



## Planning and Evaluation Tracking

College Year: 2006-2007

Division of: Workforce Development  
Department of: Open Enrollment

Person Responsible: Damaris Schlong  
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, employees 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.	1. Timeframe: 9/26/05 to 9/30/06  # of companies with 75 or fewer employees identified in coordinator's database = 159  # of students attending seminars from the 159 companies: 38  24% (N = 38 of 159)	1. While 24% enrolled, we need to expand the list of employers to include the entire AC Service Area.  ACTION PLAN: Explore additional sources for expanding business database.  Develop comprehensive contact list of employers with 75 or fewer employees within the AC Service Area.

<p>2. Identify high demand soft skills training topics and preferences.</p>	<p>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.</p>	<p>2. Timeframe: 9/17/04 --10/13/06</p> <p><b><u>EMPLOYER SURVEY</u></b>  PET Plan updated to include results: 11/11/05</p> <p># of surveys sent: 1,228</p> <p># of individuals who responded to survey: 89</p> <p># of soft skills training preferences/ requests identified in survey: 10</p> <p><b><u>SUMMER 2006</u></b>  Deadline for Continuing Education sections: 2/13/06</p> <p># of courses set in response to training preferences/requests: 5</p> <p># of survey respondents that registered for classes: 19</p> <p>21% (N = 19 of 89)</p> <p><b><u>FALL 2006</u></b>  # of courses set in response to training preferences/requests: 16</p> <p># of survey respondents that registered for classes: 31 (as of 10/13/06)</p> <p>35 % (N = 31 of 89)</p>	<p>2. The outcome was achieved; however, the response rate to the Employer Survey was very low (7%). The raw data was not easy to analyze. It was virtually impossible to determine which response came from a specific employer.</p> <p><b>ACTION PLAN:</b>  Work with Institutional Effectiveness &amp; Advancement to improve the distribution and data analysis on future surveys (Employer &amp; Employee). Administer future surveys according to the AC Strategic Plan.</p>
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Updated 10/12/06