



Planning and Evaluation Tracking

College Year: 2008-2009

Division of: Workforce Development
 Department of: Non-Technical Workforce

Person Responsible: Kim Davis
 Person Responsible: Richard Chelf

Purpose Statement: Provide short-term soft skills training for blended workforce audiences which may serve as a stepping stone to other continuing education and academic options.

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Seek highly effective marketing approaches.	1. After receiving HTML marketing e-mails, employers of business throughout AC's service area with 75 or fewer employees will register for a seminar with a 20% enrollment based on spreadsheets of those receiving the e-mail and enrolling. (Revised 9/20/07)	<p>1. Timeframe: 09/07-05/08 # of companies with 75 or fewer employees identified in coordinator's database = 185</p> <p># of students attending seminars from the 185 companies: 22 12 % (N = 22 of 185)</p> <p>1a. Timeframe: 06/08-09/08 Incomplete data.</p>	<p>1. Timeframe: 09/07-05/08 ANALYSIS: Did not meet goal. It is more difficult to manage list now that it is in CMS email system</p> <p>ACTION PLAN: Modify goal to track all companies who enroll employees.</p> <p>1a. Timeframe: 06/08-09/08 ANALYSIS: Incomplete data. Last email was sent 6/20/08. CMS update started July 2008 and email system was unusable until 10/23/08</p> <p>ACTION PLAN: Resume email blasts after CMS malfunctions are corrected and web pages are updated and usable</p>

1b. After referring contacts to other AC departments, 20% of referrals will enroll in at least one course offered by that department as documented by log of referrals.

1b. Timeframe: 09/07-05/08

of referrals = 9

of referrals enrolled = 0

1b. Timeframe: 09/07-05/08

ANALYSIS:

Did not meet goal. Difficult to track referrals to other departments because of the various ways of communicating: phone, fax, webpage links, email, word of mouth, and the number of departments.

ACTION PLAN:

Determine more effective way to track referrals.

1c. Timeframe: 06/08-08/08

Incomplete data

1c. Timeframe: 06/08-08/08

ANALYSIS:

No referrals were made due to nonfunctioning email

ACTION PLAN:

Establish new goals and objectives that will reflect the restructure of the department

2. Identify high demand soft skills training topics and preferences.

2. After offering courses that are tailored to survey preferences, 20% of survey respondents will register for at least one Open Enrollment course based on spreadsheets of survey respondents and enrollment.

2. Timeframe: 09/07-05/08

EMPLOYER SURVEY

Updated to include results: 11/11/05

of surveys sent: 1,228

of individuals who responded to survey: 89

2. Timeframe: 09/07-05/08

ANALYSIS:

A new survey is needed to update employee requirements.

FALL 2007

ACTION PLAN:

of courses set in response to
training preferences/requests: 11
of survey respondents that
registered for classes: 35
39 % (N = 35 of 89)

2a. Timeframe: 06/08-08/08
Incomplete Data

Institutional Effectiveness &
Advancement is in process of
implementing a new system
for doing surveys and will be
used for the next one.

2a. Timeframe: 06/08-08/08
ANALYSIS:

Due to restructure of
division and new job duties,
data was incomplete.

ACTION PLAN:

Establish new goals and
objectives that will reflect the
restructure of the
department.