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Program Review
Form for Completion of Self Study

Non-Instructional

The ID number for this form is 66. You will need this number to update or edit your submission in the future.

Name of Division: College Advancement

Name of Department: College Relations

Name of Program: College Relations

This Program Review is being conducted during year: 2006-2007

I. Office's/Department's Purpose

A.) State the purpose of the office/department. How is this purpose within the mission of Amarillo College?

To Encourage Participation

A.2 AC Mission: AmarilloCollege, a public community college, is dedicated to providing educational, cultural and community services and resources to enhance the quality of life for the diverse population in the service area.

While the college is responsible for providing educational and cultural services and resources to the population of its service area, college relations acts as a service organization to the college, its students and constituents.

As a part of that service, we create a public image for the institution and act as a liaison between the college and the media. Our goal is to encourage people to take part in the services and resources offered through AC by creating a positive impression of the college and educating prospective students about our programs

B.) When was the last time the office's/department's purpose statement was reviewed/revised by faculty and staff in the office/department?

October 2006

C.) Is this office/discipline required to receive approval from an external agency or organization in order to offer courses?

no

II. Office's/Department's Improvements based on Planning, Evaluation and Assessment

A.) Identify at least one example of an improvement/revision which resulted from the past five-years annual PET forms.

College Year 2005-2006

Original Goal/Outcome:

After a semester of activities at THS targeted at college enrollment (C), at least 50% (D) of Tascosa Seniors (A) who have not committed to another college or university or the military will enroll at AC (B) based on a cross reference of the admission application and colleague (E).

Improvement/Revision:

We were unable to evaluate the success (outcome) of our objective based on the way in which we decided to define our target population (Audience = A). Tascosa High School seniors who have not committed to another college or university or military are not grouped in colleague and ACs admissions application never asked the question of a prior commitment simply because those with a prior commitment are not interested in attending AC and therefore never fill out an application.

Because of this inability to evaluate the outcome we suggest altering the original Objective/Outcome Statement to this:

New Goal/Outcomes:

After a year of activities at THS targeted at college enrollment (C), at least a 5% more (D) recent graduates of THS (A) will enroll (B) in the Fall of 2006 based on a cross reference of the admission application and colleague (E).

$C + D + A, B + E$

Results:

Fall 2006 was the first year AC tracked the number of THS graduates affected by the THS project and objective. Therefore, we have no comparison data; however, in the Fall of 2006, AC reported 153 THS 2006 Seniors attending AC which translates to 31% of THS graduating class.

Use of Results:

We believe the THS project was successful as did THS and CanyonHigh School. Tascosa has asked AC to come back for a second year of special activities and CanyonHigh School has requested that AC bring the specialized recruiting project to their campus in the 2006 2007 school year.

B.) Identify at least one example of improvements/revisions which resulted from the last Program Review.

The College Relations Department has never done a program review

C.) Identify at least one example of an improvement/revision that is a response to accomplish a strategy or tactical objective within the Strategic Plan 2010-2015.

Strategy 6.2: Increase awareness of cultural and intellectual opportunities.

College Relations helped create, develop and fund promotional material including newspapers ads, posters, web campaigns and media interviews to raise awareness about activities planned at AmarilloCollege. These activities included: *Third Thursdays* at the Amarillo Museum of Art, *The Creative Mind Series* of lectures on campus and the Amarillo Opera.

The departments created a new on-air graphic for KACV-TV which emphasized the relationship between KACV and AC. The PBS television station licensed to AC now uses that on-air graphic on a regular basis.

In addition to the logo, AmarilloCollege, through the College Relations Department, will sponsor and produce a series of four television programs in a 12 month period titled *Community Conversations*. The shows gather community members together to discuss important issues and emphasize AC as a neutral meeting ground.

Action 7.1.2: Advocate programs and services that build community.

The Department of College Relations is partnering with the Department of Enrollment Management to create a communications track designed to reach graduating seniors in their last semester of high school. The printed pieces are mailed to the home of the senior in an attempt to motivate those students and their parents to make college a priority and consider AmarilloCollege as their top choice in institutions of higher education.

The Department of College relations is partnering with many other individuals and departments on campus to host a committee of citizens (hopefully 50) who will spend 3 months in the Spring of 2007 touring AC campuses and learning more about our programs, facilities and future needs.

D.) Provide names and titles of those who determined the assessment process used to evaluate the office/department.

Ellen Robertson, Director of Public Relations
Jena McFall, Graphic Design/Web Art Coordinator
Stefanie Carruth, Graphic Design/Web Specialist
Norma Stary, Marketing Coordinator
Tiffany Clark, Administrative Assistant
Juliet Alonzo Chambers, New Student Relations
Julie Ashby, New Student Relations

E.) For client/student outcome assessments, review the five-year graph(s) *quantitative* results or provide a brief narrative summary of *qualitative* results.

The Department of College Relations completed its first PET (Planning and Evaluation Tracking) in 2005-2006 and this is the first program review; therefore, there are no five-year graph(s) to be used to provide the summary of qualitative results.

1. What changes have been made in the services of the office/department because of the analysis of these results?

N/A

F.) Provide the five-year graph(s) indicating the demand for the office's/department's services.

1. Assess the need for the office/department

N/A

III. Resources

A. Library

1.) Which of the following library collections/resources/services have been used by the staff and/or students within the past five years? (Select all that apply)

Electronic journals
Meeting services
Seminars/conferences
Tutorials/guides
Video conferencing

2.) Which 2 or 3 collections/resources/services should be improved to support Amarillo College's mission regarding teaching and service?

College Relations no longer has video and/or audio equipment available for checkout to faculty and staff to record meetings and/or events for archival use. It would be helpful if the library could invest in non-broadcast quality video/audio equipment and make it available for checkout on a limited basis for AC faculty and staff only.

3.) Does your office/department have an external approver (other than the Texas Higher Education Coordinating Board)?

No

B. Technology and Security/Privacy

1.) After assessing the strengths and weaknesses of the office's/department's access to technology, what improvements would ensure that the students have access and training in the use of technology?

No Applicable

2.) What improvements would ensure that students use technology?

No Applicable

3.) Review office/department operations. Does any operation present the possibility for violations of security, confidentiality, or integrity of student records?

No

C. Support Services for Students

1.) Which support services need to be strengthened to better serve the students in or served by this office/department? Explain what aspects of the services need to be strengthened.

No Applicable

2.) Describe any indicators or problems that prevent a healthy, safe and secure environment for staff and students of this office/department.

None

3.) Describe any indicators or problems that hamper adequate physical facilities, both on and off campus, to meet the needs of the office/department.

None

IV. Budget

A.) Which office/department outcomes have resulted in budget requests to date?

Although the Department of College Relations has updated and improved outcomes as a result of the PET process, we have managed to make the changes with no additional budget requests.

B.) Project the office's/department's strategic initiatives for the next five years based on the office's/department's outcomes.

Departmental Vision (2007 – 2012)

- Print to Digital

Communicating digitally is becoming the preferred method for an ever-growing audience -- most people younger than 60 rely on a cell phone and computer to navigate their world.

In the next five years, it is going to be imperative that we become web savvy in our marketing, recruiting, course management and financial assistance. In College Relations this means we need to move much of our communication to a web format. And while we've been successful in doing that in many areas, the class schedules and catalogue have been a challenge.

In 2007-2008, our department plans to change the academic class schedule to a more simplified mailing system ensuring that prospective students get only one academic and one continuing education catalogue mailed to them. Beginning in 2008-2009, our department would like to stop the mailing of academic class schedules, producing instead printed academic schedules for distribution in a central location only (ie: convenience stores, banks?) with a postcard mailing alerting our potential students to find the schedules at the location or on-line. In 2009-2010, it is our hope that the college print no academic schedules and move to an on-line version only. The college catalogue could go on-line by 2008-2009.

The printing of a continuing education schedule will be important for the next two years. In fact, we see spending more money on the design and printing of the CE schedule – that marketing piece should resemble a retail catalogue.

- Communications Track

We are currently working on a series of direct mail pieces designed to communicate with high school seniors and their parents at planned intervals during the spring semester.

This kind of communications track should evolve over the next five years to include a greater web presence and more personal communication to individual students and their parents. These kids and the decision makers in their lives need to hear often that AmarilloCollege is a great choice academically, economically

and socially. It is also important for those people, especially Hispanic high school students and their parents , to feel welcomed.

A second communications track should be created that would reach adult returning students. As we all know, those prospects are more difficult to target but, perhaps with the help of the internet, it will become more possible.

- **Emphasis on Programs**

In the next few years, AmarilloCollege plans to expand its Nursing and improve facilities in the Allied Health Programs. With these changes come new opportunities to grow our student population and improve our services to our students and the community.

Programs like these and others will need special marketing and public relations assistance in the next five years.

V. Publications

A.) If the office/department publishes any advertising or recruitment documents (electronic or paper), do the documents accurately represent Amarillo college and the program/department?

Yes

B.) Does the office/department publish any documents (electronic or paper) with references to SACS accreditation?

Yes

1. Are the references in compliance with SACS approved statement?

Yes

VI. Other

A.) State any additional comments/concerns which may impact this office/department during the next five years.