

**Tennessee Higher Education Commission  
2010-15 Performance Funding Cycle  
Scoring Sub-Committee**

*Meeting Agenda*  
**Wednesday, May 5, 2010**  
**10:00 a.m. – 11:30 a.m. (CDST)**

**Members**

Karen Brunner Roane State Community College	Patty Mulkeen Austin Peay State University
Debbie McCarter Walters State Community College	Mark Stephens Tennessee Tech University
Michael McFall University of Tennessee, Knoxville	Ellen Weed Nashville State Community College

**Conference Call Numbers**

THEC Conference Call Number: 1-866-531-9321 (pin number 5477)  
Local number: 253-4881 (No pin required)

**Discussion Items**

- **Satisfaction Studies – *Revised Calendar***

2005-10 Performance Funding Calendar	2010-15 Performance Funding Calendar
Year 1 – NSSE/CCSSE	Year 1 – NSSE/CCSSE
Year 2 – Alumni Survey and Employer Proposal	Year 2 – Alumni Survey and Employer Proposal
Year 3 – Employer Satisfaction Project	Year 3 – Employer Satisfaction Project
Year 4 – NSSE/CCSSE	Year 4 – NSSE/CCSSE
Year 5 – Alumni Survey	Year 5 – Comprehensive Satisfaction Studies Report

- **Satisfaction Studies – *Student Engagement Survey***

**2005-10 Cycle (Universities – NSSE)**

Institutions will select a peer group that includes six institutions of which three are from the university funding peers as defined by THEC. The remaining three peers must be from SREB universities within the same Carnegie classification as the institution.

**2010-15 Cycle (Universities – NSSE)**

Institutions will select a peer group that includes six institutions that are from SREB universities within the same Carnegie classification as the institution

- **Satisfaction Studies – *Alumni Survey***

Survey alumni only once during 5-year cycle (no proposed changes to administration)

- **Satisfaction Studies – *Employer Satisfaction Project***

Creation of scoring rubric (2005-10 cycle - full points for implementation of approved proposal and submission of preliminary results)

- **Satisfaction Studies – *Comprehensive Satisfaction Studies Report (NEW)***

Refer to page 5 for overview and proposed evaluation

## Standard One: Student Learning and Engagement

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### 1D. Satisfaction Studies: Student, Alumni and Employer

- Points:** 10 points
- Purpose:** This indicator is designed to provide incentives for institutions to improve the quality of their undergraduate programs as evaluated by surveys of undergraduate students, recent graduates, and regional and/or national employers of recent graduates.
- Evaluation:** In the 1<sup>st</sup> and 4<sup>th</sup> year of the cycle, institutions will administer a national student engagement survey to a representative sample of undergraduate students. In the 2<sup>nd</sup> year of the cycle, institutions will administer the Alumni Survey to all alumni who graduated two years before the survey is administered. In the 3<sup>rd</sup> year of the cycle, institutions must survey their local, regional, and national employers as applicable. For the final year, institutions will supply evidence of actions taken based on the results of the student, alumni, and employer satisfaction studies. The information gained from all three of these surveys will allow institutions to have a better gauge of internal and external perceptions of their various clientele groups.

#### Processes and Scoring:

##### *Student Engagement Survey*

1. Institutions will administer a national student engagement survey to a representative sample of their undergraduate students. Universities will administer the *National Survey of Student Engagement (NSSE)* and community colleges will administer the *Community College Survey of Student Engagement (CCSSE)*. Both versions explore the perceptions of students regarding the programs, services and environment of the institution.
2. Institutions should follow the most recent sampling procedures of NSSE and CCSSE, which will determine the number of surveys based on the institution's fall enrollment. Universities will administer the survey using one of the following NSSE methods: paper, web+, or web-only. Community colleges will administer the CSSE survey to students in randomly selected classes. Class selection will be determined by CCSSE.
3. Institutions will be awarded points based on peer comparison and institutional improvements on the benchmark measures.  
**Universities (NSSE)**
  - Universities will receive up to two points for each of the five NSSE benchmarks if the institution is at or above the benchmark mean for the institution's selected peers (1 point for First Year students, 1 point for Senior Year students). Institutions are considered to be at the same level of the selected peers if there is not a statistically significant difference between the institution and the peers. Statistically significant differences are those with a P-value less than 0.05 and an effect size of 0.2 or higher.
  - Universities not receiving the full 10 points in the above calculation may earn a smaller amount of points based on the improvement in a benchmark for which they measure below their peers. Institutions may receive up to 1 point for each benchmark mean (0.5 for first year students, 0.5 for senior year students) that increases by 0.5 or more between the current and previous administration.
  - Institutions will select a peer group that includes six institutions that are from SREB universities within the same Carnegie classification as the institution

### Community Colleges (CCSSE)

- Community colleges will be measured based on their performance compared to their peers and to themselves on the 38 questions that make up the CCSSE benchmarks. The points are assigned based on where in a range from 0-57 an institution falls. Up to 38 points can be gained for each question on which an institution scores at or above the peer mean. Institutions are considered to be at the same level of the cohort peers if there is not a statistically significant difference between the institution and the peers. Statistically significant differences are those with a P-value less than 0.05 and an effect size of 0.2 or higher.
- An additional 19 points is possible through institutional improvement. One point can be earned for each question on which an institution improves by 0.5 or more points when compared to the previous survey administration. While there are 38 possible questions to gain points for improvement on, the maximum number of points awarded for improvement will be limited to 19 points. Improvement on half or more questions will secure the maximum improvement points for the institution.

**Table 1: Scoring Overview: NSSE and CSSEE Benchmarks**

NSSE Benchmark			CCSSE Benchmark		
Level of Academic Challenge	Peer Mean	Institutional Improvement	Active & Collaborative Learning	Peer Mean	Institutional Improvement *
First Year Students	1	0.5	7 questions	7	7
Senior Year Students	1	0.5			
<b>Active and Collaborative Learning</b>			<b>Student Effort</b>		
First Year Students	1	0.5	8 questions	8	8
Senior Year Students	1	0.5			
<b>Student-Faculty Interaction</b>			<b>Academic Challenge</b>		
First Year Students	1	0.5	10 questions	10	10
Senior Year Students	1	0.5			
<b>Enriching Educational Experiences</b>			<b>Student-Faculty Interaction</b>		
First Year Students	1	0.5	6 questions	6	6
Senior Year Students	1	0.5			
<b>Supportive Campus Environment</b>			<b>Support for Learners</b>	7	7
First Year Students	1	0.5	6 questions	7	7
Senior Year Students	1	0.5			
<b>Total Possible Points</b>	<b>10</b>	<b>5</b>	<b>Total Possible Points</b>	<b>38</b>	<b>19</b>

\* While there are 38 questions to gain improvement points on, only 19 improvement points will be awarded. Each question with an improvement of 0.5 or higher in the benchmark mean will receive one point. If an institution improves on more than 19 questions, the maximum improvement points awarded will be 19. If an institution improves on less than 19 questions, the institution will receive one point for each question where improvement was significant.

**Table 2: CCSSE Scoring Table for Community Colleges**

No. of successful questions (peer and/or improvement)	0	under 11	11-15	16-20	21-26	27-31	32-36	37-41	42-47	48-52	53+
Points Awarded	0	1	2	3	4	5	6	7	8	9	10

## Alumni Survey

1. Institutions will administer this survey to their recent alumni. There are two versions of this survey (2 and 4 year) to meet the unique needs of each classification. This survey gauges alumni perceptions of their college experience, provides information on employment history, and helps to assess the impact of educational programs and experiences from the perspective of recent alumni.
2. All undergraduate alumni shall be surveyed from an entire year (graduates from summer, fall and spring terms). During the 2011-12 administration, undergraduate alumni who earned degrees during 2009-10 will be surveyed. Alumni known to be residing outside the United States should be excluded. Alumni are defined as individuals who have successfully completed an associate degree level program at a two-year institution or a bachelor's level program at a four-year institution. All other degree holders should be excluded from the survey.
3. In order for an institution to receive points for this indicator, institutions must follow the Total Design Method (Dillman 1978) in which there is an initial survey mail-out, a post-card follow-up, and a final mail-out of the survey to all non-respondents. This procedure should be documented and available for review by the Commission and governing board staff as needed. Institutions may also choose to follow a web-based survey design method. However, institutions should recognize that response rates and results may differ drastically between mail-out versions and web-based versions, even if the survey remains the same.
4. Scoring for the *2011-12 Alumni Survey* will be as follows: Success will be demonstrated by scoring at/above the institution's prior performance. Furthermore, if an institutional mean is at/above the state average or their prior average, the institution will receive a positive value (1) for the question item. Conversely, if the score is below each of the indicators listed above, the institution will receive a '0' value for the question item. For the questions to be used for scoring purposes, please refer to [Appendix M](#) for the Alumni Survey scoring templates.

**Table 3: Alumni Survey Scoring Table**

Universities			Community Colleges		
Number Successful	% Successful	Points	Number Successful	% Successful	Points
44-48	91.7%	10	42-46	91.3%	10
40-43	83.3%	9	38-41	82.6%	9
36-39	75.0%	8	34-37	73.9%	8
32-35	66.7%	7	31-33	67.4%	7
27-31	56.3%	6	26-30	56.5%	6
21-26	43.8%	5	20-25	43.5%	5
17-20	35.4%	4	16-19	34.8%	4
12-16	25.0%	3	11-15	23.9%	3
8-11	16.7%	2	8-10	17.4%	2
4-7	8.3%	1	4-7	8.7%	1
0-3	0.0%	0	0-3	0.0%	0

***Employer Satisfaction Project***

1. An outline of the proposed *Employer Satisfaction Project* must be submitted to the governing board and the Commission for approval by February 1, 2012. Proposals will be reviewed by Commission staff and an ad hoc group of performance funding coordinators from both 2-year and 4-year institutions.

This proposal must include:

- Rationale: Describe how the survey will assess the needs/opinions of regional employers of recent alumni.
  - Sampling Plan: Describe the sampling procedures used to generate valid results. Institutions may conduct mail surveys, telephone surveys, focus groups, or elite interviews with recognized employers of recent graduates.
2. If institutions choose to administer a survey, then the survey must include the following items (using the response categories: excellent, good, fair, needs improvement, poor):
    - Written communication skills
    - Oral communication skills
    - Ability to work with others
    - Potential to lead or guide others
    - Problem-solving skills
    - Ability to understand and use technical information
    - Work ethic
    - Adaptability/Flexibility

If institutions do not administer a survey, and instead conduct focus groups or interviews, then the institution is not required to ask these exact questions, but should incorporate these themes into the research design.

3. The survey is to be implemented during the 3<sup>rd</sup> year of the cycle.
4. Full points for the Employer Satisfaction Project will be awarded if institutions implement their proposals as approved and provide a preliminary analysis of the results to THEC and the governing boards.

**Satisfaction Studies: Student, Alumni and Employer**

1. During the final year of the 2010-15 performance funding cycle, institutions will supply evidence of actions taken based on the results of the student, alumni, and employer satisfaction studies. The report will provide evidence of usage of these three satisfaction studies for institutional planning and improvement.
2. Institutions will submit a comprehensive satisfaction studies report that includes the following sections:
  - Introduction;
  - Summary and Discussion of Satisfaction Studies;
    - 2010-11 Student Engagement Survey
    - 2011-12 Alumni Survey
    - 2012-13 Employer Survey
  - Identification of Improvement Areas;
  - Implementation Plan and Timeline;
  - Evidence of Action Completed by 2014-15; and
  - Conclusion

The report should not exceed 10 pages, excluding appendices.

3. Report will be assigned values based on a holistic evaluation applying rubrics as outlined in Table 4.

**Table 4: Evaluation of Comprehensive Satisfaction Studies Report**

9 - 10 points	Based on the evidence provided, the institution <u>consistently does all</u> of the following:
7 - 8 points	Based on the evidence provided, the institution <u>consistently does almost all</u> of the following:
5 – 6 points	Based on the evidence provided, the institution <u>does most</u> of the following:
4 points	Based on the evidence provided, the institution <u>does some</u> of the following:
<b>RUBRICS TO BE DECIDED</b>	

**Calendar:**     Year 1: 2010-11  
Administer Student Engagement Survey (CCSSE/NSSE)

Year 2: 2011-12  
Administer Alumni Survey to 2009-10 graduating class  
Submit Employer Satisfaction Proposal -- February 1, 2012

Year 3: 2012-13  
Implement Employer Satisfaction Proposal

Year 4: 2013-14  
Administer Student Engagement Survey (CCSSE/NSSE)

Year 5: 2014-15  
Submit Comprehensive Satisfaction Studies Report

**References:**

- Appendix I – Community College Student Engagement Survey ([www.ccsse.org/](http://www.ccsse.org/))
- Appendix J – National Student Engagement Survey ([www.indiana.edu/~nsse/](http://www.indiana.edu/~nsse/))
- Appendix K – Alumni Survey (community college version)
- Appendix L – Alumni Survey (university version)
- Appendix M – Alumni Survey Scoring Templates