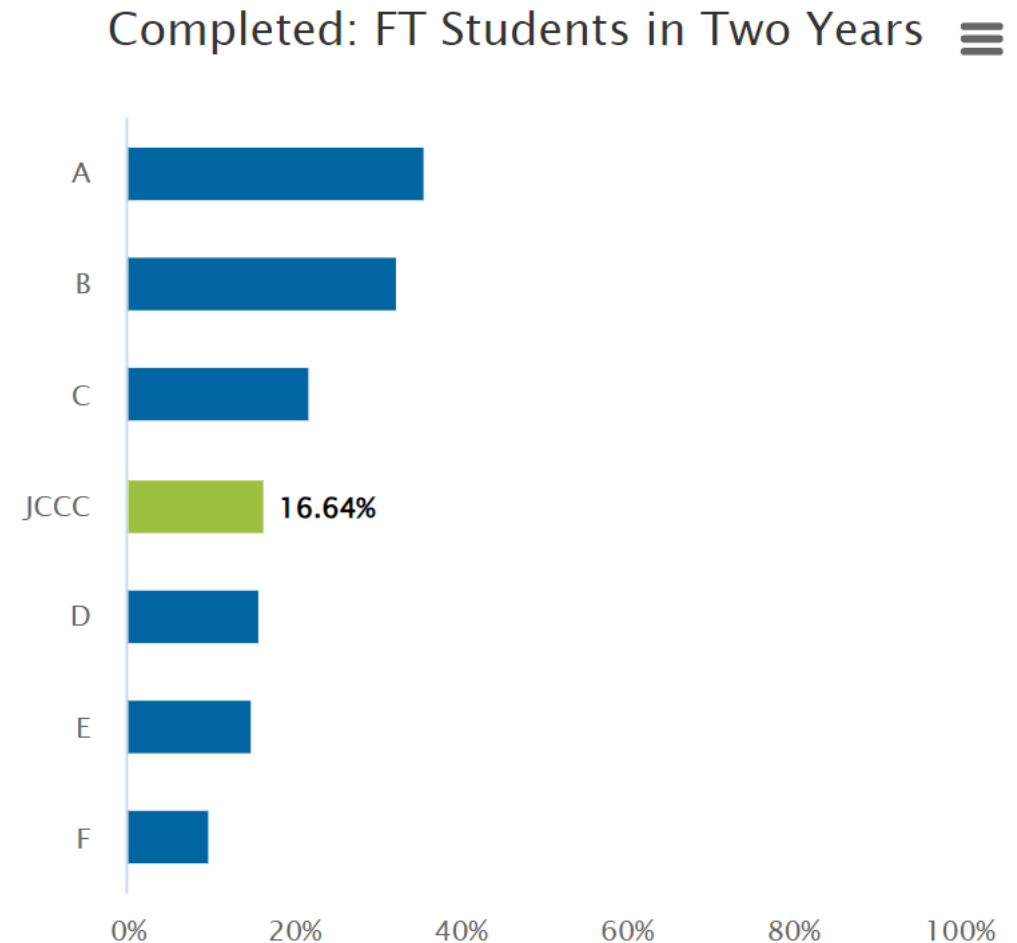
1. Gateway Math Enrollee Success Rate
Your Rank - 2nd Percentile
2. % of Students that Received a Passing Grade in Math Developmental/Remedial Courses of those that Completed the Course
Your Rank - 9th Percentile

Performance Metrics: Inputs Driving Outcomes



NCCBP Peer Selection

- Campus Environment
- Institution Type
- Credit Enrollment
- Minority Students
- Four-year Degrees
- On-campus Housing
- % Pell Grant Recipients



PEER INSTITUTIONS:

Community College of Philadelphia (PA), Des Moines Area Community College (IA), Madison Area Technical College (WI), Metropolitan Community College (MO), St. Louis Community College (MO), Wayne County Community College District (MI)

Accreditation Criteria

3.A.3 "The institution's comprehensive planning process is informed by the collection of appropriately defined data..."
-NWCCU Standards

1.A.2. "The institution uses data to determine how effectively it is accomplishing its mission..."

1.B.7. "The institution regularly evaluates its policies and practices across all areas of the institution..."
-ACCJC (WASC), Accreditation Standards

"Assessment and the processes an institution learns from should be well grounded in evidence.....for the quality assurance function, evidence is critical."
-Higher Learning Commission, *Guiding Values*

8.5 "The institution uses a variety of...methods...employing external perspectives including, as appropriate, benchmarks and peer comparisons."

-NECHE, *Standards for Accreditation*

8. "systematically evaluates its educational and other programs..."

-MSCHE, *Requirements for Affiliation*

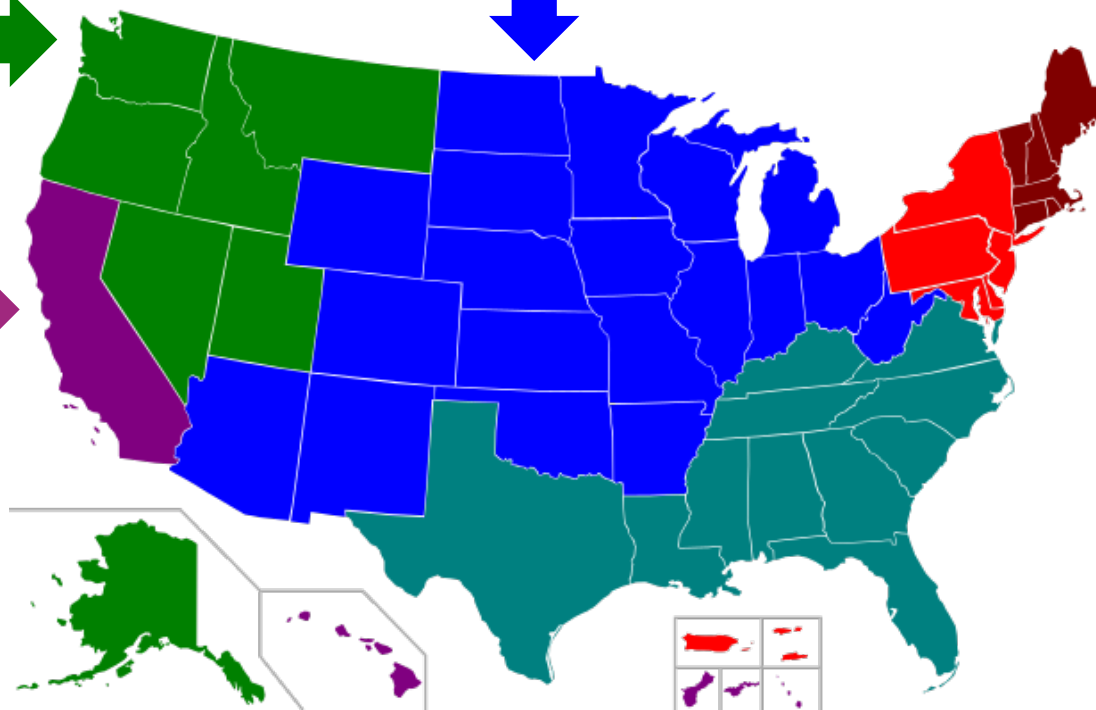
VI.1. "institutional objectives...that are...assessed appropriately, reflect conclusions drawn from assessment results..."

VI.2. "planning and improvement processes that... incorporate the use of assessment results;"

-MSCHE, *Standards for Accreditation*

7.1. "The institution engages in ongoing, comprehensive, and integrated research-based planning and evaluation processes..."

-SACSCOC, *Principles of Accreditation*

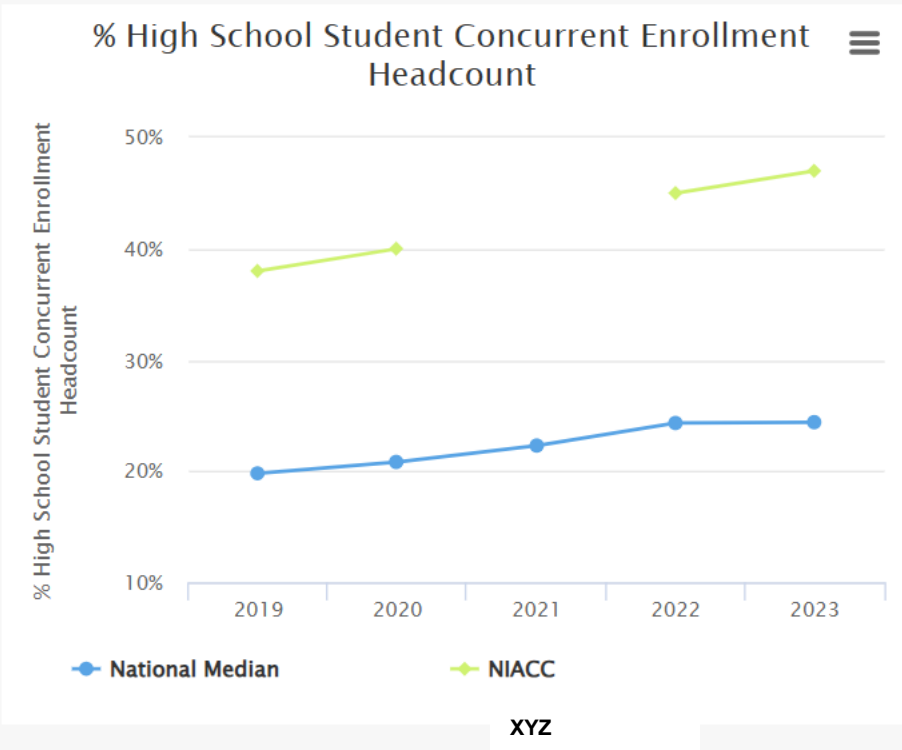
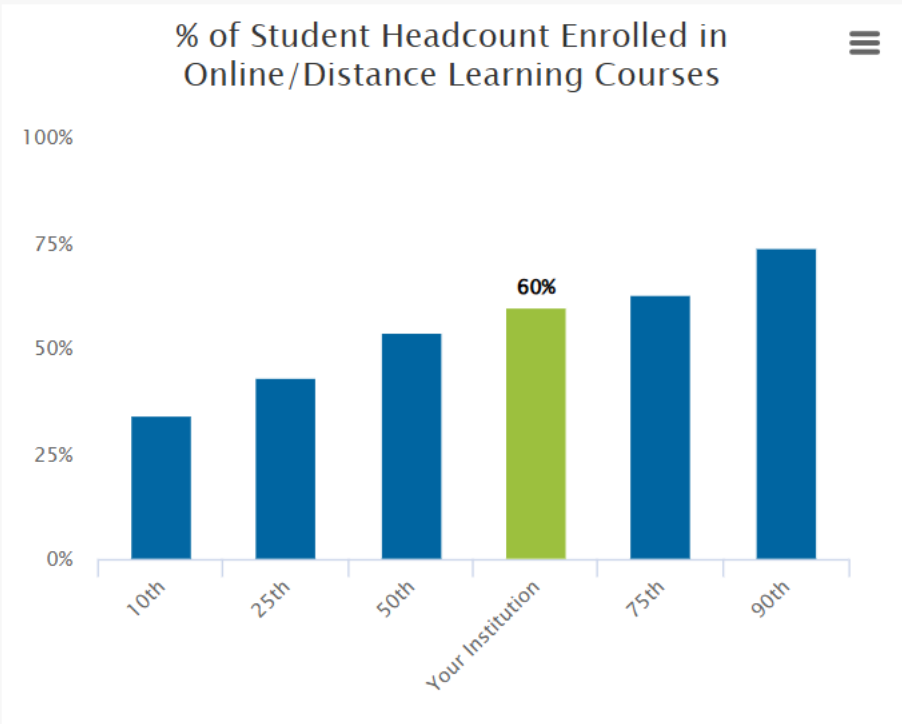


Customize Accreditation Reports

CRITERION 1. MISSION THE INSTITUTION'S MISSION IS CLEAR AND ARTICULATED PUBLICLY; IT GUIDES THE INSTITUTION'S OPERATIONS.

1.A. Mission Alignment

The institutions educational programs, enrollment profile and scope of operations align with its publicly articulated mission.



Start Strong: Providing Evidence for HLC's Criterion

Policy Number: CRRT.B.10.010

The Criteria for Accreditation convey the standards of quality by which HLC determines whether an institution merits accreditation or reaffirmation of accreditation. Recognition of the widely varying institutional missions across HLC's membership is essential to these Criteria as standards of quality.

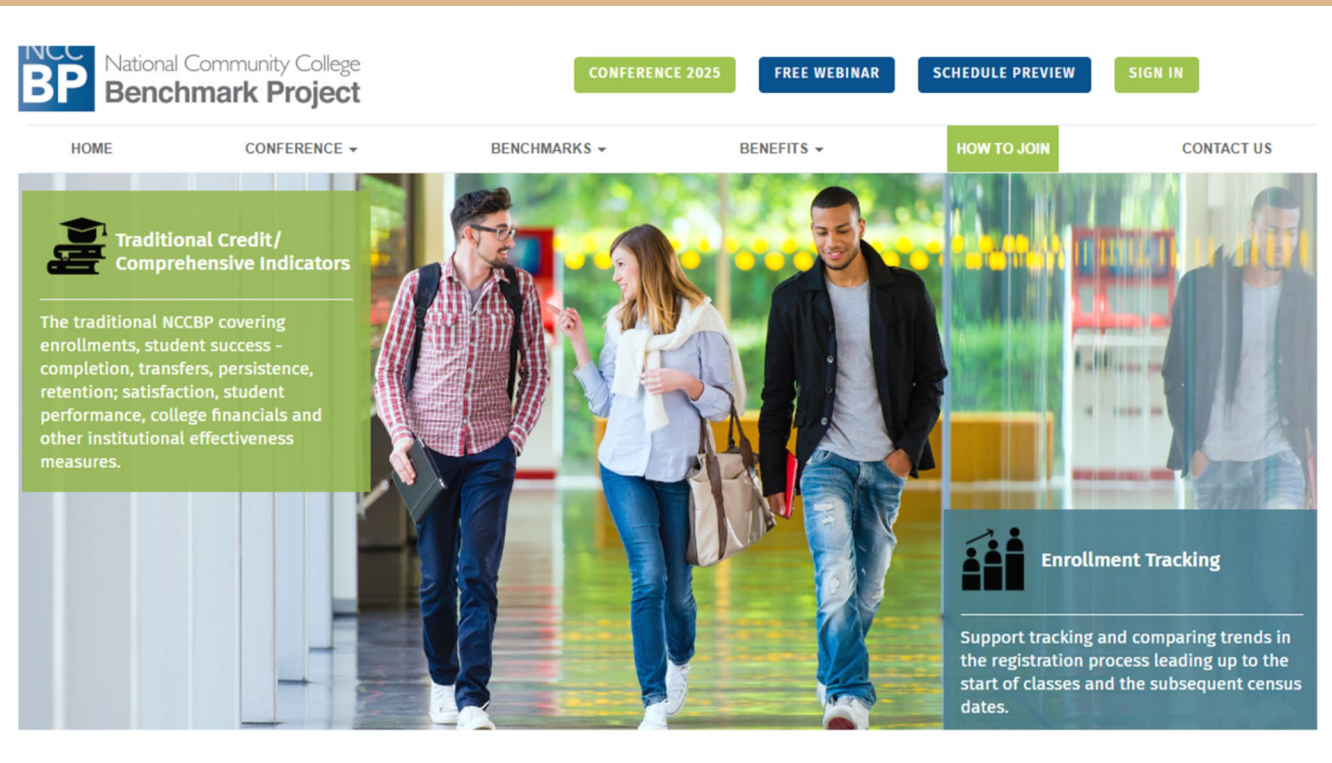
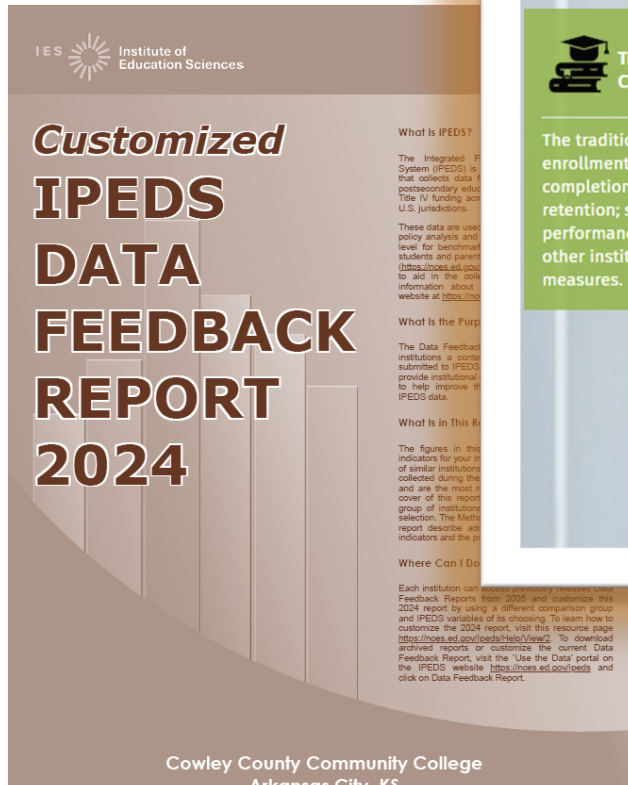
Criterion 1. Mission

Criterion 2. Integrity: Ethical and Responsible Conduct

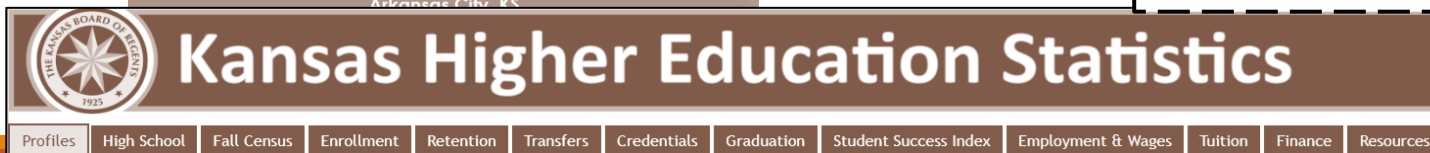
Criterion 3. Teaching and Learning for Student Success

Criterion 4. Sustainability: Institutional Effectiveness, Resources & Planning

Comprehensive Evidence through Multiple Data Sources



<https://nccbp.org/>



Criterion 1. Mission (and Related Statements)

1.A. Mission Alignment “with publicly articulated mission”.

1.B. Mission & Public Good through “commitment to serving the public good”



Cowley College is committed to providing opportunities for learning excellence, personal achievement, and community engagement.

+

Institutional characteristics

Open admissions, public, Associate's degree granting, locally funded community college

Demonstrating Support to the Community: Dual Credit Enrollment

High School Graduate Enrolling Rate for Service Area, Public High Schools

Data Source: NCCBP, Form 13

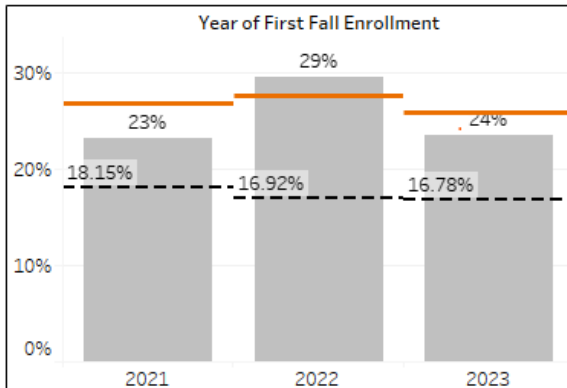


National Peer Cohort Comparison



How does Cowley College compare to the National Cohort?

Enrollment by service area dual credit high school students decreased 5% from 2022 FA to 2023 FA. Cowley College's 2023 FA score exceeds the national cohort's 50th percentile but did not exceed the 90th percentile.

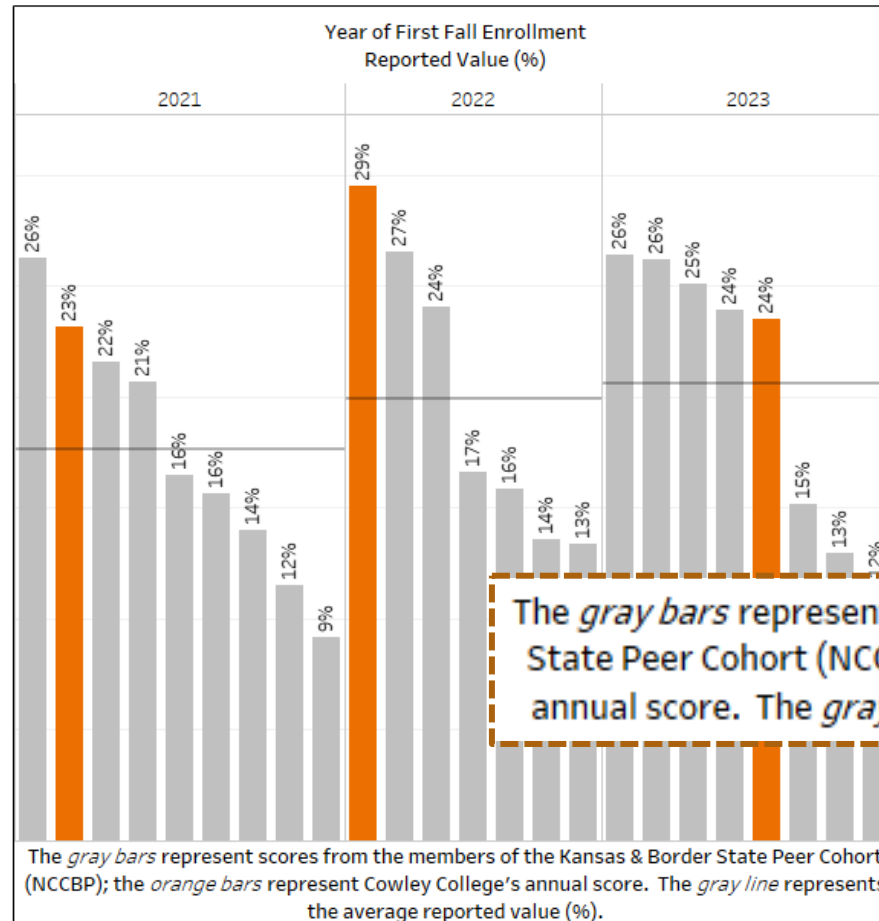


of Reporting Institutions (National Cohort)

	2021	2022	2023
# of Reporting Institutions	77	80	89

Cowley College National Rank (%)	81%	94%	79%
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Kansas & Border State Peer Cohort Comparison

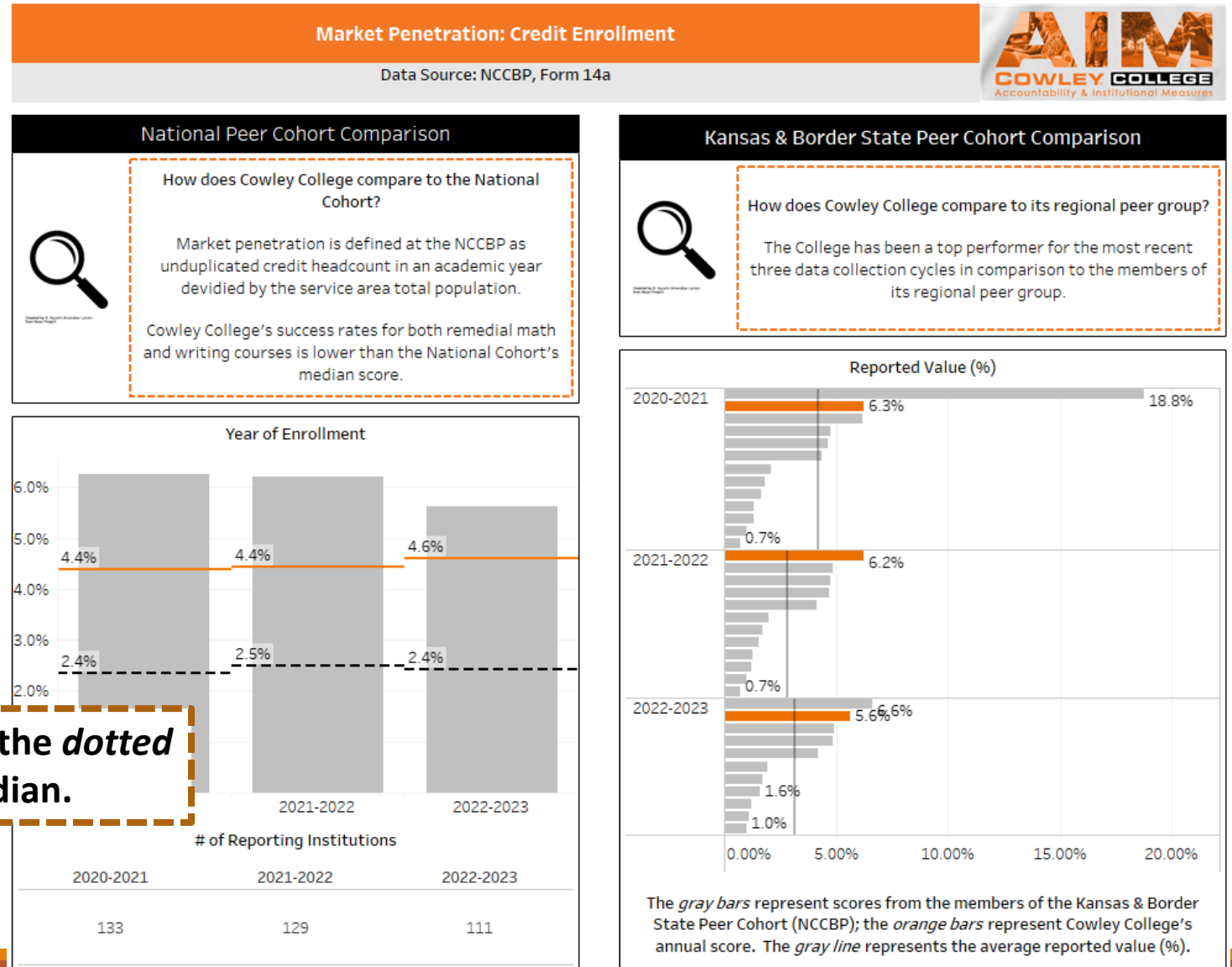


The Benchmark
Form 13. High
School Graduate
Enrolling Rate for
Service Area, Public
High Schools

Demonstrating Support to the Community: Market Penetration

The Benchmark Form 14a. Market Penetration: Credit Hour Enrollment

The *orange bar* marks the 95th percentile; the *dotted line* marks the 50th percentile or median.



Assessing the Effectiveness of an Open Admissions College

Student Retention Diagnostic Data with Peer Comparison

2.b. Early Momentum: Remedial Course Success with Peer Comparison
Data Source: National Community College Benchmarking Project (NCCBP)



Cowley College Remedial Course Completer Success

	Fall 2021	Fall 2022	Fall 2023
Math	71.9%	73.1%	72.8%
Writing	73.5%	81.3%	69.2%

National Peer Cohort Comparison

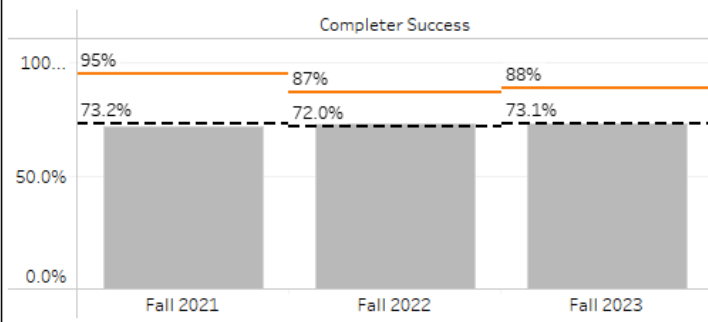
How does Cowley College compare to the National Cohort?

Completer success is defined at the NCCBP as the number of enrollments receiving a grade of A,B,C divided by the number of enrollments receiving a grade of A,B,C,D,F. The College's most recent success rates for both remedial math and writing courses is higher than the National Cohort's median score (50th Percentile).

Select a remedial course type here to filter the bar chart below.

Math

How does Cowley College compare nationally?



Kansas & Border State Peer Cohort Comparison

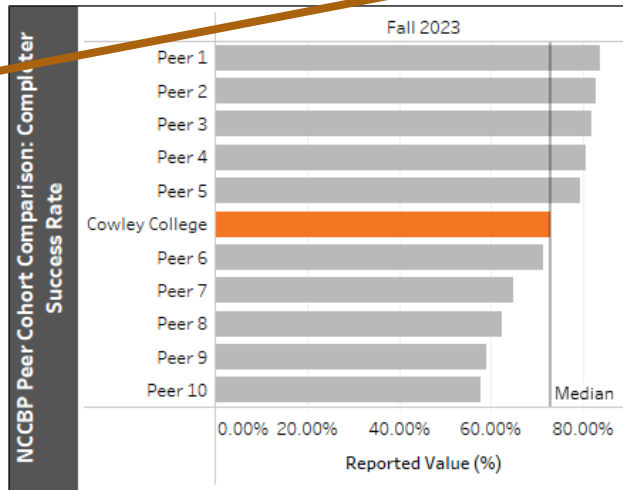


How does Cowley College compare to its regional peer group?

The most recent NCCBP data submission shows the College's success rates are below the peer cohort's median for both English (-0.23%) and math (-1.70%).

Select a remedial course type here to filter the bar chart below.

Math



The gray bars represent scores from the members of the Kansas & Border State Peer Cohort (NCCBP); the orange bars represent Cowley College's annual score. The gray line represents the median reported value (%).

The Benchmark 8. Credit Developmental Retention, Success

From Jenzabar One SIS

Select a remedial course: College Algebra wReview
Filter the results by gender: (All)
Filter the results by Pell sta.: (All)

DFW Rate (%): All Remedial Enrollments
The DFW Rate is calculated by dividing the number of course enrollments that receive a final grade or designation of D, F or W by the total number of course enrollments.

All Students			
	2022-2023	2023-2024	2024-2025
DFW %	29%	23%	31%
# of Enrollments receiving ABC Grades	128	140	146
# of Enrollments receiving DFW Grades	53	41	66
Total # of Enrollments	181	181	212

International Students				Historically Underserved Students			
	2022-2023	2023-2024	2024-2025		2022-2023	2023-2024	2024-2025
# of Enrollments receiving ABC Grades	27	19	25	# of Enrollments receiving ABC Grades	33	49	41
# of Enrollments receiving DFW Grades	1	2	4	# of Enrollments receiving DFW Grades	17	23	29
DFW %	4%	10%	14%	DFW %	34%	32%	41%

Other Metrics that Demonstrate Mission

TRADITIONAL CREDIT PROJECT/COMPREHENSIVE INDICATORS

14b. Market Penetration: Community

14c. Market Penetration: Concurrent High School Programs



Criterion 3. Teaching and Learning for Student Success

3.G. Student Success Outcomes: Supporting Retention & Success



The institution's student success outcomes demonstrate continuous improvement, taking into account the student populations it serves and benchmarks that reference peer institutions.

Being a “College Ready” College that Supports Award Completion

The Benchmark 9. Credit Developmental Retention, Success, First College-level

Student Retention
Diagnostic Data with Targeted Analysis of Course Type

2.c. Early Momentum: Gateway Course Success Following Remediation
Data Source: National Community College Benchmarking Project (NCCBP)



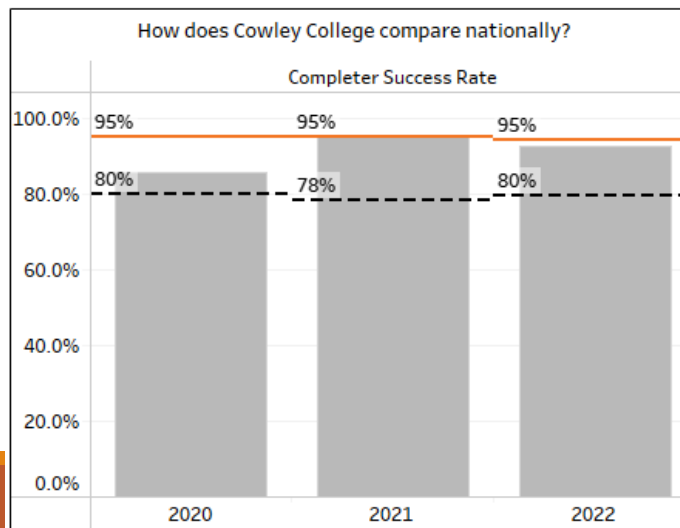
Cowley College Gateway Completer Success Rate			
	2020	2021	2022
Math	85.7%	95.1%	92.6%
Writing	93.0%	99.0%	88.9%

How does Cowley College compare to the National Cohort?

Success rates for both English and math increased for the most recent NCCBP data submission, with both exceeding the national cohort's median score.

Select a gateway course type here!

Math



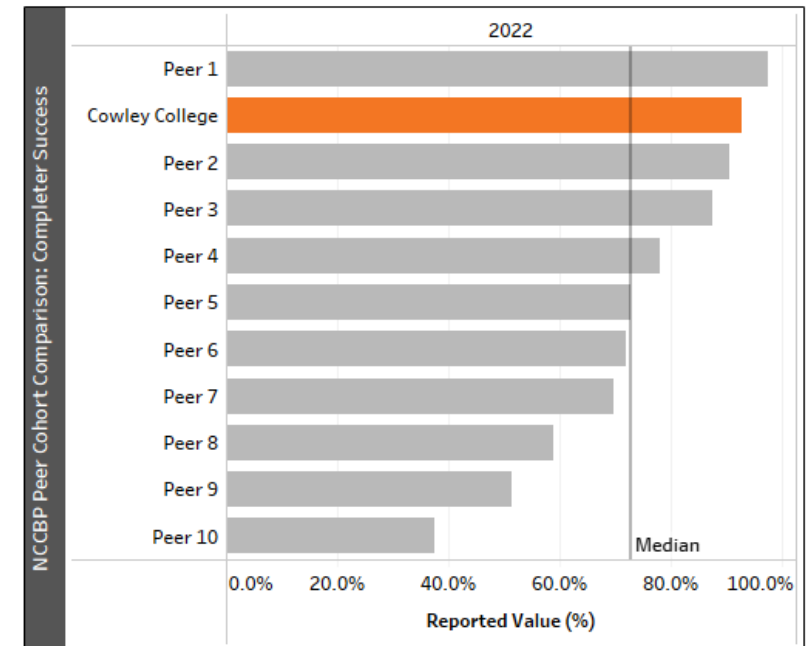
Kansas & Border State Peer Cohort Comparison

How does Cowley College compare to its regional peer group?

The College's success rates for both English and math gateway courses exceed the peer cohort's median score.

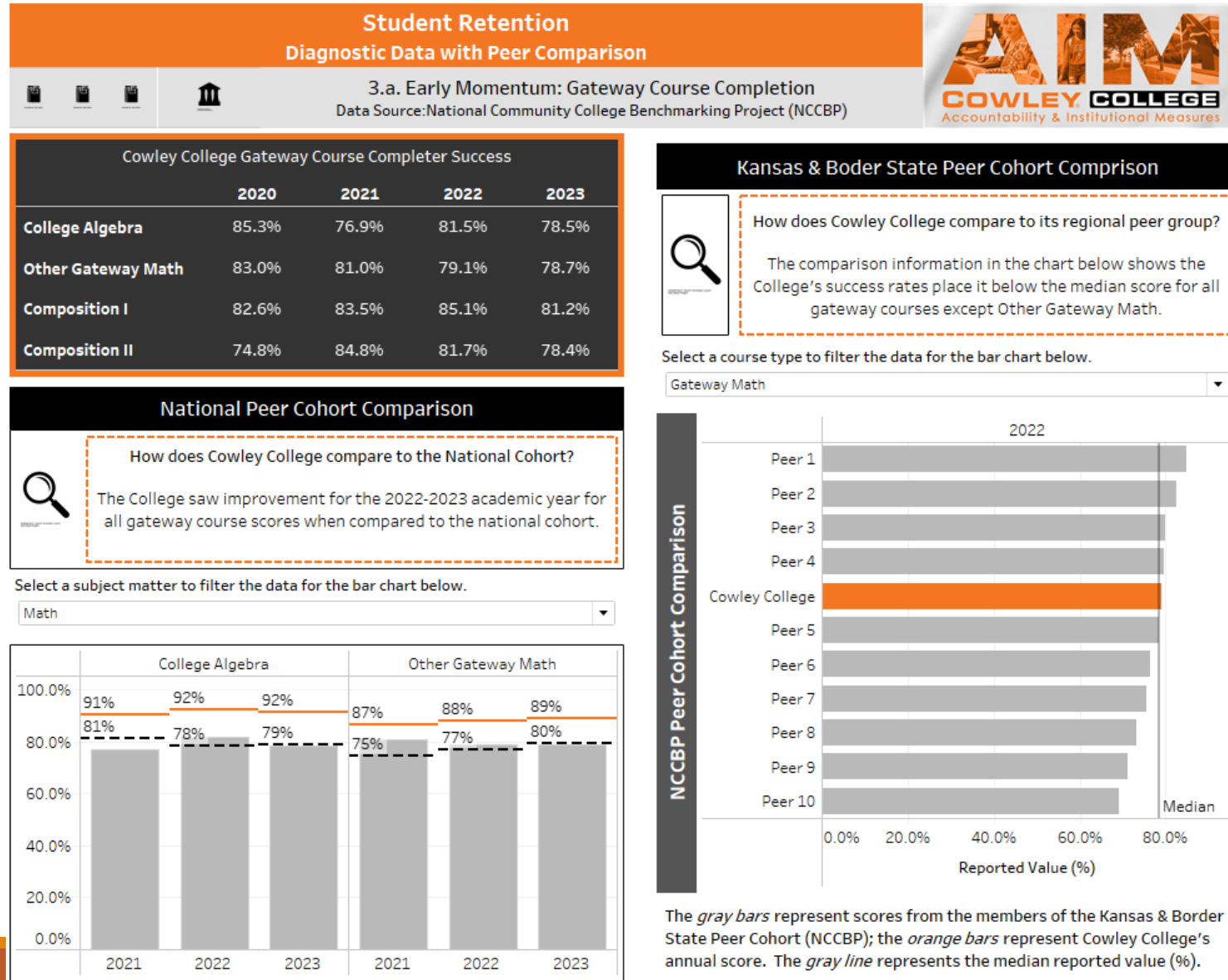
Select a gateway course type here to filter the bar chart below.

Math



The *gray bars* represent scores from the members of the Kansas & Border State Peer Cohort (NCCBP); the *orange bars* represent Cowley College's annual score. The *gray line* represents the median reported value (%).

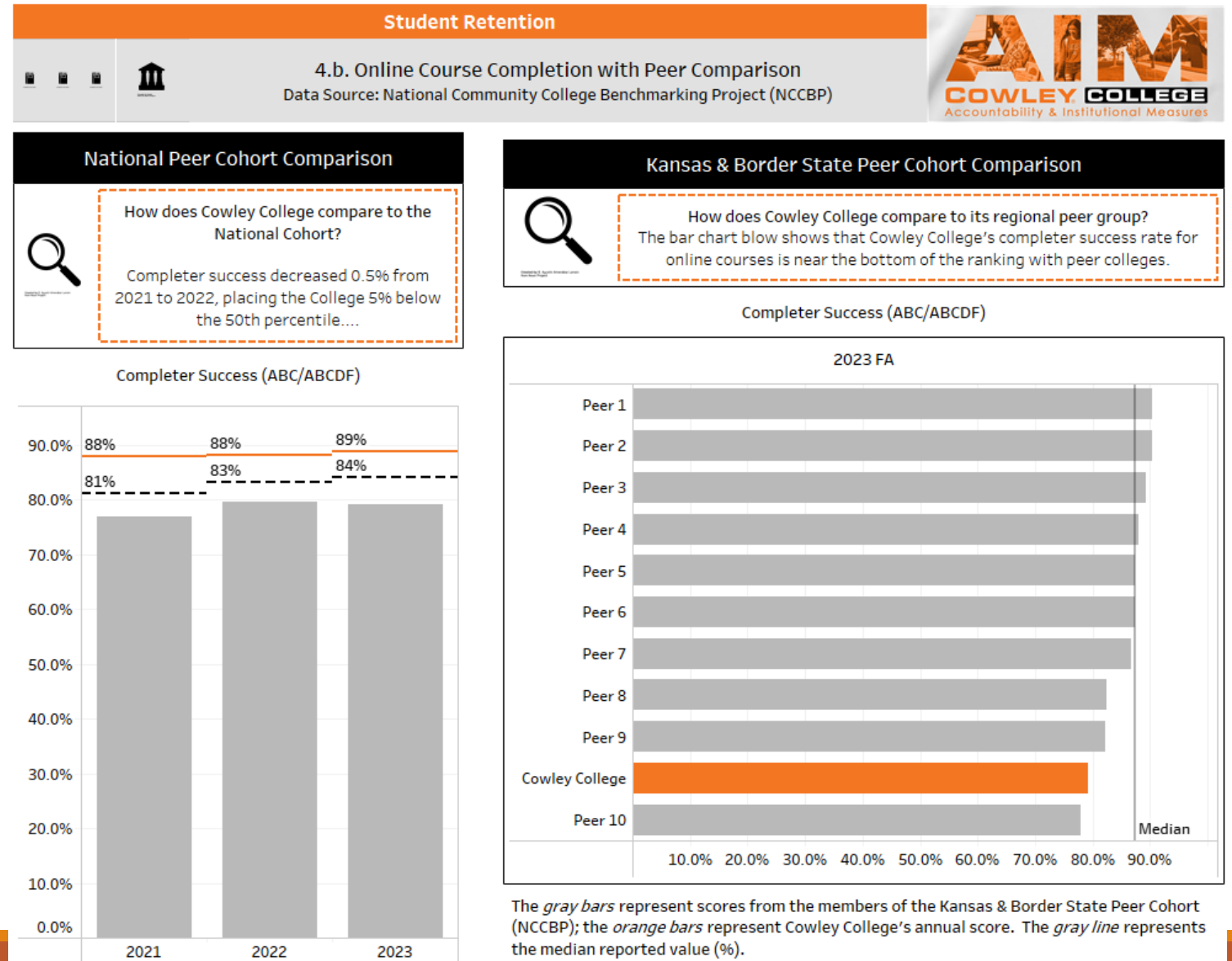
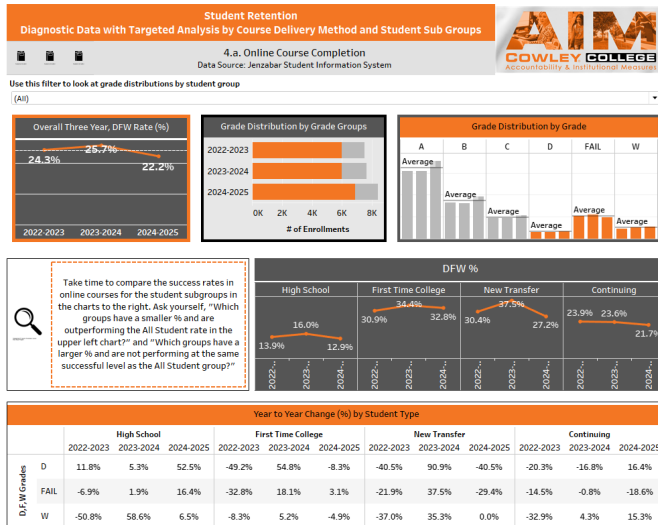
Supporting Progression to Award Completion



**The Benchmark
11a. Retention &
Success: Core
Academic Skills**

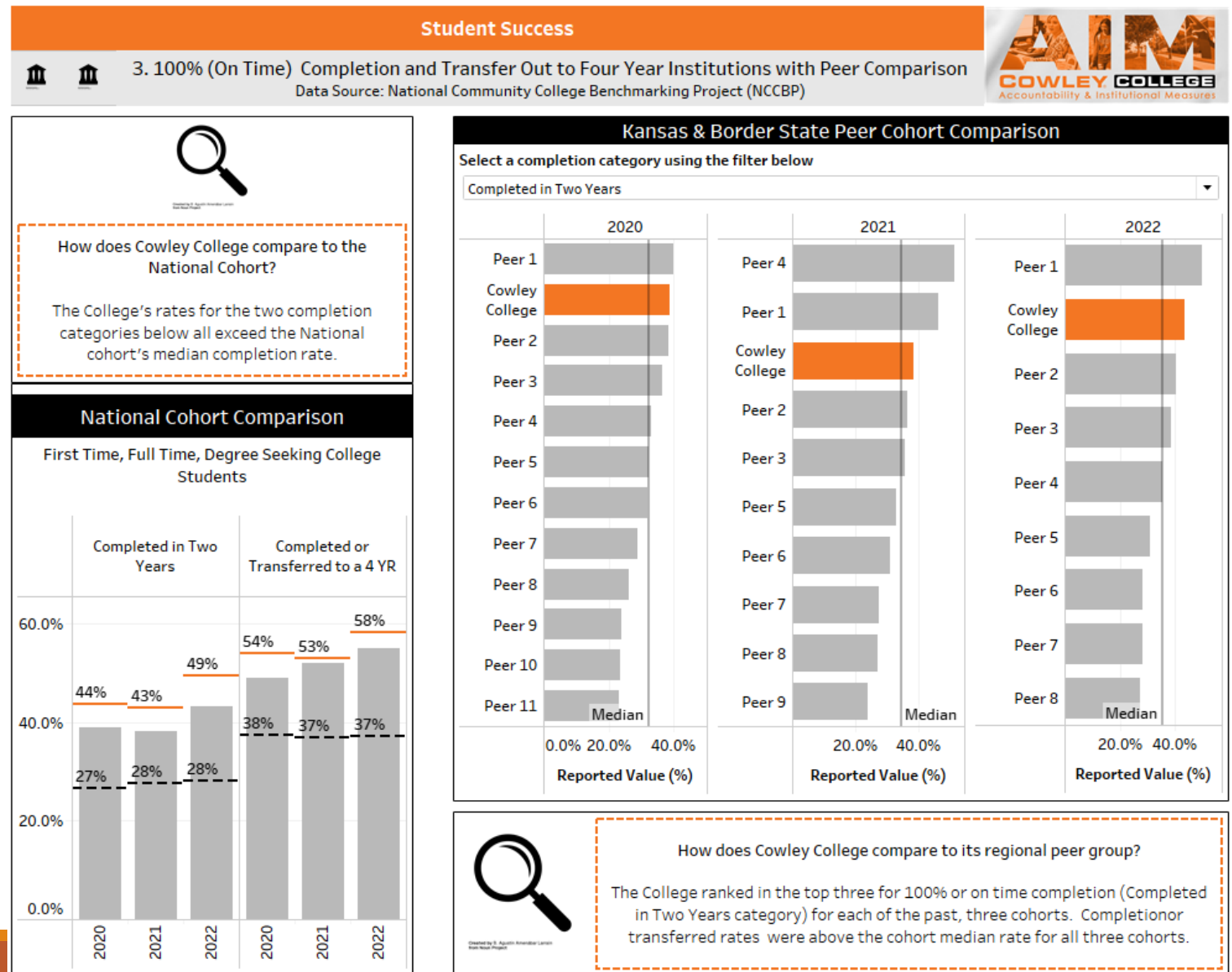
Supporting Retention through Flexible Enrollment Options

The Benchmark 17. Online/Distance Learning Credit Hours & Grades



Demonstrating Success

The Benchmark 2. Student Completion and Transfer



Other Metrics that Demonstrate Success

TRADITIONAL CREDIT PROJECT/COMPREHENSIVE INDICATORS

3. Student Performance at Transfer Institutions

10. Career Technical Program Completers



Criterion 4. Sustainability: Institutional Effectiveness, Resources & Planning

4.B. Resource Base and Sustainability

TRADITIONAL CREDIT PROJECT/COMPREHENSIVE INDICATORS

20a. Instructional Cost

20a1. Instruction Cost by Discipline (General)

20a2. Instructional Cost by Discipline (CTE)

20b. Development/Training Expenditures per FTE Employee

21. Financial Information





THANK
YOU

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COWLEY[®] COLLEGE