



## Planning and Evaluation Tracking

College Year: 2007-2008

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.	1a. 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. (Revised 9/20/07)	1a. Timeframe: 9/26/05-5/14/07  # of companies with 75 or fewer employees identified in coordinator's database: 193  # of students attending seminars from the 193 companies: 48  25% (N = 48 of 193)	1a. Timeframe: 9/26/07-5/14/07  ANALYSIS: While 25% enrolled, we will 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.
		Timeframe 9/01/07-5/16/08  # of companies with 75 or fewer employees identified in	Timeframe: 9/01/07-5/16/08

		coordinator's database = Pending	
		# of students attending seminars from the Pending companies:	
	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: 9/01/07-5/16/08  # of referrals = Pending # of referrals enrolled = Pending	Timeframe: 9/01/07-5/16/08
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: 9/17/06-5/15/07  EMPLOYER SURVEY updated to include results: 11/11/05  # of surveys sent: 1,228  # of individuals who responded to survey: 89  # of soft skills training preferences/ requests identified in survey: 10  SUMMER 2006 Deadline for Continuing Education sections: 2/13/06  # of courses set in response to training preferences/requests: 5  # of survey respondents that	2. Timeframe: 9/17/06-5/15/07  ANALYSIS: 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.  ACTION PLAN: Set up meeting in Fall 2007 with Institutional Effectiveness & Advancement to improve distribution and data analysis on future surveys (Employer & Employee).

registered for classes: 19

21% (N = 19 of 89)

FALL 2006

# of courses set in response to  
training preferences/requests: 16

# of survey respondents that  
registered for classes:  
31 (as of 10/13/06)

35 % (N = 31 of 89)

SPRING 2007

# of courses set in response to  
training preferences/requests: 19

# of survey respondents that  
registered for classes: 50  
(as of 5/14/07)

56% (N = 50 of 89)

Time Frame:

9/01/07-5/08

FALL 2007

# of courses set in response to  
training preferences/requests: 12

# of survey respondents that  
registered for classes:  
Pending