EL CAMINO COLLEGE Service Area Outcomes (SAO) Assessment Plan			
Mission: El Camino College offers quality, comprehensive educational programs and services to ensure the educational success of students from our diverse community.			
Unit	Institutional Research & Planning	**Date**	6/25/2009
SAO	**Understand El Camino College students and their academic outcomes.**		
Participants	IR data users (faculty, administrators, staff)		

Assessment Plan (Include metrics to be collected)	**Results/Actions Taken**

An IR client satisfaction survey was administered in association with the Program Review cycle. A total of 40 responses were received out of 230 invitations (17% response rate). Clients were selected to participate in the survey if they submitted a research request in the most recent two years or regularly receive feedback by way of membership on a campuswide committee.
 	
The scale of the satisfaction questions was:
    5=always
    4=mostly
    3=sometimes
    2=rarely
    1=never
 	
One survey question (#13) was added to determine how IR helped faculty and staff "better understand ECC students" and their academic outcomes. (See page 2 for other satisfaction questions.
 	
Criterion: Since this question relates directly to the IR mission, a criterion of 4.5 on the 5.0 scale was establishes as a minimum performance mark.
 	
See SAO #3 for other SAO survey questions. This survey is repeated on a four-year cycle.
	Results:
	
	Ninety percent of respondents indicated that IR always (80%) or mostly (10%) helped them better understand ECC students and their academic outcomes (an average 4.7 on a 5-point scale).
	
	The criterion of 4.5 was exceeded.
	
	Actions Taken:
	
	Although the criterion for SAO #1 was met, there is always room for improvement in terms of disseminating more information about students and their outcomes in a clear and understandable way.
	
	In 2009, IR set a goal in its program review to "disseminate results through a variety of means including various electronic media and campus presentations." Since this assessment, IR has expanded the number of reports posted to its webpages and distributed this information in a wider variety of ways including research briefs, executive summaries, campus presentations at both locations, email updates, twitter, and a new research & planning blog site. In addition, IR committed to conduct a separate "information marketing" survey to determine the best way to deliver results to the campus. This was administered in spring 2013 (results will be published in the fall 2013 program review update).

3/18/2013

Client Satisfaction Survey Results, Spring 2009

IR Satisfaction Survey Items by Mean Score

5-point scale items

Item	Score
MEAN	4.80
treats me with courtesy and respect	5.00
applies academic and professional judgment	4.97
is responsive to requests for assistance	4.93
reports are accurate and reliable	4.90
endeavors to learn about my program	4.88
correctly refers me to other offices	4.87
provides info to answer specific questions	4.85
reports are easy to use and interpret	4.85
contributes to institutional planning	4.85
anticipates relevant issues	4.79
orients others to institutional data and uses	4.78
information helps to improve programs	4.76
clarifies purpose of specific research	4.74
discusses limitations of research	4.73
information supports budget decisions	4.72
promotes a better understanding of ECC	4.70
helps solve problems	4.69
helps faculty evaluate instructional changes	4.65
identifies areas of concern at ECC	4.51

4-point scale items

Item	Score
MEAN	3.82
has good working relationships with others	3.92
understands educational trends	3.91
OVERALL	3.90
follows privacy laws and prof. ethics	3.90
provides useful information	3.88
timeliness of response	3.87
understands ECC	3.87
understands CC trends	3.86
contributes to mission	3.84
research request process (online)	3.83
reliable source of info for ECC	3.82
volume of output	3.79
reliable source of info for Compton	3.77
communications strategies are effective	3.70
IR analysis supports policy decisions	3.66
I made a decision based on IR research	3.63