Planning and Evaluation Tracking

College Year: 2008-2009

Division of: Workforce Development
Department of: Continuing Healthcare Education

Person Responsible: Damaris Schlong
Person Responsible: Kim Crowley

Purpose Statement: 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: Timeframe Analysis and Action Plan)
1. Adapt to mandated entrance requirements for enrollment in Phlebotomy, Certified Nursing Assistant, and Nursing Home Activity Director courses.	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. *NOTE: Outcome updated (10/03/2006)* 1. Students will provide documentation of immunization requirements before registration deadline with 100% compliance.	*1. Timeframe: 8/1/05 –8/1/06* **1a) CNA** # of sections = 12 # of students enrolled = 92 # with immunizations at least 6 months before enrollment = 50 # who received immunizations DURING 6 months prior to enrollment = 35 # who finished immunizations prior to clinicals but after registration= 3 54% (N = 50 of 92) 1a) CNA : 8/1/06-8/1/07 # of sections = 29	1. Timeframe: *8/1/05-8/1/07* 1a) Baseline data and following timeline data indicates 54% compliance. Action plan: Continue to monitor and increase compliance rate. Look at office systems and institute changes to reach 100% Timeframe: 8/1/06-8/1/07 60% compliance, Action plan: New staff trained in

Rev. 12/08

1

	# of students enrolled = 210	office requirement for mandated immunization proof before registration is complete. Catalog updates clarified requirements. Phone scripts created to answer questions regarding requirements were utilized. A large poster was created and updated with mandatory requirements and placed on hall window. Small information sheets were created to hand to walk-in students with mandatory requirements
	# with immunizations completed by enrollment =126 60%	
	1a) CNA: 8/1/07-8/1/08	Timeframe: 8/1/07-8/1/08 100% compliance Action plan: Mandated requirement before registration working and maintained by office staff. Phone scripts working well. Processes successfully in place for this goal.
	# of sections = 14	
	# students enrolled = 132	
	# with immunizations completed by enrollment = 132	
	100%	Goal completed. Will drop from PET Plan.
	1b) Phlebotomy Timeframe: 8/1/05-8/1/06 # of sections = 4	1b). Phlebotomy Timeframe: 8/1/05-8/1/06 58% compliance Action plan: New staff trained in office requirement for mandated immunization proof before registration is complete. Catalog updates clarified requirements.
	# 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)

1b) Timeframe: 8/1/06-8/1/07 # of sections = 2 # of students enrolled = 40 # with immunizations before enrollment = 36 90%	1b) Timeframe: 8/1/06-8/1/07 90% compliance Action plan: Mandated requirement before registration working and maintained by office staff. Phone scripts created to answer questions regarding requirements were utilized. A large poster was created and updated with mandatory requirements and placed on hall window. Small information sheets were created to hand to walk-in students with mandatory requirements
1b) Timeframe: 8/1/07-8/1/08 # of sections = 3 # of students enrolled = 35 # with immunizations before enrollment = 35 100%	1b) Timeframe: 8/1/07-8/1/08 100% compliance. Processes successfully in place for this goal. Will drop from PET plan.
1c) Nursing Home Activity Director **Fall 2006** Part I - Cancelled due to low enrollment **Spring 2007** Part II Cancelled due to low enrollme**nt**	1c)Courses cancelled due to low enrollment, possibly related to immunization requirements. (Immunizations required for Part II, Part I is a prerequisite to Part II.) ACTION PLAN:

		Enrollment **Fall 2007 = 8** **Spring 2008=7** **Inquiries for NHAD course = 4 calls in 2008** **Inquiries for NHAD update = 38 calls in 2008** **Courses not offered Fall 2008**	• Investigate cause of low enrollment. • Add questions to Activity Director Update course scheduled for 04 / 07 regarding job market, placement and retention of the Activity Director Position. • Determine if this program is viable. • Consider discontinuing this course. • Research online NHAD courses for possible addition to CE schedule. • Marketing Campaign 2007: Develop personnel narrative script for phone inquiries Website posting Job Fair information CE Class schedule ANALYSIS: Based on the results of the informal poll, enrollment numbers and instructor comments the courses will be offered only every other year.
2. Increase the number of CNAs in the region.	2. 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. (established October 2007)	2 *Timeframe:* *10/01/07-09/01/2008* Number of CNA students fiscal year 06-07 = 205 07-08 =132	2.*Timeframe:* *10/01/07 – 09/01/2008* ACTION PLAN: • 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.
			ANALYSIS: Goal not met
			• Changes in state testing procedures have limited the number allowed to test.
			• Requests from faculty to limit enrollment to 10.
			• Changes in state requirement for background checks have decreased enrollments
			ACTION PLAN:
			• Consider other options for increasing enrollment such as increasing the number of courses or co-providing outside courses.
			• Information session held for advisors at AC on 11/21/08.
			• New CNA site at Craig in process (10/08) for signatures at AC.
3. Increase the visibility and utilization of the CCHcE web site.	3. After updating the CCHcE website, the number of visitors will double within 12 months based on web page tracking and search engine queries. (established October 2007)	3. *Timeframe: 01/01/2007-08/15/2007* BASELINE DATA: (Baseline data obtained in March of 2006 data compared yearly for March totals) 3/2006-total visits = 738 Results: 3/2007-total visits = 4,658 3/2008-total visits = 4,718	3. *Timeframe: 01/01/2007-08/15/2007* Webpage reviewed with Web Master to identify areas of needed improvement. 4/18/2007: CCHcE moved from an average listing of page 19 to the first page listing on Google, MSN, and Yahoo search engines. Website submitted to search engines using new search terms by Web Master June 07.

			July 2007, Reporting terms 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: Benchmark of doubling site visitors met.
			Goal met. Will drop from PET Plan
4. Create an easy on-line registration for symposiums and conferences.	4. Explore possibility of easy on-line registration for symposiums and conferences. Explore with IT and Criminal Justice Program easy on-line registration without AC Access ID step for convenience for registrants who are non-students of AC. Less time spent on phone registrations. More security regarding required personal information for registration.	4. Time Frame: 1/ 2009- 12/2009	4. Meet with IT and Criminal Justice Program by end of January, 2009. Devise on-line registration plan and format by end of Summer, 2009. Institute plan and format by Spring, 2010.