College *of the* Mainland ®

Introducing OPEAR

The Office of Institutional Research has recently undergone significant changes – we have moved organizationally, have expanded in the role and scope of our responsibilities, and will soon be moving office locations. With all this change it seems fitting to have a new name. The **Office of Planning, Effectiveness, Analytics, and Research (OPEAR)** is now part of Student Services. The new focus will help strengthen the good work Drs. Sewell and Millsap began with institutional effectiveness and strategic planning. The realignment allows for fulltime oversight, guidance, and support of the institutional effectiveness and strategic planning processes at COM. Additionally, **OPEAR** will facilitate systematic and ongoing training for the development of goals and objectives as well as training on how to use data to support a culture of continuous improvement. Training will be accomplished through departmental meetings, workshops during convocation week, sessions during college hour, and webinars.

OPEAR will continue to be responsible for various mandated state and federal reporting expected from COM, fulfill specialized data requests, assist with survey creation and implementation, as well as developing data analytics and visualizations to support data driven decision making and policy formation.

Our new website is available here: http://www.com.edu/opear. New content will be introduced in the coming months.

ZOGOTECH

COM recently purchased ZogoTech data warehouse and analytics tools. Once implemented, ZogoTech will allow for rapid reporting and analytics. Dashboards will be built for quick and easy views of up to date data such as key performance indicators (KPIs). Employees who need access to data will be trained to utilize ZogoTech tools to do so in real time.

OPEAR will be working closely with ITS as well as various departments in implementing ZogoTech. Early phases of implementation will involve making sure that relevant data in Colleague is accurate and up to date, discussing and documenting processes that involve data being entered into Colleague, and college-wide agreement of data definitions.

ZogoTech will allow for:
- Secure and centralized data
- Cohort tracking
- Predictive analytics
- Early warning
- Outcome assessment
- Timely report generation

Stay tuned for updates on ZogoTech's implementation plan - coming soon.
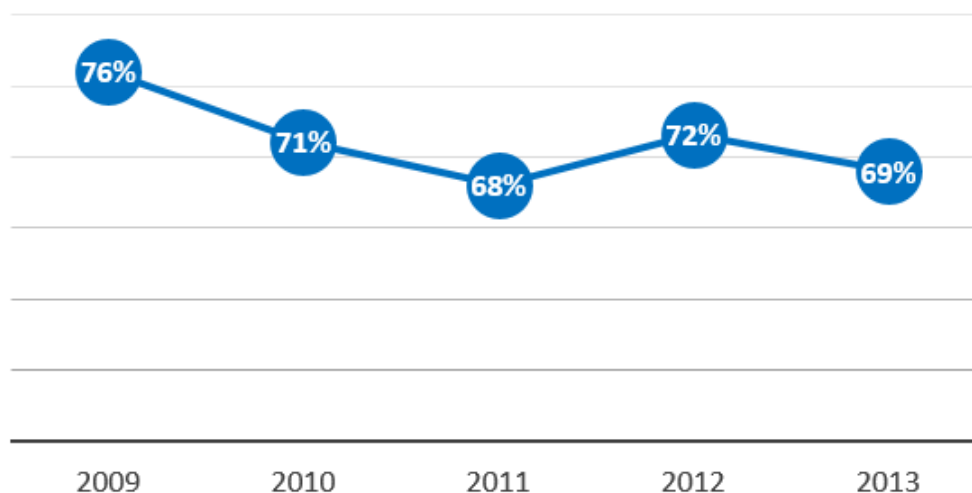
Cohort Achievement Measures

The **Cohort Achievement Measures** is a simplified way to think about and measure student success. Fall cohorts of entering students, both first-time in college and new transfers attending full-time or part-time, are tracked. If at the end of their third year, they have **completed a degree or certificate**, are **still enrolled and in good standing** (have a cumulative GPA of at least 2.0), or are **no longer enrolled but were in good standing when they left**, they are included in the success rate.

College of the Mainland's most recent success rate for the 2013 cohort is **69%**.

More information is available on our website:
http://www.com.edu/opear/student-achievement-data

Cohort Success Rates

2009	2010	2011	2012	2013
76%	71%	68%	72%	69%

2013 Cohort Successful Breakdown

15% Completed Associate Degree

7% Completed Certificate

19% Enrolled, Good Standing

29% Not Enrolled, Good Standing