Planning and Evaluation Tracking

College Year: **2007-2008**

Division of: Instruction　　　　　**Person Responsible: Dr. Paul Matney**

Department of: Technical Training Solutions　　　**Person Responsible: Ron Faulkner**

Purpose Statement: The purpose of the department is threefold: 1. Provide custom technical training to area business and industry; 2. Explore new business opportunities for the college; and 3. Coordinate External Learning Experiences

Goal Statements	Objectives/Outcomes (including assessment tools and standards)	Results	Use of Results (including improvements and revisions)
1. Increase contracts with area business and industry (Correlates to Strategy 9.2: Secure new sources of revenue.)	1. After negotiations, decision makers at businesses with technical processes will sign a contract with Amarillo College at least 50 percent of the time based on data submitted for the clearinghouse forms	1. Results: Fall 06-Spring07: 70% (N = 33 contracts signed of 47 possible contracts)	1. 2006-2007 ANALYSIS: 70% of possible contracts were signed. This exceeded goal of 50%. ACTION PLAN: We will raise our goal to 60% conversion rate. In order to accomplish this goal, we will have an marketing plan that employs email and USP mail to increase contract sales.
2. Expand enrollments in ELE at Amarillo College.	2. After individual interview with follow-up e-mails, Amarillo College department heads with existing ELE courses will exceed the enrollment averages for ELE students in the previous 3 semesters (excluding fall 2005 that had abnormally high one time enrollment in a particular program) based on Colleague data.	2. Results: Fa 06-Sp 07 Results: N = 115 average enrollments for last 3 semesters (Sp 05-Fa 06-Sp 06 N = 90 average for Fa O6 – Sp 07 semesters	2. (Sp 05-Sp 06all 06-Sp 07) ANALYSIS: Goal of increasing enrollments was not met. The abnormally high enrollment (166) from Fall 05 continues to skew the averages. ACTION PLAN: 1. Change measuring point to the past equal semester. Compare spring to spring and fall to fall.

| | 2. Meet with departments heads to encourage participation and referral to ELE classes at the beginning of each semester. Follow-up each meeting with an e-mail. Market ELE to business community by mail and attendance at advisory councils. |