



## Planning and Evaluation Tracking

College Year: 2006-2007

Division of: College Advancement

Person Responsible: Dr. Brad Johnson

Department of: College Relations

Person Responsible: Ellen Robertson

**Purpose Statement:** College Advancement: To Act as a catalyst for change College Relations: To Encourage Participation

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Increase participation of First Time in College, Hispanic Students	1. After a semester of activities at THS targeted at college enrollment (C ), at least 50% (D) of Tascosa Seniors (A) who have not committed to another college or university or the military will enroll at AC (B) based on a cross reference of the admission application and colleague (E).	1. We were unable to evaluate the success (outcome) of our objective based on the way in which we decided to define out target population (Audience = A). Tascosa High School seniors “who have not committed to another college or university or military” are not grouped in colleague and AC’s admissions application never asked the question of a prior commitment simply because those with a prior commitment are not interested in attending AC and therefore never fill out an application.	1. Because of this inability to evaluate the outcome – we suggest altering the original Objective/Outcome Statement as written in Goal Statement and Objective #2 below.

<p>2. Increase enrollment at AC of recent graduates of Tascosa High School.</p>	<p>2. After a year of activities at THS targeted at college enrollment (C ), at least a 5% more (D) recent graduates of THS (A) will enroll (B) in the Fall of 2006 based on a cross reference of the admission application and colleague (E).</p> <p>C + D + A,B + E</p>	<p>2. Fall 2006 was the first year AC tracked the number of THS graduates affected by the THS project and objective. Therefore, we have no comparison data; however, in the Fall of 2006, AC reported 153 THS 2006 Seniors attending AC which translates to 31% of THS' graduating class.</p>	<p>2. We believe the THS project was successful as did THS and Canyon High School. Tascosa has asked AC to come back for a second year of special activities and Canyon High School has requested that AC bring the specialized recruiting project to their campus in the 2006 – 2007 school year.</p> <p>In order to evaluate the success of this program, data must be kept on the number of Canyon High School 2007 graduates along with the THS seniors of 2007.</p>
<p>3. Encourage Community Support</p>	<p>3. After a media campaign focusing on AC's contribution and significance to the community (C ), a random sample of the general population in our service region (A), will identify (B), the importance of AC in the community and indicate (B) and increased awareness and support by 5% (D) based on a pre and post survey and analysis conducted by an outside consultant (E). Outcome Statement:</p> <p>C + A,B + D,E</p>	<p>3. The Department of College Relations began work toward this outcome by creating a newspaper editorial expanding on the importance of Amarillo College in our service region. That editorial was signed and submitted by Regent Frank Nelson and published by the Globe News. The Department then created a print campaign (both newspaper and magazine) promoting the excellence of AC's faculty. Finally, the Director of Communications worked with an outside consultant and the Dean of</p>	<p>3. Once that plan became a college-wide initiative, this particular outcome was too large and too broad for one department. Therefore we closed this outcome.</p>

		College Advancement to create a plan to facilitate an internal and external capital needs assessment and market the resulting recommendations. This plan was adopted by both the College President and the Board of Regents.	
4.On-line Marketing (New Goal Statement and Objective/Outcome for 2006 – 2007)	4. After a marketing campaign promoting AC's only all on-line certification program, Funeral Director Certificate (mortuary science) (C), enrollment of students from outside the traditional Amarillo College service region (A) will increase in the Fall of 2007 (B) by 5% (D) based on a comparison of enrollment statistics from Fall of 2006 and a cross reference of the admission application and colleague (E).	4.	4.
	Outcome Statement:  C + A,B + D,E		

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