

KCC ASAP

Retention Initiatives

- **Why did you want to collect this data?**
 - We wanted to promote equitable outcomes (credits earned, GPA, and retention) for all of our students especially new students, students with a GPA below 2.3, and minority males.
- **Data Collected**
 - Percentage and number of students who attended one-on-one advisor coaching sessions and enrolled/did not enroll the following semester
 - Percentage and number of students who did not attend one-on-one advisor coaching sessions and enrolled the following semester
 - GPAs for students who attended and did not attend coaching session(s)
 - Credits attempted and earned for students who attended/did not attend coaching session



KCC ASAP Retention Initiative

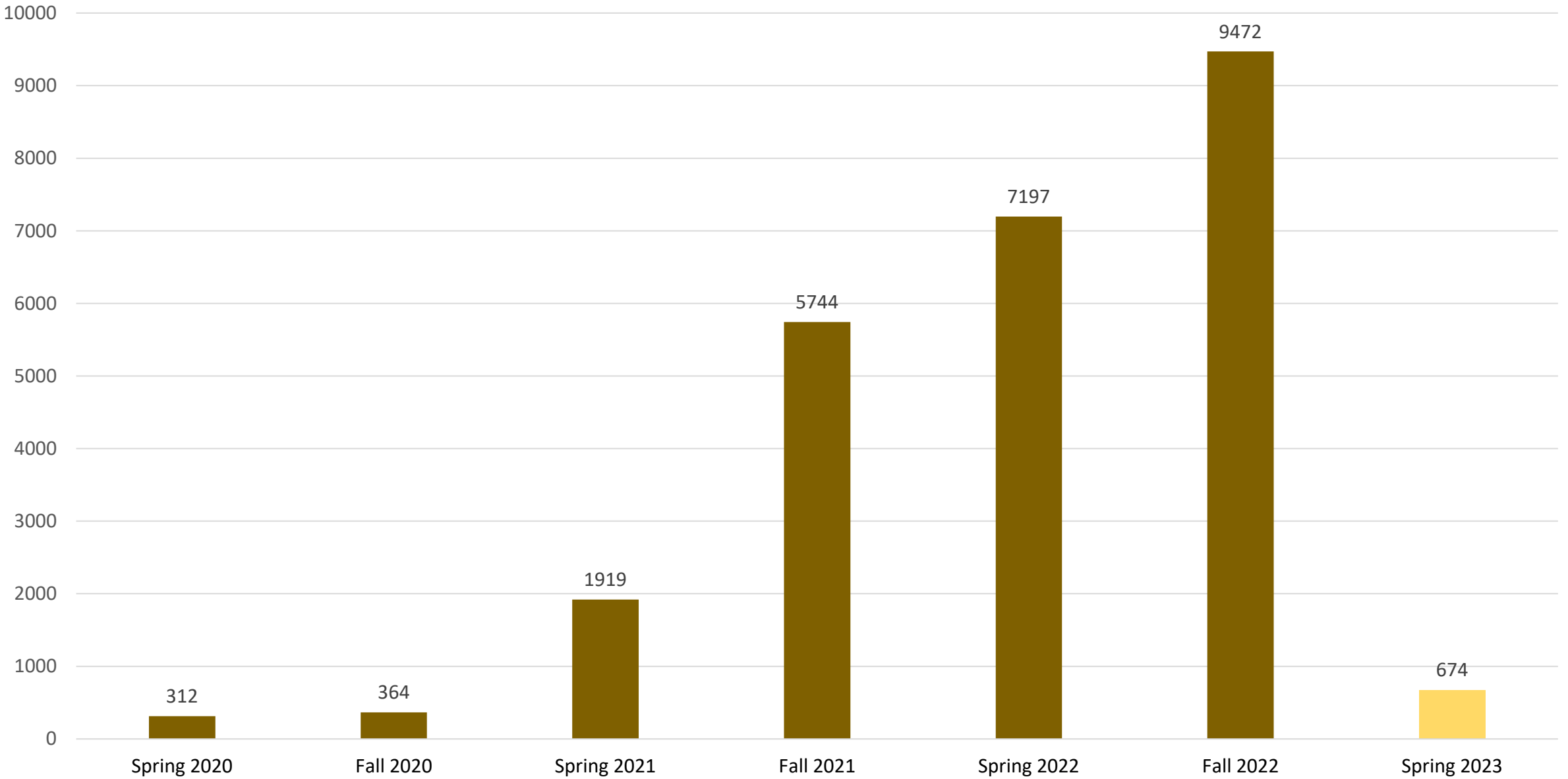
- Key Takeaways:
 - Students who attended one-on-one coaching sessions consistently, earned more credits, had higher GPAs, and enrolled for the following semester at higher rates
 - Students who did not consistently engage in one-on-one coaching sessions had more WN and WU grades
 - Student feedback and data collected – prompted the creation of workshops (The Barbershop Series, the DREAM academic success workshops, and a summer engagement series) and seminars (major specific seminar series) tailored to students needs.

KCC STARFISH

TRACKING ITEMS

CATEGORY	SPRING 2020	FALL 2020	SPRING 2021	FALL 2021	SPRING 2022	FALL 2022	SPRING 2023
Attendance Concern <i>(Faculty raised)</i>	10	37	626	804	753	978	85
Attendance Issue <i>(Faculty raised)</i>	N/A	9	15	8	5	262	0
I Need Help <i>(Student raised)</i>	6	22	18	45	20	29	8
I Need Help Paying For College <i>(Student raised)</i>	N/A	NA	N/A	N/A	N/A	1	0
I Need Tutoring Help <i>(Student raised)</i>	N/A	N/A	N/A	N/A	N/A	2	0
In Danger of Failing <i>(Faculty raised)</i>	8	4	325	1257	1301	1656	5
Low Engagement in a Course <i>(Faculty raised)</i>	N/A	N/A	525	1345	1045	1069	123
Low Quiz/Test Scores <i>(Faculty raised)</i>	N/A	N/A	4	403	734	745	2
Low Grades <i>(Faculty raised)</i>	278	275	289	279	287	N/A	273
Keep Up the Good Work <i>(Faculty raised)</i>	N/A	N/A	N/A	N/A	N/A	1959	26
Showing Improvement <i>(Faculty raised)</i>	N/A	N/A	N/A	N/A	N/A	415	0
You Are off to a Great Start <i>(Faculty raised)</i>	N/A	9	113	1225	2438	1225	99
Access Resource Center - ARC <i>(Faculty & Staff raised)</i>	N/A	N/A	N/A	10	98	56	2
ASAP Referral	N/A	N/A	N/A	N/A	N/A	1	1
Career Services Referral	N/A	N/A	N/A	N/A	N/A	28	6
College Discovery Tutoring Referral	N/A	N/A	N/A	N/A	N/A	55	27
Financial Aid Referral	10	8	3	51	33	239	6
FLEX Referral	N/A	N/A	N/A	7	N/A	60	3
Tutoring Referral <i>(Faculty & Staff raised)</i>	N/A	N/A	1	310	483	689	7
Bursar Referral	N/A	N/A	N/A	N/A	N/A	3	1
CUNY Start / MATH Start Referral	N/A	N/A	N/A	N/A	N/A	N/A	0
Totals:	312	364	1919	5744	7197	9472	674

Tracking Items by Semester



Count of Faculty Members by Semester
❖ Spring 2020 – 67
❖ Fall 2020 – 71
❖ Spring 2021 – 155
❖ Fall 2021 – 198
❖ Spring 2022 – 190
❖ Fall 2022 – 215
❖ Spring 2023 - 88

TRACKING ITEMS BY ROLE			
SEMESTER	Faculty	Staff	Student
SPRING 2020	296	10	6
FALL 2020	334	8	22
SPRING 2021	1898	4	18
FALL 2021	5641	378	45
SPRING 2022	7144	614	20
FALL 2022	9054	1131	32
SPRING 2023	622	53	8



Office of Institutional Effectiveness

The problem

- We get a *lot* of data requests
- Different requests can be answered by different people in the Office
- We need to ensure that they are answered in a timely and accurate fashion, and that none fall through the cracks

Questions:

- How many data requests do we get, and how long does it take to respond to them?
- Are there specific questions we get on a regular basis that we can plan for? What are some questions that we can predict and create more automated processes to address?

The Data Request Log

DATA REQUEST LOG

red = in progress

DATE	REQUESTOR	TITLE	DEPARTMENT	TYPE OF REQUEST	TYPE OF DATA	DETAILS	USAGE OF DATA	RESPONDER
3/8/2023	Michael Sokolow	History Professor	History	Ad hoc	Students Registration Data	Women's & Gender Studies concentration	Internal discussions about curricular offerings	Lauren
3/7/2023	Claudia Schrader	President	Office of the President	Ad hoc	APR	Liberal Arts majors: 1. APR Enrollment	annual performance review for a grant we receive	Colleen
3/3/2023	Samantha Burke		Child Care Center	Ad hoc		students, graduated, transferred, or withdrawn		Colleen
2/26/2023	Mabel Chee	Director	College Advancement/ Grant Officer	Regular- Annual		the information needed to apply for KCC annual	to apply for Title III grants	Colleen
2/21/2023	Christine Fey	Director	Exercise Program	Ad hoc	Student Data	same students graduating from their 4 year schools		Lauren
2/14/2023	Ann DelPrincipe	Professor	English	Ad hoc	Course Data	how many "English" courses are being taught, if		Colleen
2/13/2023	John Mikalopas		Behavioral Science Department	Regular	APR	For the following majors: * AS Chemistry		Novita
2/7/2023	Stuart Parker	Chair	Behavioral Science Department	Ad hoc	Student Data	students who were enrolled in the Spring of 2022	a report due for the Perkins Co-Lab project	Colleen
2/6/2023	Brenda P Vargas	Director	College Discovery	Regular - Annual	Annual Report	CD data we request every year, but now for year	College Discovery Annual Report for OSP CUNY	Lauren
1/23/2023	Catherine Olubummo	Professor & Chairperson	Nursing	Regular		Information to NYS Education Department (no attachment		Lauren
1/19/2023	Michael Sokolow	LaGuardia Community College	Liberal Arts	Ad hoc		the number of Liberal Arts		Lauren

From February 2022-February 2023:

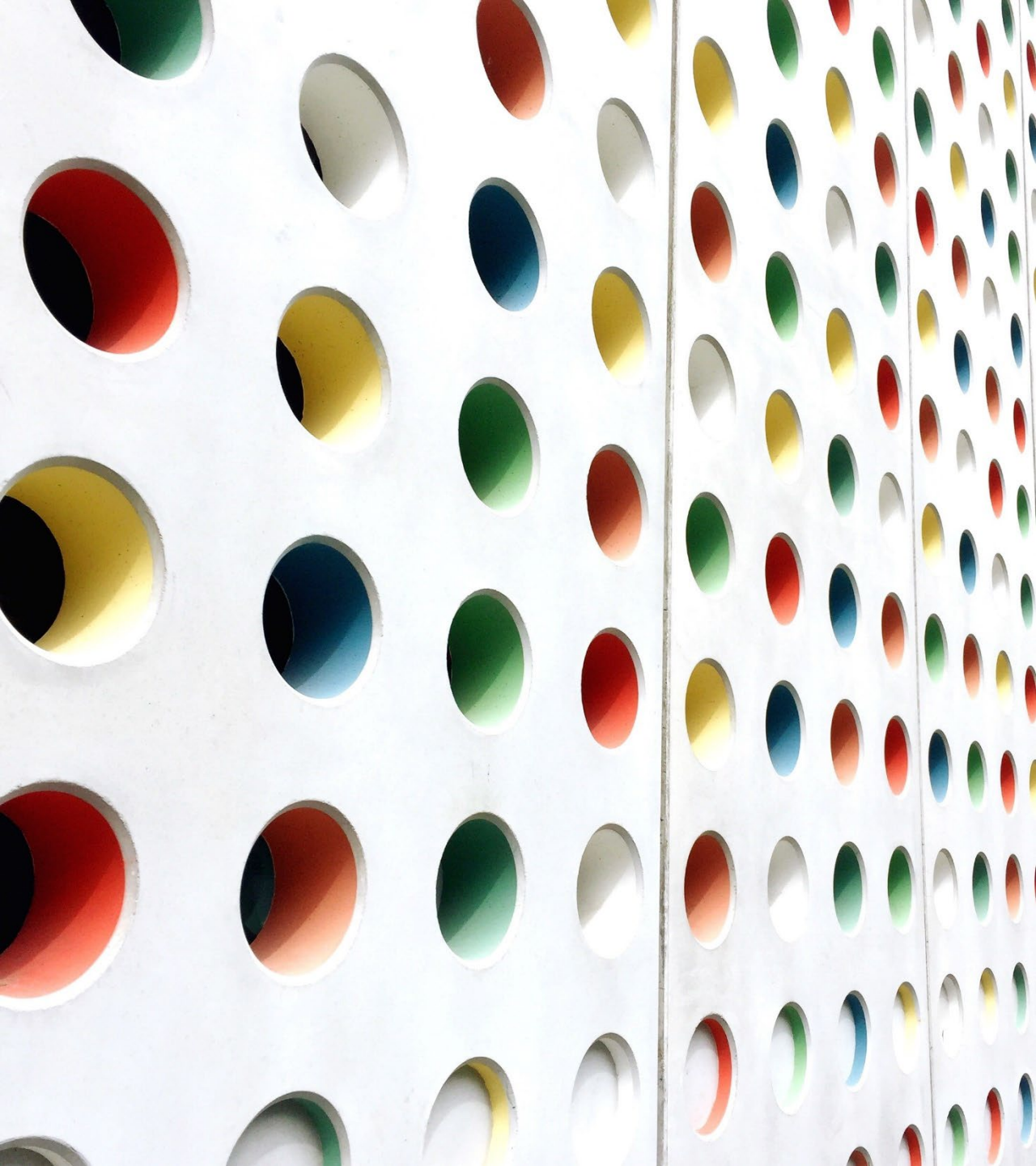
Fielded **135** requests from **48** departments/units

An average of **11** per month

Average length of time to fill data request: **7 days**

What We Have Done with the Data and Next Steps

- Created Dashboards to field some common data requests
- Used previous years' data to create a calendar to help plan future semesters' workload
- Will use data to inform future development of Tableau dashboards
- Can use information from Responder column to keep track of who is trained and able to respond to what types of data requests



Student Wellness Services

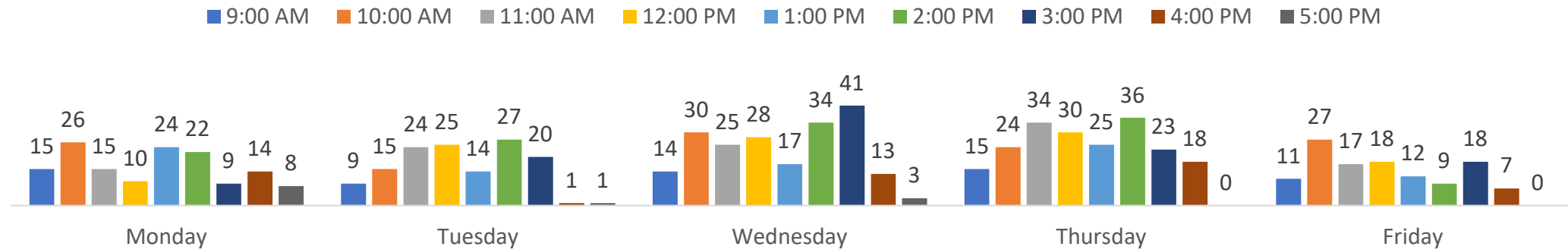
Dr. Althea Maduramente

ANSWERING FOUR QUESTIONS

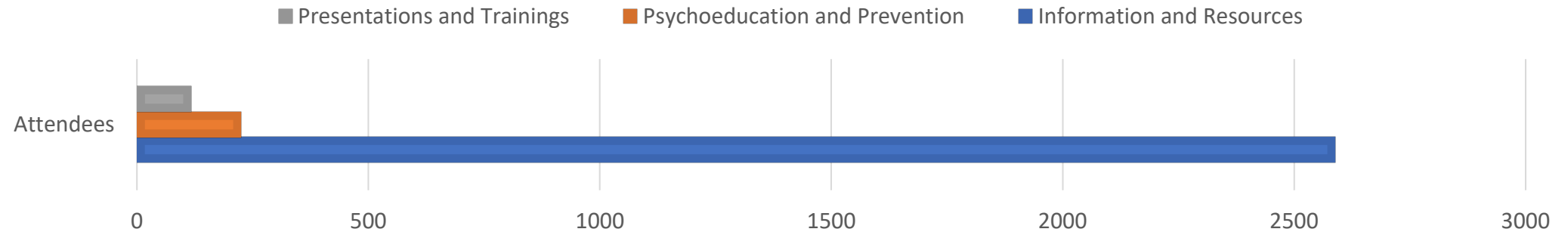


WHAT CAN WE LEARN?

CLINICAL CASELOAD



OUTREACH



Communications and Marketing Metrics



AdRoll Ads



100% Online Degrees
from a #1 Ranked
Community College

KCC FLEX
A College Degree that Fits Your Life



Apply Now

Fall 2022 Classes Begin **September 9.**

KINGSBOROUGH | **CU**
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**YOUR DEGREE STARTS
IN BROOKLYN**

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ONLY
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**First Year to
Future Career.**

#Freshman

Apply Now



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WHAT
YOU
STARTED.**

Fall 2022 Classes
Begin **September 9.**

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Where You Belong



TRANSFERABILITY

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FINISH HERE.**

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A College Degree that Fits Your Life






100% Online Degrees
Including Associate of Science
in Business Administration

Apply Now

Fall 2022 Classes Begin **September 9.**

KINGSBOROUGH | **CU**
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AdRoll Metrics 2021 vs 2022

	2021	2022	%Change	
New Visitors	649,753	869,036	34%	
Returning Visitors	285,699	287,329	.1%	
Ad Spend	\$39,529	\$79,617	101%	
Impressions	8,101,228	12,102,032	50%	
Clicks	22,269	33,775	52%	

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KINGSBOROUGH COMMUNITY COLLEGE

Spring 2023 AdRoll

BE WHO YOU WANT TO BE
DEBT-FREE
AN AFFORDABLE
QUALITY EDUCATION

SPRING 2023 CLASSES BEGIN MARCH 7
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LEARN MORE

YOUR BIGGEST FLEX?
AN ONLINE DEGREE IN
CRIMINAL JUSTICE

KCC FLEX
A College Degree that Fits Your Life

APPLY NOW!
SPRING 2023 CLASSES BEGIN MARCH 7
KINGSBOROUGH COMMUNITY COLLEGE | CU NY

FINISH WHAT YOU STARTED

READMIT NOW!
SPRING 2023 CLASSES BEGIN MARCH 7
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AdRoll Metrics

Spring 2023 Campaign Best Ads



Ad Size

600 x 315

600 x 500

Impressions

896,441

303,509

Click Through Rate (CTR)

.30%

.40%

Kingsborough Community College Service Review

Office of Information Technology

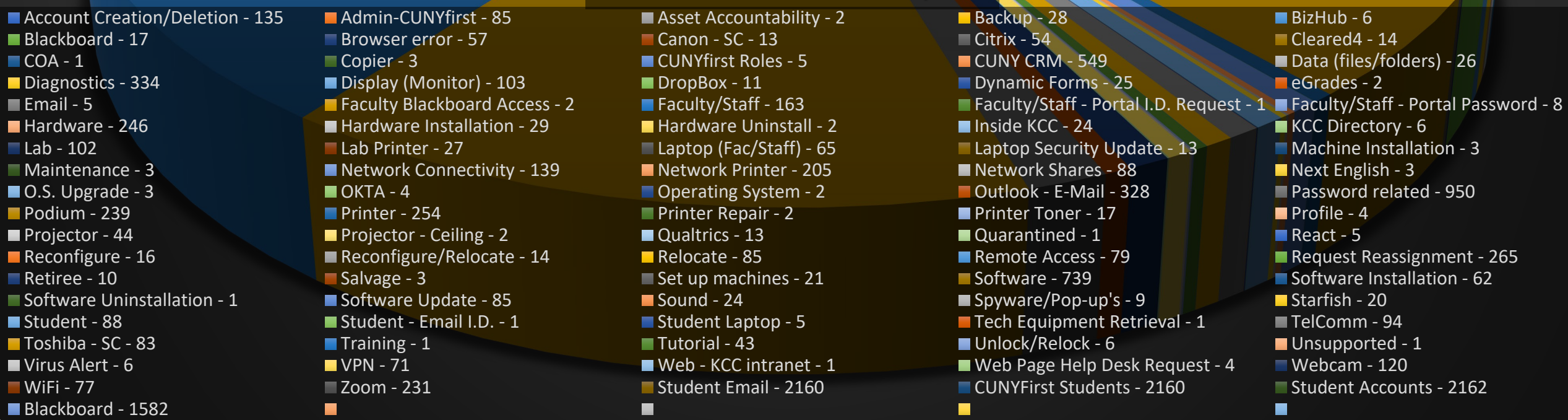
Service Request Review – 2022 Closed Service Calls

Purpose of Survey and Analysis

1. Ascertain experience with support provided to staff and faculty.
2. Ascertain gaps in how we provide support to staff and faculty. If coverage period is adequate, modes of support are adequate, staffing levels are adequate.
3. Data positively effects business impact analysis, use real data to negate perceptions, and false innuendos about level and quality of support provided, by highlighting the actual experience staff and faculty have with support.
4. Customers expect pervasive and seamless experiences.
5. Gathering customer data can be a differentiator.
6. Creatively engaging with customers is a must.

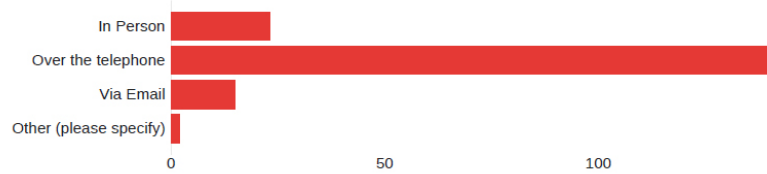
January 1, 2022 – December 31, 2022

Total Calls Closed – 14,804

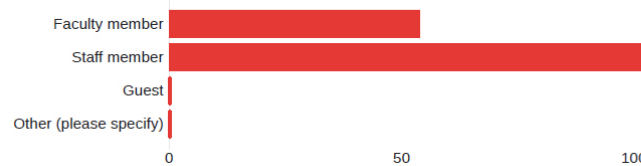


Faculty & Staff Survey Response Selections

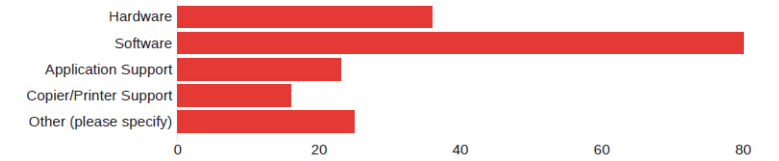
Q1 - How did you contact technical support ?



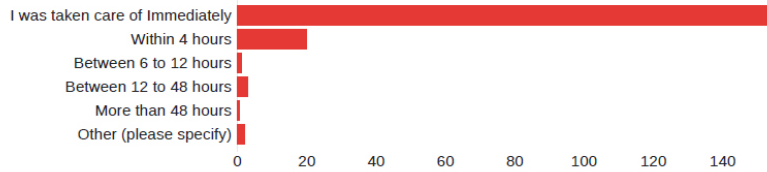
Q2 - College employment status



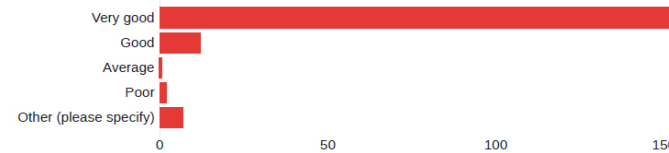
Q3 - What was the original reason to contact technical support ?



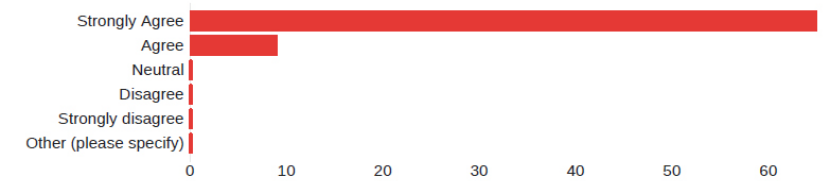
Q4 - How long did you have to wait before speaking to a technical support representative ?



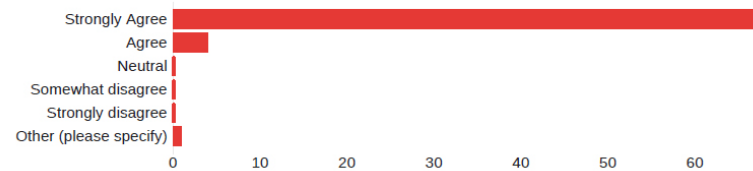
Q5 - Overall, how would you rate the process for getting your problem resolved ?



Q8 - The Technical Support Representative was knowledgeable.

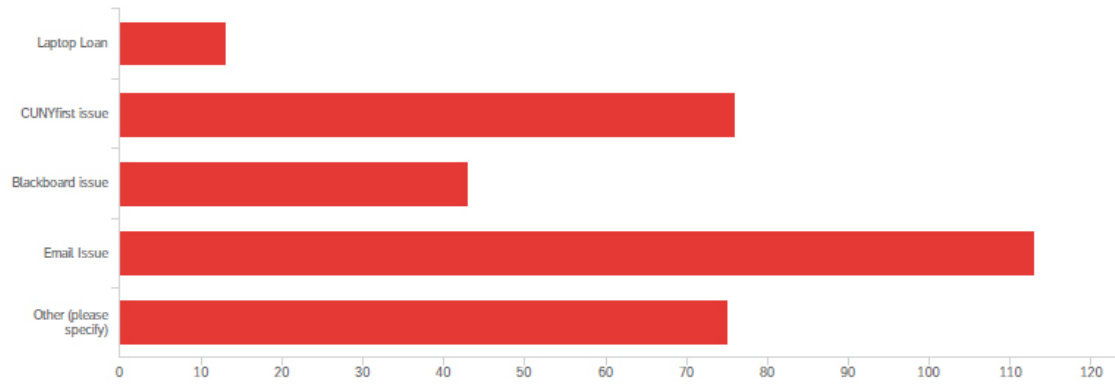


Q9 - The Technical Support Representative was courteous .

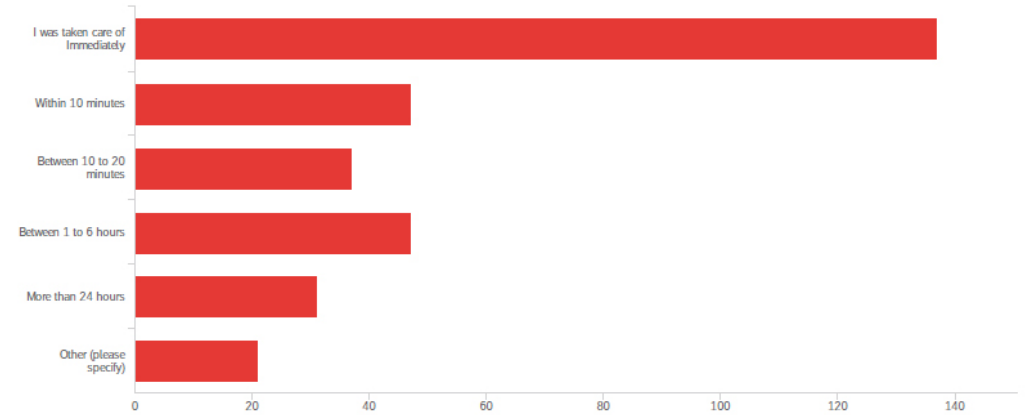


Student Survey Response Selections

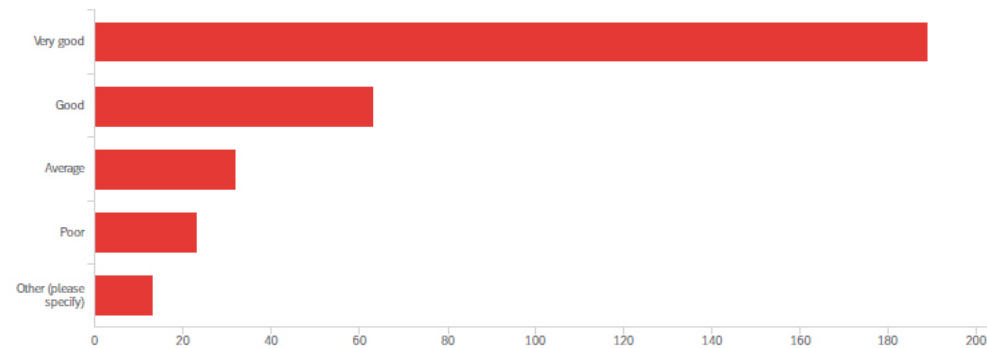
Q3 - What was the original reason to contact the Student Help Desk?



Q4 - How long did you have to wait before speaking to a Help Desk representative ?



Q5 - Overall, how would you rate the process for getting your problem resolved ?



A Few Words From Our Customers

Please share any additional comments about your experience or suggestions on how we can better improve our technical support services.

IT is always responsive and helpful, and even fun to work with! Kudos to all of them!

Great! Problem solved right away!

My overall experience was excellent!

Thank you for your support

Service was prompt and professional!

A Few Words From Our Students

The representative was very nice!

My experience was AMAZING! Sandra did an amazing job helping me!!!

Thank you! LOVE HelpDesk and its team. So efficient!

It was very helpful, thank you so much!!!

Complete satisfaction for this issue.

Honestly I have no suggestions. But student help desk support services is great

I sent the email and within 3 minutes I got a response. Excellent service.

The person stayed on the phone with me until I was able to fix my issue.

Takeaway's from Survey and Data Collection

1. We have a better understanding of users pain points and bottlenecks
2. We have a benchmark for goal setting and growth
3. We can monitor how satisfied customers are with individual support agents
4. We have a better alignment of support hours and modes of supports with actual needs