

Measuring Outcomes and Impacts: Trends and Challenges A Higher Education Perspective from the California State University (CSU)

Presented at the USU/APLU 6th Annual Summer Meeting

By: Elizabeth L. Ambos

Assistant Vice Chancellor for Research Initiatives and Partnerships

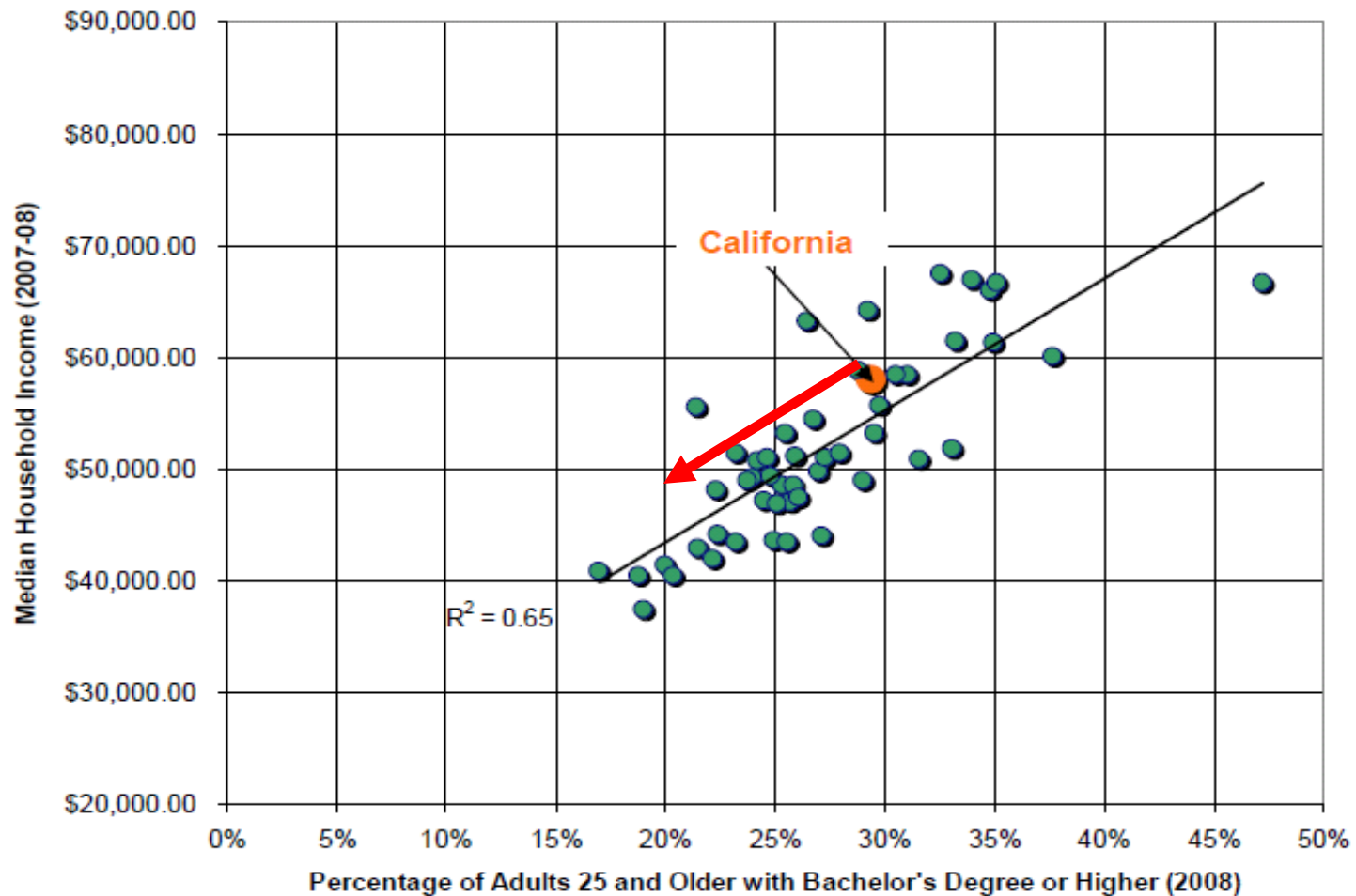
California State University Office of the Chancellor

July 19, 2011

Profile: California State University System

- Largest public baccalaureate degree-granting IHE system in the nation
- More than 400,000 students enrolled on 23 campuses, over 90,000 graduates per year; more than 2.5 million alumni
- More than 30% Pell Grant recipients – serve lower socioeconomic groups, first generation
- More than half of CSUs are Hispanic Serving Institutions; more than 50% of students are of Hispanic, Asian, African descent
- More than half of CSU campuses are “Community Engaged” – according to the Carnegie Classification protocols

Figure 1. State Median Household Income by Adult Education Attainment Rate, All U.S. States, 2007-2008.



Source: Current Population Survey, U.S. Census 2006-08

CSU Community Development

- Education: Graduation Initiative
- Research: Applied Research/Affinity Groups
- Service: Community Service....
 - To: Community-Based Research
 - To: Community-Partnered Participatory Research

CSU Community Development Activities

- Metro Academies: San Francisco State/City College Partnership to increase retention rates in first two years of college
 - Metric: double digit increases in retention rates
- Outreach to communities (particularly underserved) to help create college-going culture (e.g. Super Sunday)
 - Metric: double digit increases in African-American applicants
- Applied Research to help address California's pressing issues (e.g. work with agriculture; biotechnology, water, coastal issues)

**ALL Rely on Nested Leadership – individual faculty..
Deans...Presidents/Provosts....System Office**

CSU: A Culture of Measurement

- Voluntary System of Accountability: each campus has college portrait
- Graduation Initiative: each campus has achievement goals; focus on closing achievement gap
- Community Service Learning: counting of hours; numbers and types of partners
- Student Hiring from Grants and Contracts: #students, aggregate amount, hourly wage
- Corporate Education: # client companies; # students served
- APLU Metrics: promising avenue to measure university contributions to economic development

Primary Metrics Needs for Programs in Higher Education???

**Access to Labor/Workforce Data
Ability to Track Graduates after graduation**

**Linkages to State Labor
Agencies, WIBs, SBDCs, etc.**



Elizabeth L. Ambos
eambos@calstate.edu
1-562-951-4706
www.calstate.edu