

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

CATYC 2025



Who are we?

Debbie Phelps, Executive Director of Institutional Effectiveness, Cowley College

Jacquelyn Eidson, Director, National Higher Education Benchmarking Institute, Johnson County Community College

Michelle Taylor, Senior Research Analyst, National Higher Education Benchmarking Institute, Johnson County Community College



Over 50 Transfer pathways
27 Career & Technical programs

2024-2025: 3,187 students



Cowley College



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

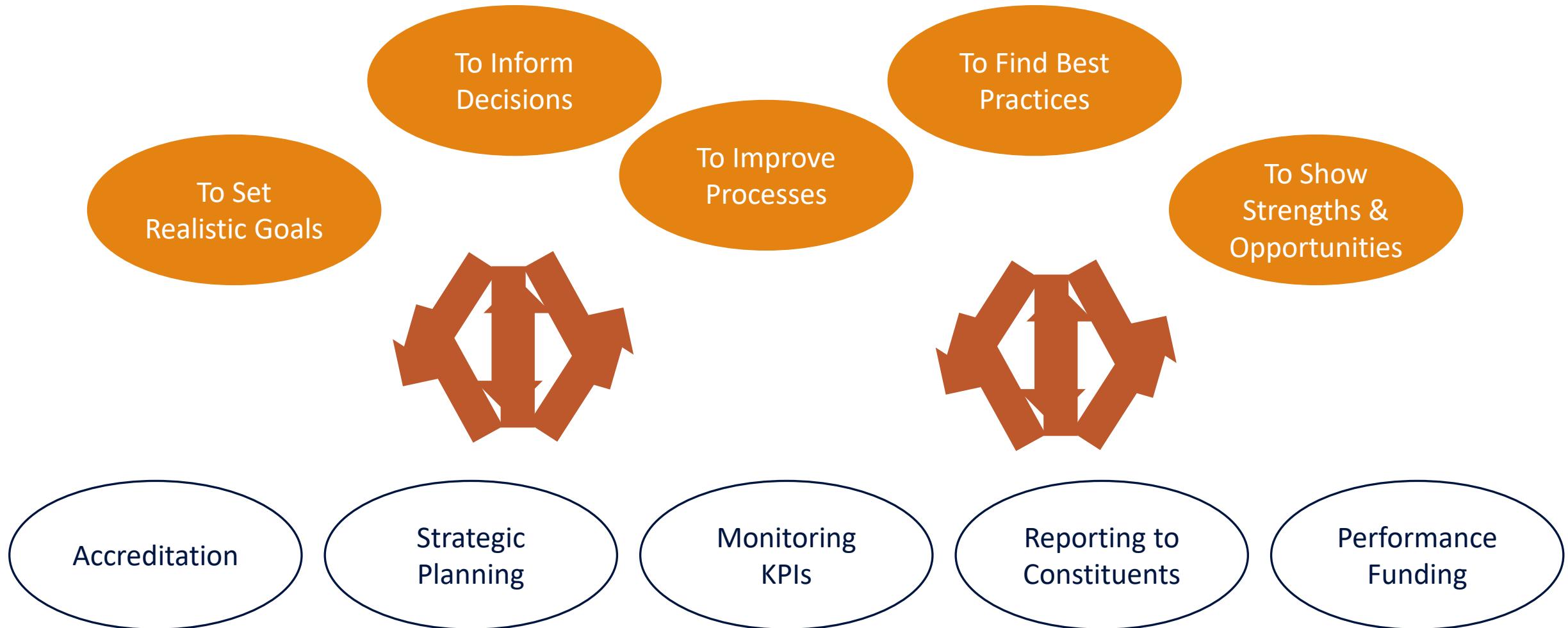


**ADMINISTRATIVE
SERVICES**
Benchmark Project



NATIONAL HIGHER EDUCATION
BENCHMARKING INSTITUTE
ENROLLMENT
TRACKING

Benchmarking Can Be Used



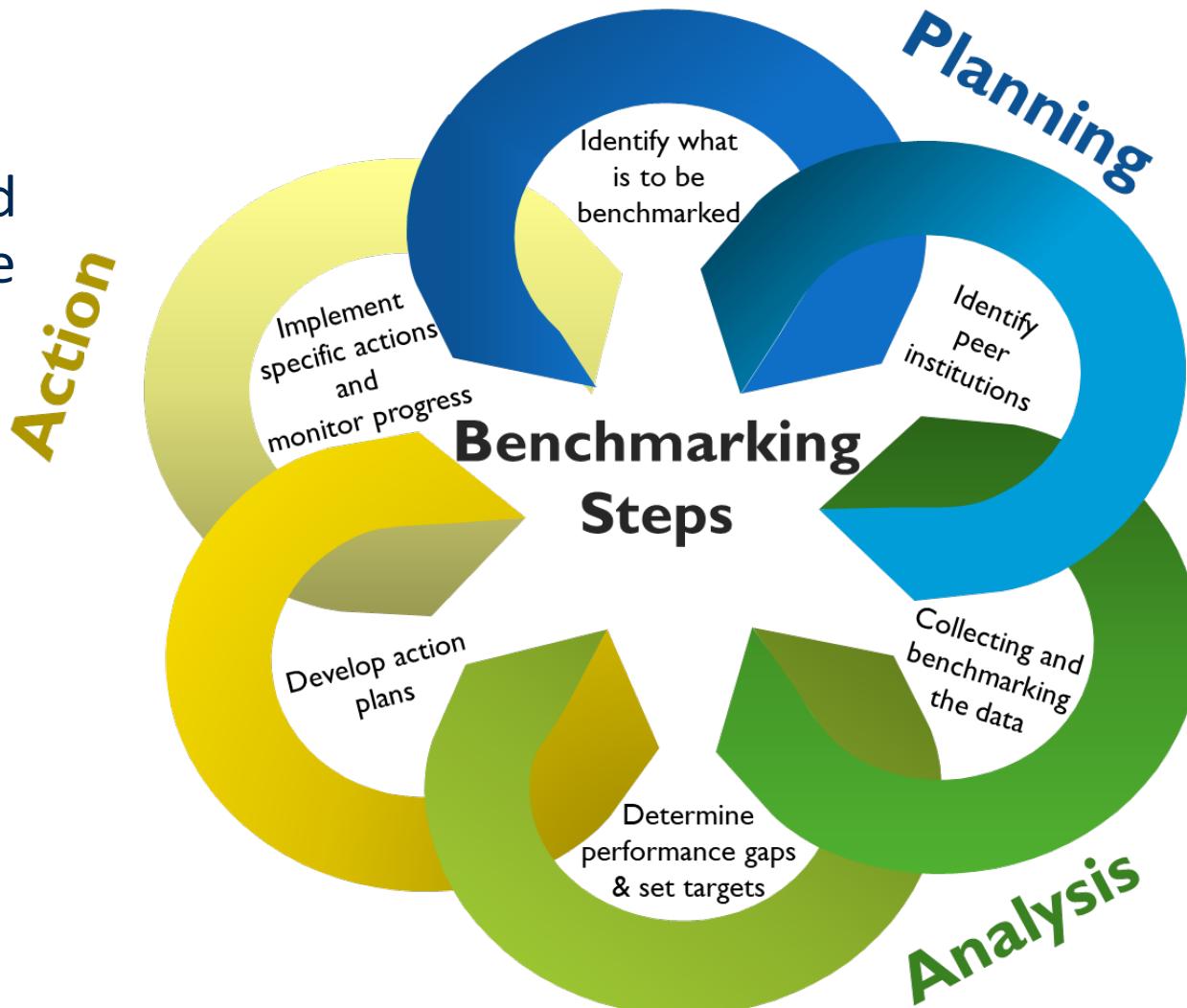
What is benchmarking?

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

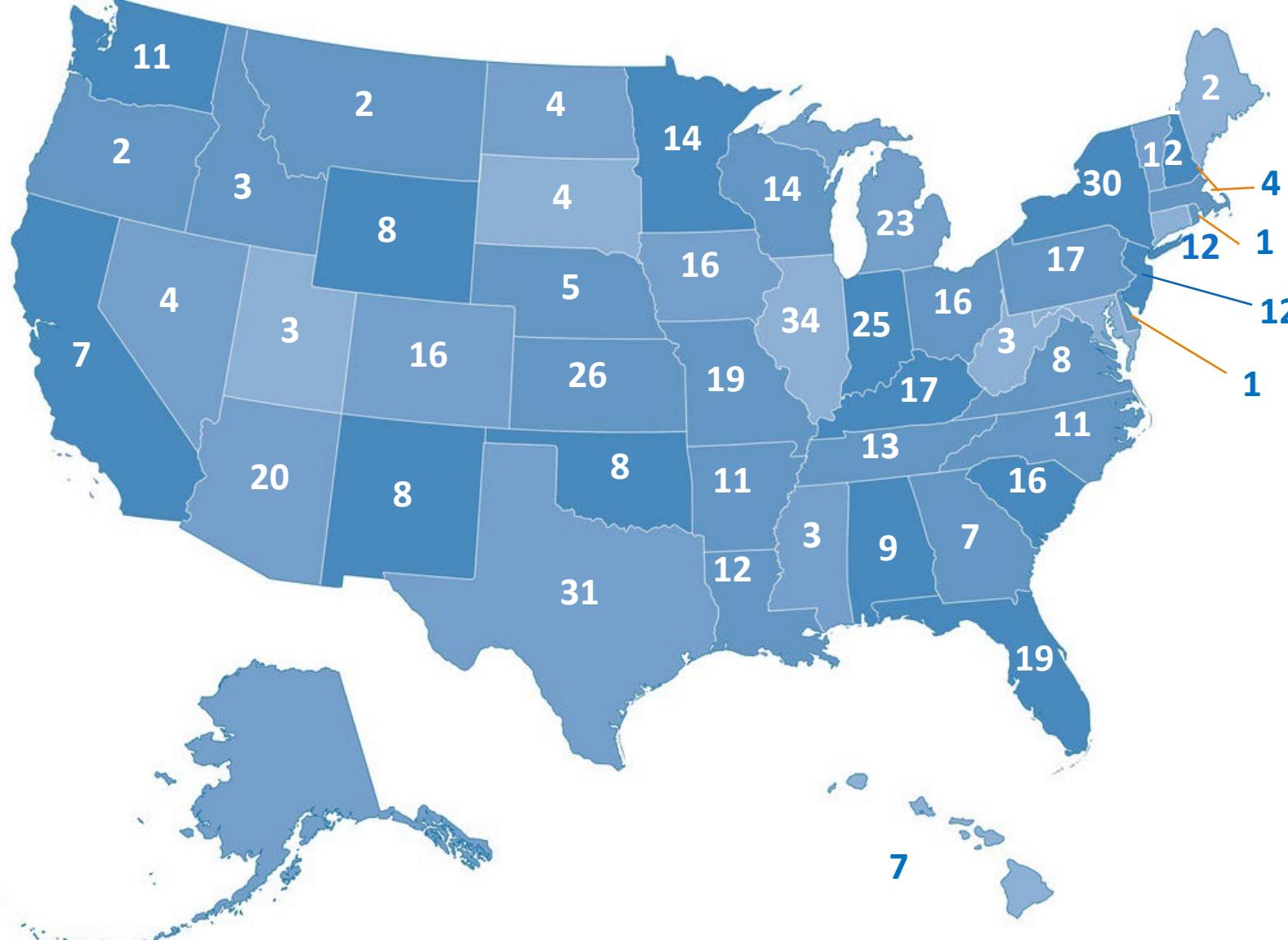
Simply put, benchmarking is comparing your college to other colleges

Three formats:

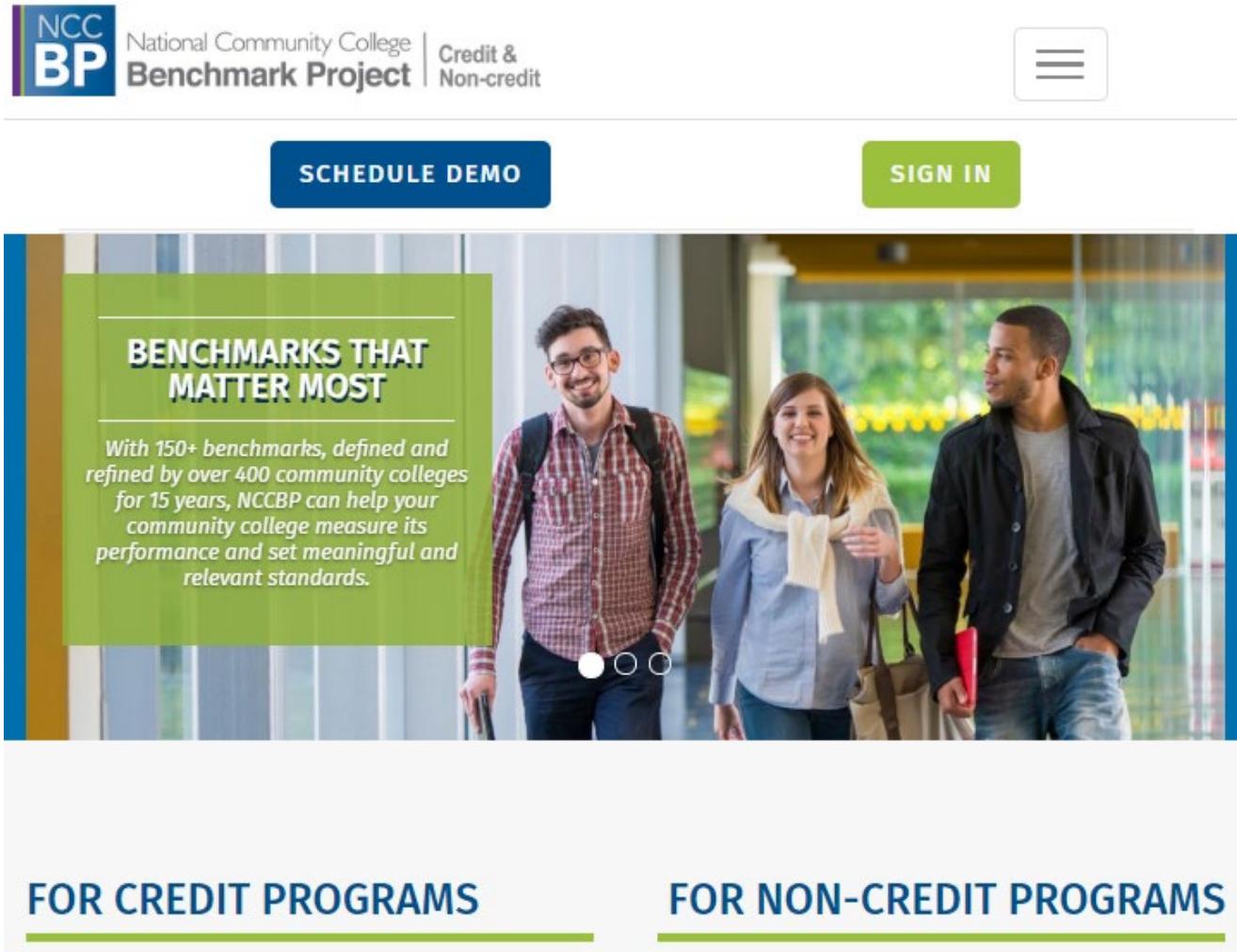
- *One-on-one*
- *Group of peers*
- *National data sets*



2-year Participants Since Inception in 2004



NCCBP – Traditional Module



The screenshot shows the NCCBP website homepage. At the top, the logo 'NCC BP' is followed by 'National Community College Benchmark Project' and 'Credit & Non-credit'. A navigation menu icon is on the right. Below the header are two buttons: 'SCHEDULE DEMO' (blue) and 'SIGN IN' (green). The main content area features a photograph of three diverse students (two men and one woman) walking together. To the left of the photo is a green box with the text 'BENCHMARKS THAT MATTER MOST' and a description: '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.' At the bottom, there are two sections: 'FOR CREDIT PROGRAMS' and '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

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%	

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

Best Performers Report

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)

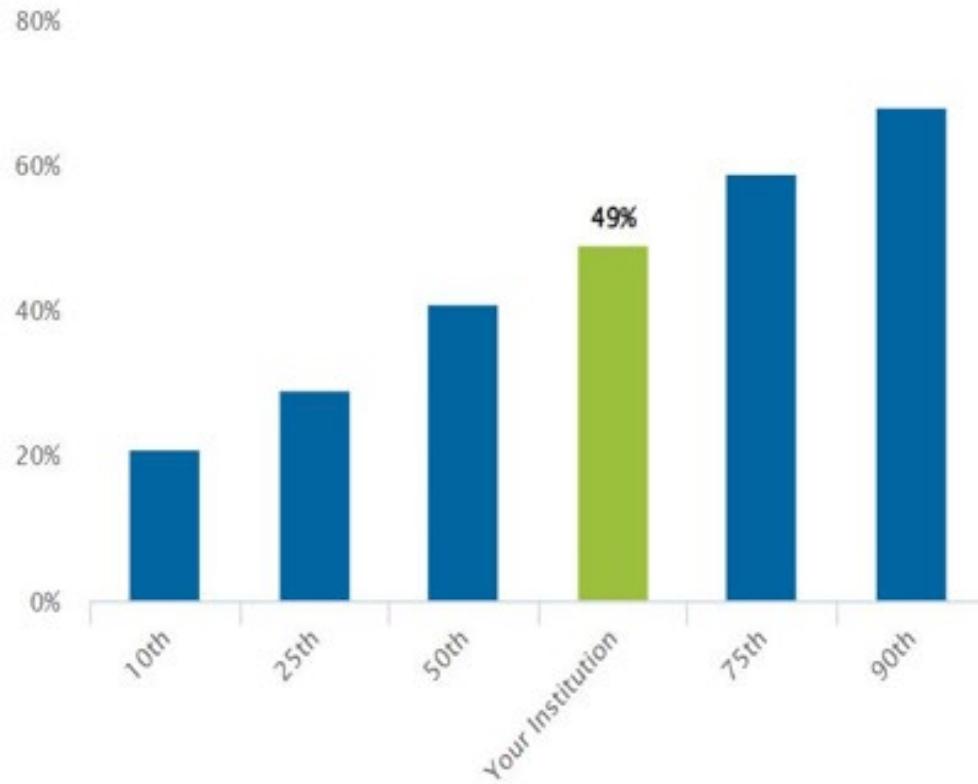
OPPORTUNITIES FOR IMPROVEMENT

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

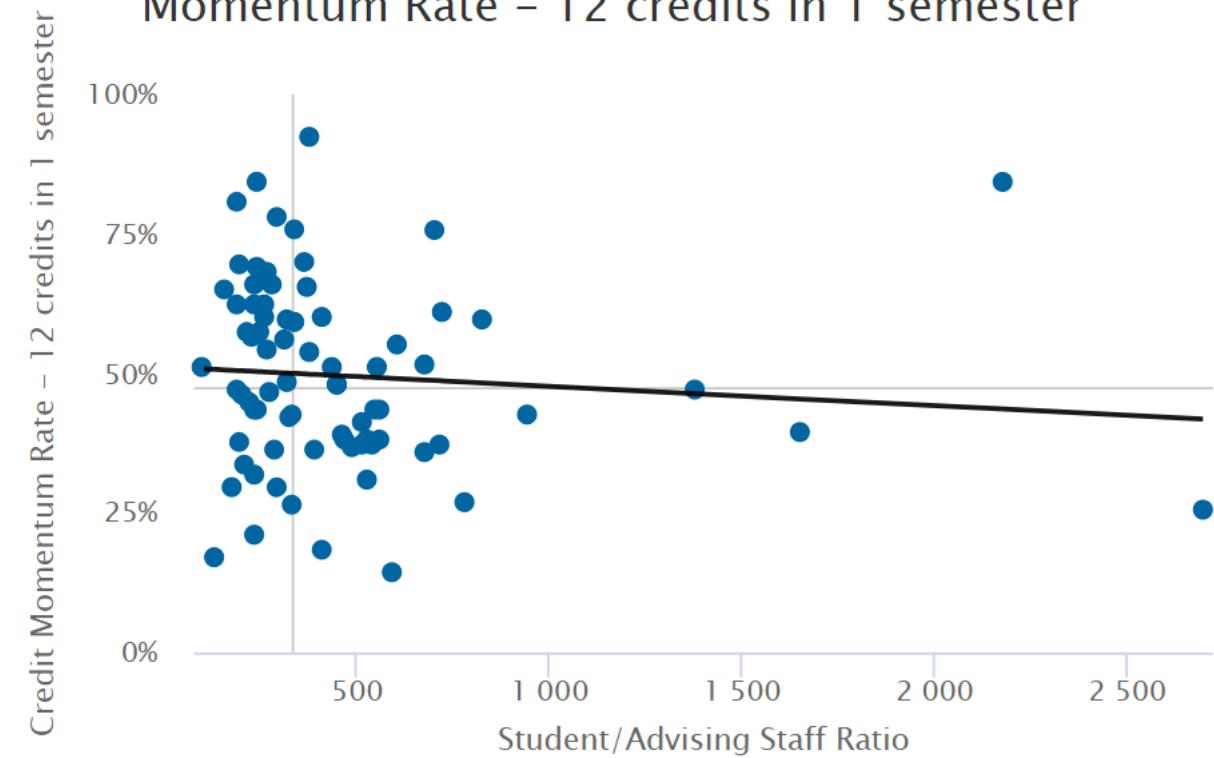
Performance Metrics: Inputs Driving Outcomes

Early Momentum Metrics

First year students completing 12 hours in the first semester.

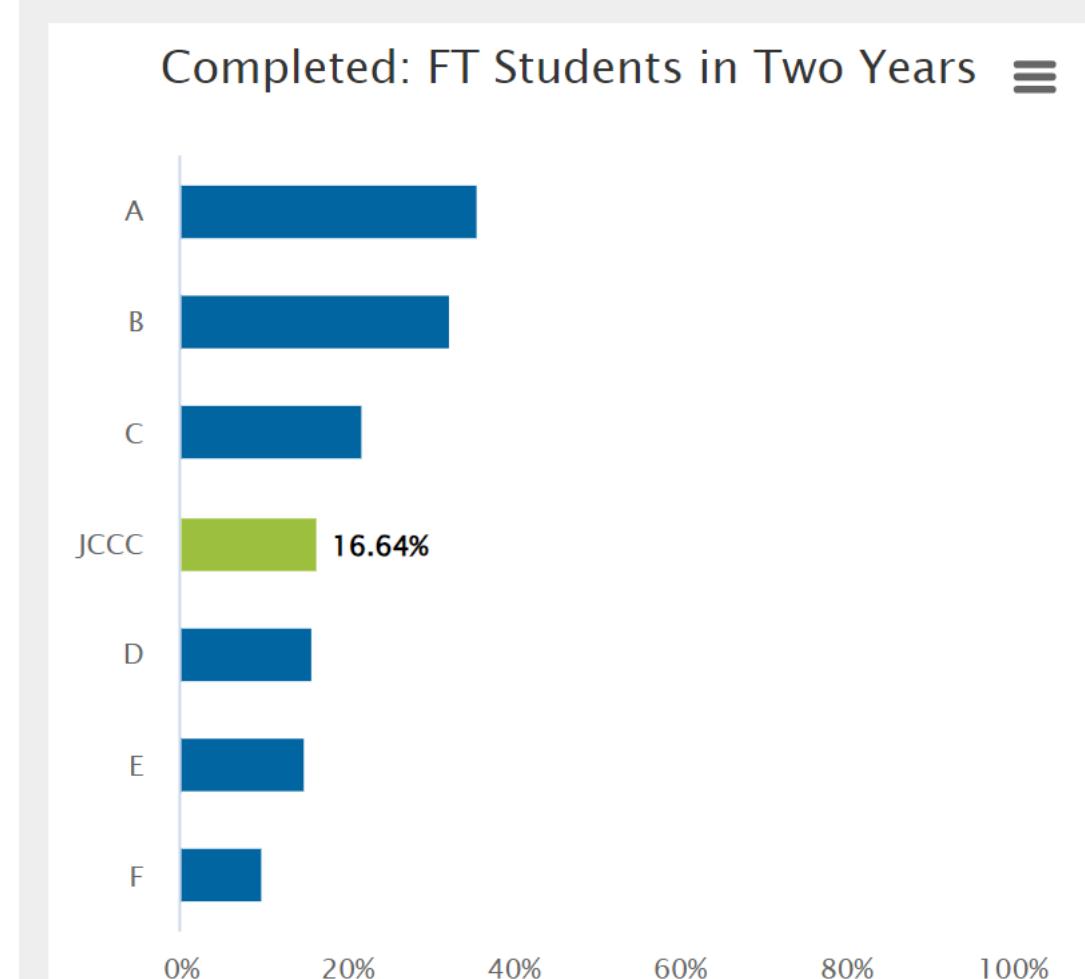


Student/Advising Staff Ratio and Credit Momentum Rate – 12 credits in 1 semester



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..."

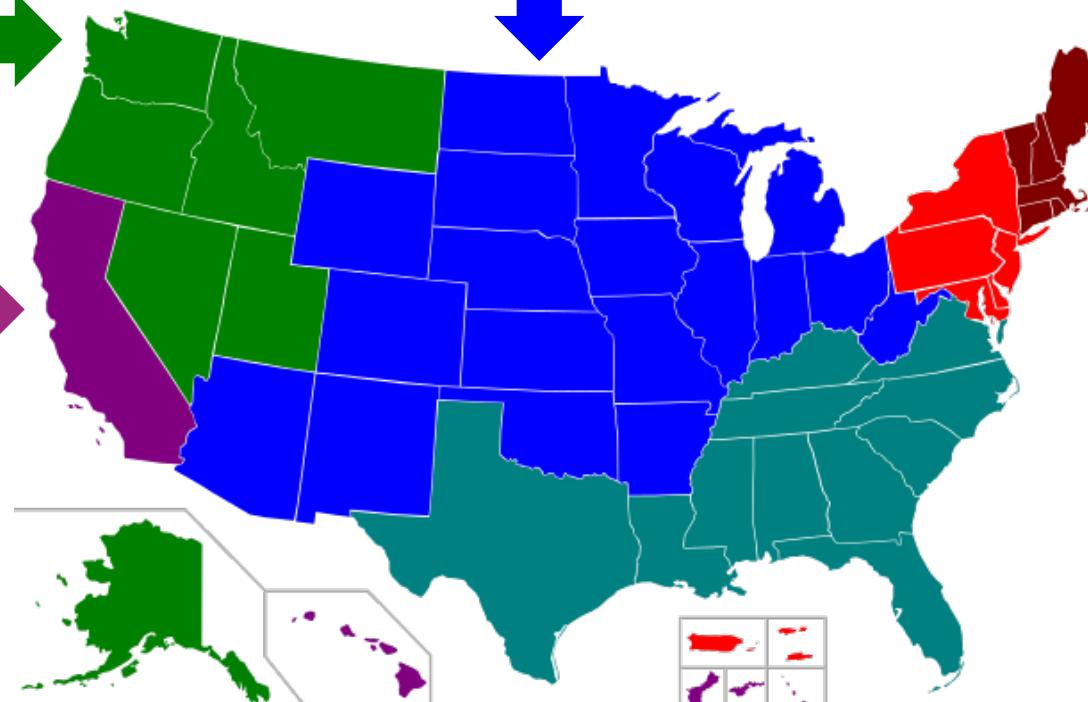
-ACCJC (WASC), Accreditation Standards

"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*



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

-SACSCOC, *Principles of 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;"

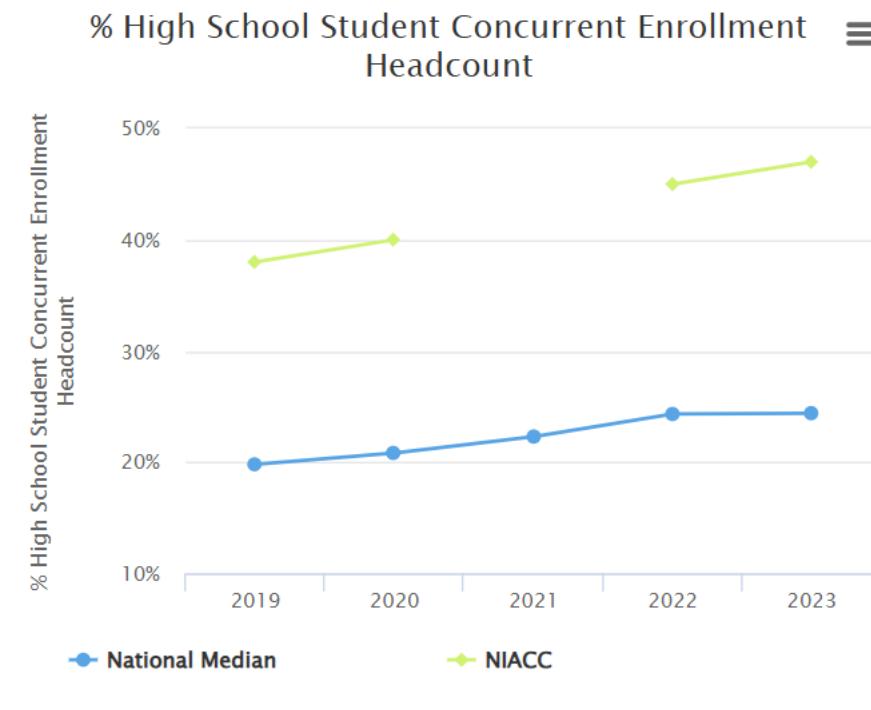
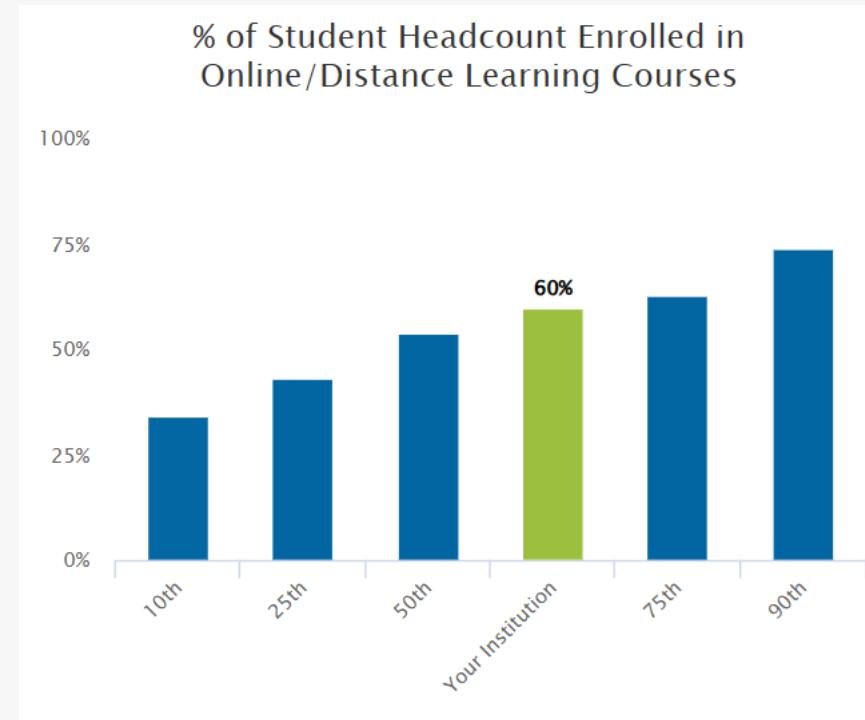
-MSCHE, *Standards for Accreditation*

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.

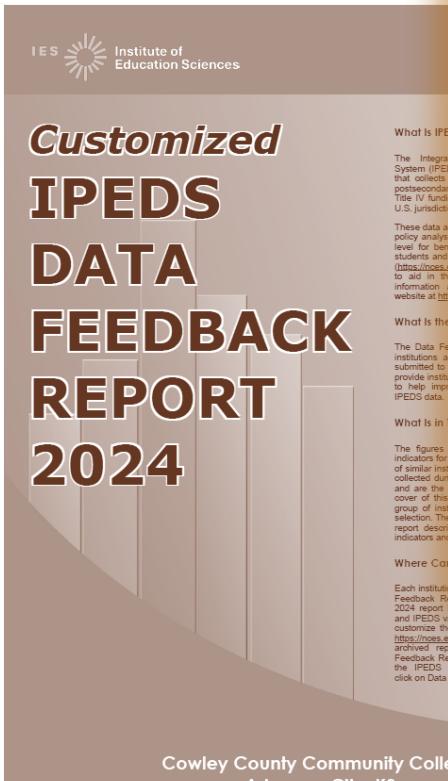
Criterion 1. Mission

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



NCCBP National Community College Benchmark Project

CONFERENCE 2025 | FREE WEBINAR | SCHEDULE PREVIEW | SIGN IN

HOME | CONFERENCE | BENCHMARKS | BENEFITS | HOW TO JOIN | CONTACT US

Traditional Credit/Comprehensive Indicators

The traditional NCCBP covering enrollments, student success - completion, transfers, persistence, retention; satisfaction, student performance, college financials and other institutional effectiveness measures.

Enrollment Tracking

Support tracking and comparing trends in the registration process leading up to the start of classes and the subsequent census dates.



<https://nccbp.org/>

Kansas Higher Education Statistics

KANSAS BOARD OF REGENTS
1925

Profiles | High School | Fall Census | Enrollment | Retention | Transfers | Credentials | Graduation | Student Success Index | Employment & Wages | Tuition | Finance | Resources

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

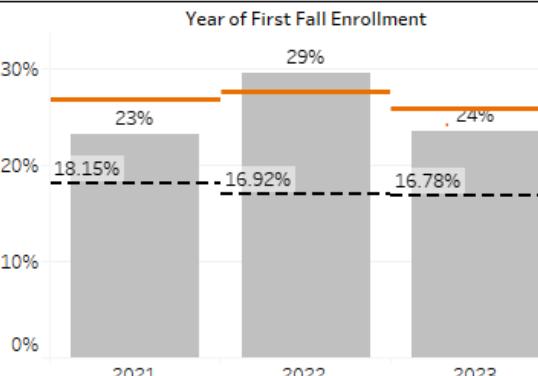
Data Source: NCCBP, Form 13



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)

Year	2021	2022	2023
# of Reporting Institutions	77	80	89

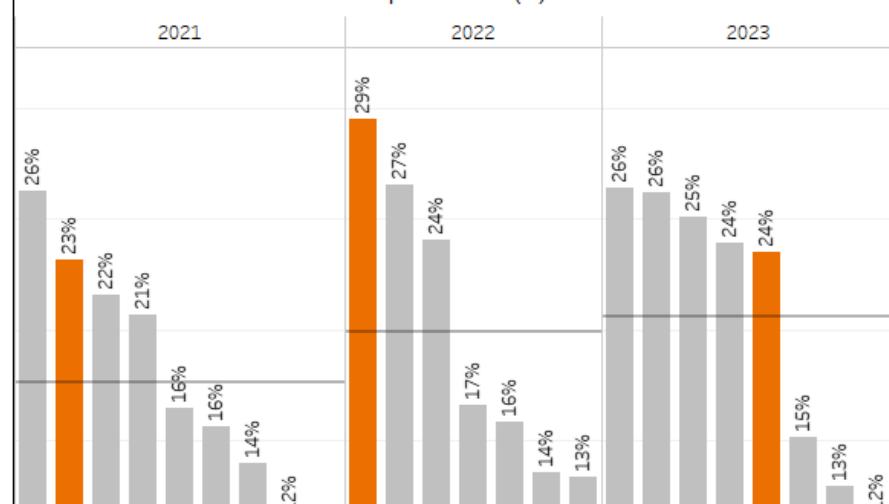
Year	2021	2022	2023
Cowley College National Rank (%)	81%	94%	79%

Kansas & Border State Peer Cohort Comparison

Year of First Fall Enrollment
Reported Value (%)

Year	2021	2022	2023
------	------	------	------

Year	2021	2022	2023
------	------	------	------



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 average reported value (%).

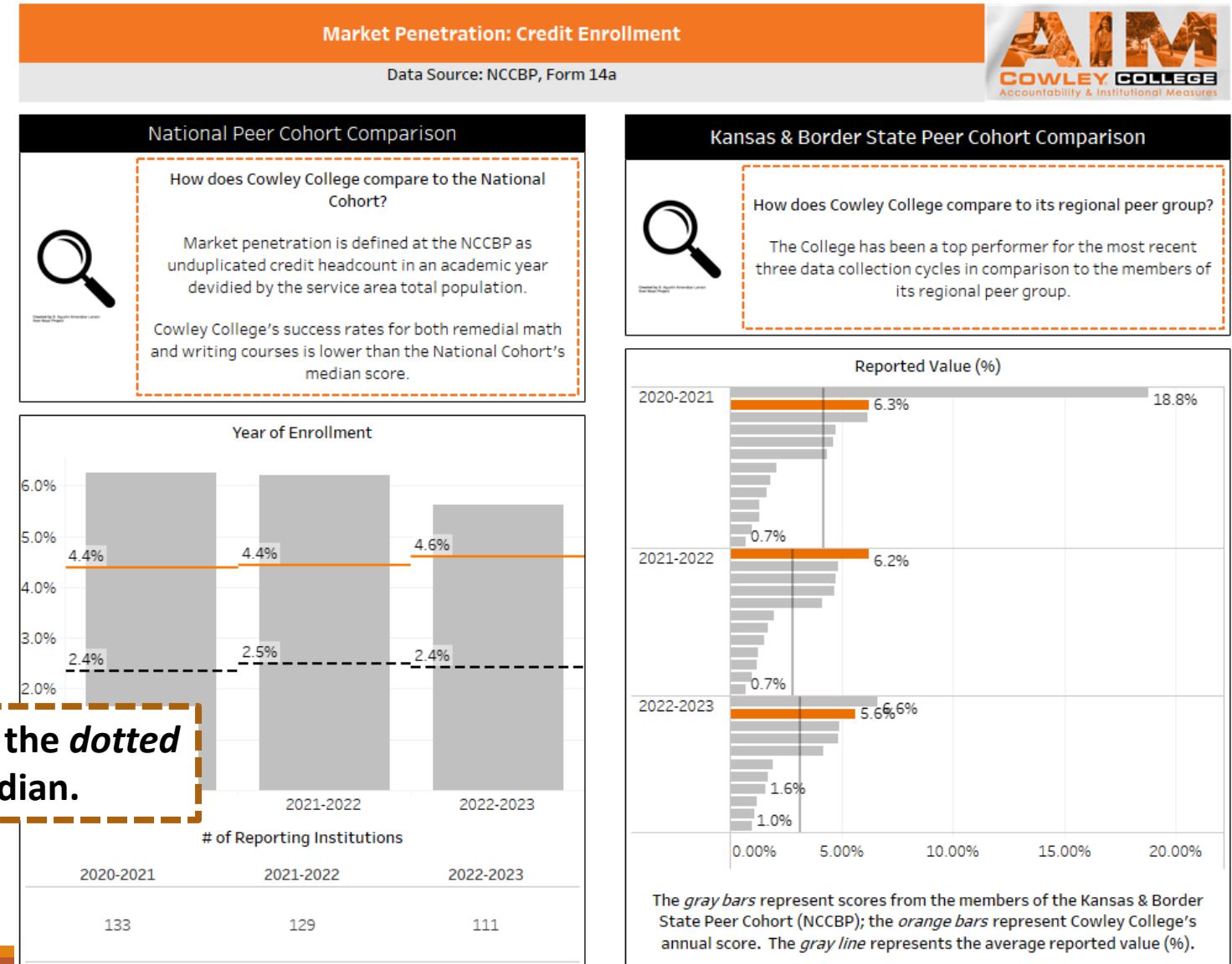
The *gray bars* represent scores from the members of the Kansas & Border State Peer Cohort (NCCBP); the *orange bars* represent Cowley College's annual score. The *gray line* represents the average reported value (%).

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?

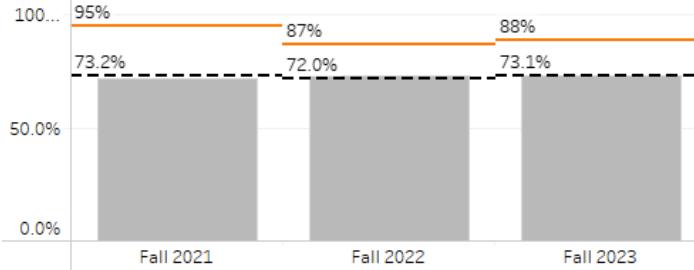
Completer success is defined at the NCCBP as the number of enrollments receiving a grade of A,B,C divided by the number of enrollments receiving a grade of A,B,C,D,F. The College's most recent success rates for both remedial math and writing courses is higher than the National Cohort's median score (50th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

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

Math

How does Cowley College compare nationally?

Completer Success



Kansas & Border State Peer Cohort Comparison

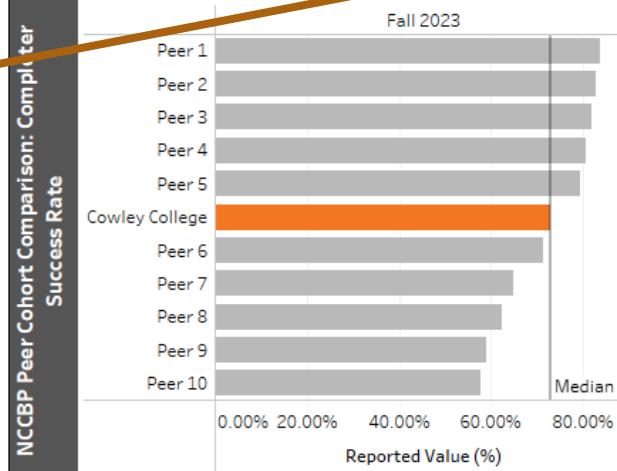


How does Cowley College compare to its regional peer group?

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 Filter the results by gender Filter the results by Pell sta..

College Algebra w/Review

(All)

(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 %	2022-2023	2023-2024	2024-2025
29%	23%	31%	

# of Enrollments receiving ABC Grades	2022-2023	2023-2024	2024-2025
128	140	146	

# of Enrollments receiving DFW Grades	2022-2023	2023-2024	2024-2025
53	41	66	

Total # of Enrollments	2022-2023	2023-2024	2024-2025
181	181	212	

International Students

2022-2023 2023-2024 2024-2025

# of Enrollments receiving ABC Grades	2022-2023	2023-2024	2024-2025
27	19	25	

# of Enrollments receiving DFW Grades	2022-2023	2023-2024	2024-2025
1	2	4	

DFW %	2022-2023	2023-2024	2024-2025
4%	10%	14%	

Historically Underserved Students

2022-2023 2023-2024 2024-2025

# of Enrollments receiving ABC Grades	2022-2023	2023-2024	2024-2025
33	49	41	

# of Enrollments receiving DFW Grades	2022-2023	2023-2024	2024-2025
17	23	29	

DFW %	2022-2023	2023-2024	2024-2025
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



Supporting Progression to Award Completion

Student Retention
Diagnostic Data with Peer Comparison

3.a. Early Momentum: Gateway Course Completion
Data Source: National Community College Benchmarking Project (NCCBP)

Cowley College Gateway Course Completer Success

	2020	2021	2022	2023
College Algebra	85.3%	76.9%	81.5%	78.5%
Other Gateway Math	83.0%	81.0%	79.1%	78.7%
Composition I	82.6%	83.5%	85.1%	81.2%
Composition II	74.8%	84.8%	81.7%	78.4%

National Peer Cohort Comparison

How does Cowley College compare to the National Cohort?
The College saw improvement for the 2022-2023 academic year for all gateway course scores when compared to the national cohort.

Select a subject matter to filter the data for the bar chart below.
Math

College Algebra **Other Gateway Math**

Subject	2021	2022	2023
College Algebra	81%	78%	79%
Other Gateway Math	91%	92%	92%

Kansas & Boder State Peer Cohort Comprison

How does Cowley College compare to its regional peer group?
The comparison information in the chart below shows the College's success rates place it below the median score for all gateway courses except Other Gateway Math.

Select a course type to filter the data for the bar chart below.
Gateway Math

NCCBP Peer Cohort Comparison

Peer	2022
Peer 1	88%
Peer 2	82%
Peer 3	80%
Peer 4	78%
Cowley College	80%
Peer 5	78%
Peer 6	75%
Peer 7	72%
Peer 8	68%
Peer 9	65%
Peer 10	60%

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 (%).

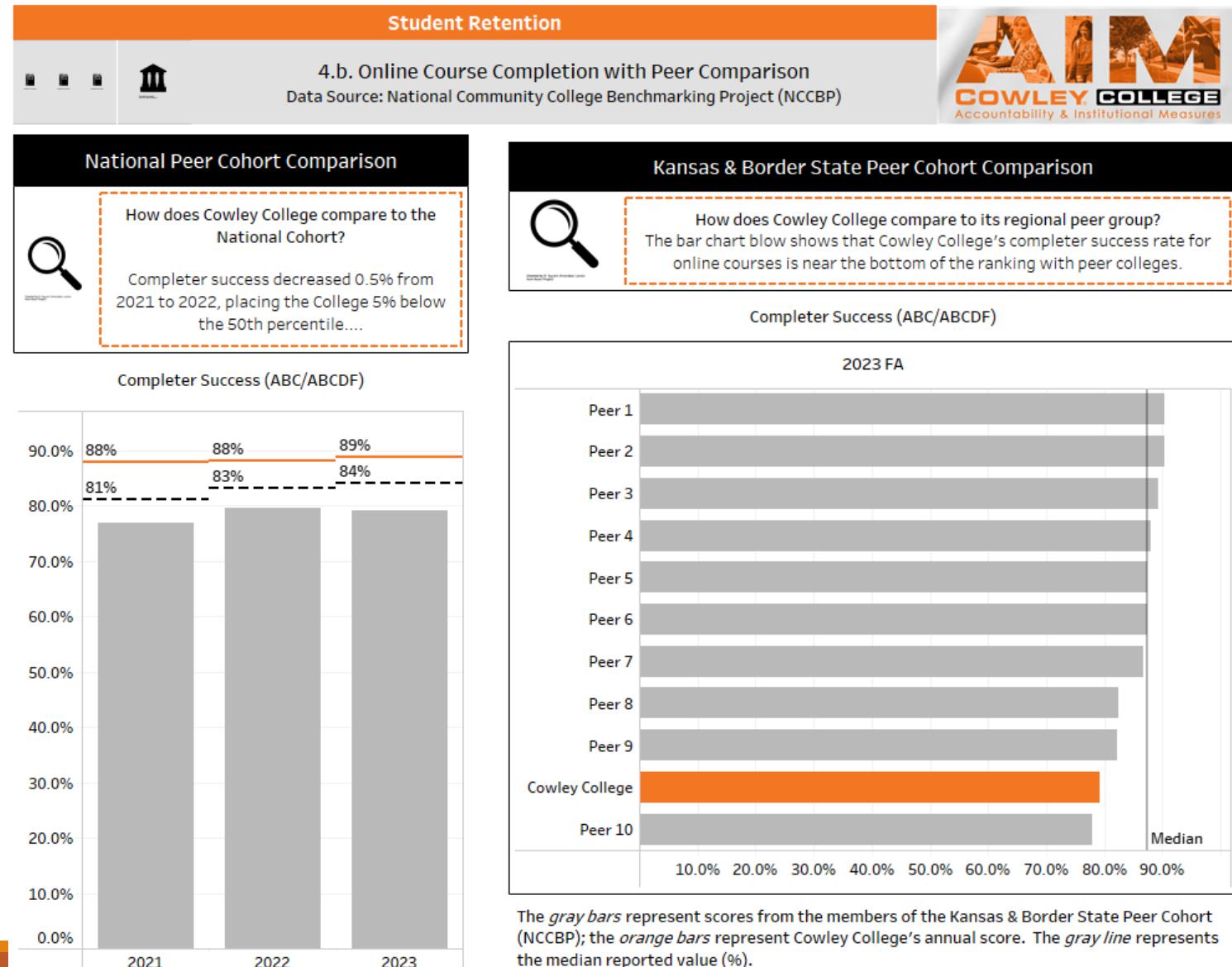
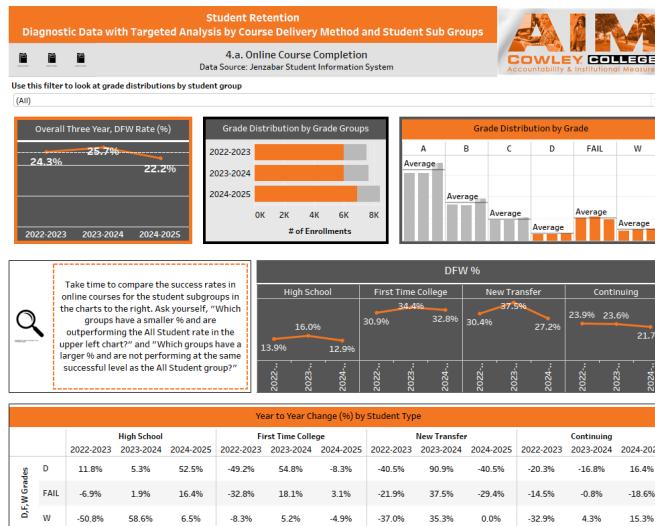
The Benchmark

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

Student Success

3. 100% (On Time) Completion and Transfer Out to Four Year Institutions with Peer Comparison
Data Source: National Community College Benchmarking Project (NCCBP)

Kansas & Border State Peer Cohort Comparison

Select a completion category using the filter below

Completed in Two Years

	2020	2021	2022
Peer 1	27%	28%	28%
Cowley College	44%	43%	58%
Peer 2	38%	37%	37%
Peer 3	37%	37%	37%
Peer 4	54%	53%	58%
Peer 5	49%	49%	49%
Peer 6	43%	43%	43%
Peer 7	43%	43%	43%
Peer 8	43%	43%	43%
Peer 9	43%	43%	43%
Peer 10	43%	43%	43%
Peer 11	43%	43%	43%
Median	43%	43%	43%

0.0% 20.0% 40.0% 20.0% 40.0% 20.0% 40.0%
Reported Value (%) Reported Value (%) Reported Value (%)

How does Cowley College compare to the National Cohort?

The College's rates for the two completion categories below all exceed the National cohort's median completion rate.

National Cohort Comparison

First Time, Full Time, Degree Seeking College Students

	Completed in Two Years	Completed or Transferred to a 4 YR
2020	27%	44%
2021	28%	43%
2022	28%	58%

0.0% 20.0% 40.0%
Reported Value (%)

How does Cowley College compare to its regional peer group?

The College ranked in the top three for 100% or on time completion (Completed in Two Years category) for each of the past, three cohorts. Completion or transferred rates were above the cohort median rate for all three cohorts.

AIM
COWLEY COLLEGE
Accountability & Institutional Measures

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

Debbie Phelps
debbie.phelps@cowley.edu

COWLEY® **COLLEGE**