



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Continuing Education

Person Responsible: Damaris Schlong

Department of: Criminal Justice Programs

Person Responsible: Toni Gray

Purpose Statement: To provide justice through education.

Goal Statement #1: Enhance regional emergency communication training efforts.

Objectives/Outcomes (including assessment tools and standards):

After receiving targeted marketing materials, at least 10 current Criminal Justice students (Academic and Continuing Education) will enroll in or recruit enrollments for 911 Communication Academy.

Results:

TIMEFRAME: April 1, 2010 through September 30, 2010

of students enrolled in the 911 Communication Academy: 0

of marketing postcards mailed: 1,331

of postcards emailed: 4,062

14 Information packets mailed

(Items are Survey Categories and results will be inserted when survey is complete.)

Use of Results (including improvements and revisions):

Analysis:

TIMEFRAME: April 1, 2010 through September 30, 2010

In April 2010, we direct mailed a marketing postcard to a list of 1,331 (Criminal Justice agency heads, Police Departments, Sheriffs, Probation, and current Criminal Justice academic students). We also asked AISD Criminal Justice faculty at Amarillo High School and Palo Duro High School to distribute the marketing materials to their classes.

Originally, we planned to start the 911 Communication Academy on March 1, 2010. Due to the cost and labor of a mass marketing effort, we decided to offer this new training twice in 2010 and extended the start dates to June 1, 2010 and September 13, 2010. To date, our efforts have produced 0 enrollments. We continue to receive serious inquiries about the training, but none of these have turned into enrollments. We believe the cost is too high for students who are interested in this career.

Plan of Action

TIMEFRAME: April 1, 2010 through September 30, 2010

We are planning another mass marketing blitz in July 2010 for the September 13, 2010 911 Communication Academy. If this fails to produce sufficient enrollment, we will no other choice but to meet with the instructors and revamp the training efforts and reduce the cost to the student.