

**Collection of Success and Retention Data from the Chancellor's Data Mart**  
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Below are step-by-step instructions on how to collect success and retention rates from the Chancellor's Data Mart. This instructional sheet is the script from the video on [programreview.fullcoll.edu](http://programreview.fullcoll.edu) titled Data Mart Video 1.

For the instructional self-study, you will need four peer institutions to compare your retention and success rates and the number of degrees or certificates awarded. Even though Table 2.2 asks you to compare transfer data, please disregard the transfer data row in this section. No one agrees on what set of data to use to discuss transfer rates and the transfer row in Table 2.2.

To access the program review website, go to [programreview.fullcoll.edu](http://programreview.fullcoll.edu). The navigation bar is on the right with links to several useful documents. The data sheet is available along with a link to the Data Mart just below it. A list of peer institutions is available on the program review website. Let's take a look.

Clicking on the data sheet, we see several institutions listed. The Program Review Committee recommends that you select four institutions with asterisks since they are all Hispanic Serving Institutions (also known as HSI institutions) and Fullerton College is a HSI too, so the asterisked institutions are a better match to ours.

In this tutorial, I will select Bakersfield, Chaffey, Cypress, and Santa Ana College as the peer institution to compare the success and retention rates for the last three fall semesters. It is fine to collect and compare more data than this, but the success and retention rates on the Data Mart does not provide annual data. The committee agreed that at a minimum, the last three fall semesters for success and retention rates are needed. Right now, I will use Chemistry as the example for how to access the Data Mart for success and retention rate data.

Going back to the program review website, just below peer institution link is a direct link to the page you need to access in the Data Mart. First, collect the retention and success rates for the four institutions. You don't need to collect data for Fullerton College since the data is provided in the Key Performance Indicator sheet (KPI data sheet) provided to you by your dean or department coordinator. Please use the Fullerton College KPI data for comparison.

1. Click on Retention/Success Rate.
2. For the Select State-District-College pull-down menu, select Collegewide Search.
3. For the Select District-College pull-down menu, select the four institutions. In my case I will select Bakersfield, Chaffey, Cypress, and Santa Ana. All of the data is collected together.
4. For the Select Term pull-down menu, select the first 3 Fall terms: Fall 2013, Fall 2012, Fall 2011. If you want to collect more data, select more terms.
5. For the Select Program Type pull-down menu, all of the programs are listed by TOP Code. Notice programs are listed by 2 digit TOP code, then four digit TOP code, then six digit TOP code. You need to select a six digit TOP code. You can do this by inspection. For instance, I found Chemistry under Physical Sciences even though we are in the Natural Science Division at Fullerton College. So if I click here, I select the six digit TOP code. If you can't find your program by inspection of the pull-down list, you can get the TOP code from Curricunet and enter it here.
6. For the Selection Instruction, I select all (Distance Ed and non-Distance Ed) because I am interested in seeing if any of the colleges I selected have Distance Ed offerings.
7. Click on View Report.
8. Depending on your program, you might want to de-select some or all of the Course Status selections. The default if you de-select all of the Course Status selections is the retention and success rate for credit courses. Credit courses is all I need for Chemistry, so I will de-select all of them. Each program is different so If you have vocational, certificated, basic skill needs, de-select as needed. Once I de-select these, I click on update report, and I have a lot less data to export.
9. Click on Export data. I export to Excel.
10. Save the file. I do a little cleaning up since all I need is the %retention and %success columns. Re-save as a new file.