

WHCCD SCORE CARD

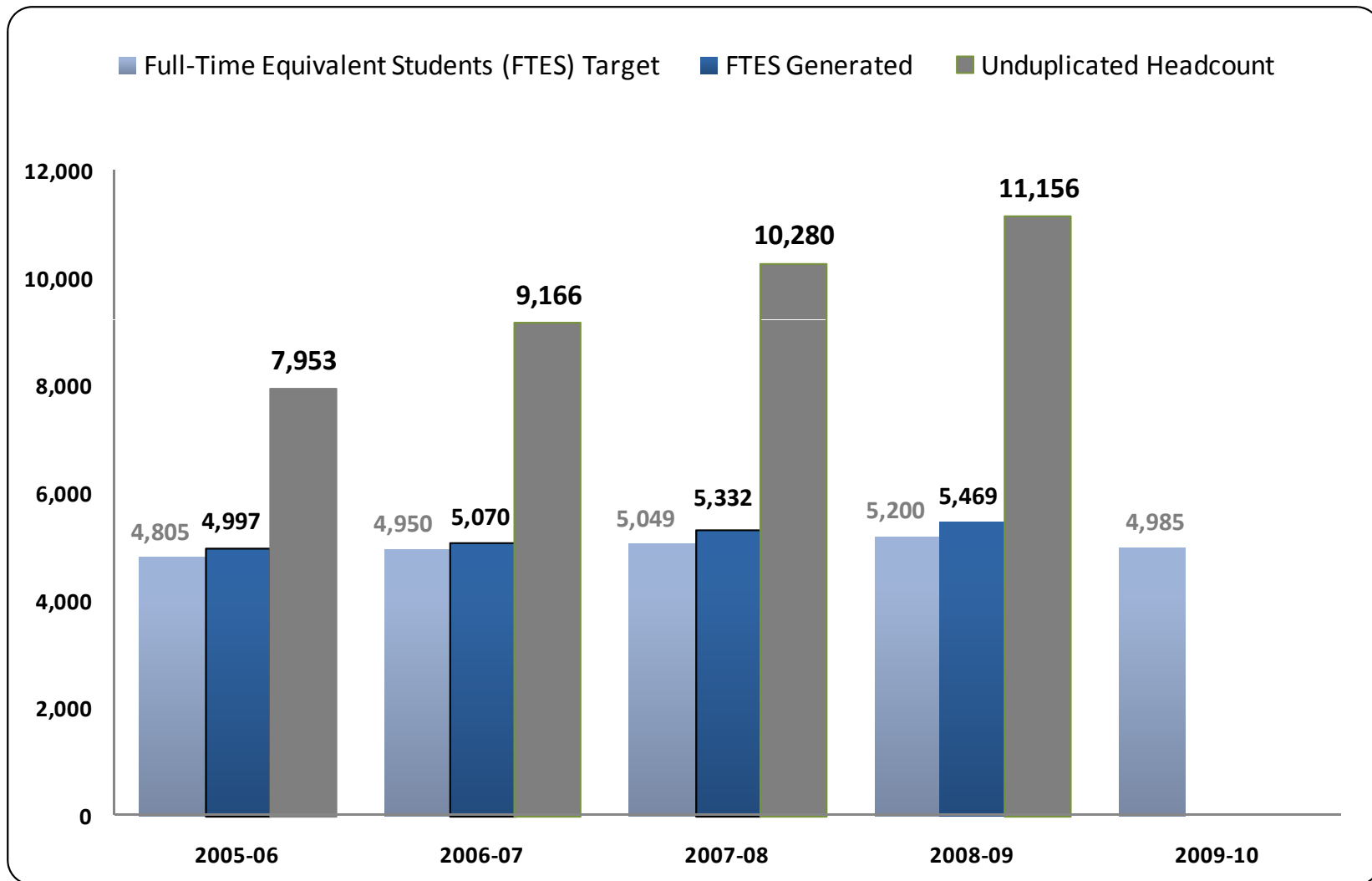


WHCCD Performance Indicators	2005-2006	2006-2007	2007-2008	2008-2009
1. Meet FTES Growth Target				
2. Marketing	Developing Baseline			
3. Community Participation Rates				
4.1 Face-to-Face Success Rates				
4.1 Online Success Rates				
4.2 Student Transfer Rates*				
4.3 Student Graduation Rates*				
5. High School Participation Rates*				

* Based on student cohorts

- Exceeds Benchmark
- Meets Benchmark
- Slightly Below Benchmark
- Below Benchmark
- Increasing Trend
- Steady Trend
- Declining Trend

Goal 1 – Meet or Exceed FTES Growth Targets



Source: WHCCD Data Warehouse

Goal 2 – Focus Marketing Efforts on District-Wide Stories



Dialogue

Year	2006	2007	2008
Frequency	4	6	4
Distribution	3,000	82,000	82,000



Year	2007	2008
Published Stories	293	275

Goal 3 – WHCCD Will Annually Increase Community Participation Rates



Percent of Population Enrolled at WHCCD

City	2007-2008	2008-2009
San Joaquin	3.25	2.60
Kettleman City	2.50	3.20
Mendota	2.71	3.28
Huron	3.18	3.36
Tranquillity	3.40	3.73
Avenal**	3.78	4.13
Hanford	4.42	4.78
Cantua Creek	7.08	5.18
Armona	5.22	5.55
Riverdale	4.84	5.76
Stratford	6.14	6.35
WHCCD Average	5.94	6.53
Laton	5.70	6.64
CCC Statewide	7.19	7.49
Firebaugh	7.32	8.25
Coalinga**	10.75	12.33
Lemoore	10.00	10.92

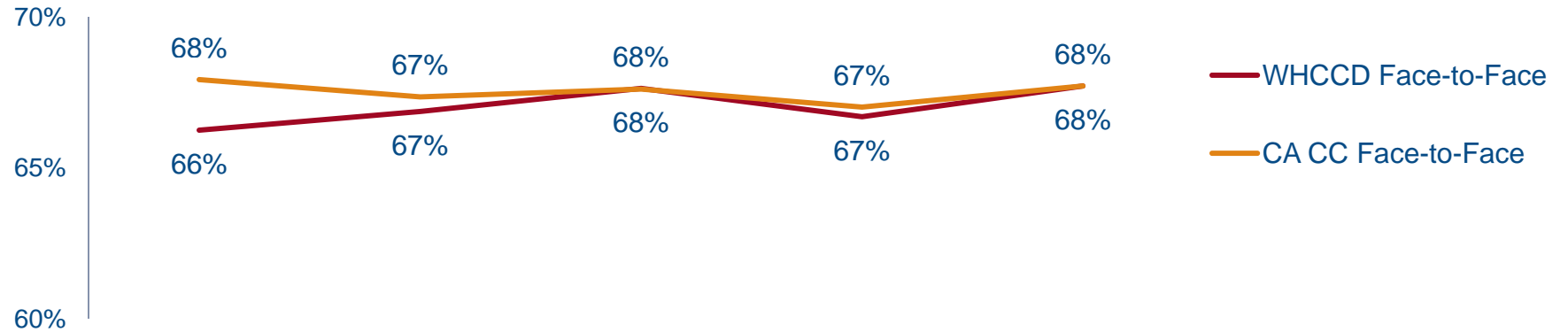
** Removed inmate population

Sources: WHCCD Data Warehouse; Department of Finance Population Growth Estimate; CityData.com

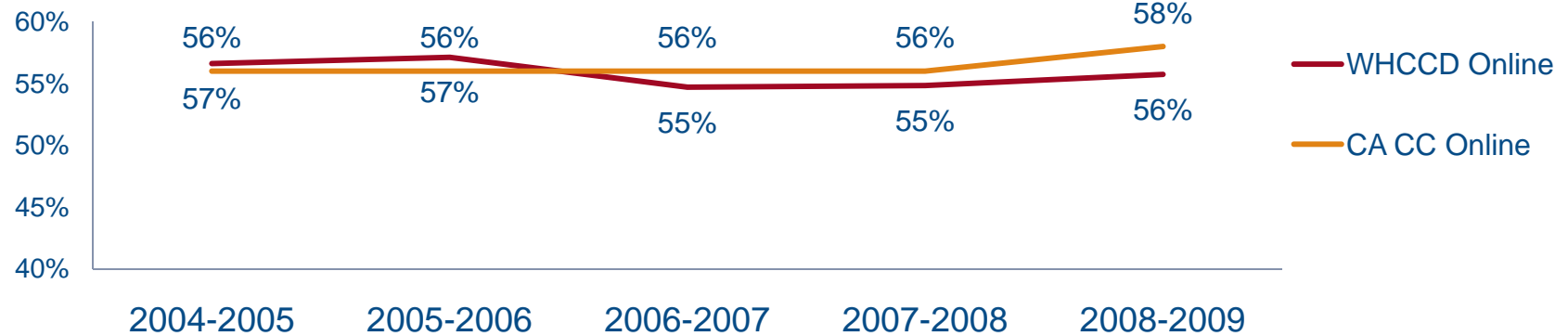
Goal 4.1 – Maintain Success Rates Within the CA CC Statewide Average



WHCCD Face-to-Face Success Rates



WHCCD Online Success Rates

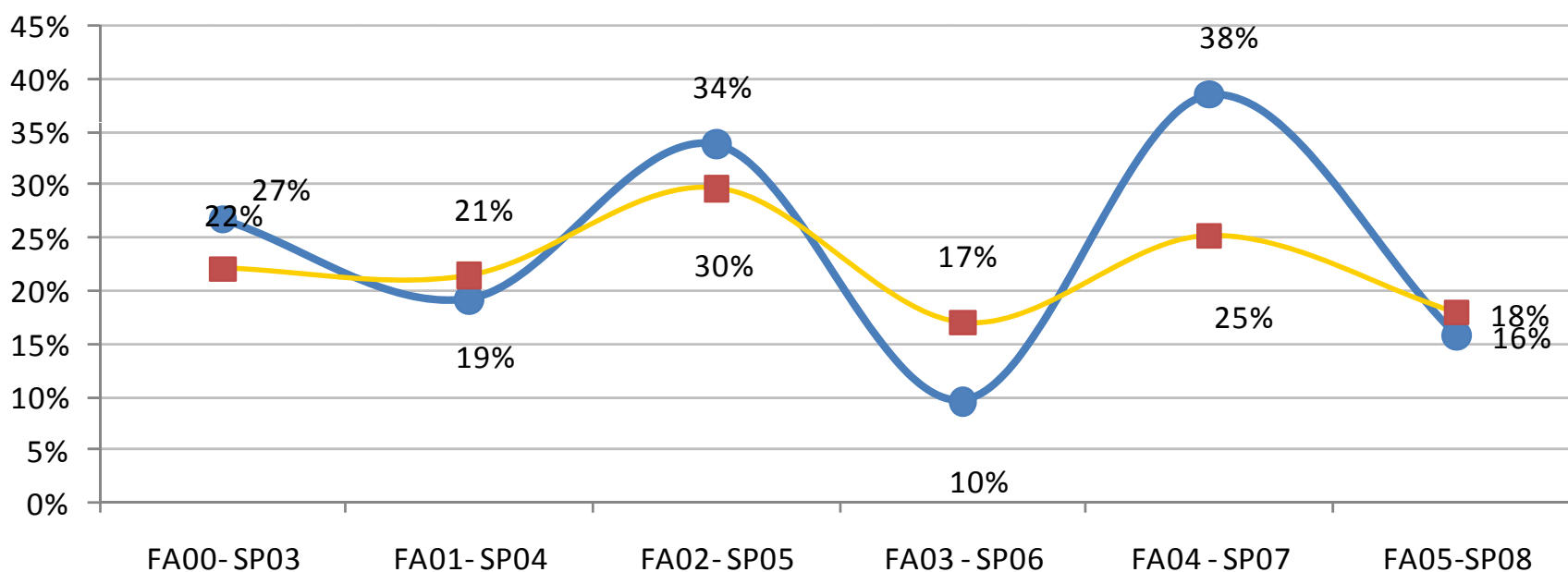


Source: WHCCD Data Warehouse; CA Chancellor's Office Data Mart

Goal 4.2 – Maintain Transfer Rates Within the CA CC Average

WHCCD First-Term Students Cohort Transfer Rates

● WHCCD Transfer Rates ■ CCC Statewide Transfer Rates (Benchmark)

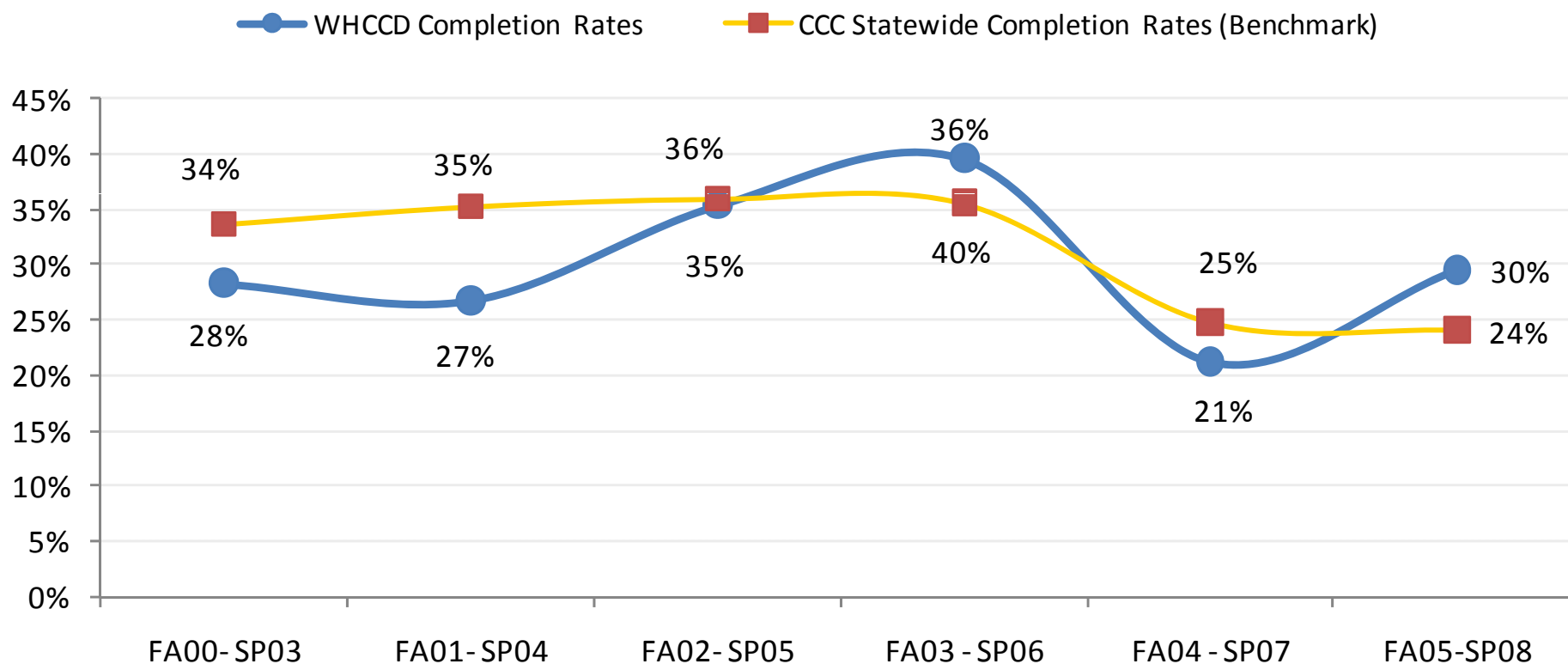


Source: California Community College Systems Office Student Right to Know

Note: Cohort based on a group of first time freshmen who are enrolled full-time in a fall term and are seeking transfer. The tracking period of the cohorts is three years.

Goal 4.3 – Maintain Graduation Rates Within the CA CC Average

Degree & Certificate Completion Rates by Freshmen Cohorts



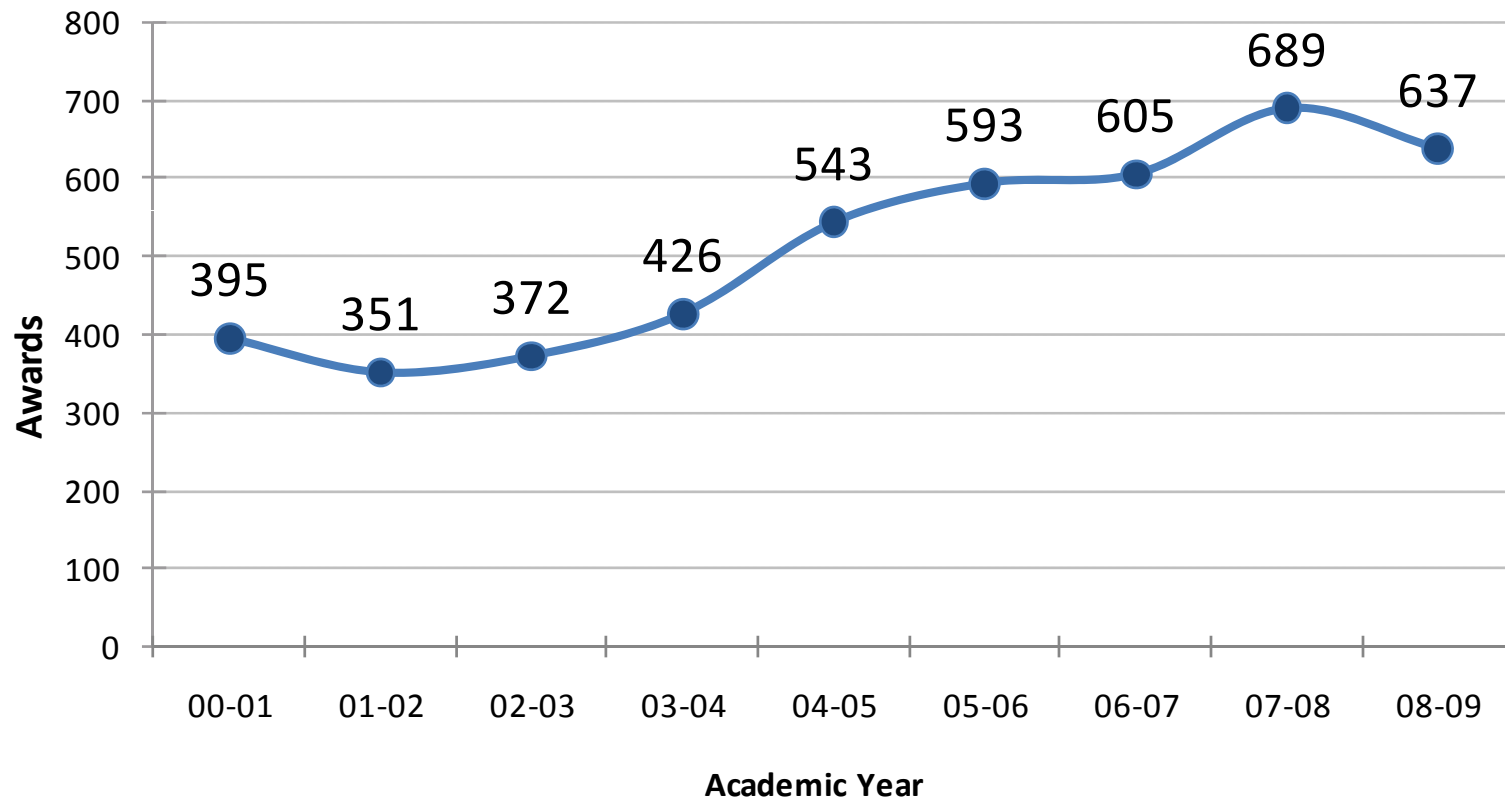
Source: California Community College Systems Office Student Right to Know

Note: Cohort based on group of students who are first-time freshmen, who are enrolled full-time in a fall term, and are seeking a degree. The tracking period of cohorts is three years.

WHCCD Degrees & Certificates



Total Degrees and Certificates Awarded



Source: CA Chancellor's Office Data Mart

Goal 5 – Become the Preferred Choice of Students Through Ongoing and Active Recruitment



Percent of High School Graduates Enrolled at WHCCD

High School	Fall 2005	Fall 2006	Fall 2007	Fall 2008
Tranquillity	17%	13%	6.0%	5.6%
Laton	30%	9%	15.0%	7.3%
Riverdale	9%	18%	23.7%	8.9%
Hanford West	22%	15%	19.0%	12.0%
Hanford	19%	30%	31.0%	16.6%
Lemoore	35%	39%	44.0%	22.9%
Firebaugh	33%	32%	32.5%	24.8%
State Rate (Benchmark)				30%
Mendota	25%	28%	25.8%	31.3%
Avenal	36%	69%	39.6%	38.5%
Coalinga	39%	52%	42.7%	38.6%
WHCCD Total	27%	32%	31%	21%

Source: California Department of Education; WHCCD Data Warehouse; Local HS Data