

**PET FORM**  
**Planning and Evaluation Tracking**  
**(2011-2012 Assessment Period)**

Division of: Communications

Person Responsible for this Division: Paul Matney

Department of: College Relations

Person Responsible for this Form: Ellen Green

Purpose Statement (With Last Updated Date):

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**Goal Statement #1:**

Improve internal communications.

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

After expanding the scope of the College's internal, online newsletter to include news and information it is anticipated will appeal to a wider audience, College Relations will realize a 5% increase in the number of people who read the newsletter, and a 1% increase in the number of people who read it and agree that it has helped raise their awareness of College news and information.

In 2011, College Relations surveyed the newsletter audience and learned that 76.7% of respondents have read the newsletter, and of those who read it, 95% agree that it helped raise their level of awareness of College news and information.

- Results (Provide Numbers and Percentages for Quantitative Data)
  - **2010-2011 Data:** Numbers = 122 read it out of 159 respondents and Percentage = 76.7% (of respondents read it)
  - **2010-2011 Data:** Numbers = 116 awareness raised out of 122 who read it and Percentage = 95% (of actual readers say it raised their awareness)
- Analysis
  - Provide Previous Data/Result Analysis  
This initial survey set the benchmark, and while it demonstrates that the newsletter is reaching its audience and is being read, improving/expanding the newsletter may lead to even greater readership and, therefore, more improvement of internal communications.
- Improvements

N/A - New Goal/Outcome

  - List any Improvements Made in the **2010-2011** (Last Academic) Year Based on the **2009-2010** PET Results:
  - Evaluate Why Improvements Were Successful/Were Not Successful:

- Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
  - **Recommendations/Actions for 2011-2012**
    - Person Responsible (Who will complete the action?): Joe Wyatt, Communications Coordinator; Jena McFall, Web and Graphic Art Coordinator; David White, Web and Communications Specialist
    - Action Plan: Expand the scope of the newsletter to include more information that will appeal to a wider audience, including faculty, administrative and classified members of the workforce.
    - Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date): The newsletter is offered four times annually (winter, spring, summer and fall)
    - Budget Information Needed for Future Action (Cost/Details): The only cost of the newsletter is time (man hours). We may have to utilize a few more of these, but it will be marginal in the scheme of things.
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**Goal Statement #2:**

Increase marketing effectiveness (AC Strategic Plan through 2015: Strategy 3.1).

**Outcome/Objective Statement**

**(Be sure to include audience, behavior, conditions, degree/benchmark, and evaluation method):**

In alignment with Amarillo College’s Strategic Plan (AC Strategic Plan through 2015: Task 3.1.3) and after working with AC’s academic deans to identify four programs which offer both academic and CE credits and lead to viable opportunities for students who want to transfer to a university or move directly from a college to a career but were lacking in enrollment, College Relations conducted an online marketing campaign using both search engine and behavioral marketing techniques with the specific goal of increasing enrollment by at least 1 percent over a two year period.

Those programs were:

Paralegal

Occupational Therapy Assistant

Medical Data Specialist

Nursing

- **Results (Provide Numbers and Percentages for Quantitative Data)**

**2010- 2011 Data:**

Program:	Fall 2009 Enrollment:	Fall 2011 Enrollment:	Percentage Change:
Paralegal	62	234	+ 277%
Occ. Therapy Assistant	34	181	+ 432%
Med. Data Specialist	35	131	+ 274%

Nursing 1,593 2,597 + 63%

**Overall enrollment improvement (all 4 programs combined)**

Fall 2009 Enrollment:	Fall 2011 Enrollment:	Percentage Change:
1,724	3,143	+ 1046%

- **Analysis**
  - Provide Previous Data/Result Analysis  
(Include if benchmark was met and how results relate to outcome statement):  
As noted above, the online search engine and behavioral marketing efforts on behalf of these programs exceeded expectations in terms of increase enrollment figures.
  
- **Improvements**
  - List any Improvements Made in the **2010-2011** (Last Academic) Year: Changes to the search engine were made and behavioral marketing efforts took place.
  - Evaluate Why Improvements Were Successful/Were Not Successful: The improvements were successful because the Paralegal, Occupational Therapy, Medical Data Specialist, and Nursing programs all experienced enrollment growth.
  - Provide the Budget Information Needed to Make Past Improvements (Cost/Details):
  
- **Recommendations/Actions for 2011-2012**
  - Person Responsible (Who will complete the action?):  
During the academic year (2011-2012), Ellen Robertson Green (Chief Communication and Marketing Officer); Joe Wyatt (Media Relations Coordinator); and David White (Web and Online Marketing Specialist) will be responsible for AC’s online marketing campaign.
  - Action Plan:  
College Relations staff is currently working with academic deans and division heads who have selected a total of nine Amarillo College programs that meet the same criteria listed above. Each of the programs will be the subject of an online marketing campaign that utilizes search engine and behavioral marketing techniques.

The programs targeted for the 2011-2012 academic year:

<u>Program</u>	<u>Current Enrollment (Fall 2011)</u>	<u>Projected Enrollment (Fall 2013)</u>
Manufacturing (total of 7 programs)	507	
Surgical Tech	67	
Utility Power Worker	4	

- **Expected Time Frame Needed to Implement Action Plan (Please provide specific deadline date):**

College Relations receives data on this marketing campaign on a monthly basis and will report results on a PET form in the Fall of 2012 and the Fall of 2013.

- **Budget Information Needed for Future Action (Cost/Details):**

In the 2009-2010 budget year, College Relations dedicated \$15,000 to online marketing campaigns. In 2010-2011, the dedicated dollars moved to \$24,000; and in the 2011-2012 budget, the amount of money has been increased to \$30,000. The marketing experts in college relations believe the College is seeing a good return on investment for online marketing efforts.

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