

## Establishing institution-set standards (ISS) and aspirational goals

The process to establish institution-set standards (ISS) and aspirational goals for the college's key performance indicators is as follows:

1. Identify a reasonable time frame for the KPI's trend data.
  - a. Typically, this will be five years but may be shorter if there has been a marked change in average KPI level and it no longer is reasonable to include older data points.
2. Calculate the average value for the time frame.
  - a. In cases where the trend is either rising or falling rapidly, OIE may suggest using a regression to estimate ISS or goals based on extrapolated or expected values of the KPI (instead of historical averages)
3. Calculate the standard deviation for the time frame.
4. The starting point for the ISS will be one standard deviation below the average.
5. The starting point for the aspirational goal will be one standard deviation above the MAX level (MIN for units at award) achieved within the time range.
6. AIQ reviews the ISS & aspirational goals for reasonable and may make changes up or down in light of additional considerations, arriving at the final ISS & goal values.
  - a. AIQ may, for instance, recommend a higher aspirational goal for a KPI that is an important institutional focus and area of active development.
  - b. An alternative to using the standard deviation to set the aspirational goal would be to use the % improvement over the past two years (i.e., we expect to realize the same level of improvement going forward).
  - c. At same point it may not be possible or realistic for an aspirational goal to increase (or decrease) any further. At that point it can simply be set to its highest (or lowest) possible or reasonable value manually (e.g., 60 units at time of degree award)
7. Licensing Pass Rates and CTE Employment Rates were set manually based on data review and discussion with discipline faculty.