

Outcome Measures (OM) Measures of Success Tutorial Script 2024-25 Data Collection

Welcome to this tutorial on IPEDS (*pronounced I-PEDES*) Measures of Success. This tutorial discusses the range of institutional and student success measures collected by IPEDS. Currently, success measures are reported to IPEDS through Fall Enrollment, Graduation Rates, 200% Graduation Rates, Completions, and Outcome Measures IPEDS survey components. Let's review each component to learn more about the data.

The Fall Enrollment component collects student enrollment counts by level of student, enrollment status, gender and race and ethnicity. The Fall Enrollment component retention rates are frequently used as success measures. Retention rates are a measure of the rate at which students persist in their education program at an institution. Retention data are a fall to fall retention rate that tracks the number of first-time degree-/certificate-seeking undergraduates enrolled in a particular fall and counts the number of those students who are still enrolled in the following fall. For four-year institutions, the retention rate is for bachelor degree seeking students only, but for two-year and less than two-year institutions all first-time degree-/certificate-seeking undergraduates are tracked.

The Completions survey component, submitted by all institutions, collects data on the number of awards conferred by postsecondary institutions, called completions, and on the number of students who earned these awards, called completers. A postsecondary award is a certificate, diploma or degree that recognizes the completion of a program of study at a postsecondary education institution.

Data on completions are reported across 11 different award levels, from postsecondary awards, certificates or diplomas of less than one academic year to three different classifications for doctor's degrees, and each award is counted even if a student earns multiple awards. When reporting on completers, data are reported using a condensed seven levels of awards and each student is counted only once regardless of how many awards he or she earns. The intent here is to collect an unduplicated count of the total number of completers.

Together, the IPEDS Graduation Rates and 200% Graduation Rates components collect data on the cohort of full-time, first-time degree-/certificate-seeking undergraduate students and track their completion status at 100%, 150% and 200% of the normal time to complete all requirements of their program of study. Additionally, information on awarded Pell grants are also collected.

For example, a full-time, first-time degree-/certificate-seeking undergraduate student seeking a bachelor's

degree will be reported on four years, six years and eight years after enrolling. A full-time, first-time degree-/certificate-seeking undergraduate student seeking an associate's degree will be reported on two years, three years and four years after enrolling. Data on graduation rates is reported by all institutions.

Of the five survey components that collect success measures, Outcome Measures is the newest survey component. Unlike completions and graduation rate data the Outcome Measures component is only reported by degree-granting institutions. Data are collected on the highest award status after four years, six years and then both the highest award and enrollment status after eight years. Enrollment status outcomes include still enrolled at the institution, enrolled at another institution, or enrollment status unknown. Award is defined as either an undergraduate degree or a certificate.

This component expands IPEDS Graduation Rates survey component. Success measures data are collected for not only first-time, full-time entering students, but also first-time, part-time entering students; non-first-time, full-time entering students; and non-first-time, part-time entering students. For each cohort group, institutions also report subcohorts of Pell Grant and Non-Pell Grant outcomes. To review, this table illustrates the various success measures collected by IPEDS. You can see a comparison on which institutions report each component and what data are collected. For more information on the material presented in this tutorial, please contact the IPEDS Help Desk.