

Planning Council Review
College Transfer Performance Measure
2024 Performance Measures for Student Success Report
2021-2024 Action Item Results and 2025-2028 Action Items Identified

Performance Measure: College Transfer Performance (PM7)

Purpose: To ensure the academic success of community college students at a four-year university or college.

Description: Index score based on the percentage of community college students (Associate Degree completers and those who have completed 30 or more articulated transfer credits) transferring at a four-year university or college during the fall semester who remain enrolled at any four-year university or college the subsequent fall semester or graduate prior to.

Calculation:

Denominator: Students who earned an Associate Degree during the fall, spring, and/or summer of the academic year and/or accumulated at least 30 articulated transfer credits in the NCCCS prior to the end of the summer term of the cohort year, who enrolled the subsequent fall in any 4-year college or university that participates in the National Student Clearinghouse Student Tracker program.

Numerator: Of those in the denominator, the number who graduate with a bachelor's degree or higher prior to the next subsequent fall semester or remained enrolled in any 4-year college or university during the subsequent fall semester.

Index Score: College success rate divided by the systemwide success rate.

Excellence: 1.031

Avg Band Max: 1.012

Avg Band Min: 0.974

Baseline: 0.917

(2024 NCCCS Performance Measures for Student Success Report)

2021-2024 Action / Strategy Item Results:

Item	Action item identified in the 2021-2024 performance measures year-end reports	Results / Use of Results: <i>(Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2025-2028 action items table below.)</i>
1	Enhanced focus on CCP students.	<ol style="list-style-type: none"> 1. Ensured CCP students were enrolled and retained by one-to-one advising. Fall 2021 - Summer 2024, 4,149 students enrolled into 12,058 courses. <ol style="list-style-type: none"> a. 2021-2022, served 1,764 students enrolled in 3,450 courses. b. 2022-2023, served 2,162 students enrolled in 4,191 courses. c. 2023-2024, served 2,293 students enrolled in 4,417 courses. 2. College Transfer Advisory committee met annually with local CDC's and Guidance Counselors to promote dual enrollment offerings. 3. Bison Benefits were offered to students that continued at WCC as full-time students after high school graduation. <ol style="list-style-type: none"> a. In order to better promote Bison Benefit, CCP Department works closely with The Foundation and Office of Admissions and Records. Admissions provides a list of eligible seniors. Eligible seniors receive both an email and postcard promoting and advertising Bison Benefit and how to apply. Email and postcard are sent out in February, and students have the month of March to apply. Also, Bison Benefit is shared at all recruitment events. 4. Recruitment events were held throughout the community on and off campus throughout the school year, including Middle School night, CCP night, Senior Night, Let's connect evening as well as fairs and festivals in the county. 5. Provide high school counselors with student progress reports. <ol style="list-style-type: none"> a. Each Monday morning, high school counselors receive a report via email that provides them, if applicable, names and courses along with last date attended and drop date. This is to

		<p>ensure that the student is still on track for high school graduation requirements. If a student drops a college course that is needed for high school graduation, the counselor is then able to enroll the student into a NCVPHS course to take the place of the dropped college course so that the student maintains course for high school graduation.</p> <p>6. High school recruitment, assisting them in the application process in the high schools.</p> <p>a. Recruitment is done in each high school as well as the CCP Showcase (Spring event) and Senior Night (Fall event). For the smaller schools (WPA, FCA, WCS, and WSTA, onsite registration is held for the students.</p>
2	Students enrolled in ACA 122 will create an academic transfer plan designed to ensure transfer to a four-year college or university.	100% of students who completed an ACA 122 course were required to complete an academic transfer plan as part of their course objectives and upload it to their Self-Service account. This allowed for communication across semesters between students and advisors.
3	Provide greater opportunities for students to be exposed to college and university representatives through regular visits to WCC.	The College Transfer Advising Center continued to schedule visits with college and university representatives on campus. C3 with NCSU held a lunch and learn for interested students. New partnerships were established with Campbell University and FSU. A transfer fair focusing on partnership schools was held Fall 2024.

College Transfer Performance – Performance Data

Year	30 + Hours			Assoc Degree Recipient			Total		
	#	# / % Ret	% Persist	#	# / % Ret	% Persist	#	# / % Ret	% Persist
2014-15	56	43 / 77%	77%	138	120 / 87%	87%	194	163 / 84.0%	84.0%
2015-16	49	35 / 71%	71%	142	118 / 83%	83%	191	153 / 80.1%	80.1%
2016-17	111	95 / 86%	86%	123	113 / 92%	92%	234	208 / 88.9%	88.9%
2017-18	124	109 / 88%	88%	163	147 / 90%	90%	287	256 / 89.2%	89.2%
2018-19	96	83 / 86%	86%	188	170 / 90%	90%	284	253 / 89.1%	89.1%

Year	Transfers	Success Rate	Index Score
2019-20	278	86.0%	0.982
2020-21	274	87.6%	1.002
2021-22	272	88.6%	0.990

Source: NCCCS Performance Measures for Student Success Report

Overall assessment of Performance Measure: *(Based on the performance measure data, provide a narrative of your analysis of the results. State any changes you plan to make for continuous improvement.)*

WCC is currently 36th out of 58 colleges in this measure, with an index score of 0.990 (color indicator, yellow; ≥Average Band Min, <Average Band Max).

2025-2028 Action / Strategy Items:

(Identify and address measure assessments resulting from the review of the data. Targets are established on a three-year cycle to provide ample time to address the action and achieve measurable results.)

Item	Action / Strategy Items <i>(Identify action items as a result of measure assessment.)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Students enrolled in ACA 122 will create an academic transfer plan designed to ensure transfer to a four-year college or university.	100% of students who complete an ACA 122 will utilize the new TRANSFER GUIDES on the CFNC which correlate common numbering from CC to UNC schools. Access to multiple schools at one time for a degree program is a new streamlined option. This will happen concurrently each academic semester.
2	Provide greater opportunities for students to be exposed to college and university representatives through regular visits to WCC.	The College Transfer Advising Center will continue to schedule visits with college and university representatives. A week-long focus with partnership schools will be held on campus. New

		partnership exploration will continue between WCC and colleges/universities.
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