



## Planning and Evaluation Tracking

College Year: **2009 - 2010**

Division of: Workforce & Economic Development

Person Responsible: Damaris Schlong

Department of: Corporate Development

Person Responsible: Shawn M. Fouts

**Purpose Statement:** To support the Workforce & Economic Development Division and provide revenue-producing client training solutions while building and maintaining mutually beneficial internal and external relationships.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. To reduce the amount of time from proposal to contract closure.	1. After participating in a focused personal consultation with new clients, the clients' "gatekeepers" will shorten the timeframe between receiving a training proposal and delivering a signed training contract by an average of 25% using the Training Solution Tracking Tool.	1. Time Frame: 08/01/08 - 10/31/09  # of New Clients: 73  23 (31.5%) of proposals resulted in a signed contract  # of Days between an accepted Proposal and a Signed Contract: 7.6 (minimum=1 - maximum=22)  Avg # of Days Target: Not set, use of this years results to form benchmark and goal  Repeat clients: 16; 22% of all proposals were to repeat clients	1. Time Frame: 08/01/08 – 10/31/09 In response to the results collected from the previous year clients who have accepted a training proposal will be tracked with the Training Solution Tracking Tool in order to improve customer service and to increase turnaround time between initial proposal, contract phase, and delivery of program.  ACTION PLAN: Time Frame: 11/01/09 - 10/31/2010  GOALS: # of New Clients:100 (37% increase). # of accepted proposals producing a signed contract: 40% of all proposals written.

2. To create a common understanding of Solution Selling within WDD.

2. After developing a Sell - Develop - Present/Secure model, Workforce & Economic Development staff will adopt a new cultural mindset moving from reactive to proactive using the logical Contract Progression Tool to track each Solution Sale as taught in the WDD Retreat(s).

2. Timeframe: (01/2009 - 12/2009)

As of 10/09:

# of WDD Retreats: 3/4  
Final retreat to be conducted in December 2009.

# of WDD staff instructed in use of Contract Progression Tool: 30

The target # of days between the client accepting a training proposal and the return of a signed contract: 5 working days (31.6% increase).

The target # of repeat clients: 30% of all proposals.

The Solution Selling Tracking Tool will be used to track contacts with clients who have received, but not yet returned a signed contract. Clients will receive one "friendly" reminder for every 5 working days a signed contract is not returned.

2. To create a more informed team within WDD and create a common understanding of the Solution Selling approach and how it can benefit the entire division.

This tool has been under continuous development and refinement in cooperation with Sherrie Nunn. The WDD Retreats helped to design the tool and make it more user

friendly. The tool did provide valuable data used in #1 above. The goal for 2009 - 2010 is to make the tool more accessible to and utilized by the entire WDD.

CLOSED OUT: 10/31/09

3. To develop and market a Leadership Institute that crosses into all areas of WDD.

3. After collaboratively developing a Leadership Institute Program in conjunction with CCHcE, Continuing Education, Corporate Development and Criminal Justice of the Workforce & Economic Development Division the program will be marketed to the Amarillo and Texas Panhandle community in order to improve the leadership performance of local organizations. Each program involved in the collaborative effort will provide paid enrollments.

3. Timeframe: 01/01/09 - 08/01/09

As of 10/31/09:

# of students enrolled: 31  
# from CCHcE: 20  
# from Criminal Justice: 10  
# from Continuing Education: 1

# of student completing program: Graduation 05/31/10

3. Improved offerings from WDD to Amarillo College service area.

ACTION PLAN:

The success of this class will be used as an impetus to develop more offerings across WDD. The goal is 1 new class in 2009 - 2010 that crosses into all areas of WDD.

CLOSED OUT: 10/31/09

4. To develop a successful course offering that is responsive to community need that crosses into all areas of the Amarillo College community: Workforce & Economic Development, academic, and other appropriate divisions.

4. As a result of environmental scans of the business & industry needs within the Amarillo College service area, Amarillo College employees within the targeted CAREER CLUSTERS of Health Science; Transportation,

4. Timeframe: 01/01/2010 - 12/31/2010

# of opportunities identified through environmental scan:

# of potential certificate courses/programs developed:

4. Timeframe: 01/01/2010 - 12/31/2010

Distribution, and Logistics;  
Manufacturing; and  
Information Technology, will  
work to collaboratively  
develop and offer one  
specific certificate  
course/program per year as  
evidenced by being  
assigned a course  
identification number.

# of certificate  
courses/programs offered:

# of courses/programs  
receiving a course  
identification number: