



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Continuing Education

Person Responsible: Damaris Schlong

Department of: Continuing Education

Person Responsible: Kim Davis

Purpose Statement:

To support instructional efforts of Continuing Education

Goal Statement #1:

Evaluate the effectiveness of the Entrepreneurship Institute.

Objectives/Outcomes (including assessment tools and standards):

After successfully completing the Entrepreneurship Institute, 80% of the students will select agree or strongly agree on the following items using a class evaluation tool.

Item #1: Have a better understanding of what an entrepreneur is.

Item #2: Have a better understanding of whether or not the student is prepared to be an entrepreneur.

Item #3: Gained practical knowledge of day to day entrepreneurship.

Item #4: Aware of all available business resources in the Panhandle area.

Results:

Timeframe: 10/2009 – 05/2010

Entrepreneurship Institute

$N = X / Y$ where...

N = % of the students selecting "Agree" or "Strongly Agree"

X = # of students selecting "Agree" or "Strongly Agree" on all four items = 3

Y = Total # of students completing the Entrepreneurship Institute = 9

$N = 33.3\% (3 / 9)$

Use of Results (including improvements and revisions):

Timeframe: 10/2009 – 05/2010

To be determined after 5/2010

Analysis:

There were 9 students who successfully completed the class, yet only 3 students completed the survey during the last class meeting.

Only one of the four questions asked was rated below “agree or strongly agree” on the survey. All other questions received a 100% rating of “agree or strongly agree”.

Overall, the combined results indicate that 88.9% of the participating students selected “agree or strongly agree” to all questions. But, our goal is to survey all students who successfully complete the course.

Plan of Action:

We determined that the Entrepreneurship Institute was a success overall. However, we obviously need to do something that increases the student participation rate on the survey. The survey will be conducted prior to the last class meeting.

In addition, there are improvements that can be made based on the results of a mid-course and end of course evaluation. The instructor and most of the students suggest a shorter timeframe for the class, not a reduction of class contact hours. The Plan of Action is to offer the Entrepreneurship Institute in the Spring 2011 term, shortening the overall length of the course to a 4-5 month timeframe rather than a 9 month timeframe.

Goal Statement #2:

Promote awareness of the LERN organization college wide

Objectives/Outcomes (including assessment tools and standards):

After participating in a LERN-focused discussion, Continuing Education and College Relations will submit the CE class schedule and web pages to LERN for evaluation prior to May 2010.

Results:

Timeframe: 12/2009 – 05/2010

- Meeting date = May 3, 2010
- Attendees = Kim Davis, Damaris Schlong, Ellen Green, Jena McFall, Kathy Roth, Delton Moore
- Date submitted class schedule and web site to LERN = February 2010

Use of Results (including improvements and revisions):

Timeframe: 10/2009 – 05/2010

As a result of the LERN brochure critique, some of the recommendations related to the CE Class Schedule have already been implemented.

#1: There was a dramatic change in the cover for the Summer 2010 CE Class Schedule.

- *One of the most important functions of the brochure cover is to create the image you want people to have of your program, and showing happy participants is the best way to do this.*
- *Include your web address on the front cover.*
- *Relate the cover text directly to the cover image and how that image represents your program. Readers need to know what program is being represented and why it should be important to them.*

CE class schedule = **LERN Brochure Critique**

Prepared for: Amarillo College - Continuing Education - Spring 2010 brochure

Prepared by: Nancy Hulverson

#2: The Amarillo College website home page has changed to categorize Continuing Education and Personal Enrichment along with the instructional areas as “Programs”.

CE website = **LERN Web Site Critique**

Prepared for: Amarillo College - Continuing Education

Prepared by: Nancy Hulverson

Analysis:

Both the LERN Web Site Critique and the LERN Brochure Critique results have been shared with the College Relations team.

Access to complete copies of the critique documents is available at:

P:/shared/CE/LERN Web Site Critique

Plan of Action:

The change to the cover is just the beginning of many changes to come. Staff will begin addressing the inside pages of the Fall 2010 CE Class Schedule as LERN suggests in the critique.

College Relations will address any overall changes to the Amarillo College web pages. Using CMS, the Continuing Education Division will make changes.