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COMMUNITY COLLEGE DISTRICT NO. 508
JULY 7, 2022

CCC NET PROMOTER SCORE

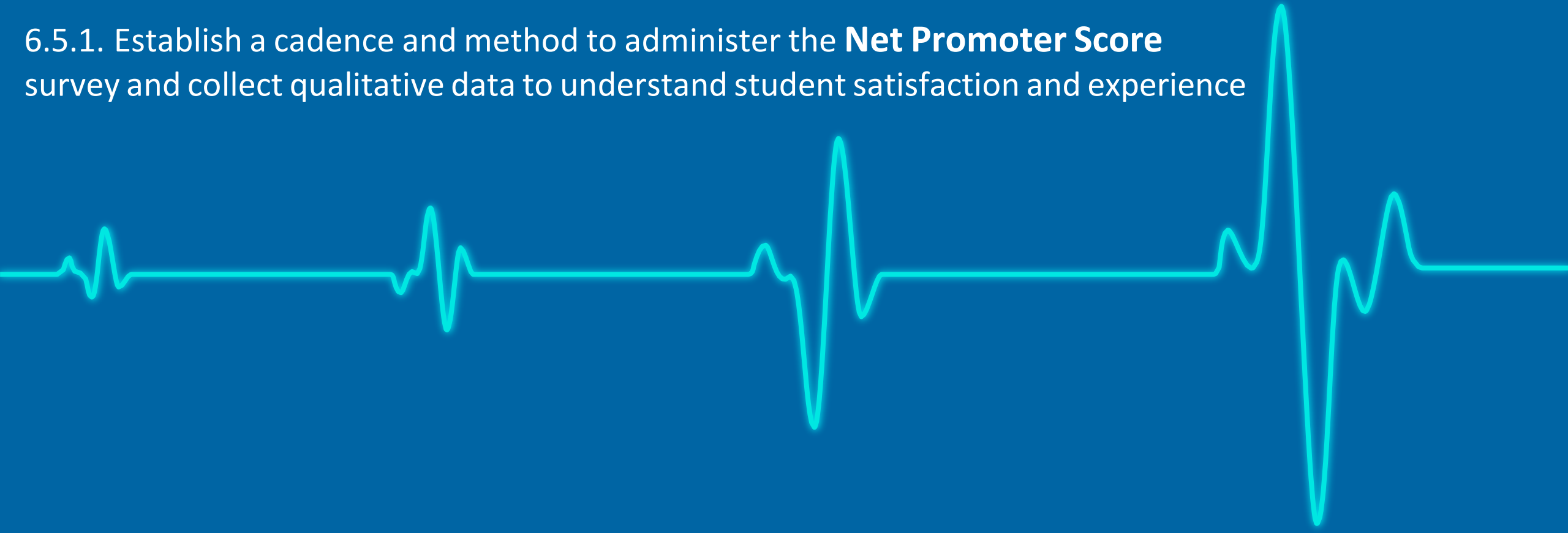
City Colleges of Chicago Board of Trustee Update: July 7, 2022

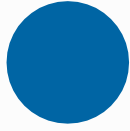


Institutional Health

Strategic Objective 6.5 - Develop better systems to capture, monitor, and respond to student feedback.

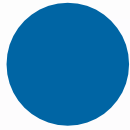
6.5.1. Establish a cadence and method to administer the **Net Promoter Score** survey and collect qualitative data to understand student satisfaction and experience





Overview

1. What is NPS and How It's Calculated
2. Survey Administration Details
3. District-wide Summary & Segmentation
4. College-Level NPS Overview



Qualitative Insights

1. Summary of Open-Ended Responses
2. Key Areas of Improvement



Next Steps

1. Commitment to Continuous Improvement
2. From Insights to Action



**Net Promoter Score
(NPS)**



1. District-Wide Overview

What Is The Net Promoter Score (NPS)?

How Does It Serve as an Indicator of Institutional Health?

The **Net Promoter Score** or **NPS** is a metric designed to measure customer experience and growth. In higher education setting, NPS can be leveraged as a **leading indicator of student retention and enrollment**.

Based on your experience this semester, how likely are you to recommend your college to a friend or family member?

Not at all likely

Extremely likely

0

1

2

3

4

5

6

7

8

9

10



Tell us about how we can improve your student experience at your college

How Is The Net Promoter Score Calculated?



Promoters (score 9-10) are loyal and satisfied students who will most likely continue to re-enroll and refer others, adding to growth and retention



Passives (score 7-8) are most likely satisfied but unenthusiastic students who are vulnerable and potentially at-risk of dropping out



Detractors (score 0-6) are unhappy students who are less likely to be retained and who could negatively impact growth



$$\text{NET PROMOTER SCORE} = \text{Green Smiley Face} \% - \text{Red Sad Face} \%$$

(a number from **-100** to **100**)

So, What Is A Good Score?

Above **0** is good,
Above **20** is great,
Above **50** is excellent,
Above **80** is world class ★★★★★
According to Bain & Company

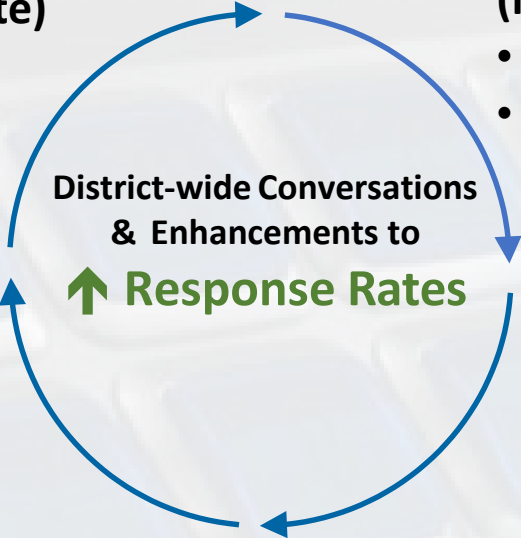
How Has NPS Data Been Captured In The Pilot Year?

Fall Pilot Administration: (Qualtrics & Navigate)

- Launched 11/11/21; Closed on 12/18/21



Response Rate: 3.8%
(1,162 of 30,246)



Spring Pilot Administration: (Marketing Cloud & Qualtrics)

- Launched 4/20/22; Closed on 5/22/22
- Survey available in English and Spanish
(13% of respondents selected Spanish version)



Response Rate: 11.3%
(3,794 of 33,480)
7.5 percentage point ↑ from Fall 2021 pilot

Net Promoter Score (NPS): Pilot Insights Summary

Using the NPS methodology to track the satisfaction over time is the most common use across industries

N = 1,162

FALL 2021

Avg CCC NPS Score: 40

60% were promoters 😊

20% were detractors ☹️

Black & Hispanic students reported ↑ NPS scores

Older students & females reported ↑ NPS scores

    reported higher Net Promoter Scores than the CCC average

N = 3,794

SPRING 2022

Avg CCC NPS Score: 53

67% were promoters 😊

14% were detractors ☹️

Adult Education reported ↑ NPS scores

Older students & females reported ↑ NPS scores

    reported higher Net Promoter Scores than the CCC average

Spring 2022 Student Respondent Quick Facts



Total Respondent N = 3,794

GENDER

Most survey respondents were female which is in comparable to SP22 enrollment

NPS Respondents % Female **71%**



SP22 Enrollment % Female **63%**



ETHNICITY

Almost 80% of all student responses were from Black and Latinx students, aligning with SP22 enrollment

NPS Respondents % Black or Latinx **78%**



SP22 Enrollment % Black or Latinx **76%**



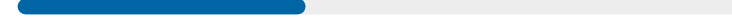
AGE

Non-traditional students (*those older than 25 years old*) responded at a significantly higher rate compared to their actual SP22 enrollment

NPS Respondents % Age 25 or Older **68%**

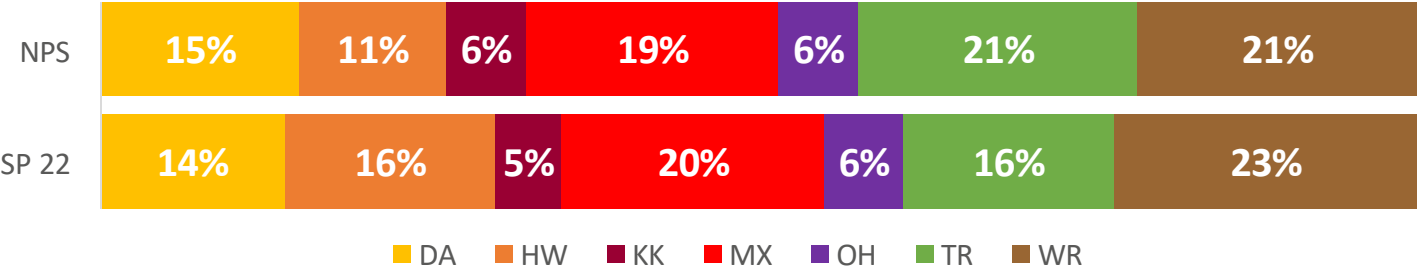


SP22 Enrollment % Age 25 or Older **41%**



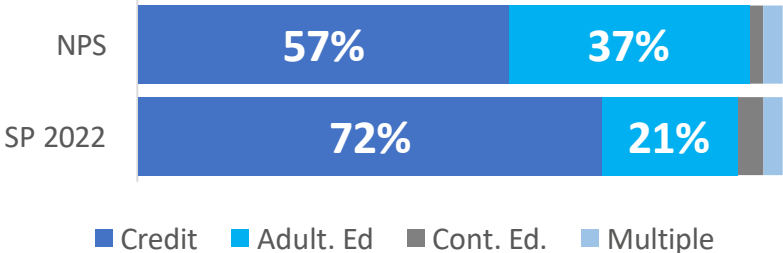
COLLEGES

Comparable college representation with the exception of slight over-representation from Truman and under-representation from Harold Washington



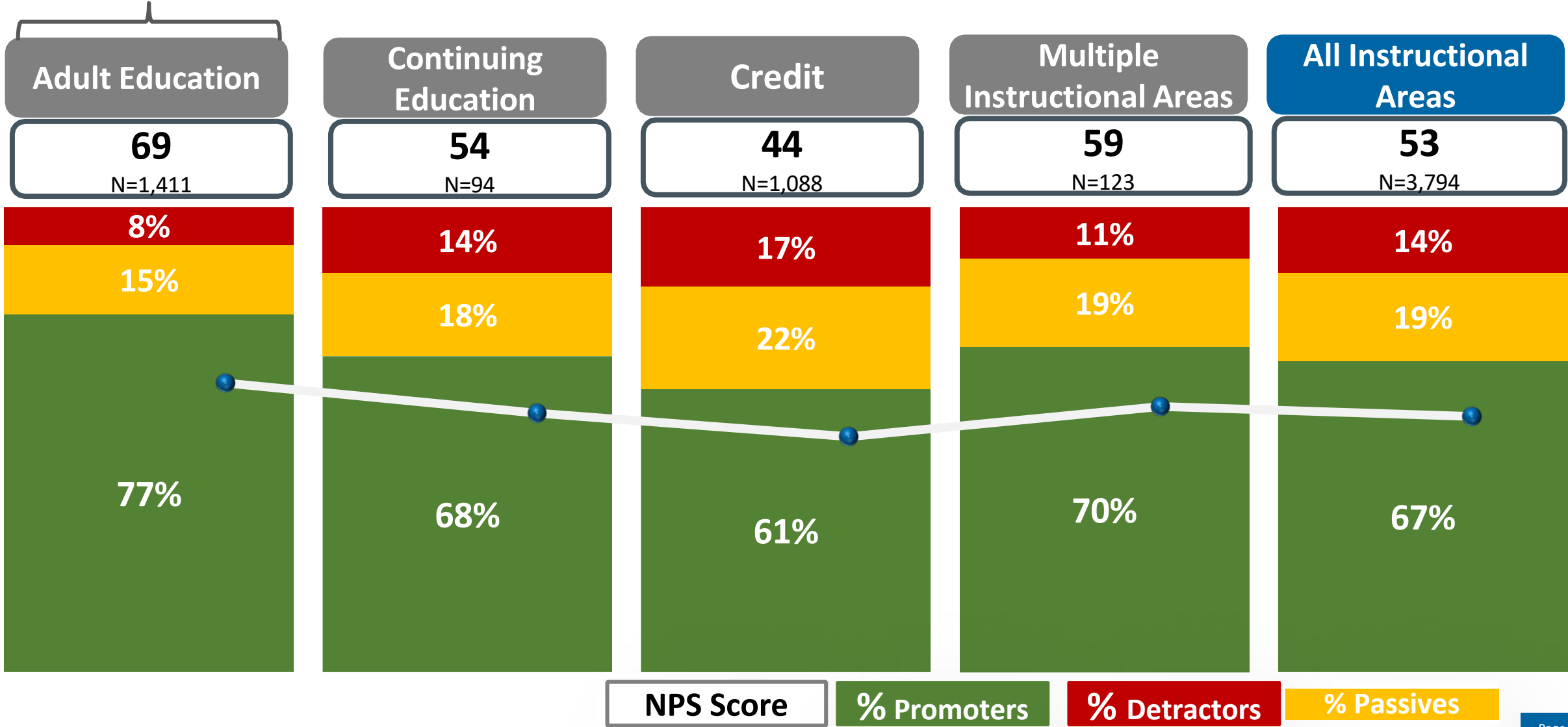
INSTRUCTIONAL AREA

Adult Education students responded at a significantly higher rate than their actual SP22 enrollment



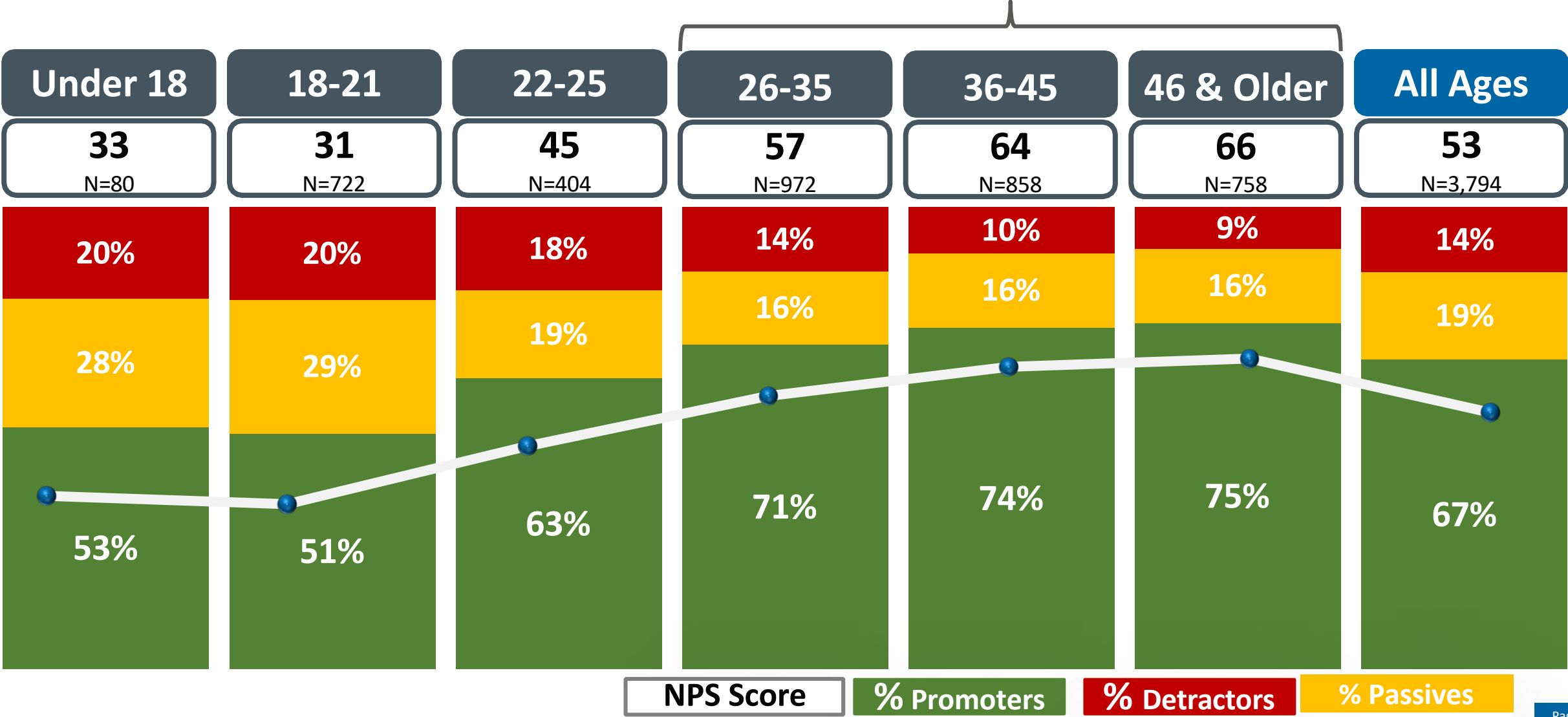
Spring 2022 Net Promoter Score By Instructional Area

Adult Education students reported higher Net Promoter Scores than any other instructional area



Spring 2022 Net Promoter Score By Age

Older students (ages 26+) reported higher Net Promoter Scores than younger students



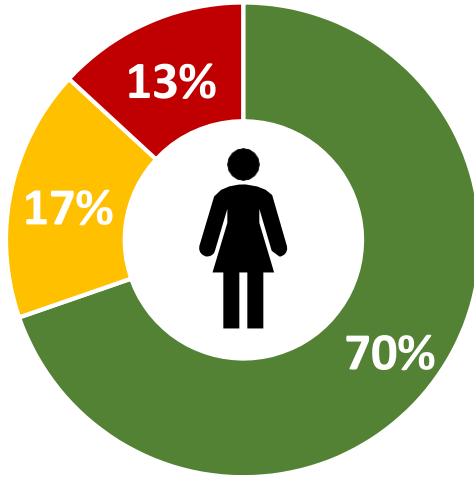
Spring 2022 NPS By Gender & Ethnicity

Females reported higher NPS scores than Males

FEMALE

NPS: 56

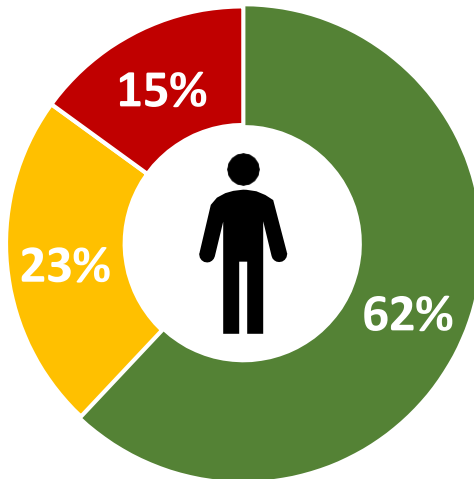
N= 2,695



MALE

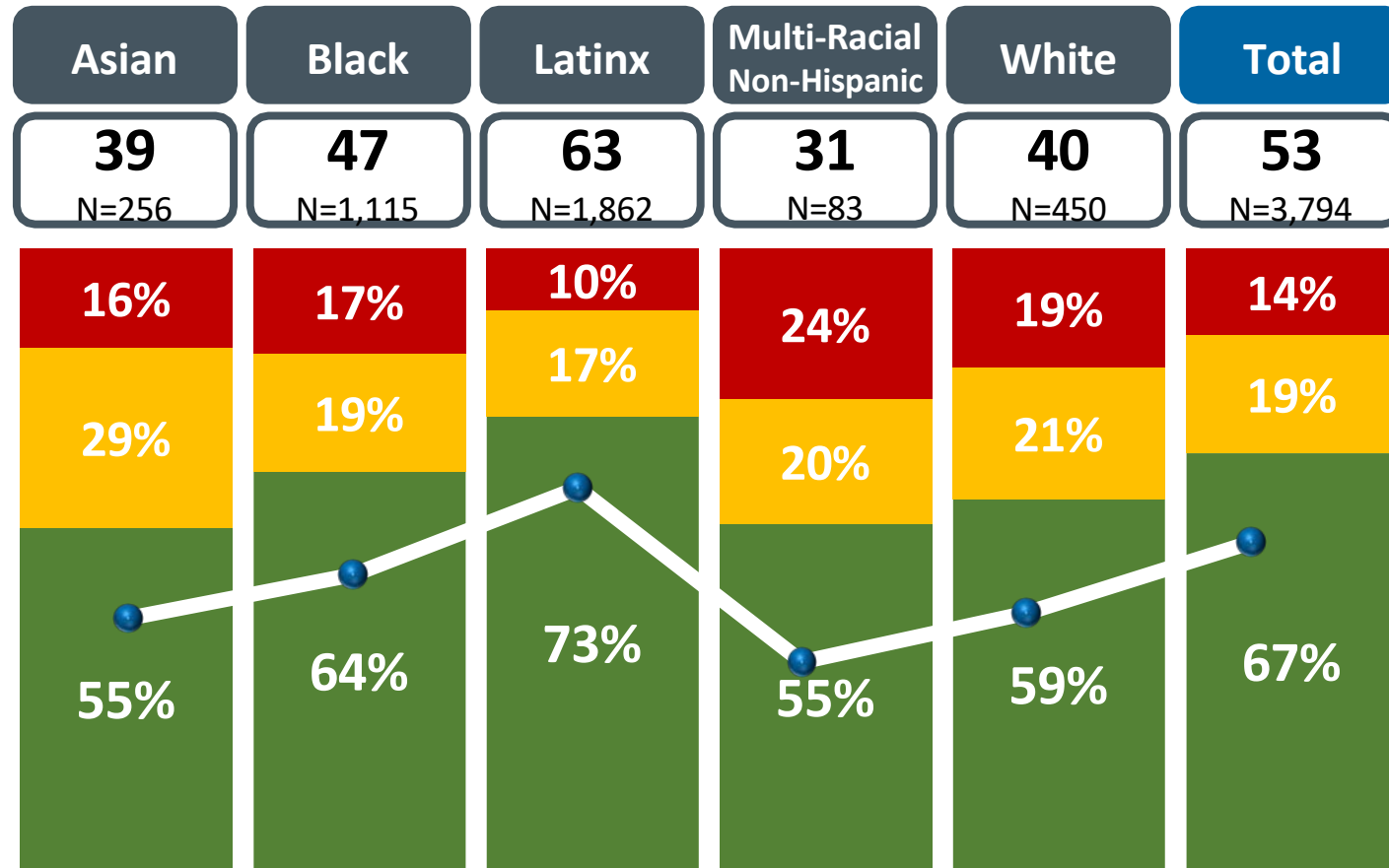
NPS: 47

N= 1,088



Note: Unknown gender (11) responses are included in the CCC totals, but excluded from NPS calculations due to low N size.

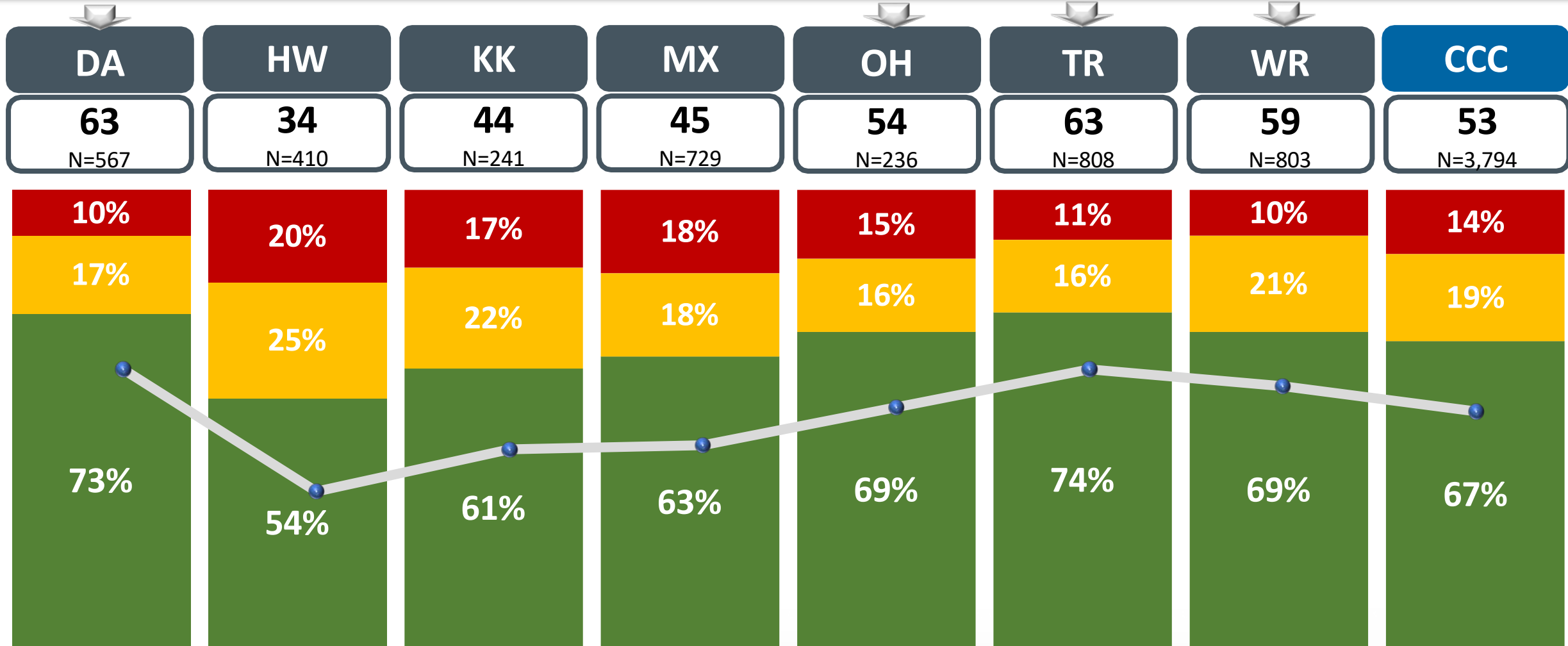
Latinx students reported substantially higher NPS scores than the CCC average



Note: American Indian or Alaska Native (5), Hawaiian/Pacific Islanders (3) and unknown race/ethnicity (20) responses are included in the total, but excluded from NPS calculations due to low N size.

Spring 2022 College Net Promoter Scores

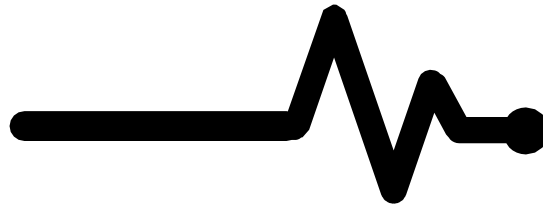
DA
OH
TR
WR
 reported higher Net Promoter Scores than the CCC average



NPS Score
% Promoters
% Detractors
% Passives

2. Qualitative Insights

Deeper, Root Cause Insights



How can we improve your student experience?

The open-ended, qualitative component of NPS is just as important as the score itself.

Based on your experience this semester, how likely are you to recommend your college to a friend or family member?

Not at all likely

Extremely likely



Tell us about how we can improve your student experience at your college



These insights reveal the deeper causes beneath student's ratings, enabling us to take action to improve their experiences!



Qualitative Insights Summary: Spring 2022

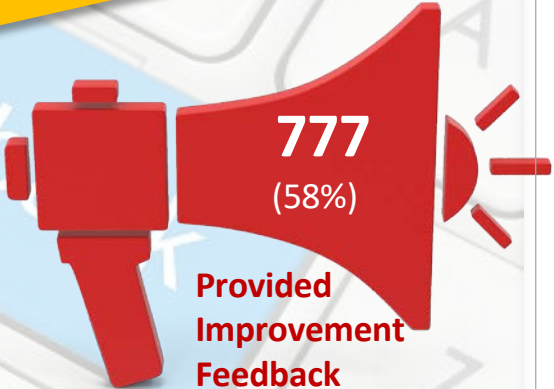
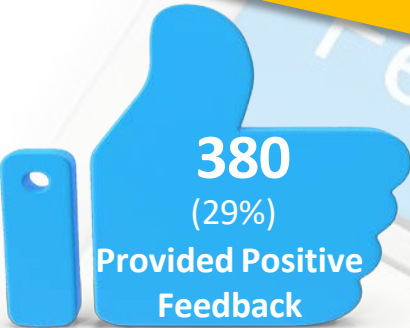
SUMMARY OF QUALITATIVE RESPONSES

3,794

Total Spring 2022 NPS Respondents

1,323 (35%)

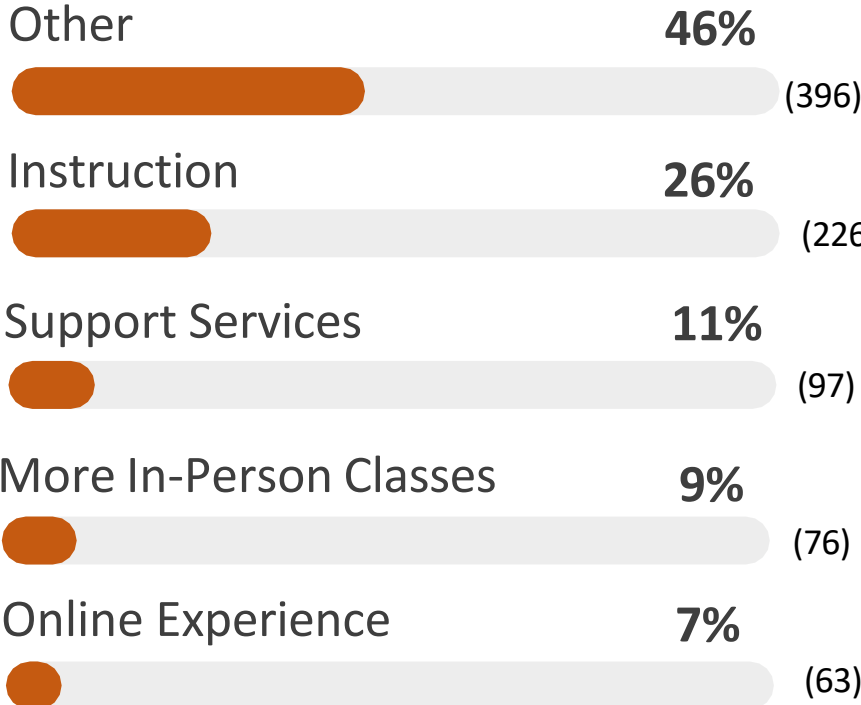
Provided Text Response to Open-Ended Question



166 (13%) of text responses did not have positive or improvement feedback

AREAS OF IMPROVEMENT

Summary of Qualitative Text Analysis: N = 858 responses
Some students provided more than one area of growth



→ Includes better communication, placement, COVID response, etc.



Key Areas of Improvement

Most commonly mentioned areas of improvement from open-ended responses

1. Instruction (26%)



- Greater **clarity of expectations** and faculty accountability
- Better **content management, delivery, and consistency**
(e.g., updated classroom materials such as course outlines etc., more student discussion and participation, and more instruction time)
- More **flexibility, patience, and understanding**

2. Student Supports (11%)



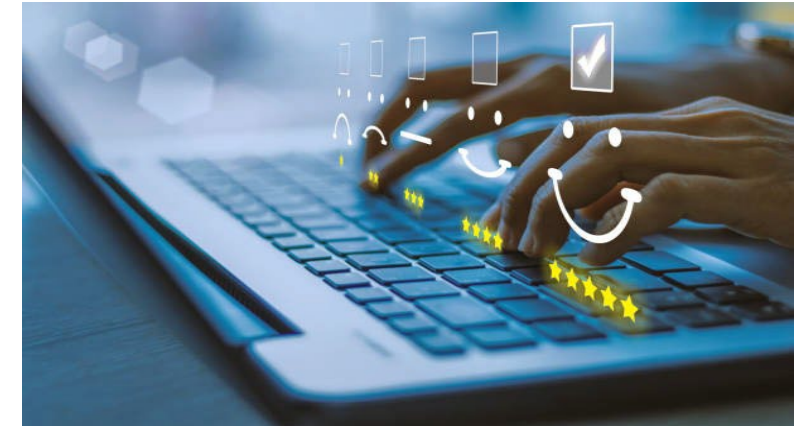
- **Advising** (*advisor helpfulness, professionalism and availability*)
- **Tutoring** (*i.e., more tutoring availability*)



4. In-Person Classes (7%)

While there is a large number of students who prefer online courses, there is also another student segment who want to be back on-campus taking in-person classes

3. Online Experience (9%)



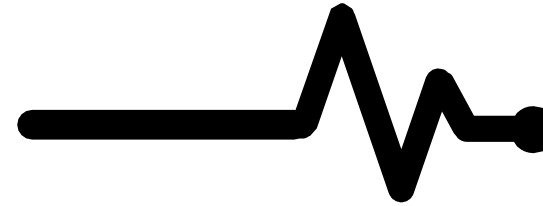
- More **access to online courses**
- Better class **delivery, organization, and management**
- Increase clarity for **Brightspace** usage

3. Next Steps



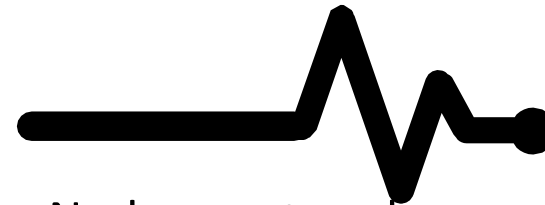
Net Promotor is more than metric, it's an institutional commitment to transforming student experiences into student outcomes & institutional health

Institutional Health Strategic Objectives



- Establish a cadence and method to administer the Net Promoter Score Survey and collect qualitative data to understand student satisfaction and experience (6.5.1)
- Create an improvement process that responds to and integrates Net Promoter Score results, operational data, and qualitative student feedback (6.5.2) –IN PROGRESS

NPS Value and Institutional Health Benefits



Insights can inform decision-making at multiple levels; Nudges us to ask ourselves “ Are we doing the right things for our students and are we operating in alignment with our mission?”

- Insights can be integrated into daily operations and strategic-level decisions
- Students who are promoters contribute to the health of our institution by re-enrolling
- Loyal promoters (engaged students) also reduce new student recruitment/acquisition costs while also improving retention rates

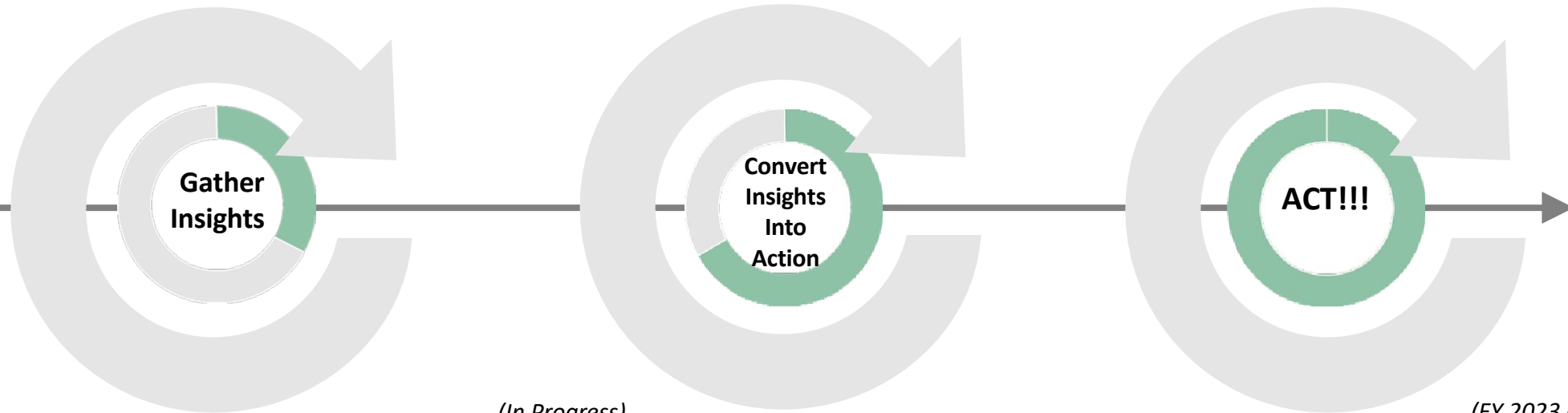




Going From Insight to Action

Institutionalizing a closed-loop, continuous improvement process of learning and action across the district

Institutional Health



Fall & Spring Pilot Survey Administration

(In Progress)

Summer Review & Action Planning

Collective Data Discussion & Planning at Levels, District-wide

- Managers, front line staff, & faculty find opportunities and initiatives to improve student experiences
- College and District Leaders monitor & support needed improvements

(FY 2023 and beyond)

Action Plan Implementation

- DO and College teams
 - scale or revise existing strategies or
 - implement new strategies/process improvements

End Goals

- Mobilize promoters
- Convert passives and detractors to promoters
- **Improve student experiences & institutional health**



