

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

Division of: Career and Technical Education

Person Responsible for this Division: Dr. Shawn Fouts

Department of: External Technical Training

Person Responsible for this Form: Ron Faulkner

Purpose Statement (With Last Updated Date): The purpose of this department is threefold: 1. Coordinate External Learning Experiences; 2. To explore new business opportunities; 3. Provide custom technical training to business and industry (Last Reviewed Fall 2011).

---

**Goal Statement #1:** Secure new sources of revenue (AC Strategic Plan through 2015: Strategy 4.1).

**Outcome/Objective Statement**

After discussion and negotiating terms, business contacts will sign a training contract with Amarillo College at least 50% of the time as verified by a training log (AC Strategic Plan through 2015: Task 4.1.1).

- Results
  - **2009-2010 Data:** Numbers = 26 out of 31 and Percentage = 84%
  - **2010-2011 Data:** Numbers = 21 out of 25 and Percentage = 84%
- Analysis
  - Provide Previous Data/Result Analysis  
The objective was to exceed 50%. Results exceeded outcome expectations.
- Improvements
  - List any Improvements Made in the 2010-2011 Year Based on the 2009-2010 PET Results:  
Collaboration with staff whose departments provide instruction was improved. Contact with business community increased with networking emphasis.
  - Evaluate Why Improvements Were Successful/Were Not Successful:  
Amarillo College training is considered to have quality instruction with reasonable pricing.
  - Provide the Budget Information Needed to Make Past Improvements:  
Funding for customer awareness measures should grow training class revenue. Funding would be spent on mileage for customer visits and class marketing brochures and product sheets.
- Recommendations/Actions for 2011-2012
  - Person Responsible : Ron Faulkner
  - Action Plan:  
An effort to increase the number of contracts signed by customers will be made by increasing personal contact both through one-to-one contact and by area wide program-specific marketing with support from college relations.

- Expected Time Frame Needed to Implement Action Plan:  
Individual contacts can be made immediately. Marketing piece development can be started and delivered with 3 months.
  - Budget Information Needed for Future Action (Cost/Details):  
Mileage payment to meet with customers: \$1,200; 2 sales sheets: \$150; 2 brochures: \$500. Total - \$1,850.
- 

## **Goal Statement #2:** Expand External Learning Experience enrollments

### **Outcome/Objective Statement**

After individual interview with followup emails, Amarillo College department chairs and program coordinators with existing External Learning Experience (ELE) courses will exceed the enrollment averages for ELE students in the previous 2 years.

- Results
  - **2009-2010 Data:** ELE Enrollment Numbers = 184
  - **2010-2011 Data:** ELE Enrollment Numbers = 197
- Analysis
  - Provide Previous Data/Result Analysis :  
2010-2011 showed a 7% increase in ELE enrollments. Increase may be due to more programs using ELE, growth in college and program enrollment, and an increased philosophical interest in experiential learning.
- Improvements
  - List any Improvements Made in the 2010-2011:  
Increased contact with programs regarding reporting of ELE documentation and expressed support by ELE department. Assistance in locating ELE placements was increased. Contacts with departments who have ELE programs increased awareness of ELE program.
  - Evaluate Why Improvements Were Successful/Were Not Successful:  
Support in navigating the documentation could be a factor in enrollment growth; awareness of benefits as promoted by ELE coordinator may have increased enrollments.
  - Provide the Budget Information Needed to Make Past Improvements:  
A budget for a semester beginning ELE promotion event. Attendance would be better if refreshments were provided. Program flyers would provide take-home information for ELE programs.
- Recommendations/Actions for 2011-2012
  - Person Responsible : Ron Faulkner
  - Action Plan: Semester beginning promotional event; individual meetings with program coordinators and department chairs; development of ELE information pieces
  - Expected Time Frame Needed to Implement Action Plan : Begin implementation of plan at beginning of Spring 2012 semester; continue delivery through Spring and Fall 2013 semesters
  - Budget Information Needed for Future Action: Refreshments for student promotional event- \$600 for 2 semesters; \$150 for program flyer.