

DRAFT | WCC Strategic Plan Metrics Draft Table

Goal	Student Journey Area	Objective	Strategy	Metric	Baseline Metric	2030 Goal
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Connection – Awareness to Engagement	Build connections and increase initial interest	Integrated outreach and recruitment plan; targeted outreach to underserved zip codes; WCC Next for high school seniors	Number of CCCApply applications each term	Valid applications 2024-25: 3,841	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Connection – Awareness to Engagement	Build connections and increase initial interest	Marketing and outreach campaigns	Website traffic and marketing lead data	~1.26m Page Views and ~490k Active Users	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Entry – Interest to Enrollment	Streamline onboarding	Student-friendly website; CCCApply funnel analysis; onboarding modules	New students successfully completing CCCApply and registering (SEP)	Enrolled out of valid applications: 1,885	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Entry – Interest to Enrollment	Inform students of resources	Needs assessment survey; Eagles Welcome and orientations	Completion of critical student support activities in first term	<i>*Needs assessments are in development</i>	
Goal 2: Advance Equitable Student Success and Socio-	Entry – Interest to Enrollment	Inform students of resources	Categorical and special program outreach	Special program headcounts and application rates	<i>*Work currently being done to centralize data</i>	

Economic Mobility						
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Entry – Interest to Enrollment	Inform students of resources	Service utilization expansion	Utilization of tutoring, Basic Needs, workshops, orientations	Supplemental Instruction % Attended: Fall 2024: 69% Spring 2025: 53%	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Improve clarity of pathways	Program maps, Guided Pathways branding, SEP audits	Percent of students with comprehensive Student Education Plans	Fall 2024 full student (non-DE): 24.03%	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Gateway course success	AB 705 implementation; tutoring campaigns; PLCs	Completion of transfer-level math and English in first year	15.3% (*22-23 NOVA-Aligned cohort)	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Persistence and momentum	Early alerts; milestone messaging; support services	First-term and year-to-year persistence rates	57.2 (*21-22 NOVA-Aligned Cohort)	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Enrollment intensity	Scheduling and advising interventions	Full-time enrollment status (first term and year)	438 first-term full-time students in 2024FA-2025SP	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Program momentum	Guided Pathways tracking	Percent of students achieving defined program milestones	2023FA GuideP: Enr12+: 54.3% CRS Suc: 67.2% Compl ME: 15.1%	

Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Progress – Enrollment to Persistence	Institutional monitoring	Enrollment dashboards	FTES, sections, efficiency, and headcount comparisons	24-25: FTES: 2540.73 HC: 7658 Enr: 21812 Sect: 840	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Completion – Study to Credential	Credential attainment	Student-centered scheduling; CPL expansion	Degrees and certificates awarded	PowerBI: 24-25: Total Grads: 578 Total Degs: 567 Total Certs: 414	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Completion – Study to Credential	Transfer success	Transfer conferences; guides; equity audits	Transfer to four-year institution outcomes	22.2% (*18-19 NOVA-Aligned Cohort)	1:1
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Completion – Study to Credential	Academic success	Faculty and staff professional development	Successful course completion rates	PowerBI: 24-25 Success Rate: 76.1%	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Completion – Study to Credential	Efficiency and completion momentum	Advising and program planning	Average units earned by degree completers	(*24FA-25SP Grads) 74.79 credits	
Goal 2: Advance Equitable Student Success and Socio-Economic Mobility	Transition – Credential to Opportunity	Career and wage outcomes	Career Center; employer partnerships; internships	Labor market outcomes (employment and wages)	*Career Counselor data pending	

Goal 3: Strengthen Community and Partnerships	Socio-Economic Mobility – Stability and Growth	Economic mobility and equity	Regional data evaluation; equity gap elimination	Labor market data and National Student Clearinghouse outcomes (Aspen Data?)	24-25 SSS: Persistence: 75.69% Assoc./Cert: 46.51% Deg.Transfer: 23.26% (Where SSS is “1 st gen, low-inc, and/or disab.)	
Goal 3: Strengthen Community and Partnerships	Socio-Economic Mobility	Expand Workforce- Aligned Partnerships That Support Career Readiness Strategies				