

Strategic Plan 2020-2024

All Strategic Metrics



Strategic Metrics 2023-2024

Last updated 1/17/2024

Each year SCC provides a report on the progress made towards its strategic plan goals and objectives. With a new strategic plan in the 2020-2021 academic year, the *Strategic Plan Annual Progress Report*¹ has been re-conceptualized. The content of that report will focus on two strategic goals each year and include a summary of the activities, progress, and plans related to the theme goals, description of the strategic achievements, and the quantitative results of the associated strategic metrics and key performance indicators (KPIs).

This document is a companion to the annual Progress Report to provide the trend data for the more than 80 strategic metrics associated with the 2020-2024 plan. The quantitative results for all metrics and KPIs will be updated each year and made available publicly online in this form. The strategic metrics can be used for institutional planning, departmental-level Mission Action Plans, institutional assessment, and budgeting purposes.

This report has been prepared by the Office of Assessment, Institutional Accreditation, and Planning and the Office of Institutional Research. Please contact rcarr@southeast.edu with any questions.

¹ Available at <https://www.southeast.edu/about/leadership-and-governance/strategicplan2020-2024/index.php>

* This metric is a Key Performance Indicator (KPI)

^ Data for this metric will be available in December

List of Strategic Metrics

Goal 1 – Enrollment Growth (see page 4)

- 1.0 - Total undergraduate enrollment*
- 1.1 - Percent of first-term students who complete NSE
- 1.3 - Enrollment of Career/Technical students
- 1.4 - Enrollment of Academic Transfer
- 1.4 - Enrollment of undeclared students
- 1.5 - Enrollment of Continuing Education students*
- 1.6 - Percent of undergraduate enrollment that is minority*
- 1.6 - Index of undergraduate population diversity compared to service area
- 1.6 - Number of adult learners enrolled
- 1.6 - Number of scholarships awarded by the SCC Educational Foundation[^]
- 1.6 - Number of endowed scholarship programs[^]
- 1.7 - Number of female students in STEM programs*
- 1.8 - Number of dual credit students*

Goal 2 – Student Success (see page 6)

- 2.1 - Percent of students who rated their overall educational experience as 'good' or 'excellent'
- 2.1 - CCSSE Benchmark for Active and Collaborative Learning
- 2.2 - Percent of students who received an F during their first term
- 2.3 - CCSSE Benchmark for Academic Challenge
- 2.3 - CCSSE Benchmark for Student Effort
- 2.3 - CCSSE Benchmark for Student-Faculty Interaction
- 2.4 - Overall success rate of undergraduate students*
- 2.4 - Overall rate of D/F grades among undergraduates
- 2.4 - Overall withdrawal rate of undergraduate students
- 2.4 - Overall success rate of dual credit students*
- 2.4 - Overall rate of D/F grades among dual credit students
- 2.4 - Overall withdrawal rate of dual credit students
- 2.4 - Number of certificates awarded*
- 2.4 - Number of diplomas awarded*
- 2.4 - Number of associate degrees awarded*
- 2.4 - Fall to fall retention rate*
- 2.4 - Graduation and transfer rate*
- 2.4 - Workforce placement rate of CTE graduates*
- 2.4 - Percent of students who completed all developmental coursework
- 2.4 - Percent of credit hours attempted in the first term that were successfully completed
- 2.5 - CCSSE Benchmark for Support for Learners
- 2.7 - Percent of federal work study funds expended
- 2.8 - Number of student athletes enrolled
- 2.9 - Percent of undergraduates on the Dean's List
- 2.9 - Percent of students graduating with honors

- 2.10 - Number of students who actively participate in wellness activities
- 2.11 - Enrollment in World Denizen courses

Goal 3 – Communication and Public Awareness (see page 9)

- 3.1 - Number of unique pageviews of home page
- 3.5 - Number of clicks from home to Explore
- 3.5 - Number of clicks from home to Visit
- 3.5 - Number of clicks from home to Apply
- 3.5 - Engagement rate with Facebook
- 3.5 - Engagement rate with Instagram
- 3.5 - Engagement rate with LinkedIn
- 3.5 - Engagement rate with Twitter/X²
- 3.5 - Number of prospects identified from 'Choose SCC' microsite²
- 3.5 - Admit rate of prospects identified by the 'Choose SCC' microsite²

Goal 4 – Programming and Development (see page 10)

- 4.4 - Number of sections offered at Learning Centers
- 4.4 - Total enrollment at Learning Centers*
- 4.8 - Percent of sections offered as web, hybrid, and other non-F2F
- 4.8 - Percent of enrollment in web courses

Goal 5 – Employee Excellence (see page 11)

- 5.1 - Average number of qualified applicants per Arts & Sciences faculty position
- 5.1 - Average number of qualified applicants per Career Technical faculty position
- 5.1 - Average number of qualified applicants per support staff position
- 5.1 - Average number of qualified applicants per professional staff/administrative positions
- 5.1 - Index of employee diversity compared to service area
- 5.5 - Number of professional development offerings from HR²

Goal 6 – Strategic Partnerships (see page 11)

- 6.1 - Percent of SCC service area high school seniors enrolled at SCC during the following academic year*
- 6.1 - Percent of TCA seniors enrolled at SCC as an undergraduate the following academic year*
- 6.1 - Percent of SENCAP/DCA seniors enrolled at SCC as an undergraduate the following academic year*

² Not compiled for 2023-2024

* This metric is a Key Performance Indicator (KPI)

[^] Data for this metric will be available in December

Goal 7 – Educational Environment (see page 12)

- 7.7 – Central IT expenditures per institutional FTE
- 7.7 - Percent of computers in fleet that are 4 year or under
- 7.7 - Percent of servers in fleet that are 7 years or under
- 7.7 - Average score from NIST self-assessment

Goal 8 – Financial Strength (see page 13)

- 8.3 - CFI component: Primary Reserve Ratio
- 8.3 - CFI component: Return on Net Assets Ratio
- 8.3 - CFI component: Viability Ratio
- 8.3 - CFI component: Net Operating Revenues Ratio
- 8.3 - Amount of general funds reserved at end of fiscal year[^]
- 8.4 - Amount of grant/contract awards[^]
- 8.4 - Net assets of SCC Foundation[^]
- 8.4 - Total expenditures for scholarships by SCC Foundation[^]
- 8.4 - Fundraising, dollars donated to College and Foundation*
- 8.4 - Fundraising, number of donors to College and Foundation*
- 8.6 - Difference between actual and budgeted expenditures in the general fund[^]

Goal 9 – Organizational Climate (see page 14)

- 9.1 - Percent of employees who are faculty members
- 9.1 - Percent of faculty who are full-time
- 9.1 - Number of full-time positions filled
- 9.1 - Percent of full-time faculty who are 55+
- 9.1 - Average retirement age of full-time faculty



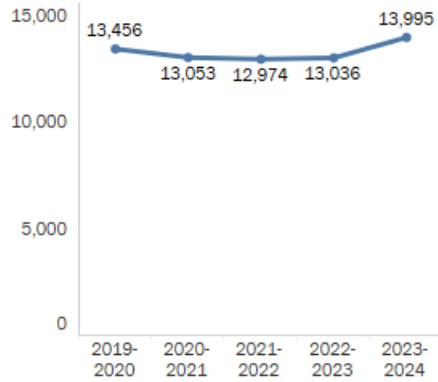
* This metric is a Key Performance Indicator (KPI); but no targets are yet established for these metrics.

[^] Data for this metric will be available in December

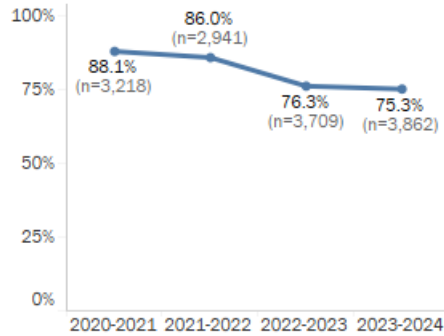


Goal 1 Metrics

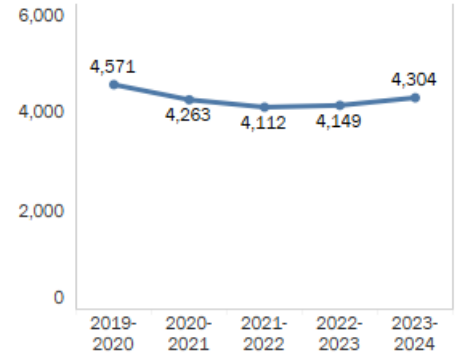
Total undergraduate enrollment (1) KPI



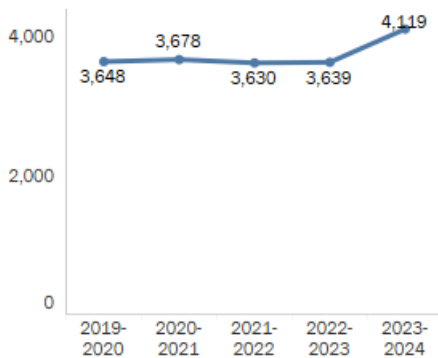
Percent of first-term students who complete NSE (1.1)



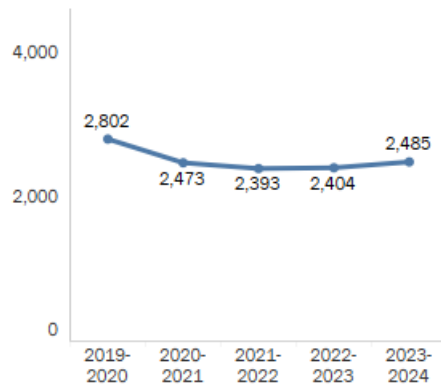
Enrollment of Career/Technical students (1.3)



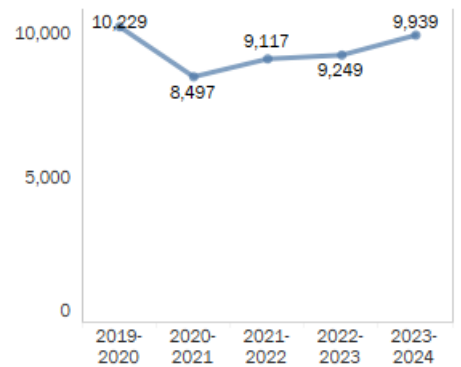
Enrollment of Academic Transfer students (1.4)



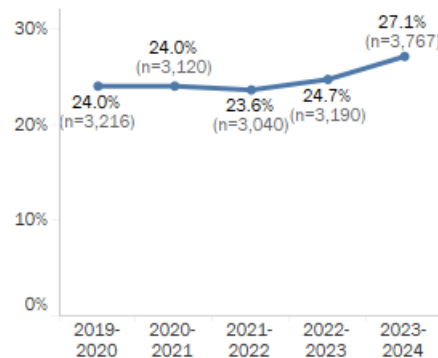
Enrollment of undeclared students (1.4)



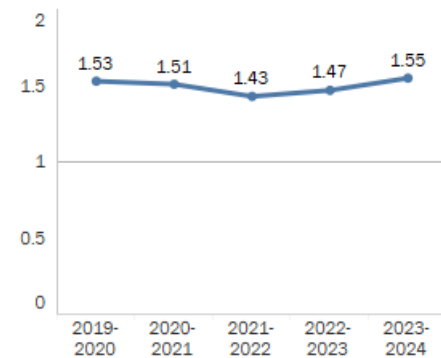
Enrollment of Continuing Education Students (1.5) KPI



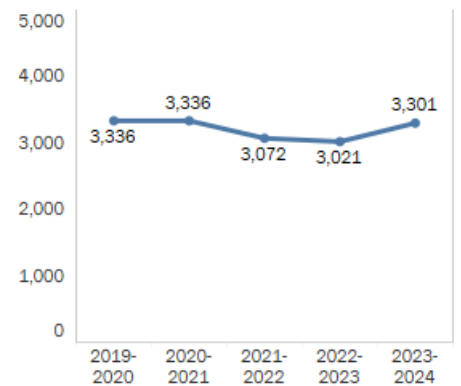
Percent of undergraduate enrollment that is minority (1.6) KPI



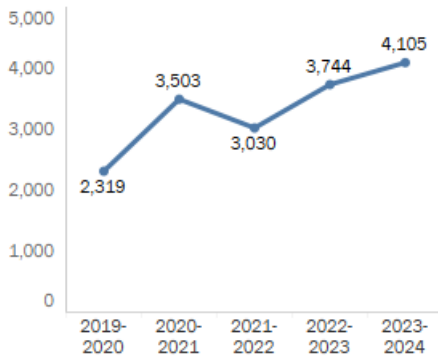
Index of undergraduate population diversity compared to service area (1.6)



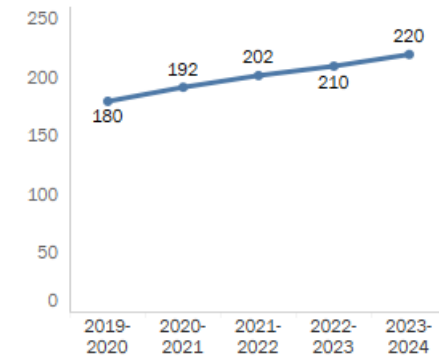
Number of adult learners enrolled (1.6)



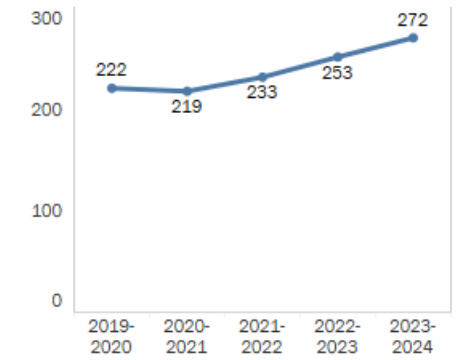
Number of scholarships awarded by the SCC Educational Foundation (1.6)



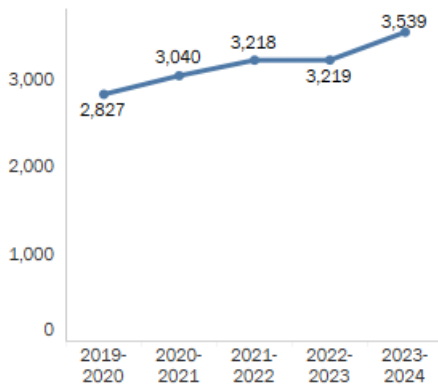
Number of endowed scholarship programs (1.6)



Number of female students in STEM programs (1.7) KPI



Number of dual credit students (1.8) KPI

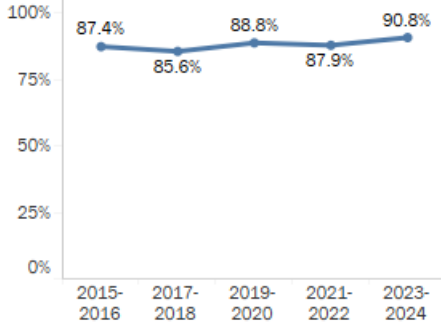


³ All financial metrics – including number of scholarships awarded – are finalized in November after the audit has been completed.

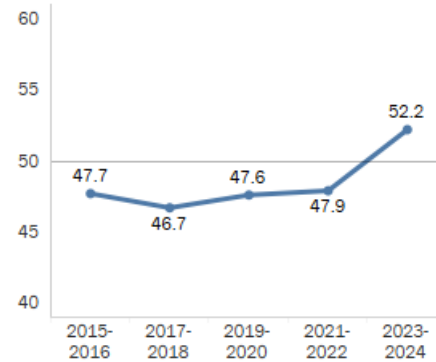


Goal 2 Metrics

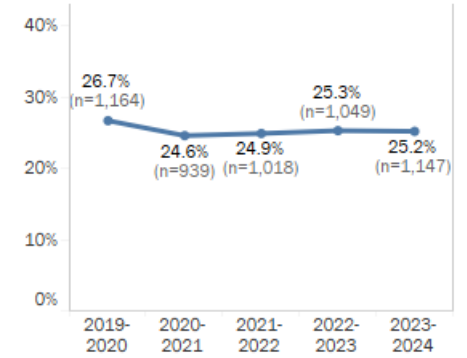
Percent of students who rated their overall educational experience as 'good' or 'excellent' (2.1)



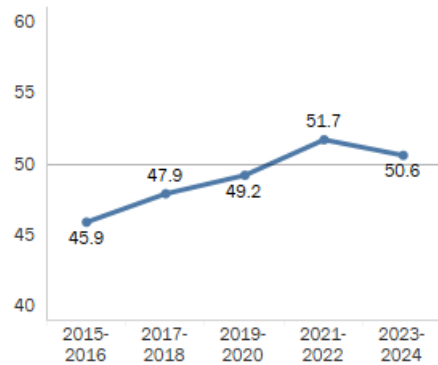
CCSSE Benchmark for Active and Collaborative Learning (2.1)



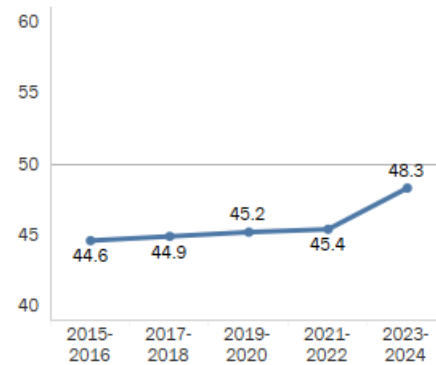
Percent of students who receive an F during their first term (2.2)



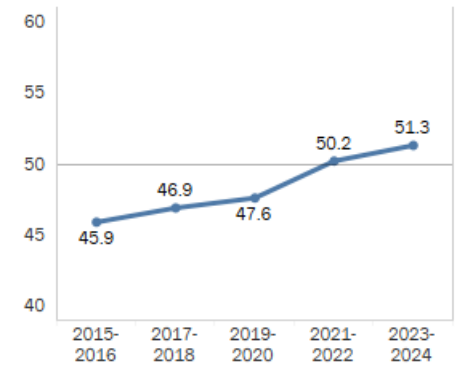
CCSSE Benchmark for Academic Challenge (2.3)



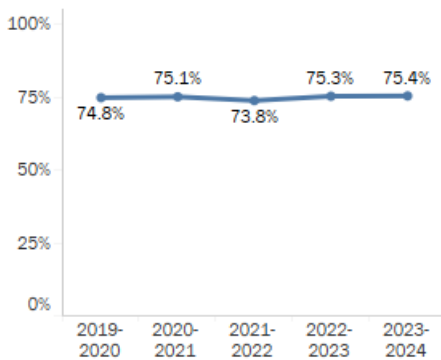
CCSSE Benchmark for Student Effort (2.3)



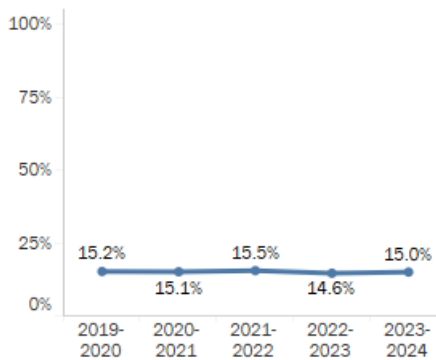
CCSSE Benchmark for Student-Faculty Interaction (2.3)



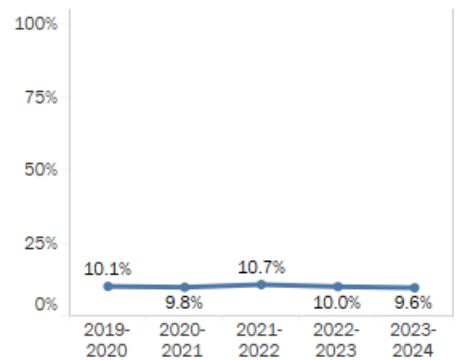
Overall success rate of undergraduate students (2.4) KPI



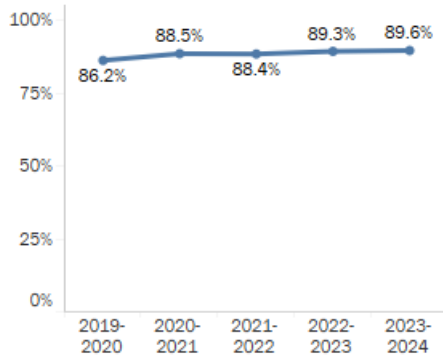
Overall rate of D/F grades among undergraduates (2.4)



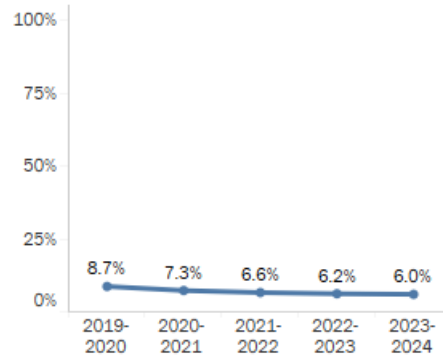
Overall withdrawal rate of undergraduate students (2.4)



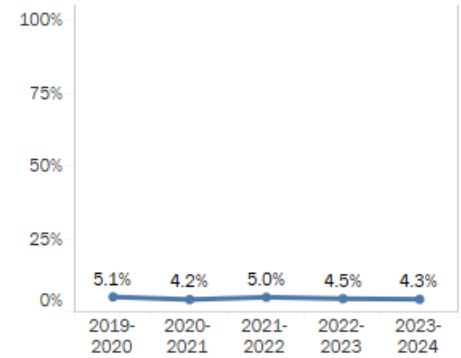
Overall success rate of dual credit students (2.4) KPI



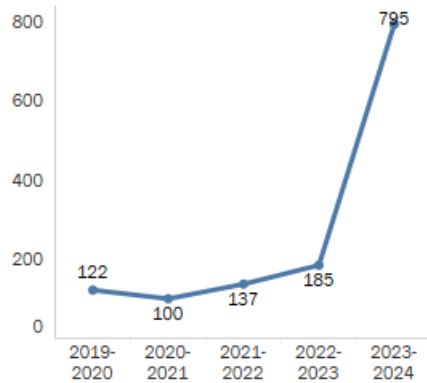
Overall rate of D/F grades among dual credit students (2.4)



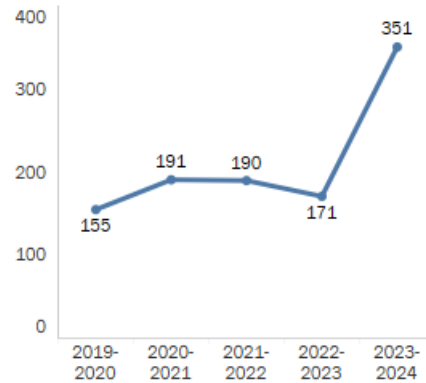
Overall withdrawal rate of dual credit students (2.4)



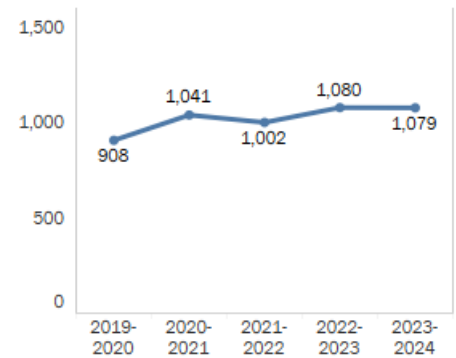
Number of certificates awarded (2.4) KPI



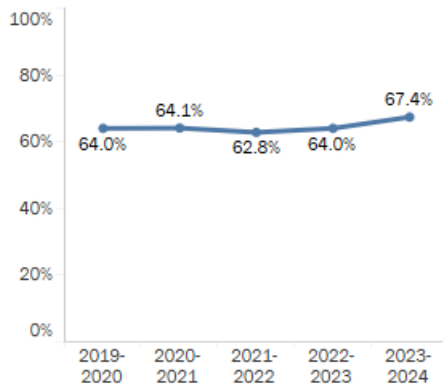
Number of diplomas awarded (2.4) KPI



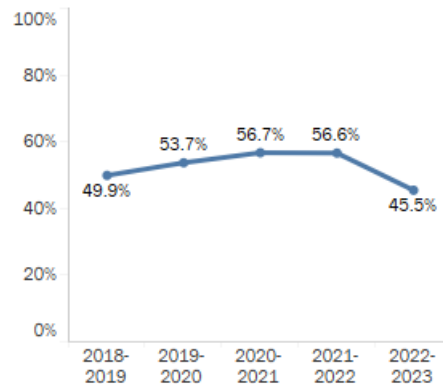
Number of associate degrees awarded (2.4) KPI



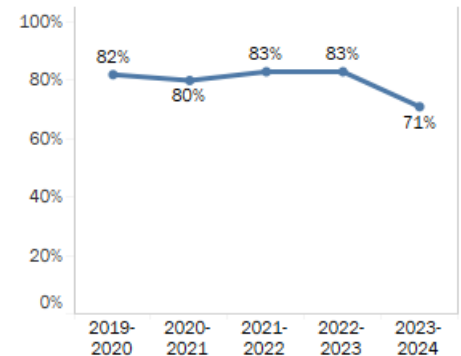
Fall to fall retention rate (2.4) KPI



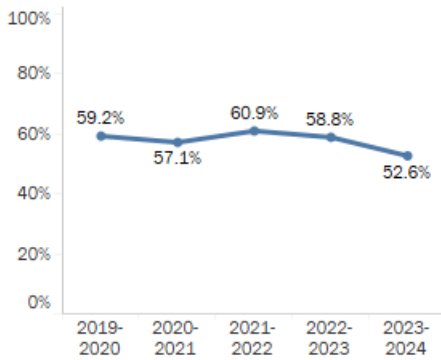
Graduation and transfer rate (2.4) KPI



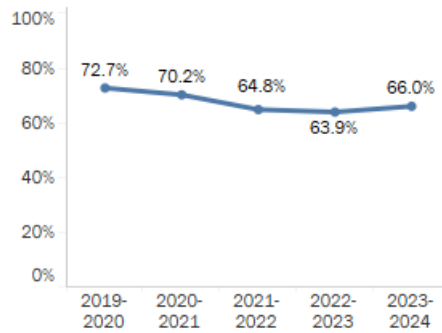
Workforce placement rate of Career/Technical graduates (2.4) KPI



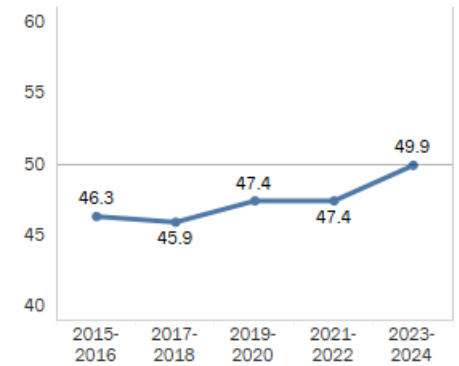
Percent of students who completed all developmental coursework (2.4)



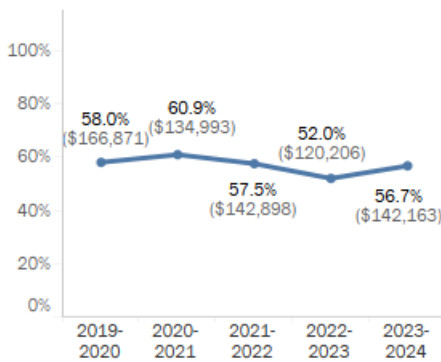
Percent of credit hours attempted in the first term that were successfully completed (2.4)



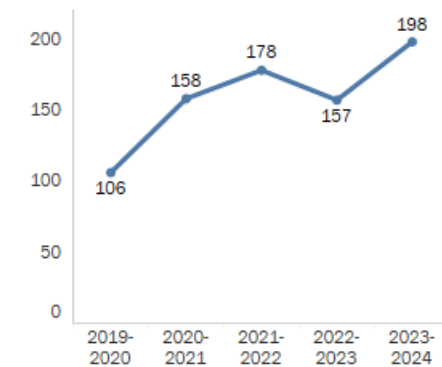
CCSSE Benchmark for Support for Learners (2.5)



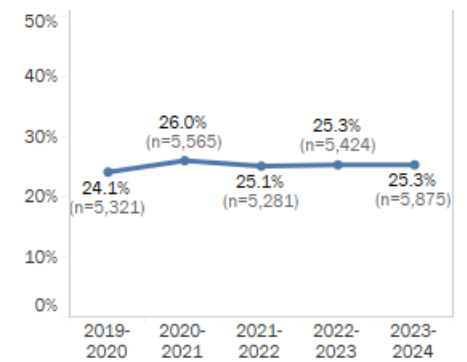
Percent of federal work study funds expended (2.7)



Number of student athletes enrolled (2.8)

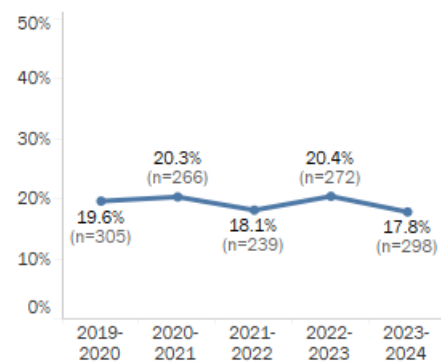


Percent of undergraduates on the Dean's List (2.9)

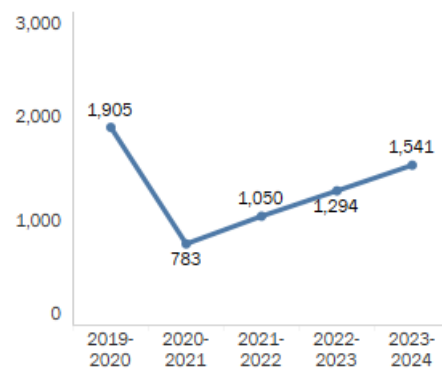


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Percent of students graduating with honors (2.9)



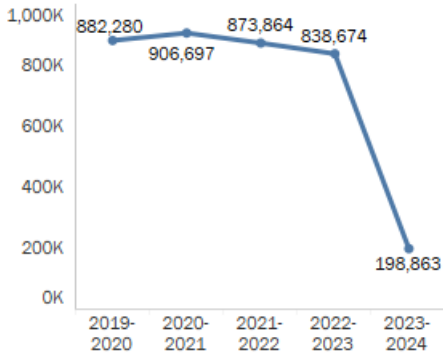
Number of students who actively participate in wellness activities (2.10)



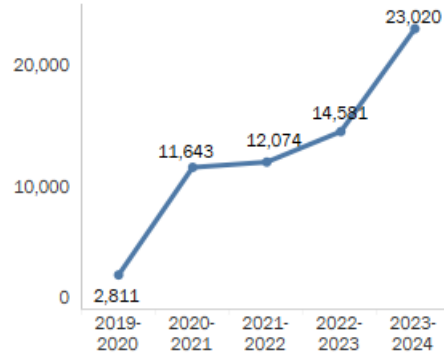
⁴ All financial metrics – including number of scholarships awarded – are finalized in November after the audit has been completed.

Goal 3 Metrics

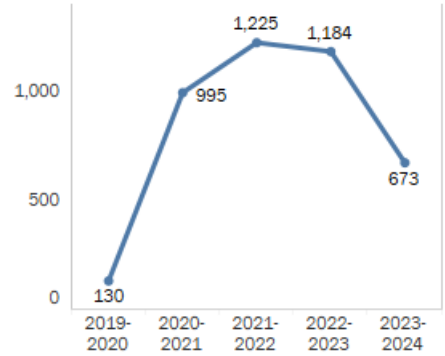
Number of unique pageviews of home page (3.1)



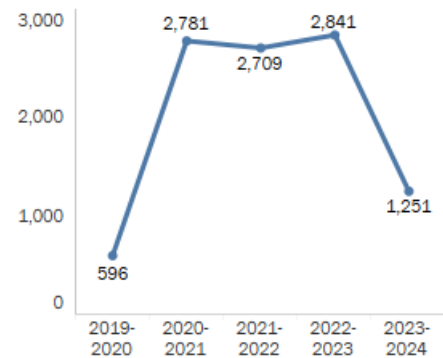
Number of clicks from home to Explore (3.5)



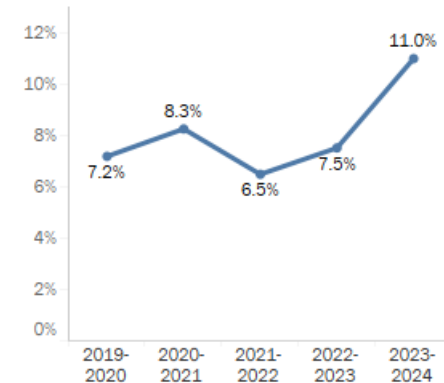
Number of clicks from home to Visit (3.5)



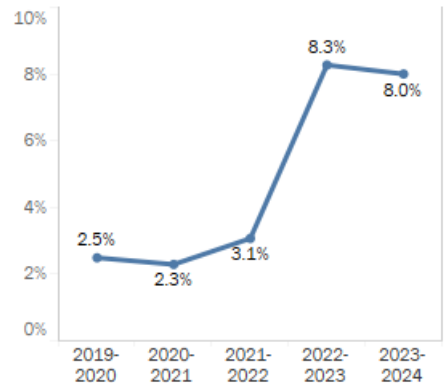
Number of clicks from home to Apply (3.5)



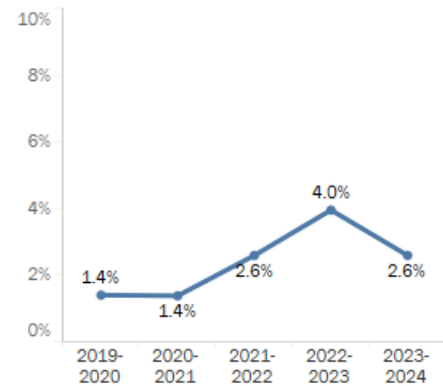
Engagement rate with Facebook (3.5)



Engagement rate with Instagram (3.5)



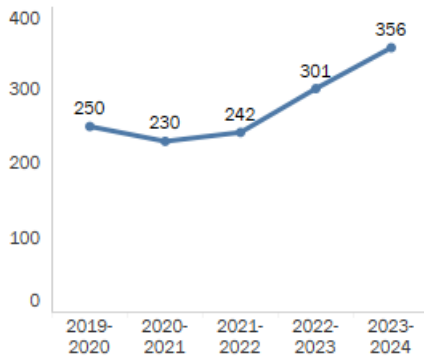
Engagement rate with LinkedIn (3.5)



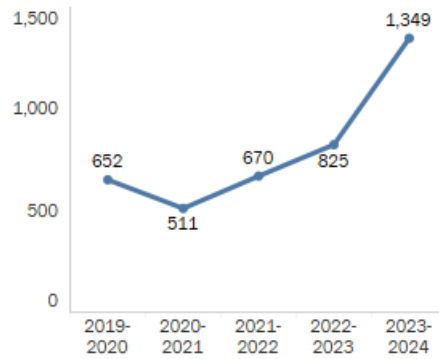


Goal 4 Metrics

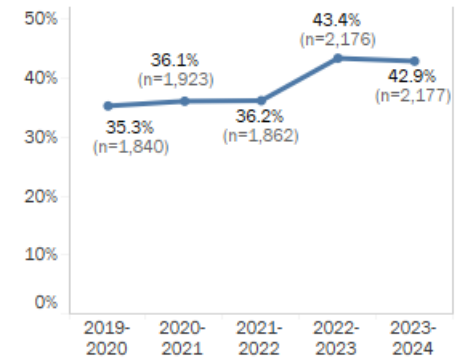
Number of sections offered at Learning Centers (4.4)



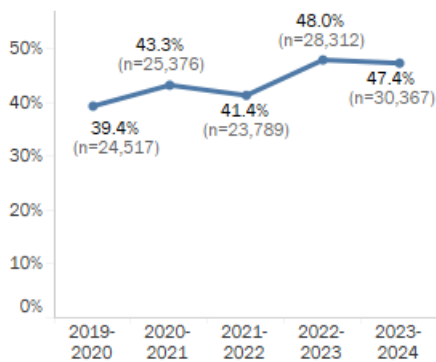
Total enrollment at Learning Centers (4.4) KPI



Percent of sections offered as web, hybrid, and other non-F2F (4.8)



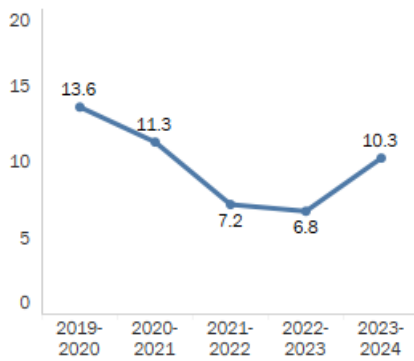
Percent of enrollment in web, hybrid, and other non-F2F courses (4.8)



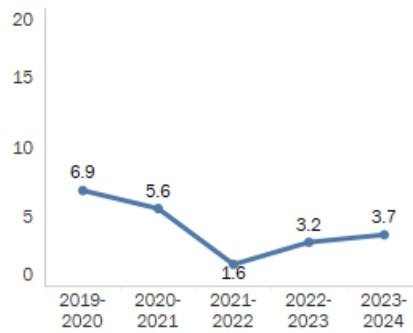


Goal 5 Metrics

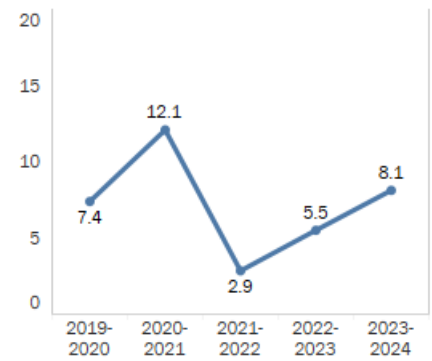
Average number of qualified applicants per Arts & Sciences faculty position (5.1)



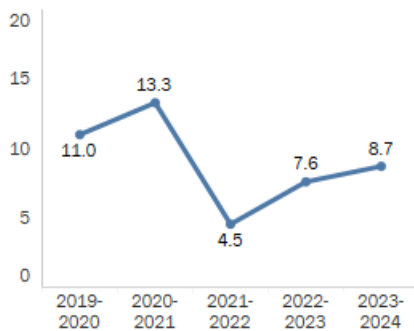
Average number of qualified applicants per Career Technical faculty position (5.1)



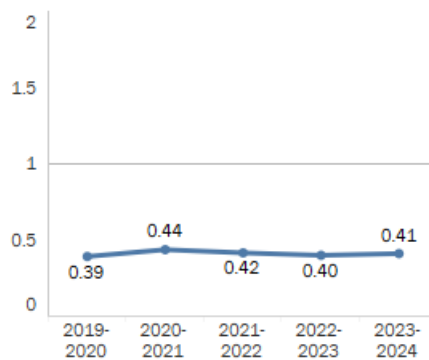
Average number of qualified applicants per support staff position (5.1)



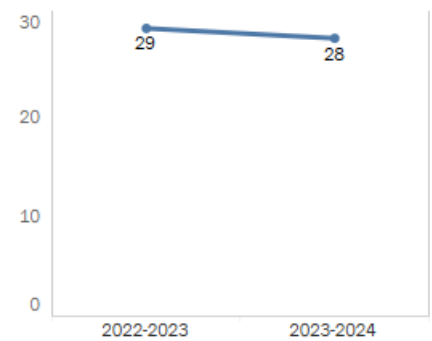
Average number of qualified applicants per professional staff/administrative positions (5.1)



Index of employee diversity compared to service area (5.1)

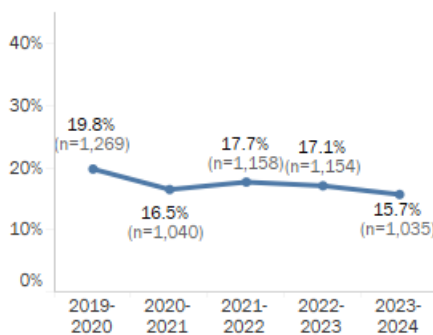


Number of professional development offerings by HR (5.5)

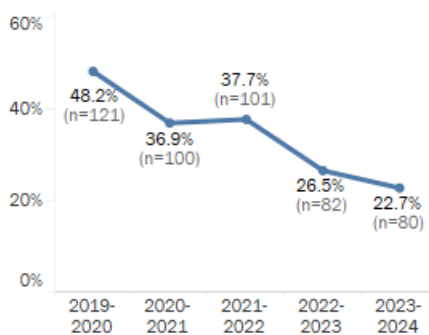


Goal 6 Metrics

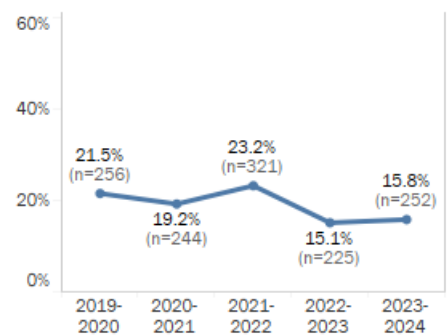
Percent of SCC service area high school seniors who enrolled at SCC during the following academic year (6.1) KPI



Percent of TCA seniors who enrolled at SCC the following academic year (6.1) KPI



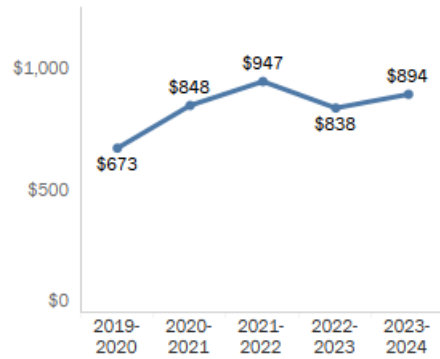
Percent of SENCAP/DCA seniors who enrolled at SCC the following academic year (6.1) KPI



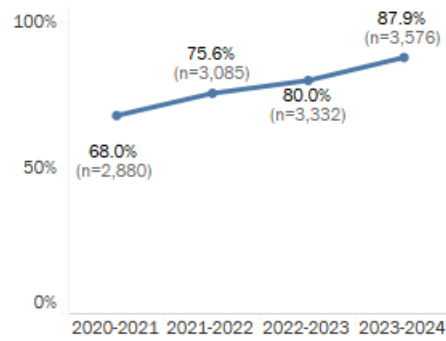


Goal 7 Metrics

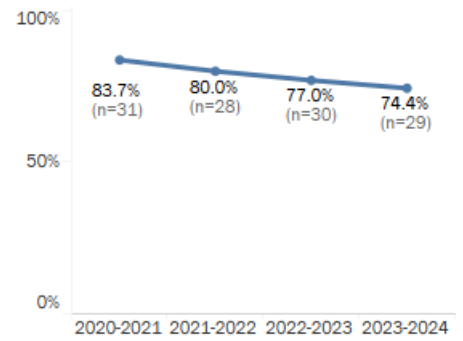
Central IT expenditures per Institutional FTE (7.7)



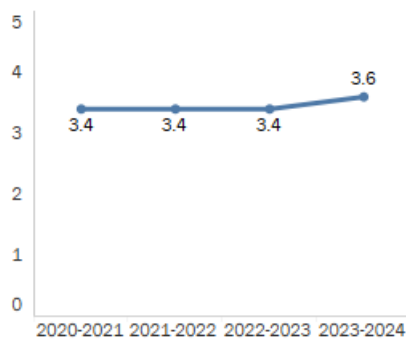
Percent of computers in fleet that are 4 year or under (7.7)



Percent of servers in fleet that are 7 years or under (7.7)



Average score from NIST self-assessment (7.7)

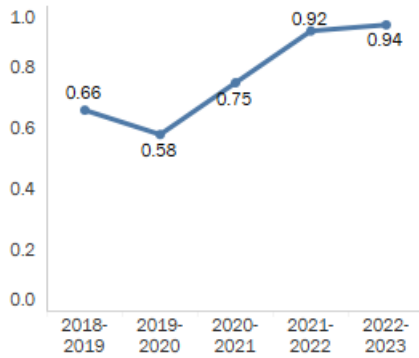




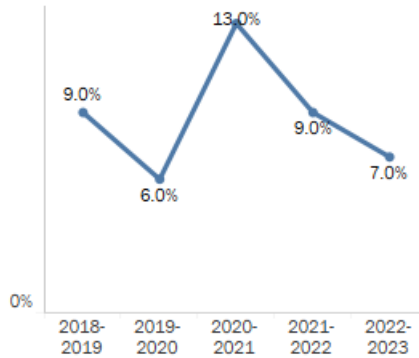
Goal 8 Metrics

All financial metrics are finalized in November after the audit has been completed or the following March when the HLC Institutional Update is submitted.

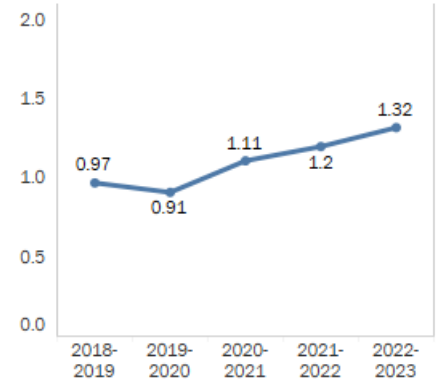
CFI component: Primary Reserve Ratio (8.3)



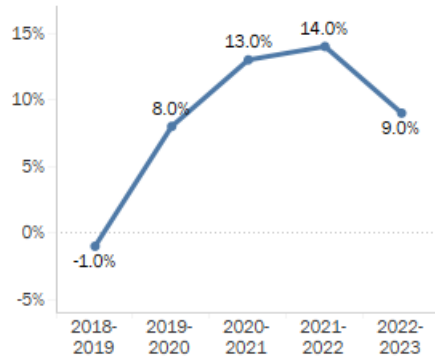
CFI component: Return on Net Assets Ratio (8.3)



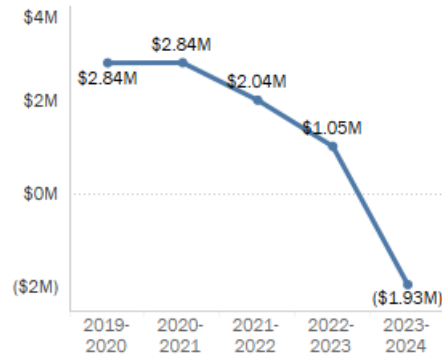
CFI component: Viability Ratio (8.3)



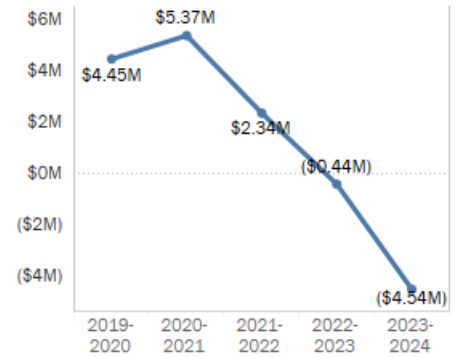
CFI component: Net Operating Revenues Ratio (8.3)



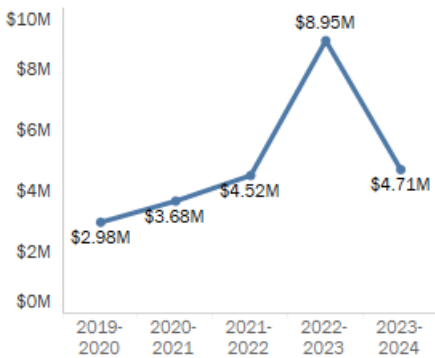
Amount of general funds reserved at end of fiscal year (8.3)



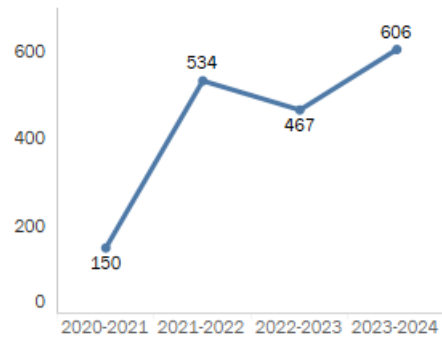
Difference between actual and budgeted expenditures in the general fund (8.6)



Fundraising: Dollars donated to Foundation (8.4) KPI



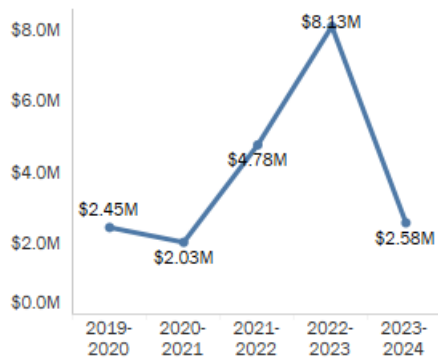
Fundraising: Number of donors to Foundation (8.4) KPI



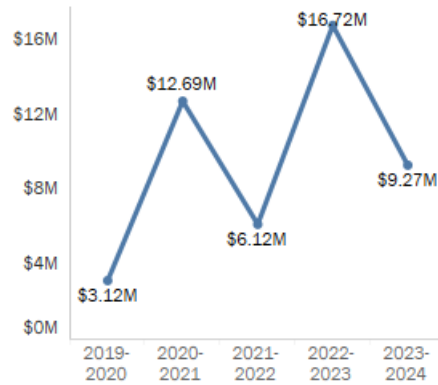
Net assets of SCC Foundation (8.4)



Total expenditures for scholarships by SCC Foundation (8.4)

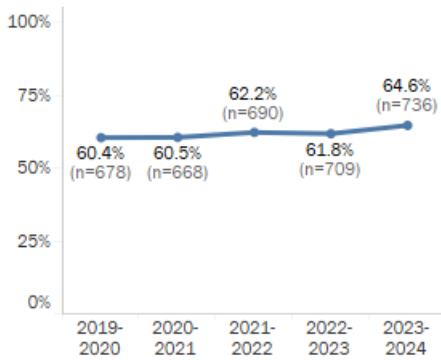


Amount of grant/contract awards (8.4)

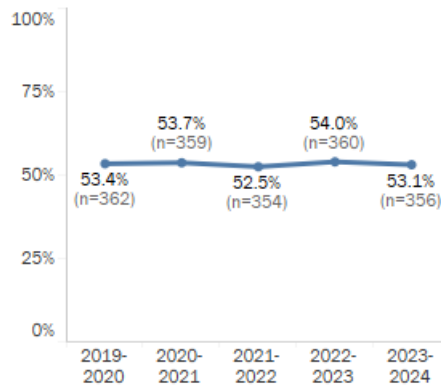


Goal 9 Metrics

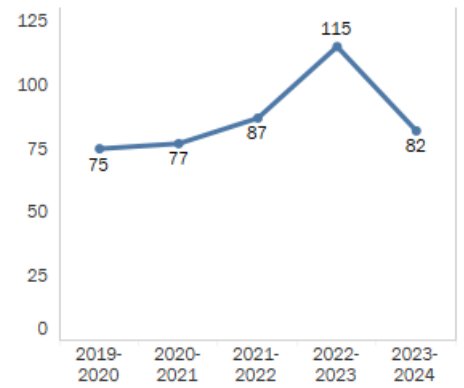
Percent of employees who are faculty members (9.1)



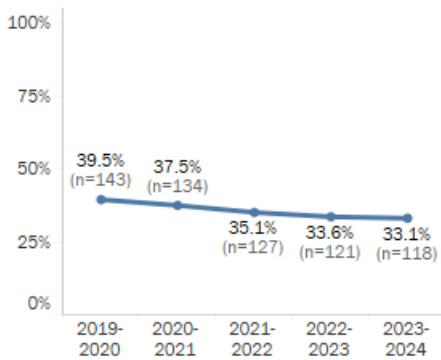
Percent of faculty who are full-time (9.1)



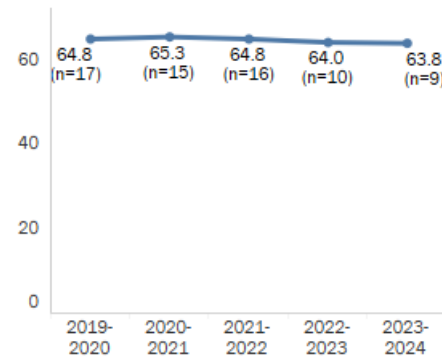
Number of full-time positions filled (9.1)



Percent of full-time faculty who are 55+ (9.1)



Average retirement age of full-time faculty (9.1)



Sources and Definitions



Goal 1 – Enrollment Growth

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|------------------------------|--------------|---|-----|
| 1.0 | Total undergraduate enrollment | Zogotech ⁵ | 8/15/2024 | Total unique enrollment of undergraduate students during an academic year, including dual credit students. | Yes |
| 1.1 | Percent of first-term students who complete New Student Enrollment (NSE) | Office of Advising | 11/11/2024 | Percent of degree-seeking students who are either in their first term at SCC or returning after at least a year away who complete NSE in the specified academic year. | . |
| 1.3 | Enrollment of Career/Technical students | Zogotech | 8/15/2024 | The number of students enrolled with a major of in one of the career/technical programs. | . |
| 1.4 | Enrollment of Academic Transfer students | Zogotech | 8/15/2024 | The number of students enrolled in undergraduate courses with a major of Academic Transfer (not including dual-credit students). | . |
| 1.4 | Enrollment of undeclared students | Zogotech | 8/15/2024 | The number of students enrolled in undergraduate courses who do not have a declared major (not including dual-credit). | . |
| 1.5 | Enrollment of Continuing Education Students | Zogotech | 8/15/2024 | The unduplicated number of individuals enrolled in non-credit Continuing Education courses. | Yes |
| 1.6 | Percent of undergraduate enrollment that is minority | Zogotech | 8/15/2024 | Percent of undergraduates who are students of color, including dual credit students | Yes |
| 1.6 | Index of undergraduate population diversity compared to service area | Zogotech; U.S. Census Bureau | 8/15/2024 | Diversity of undergraduate student body during an academic year as compared to diversity of the service area as estimated by the U.S. Census Bureau. A value of 1.0 indicates that the student population is as diverse as the service area. Values above 1.0 indicates the student body is more diverse than the service area. | . |
| 1.6 | Number of adult learners enrolled | Zogotech | 8/15/2024 | Unique count of students age 25 or over who are enrolled at SCC in an undergraduate course | . |
| 1.6 | Number of scholarships awarded by the SCC Educational Foundation | SCC Educational Foundation | 12/17/2024 | Number of scholarships awarded by the SCC Foundation during a fiscal year. If a student receives a scholarship in each term of an academic year, that student will be represented twice. | . |
| 1.6 | Number of endowed scholarship programs | SCC Educational Foundation | 11/5/2024 | Number of endowed scholarship programs available to students at the end of the fiscal year | . |
| 1.7 | Number of female students in STEM programs | Zogotech | 8/15/2024 | Number of female students in programs that are identified as STEM during an academic year | Yes |
| 1.8 | Number of dual credit students | Zogotech | 8/15/2024 | Unique count of high school students enrolled as dual credit students during an academic year | Yes |

⁵ Zogotech is the name of the SCC data warehouse. It contains a wide variety of data that is updated nightly from Colleague.



Goal 2 – Student Success

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|---|---------------|--------------|--|-----|
| 2.1 | Percent of students who rated their overall educational experience as 'good' or 'excellent' | CCSSE reports | 8/12/2023 | Percent of students who responded to the CCSSE survey who rated their overall educational experience at SCC as 'good' or 'excellent' (and thus neither 'fair' nor 'poor'). | . |
| 2.1 | CCSSE Benchmark for Active and Collaborative Learning | CCSSE reports | 8/12/2023 | Overall score for CCSSE benchmark of Active and Collaborative Learning. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance. | . |
| 2.2 | Percent of students who receive an F during their first term | Zogotech | 8/15/2024 | Percent of undergraduate students (not including dual credit students) who received a grade of 'F' or 'NP' in a credit course in their first term attending SCC. | . |
| 2.3 | CCSSE Benchmark for Academic Challenge | CCSSE reports | 8/12/2023 | Overall score for CCSSE benchmark of Academic Challenge. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance. | . |
| 2.3 | CCSSE Benchmark for Student Effort | CCSSE reports | 8/12/2023 | Overall score for CCSSE benchmark of Student Effort. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance. | . |
| 2.3 | CCSSE Benchmark for Student-Faculty Interaction | CCSSE reports | 8/12/2023 | Overall score for CCSSE benchmark of Student-Faculty Interaction. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance. | . |
| 2.4 | Overall success rate of undergraduate students | Zogotech | 8/15/2024 | Percent of grades earned by undergraduate students (not including dual credit students) that were successful (A, B, C, P) compared to the total number of grades earned | Yes |
| 2.4 | Overall rate of D/F grades among undergraduates | Zogotech | 8/15/2024 | Percent of grades earned by undergraduate students (not including dual credit students) that were unsuccessful (D, F, NP) compared to the total number of grades earned | . |
| 2.4 | Overall withdrawal rate of undergraduate students | Zogotech | 8/15/2024 | Percent of grades of W earned by undergraduate students (not including dual credit students) compared to the total number of grades earned | . |
| 2.4 | Overall success rate of dual credit students | Zogotech | 8/15/2024 | Percent of grades earned by dual credit students that were successful (A, B, C, P) compared to the total number of grades earned | Yes |
| 2.4 | Overall rate of D/F grades among dual credit students | Zogotech | 8/15/2024 | Percent of grades earned by dual credit students that were unsuccessful (D, F, NP) compared to the total number of grades earned | . |

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|--|--------------|---|-----|
| 2.4 | Overall withdrawal rate of dual credit students | Zogotech | 8/15/2024 | Percent of grades of W earned by dual credit students compared to the total number of grades earned | . |
| 2.4 | Number of certificates awarded | Zogotech | 8/15/2024 | Number of certificates awarded during the academic year | Yes |
| 2.4 | Number of diplomas awarded | Zogotech | 8/15/2024 | Number of diplomas awarded during the academic year | Yes |
| 2.4 | Number of associate degrees awarded | Zogotech | 8/15/2024 | Number of associate degrees (AA, AS, AAS, AOS) awarded during the academic year | Yes |
| 2.4 | Fall to fall retention rate | IPEDS Fall Enrollment | 8/15/2024 | Percent of full-time students from the previous fall term cohort who are still enrolled or have completed their program (as defined by the U.S. Dept. of Education). The value for 2021-2022 in this report does not match that reported to IPEDS due to a mistake on the initial cohort submitted to IPEDS. The value in this report is correct. | Yes |
| 2.4 | Graduation and transfer rate | IPEDS Graduation Rates | 8/15/2024 | Percent of students who either graduated from SCC or transferred to another college or university in three years (or 150% of normal time). | Yes |
| 2.4 | Workforce placement rate of Career/Technical graduates | Graduate Reports | 8/15/2024 | Percent of graduates from career/technical programs who indicated they were employed at the time of or shortly after their graduation. | Yes |
| 2.4 | Percent of students who completed all developmental coursework | VFA | 8/15/2024 | Percent of students who attempted at least one developmental course as reported to VFA from the First time in College cohort. | . |
| 2.4 | Percent of credit hours attempted in the first term that were successfully completed | VFA | 8/15/2024 | Percent of credits attempted by students (fall or summer cohort) completed with a grade of C or better as reported to VFA | . |
| 2.5 | CCSSE Benchmark for Support for Learners | CCSSE reports | 8/12/2023 | Overall score for CCSSE benchmark of Support for Learners. The national benchmark is normalized at 50.0. Higher scores indicate more positive performance; lower scores indicate less positive performance. | . |
| 2.7 | Percent of federal work study funds expended | FISAP reports ⁶ | 10/1/2024 | Percent of federal work study funds expended by SCC out of total Federal work study funds authorized to SCC. | . |
| 2.8 | Number of student athletes enrolled | Colleague | 8/15/2024 | The number of students who participate in collegiate athletics in an academic year. | . |
| 2.9 | Percent of undergraduates on the Dean's List | Zogotech | 8/15/2024 | Percent of students on the Dean's list during the academic year. Students on the Dean's list in multiple terms will be counted separately for each term. | . |
| 2.9 | Percent of students graduating with honors | Informer Report titled 'Graduate List' | 8/15/2024 | The percent of graduates who graduated with 'distinction' or 'high distinction'. | . |

⁶ The FISAP reports are not finalized until several months after the end of the fiscal year.

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|---|--------------|---|-----|
| 2.10 | Number of students who actively participate in wellness activities | Informer Report titled 'Scanner activity by date'; Zogotech | 8/15/2024 | Unduplicated count of students who swiped in to a SCC wellness center or event during an academic year | . |
| 2.11 | Enrollment in World Denizen courses | Zogotech | 8/15/2024 | Number of students enrolled in World Denizen courses. More information available at https://www.southeast.edu/student-world-denizen-project/ | . |



Goal 3 – Communication and Public Awareness

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|------------------------|--------------|--|-----|
| 3.1 | Number of unique pageviews of home page | GoogleAnalytics | 8/15/2024 | Unique pageviews of the home page of the SCC website. As defined by Google, Unique Pageviews is the number of sessions during which the specified page was viewed at least once. | . |
| 3.5 | Number of clicks from home to Explore | GoogleAnalytics | 8/15/2024 | Number of visits to SCC home page that clicked through to the Explore content at https://www.southeast.edu/academics/ | . |
| 3.5 | Number of clicks from home to Visit | GoogleAnalytics | 8/15/2024 | Number of visits to SCC home page that clicked through to the Visit content at https://www.southeast.edu/visitscc/ | . |
| 3.5 | Number of clicks from home to Apply | GoogleAnalytics | 8/15/2024 | Number of visits to SCC home page that clicked through to the Apply content at https://www.southeast.edu/applynow/ | . |
| 3.5 | Number of clicks from home to Donate | GoogleAnalytics | 8/15/2024 | Number of visits to SCC home page that clicked through to the Donate content at https://www.southeast.edu/sccdonate/ | . |
| 3.5 | Engagement rate with Facebook | SCC Public Information | 8/15/2024 | The total number of interactions SCC content receives on Facebook divided by total number of followers, multiplied by 100. | . |
| 3.5 | Engagement rate with Instagram | SCC Public Information | 8/15/2024 | The total number of interactions SCC content receives on Instagram divided by total number of followers, multiplied by 100. | . |
| 3.5 | Engagement rate with LinkedIn | SCC Public Information | 8/15/2024 | The total number of interactions SCC content receives on LinkedIn divided by total number of followers, multiplied by 100. | . |
| 3.5 | Engagement rate with Twitter/X | SCC Public Information | . | The total number of interactions SCC content receives on Twitter divided by total number of followers, multiplied by 100. <i>Due to changes in business practices by X, this metric is no longer being tracked.</i> | . |
| 3.5 | Number of prospects identified from the 'Choose SCC' microsite | CRM Recruit | . | Unique prospects, as identified by email addresses, from the 'Choose SCC' microsite at https://www.choosesc.com/ . <i>Due to changes in business practices at SCC, this metric is no longer being tracked.</i> | . |
| 3.5 | Admit rate of prospects identified by the 'Choose SCC' microsite | CRM Recruit | . | Percent of prospects identified through the 'Choose SCC' microsite who move on to be admitted to a program at SCC. <i>Due to changes in business practices at SCC, this metric is no longer being tracked.</i> | . |



Goal 4 – Programming and Development

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|---|-------------|--------------|--|-----|
| 4.4 | Number of sections offered at Learning Centers | Zogotech | 8/15/2024 | The number of credit and non-credit courses offered at the six SCC Learning Centers. | . |
| 4.4 | Total enrollment at Learning Centers | Zogotech | 8/15/2024 | Total enrollment in courses offered at the six Learning Centers. | Yes |
| 4.8 | Percent of sections offered as web, hybrid, and other non-F2F | Zogotech | 8/15/2024 | Percent of course sections that are offered via web, hybrid, synchronous learning methods, or other non-face-to-face methods | . |
| 4.8 | Percent of enrollment in web, hybrid, and other non-F2F courses | Zogotech | 8/15/2024 | Percent of undergraduate enrollment in courses that were offered via web, hybrid, synchronous learning methods, or other non-face-to-face methods. | . |



Goal 5 – Employee Excellence

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|------------------------------|--------------|--|-----|
| 5.1 | Average number of qualified applicants per Arts & Sciences faculty position | Human Resources | 11/20/2024 | Average number of applicants that meet minimum qualifications for each Arts & Sciences faculty position search during the fiscal year | . |
| 5.1 | Average number of qualified applicants per Career Technical faculty position | Human Resources | 11/20/2024 | Average number of applicants that meet minimum qualifications for each Career Technical faculty position search during the fiscal year | . |
| 5.1 | Average number of qualified applicants per support staff position | Human Resources | 11/20/2024 | Average number of qualified applicants for support staff positions (N12 and higher) involved in a search during the fiscal year | . |
| 5.1 | Average number of qualified applicants per professional staff/administrative positions | Human Resources | 11/20/2024 | Average number of qualified applicants per professional staff/administrative positions involved in a search during the fiscal year | . |
| 5.1 | Index of employee diversity compared to service area | IPEDS HR; U.S. Census Bureau | 9/26/2024 | Diversity of full-time regular employees in fall term as compared to diversity of the service area as estimated by the U.S. Census Bureau. A value of 1.0 indicates that the employee population is as diverse as the service area. Values below 1.0 indicate the employee population is less diverse. | . |
| 5.5 | Number of professional development offerings by HR | Human Resources | 11/20/2024 | Number of professional development offerings for employees that are offered by HR. | . |



Goal 6 – Strategic Partnerships

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|--|--------------|--|-----|
| 6.1 | Percent of SCC service area high school seniors who enrolled at SCC during the following academic year | Zogotech; Nebraska Department of Education | 8/15/2024 | Percent of high school seniors from the 15-county service area who attended SCC during the following year | Yes |
| 6.1 | Percent of TCA seniors who enrolled at SCC as an undergraduate the following year | Zogotech | 8/15/2024 | Percent of TCA seniors who enrolled at SCC as an undergraduate student in the following academic year. The year provided in data represents the academic year they enrolled as an undergraduate (not the year they were high school seniors). | Yes |
| 6.1 | Percent of SENCAP/DCA seniors who enrolled at SCC as an undergraduate the following year | Zogotech | 8/15/2024 | Percent of SENCAP/DCA seniors who enrolled at SCC as an undergraduate student in the following academic year. The year provided in data represents the academic year they enrolled as an undergraduate (not the year they were high school seniors). | Yes |



Goal 7 – Educational Environment

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|------------------------|--------------|--|-----|
| 7.7 | Central IT expenditures per FTE | Educause | 9/10/2024 | Total amount of funds that central IT spent during the fiscal year excluding all depreciation and amortization expenses per institutional FTE (i.e., student and employee; as reported to Educause). | . |
| 7.7 | Percent of computers in fleet that are 4 year or under | Information Technology | 9/26/2024 | Percent of all computers that are currently used in college operations including check out machines available for use that are no more than four years old. | . |
| 7.7 | Percent of servers in fleet that are 7 years or under | Information Technology | 9/26/2024 | Percent of all servers that are currently used in college operations that are no more than seven years old. | . |
| 7.7 | Average score from NIST self-assessment | Information Technology | 10/1/2024 | The National Institute of Standards and Technology (NIST) provides a self-assessment tool to help organizations understand the effectiveness of their cybersecurity risk management efforts and identify improvement opportunities in overall organizational performance. The assessment covers 110 individual criteria across 5 framework areas and is based on a standard 5-point scale with 5 being fully implemented protective measures to 0 being no protective measures implemented. This metric is the average score reported by SCC across all items. | . |



Goal 8 – Financial Strength

| Objective | Metric | Data Source | Last updated | Definition | KPI |
|-----------|--|------------------------------------|--------------|--|-----|
| 8.3 | CFI component: Primary Reserve Ratio ⁷ | HLC Institutional Update | 8/23/2023 | This ratio identifies the college's financial strength and flexibility by identifying how long the college can function by using reserves without the generation of any new net assets. It is calculated as EXPENDABLE NET ASSETS / TOTAL EXPENSES | . |
| 8.3 | CFI component: Return on Net Assets Ratio | HLC Institutional Update | 8/23/2023 | The ratio measures whether the organization is financially better off than in the previous year by measuring total economic return or the level of change in total net assets. This ratio is the most comprehensive measure of growth or decline in wealth over time. It is calculated as CHANGE IN NET ASSETS / TOTAL NET ASSETS AT BEGINNING OF YEAR | . |
| 8.3 | CFI component: Viability Ratio | HLC Institutional Update | 8/23/2023 | This ratio addresses the question of whether financial resources are being strategically managed to advance the mission of the institution. It measures expendable resources that are available to cover debt obligations and generally is regarded as governing an institution's ability to assume new debt. It is calculated as EXPENDABLE NET ASSETS / LONG-TERM DEBT | . |
| 8.3 | CFI component: Net Operating Revenues Ratio | HLC Institutional Update | 8/23/2023 | This ratio indicates if an institution is living within its available resources. Institutions need to generate some level of surplus over long periods of time because operations are one source for reinvestment in future initiatives. It is calculated as (OPERATING INCOME + NET NON-OPERATING REVENUES) / (OPERATING REVENUES + NON-OPERATING REVENUES) | . |
| 8.3 | Amount of general funds reserved at end of fiscal year | Financial audit statements | 12/3/2024 | The amount added to cash reserves as an annual, one-time activity and reported on 'Schedules of General Fund Revenues Budgetary Basis' in financial audit report. | . |
| 8.4 | Amount of grant/contract awards | Resource Development | 12/5/2024 | Amount of grant dollars awarded to SCC during fiscal year. Does not include awards from Pell Grant Program, Federal Direct Loan or Federal Work-Study Program. | . |
| 8.4 | Net assets of SCC Foundation | Foundation Financial Audit Reports | 12/17/2024 | Total net assets of SCC Foundation at the end of the fiscal year. | . |
| 8.4 | Total expenditures for scholarships by SCC Foundation | Foundation Financial Audit Reports | 12/17/2024 | Total expenditures for scholarships by SCC Foundation in a fiscal year. | . |
| 8.4 | Fundraising, dollars donated to Foundation | Raiser's Edge | 12/17/2024 | Total dollars donated to the Foundation toward capital, scholarships and programs during the fiscal year. Multi-year pledges are split among the years the funds are received. | Yes |
| 8.4 | Fundraising, number of donors to Foundation | Raiser's Edge | 11/5/2024 | Total number of individuals or companies who donated funds or equipment to the Foundation toward capital, scholarships and programs during the fiscal year. | Yes |

⁷ The HLC Institutional Update, which serves as the source for CFI component data, is not submitted until the March after the close of the fiscal year.

| Object-ive | Metric | Data Source | Last updated | Definition | KPI |
|------------|---|-------------------------|--------------|---|-----|
| 8.6 | Difference between actual and budgeted expenditures in general fund | Financial Audit Reports | 12/3/2024 | Difference between the budgeted and actual expenditures in the general fund for a fiscal year as reported in the financial statements. Positive numbers indicate expenditures were lower than budget. | . |



Goal 9 – Organizational Climate

| Object-ive | Metric | Data Source | Last updated | Definition | KPI |
|------------|--|--------------------------|--------------|--|-----|
| 9.1 | Percent of employees who are faculty members | IPEDS HR | 8/15/2024 | As reported to IPEDS during the fall term, percent of all SCC employees who are categorized as "Instructional Staff". Instructional Staff includes both full-time and adjunct faculty members. | . |
| 9.1 | Percent of faculty who are full-time | IPEDS HR | 8/15/2024 | As reported to IPEDS during the fall term, percent of all SCC faculty who are in full-time positions. | . |
| 9.1 | Number of full-time positions filled | Human Resources | 11/20/2024 | Number of full-time positions (regular and temporary) filled during a fiscal year. The reporting year runs from July 1 through June 30. | . |
| 9.1 | Percent of full-time faculty who are 55+ | Source file for IPEDS HR | 8/15/2024 | The percent of full-time faculty members who were 55 or older on November 1 of each academic year. | . |
| 9.1 | Average retirement age of full-time faculty | Human Resources | 12/3/2024 | Average age of faculty members who retired in the previous fiscal year. The reporting year runs from July 1 through June 30. | . |