Developing a College Promise Research and Evaluation Plan

Jorge Aguilar and Mary Rauner

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Welcome!

Please fill out the questionnaire on your chair.

*We will collect them shortly!*
Workshop Goals

• Role of evaluation and research in your College Promise program
• Importance of cross-sector data sharing
• What data will measure your outcome goals
Introductions

Who do you represent?

What are your challenges with College Promise evaluation and research?

*Describe in one word*
Research vs. Evaluation

**Research**
- Basis for drawing conclusions (generalizable knowledge)
- Helps advance broad knowledge and theory to the field

**Evaluation**
- Basis for decision-making
- Today’s focus
Why Evaluate a Promise Program?

• Judge merit or worth (are we achieving our goals?)
• Make adjustments or improvements to our program
• Report progress to stakeholders
Strategies for Effective Data Sharing

• Create a formal Data Sharing Agreement (DSA)

• Identify shared policy implications
## College Promise Logic Model Template

### Logic Model and Theories of Change

#### Needs
- Why did you develop the College Promise Program? What problem(s) are you trying to solve?

#### Inputs
- What are the program's components and activities?

#### Assumptions
- In what ways will the program activities influence student behaviors and attitudes? Faculty and staff roles and behaviors; institutional structures?

#### Outputs
- What are the anticipated outcomes of each input (please include measurable indicators, if possible)?

<table>
<thead>
<tr>
<th>Outcome Measures</th>
<th>Short-term (1-3 yrs)</th>
<th>Medium-term (3-5 yrs)</th>
<th>Long-term (5 yrs+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What changes in outcome measures are expected in 1-3 years?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What changes in outcome measures are expected in 3-5 years?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What changes in outcome measures are expected in 5+ years?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Brainstorming Program Goals

• Break down multifaceted goals
• Be specific!

Instead of:
*Increase the number of students who enroll in our college*

Try this:
*Increase the number of students from our partner district (with high percentages of students who are underrepresented in higher education).*
### Aligning Goals and Measures

**Sample Aligned Goals and Measures**

Information from Multiple College Promise Programs

<table>
<thead>
<tr>
<th>Program goal</th>
<th>Outcome</th>
<th>Time Period of Expected Outcome*</th>
<th>Measure</th>
<th>Education Segment</th>
<th>Data source(s)</th>
<th>DSA or MOU?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease dropout rates in partner high schools, especially students of color</td>
<td>A smaller percent of students (especially students of color) will drop out of partner high schools before graduation</td>
<td>Short and medium term</td>
<td>Drop-out rates, by race and high school</td>
<td>K-12</td>
<td>K-12 data</td>
<td>Yes</td>
</tr>
<tr>
<td>Decrease percentage of service-area students who enroll in X College who are prepared for college level courses directly after high school</td>
<td>Fewer service area students will take developmental courses during their first year</td>
<td>Short and medium term</td>
<td>First-year students from service area high schools; Student assessment</td>
<td>K-12 CC</td>
<td>K-12 data</td>
<td>Yes</td>
</tr>
<tr>
<td>Increase the number of students from partner school districts who enroll within 6 months of graduation</td>
<td>A higher number of graduates from partner high schools will enroll within 6 months of graduation</td>
<td>Short- and medium-term</td>
<td>First-year, recent graduate enrollment, by partner district (CC enrollment and K-12 graduation data)</td>
<td>CC K-12</td>
<td>K-12 data</td>
<td>Yes</td>
</tr>
</tbody>
</table>
### Aligning Goals and Measures: An Example

<table>
<thead>
<tr>
<th>Program goal</th>
<th>Outcome</th>
<th>Time-period of expected outcome</th>
<th>Indicator</th>
<th>Education segment</th>
<th>Data source</th>
<th>Data sharing agreement needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the number of students from partner school districts who enroll within 6 months of graduation</td>
<td>A higher number of graduates from partner high schools will enroll within 6 months of graduation</td>
<td>Short- and medium-term</td>
<td>First year recent graduate enrollment, by partner district (CC enrollment and K-12 graduation data)</td>
<td>Community College K-12</td>
<td>Extant K-12 dataset; Extant Community College dataset</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Discussion

• What did you learn?
• What was challenging?
• What additional tools or support could you use?
California College Promise Study

Research Questions:

• To what extent does the existence of the College Promise program co-correlate with postsecondary student outcomes (enrollment, retention, completion, transfer), especially for underrepresented student groups?

• To what extent do College Promise program elements (such as type and length of scholarship and universal vs. targeted scholarship) co-correlate with student outcome measures?
Contact Information

Mary Rauner
Senior Research Associate, WestEd
mrauner@gmail.com

Jorge Aguilar
Superintendent, Sacramento City Unified School District
JAguilar@scusd.org