

Q1 SUPPORT OF THE COLLEGE MISSION Highly Developed: Exhibits ongoing and systematic evidence of mission achievement. Developed: Exhibits evidence that planning guides program and services selection that supports the college's mission. Emerging: Evidence that planning intermittently informs some selection of services to support the college's mission. Initial: Minimal evidence that plans inform selection the of services to support the college's mission.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
All Respondents	40.00% 4	60.00% 6	0.00% 0	0.00% 0	10	3.40

Q2 ACCOMPLISHMENTS IN ACHIEVING STRATEGIC GOALS Highly Developed: Exhibits ongoing and systematic evidence of goal achievement. Developed: Exhibits evidence that planning guides services selection that supports goal achievement. Emerging: Evidence that planning intermittently informs some selection of services to support the goal achievement. Initial: Minimal evidence that plans inform selection of services to support goal achievement.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	40.00% 4	60.00% 6	0.00% 0	0.00% 0	10	3.40

#	FEEDBACK:	DATE
1	A vareity of evidence was provided to support goal achievement.	7/10/2018 5:24 PM
2	This is very nicely written - now we can see how well you're meeting goals.	7/10/2018 3:13 PM

Q3 PERSONNEL SUMMARY Highly Developed: Employs a sufficient number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect duties, responsibilities and authority of the position. Developed: Employs an adequate number of qualified personnel to maintain its support and operations functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position. Emerging: Has a plan to employ an adequate number of qualified personnel to maintain its support and operations

functions, and job duties accurately reflect the majority of job duties, responsibilities and authority of the position. Initial: Staffing is insufficient to meet the needs of the program.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	10.00%	20.00%	70.00%	0.00%		
	1	2	7	0	10	2.40

#	OTHER (PLEASE SPECIFY)	DATE
1	While review states additional personnel is needed, I don't think the case was proven. I think the department employs an adequate number of qualified personnel given the size of the institution and the high quality work the department produces.	7/11/2018 11:05 AM
2	Maybe org chart or job Description? Maybe more proof on additional need?	7/10/2018 10:31 AM

Q4 STAFF DEVELOPMENT Highly Developed: Exhibits ongoing and systematic support of professional development opportunities.
 Developed: Exhibits support of regular professional development opportunities.
 Emerging: Evidence of intermittent professional development opportunities.
 Initial: Minimal evidence of professional development opportunities.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	10.00%	80.00%	10.00%	0.00%		
	1	8	1	0	10	3.00

#	FEEDBACK:	DATE
1	Professional development appears to be relevant and appropriate.	7/10/2018 5:24 PM
2	Like to report out of PD	7/10/2018 10:31 AM

Q5 FACILITIES AND EQUIPMENT Highly Developed: Facilities and resources meet current and future needs of the college.
 Developed: Facilities and resources meet current needs of the college
 Emerging: Evidence of a plan to have facilities and resources meet current and future needs of the college.
 Initial: Minimal evidence that facilities and resources meet current and future needs of the college.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
--	------------------	-----------	----------	---------	-------	------------------

Non-Instructional Department Review: Marketing

(no label)	10.00%	30.00%	60.00%	0.00%	10	2.50
	1	3	6	0		

#	FEEDBACK:	DATE
1	How does KCC marketing program, budget, staffing, and supports compare to other community colleges? Evidence of needs listed.	7/10/2018 5:24 PM
2	If additional staff were secured would this be still the case?	7/10/2018 10:31 AM

Q6 BUDGET Highly Developed: Financial resources meet current needs and are projected to meet future needs. Developed: Financial resources meet current needs. Emerging: Evidence of a plan to acquire financial resources to meet current needs. Initial: Minimal evidence that financial resources meet current needs.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	10.00%	50.00%	40.00%	0.00%	10	2.70
	1	5	4	0		

#	FEEDBACK:	DATE
1	How does KCC marketing program, budget, staffing, and supports compare to other community colleges? Evidence of shortfalls provided.	7/10/2018 5:24 PM

Q7 STRENGTHS AND WEAKNESSES Highly Developed: Strengths and weaknesses are described accurately and thoroughly. Developed: Most strengths and weaknesses are described accurately and thoroughly. Emerging: Some strengths and weaknesses are described accurately and thoroughly. Initial: Minimal evidence that strengths and weaknesses are described accurately and thoroughly.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	20.00%	60.00%	20.00%	0.00%	10	3.00
	2	6	2	0		

#	FEEDBACK:	DATE
1	Specific examples provided. Dollar amounts and data was included. Comparables would be helpful.	7/10/2018 5:24 PM
2	Maybe more supporting evidence	7/10/2018 10:31 AM

Q8 NEW GOALS AND PLAN Highly Developed: Multiyear planning process with evidence of use of assessment data in planning. Developed:

Multiyear planning process with some assessment data. Emerging: Short-term planning process recently implemented. Initial: Minimal evidence of planning process.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	20.00%	80.00%	0.00%	0.00%		
	2	8	0	0	10	3.20

#	FEEDBACK:	DATE
1	I saw no evidence of long-term planning (past 2019).	7/11/2018 8:10 AM
2	Specific quality and quantity measures were provided.	7/10/2018 5:24 PM

Q9 OVERALL PROGRAM EVALUATION Highly Developed: Evidence of ongoing systematic use of planning in selection of programs and services. Developed: Program exhibits evidence that planning guides program and services selection that supports the college. Emerging: There is evidence that planning intermittently informs some selection of services to support the college. Initial: Minimal evidence that plans inform selection the of services to support the college's mission.

Answered: 10 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	20.00%	70.00%	10.00%	0.00%		
	2	7	1	0	10	3.10

Q10 Should this non-instructional department review be accepted by CIIC or sent back to the department lead for further work?

Answered: 10 Skipped: 0

ANSWER CHOICES	RESPONSES
Accept department review document	100.00% 10
Send back to department lead	0.00% 0
TOTAL	10

Q11 Please highlight the strengths of the department.

Answered: 10 Skipped: 0

#	RESPONSES	DATE
---	-----------	------

Non-Instructional Department Review: Marketing

1	Serves a wide collection of needs to the college through a one person staffed department.	7/12/2018 8:38 AM
2	Able to expand the audience for KCC publications.	7/11/2018 3:18 PM
3	Supports KCC mission. Produces very high quality products.	7/11/2018 11:05 AM
4	Supports college mission.	7/11/2018 8:10 AM
5	Many quality marketing products are produced on an annual basis. Marketing promotional products are diverse and far reaching. Examples are readily apparent throughout our community.	7/10/2018 5:24 PM
6	Marketing continually and smoothly shifts to meet changing needs	7/10/2018 3:13 PM
7	Supporting mission and budget	7/10/2018 10:31 AM
8	For a small department (and in need of additional personnel), they have achieved quite a bit and are an asset to Klamath Community College.	7/10/2018 9:53 AM
9	This department produces quality material over a myriad of media delivery options.	7/5/2018 12:20 PM
10	The department participates in a wide variety of efforts that clearly support the college mission and are constantly evolving to meet the needs of the community.	7/3/2018 4:51 PM

Q12 Please outline weaknesses of the department.

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	Measuring the results of single marketing strategies will always be a challenge. Branding takes patience and I think that is demonstrated by the department, but the patience has to be college wide.	7/12/2018 8:38 AM
2	Short staff requires the department to use contracted services.	7/11/2018 3:18 PM
3	Unable to identify significant weaknesses. The department is doing very well, and I am not convinced extra staffing would substantially increase the quality of the products and outcomes of efforts.	7/11/2018 11:05 AM
4	Planning for needs beyond the next fiscal year. Staffing	7/11/2018 8:10 AM
5	A three year overview of budget changes and list of deliverables would have added evidence to support future staffing and equipment needs.	7/10/2018 5:24 PM
6	Marketing needs additional personally to be optimally effective	7/10/2018 3:13 PM
7	supporting evidence for extra support	7/10/2018 10:31 AM
8	Lack of staffing resources.	7/10/2018 9:53 AM
9	Short staffed.	7/5/2018 12:20 PM
10	Insufficient staffing limits what the department can achieve.	7/3/2018 4:51 PM

Q13 Please make recommendations for department improvement.

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	None at this time.	7/12/2018 8:38 AM
2	Include the additional needed equipment in the departments budget.	7/11/2018 3:18 PM
3	No recommendations	7/11/2018 11:05 AM
4	Make a five-year plan in order to establish long-term goals from which success can be measured.	7/11/2018 8:10 AM

Non-Instructional Department Review: Marketing

5	Additional staffing could provide support for more systematic and consistent supports for all programs.	7/10/2018 5:24 PM
6	Keep advocating for additional staff	7/10/2018 3:13 PM
7	Good work	7/10/2018 10:31 AM
8	Aside from adding an additional staff member, I have no recommendations.	7/10/2018 9:53 AM
9	Continue to ask for the department to be up-sized.	7/5/2018 12:20 PM
10	N/A	7/3/2018 4:51 PM

Q14 Please enter your name.

Answered: 10 Skipped: 0

#	RESPONSES	DATE
1	Bill Jennings	7/12/2018 8:38 AM
2	Paul	7/11/2018 3:18 PM
3	Franklin Clark	7/11/2018 11:05 AM
4	Pat Hockersmith	7/11/2018 8:10 AM
5	Jamie Jennings	7/10/2018 5:24 PM
6	Jeanne LaHaie	7/10/2018 3:13 PM
7	Chris Stickle	7/10/2018 10:31 AM
8	Edis	7/10/2018 9:53 AM
9	Tracy Heap	7/5/2018 12:20 PM
10	Alex Jenner	7/3/2018 4:51 PM