




**Parkland College
Board of Trustees**

Key Performance Indicators

May 15, 2024

Parkland KPI Background:

- Same Performance Indicators from 1990's - August 2012
- 2013: Participated in National Community College Benchmarking Project (NCCBP)
- 2014: Metrics narrowed from 238 to 55 KPI's and 6 Key Performance Categories.
- 2014: Conversations of President/VP's, E-Team, CPC, and College Council.
- 2014-2017: Dashboards created and data were used for the Strategic Plan.
- 2017: KPI definitions and data were reviewed/refined.
- 2017-2020: Dashboards updated and data for strategic planning updated.
- 2020: Covid/The world fell apart. Stopped participating in NCCBP.
- 2021: Out with the old KPI and in with the new KPI. 55  14!

2018 National Community College Benchmarking Project: Parkland College Data Compared to Selected Peer Groups

KPC	KPI	Key Performance Indicators	Baseline Comparison			NCCBP Peer Group Comparison							
			Parkland 2013 Value	Parkland 2018 Value	2018 - 2013 % of Baseline	2018 Benchmark Value	Parkland 2018 % Rank	2018 Peer Group Total N	2018 Parkland Rank	Peer Group	Benchmark	Meets Overall Benchmark?	
KPC	KPI #	Student Counts & Demographics											
KPC1	1	Full-time Credit Headcount (Fall 2018)	3,150	2,874	91.2%	3,250	NA	NA	NA	None	Greater than 5 year average	No	
KPC1	2	Part-time Credit Headcount (Fall 2018)	5,287	4,200	79.4%	4,701	NA	NA	NA	None	Greater than 5 year average	No	
KPC1	3	Credit Student Penetration Rate (Market Share)	8.2%	4.5%	54.8%	4.7%	63.1%	18	7	Illinois	75th % rank or higher	Moderate	
KPC1	4	Non-credit Student Penetration Rate (Market Share)	1.2%	0.9%	78.2%	2.0%	45.0%	19	11	Illinois	75th % rank or higher	No	
KPC1	5	% High School Concurrent Enrollment Headcount (Fall 2017)	5.8%	12.9%	222.4%	18.0%	60.0%	19	8	Illinois	75th % rank or higher	Moderate	
KPC1	6	% High School Graduates Enrolling	26.5%	29.9%	112.9%	30.0%	72.2%	17	5	Illinois	75th % rank or higher	Moderate	
KPC1	7	Non-credit Headcount (Fall 2018)	1,297	2,517	194.1%	1,628	NA	NA	NA	None	Greater than five year average	Yes	
KPC1	8	% HS Student Concurrent Enrollment Credit Hours (Fall 2017)	2.4%	5.8%	241.7%	14.9%	28.0%	219	NA	NCCBP	75th % rank or higher	No	
KPC1	9	% Developmental Credit Hours (Fall 2017)	13.0%	11.6%	89.2%	6.9%	65.0%	19	5	Illinois	25th % rank or lower	No	
KPC1	10	% Minority Credit Students	24.2%	31.3%	129.5%	22.8%	NA	NA	NA	None	> or = % of 505 minority population	Yes	
KPC1	11	% Minority Employees	13.7%	13.1%	95.7%	31.3%	NA	NA	NA	None	> or = % minority student population	No	
KPC	KPI #	Completion Retention, Transfer, and Success											
KPC2	1	% Enrollee Success (College -Level)	76.2%	76.7%	100.6%	83.3%	41.6%	11	7	IPEDS	75th % rank or higher	No	
KPC2	2	% Completed in 3 Years: Full-time, First-time	17.0%	28.0%	164.5%	43.9%	40.0%	9	6	IPEDS	75th % rank or higher	No	
KPC2	3	% Completed in 3 Years: Part-time, First-time	4.6%	13.2%	286.3%	20.9%	40.0%	9	6	IPEDS	75th % rank or higher	No	
KPC2	4	% Transferred in 3 Years: Full-time, First-time	17.5%	15.2%	86.9%	15.3%	72.7%	10	3	IPEDS	75th % rank or higher	Moderate	
KPC2	5	% Transferred in 3 Years: : Part-time, First-time	5.2%	3.7%	71.6%	8.3%	20.0%	9	8	IPEDS	75th % rank or higher	No	
KPC2	6	% Completed or Transfer in 3 Years: Full-time, First-time	34.5%	43.2%	125.2%	52.1%	40.0%	9	6	IPEDS	75th % rank or higher	No	
KPC2	7	% Completed or Transfer in 3 Years: Part-time, First-time	9.8%	16.9%	172.7%	25.5%	30.0%	9	7	IPEDS	75th % rank or higher	No	
KPC2	8	Fall-fall persistence Rate	37.2%	44.4%	119.4%	47.7%	50.0%	11	6	IPEDS	75th % rank or higher	Moderate	
KPC2	9	Next-term Persistence Rate	56.2%	68.8%	122.4%	71.9%	58.3%	11	5	IPEDS	75th % rank or higher	Moderate	
KPC2	10	Enrollee Success Rate (All Credit Courses)	75.1%	76.0%	101.1%	80.8%	45.4%	10	6	IPEDS	75th % rank or higher	No	
KPC2	11	Developmental Math Enrollee Success Rate	53.7%	62.1%	115.6%	69.7%	50.0%	11	6	IPEDS	75th % rank or higher	Moderate	
KPC2	12	Developmental Writing Enrollee Success Rate	61.4%	56.8%	92.5%	84.9%	10.0%	9	9	IPEDS	75th % rank or higher	No	
KPC2	13	Developmental Reading Enrollee Success Rate	57.0%	59.1%	103.6%	76.8%	30.0%	9	7	IPEDS	75th % rank or higher	No	
KPC2	14	First College Level Math Enrollee Success Rate	64.0%	57.0%	89.0%	79.8%	18.1%	10	9	IPEDS	75th % rank or higher	No	
KPC2	15	First College Level Writing Enrollee Success Rate	77.5%	73.3%	94.6%	82.8%	36.6%	10	7	IPEDS	75th % rank or higher	No	
KPC2	16	ENG 101 (Comp I) Enrollee Success Rate	76.0%	74.7%	98.3%	79.7%	41.6%	11	7	IPEDS	75th % rank or higher	No	
KPC2	17	ENG 102 (Comp II) Enrollee Success Rate	71.9%	70.0%	97.3%	70.7%	62.5%	7	3	IPEDS	75th % rank or higher	Moderate	
KPC2	18	MAT 124 (Algebra) Enrollment Success Rate	35.5%	38.3%	107.9%	79.6%	10.0%	9	9	IPEDS	75th % rank or higher	No	
KPC2	19	COM 103 (Speech) Enrollee Success Rate	77.1%	72.0%	93.4%	84.6%	18.1%	10	9	IPEDS	75th % rank or higher	No	

2018 National Community College Benchmarking Project: Parkland College Data Compared to Selected Peer Groups

KPC	KPI	Key Performance Indicators	Baseline Comparison			NCCBP Peer Group Comparison						
			Parkland 2013 Value	Parkland 2018 Value	2018 - 2013 % of Baseline	2018 Benchmark Value	Parkland 2018 % Rank	2018 Peer Group Total N	2018 Parkland Rank	Peer Group	Benchmark	Meets Overall Benchmark?
KPC	KPI #	Student Satisfaction and Engagement										
KPC3	1	OCSSE: Active & Collaborative Learning (Spring 2018)	49.1	51.4	104.7%	50.2	93.7%	15	6	Illinois [#]	75th % rank or higher	Yes
KPC3	2	OCSSE: Student Effort (Spring 2018)	48.5	42.1	86.8%	48.3	12.5%	15	14	Illinois [#]	75th % rank or higher	No
KPC3	3	OCSSE: Academic Challenge (Spring 2018)	49.0	53.8	109.8%	50.1	93.7%	15	1	Illinois [#]	75th % rank or higher	Yes
KPC3	4	OCSSE: Student-Faculty Interaction (Spring 2018)	55.7	54.3	97.5%	50.9	93.7%	15	1	Illinois [#]	75th % rank or higher	Yes
KPC3	5	OCSSE: Support for Learners (Spring 2018)	53.3	50.9	95.5%	50.9	75.0%	15	4	Illinois [#]	75th % rank or higher	Yes
KPC3	6	Employed in Related Field	74.7%	71.9%	96.2%	73.9%	69.0%	143	NA	NCCBP #	75th % rank or higher	Moderate
KPC3	7	Pursuing Education	24.4%	19.0%	77.8%	37.5%	39.0%	139	NA	NCCBP #	75th % rank or higher	No
KPC	KPI #	Faculty and Staff Ratios										
KPC4	1	Average Credit Section Size	16.5	15.6	94.7%	15-18	30.0%	9	7	IPEDS	25th - 75th % rank range	Yes
KPC4	2	Student/Faculty Ratio	14.5	14.5	100.3%	12 - 17	40.0%	9	6	IPEDS	25th - 75th % rank range	Yes
KPC4	3	% Sections by Full-time Faculty	57.7%	66.5%	115.2%	55% - 65%	60.0%	9	4	IPEDS	60% + / - 5%	Yes
KPC4	4	% Sections by Part-time Faculty	42.3%	33.5%	79.2%	35% - 45%	40.0%	9	6	IPEDS	40% + / - 5%	Yes
KPC4	6	Career Services	5,797	7,119	122.8%	1,707 - 6,067	80.0%	9	2	IPEDS	25th - 50th % rank range	No
KPC4	7	Counseling and Advising	828	548	66.2%	325 - 687	40.0%	9	6	IPEDS	25th - 50th % rank range	Yes
KPC4	8	Recruitment, Admissions, Registration	682	509	74.6%	258 - 872	60.0%	9	4	IPEDS	25th - 50th % rank range	Moderate
KPC4	9	Financial Aid	1,656	890	53.7%	860 - 1,117	33.3%	8	6	IPEDS	25th - 50th % rank range	Moderate
KPC4	10	Student Activities	5,797	3,560	61.4%	1,977 - 5767	40.0%	9	6	IPEDS	25th - 50th % rank range	Yes
KPC4	11	Testing & Assessment Services	2,898	1,424	49.1%	1,428 - 5,604	22.2%	8	7	IPEDS	25th - 50th % rank range	Moderate
KPC	KPI #	Distance Learning Metrics										
KPC5	1	DL % of Total Credit Sections	11.0%	13.1%	119.1%	18.1%	63.6%	10	4	IPEDS	75th % rank or higher	Moderate
KPC5	2	% Enrollee Success	70.1%	67.0%	95.6%	71.5%	50.0%	9	5	IPEDS	75th % rank or higher	Moderate
KPC	KPI #	Cost and Budget										
KPC6	1	Cost per Credit Hour	\$161	\$181	112.3%	\$173 - \$211	44.4%	8	5	IPEDS	50th % rank + / - 10%	Yes
KPC6	2	Cost per FTE Student	\$4,836	\$5,422	112.1%	\$5,170 - \$6,315	44.4%	6	5	IPEDS	50th % rank + / - 10%	Yes
KPC6	3	% Funds From Local Sources (FY2018)	35.0%	39.0%	111.4%	33%	NA	NA	NA	None	33% of revenue from local sources	Moderate
KPC6	4	% Funds From State (FY2018)	12.0%	9.0%	75.0%	33%	NA	NA	NA	None	33% of revenue from state sources	No
KPC6	5	% Funds From Tuition and Fees (FY2018)	50.0%	52.0%	104.0%	33%	NA	NA	NA	None	33% of revenue from tuition/fees	No
KPC6	6	Expenditures per FTE Employee (Professional Development)	\$255	\$592	232.0%	\$422 - \$516	57.1%	6	3	IPEDS	50th % rank + / - 10%	Yes

Source: 2013 and 2018 National Community College Benchmarking Project, Peer Group Reports

* The IPEDS Peer Group is created by the National Center for Education Statistics. Peer institutions are selected based on various characteristics including large, public, 2-year colleges with an enrollment and budget of similar size. The entire group consists of 29 institutions total. Data includes only those participating in the 2018 NCCBP.

** The Illinois Peer Group consists of all the Illinois community colleges participating in the 2018 NCCBP. [#] Peer group was changed from IPEDS to Illinois / NCCBP due the counts being too low (< 5) for peer comparison. (T) = Parkland is tied in the same rank as another institution.

Note: The 2017- 2018 % of Baseline column focuses on the difference (baseline) between the 2018 and 2013 values. The "baseline" value is from 2013; the first (Base) year Parkland participated in NCCBP.

A value of 100% means the current year (2018) is the same as baseline year (2013). If the value is greater than 100%, the current year exceeded baseline year.

The 2018 - 2013 % of Baseline color coding: Green = Movement in a positive direction; Yellow = Attention may be needed; and Red = Area of needed improvement.

The Meets Overall Benchmark color coding: Green = Met or exceeded the expected benchmark; Yellow = Did not meet benchmark and attention may be needed; and Red = Did not meet the expected benchmark. Area of needed improvement.

Parkland College

Institutional Key Performance Indicators

KEY PERFORMANCE INDICATOR CATEGORIES	COLLEGEWIDE METRICS				
	College President and College Planning Committee				
Oversight of Metrics					
KPI CATEGORIES	BASELINE METRICS	PERFORMANCE TARGET	BASELINE (FY21)	FY22	FY23
1. Enrollments	1a) Annual credit student headcount, 5-year	Greater than rolling 5-year average of previous five years	11,121	10,324	9,673
	1b) Full-time equivalent, 5-yr Average	Greater than rolling 5-year average of previous five years	4,782	4,452	4,179
2. Student Success	2a) Course success (C or Better), 5-year Average	Greater than rolling 5-year average of previous five years	76.4%	76.3%	76.3%
	2b) Year-to-year Persistence of Credential-Seeking Students, 5-year Total	Greater than rolling 5-year average of previous five years	61.0%	61.0%	61.2%
	2c) Credentials Awarded, 5-year Average	Greater than rolling 5-year average of previous five years	1,547	1,538	1,515
	2d) Student 6-Year Outcomes	Greater than sum of 6-year outcomes from previous VFA 6-year cohort	72.1%	69.30%	FY23 Data Available
3. Employees: Faculty and Staff	3a) Ratio of Sections Taught by FT:PT Faculty, Fall-term	60% FT, 40% PT ; +/- 5%	FT 65% : PT 35%	FT 67% : PT 33%	FT 68% : PT 32%
	3b) Student:Faculty Ratio (IPEDS)	18::1	14 :: 1	14 :: 1	15 :: 1
	3c-1) Percentage of minority full-time employees compared to percentage of minority all credit students	Percentage of full-time employees greater than 5 year annual average A1 % Minority Employees : % Minority Students	19%:40%	20%:40%	21%:42%
	3c-2) Percentage of minority faculty compared to percentage of minority credit students	Percentage of faculty greater than 5 year annual average A1 %Minority Faculty : % Minority Students	14%: 40%	14%:40%	14%:42%
	3d-1) Percentage of Latino students compared to percentage of minority population of District 505, with race and ethnicity categorized to match Census data.	Greater than value of previous year % Latino students : % District minority population	9%:6%	9% : 6%	2023 Census data unavailable
	3d-2) Percentage of minority students (excluding Latino) compared to population of District 505, with race and ethnicity categorized to match Census data.	Percentage of minority students greater than value of previous year % Minority students (excl Latino) : % District minority population	31%:24%	34% : 25%	2023 Census data unavailable
	4. Financial	4a) Cost of delivering a credit hour	Less than previous year x current CPI (Consumer Price Index)	\$530.19	\$567.64
4b) Operating funds balance		Not less than 30%	54%	73%	74%

KPI Category 1: Enrollments

- 1a) Annual Credit Student Headcount, 5yr Avg
- 1b) Full-time Equivalent, 5yr Avg

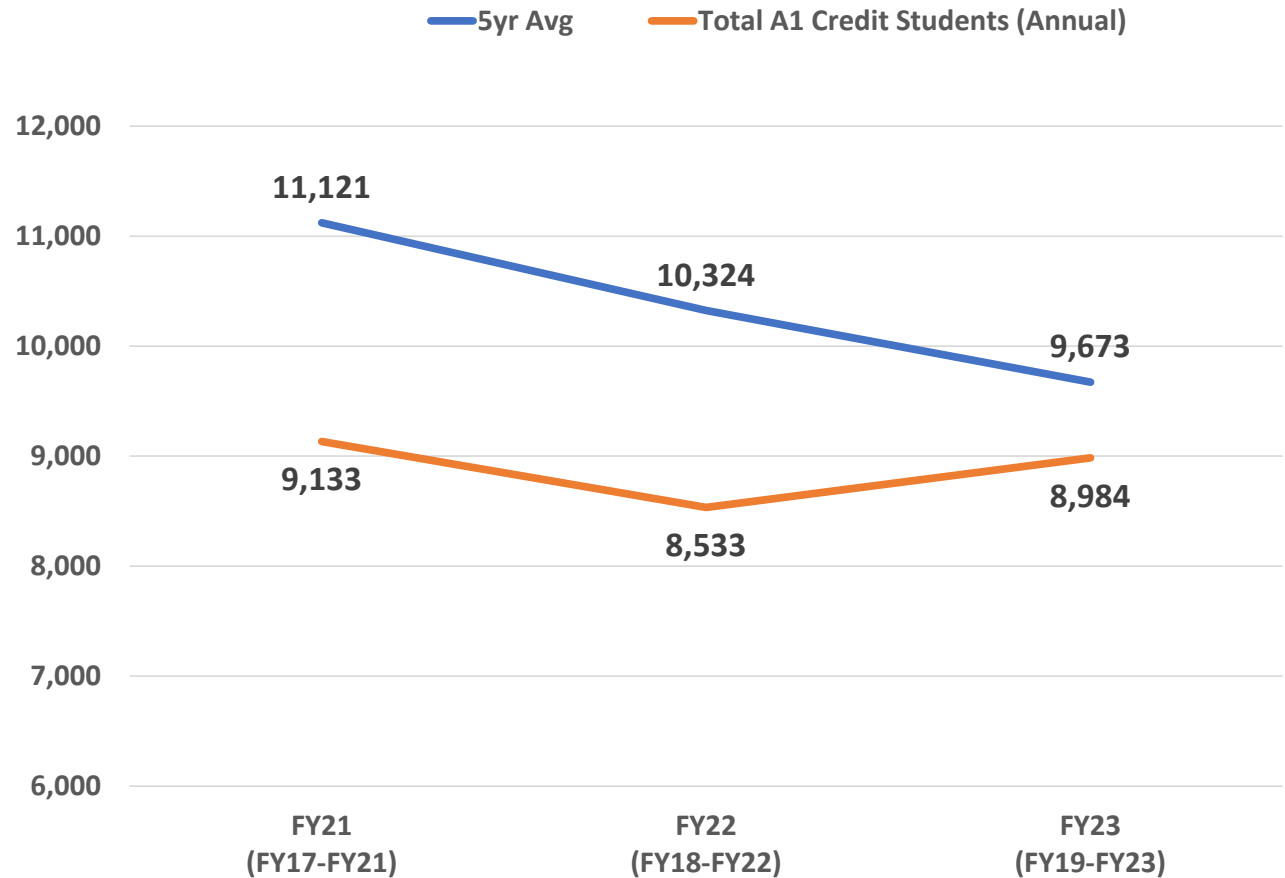
1A Annual credit Student Headcount, 5-year Average

Target: Greater than rolling 5-year average of previous five years

Definition: Unduplicated credit headcount for SU, FA, SP

Source: A1 - Annual Credit Enrollment

Target Met? No



1B

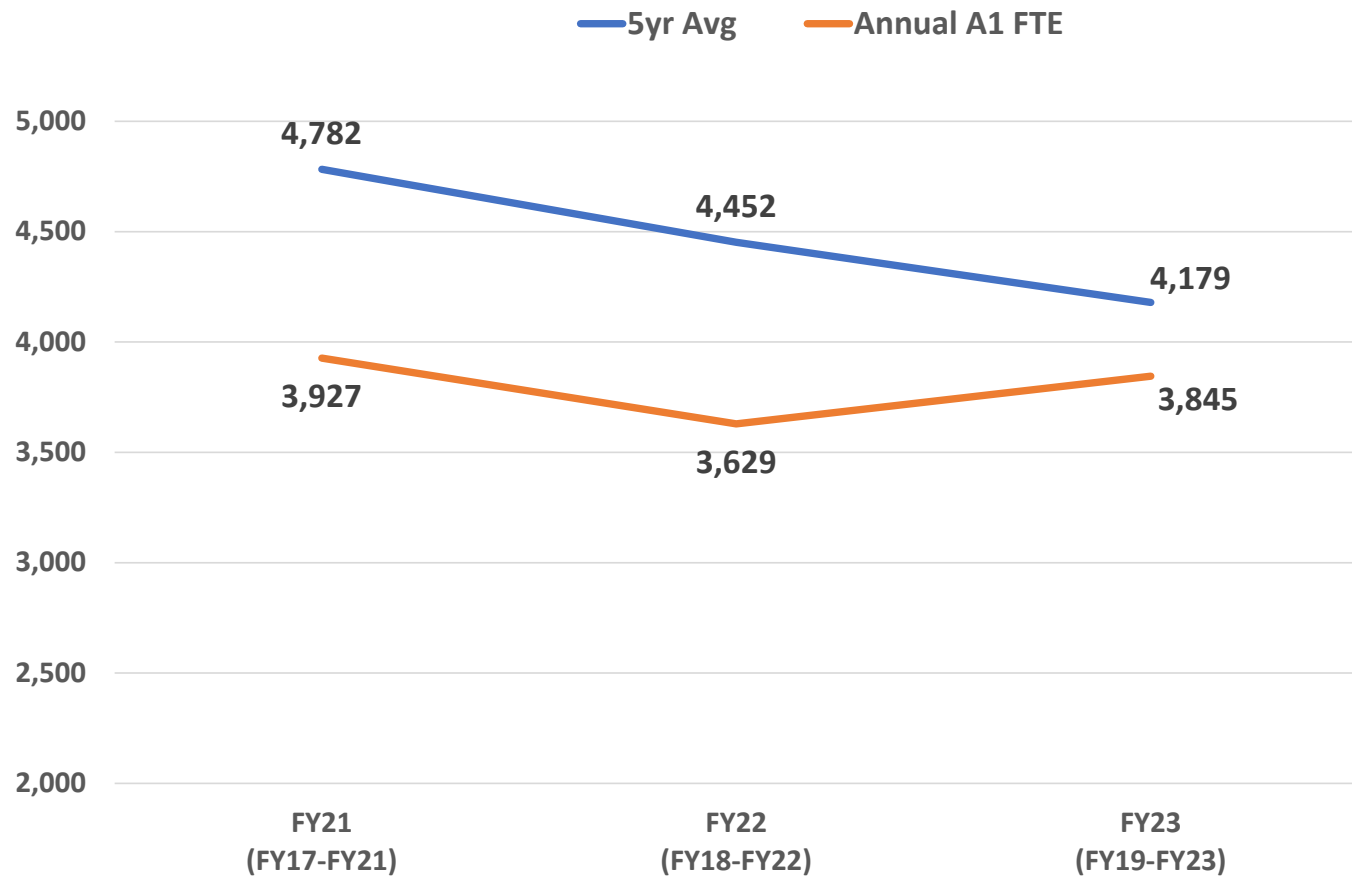
Full-Time Equivalent (FTE) Headcount, 5-Year Average

Target: Greater than rolling 5-year average of previous five years

Definition: Total attempted hours / 30 for SU, FA, SP (IPEDS FTE defn)

Source: A1 - Annual Credit Enrollment

Target Met? **No**



KPI Category 2: Student Success

- 2a) Course Success (C or better), 5yr Avg
- 2b) Year-to-Year Persistence of Credential-Seeking Students, 5yr Total
- 2c) Credentials Awarded, 5yr Avg
- 2d) Student 6-year Outcomes

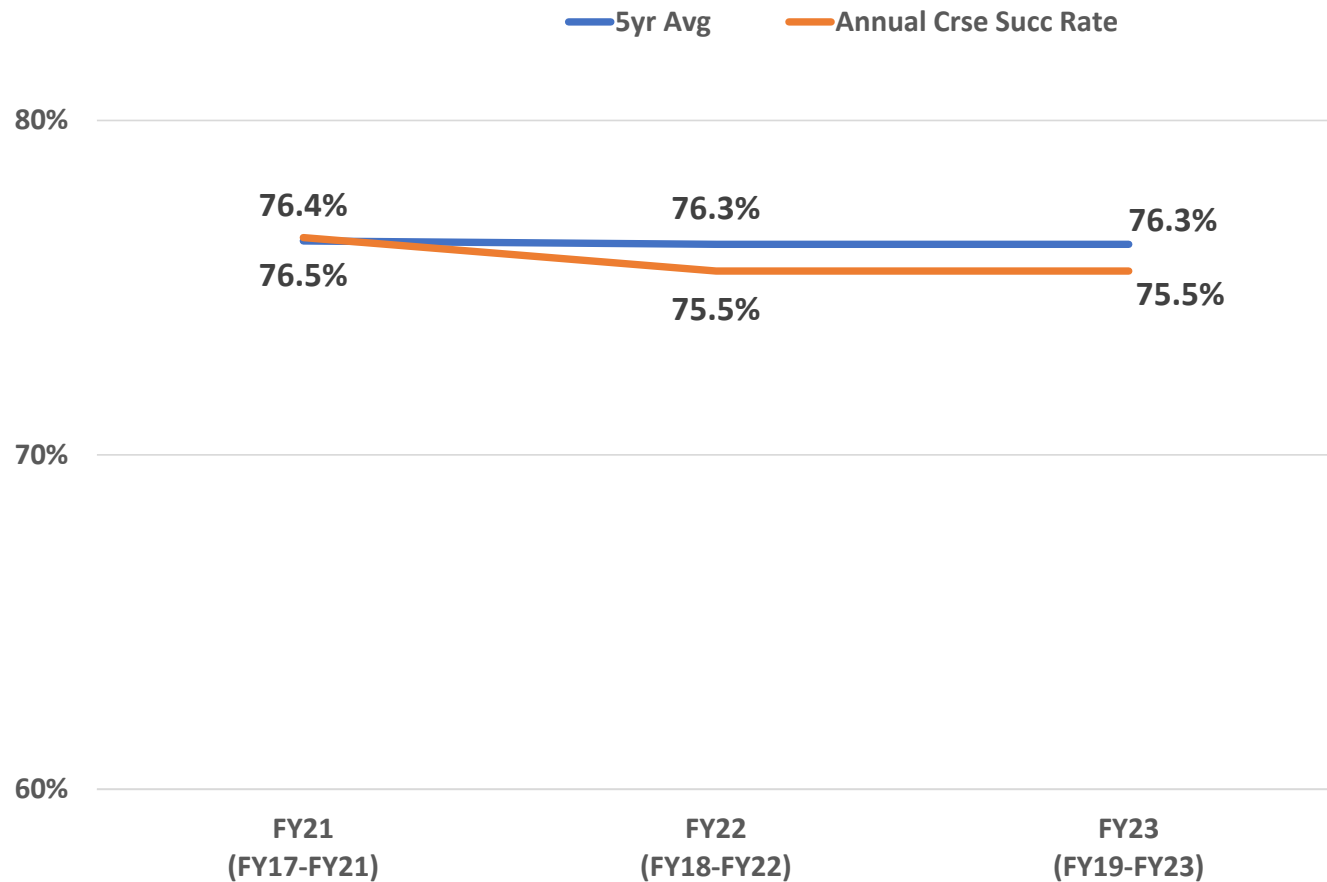
2A Course Success (C or Better), 5-Year Average

Target: Greater than rolling 5-year average of previous five years

Definition: Final course grade of C or higher

Source: IAR Annual Course Retention Report

Target Met? **Neutral**



2B

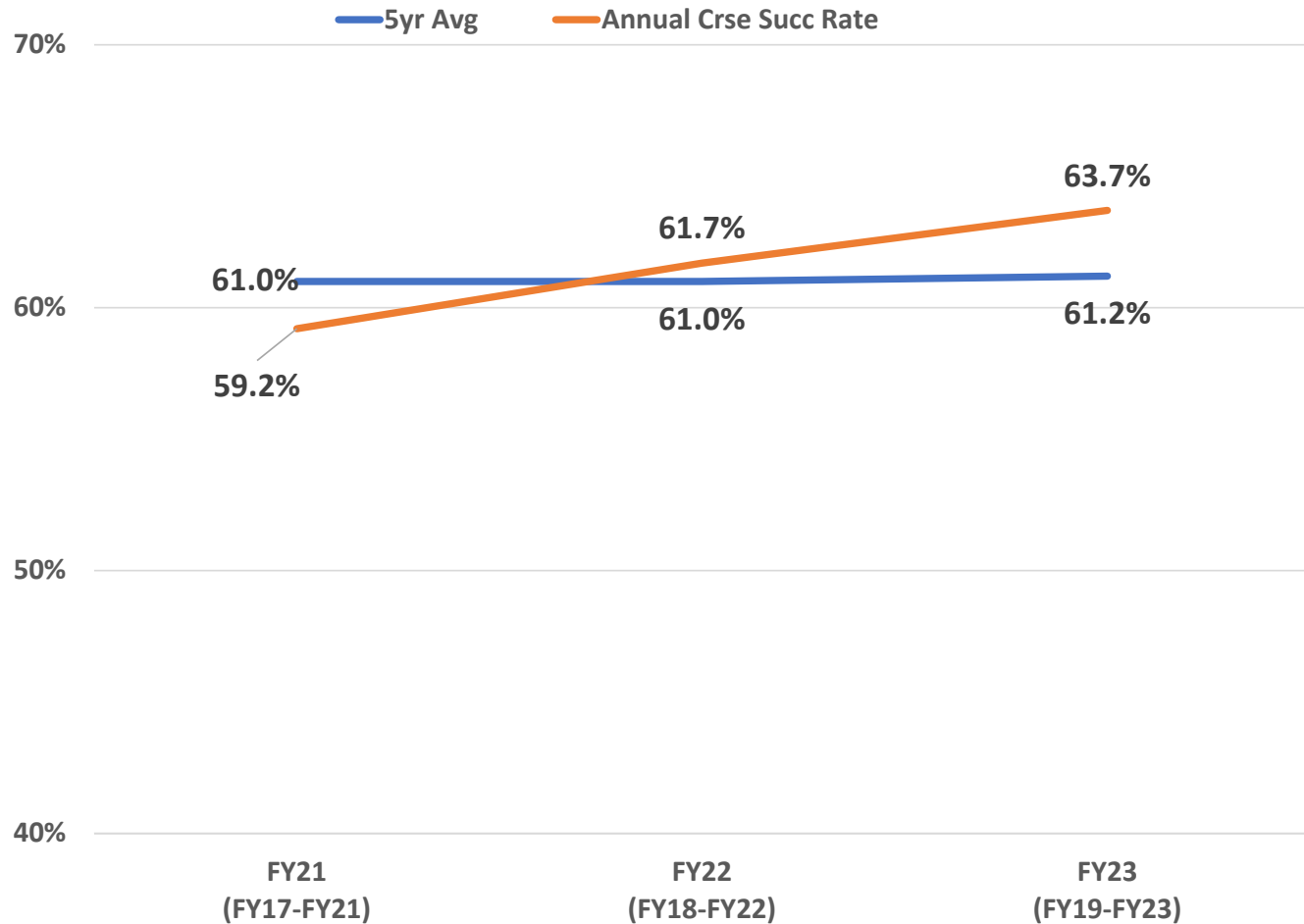
Year-to-Year Persistence of Credential-Seeking Students, 5-Year Total

Target: Greater than rolling 5-year average of previous five years

Definition: Fall-to-Fall Persistence; Graduates included as persisting

Source: IAR: KPI Persistence Breakouts – College Wide

Target Met? Yes



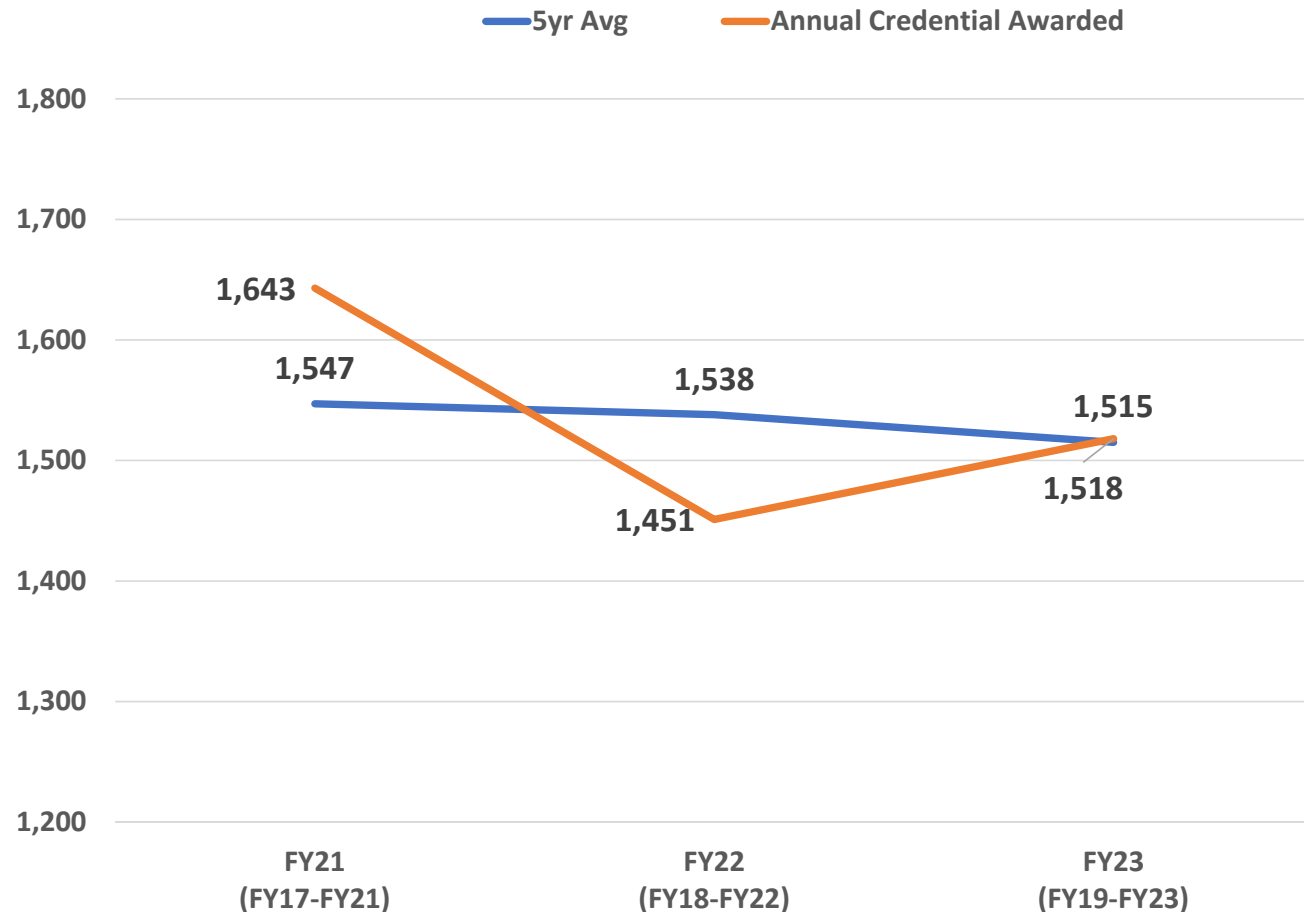
2C Credentials Awarded, 5-Year Total

Target: Greater than rolling 5-year average of previous five years

Definition: Annual awards of certificates and degrees. Students may earn more than one credential. Excludes adult education and non-academic credentials.

Source: A2 (Matches IPEDS Completion Survey)

Target Met? No



2D Student 6-Year Outcomes

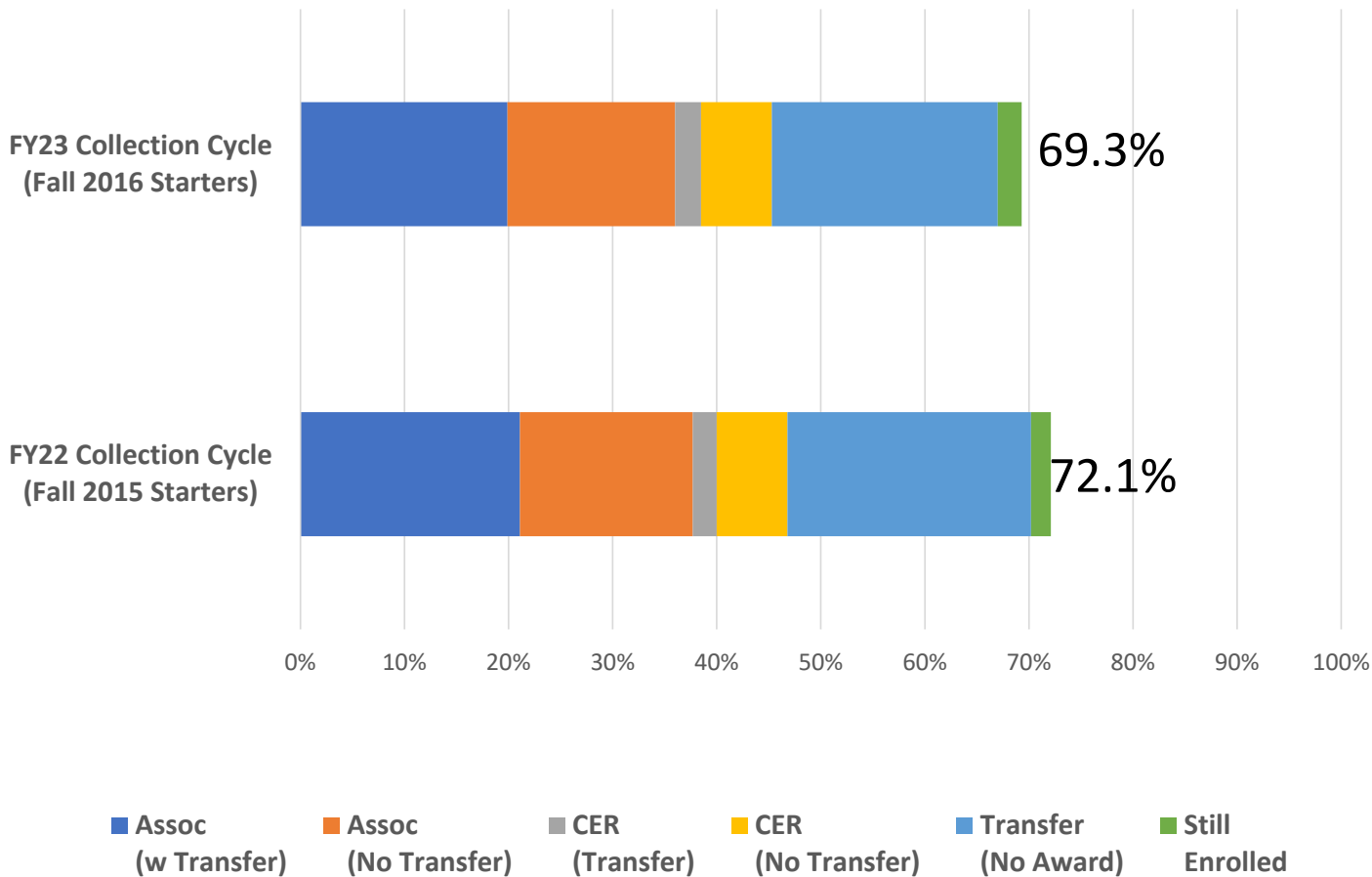
Target: Greater than sum of 6-year outcomes from previous VFA 6-year cohort

Definition: Sum of the following 6-year outcomes of first-time credential-seeking students:

- Associates (With Transfer)
- Associates (No Transfer)
- Certificate (Transfer)
- Certificate (No Transfer)
- Transfer (No Award)
- Still Enrolled

Source: Voluntary Framework of Accountability (VFA) Six Year Outcomes

Target Met? No



KPI Category 3: Employees: Faculty & Staff

3a) Ratio of Sections Taught by FT:PT Faculty, Fall-term

3b) Student-to-Faculty Ratio

3c-1) Percentage of Minority FT Employees compared to Percentage of Minority Credit Students
(%Minority Employees : %Minority Students)

3c-2) Percentage of Minority Faculty compared to Percentage of Minority Credit Students
(%Faculty: %Minority Students)

3d-1) Percentage of Latino students compared to percentage of minority population of District 505, with race and ethnicity categorized to match Census data. (%Latino Students : %Latino District)

3d-2) Percentage of minority students (excluding Latino) compared to population of District 505, with race and ethnicity categorized to match Census data. (%Minority Students : %Minority District)

3A

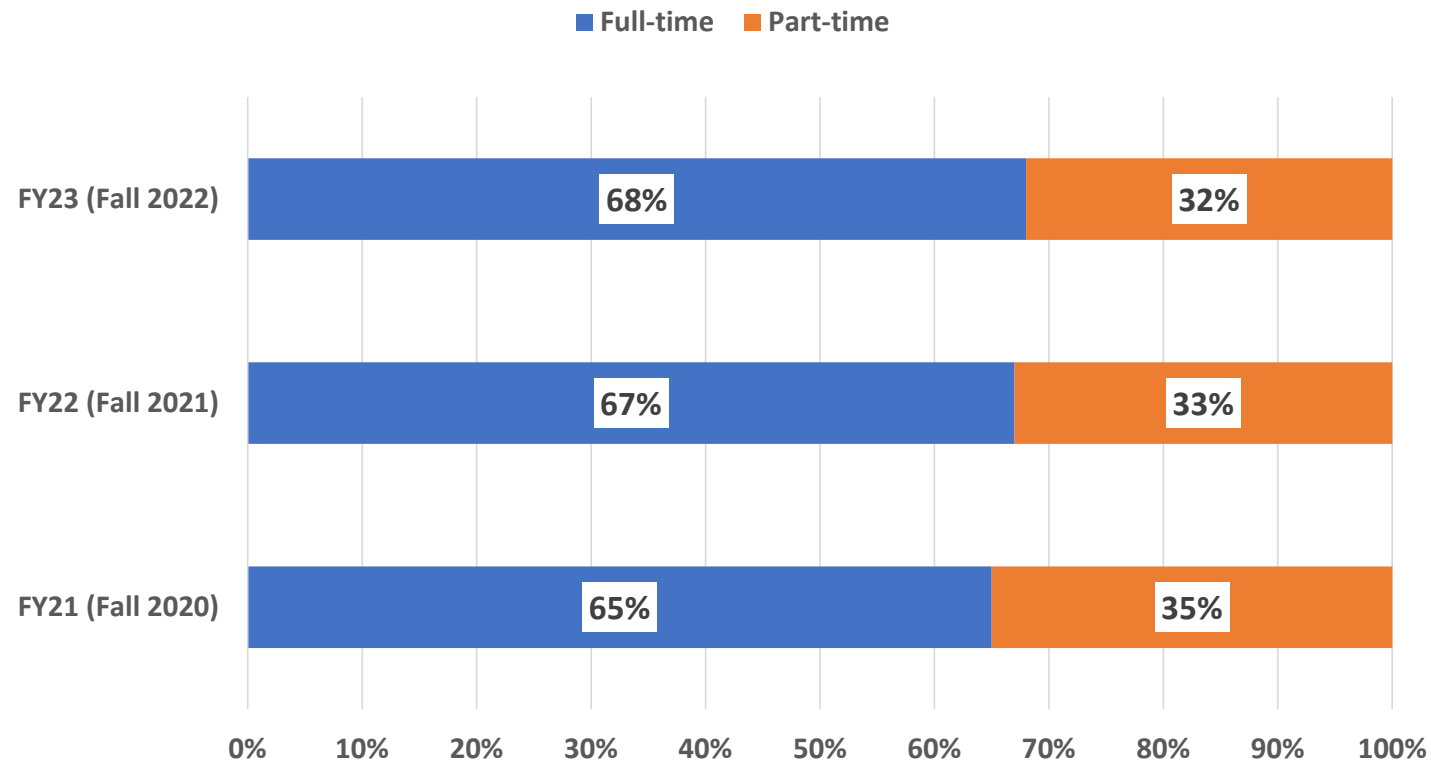
Ratio of Sections Taught by FT:PT Faculty, Fall-Term

Target: 60%:40% FT:PT; +/- 5%

Definition: Percentage of full-time teaching faculty to part-time teaching faculty.

Source: C1 (Matches IPEDS HR Survey)

Target Met? Yes



3B Student-to-Faculty Ratio

Target: 18 : 1

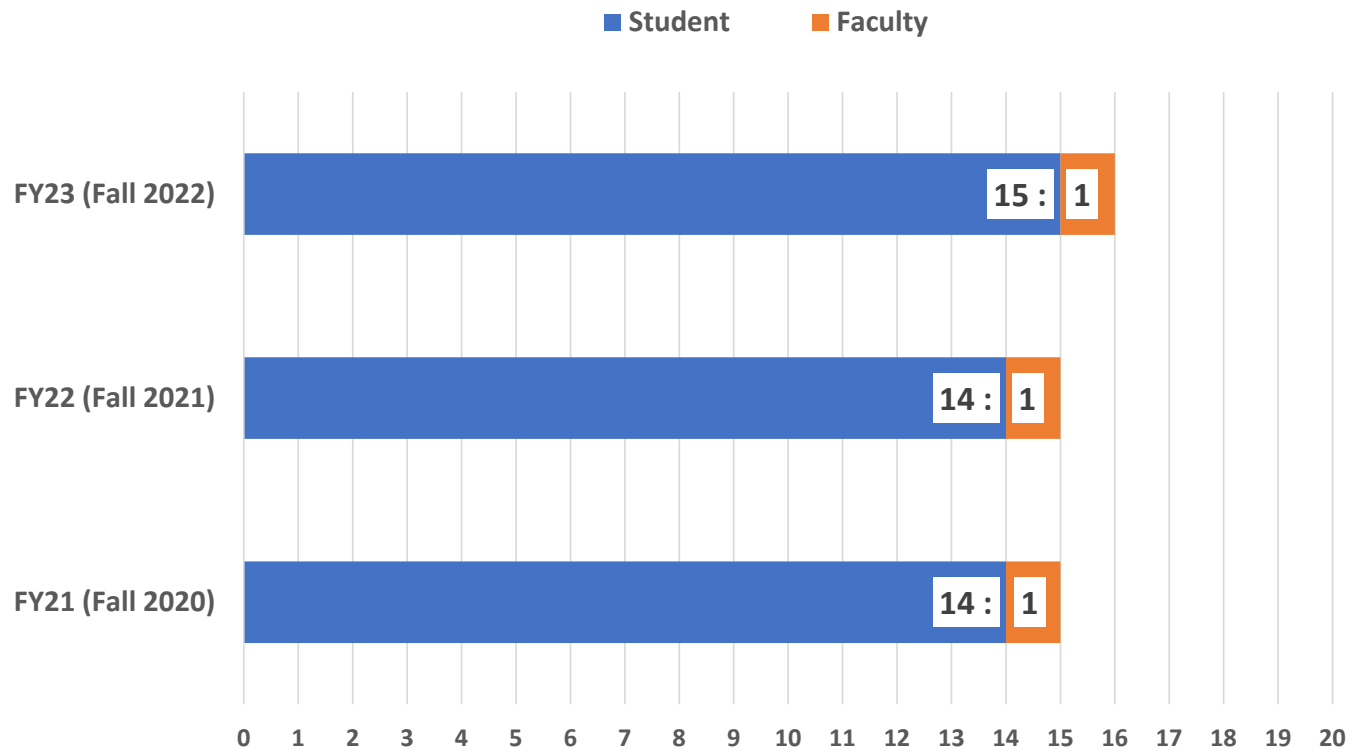
Definition: Total Fall Credit Student

FTE : Total Fall Faculty FTE

$FTE = FT + (PT/3)$

Source: IPEDS Fall Enrollment Survey

Target Met? Yes



3C-1

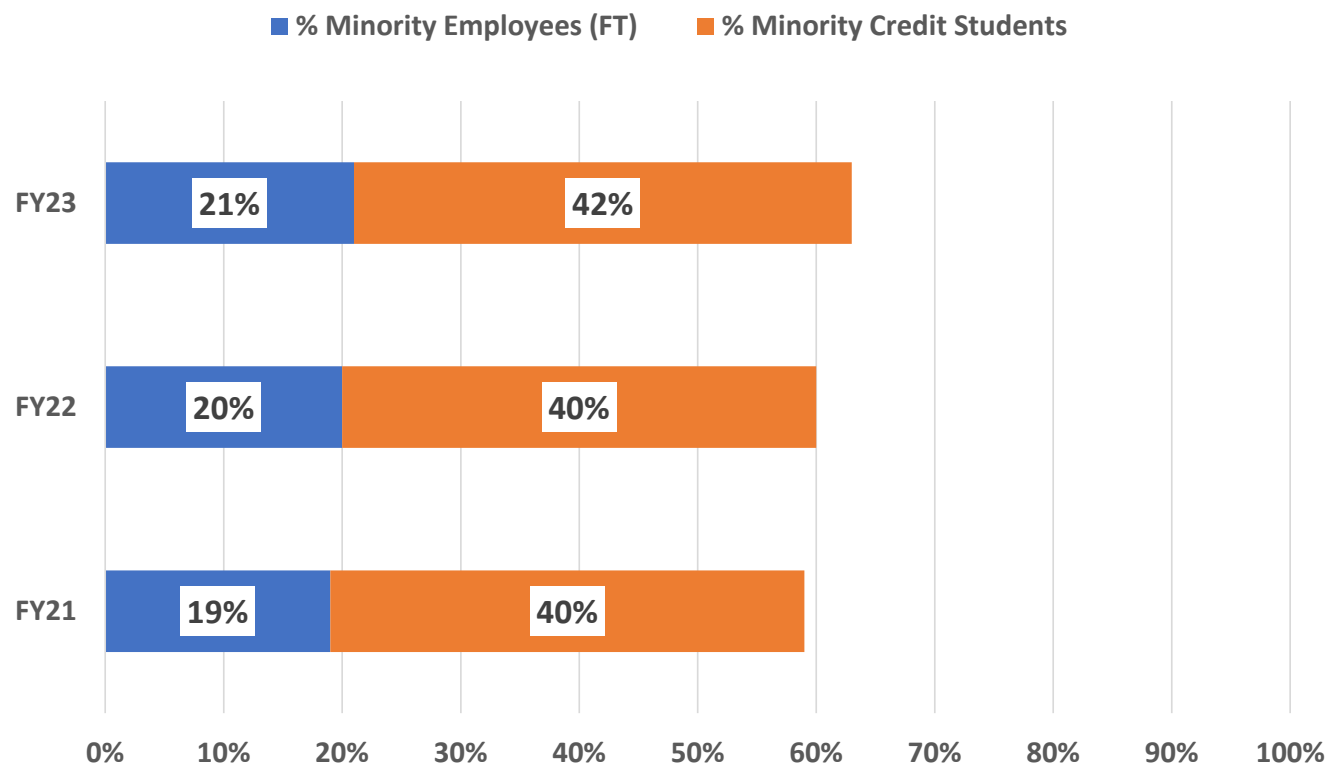
Percentage of Minority Full-time Employees Compared to Percentage of Minority Credit Students

Target: Percentage of full-time employees greater than 5-year annual average

Definition: Percentage of minority (non-white) full-time employees compared to percentage of minority (non-white) credit students. Based on 5-year averages

Source: A1 & C3

Target Met? **Neutral**



3C-2

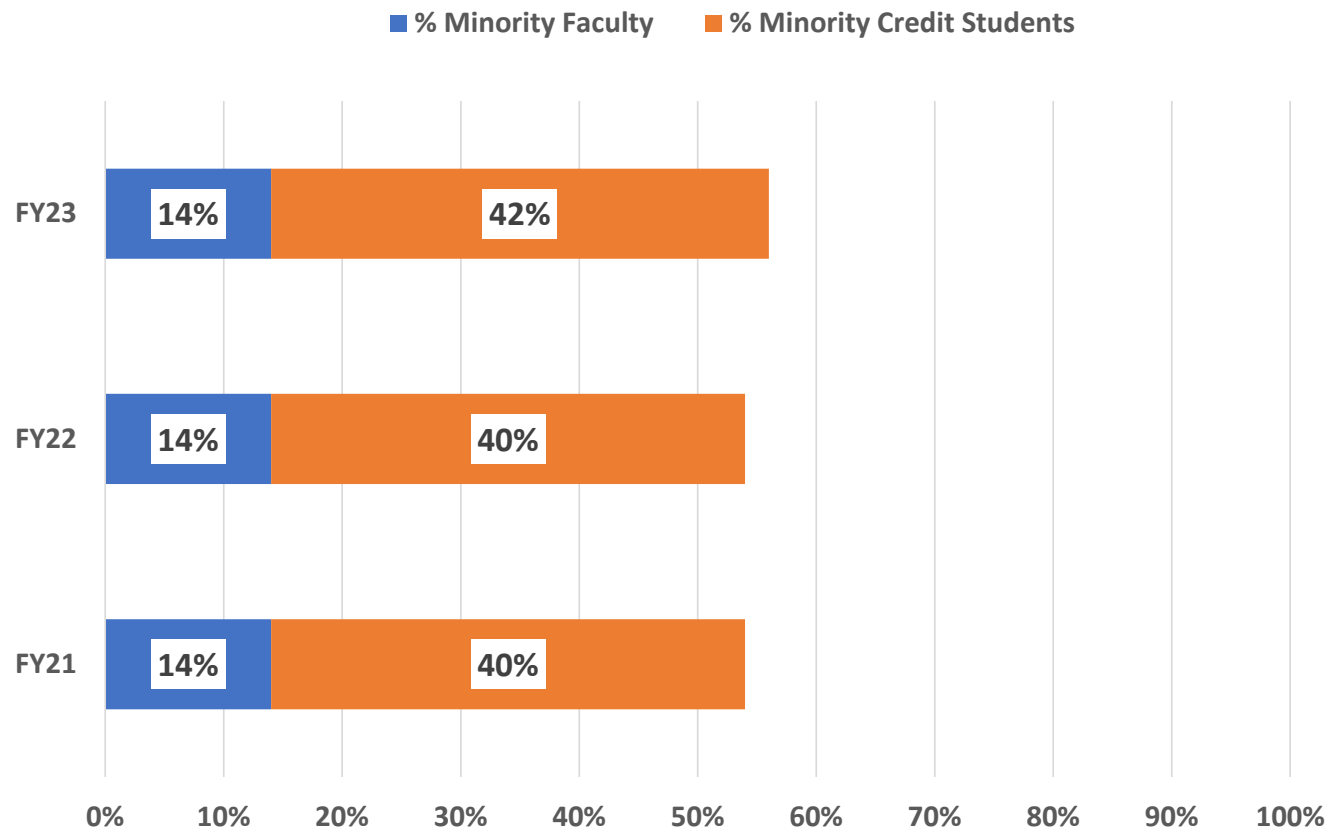
Percentage of Minority Faculty Compared to Percentage of Minority Credit Students

Target: Percentage of faculty greater than 5-year annual average

Definition: Percentage of minority (non-white) faculty (FT & PT) compared to percentage of minority (non-white) credit students. Based on 5-year averages

Source: A1 & C3

Target Met? **No**



3D-1 Percentage of Latino Students Compared to District 505

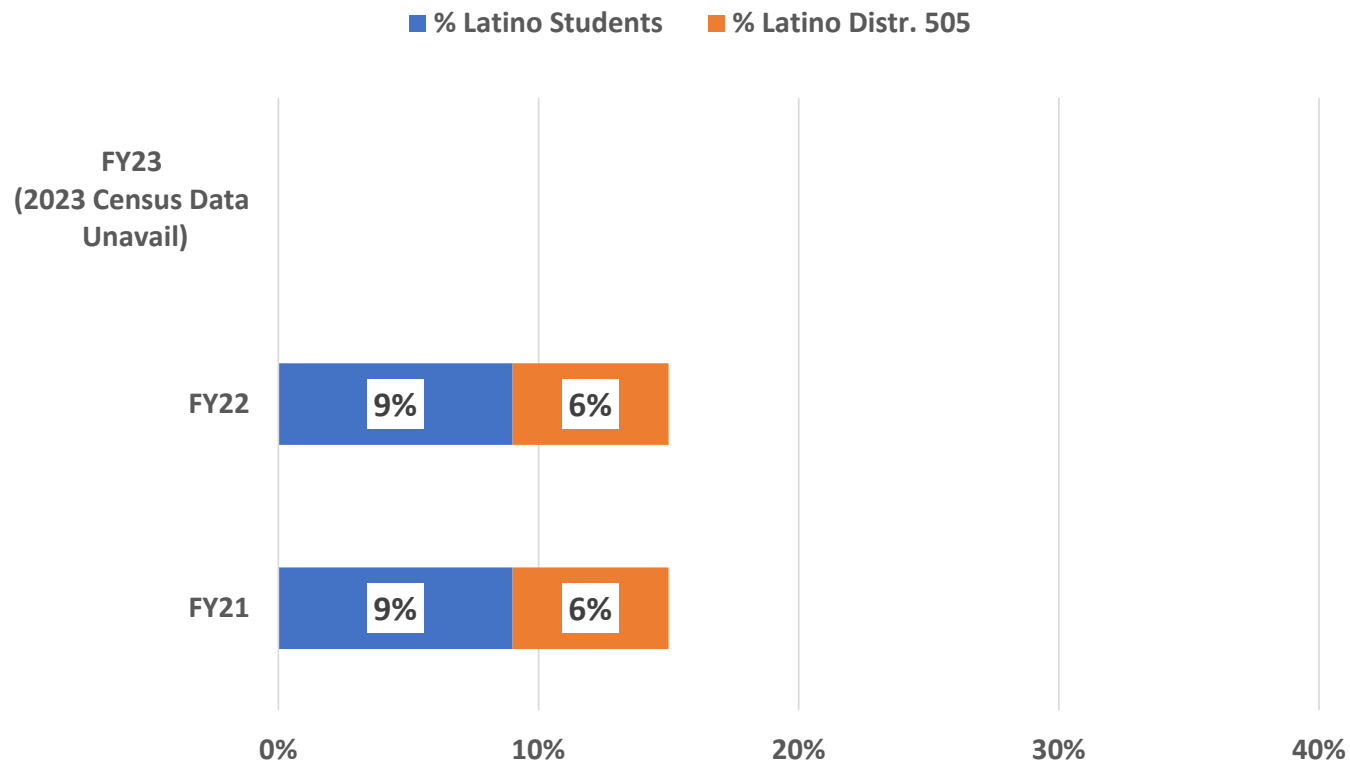
Target: Percentage of Latino students greater than previous year

Definition: %Students : %District

Percentage of Latino credit students compared to District 505 (18 & over) percentage of Latino, with race/ethnicity categorized to match Census Data

Source: A1 & ICCB District Census Estimates

Target Met? NA



3D-2

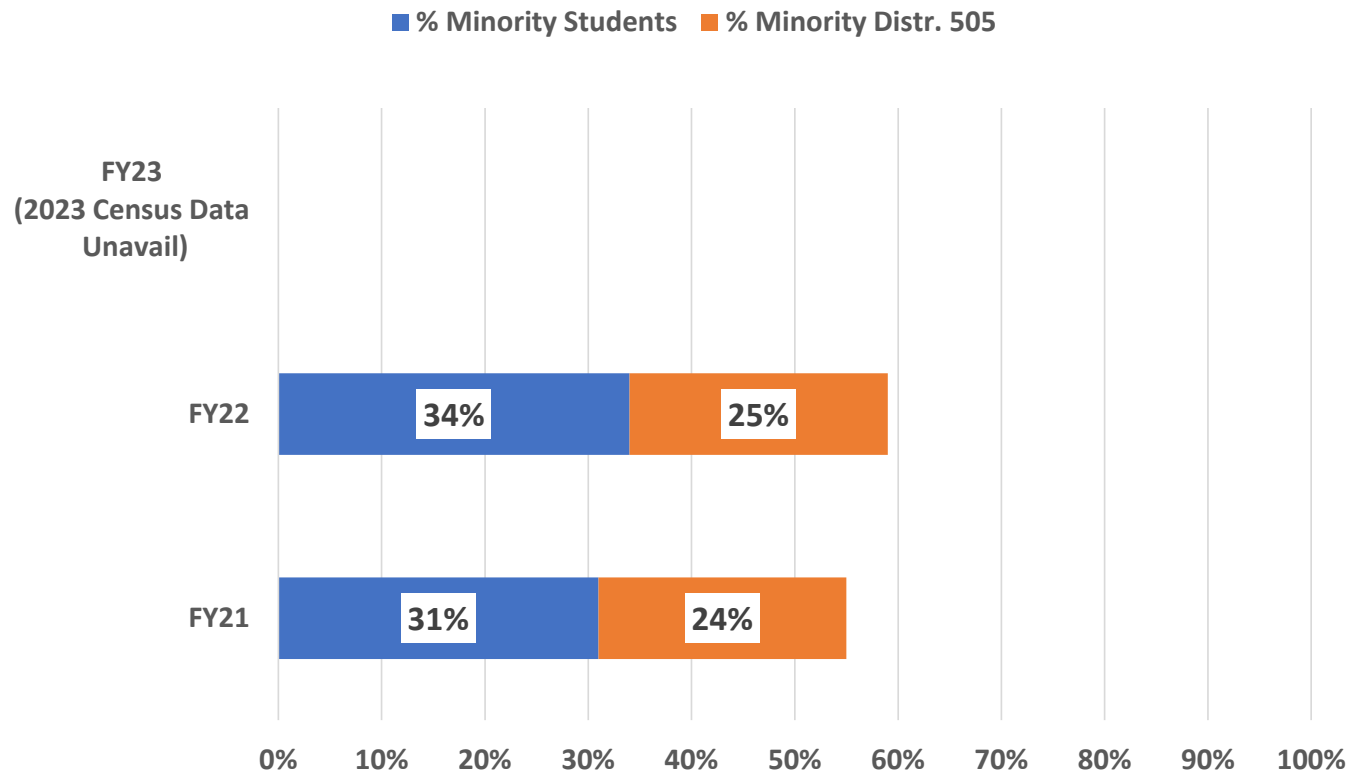
Percentage of Minority Students Compared to District 505

Target: Percentage of minority students greater than previous year

Definition: %Students : %District
Percentage of minority (non-white, excluding Latino) credit students compared to District 505 (18 & over) percentage of minority (non-white, excluding Latino).
Race/Ethnicity is categorized to match Census Data.

Source: A1 & ICCB District Census Estimates

Target Met? NA



KPI Category 4: Financial

- 4a) Cost of delivering a credit hour
- 4b) Operating funds balance

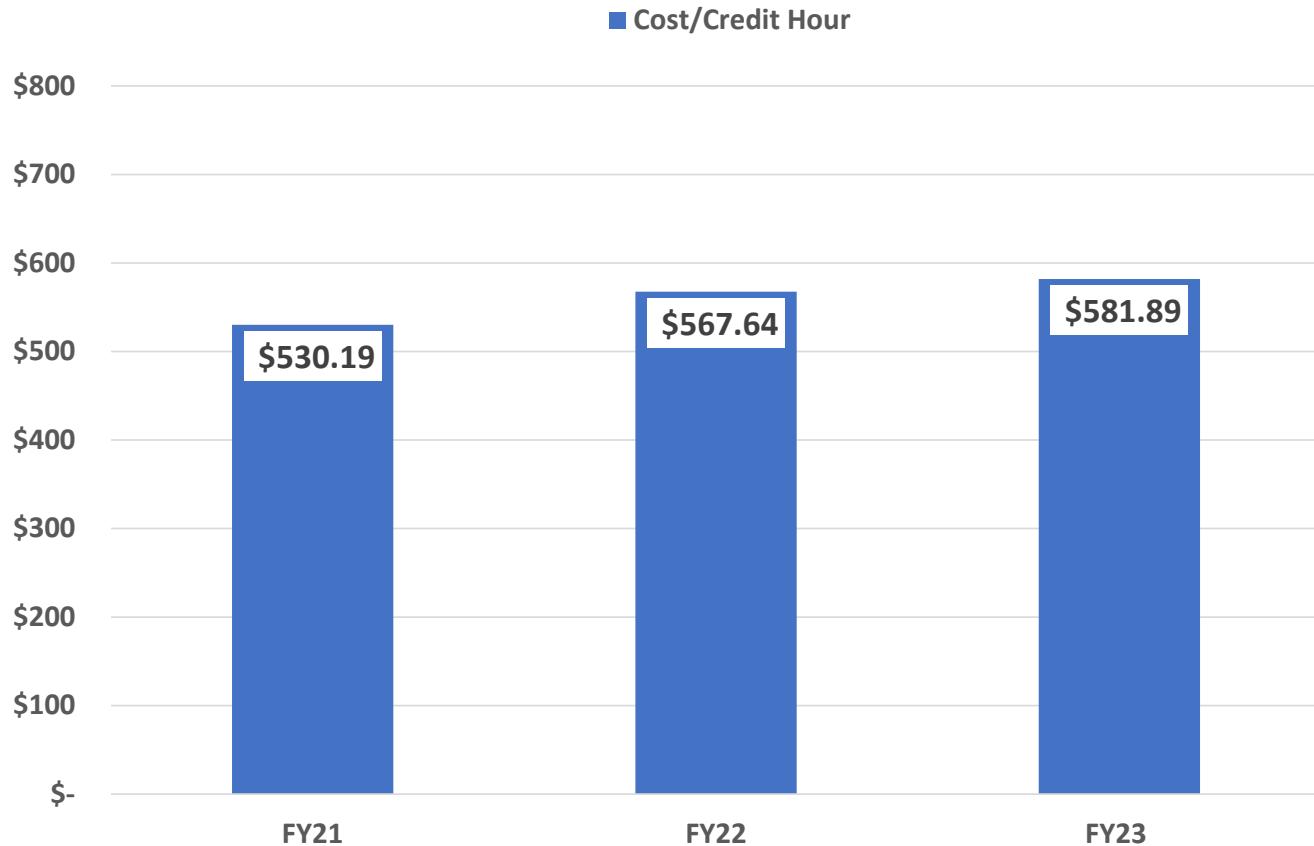
4A Cost of Delivering a Credit Hour

Target: Less than previous year X
CPI (*Consumer Price Index*)

Definition: Total Audited
Operating Costs / Audited ICCB
Credit Hours

Source: Parkland College Audited
Operated Expense Analysis

Target Met? **Yes**



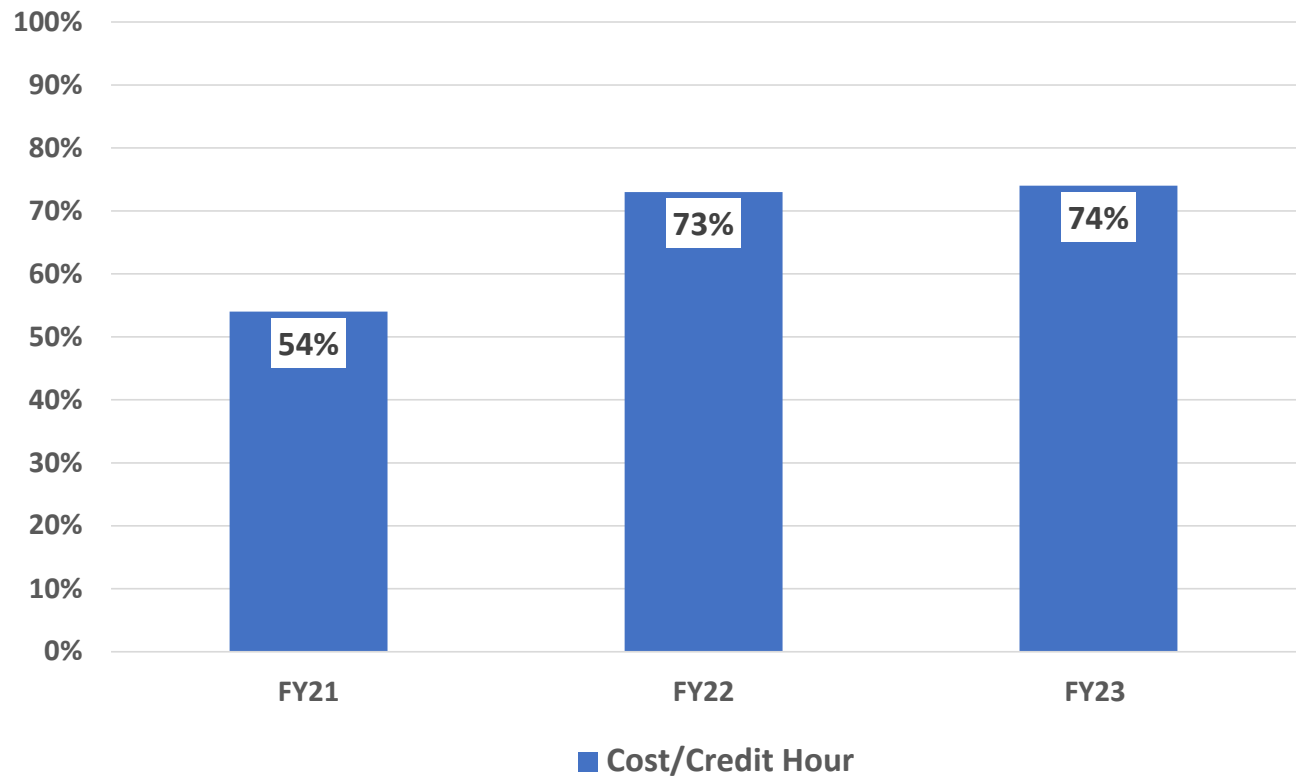
4B Operating Funds Balance

Target: Not less than 30%

Definition: The total operating fund as a percentage of the total operating budget

Source: Parkland College Balance Sheet

Target Met? Yes



Thank you

Questions?