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DAVID S. SPENCE
EXECUTIVE VICE CHANCELLOR
CHIEF ACADEMIC OFFICER

Code: AA-2005-01
January 5, 2005

To: CSU Presidents
From: David S. Spence *David S*
Subject: Review of Accountability Goals

As you know, the CSU Accountability program, originally envisioned and endorsed in the Cornerstones process, has become an important tool by which Trustees and other public policy-makers understand and evaluate the performance of the California State University. In this, we are the acknowledged national leader – perhaps a role model for other state systems of comprehensive universities.

In November 2004, Trustees were provided with a report that for the first time associated campus performance in Accountability areas 2 – 9 with campus goals. Campus-specific data from 2002-03 were matched with campus-specific goals set for that same year, and data were also set within the context of campus goals for 2004-05 and 2006-07.

This memorandum requests that campuses now review their Accountability goals, and as appropriate, re-set them in light of this initial matching of goals with performance data. While goals and sub-goals in all areas¹ are of interest and should be reviewed, Trustee interest may be focused particularly on Progression to the Degree (Area 3, comprising first-year continuation rates, and upper-division units completed at graduation), and Persistence and Graduation (Area 4, comprising estimated first-time freshmen who eventually will graduate, and estimated CCC junior transfers who eventually will graduate). Therefore campus attention is especially drawn to these areas.

We note, for example, that in one or more sub-categories of Areas 3 and 4, twelve campuses reported 2002-2003 data showing performance that surpassed goals set for 2006-2007. An additional three campuses reported 2002-03 data in the same areas that exceeded goals set for 2004-05. Meanwhile, we note three campuses whose 2002-2003 data appear to leave them far short of goals set for 2002-2003 or later.

¹ Area One, Quality of baccalaureate degree programs, asks campuses to establish learning goals for all baccalaureate programs, and to include assessments based on these goals in program review processes. We understand that this has been accomplished. Areas 2 – 9 include: Access to the CSU; Progression to the degree; Graduation; Areas of special state need; Relations with K-12; Remediation; Facilities utilization; and Advancement. Information at <http://www.calstate.edu/acadaff/accountability/definitionChart.pdf> offers further details.

Campuses are requested, thus:

- to review Accountability goals in all areas, but especially in areas 3 and 4;
- to re-set goals in light of campus experience as shown in 2002-03 data; and
- to provide the Office of the Chancellor with a report of goals newly reconsidered and re-set by **February 18, 2005**.

As in previous iterations of Accountability goals, appropriate campus performance goals will vary, taking account of campus-specific student populations and circumstances. At the same time, we believe you will agree that strong and useful goals will challenge campuses to achieve successes in Accountability areas that would not otherwise have been achieved without such goals, together with the focused campus effort they call forth. Academic Affairs staff will work with me to review proposed new / re-set campus goals. Is some appear to provide minimal challenges for improvement, we will see further conversations with particular campuses.

For convenience, we ask that campus reports utilize the Excel spread sheet referenced in the attachment to this memorandum, and we request that Accountability officers on each campus send reports electronically to Dr. Marsha Hirano-Nakanishi, Assistant Vice Chancellor, Academic Research at mhirano-nakanishi@calstate.edu

Your good help in maintaining the vitality of the CSU Accountability process is appreciated.

Enclosure

c: Dr. Charles B. Reed, Chancellor
Dr. Keith O. Boyum, Associate Vice Chancellor, Academic Affairs
Dr. Marsha Hirano-Nakanishi, Assistant Vice Chancellor, Academic Research
Campus Provosts / Vice Presidents, Academic Affairs
Campus Accountability Officers
Dr. David O. McNeil, Chair, Academic Senate of the California State University

Instructions for Facilitating Review and Update of Campus Indicators and Goals

1. Go to the public CSU Accountability site:
<<http://www.asd.calstate.edu/accountability/index.shtml>>
2. Select your campus, then click the link for “Campus Indicators.”
3. Scroll to bottom of worksheet, then click on the “Download Excel Workbook - Indicators, JCAR Detail and Impaction Information” link.
4. Save the downloaded file using the following convention: GOALS_NNN, where NNN represents an abbreviation of the campus name (e.g., BAK for Bakersfield).
5. Review 2002-03 observed performance indicators (column G) equal 2002-03 goals (column H); 2004-05 goals (column I); and 2006-07 goals (column J) at a minimum.
6. Make adjustments of 2004-05 goals (column I) and/or 2006-07 goals (column J) with font color in RED; if no adjustment is made, leave the font color BLACK.
7. Email the reviewed and updated EXCEL workbook to Assistant Vice Chancellor Hirano-Nakanishi, mhirano-nakanishi@calstate.edu, by **Friday, February 18, 2005**.

If you have any technical questions about accessing the accountability website and downloading indicator and goal information, please contact Monica Walia, mwalia@calstate.edu.

If you have any questions or concerns about the review and update process, please contact Marsha Hirano-Nakanishi, mhirano-nakanishi@calstate.edu, (562) 951-4767.