

2020/21 San Diego Continuing Education Research Agenda Overview and Introduction

The purpose of SDCE's Institutional Research Agenda is multi-faceted: to help organize and prioritize research requests, to communicate data and information that is available to stakeholders, to integrate research and college-wide planning and priorities, to encourage data-based discussion and decision making, and to continuously improve the quality of the data and information used on campus.

The research that is included in the research agenda supports the major activities and initiatives that serve the broader functions of the institution (e.g., strategic planning, enrollment management, budget development, program review, accreditation, grant development, Basic Skills, Outcomes and Assessment). They are typically recurring research requests that have clearly defined indicators and metrics attached to them (e.g., student demographics, student completion, number of awards conferred, student or employee satisfaction). To support collaborative inquiry and communication of research, these recurring research requests are organized by theme. However, it is equally important to link the research to SDCE's Strategic Goals (listed as following) and to SDCE's plans and initiatives. Primary end users/responsible groups are also identified, as are hyperlinks if documents are published publically.

Goal 1: Grow SDCE Programming through increased access and enhanced instructional and student services.

Goal 2: Cultivate an environment of creativity and increased collaboration both internally and externally.

Goal 3: Increase student success, academic achievement, life-long learning, and workforce development.

Goal 4: Provide SDCE employees with resources and training to increase the quality of instruction and services.

Goal 5: Strengthen institutional effectiveness through integrated planning and resource allocation.

Research that is narrow in focus or responds to a singular interest or one-time event or activity occur as ad hoc requests that are handled separately using the SDCE Office of Planning, Research, and Institutional Effectiveness (PRIE) research request and prioritization process. PRIE's [Request for Research web page](#) provides detailed information to guide stakeholders through the ad hoc research request process.



SDCE Research Agenda 2020-2021

| Theme | SDCE Goals | Research Questions | Target Population | Current/Planned Research | Research Method & Source | Production Timeframe & Source | Links to Institutional Plans & Initiatives | Primary End Users | Website Link |
|--|------------|--|----------------------|---|---|--|---|---|------------------------|
| Budget Allocation Programs & Services | 1 & 5 | What is the headcount of CTE economically disadvantaged students and what courses, by program, are they enrolled in? | CTE students | CTE Economically Disadvantaged Students by Program | Annual; data analysis; SDCCD Information System, CCCCCO Datamart (Perkins, MIS) | Annual; SDCE PRIE | C&CT; Perkins [Required]; SEAP | Dean of Job Training/Certificate Programs; Perkins Committee | Not publicly available |
| Campus Climate Institutional Effectiveness Employee Satisfaction | 2 & 4 | How satisfied are employees with SDCE's cultural climate? | All SDCE employees | Employee Cultural Climate Survey | All employees surveyed online with pencil and paper option available | Three-year cycle; District IRP | Accreditation; CAEP; Program Review; SEAP; Strategic Plan | All SDCE; Diversity Committee | Not publicly available |
| Enrollment Management Scheduling | 1 & 5 | How much FTEF and FTES are accrued by course/program? What are the enrollment changes at critical points in time? Are classes making their target class sizes? | Courses and sections | Enrollment Management Tallies | Term-based enrollment snapshot; SDCCD Information System | Weekly; SDCE PRIE | CAEP; Enrollment Mgmt Planning; SEAP; SWP | Program & Institutional Leadership (PCs, APCs, Deans, VPs); Schedulers | Not publicly available |
| Enrollment Management Scheduling | 1 & 5 | What are the enrollment trends by program? | Programs | Enrollment Management Trend Report | Term-based, three-year trend analysis; SDCCD Information System | Weekly; SDCE PRIE | CAEP; C&CT; Enrollment Mgmt Planning; SEAP; SWP | Program & Institutional Leadership (PCs, APCs, Deans, VPs, President); Schedulers | Not publicly available |
| Budget Allocation | 1 & 5 | What are enrollments by CAEP program area? | Programs | CAEP Program Area Report | Annual, FTES and instructional hours; SDCCD Information System | Sept (Prelim.); Dec (Final); SDCE PRIE | CAEP [Required] | SDAERC | Not publicly available |



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| Enrollment Management Budget Planning | Goal 5 | What are the end of term trends in FTES compared to same term during the previous year, to other campuses, and across different subject areas? | Programs & sites | FTES Report | Term-based; data analysis; SDCCD Information System | Term; SDCE PRIE | Budget Planning; CAEP; C&CT; SWP | All SDCE | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Enrollment Management Student Barriers to Education, Retention & Completion Programs & Services | 1, 3, & 4 | What factors help students attend classes and complete programs? What internal and external barriers exist that impedes attendance and completion? What supports are needed to help students in CTE programming? | CTE students | Student Enrollment, Retention & Completion Survey | Fall 2018; Online Student Survey in CTE certificate programs; Students and SDCCD Information System | Fall 2018; SDCE PRIE | CAEP; C&CT; Enrollment Mgmt Planning; SEAP; SWP; WIOA II | Program Leadership; SDCE Leadership | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Employment Outcomes | 3 | What are the perceptions of students of their CTE programs, employment outcomes, and how their coursework and training relate to their current career? | SDCE completer and skill-building students who did not enroll or were minimally enrolled | CTEO Survey | Student survey (online, mailed, phone) of CTE skills-builder and completer students in a given year | Annual; SDCE PRIE builds cohort, San Rosa CC sponsored by the CCCCCO | Accreditation; CAEP; C&CT; Perkins; SWP [Required] | All SDCE | https://cteos.santarosa.edu/ |
| Labor Market Environment Assessment Student & Community Profile | 1, 2, 3, 4, 5 | What changes in the local community, labor market, and educational environment are occurring? What are current student profiles and student outcomes? | Students & community | Environmental Scan | Multiple research timeframes & sources for analysis | Annual; SDCE PRIE | CAEP; C&CT; Enrollment Mgmt Planning; Perkins; SEAP; SWP; Strategic Plan | All SDCE | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Location Student Profiles | 1 & 5 | What is the geographic distribution of students by service area of residence and zip code? | All SDCE students | Service Area/Zip Code Report | Three-year trend analysis by service area of residence and zip code; SDCCD Information System | Annual; District IRP | CAEP; SEAP; WIOA II | all SDCE; Outreach | https://www.sdccd.edu/about/departments-and-offices/student-services-department/institutional-research-and-planning/student-profiles/miscellaneous.aspx |



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| Location Student Profiles | 1 & 5 | What is the geographic distribution of SDCE campuses and off-campus sites? How do community demographics and economic risk factors impact campus catchment areas? | SDCE sites | SDCE Sites Location Map | Annual map geolocations of SDCE campuses and active sites by zip code using demographic data overlays | Annual; SDCE PRIE | Advocacy; C&CT; Outreach Planning; SEAP; SWP | SDCE Leadership | http://www.sdce.edu/content/data-dashboards |
| Programs & Services Enrollment Management Student Persistence | 1 & 3 | How do enrollment, attendance, and persistence of students in open entry (OE) and managed enrollment (ME) classes differ? | SDCE students enrolled in ESL ME and OE classes | ESL Attendance Patterns Report | Term and annual multi-year analysis; SDCCD Information System & Program System | Biennial; SDCE PRIE | CAEP; Program Evaluation; Program Review; SEAP, SWP | ESL Program Chair | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Programs & Services Student Enrollment & Outcomes Human Resources | 1, 2, 3, 4, & 5 | What are the characteristics, persistence, outcomes, completion, productivity, and efficiency of the current SDCE general student population? | Programs, students | Program Fact Books & Online Data Dashboards | Five-year, annual data tables and online data dashboards; SDCCD Information System | Annual; SDCE PRIE | Accreditation; CAEP; C&CT; Perkins; Program Review; SEAP; Strategic Planning; SWP; WIOA II | all SDCE | http://www.sdce.edu/content/data-dashboards |
| Programs & Services Student Enrollment & Outcomes | 1 & 5 | What are the characteristics, persistence, outcomes, completion, productivity, and efficiency of the current SDCE general student population? | Programs, courses, students | Program Review Data Reports | Five-year and multi-year annual data tables; SDCCD Information System | Annual; SDCE PRIE | CAEP; C&CT; Perkins [Required]; Program Review; SEAP; SWP; WIOA II, Accreditation [Required] | Deans; Perkins Committee; Program Administration; Program Review Committee; SDAERC | Not publicly available. |
| Programs & Services Budget Planning | 1 & 5 | What are fiscal allocations by program annually | Programs | Program Review Fiscal Data Reports | Five-year annual data tables; SDCCD Information System | Annual; SDCE Admin Services | CAEP [Required]; Perkins; Program Review; SEAP; SWP; WIOA II | Deans; Program Administration; Program Review Perkins Committee; Committee | Not publicly available. |



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| Programs & Services Student Completion | 1 & 5 | What are the characteristics, persistence, outcomes, completion, productivity, and efficiency of the current SDCE general student population? | All SDCE students | Awards Report | Five-year, annual data tables by program; SDCCD Information System | Annual; SDCE PRIE | CAEP; C&CT; Perkins; Program Review; SEAP; SWP; WIOA II | Deans; PIO; Perkins Committee; Program Administration; VPs | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Professional Development Needs Assessment | 3 & 4 | What are teachers doing to keep up in the field; What workshop opportunities exist? | ESL Instructors | WIOA II Professional Development Survey | online ESL faculty survey | Annual | C&CT; SWP; WIOA II Professional Development Plan | ESL Program | Not publicly available |
| Statewide Offerings & Programming Noncredit Advocacy | 1 & 2 | What is the current state, processes, and future plans of noncredit offerings and programming across the CCC system? | Chief instructional leader (CIO) of each institution in the CCC system | Noncredit Offerings Survey / Past, Present, and Future of Noncredit | Survey that tracks development & revision of instructional programming across CCCs, current operational processes, and planned offerings and programming | Completed; SDCE PRIE (reports available for 2016 – 2018) | Advocacy; CAEP; C&CT; Outreach Planning; SWP | Colleges Statewide; President | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Student Enrollment & Outcomes Human Resources | 1, 2, 3, 4, & 5 | What are the characteristics, persistence, outcomes, completion, productivity, and efficiency of the current SDCE general student population? | All SDCE students | Fact Book and Awards Conferred | Term-based and annual five-year trend analysis; SDCCD Information Systems | Term/Annual; District IRP | All Division Plans; Facilities Master Plan; Human Resources Plan; Marketing and Outreach Plan; Strategic Plan; CAEP; C&CT; SEAP; SWP | all SDCE; Marketing Committee; Outreach; PIE; PIO; Transfer Center Director | https://www.sdccd.edu/about/departments-and-offices/student-services-department/institutional-research-and-planning/research-reports/fact-books.aspx |
| Student Enrollment & Outcomes Human Resources | 1, 2, 3, 4, & 5 | What are the characteristics, persistence, outcomes, completion, productivity, and efficiency of the current SDCE general student population? | All SDCE students | Facts on File | Term-based and annual reference book of quick facts & figures; SDCCD Information System & Program Systems; National Student Clearinghouse | Annual; District IRP | All Division Plans; Facilities Master Plan; Human Resources Plan; Marketing and Outreach Plan; Strategic Plan; CAEP; SEAP; SWP | all SDCE; Marketing Committee; Outreach; PIE; PIO; Transfer Center Director | https://www.sdccd.edu/about/departments-and-offices/student-services-department/institutional-research-and-planning/research-reports/facts-on-file.aspx |



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| Student Equity Disproportionate Impact Student Profiles | 1 & 3 | What student sub-populations have been disproportionately impacted in access, completion, and transition? What activities have been implemented to reduce/eliminate disproportionate impact? | All SDCE students | SDCE Student Equity Report | Multiple research timeframes; SDCCD Information System & CCCC Data Mart | Annual; SDCE PRIE | Accreditation; Perkins; SEAP [Required] | Dean of Student Equity; Dean of SSSP; Perkins Committee | Not publicly available |
| Student Profiles | 1, 2, 3, 4, & 5 | What are the characteristics of the current SDCE general student population? | All SDCE students | SDCE Student Profiles | Term-based data tables; SDCCD Information Systems | Term; District IRP | all Division Plans; Facilities Master Plan; Marketing and Outreach Plan; SEAP; Strategic Plan | all SDCE; Outreach Planning; PIE; PIO | https://www.sdccd.edu/about/departments-and-offices/student-services-department/institutional-research-and-planning/student |
| Student Transition Enrollment Management Student Placement/Outcomes | 2 & 3 | What is the enrollment pattern of the noncredit students to credit courses? How are students placing at entry to credit? How do students perform in the short-term and long-term? | Noncredit students who transition to credit | Noncredit to Credit Student Transition Reports | multiple research timeframes for analysis; SDCCD Information System; National Student Clearinghouse | Annual; SDCE PRIE, formerly produced by District IRP | CAEP; C&CT; Enrollment Mgmt Planning; Perkins; SEAP; Strategic Plan | all SDCE, Perkins Committee; SDCCD Credit Colleges | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Strategic Planning | 5 | What is the level of effectiveness of the SDCE's committees according to its members? What are the things that need to be changed from the committee's structure to improve results according to committee members? | SDCE Committee Members | Governance/Operational Committees Effectiveness Survey | SDCE-committee members surveyed online | SDCE PRIE | Accreditation; Strategic Plan | SDCE Committee Members, PIE Committee; EGC | Not publicly available |
| Labor Market Information | 1 & 3 | What is the labor market demand and supply for SDCE's certificate programs? Is there a supply gap for SDCE's certificate programs? | Programs | LMI reports | Secondary data analysis; EMSI, QCEW, Burning Glass | Biennial; Centers of Excellence | C&CT; SWP, Perkins [Required] | CTE Deans, CTE Program Chairs, grant managers; Perkins Committee; VPs | Not publicly available |



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| Student Journey | 1 & 3 | <p>What are the stages that students go through prior to matriculating to SDCE?</p> <p>What are the pain points throughout the initial stages of the student journey?</p> <p>What are the barriers limiting student retention after enrollment?</p> | CTE Students | SDCE Student Enrollment Journey Study | Student Focus Groups | 2019/20; SDCE PRIE | CAEP; C&CT; Guided Pathways, SWP; WIOA II | All SDCE | https://sdce.edu/sites/default/files/iep/SDCE_Student_Enrollment_Journey_Report.pdf |
| Professional Development | 4 | <p>How many SDCE employees attend flex events?</p> <p>What is the level of satisfaction with SDCE flex events?</p> | SDCE Faculty and Staff | Flex Report | Employee online survey | Annual; SDCE PD Coordinator | Professional Development Plan; Strategic Plan | SDCE Leadership | Not publicly available |
| Integrated Planning | 2 & 5 | <p>What is the level of effectiveness of annual integrated planning in stimulating actions and planning?</p> <p>What is the level of satisfaction with the support provided to complete annual integrated planning processes?</p> | Annual Integrated Planning participants | Annual Integrated Planning Feedback Survey | Employee online survey | Annual; SDCE PRIE | Accreditation; Strategic Plan | PIE Committee; Program Review Committee; PRIE Office | http://sdce.edu/organization/institutional-effectiveness/institutional-research/reports-presentations |
| Integrated Planning | 2 & 5 | <p>What activities are currently being done in the institution, but not reflected in either the Accreditation Action Plan & the Strategic Plan?</p> <p>What new activities could be added to either the Accreditation Action Plan & the Strategic Plan</p> | SDCE Stakeholder groups | Accreditation & Strategic Plan Input Session | Facilitated discussion | To b determined; SDCE PRIE | Accreditation [Required]; Strategic Plan | PIE Committee; Program Review Committee; EGC, PRIE Office | Not publicly available |



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Acronyms:

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| CAEP | California Adult Education Program |
| CCCCO | California Community Colleges Chancellor's Office |
| CTE | Career & Technical Education |
| C&CT | Career and College Transition Program |
| EGC | Executive Governance Council |
| LMI | Labor Market Information |
| MIS | Management Information Systems |
| PIE | Planning and Institutional Effectiveness Committee |
| PIO | Public Information Office |
| PRIE | Planning, Research, and Institutional Effectiveness (office) |
| PD | Professional Development |
| QCEW | Quarterly Census of Employment and Wages |
| SDCE | San Diego Continuing Education |
| SDCCD | San Diego Community College District |
| SEAP | Student Equity and Achievement Program |
| SWP | Strong Workforce Program |
| WIOA II | Workforce Innovation and Opportunity Act (Title II Adult Education and Family Literacy Actprogram) |

