

Third Year Vision Goals Summary

- ① **Continuous Quality Improvement through the Iowa Recognition for Performance Excellence [IRPE] Process**
In late 2007 Kirkwood Community College's Continuing Education and Training Services Division received a detailed Feedback Report from its first Tier Three application in the Iowa Quality Center's Iowa Recognition for Performance Excellence program (Baldrige criteria). While we were not granted a site visit or award based on this application, the feedback we received has been analyzed and several suggestions for process improvement and quality measurement are now in the early and middle stages of implementation.
- ② **Kirkwood Center for Continuing Education (KCCE) Plan**
Continuing Education staff have analyzed past data for rentals, classes, and staffing to establish baselines for the KCCE business plan. The business plan has incorporated forecasts for sales and utilization percentages based on analysis from utilization of the KTOS facility and industry trends. The Continuing Education staff has measured past and current data through Utilization Charts, Monthly Trends, and Tracking Charts. These measurement tools are in place and will continue to measure current and future results. The research and analysis of industry leaders has allowed lead to the creation of the booking policies for KCCE, and these booking policies support the sales and utilization goals established for the center.
- ③ **KTOS Sales Plan**
KTOS will continue to work toward the long-range plan to increase KTOS revenues (combined contract training and facility rental) between FY'06 and FY'09. This will be achieved through increased efforts to obtain new facility renters, maintain existing renter relationships, through development of new contract training programs, further depth into existing client accounts, and cultivating more relationships with prospects. In addition, KTOS will align its rental and catering policies with KCCE to further increase KTOS rental revenues.
- ④ **Organizational Effectiveness and District-wide approach to Continuing Education**
CE & TS made additional efforts this year to streamline the development and management of our program offerings to our learners. This effort resulted in a decreased cancellation rate as well as less courses offered. A pilot effort with the county centers continues to be reviewed to determine future areas of improvement.
- ⑤ **Expand and Target Open Enrollment Programs (Increase Market Share)**
The Goals team completed a comprehensive data gathering process which included gathering and analyzing competitors in the Iowa City markets, current offerings in the Iowa City market, top ten best selling courses in the Iowa City market, Iowa City population demographics, and facility availability. Additionally, the team set performance

benchmarks that will be used to evaluate the impact of the Iowa City program development strategy. The biggest challenges identified were facilities to offer classes, instructor base, and continuing education visibility in the Iowa City region. In FY09, gaps will be identified from this data and a programming plan will be developed for implementation in FY10.

⑥ **Evaluate and Measure Learner Outcomes**

In early 2008 Kirkwood Community College's Continuing Education and Training division decided on the LERN International Learning Unit (ILU) as its tool for measuring learner success. This will be used in addition to the traditional contact hours when crediting students for accomplishment and measuring proficiency. The decision was made to pilot the ILU in two areas- Health and Computers. The ILU is now being piloted in the division's Pharmacy Technician program. Initial reports suggest that while the ILU is not fully understood by our learners, when it is explained it is met favorably. The ILU for the Computer programs is still in early development. It is possible that Computer classes will not be the best subject area to test. Other areas may be considered in 2008-2009.

Environmental Training Center

① **LERN Program Review & Certification**

CTRC's strategic vision goal called for the department to begin incorporating the LERN Program Review and Certification best practices into its standard organizational structure. During the year, CTRC management implemented a variety of system improvements and changes in operations, though still in development and in initial phases, to integrate the department's use of LERN procedures which have been successful employed by the overall Continuing Education Division. CTRC is now working with the Division to increase its use of better reporting data to increase their ability to show programmatic results and accomplishments.

Skills-to-Employment

① **WIA Applications Resulting in Enrollment**

The DW/A Program of WIA began tracking all referrals to the program to determine applicant status, services needs and resulting enrollment in the program. The tracking database is being used to track services requested, enrollment, and referral as well as being used as a outreach tool. To date the database has over 120 applicants that have either been referred to other programs or enrollment in the DW/A program.

② **Work Participation Rates – Promise Jobs**

This year a quality assurance role was added to the Skills-to-Employment team to assist in developing best practices, work experience opportunities, and analyze case management. As a result data entry had improved, case management has improved and participation rate has reached 48.70 percent for all family and 38.9 percent for two-parent families. Training has also been conducted to further support improvement in participation rate.

③ **WIA Participant Handbook**

To improve participant understanding of the WIA program expectations and performance outcomes a participant handbook was developed for both the Youth and DW/A programs. The handbook was designed by researching handbooks from other regions, documenting procedures, and staff discussion about the handbook's purpose. This tool has resulted in increased communication with participants and provided documentation of significant processes involved in the program.

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