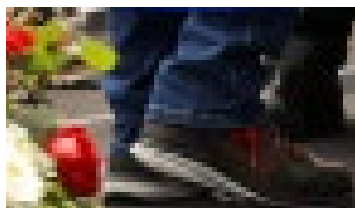
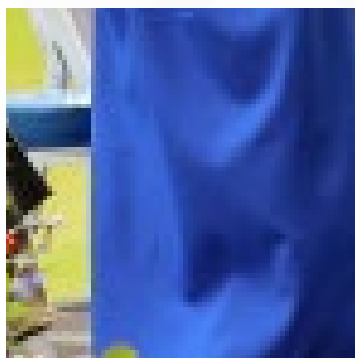
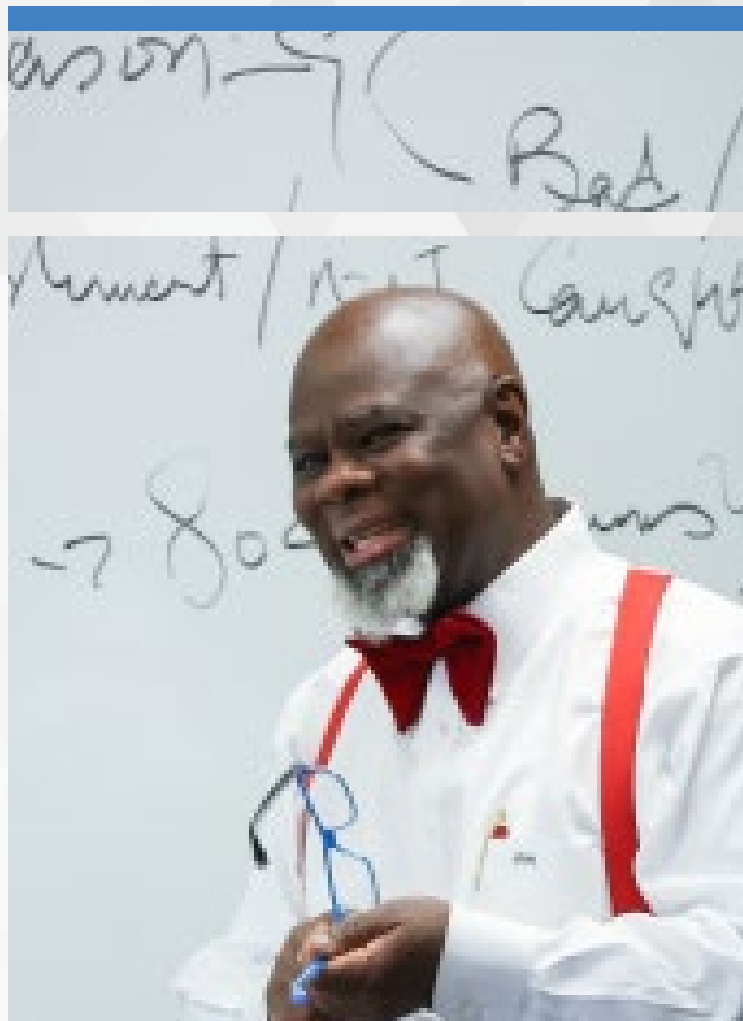


 **Kansas City Kansas
Community College.**

STRATEGIC PLAN

**Biannual Update
January 2025**

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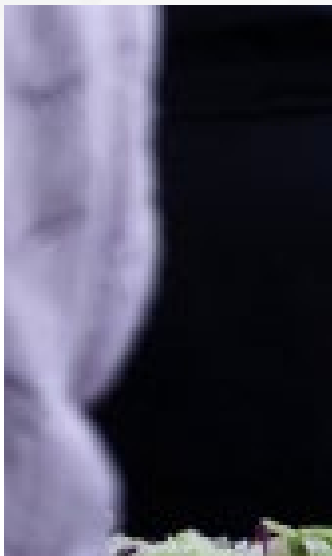
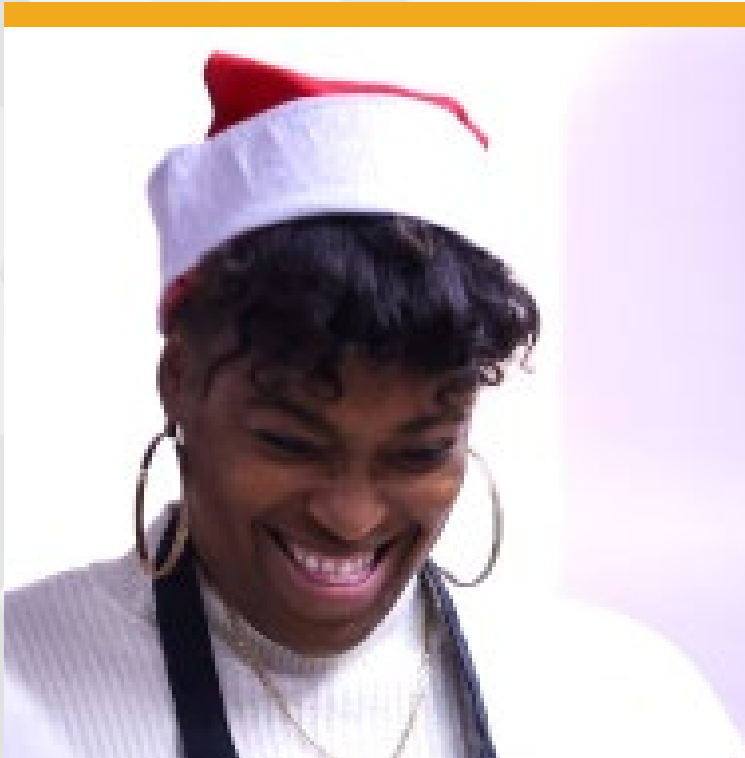


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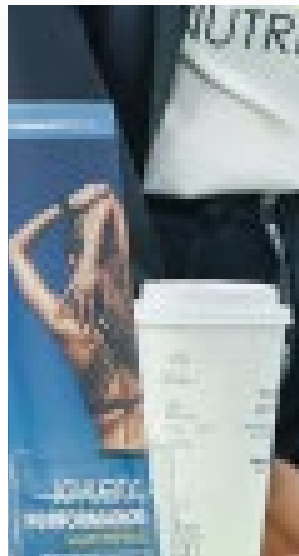
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01

Student Success

Provide services and resources that empower students to attain their goals.



GOAL 1

Enhance student-centered services and processes.

Initiatives:

- I1** | Enhance admission and orientation processes to create a more seamless and responsive experience for prospective students.
- I2** | Identify and remove barriers to successful student enrollment, persistence to enroll in the next semester, and degree and certificate completion.
- I3** | Enhance and expand classroom delivery options, including online, weekend, intercession, hybrid and hyflex classes.
- I4** | Increase student participation in service learning, undergraduate research, apprenticeships, internships and similar opportunities.

January 2025 Status Updates:

- S1 | In Progress.** Global Programming added the Duolingo English test as an option for international students to meet the English proficiency requirement. The office met the goal to increase the F1 student population with a 44% increase in students. Staff are processing completed admissions applications within two weeks. | KCKCC is working with Archer Education to create a student portal to help students transition from admitted to enrolled status. | Selective admission programs in the Health Professions and Public Safety (HPPS) division are collaborating with Information Services to create online applications for prospective students.
- S2 | In Progress.** Global Programming worked with the Business Office and Financial Aid to identify international students with active holds preventing enrollment in Spring 2024. | The Student Success Center created course maps for all academic certificates and degrees and implemented yearly check-ups with faculty to ensure maps are accurate. The Student Success Center offered increased remote advising sessions for the Pioneer Career Center. | Financial Aid collaborated with other offices to contact students and provide financial aid support. | The Registrar's Office sent targeted encouraging messages to students eligible to graduate. The office also collaborated with High School Partnerships to ensure eligible high school students have credentials added to their records.
- S3 | In Progress.** Global Programming created a study abroad option for students for Summer 2025. | The Physical Therapist Assistant (PTA) program is the first program in the nation that received approval from its accreditor to offer the program in a hybrid format beginning in Spring 2025. | The Arts, Humanities and Social Sciences (AHSS) division added a hybrid Economics course to encourage more enrollment at Pioneer Career Center. | The Career and Technical Education Division (CTE) added evening programming at the Technical Education Center (TEC) in Fall 2024 for Electrical Technology, Welding, Heating, Ventilation and Airconditioning and Refrigeration (HVAR), and Industrial Maintenance Technology.
- S4 | In Progress.** Students shared 44 research projects they completed with faculty at the Fall Interdisciplinary Undergraduate Research Symposium. | Career Services was selected to participate in a Kansas Micro-Internship pilot program, which allowed students to be paid for completing short professional/soft skills training through a partnership between the Kansas Board of Regents (KBOR) and Skillsline.

GOAL 2

Achieve and maintain a retention rate of first-time, full-time degree/certificate-seeking students at or above KCKCC's Integrated Postsecondary Education Data System (IPEDS) Comparison Group Median, maintaining a minimum baseline of 58%.

Initiatives:

I1 | Enhance capabilities and increase college-wide use of an early intervention system for at-risk students.

I2 | Create and implement an academic and career advising framework focused on guided pathways to increase student persistence to the next semester.

I3 | Expand and promote integrated student support services to enhance holistic student wellness.

I4 | Expand dual and concurrent enrollment opportunities with area high schools to continue student enrollment after high school at KCKCC.

January 2025 Status Updates:

S1 | Ongoing. The Student Success Center revamped the early assist program before the Fall 2024 semester. This resulted in a significant increase of 142 submissions for Fall 2024 and faster follow-up with students and faculty. The early assist program is also active for dual and concurrently enrolled high school students.

S2 | In Progress. The Student Success Center used previously created course maps to develop completion plan templates for all initial advising meetings with students. All degree maps have been added to the academic catalog. Student Success advisors and academic department coordinators continue to use degree maps for advising.

S3 | Ongoing. Student Health Services hosted a health fair for the first time in five years. Services included dental cleanings, mammogram screenings, A1C testing, HIV/STI testing and Influenza/COVID vaccinations. The center hired a Medical Assistant and is fully staffed to provide student services. | Global Programming continues to email F1 students when the United States suspends particular employment and enrollment regulations through Special Student Relief announcements. | The Athletics department partnered with Morgan's Message to support mental health awareness among student athletes with the theme "Human>Athlete." | The Counseling and Advocacy Center "Let's Talk" series introduces students to counseling services, and the "Red Folder" helps guide faculty and staff in assisting students who may need mental health assistance. The center also secured a new student assistance platform, which includes a mobile app and provides mental health assistance to students after hours and during college breaks.

S4 | In Progress. Online Education Services is collaborating with High School Partnerships (HSPP) to use Genius CE to create branded portals for each high school and district the college serves. | The Paralegal program works with HSPP and the Kansas City, Kansas Public Schools (KCKPS) to offer dual and concurrent paralegal courses. The Criminal Justice program recognizes high school students who complete all Excel in CTE courses (18 hours), encouraging them to continue in the KCKCC program after graduation.

►► GOAL 3

Maintain a 150% of normal time completion rate for first-time, full-time degree/certificate-seeking students at or above KCKCC's Integrated Postsecondary Education Data System (IPEDS) Comparison Group Median, maintaining a minimum baseline of at least 28%.

Initiatives:

I1 | Create and implement targeted initiatives that assist associate degree-seeking students to graduate in no more than three years.

I2 | Develop and implement completion strategies under a guided pathways framework to empower students to complete certificate and degree programs within a 150% timeframe.

I3 | Adopt a method to collect and measure student intent upon initial enrollment to serve individual student needs and goals better.

I4 | Develop a college-wide process to strategically schedule classes and implement a year-long schedule that allows students to see, plan and enroll in classes earlier in future semesters.

January 2025 Status Updates:

S1 | In Progress. Academic deans and program coordinators continue to review class schedules to ensure all courses required for a degree are offered at least once every two years. They are developing a process for conveying when students can expect classes that are not offered every semester to be on the schedule.

S2 | In Progress. Academic Affairs is continuing the implementation of the KBOR requirement to eliminate stand-alone developmental education. This move allows students to take college-level courses sooner. | Math, Science, Business and Technology (MSBT) and the Student Success Center are identifying Science, Technology, Engineering, and Mathematics (STEM) degree plans that provide a four-year pathway for students who transfer to University of Missouri-Kansas City (UMKC) for STEM bachelor's programs. This was expanded to include Psychology degrees. UMKC is reviewing plans that were submitted in Summer 2024 and co-branded degree pathways available to students at the end of Spring 2025.

S3 | No update at this time.

S4 | In Progress. Institutional Effectiveness, Information Services, Admissions, Enrollment Management and Academic Affairs are collaborating to develop predictive enrollment analytics that support the creation of a multi-year course schedule. In this reporting cycle, Colleague processes were streamlined to allow early admission to the college.



Commencement
2024 at Children's
Mercy Park.

GOAL 4

**Increase student engagement
and career-connected opportunities.**

Initiatives:

- I1 |** Expand career readiness and employment placement services to help students successfully transition to the workforce.
- I2 |** Increase opportunities for academic programs and industry partners to educate students about career possibilities.
- I3 |** Expand supplemental instruction to enhance active and collaborative learning.
- I4 |** Implement a student engagement platform to enhance the student's experience.

January 2025 Status Updates:

- S1 | In Progress.** Career Services offered several workshops and information tables in Fall 2024. Topics included resume and cover letter development, using artificial intelligence, unlocking career secrets and interviewing. | Global Programming continued to advise graduating F1 visa students on United States Citizenship and Immigration Services (USCIS) work options.
- S2 | In Progress.** Career Services launched the Faculty Resource Toolkit in August 2024. This includes career-related videos, handouts and guides, presentations, activities, assignments with rubrics, and other resources to help faculty bring career development into their courses. Career Services hosted 132 employers during Fall 2024, including the TEC Career Fair, which featured more than 80 employers with 381 students participating. | Multiple programs leverage Advisory Boards or other industry experts to present to students about career opportunities. | KCKCC is certified as an apprenticeship intermediary and partnered with the Federation for Advanced Manufacturing Education and Orange EV to offer for-credit apprenticeships.
- S3 | In Progress.** Students in the Registered Nurse (RN), Respiratory Care and Paramedic programs engage in an interdisciplinary simulation experience each semester that fosters teamwork and collaboration. Students in the Physical Therapy Assistant (PTA) program teach transfer and ambulation skills to RN students. RN and Medical Assistant students teach vital signs skills to PTA students.
- S4 | Ongoing.** The new student engagement platform, BlueConnect, launched during the Fall 2024 semester. Information on student clubs, organizations and student services departments was loaded into the platform. Students are encouraged to download the app to learn more about student activities and services available at KCKCC.

02

Quality Programs & Services

Provide excellence in education by offering relevant and innovative educational programs and services that meet the needs of our students and community.



GOAL 1

Enhance processes and programs to help students successfully transfer to four-year institutions.

Initiatives:

January 2025 Status Updates:

I1 | Enhance articulation agreements with four-year colleges where KCKCC students most often transfer.

I2 | Expand relationships and dual admission programs with four-year colleges and universities to improve the matriculation process for students.

I3 | Identify transfer-seeking students early in their educational career to enhance support services.

I4 | Enhance strategies supporting transfer-seeking students to complete transfer-level math.

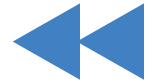
S1 | **In Progress.** MSBT identified gateway math courses (College Algebra, Statistics, Contemporary Math) needed for each transfer degree, such as the Associate of Science, Associate of Arts, and Associate in General Studies. Degree requirements will be updated to reflect the required gateway math course by Fall 2025.

S2 | **In Progress.** KCKCC hosted representatives from the University of Kansas (KU) Edwards, Lawrence and Medical Center campuses for a student expo as well as a faculty and staff meet and greet. College students had the opportunity to meet various faculty members and program coordinators from KU, while faculty and staff learned more about transfer opportunities and articulation agreements. | The Student Success Center invited one four-year institution monthly to present about their school, answer questions and discuss opportunities with the Student Success team. | During the Fall 2024 semester, 18 schools visited KCKCC to discuss transfer opportunities with students. | The Paramedic program is working with the KU Edwards Campus to establish a “technical transfer” pathway to offer approximately 30 credits to students transferring to the Bachelor of Health Sciences program or other options in the School of Professional Studies. | The Business department is updating transfer agreements with Missouri State University.

S3 | **In Progress.** Global Programming assisted F1 students with the school transfer process. | CTE collaborated with the University of Saint Mary (USM) on a dual-enrollment initiative. Beginning in Fall 2024, the pilot program allows USM students to attend KCKCC for trades programming offered at the Pioneer Career Center while completing their bachelor’s degree.

S4 | **In Progress.** The Mathematics department developed pathways for all transfer degree pathways, as well as Math for HPPS and technical math courses. The courses will replace Intermediate Algebra as a degree requirement. Corequisite courses in College Algebra, Statistics and Contemporary Math are being finalized. Corequisite Math courses will be piloted during the 2025-26 academic year. The corequisite courses will replace the Developmental Math classes currently offered. | KCKCC adopted ALEKS as the new placement evaluation for Math because of its adaptive abilities, which pinpoint specific areas where students struggle and provide an individual plan for their improvement. The ALEKS program allows students to continue improving their skills after evaluation before enrolling in gateway and corequisite courses.

GOAL 2



Align program and course offerings to meet workforce educational needs.

Initiatives:

- I1 |** Expand credit and noncredit workforce and customized training offerings to meet the needs of regional businesses and industries.
- I2 |** Utilizing program review, develop and implement a process for creating new programs and sunsetting existing programs.
- I3 |** Enhance the college's capabilities to offer KCKCC courses at business and industry locations.
- I4 |** Increase the use of external occupational data in all program planning and review processes.

January 2025 Status Updates:

- S1 | In Progress.** CTE partnered with Workforce Innovation to provide customized training in electric vehicles to the Unified Government of Wyandotte County and Kansas City, Kansas and welding training to the United States Postal Services. | CTE increased the number of short-term certificates to better meet the regional talent pipeline demand, adding a Certificate A in HVAR offered at both the Technical Education Center and Pioneer Career Center, a Certificate B in Welding at the Lansing Correctional Facility, additionally submitted two Certificate A proposals in Automation Engineer Technology and Surveying Technology for college review.
- S2 | Ongoing.** Program review continues through its four-year cycle, with all KCKCC academic programs represented at all stages of the review.
- S3 | Ongoing.** Adult and Continuing Education offers GED and ESL classes at local businesses, including the University of Kansas Health System, Amazon, Central Solutions and PPC Flexible Packaging.
- S4 | Ongoing.** The Title III grant team implemented the Lightcast Career Coaching system, which provides occupational data for students and the college.



Automation Engineering Technology
Instructor Chuck Saunders helps a student.



Students in Psychology.

▶▶ GOAL 3

Enhance student-focused learning environments and foster learner-centered instruction.

Initiatives:

- I1** | Continue the multi-year plan to bring the physical environment of student learning spaces in alignment with industry and/or educational best practices.
- I2** | Engage external partners to provide additional resources to enhance the student learning environment.
- I3** | Develop common methodologies to measure and enhance the impact of learner-centered instruction for students.
- I4** | Increase learner-centered opportunities in lifelong learning and adult education classes.

January 2025 Status Updates:

- S1 | In Progress.** CTE modified several labs to enhance student learning. The division completed the move of the Automation Engineer Technology (AET) lab to its new and much larger space and completely rebuilt the HVAR labs at both TEC and the Pioneer Career Center to support curriculum-specific training.
- S2 | In Progress.** CTE division is applying for a grant to purchase new equipment for the AET program to support its initiative with Panasonic Energy Corporation of North America (PENA). | The Electronics Engineering Technology program obtained six electronic lab tables from their industry advisory board member, Garmin. These benches will allow for expansion to a second Electronics classroom for the program by Fall 2025.
- S3 | In Progress.** The Office of Assessment collaborates with academic departments to create additional common assignments and exams to better capture dual and concurrent course assessments. The Higher Learning Commission identified this need during its March 2022 visit.
- S4 | No update at this time.**



GOAL 4

Implement a holistic, integrated support system for traditionally underserved students.

Initiatives:

- I1** | Utilize Upward Bound and other similar programs to prepare students in traditionally underserved high schools to better to be successful in higher education.
- I2** | Create and implement a plan to increase engagement of traditionally underserved adult learners at KCKCC.
- I3** | Increase utilization of targeted case management and mentoring programs to improve success for traditionally underserved students.
- I4** | Examine current methods for placement of traditionally underserved students in academic courses and continue to utilize and increase the use of multiple-measure assessment practices.

January 2025 Status Updates:

- S1 | Ongoing.** Upward Bound Academy (UBA) provides online tutoring services for students and in-person services with peer tutors through a partnership with the Learning Commons. During the Fall semester, 12 UBA students attended a five-day trip to Washington D.C. UBA provided a five-week on-campus Summer June program for high school participants. Students participated in college prep, attended weekly college tours, and participated in micro-internships with local industries. | Saturday Academy (K-12 Initiative) began the 26th year of enrichment programming in STEM and HPPS for middle and high school students. This year's programming will include additional modules in Engineering.
- S2 | In Progress.** Cross-departmental teams are working to create a plan for this audience.
- S3 | In Progress.** The Aligning STEM Trainees for Enterprising Research (ASTER)- Louis Stokes Alliances for Minority Participation project is now underway in MSBT with four students. The 13 Scholarships in Science, Technology, Engineering, and Mathematics (S-STEM) scholars in the Biology program are actively mentored by faculty mentors as part of the S-STEM Grant activities.
- S4 | In Progress.** KCKCC adopted the KBOR's multiple measures for math placement as part of the math pathways initiative. The multiple measures include ACT/SAT scores, high school GPA, math grades, Accuplacer results and ALEKS scores.

03 Employee Engagement

Foster an institutional culture that reflects the community the college serves.



GOAL 1

Enhance employee satisfaction.

Initiatives:

- I1** | Develop and implement a comprehensive, college-wide compensation plan that includes considerations for high-demand, high-wage positions in the current employment market.
- I2** | Create a succession planning process that includes identifying critical positions, training and career development opportunities for existing employees.
- I3** | Expand professional development and mentorship programs for new and existing employees.
- I4** | Develop a process to ensure that college policies and procedures are consistently applied across the institution.

January 2025 Status Updates:

- S1 | In Progress.** Salary data, job descriptions, titles and benchmark positions have been submitted to Gallagher, the consultant commissioned to review the college's compensation plan. Eight faculty and staff stakeholders attended the first workgroup meeting to review the preliminary survey results, ask questions, and share information with others.
- S2 | In Progress.** A proposed succession plan will be completed following the Gallagher compensation study. Study findings will be used to identify specific positions to be included in the plan.
- S3 | Ongoing.** Human Resources expanded its professional development offerings to include a customer service workshop and an administrative assistant workshop scheduled for March. | Professional development sessions continue to be offered monthly. Supervisor training is also provided on a regular schedule.
- S4 | In Progress.** KCKCC uses a detailed process for reviewing policies and seeking feedback on all policies from shared governance groups before forwarding them to the Board of Trustees for committee review and then full board ratification. Updated policies are shared with the college community through Human Resources. Currently, more than eight policies are moving through the review process.



KCKCC President's Holiday Party.

GOAL 2



Increase employee engagement
across the college.

Initiatives:

- I1** | Develop a user-friendly employee content management system to serve as a KCKCC knowledge repository.
- I2** | Create and implement a comprehensive mixed-modal internal communication plan to improve communication across the college.
- I3** | Strengthen community and collegiality through social events offsite and at KCKCC locations.
- I4** | Enhance collaboration across the college through cross-training and multi-disciplinary teams to work on various college initiatives.

January 2025 Status Updates:

- S1 | In Progress.** KCKCC will enhance the content management system with Colleague Experience. This is part of the upcoming Ellucian migration to the cloud.
- S2 | In Progress.** A communication plan has been drafted and will be under review in the Spring. | Marketing created a news blog as an archive for On Campus, the weekly e-newsletter. In addition, it has increased its focus on strategic stories.
- S3 | Ongoing.** KCKCC fosters collegiality through onsite events such as Convocation, Welcome Week, holiday decorating contest, staff council coffee and President's holiday party. | Several programs in the HPPS hosted holiday social events. The division hosted its second annual "Holiday Spirit Week" for all division employees| MSBT held its annual Thanksgiving luncheon and a food drive for the Basic Needs Center. The division adopted a KCKCC student family and two families from El Centro for Christmas.
- S4 | In Progress.** Faculty from Honors and Blue Devil Institute for Teaching and Learning collaborated to apply for and win an undergraduate Research grant from the National Science Foundation. The grant is focused on developing faculty skills to teach undergraduate research and supports costs for instructor-led undergraduate research projects. | Student Affairs and Enrollment Management and Academic Affairs collaborated to respond to the new Gainful Employment/Financial Value Transparency reporting requirements.

GOAL 3

Attract and retain a high-performing workforce.

Initiatives:

- I1** | Enhance the employee recruiting strategy to help with attracting and hiring qualified candidates.
- I2** | Develop user-friendly employment recruitment materials highlighting KCKCC's culture and successes.
- I3** | Enhance and streamline the onboarding processes.
- I4** | Assess the college benefits package in comparison to local and peer institution benchmarks to position KCKCC as a competitive employer for top candidates.

January 2025 Status Updates:

- S1** | **Ongoing.** Human Resources implemented LinkedIn Recruit to increase the college's visibility and reach to attract top-tier talent.
- S2** | **Under review and development.**
- S3** | **Ongoing.** KCKCC continues to offer a full-day orientation to all new employees. Human Resources now completes most onboarding steps prior to the employees start date.
- S4** | **No update at this time.**

GOAL 4

Foster an environment that embraces inclusion and reflects the community the college serves.

Initiatives:

- I1** | Establish a process to measure employee perception of culture and inclusivity at the college.
- I2** | Create and implement an action plan that provides the college with a guide to build an inclusive work culture.
- I3** | Enhance employee understanding of best practices in inclusivity and working in a multi-cultural environment through activities and training.
- I4** | Enhance and develop cross-cultural competencies among employees to foster an inclusive environment.

January 2025 Status Updates:

- S1** | No update at this time.
- S2** | No update at this time.
- S3** | **In Progress.** In January, KCKCC collaborated with the National Alliance for Partnerships in Equity to provide faculty training to support recruitment and retention efforts for special populations. The training is supported through the college's Perkins grant.
- S4** | No update at this time.



KCKCC Fall 2024 Convocation.

04

Community Engagement

Advance KCKCC to its next level of excellence and elevate the college's presence in the community.



GOAL 1

Increase the level of community engagement of employees and students through service in the community.

Initiatives:

- I1** | Create an institutional culture that promotes and celebrates employee and student involvement in the community.
- I2** | Promote employee and student achievements in the college service area.
- I3** | Assess and enhance the reputation of KCKCC in the college service area.
- I4** | Develop a communication plan to promote community involvement opportunities for employees and students.

January 2025 Status Updates:

- S1 | In Progress.** KCKCC completed its second Community Engagement Survey, which documents employees' service to the community and professional organizations. Results will be available in March 2025. | The Student Athlete Leadership Team completed a food drive in conjunction with the KCKCC Board of Trustees' annual food drive. Student-athletes provided over 500 items for the Blue Devil Cupboard.
- S2 | Ongoing.** This Fall, KCKCC President Dr. Greg Mosier was the keynote speaker at the National Institute for Construction Education lunch. KCKCC was featured on national news following a meeting between the President and Jamie Dimon, CEO of JP Morgan Chase, on Dimon's Midwest bus tour. | Student and employee achievements are publicized internally and externally through the KCKCC Annual Report, presentations, email newsletters, board reports and biannual Strategic Plan updates. The college also features alumni and student success through alumni newsletters and events. | College administration, students and employees also present to area organizations in the college's service area.
- S3 | In Progress.** KCKCC continues to enhance its reputation through news stories, social media, and community events. | The college is building a new center in downtown Kansas City, Kansas, that will transform how education, health and wellness services are delivered in the urban core.
- S4 | In Progress.** To promote community involvement, Marketing and Institutional Image implemented a communication plan involving BlueConnect, digital displays, On Campus and offices across the college. The department collaborates with other areas to promote community involvement opportunities, such as volunteering at the TEC's monthly Harvester's Food Pantry distribution. | Student organizations and athletic teams routinely volunteer in the community.



Cultivate and strengthen mutually beneficial partnerships with business, industry and community stakeholders.

Initiatives:

I1 | Establish a physical presence in downtown Kansas City, Kansas, with holistic services for students and the community.

I2 | Expand and enhance partnerships with businesses and civic organizations to better serve the region.

I3 | Increase partnerships and public support to expand KCKCC programs and services in Leavenworth County.

I4 | Celebrate KCKCC's centennial anniversary and the College's recent achievements through outreach and community engagement.

January 2025 Status Updates:

S1 | In Progress. KCKCC is completing site work for the new Kansas City, Kansas Community Education, Health and Wellness Center in preparation for construction, which begins in Spring 2025. | KCKCC Foundation continues to raise funds to support construction, furnishings and equipment for the downtown center. The campaign raised \$3,017,115.81 in cash, pledges, and in-kind support in 2024. Overall, the campaign has generated \$67,390,470 as of December 2024. | The Downtown Advisory Committee meets monthly to review fundraising progress and targets, marketing updates, and development of center programs and services.

S2 | In Progress. In November, the KCKCC Foundation hosted 80 community leaders and donors at its annual stewardship event, The President's Leadership Circle Breakfast. | As a registered apprenticeship intermediary, the college is partnering with Panasonic Energy Corporation of North America, Orange EV, Marvin Windows, the Kansas Federation for Advanced Manufacturing Education and others to create employer-paid, custom apprenticeships. | The college Foundation raised \$56,000 supporting student scholarships in 2024. Scholarship donors include KCKCC alumnus Tom Burroughs, Piper Optimist Club, Mr. D's Donuts, Russell Construction, Dr. Marjorie K. Blank Memorial Scholarship, Alumni Nursing Scholarship and the Breidenthal Foundation. The Foundation also secured \$42,000 in sponsorships from local businesses, corporations and individuals supporting the annual Hall of Fame Banquet.

S3 | In Progress. KCKCC met with Leavenworth and Lansing school districts to explore ways to better serve area students. | The KCKCC Foundation awarded \$14,706 in Spring 2025 to 36 KCKCC students enrolled at the Lansing Correctional Facility, Joint Regional Correctional Facility and US Disciplinary Barracks.

S4 | Completed. KCKCC ended its Centennial Celebration in June 2024. The celebration included many events, sponsorships, and the publication of the Centennial Magazine. | The Candle Lighting Ceremony in December celebrated its 100th anniversary with a special performance from the M-PACT acapella group. The KCKCC Foundation led a marketing and fundraising initiative tied to the Candle Lighting Ceremony in December which resulted in \$7,021 raised for student scholarships and record attendance.

GOAL 3

Increase the number of gifts and total financial contributions to the KCKCC Foundation annually.

Initiatives:

- I1 |** Further develop and initiate strategies to increase KCKCC Foundation endowed and non-endowed giving.
- I2 |** Continue to increase the number of employees who give to the KCKCC Family Fund campaign.
- I3 |** Engage college alumni in tangible ways that foster giving to the KCKCC Foundation.
- I4 |** Expand the use of KCKCC's Foundation database to grow mutually beneficial and financially rewarding relationships in business and industry.

January 2025 Status Updates:

- S1 | Ongoing.** The KCKCC Foundation board approved the Foundation financial audit for 2024 in December, with total assets of \$5.8 million compared to \$4.7 million in 2023. | The Foundation hosted a team planning session in August 2024, establishing annual department and individual goals aligned with institutional goals. | The Foundation secured \$22,000 from an anonymous donor to support the college's Basic Needs Center. The Athletics department secured \$53,000 in scholarship and program support for student athletes. | The Fall direct mail appeal generated \$6,000. | The Grants office secured \$1,135,053 in funding from outside sources supporting college programs.
- S2 | In Progress.** The KCKCC Foundation Family Fund gained 26 members with gift revenue of \$10,730 as of December. Family Fund appeals were made at monthly new employee orientation sessions with the Human Resources team, academic divisional meetings through collaboration with Deans, and division-led fundraising activities, including the Motown Showdown at TEC.
- S3 | In Progress.** Bi-monthly email marketing from the KCKCC Foundation, distributed to approximately 32,000 alumni | An alumni survey was conducted in September 2024, resulting in 22 responses from alumni who graduated before 2022 and two responses from recent graduates. Responses reflected a strong interest in job placement services. As a result, the Foundation and Career Services offices collaborated to promote a KCKCC alumni benefit that includes Handshake resources, mentorship opportunities and invitations to campus job fairs.
- S4 | Ongoing.** The KCKCC Foundation team met with 43 prospective and current donors among alumni, individuals, foundations, businesses, service organizations and corporations resulting in a mix of scholarships, Hall of Fame sponsorships and capital support. | The Foundation and Finance offices completed Blackbaud Raiser's Edge and Financial Edge training to support the use of their fundraising and finance platforms. | Staff completed 52 social media posts from June through December, resulting in a 26% increase in reactions and a 38.5% increase in reposts. | The Foundation continues to identify top prospects based on giving history and wealth indicators available through its donor database.

GOAL 4



Increase the number of students interested in college academic programs through branded marketing efforts.

Initiatives:

- I1 |** Enhance the website to focus on student recruitment and retention efforts.
- I2 |** Develop efficient processes to create increased quality recruitment leads through targeted marketing efforts.
- I3 |** Host more events in the community and at KCKCC locations to promote the college with key audiences.
- I4 |** Develop and implement strategies to work with business and industry partners to promote college academic programs and workforce training opportunities.

January 2025 Status Updates:

- S1 | In Progress.** KCKCC is redesigning its website to enhance the focus on student recruitment. The website consultant completed the research, content plan, navigation structure, and wireframe design during Fall 2024. Marketing and Institutional Image presented the conceptual designs to employees and students in January.
- S2 | Ongoing.** For Fall 2024, KCKCC's digital marketing strategy reached a 502% return on investment compared to the advertising spend. | KCKCC saw increased applications and new student credit hour enrollment based on the partnership with Archer Education's Onward Captivate Experience. To help increase the number of students who move from admitted to enrolled, the college launched the Commit Experience in Fall 2024 from Archer Education as well.
- S3 | Ongoing.** KCKCC hosts various activities, including Saturday Academy, Upward Bound events and community events. The college continues to sponsor activities such as Chamber of Commerce dinners, the Leavenworth Chamber Golf Tournament, education fundraisers and much more. | The college hosted 282 events at college sites during the Fall semester. To give back to Wyandotte County residents, the college waived \$52,092 in facilities rental fees for county residents and nonprofit organizations.
- S4 | In Progress.** The college continues to partner with business and industry leaders to provide cutting-edge training for employers. KCKCC partners with Panasonic Energy Corporation of North America, Orange EV, Marvin Windows, BioNexus KC, Wyandotte County Unified Government, Board of Public Utilities and others as part of its workforce initiatives.

KCKCC President's Leadership Circle Breakfast.



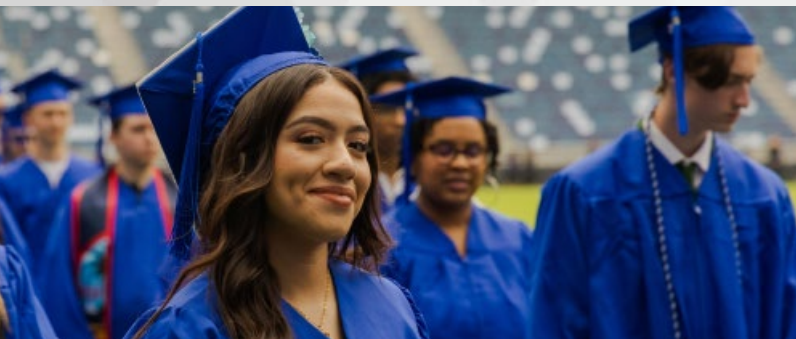


Vision

**BE A NATIONAL
LEADER IN ACADEMIC
EXCELLENCE &
PARTNER OF CHOICE
IN THE COMMUNITIES
WE SERVE**

Mission

**INSPIRE
INDIVIDUALS &
ENRICH OUR
COMMUNITY ONE
STUDENT AT A TIME**



Purpose

Kansas City Kansas Community College, a two-year community college, provides general, transfer, and career and technical education in a student-centered diverse and inclusive educational environment. KCKCC is committed to preparing students to succeed in the workforce, transition to four-year institutions and be contributing citizens in their community.

Values

- Student Success
- Excellence
- Multiculturalism
- Innovation
- Integrity
- Collaboration