

# Data and Evidence Analysis Summary

## Medical Assistant – 2016

Conducted by Doreen Olson, Adjunct Faculty and Program Development Coordinator, 7-27-2016

### WTCS Comparative Data:

<https://facultyresources.westernnc.edu/wp-content/uploads/2015/11/2015-31-5091-Medical-Assistant-QRP-1-Year-Tech-Diploma-Evidence-Analysis-Report.pdf>

#### Course Completion

- Western's C or Better for the Medical Assistant program ranged from 67.2% (2013) to 83.6% (2015). When compared to the other five colleges selected as a comparison group, Western ranks 6<sup>th</sup> out of six. Western's average is 73.5% for the reporting years 2011-2015. Chippewa Valley Technical College consistently outranked Western and has the highest completion rate ranging from 87.5% (2015) to 93.3% (2011) with an average of 90.9%. Northeast Wisconsin Technical College ranks second with an average completion rate of 88.4% from 2011-2015.
- Western's number of students increased from 149 (2011) to 192 (2012), then experienced a progressive decrease to 134 students in 2015. Four of the five other colleges reported an increase of students during the 2011-2015 period. Northeast Wisconsin Technical College had the largest increase during this period. Their numbers increased from 116 students to 137 students during the five-year span. They maintained their retention in the upper 80th percentile range during this period of time.

#### Fall to Spring Retention

- Western's average is 72.6% over the five year span (2010-2015). Spring 2010 had the highest retention of 82.6% with the lowest retention noted in 2012 at 66.4%. Northeast Technical College has the highest ranking of 95.8% average for the years 2010-2015. In 2012, they had 100% fall to spring retention with 77 students. Chippewa Valley Technical College has the second highest fall to spring retention over the six year span with an average of 94.4%.

#### Second Year Graduation

- Western's second year graduation rate ranges between 17.3% (2013) to 30.6% (2015) with an average of 21.4%. In comparison to the other five colleges, Western ranks 5<sup>th</sup> out of six. Chippewa Valley and Northeast Technical Colleges have the highest averages at 77.6% and 63.5% respectfully. Chippewa Valley's cohort size ranges from 46-50 students compared to Western's 108-133 students.

#### Western's Third Year Graduation

- The data does not include third year graduation due to the length of the program.

## Labor Market Analysis October 2015

<https://facultyresources.westernct.edu/wp-content/uploads/2015/11/2015-OCT-Medical-Assistant-Program-Trends.pdf>

In an analysis of the Western District and occupations associated with the field of Human Services Associate program, the following points are noted:

- From 2016-2020, this occupation is expected to grow 5.5%. This is considered strong growth for Western's district.
- District trends are anticipated to fall below the state trend of 7.8% and national trend of 8.5% by the year 2020.
- Jobs within the district indicate a high concentration in La Crosse County (195). Monroe County has the second highest concentration with 59 projected jobs by 2020. Vernon (42) and Trempealeau (31) counties are respectively third and fourth in job projections.
- This program includes occupations with a younger set population. 31.4% of those employed are in the 25-34 age group. The 35-44 age group made up 23.3% of the jobs in 2015 whereas the 45-54 age group trailed at 19.1%. The smallest segment of workers is the 19-24 year old population with 11.5%. The high school population of students may benefit from greater exposure to the occupations and benefits of working in the medical assistant field.
- An analysis of the district's Classification of Instructional Programs (CIP) shows that there are five educational programs tagged to deliver graduates into the field. The data indicates there was a total of 75 completions with 25 openings in 2014, which is an indicator of oversaturation in the field. The majority of completions were in the areas of medical/clinical assistant (52) and medical office management/administration (15).
- Industries employing graduates from the Medical Assistant program are the strongest in the offices of physician (208 jobs in 2015). Positions in general medical and surgical hospitals indicated 77 jobs whereas chiropractic office positions were at 38 jobs in 2015.
- Earnings for graduates of this program range from \$12.31 per hour to \$16.67 per hour. Western's district median hourly wage is \$14.46 which is slightly higher than the national hourly rate of \$14.41

## Student Satisfaction Trends

The Noel Levitz Student Satisfaction Inventory was conducted in the fall of 2015. The instrument asks students to rate the importance AND the satisfaction with 95 items (1-7 with 7 as highest) related to the following "scales":

- Instructional effectiveness
- Academic advising/counseling
- Concern for the individual
- Registration effectiveness
- Admissions and financial aid
- Student centeredness
- Campus climate

- Academic services
- Service excellence
- Safety and security
- Campus support services and responsiveness to diverse populations

In the program self-study process (data and evidence analysis work), programs are asked to identify gaps between importance and satisfaction. Gaps are calculated as the difference between the importance of an item and the satisfaction level. Gaps that are close to a “1” should be discussed and explored – particularly if they are tied to items that are rated as high in importance for students.

Nineteen students completed the survey. A cursory glance at the “scale” level does not reveal any significant gaps. The largest gap was in the safety and security area (.77). The overall satisfaction with the experience at Western for Medical Assistant program was 6.16 as compared to 5.68 for all students responding to the survey. Medical Assistant students indicated that the experience thus far was better than expected at 5.89, whereas all students responding to this survey scored this at an average of 4.93.

A more detailed analysis was conducted at the “item” level. Items are associated with one or more “scales” and provide additional insight into specific areas.

Items rated **highest in importance** for Medical Assistant students include (scale of 1-7 with 7 as very important):

- Item #15 – Register for classes I need with few conflicts. 6.71
- Item #18 – Quality of instruction I receive in most of my classes is excellent. 6.71
- Item #23 – Faculty are understanding of students’ unique life circumstances. 6.71
- Item #26 – Library staff are helpful. 6.76
- Item #34 – Computer labs are adequate. 6.73
- Item #48 – Counseling staff care about students. 6.71
- Item #79 – Effective support services are available for minority students. 6.75

Items that may be topics of discussion for this program include:

- Item #11 – Security staff respond quickly in emergencies. (1.11)
- Item #39 – The amount of student parking space is adequate. (1.37)
- Item #72 – The Wellness Center meets my fitness needs. (1.05)

Students indicated numerous items as having an importance level above 6.50 which is higher than all students at Western indicate. This did not result in significant gaps between the importance and satisfaction level of the Medical Assistant student responses.

## Student Learning Outcomes Assessment Trends

There were 20 responses to this survey.

- All students that responded liked the hands-on experience.
- Many comments that the program was direct and to the point without a lot of inapplicable classes. Equal amount of comments that the program felt rushed and a little too fast-paced.

- Some confusion as to what the “transferring the social and natural science theories...” and the “importance of sustainability” questions are really asking.

## Graduate Follow-Up Trends

Year	2012-13
Types of jobs obtained	Certified Medical Assistant Medical Assistant ICU Medical Assistant Resident Care Assistant Respiratory Coordinator
Companies hiring Western graduates	Fort Healthcare, Fort Atkinson, WI Gundersen Health System, Onalaska, WI / La Crosse, WI Mayo Clinic Health System, La Crosse, WI Hillview Terrace, La Crosse, WI Degen Berglund, La Crosse, WI

Year	2013-14
Types of jobs obtained	Certified Medical Assistant Clinical Technician Critical Care Technician Medial Assistant Phlebotomist Supportive Home Care Manager
Companies hiring Western graduates	Krohn Clinic, Black River Falls, WI Mayo Clinic Health System, La Crosse, WI Mile Bluff Medical Center, Mauston, WI Vernon Memorial Healthcare, Viroqua, WI Gundersen Health System, La Crosse, WI / Onalaska, WI Allergy Associates of La Crosse, Onalaska, WI Marshfield Clinic, Chippewa Falls, WI Neighborhood Family Clinic, La Crosse, WI Blood Center of Wisconsin, La Crosse, WI Winneshiek Medical Center, Decorah, IA In Home Care, La Crosse, WI

Year	2014-15
Types of jobs obtained	Certified Medical Assistant CNA Medical Assistant Phlebotomist
Companies hiring Western graduates	Elroy Family Medical Center, Elroy, WI Gundersen Health System, La Crosse, WI Marshfield Clinic, Marshfield, WI

	Mile Bluff Medical Center, Mauston, WI Krohn Clinic, Black River Falls, WI Mayo Clinic Health System, Holmen, WI / La Crosse, WI
--	--

## Career Pathways Assessment

- Your program had four responses to the survey. Three were full-time faculty.
- You also had one dean or associate dean complete.
- Items that may be topics of discussion for this program include:
  - There appears to be disagreement around the course sequencing area so this might be a possible discussion area. Topics such as embedded and laddering credentials, multiple entry points and reentry points, and flexible delivery formats are included in this area.
  - Another area of possible discussion could be student options. This includes articulation agreements, Credit for Prior Learning and transfer options for students.
  - There appears to be an opportunity to discuss faculty responsibilities as there were several “unknown” responses. This area includes credit agreements, collaboration with high school teachers to maintain college level standards, and extending Credit for Prior Learning to incoming students.
  - Another opportunity for discussion might be internal partnerships with Business and Industry Services, scholarship options with the Western Foundation, or opportunities to work with the Career Services Office. Responses indicate several “unknown” responses.