



Planning and Evaluation Tracking

College Year: 2007-2008

Division of: Workforce Development
Department of: Continuing Healthcare Education

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Purpose Statement: The Center for Continuing Healthcare Education is committed to the life-long learner and the mission and goals of Amarillo College. Specifically, the Center's mission is to provide non-degree programs, courses, and seminars which support the professional, occupational, and cultural development of healthcare professionals in a rapidly changing workforce environment.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (Including improvements and revisions)
1. Adapt to mandated entrance requirements for enrollment in Phlebotomy, Certified Nursing Assistant, and Nursing Home Activity Director courses.	<p>1. After conducting a mass marketing campaign concerning enrollment requirements, potential CNA (1a), Phlebotomy (1b) and Nursing Home Activity Director (1c) students will provide documentation of immunization requirements before the registration deadline with 50% compliance within 6 months of the mass marketing campaign based on a log of successful enrollments.</p> <p><i>NOTE: Outcome updated (10/03/2006)</i></p>	<p>1. Timeframe: 8/1/05 –10/4/07</p> <p><u>1a) CNA</u> # of sections = 12</p> <p># of students enrolled = 92</p> <p># with immunizations at least 6 months before enrollment = 50</p> <p># who received immunizations DURING 6 months prior to enrollment = 35</p> <p># who finished immunizations prior to clinicals but after registration= 3</p> <p>54% (N = 50 of 92)</p>	<p>1. Timeframe: 8/1/05-10/4/07</p> <p>1a) Baseline data (54%) shows we surpassed our benchmark goal and are in compliance.</p>

1. After conducting a mass marketing campaign concerning enrollment requirements, 50% of enrollees will have completed their immunization requirements at least 6 months prior to the registration deadline based on an enrollment log.

1b) Phlebotomy

of sections = 4

of students enrolled = 60

with immunizations at least 6 months before enrollment = 35

who received immunizations DURING 6 months prior to enrollment = 25

58% (N = 35 of 60)

1c) Nursing Home Activity Director

Part I - Cancelled due to low enrollment

Part II Cancelled due to low enrollment

1b) Baseline data (58%) shows we surpassed our benchmark goal and are in compliance.

1c) Immunizations are not required for Nursing Home Activity Director Part I, and immunization inquiries have dropped significantly.

Comments received from 4/2007 Update Course.

- **Online courses available**
- **Limited need**
- **Employer training available**

Fall 2007 courses made with minimum enrollment requirements.

ACTION PLAN:

- Add questions to Activity Director Update course scheduled for 04 / 07 regarding job market, placement and retention of the Activity Director

2. Assure that foreign healthcare professionals meet the National Standards of Practice for competent patient care in IV Therapy

2. After attending didactic and clinical training, Filipino RNs employed by Northwest Texas Healthcare Systems will demonstrate competency in IV therapy with a minimum of 75% on unit quizzes and "Satisfactory" on all clinical competencies

(Completed as of 10/07)

2. Timeframe:
10/17/05 – 2/22/06

of sections offered = 3
of students = 33

Lowest score = 82%
Highest score = 100%

% of competencies returned completed = 85% (N = 28 of 33)

% of returned competencies that were satisfactory = 100%

Position.

- Determine if this program is viable. **NHAD class scheduled Fall 2007, if cancelled due to low enrollment will discontinue offering this course.**

Research online NHAD courses for possible addition to CE schedule.

ACTION PLAN

- Marketing Campaign 2007:
Develop personnel narrative script for phone inquiries
Website posting
Job Fair information
CE Class schedule

2. Timeframe:
10/17/05 – 2/22/06

Course changed from 36 hours to 24 hours based on high score on quizzes, student knowledge base, and course evaluations.

- Four students failed to return the competency forms.
- One student returned to Philippines prior to completing the competency forms.
- Course remains available.
- NWTTHS anticipated 60 + students. Actual number

<p>3. Provide Basic Food Service training, for entry level positions, to students referred by area social service agencies</p>	<p>3. Upon completion of the Basic Food Service Training Program, 75% of students referred by area social service agencies will successfully graduate and pass the Food Service Manager State Exam</p> <p>(Program was discontinued in January 2007. Delete Outcome - Oct 2007)</p>	<p>Needs Survey completed in June 2007. 100% of surveyed institutions stated no need for program at this time. (12 out of 12 surveyed.)</p> <p>3. Timeframe: 1/1/06-10/4/07</p> <p><u>Class #1</u> March 6 – June 5, 2006 Enrollment = 7 students</p> <p><u>Student Referrals:</u> Salvation Army = 4 Panhandle WorkSource = 2 Scholarship Assistance & Salvation Army Tuition Loan = 1</p> <p># completed course = 6</p> <p>86% (N = 6 of 7)</p> <p>State Exam Results: May 31, 2006 # taking exam = 6 # passing exam = 5 83% (N = 5 of 6)</p> <p><u>Class #2</u> June 12 – Sept. 1, 2006 Cancelled due to low enrollment.</p> <p><u>Class #3</u> Sept. 11 – Nov. 28, 2006</p>	<p>that arrived was 33 due to inability to enter USA.</p> <ul style="list-style-type: none"> • Augment needs survey to reassess the need for this program to be complete in June 2007. • Considered completed at this time. <p>3. Timeframe: 1/1/06-10/4/07</p> <ul style="list-style-type: none"> • First class exceeded outcome criteria. • Distributed industry based needs assessment • Needs assessments were sent out on 7/5/06 to 249 businesses in the region. • Certification course offered in an attempt to increase local interest. <ul style="list-style-type: none"> <input type="checkbox"/> July 18-19 <input type="checkbox"/> September 8-9 Both courses were canceled due to low enrollment. <p>ACTION PLAN:</p> <ul style="list-style-type: none"> • Re-evaluate overall course basing decisions on needs assessment results. • Currently evaluating the viability of the program. • Program terminated and considered completed with no further need for
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<p>4. Increase the number of CNAs in the region</p>	<p>4. After conducting quarterly meetings between CCHcE staff and key regional CNA employers to increase visibility and cooperation with AC and to promote upcoming CNA classes, enrollment in CNA classes will increase by 10% based on Colleague data.</p>	<p>Enrollment = 10 students Student Referrals: Paid Own Tuition = 4 Salvation Army = 6</p> <p>4 Timeframe: 10/01/07-09/01/2008</p>	<p>the program. (Jan 2007 – Closed out)</p> <p>4. Timeframe: 10/01/07 – 09/01/2008 Action Plan:</p> <ul style="list-style-type: none"> • Director and Associate Director contact local Directors by phone and in person. • Develop 30 second commercial about CNA to take to Directors • Identify Key CNA employers to contact • Collect data on 2006-2007 fiscal year for baseline data.
<p>5. Increase the visibility and utilization of the CCHcE web site.</p>	<p>5. After updating the CCHcE website, the number of visitors will double within 12 months based on web page tracking and search engine queries.</p>	<p>5. Timeframe: 01/01/2007-08/15/2007</p> <p>BASELINE DATA: 3/2006-total visits = 738 3/2007-total visits = 4,658</p>	<p>5. Timeframe: 01/01/2007-08/15/2007</p> <p>Webpage reviewed with Web Master to identify areas of needed improvement.</p> <p>4/18/2007: CCHcE moved from an average listing of page 19 to the first page listing on Google, MSN, and Yahoo search engines.</p> <p>Website submitted to search engines using new search terms by Web Master June 07</p> <p>July 2007, Reporting terms</p>

changed, baseline data will change as reporting process changed at this time.

ACTION PLAN:

- Identify key words to include on CCHcE web page.
- Rearrange home page to increase usability
- Remove email addresses to decrease spam
- Move staff pictures to facilitate speed of page loading.
- Incorporate brochures into webpage
- Incorporate key search terms into home page content.

Analysis: Web Master agreed with this plan.