

**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: 13 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	38.46%	53.85%	7.69%	0.00%		
	5	7	1	0	13	3.31

#	FEEDBACK:	DATE
1	Outreach is very visible to our community.	4/7/2019 3:16 PM
2	Outreach group is involved in all activities that a college can possibly be involved in, to attract potential students.	4/5/2019 5:53 PM
3	Wide variety of outreach mediums and targets groups are served	4/5/2019 9:52 AM
4	Access seems good.	4/4/2019 2:42 PM
5	For many people this department is their first point of contact with the College.	4/4/2019 10:42 AM
6	The Outreach department promotes the College to diverse groups and helps improve access while strengthening community partnerships.	3/27/2019 2:50 PM

**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: 13 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	15.38%	46.15%	38.46%	0.00%		
	2	6	5	0	13	2.77

#	FEEDBACK:	DATE
1	Despite many noble goals and related activities, there is a need for further measurable outcome.	4/5/2019 5:53 PM
2	Plan to complete unfulfilled goals not included.	4/5/2019 9:52 AM
3	Quality, not quantity seems like a better way to determine which events to attend.	4/4/2019 2:33 PM

## Non-Instructional Department Review: Outreach

4	It is stated that the goals have been met, yet in the explanation you say that remaining goal could be accomplished... I am a bit confused as to whether you reached your goals or not. Perhaps the goals could have been identified as met or unmet and what your department is doing to meet the remaining goals.	4/1/2019 8:04 AM
5	The department's main goal is to increase enrollment numbers. It would be helpful to see evidence that outreach efforts are working.	3/27/2019 2:50 PM
6	Connection to strategic goals is very clear.	3/19/2019 10:17 AM
7	I would suggest formulating a plan to analyze how well the outreach for events and media is working. This might require attending a few less events to make the time, due to limited staff.	3/19/2019 9:24 AM

**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: 13    Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	38.46%	61.54%	0.00%		
	0	5	8	0	13	2.38

#	OTHER (PLEASE SPECIFY)	DATE
1	Spread very thin with the number of events planned to attend.	4/7/2019 3:16 PM
2	It appears to be a one-person-army Outreach Department, who is very capable, but the department is understaffed with only one half-time supporting personnel.	4/5/2019 5:53 PM
3	A stronger case for additional staff needs to be presented. The idea seems plausible but needs some supporting information. IF staff added how will that impact enrolment? ie: numbers of new students, support of existing KCC programs what is the potential return on the investment of this position? do we need half time or is the potential so high that full time is warranted or do we just have a few events that we really just need specific support at infrequent times. Prove your need.	4/5/2019 9:52 AM
4	I think they are shooting short. New plans will happen each year, and they may or may not need help. What are they not going too?	4/4/2019 2:42 PM
5	Needs bi-lingual (Spanish/English) assistance.	4/4/2019 2:33 PM
6	Has plans to add a bi-lingual staff member	4/4/2019 10:42 AM
7	I feel like I need to better understand the intersection point between outreach, marketing, direct recruitment/student services (admissions), and ASG. 1.5 FTE doesn't seem like very much to cover the breadth/number of events/engagement points described to the group. I look forward to learning more on this.	4/4/2019 10:36 AM
8	Could use a Spanish speaker.	3/27/2019 3:18 PM

## Non-Instructional Department Review: Outreach

9	The department manages to attend 160-170 events annually. They reported that it would be useful to have a Hispanic/Latino staff member. It would be helpful to know if language has been a barrier at some events.	3/27/2019 2:50 PM
10	I agree that bilingual recruitment will be essential to meeting a goal of Hispanic serving institution	3/19/2019 10:17 AM
11	Attending 160-170 annual events and assisting the marketing department with marketing materials appears to be spreading the program thin, with 1 full-time staff member and 1 part-time student worker.	3/19/2019 9:24 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: 13   Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	7.69%	69.23%	23.08%	0.00%	13	2.85
	1	9	3	0		

#	FEEDBACK:	DATE
1	With limited resources, funding, and free time, Outreach utilizes all available avenues of staff development efficiently. There is a need for further staff development opportunities, as it is the face of KCC to potential students.	4/5/2019 5:53 PM
2	Manage time if the conferences are really valuable, if not don't go	4/5/2019 9:52 AM
3	This would switch back to emerging if their plan change with new year and boss. If plans change, they will need to connect development to job requirements.	4/4/2019 2:42 PM
4	Does inter-departmental development.	4/4/2019 10:42 AM
5	seems to be doing as much as possible with resources available	4/4/2019 10:36 AM
6	The number of events may prohibit the department from participating in professional development activities. Perhaps Spanish language classes would be useful for the team?	3/27/2019 2:50 PM

**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: 13   Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	30.77%	69.23%	0.00%	13	2.31
	0	4	9	0		

## Non-Instructional Department Review: Outreach

#	FEEDBACK:	DATE
1	Design of the office configuration should be taken upstream for reconsideration.	4/7/2019 3:16 PM
2	There is a dire need for space, perhaps more than any other resources. This is essential for visitors to spend individualized times while on campus for events, tours, etc.	4/5/2019 5:53 PM
3	More accommodating office seems justified.	4/4/2019 2:33 PM
4	Is requesting a larger office space.	4/4/2019 10:42 AM
5	As described to the group and via departmental meetings, space is becoming more and more problematic relative to the success of this program. I know this might be said to be true of many efforts on campus, but this one in particular (pulling students in the door) with a critical tie to institutional revenue, seems to need a resolution sooner rather than later.	4/4/2019 10:36 AM
6	There is an obvious need for more office space.	4/1/2019 8:04 AM
7	Current office space is somewhat overcrowded.	3/27/2019 3:18 PM
8	The department has all the equipment needed for their events and did not indicate the need for additional items.	3/27/2019 2:50 PM
9	Additional space appears to be necessary for appropriate job functions. Student worker is forced to sit in hall due to lack of space.	3/19/2019 9:24 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: 13    Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	69.23%	30.77%	0.00%		
	0	9	4	0	13	2.69

#	FEEDBACK:	DATE
1	Small budget. I believe the Contract Services budget needs to be much higher so as to organize more special (catering, etc.) events for the most important stakeholders, which I am sure is more than just a few.	4/5/2019 5:53 PM
2	Stable Budget with consistent use. You are asking for a 20% increase in funds. Labor and Travel. Make your case.	4/5/2019 9:52 AM
3	Not sure if the line items again with the need?	4/4/2019 2:42 PM
4	Again-efficiently managing to what's available.	4/4/2019 10:36 AM
5	Financial resources may not meet future needs.	3/27/2019 3:18 PM
6	The report says that most of the department's events are planned in advance allowing them to anticipate expenses.	3/27/2019 2:50 PM
7	This budget is extraordinarily lean.	3/19/2019 10:17 AM
8	Impressively working on a tight budget. Some attended events could be skipped to free up the budget and give the Outreach program time to evaluate the success of past events and media marketing endeavors.	3/19/2019 9:24 AM

**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: 13 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	15.38%	61.54%	23.08%	0.00%		
	2	8	3	0	13	2.92

#	FEEDBACK:	DATE
1	Doing a great job getting the word out.	4/7/2019 3:16 PM
2	At this time, it is literally a one-person operation department. With the demanding travel schedule, Outreach should have one more full-time person with previous relevant work experience for a more planned outcome from each event.	4/5/2019 5:53 PM
3	Huge number of outreach "contacts" good variety of types of outreach. I think your efforts need to be targeted. As presented it is a shotgun approach and volume. It is difficult to evaluate effectiveness. However if time and money are tight, more energy and resources need to be in those events that result in student enrolment.	4/5/2019 9:52 AM
4	We are reaching allot of folks but I am not sure if we are turning them into students?	4/4/2019 2:42 PM
5	The impact seems to speak for itself. Connecting with potential students in an age filled with distractions is a daunting task, but I know the team is always exploring ways to innovate, evolve with the times, and remain effective in the ways they engage potential KCC students. I worry that, like anyone else, if stretched too thin, people may become burned out.	4/4/2019 10:36 AM
6	The department has more strengths than the report demonstrated. Being such a small department limits them. Perhaps they should consider merging with marketing since the two departments overlap in many ways. Marketing could handle all the advertising allowing to Outreach focus more on recruitment activities.	3/27/2019 2:50 PM

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: 13 Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	15.38%	46.15%	38.46%	0.00%		
	2	6	5	0	13	2.77

#	FEEDBACK:	DATE
1	There are great goals for future, but with lack of resources they appear to fall short of intended results.	4/5/2019 5:53 PM
2	Good outline of new goals.	4/5/2019 9:52 AM

## Non-Instructional Department Review: Outreach

3	Mentioned that the department has been assigned several tasks which are not listed on the strategic plan. I think this is an opportunity to gain focus on deliverables that can be measured.	4/4/2019 2:42 PM
4	Again. This section diverges from the format used by the program to submit, but it seems evident that the department works hard to identify opportunities, sets goals, and works towards them-informed by the changing dynamics of higher education in general and the nature of Community Colleges specifically.	4/4/2019 10:36 AM
5	How are you measuring your impact on student completion and retention?	4/1/2019 8:04 AM
6	It would be helpful to have more data showing success of efforts. It would be good to know if enrollment growth is a result of their efforts or other factors.	3/27/2019 2:50 PM
7	The Department's evaluation highlights an institutional challenge of the addition of goals assigned that originate outside the Strategic Plan. Unfunded mandates are difficult to manage. the department needs to modify its budget allocation to include a buffer for unfunded mandates.	3/19/2019 10:17 AM

**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: 13   Skipped: 0

	HIGHLY DEVELOPED	DEVELOPED	EMERGING	INITIAL	TOTAL	WEIGHTED AVERAGE
(no label)	7.69%	69.23%	23.08%	0.00%		
	1	9	3	0	13	2.85

#	FEEDBACK:	DATE
1	Great stream of activities by the department found at other 2-year colleges as well.	4/5/2019 5:53 PM
2	Department shows a strong commitment to its mission. It is looking for new ways to reach potential student populations. Since it seems like time is tight I would encourage evaluation of what events and contacts are most promising.	4/5/2019 9:52 AM
3	I would say developed if we had more measurements.	4/4/2019 2:42 PM
4	The material was well presented.	4/4/2019 10:42 AM
5	The Outreach department does an excellent job of promoting the College and showing KCC as a fun and welcoming place for prospective students.	3/27/2019 2:50 PM

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

Answered: 13   Skipped: 0

ANSWER CHOICES	RESPONSES
Accept department review document	100.00% 13
Send back to department lead	0.00% 0
TOTAL	13

## Q11 Please highlight the strengths of the department.

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	The department takes on a wide collection of tasks some of which could be argued to be out of their scope, but are consistent with supporting the college as a whole.	4/7/2019 3:16 PM
2	Many important and relevant events and activities, as well as staff commitment to college mission.	4/5/2019 5:53 PM
3	Committed and engaged.	4/5/2019 9:52 AM
4	They are doing a great job with out reach	4/4/2019 2:42 PM
5	They get a lot done with very little.	4/4/2019 2:33 PM
6	The department covers a large area with minimal staff. They are present at numerous events.	4/4/2019 10:42 AM
7	Staff and obvious commitment to student success	4/4/2019 10:36 AM
8	This department accomplishes a lot with just a few people.	4/1/2019 5:44 PM
9	The department gets a lot done with limited personnel. Their impact on the college is important, especially for recruiting new students.	4/1/2019 8:04 AM
10	The department does an excellent job of reaching potential students from a wide variety of sources.	3/27/2019 3:18 PM
11	Commitment to the College	3/27/2019 2:50 PM
12	The department performs extensive operations on a minimal budget.	3/19/2019 10:17 AM
13	Solid presence at events around the area. Great collaborative skills with the Marketing Department.	3/19/2019 9:24 AM

## Q12 Please outline weaknesses of the department.

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	The office space would appear to be a mixed gain and loss. While collaboration may be at a high for the office, the ability to make phone calls would be tough to imagine with 4 people working simultaneously.	4/7/2019 3:16 PM
2	Needs more measurable outcomes.	4/5/2019 5:53 PM
3	I'm not sure that the office lends itself to conducting business. As noted before it is difficult to evaluate the most effective events.	4/5/2019 9:52 AM
4	With allot out reach, I am wondering how much access and capturing is taking place.	4/4/2019 2:42 PM
5	Seems underfunded and understaffed	4/4/2019 2:33 PM
6	Lack of office space.	4/4/2019 10:42 AM
7	Space, staffing level, and opportunities to engage a multicultural community/bandwidth to engage specific populations with more than a "scattershot" approach	4/4/2019 10:36 AM
8	Too many people to an office is a definite problem. You were right to bring it up. The ad hoc nature of some work assignments makes it difficult to accomplish more strategic goals.	4/1/2019 5:44 PM
9	Lack of staff. Lack of support of goals.	4/1/2019 8:04 AM
10	The program is somewhat understaffed.	3/27/2019 3:18 PM
11	Blurred line between Marketing and Outreach.	3/27/2019 2:50 PM



## Non-Instructional Department Review: Outreach

12	Performing extensive operations on a minimal budget does not allow for random "other duties as assigned." Flexibility then comes at a significant strain on personnel.	3/19/2019 10:17 AM
13	Not enough time/staff to follow-up on number of events attended.	3/19/2019 9:24 AM

### Q13 Please make recommendations for department improvement.

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	There may be a benefit to identifying where marketing and outreach separate. Is there an argument for combining marketing and outreach? If not then is there a benefit to understanding when and where they separate? This may be more obvious to those more closely working with the program.	4/7/2019 3:16 PM
2	Hire one more full-time staff with previous relevant work experience, as stated by the Coordinator.	4/5/2019 5:53 PM
3	I think you need to prove your case for the good concept of a Spanish speaking support person and if you do get that help make sure you have data to support continuation or expansion. Counting the uptick in Spanish speaking enrolments is important.	4/5/2019 9:52 AM
4	I think if new vision and or plans take hold, measurements should be attached to them. If not, I would suggest developing measurements that demonstrate the good work they are doing.	4/4/2019 2:42 PM
5	Provide better space to operate from, bi-lingual support personnel and funding to support extra personnel.	4/4/2019 2:33 PM
6	Needs to further develop ways to integrate inquiries and leads into the college's information system. This would provide a better way to do follow up.	4/4/2019 10:42 AM
7	See comments above	4/4/2019 10:36 AM
8	Additional office space and better communication lines to avoid having so many tasks get in the way of accomplishing strategic goals.	4/1/2019 5:44 PM
9	Know how you impact the college. Give examples, this is your time to shine!	4/1/2019 8:04 AM
10	Keep pursuing a Spanish speaking outreach employee.	3/27/2019 3:18 PM
11	Keep up the good work. Consider passing of some work to Marketing to allow time for more Outreach work.	3/27/2019 2:50 PM
12	1. Modify future budget proposals to include buffers for unanticipated, unfunded mandates. 2. Identify sources of temporary staffing to aid in specific recruiting pushes.	3/19/2019 10:17 AM
13	Due to current limited staff and budget, I would suggest taking time to analyze the effectiveness of past events and develop a strategic plan to only attend events that will make a larger impact.	3/19/2019 9:24 AM

### Q14 Please enter your name.

Answered: 13 Skipped: 0

#	RESPONSES	DATE
1	Bill Jennings	4/7/2019 3:16 PM
2	M. Shabbir	4/5/2019 5:53 PM
3	Mike Homfeldt	4/5/2019 9:52 AM
4	Chris Stickles	4/4/2019 2:42 PM
5	Rick Ball	4/4/2019 2:33 PM



## Non-Instructional Department Review: Outreach

6	Paul Breedlove	4/4/2019 10:42 AM
7	Peter Lawson	4/4/2019 10:36 AM
8	Ronda Wery	4/1/2019 5:44 PM
9	Edis	4/1/2019 8:04 AM
10	Jeanne LaHaie	3/27/2019 3:18 PM
11	Margot Casson	3/27/2019 2:50 PM
12	Tom Nejely	3/19/2019 10:17 AM
13	Ian Kautzman	3/19/2019 9:24 AM