

STRATEGIC PLAN *2020-2023*

BIANNUAL REPORT



January 2022

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Kansas City Kansas
Community College

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Student Success

Provide services and resources that empower students to attain their goals

GOAL 1 | Enhance student centered services and processes

INITIATIVES

JANUARY 2022 UPDATE

I1 | Create and implement a college-wide process for strategically scheduling classes to meet student needs

Implemented Ellucian CRM Advise which allows academic deans and program coordinators to track students in their individual degree programs and assist in scheduling courses to meet student needs. Academic deans began discussions of how to best utilize CRM Advise.

I2 | Develop and implement a plan to engage more students in service-learning, undergraduate research, apprenticeship and similar opportunities

Career and Technical Education departments continue to develop apprenticeship and service-learning opportunities for students, including most recently with the Carpenters Union, Beauty Brands, Great Clip, European Wax, First United Methodist Church, Calvary Missionary Baptist Church, Barukh Beauty Salon and Kaw Valley Engineering. • Fifty students participated in an undergraduate research pre-symposium in psychology held in October 2021 in partnership with University of Kansas and the University of Missouri - Kansas City. Honors psychology 101 hosted an undergraduate research poster presentation in 2021. • Beginning in January 2022, a new internship process is being developed to provide students with more internship opportunities on and off campus, assuring this program provides students with an educational component.

I3 | Increase educational opportunities and services to historically underrepresented populations and the Greater KC region

The first welding certificate cohort began in fall 2021 at the Lansing Correctional Facility. Twenty-five students are projected to graduate debt-free with credentials in May 2022. • Black Community Fund CTE Scholarship was developed to close tuition gaps for eligible CTE students. • Three FAFSA workshops were held in local high schools. • Transfer college visits were held for students, serving 50 KC Scholars who are non-traditional, first-generation or underrepresented populations. • United Nations celebration had 50 students attend with eight students giving ancestry presentations. • In partnership with Church of the Resurrection, the Counseling and Advocacy Center held mobile food pantry distributions at TEC in September, October and November, serving 152 households which consisted of 464 persons.

I4 | Examine and determine added value of implementing national student success initiatives such as Complete College America and Achieving the Dream

Reviewing the Ask-Connect-Inspire-Plan framework published by the Community College Research Center to determine if the college should apply for participation in the Guided Pathways Summer Institute in 2022.

GOAL 2 | The college will 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 and maintain a baseline of at least 58%

INITIATIVES

JANUARY 2022 UPDATE

I1 | Enhance academic advising and wrap-around student support services

Implemented Ellucian ADVISE CRM to create focused communications and interventions based on students' academic and demographic risk factors. • The rebranded Early Assist program has assisted more than 200 academically struggling students with early intervention strategies. • All students were assigned to a Student Success Advisor, based on best practices in the area. • Hosted COVID-19 vaccine information forums the first two weeks of fall 2021.

I2 | Design and implement an individual student success plan that assists students in identifying and obtaining their educational pathway

As part of the ongoing student success plan, the division completed the following initiatives: Created the Early Alert SOS for students to self report when they are in need of support service. • Developed a more robust college transfer website. • In the final stages to activate the new student services portal, Colleague Self-Service and Student Planning, which will allow students to plan future semesters at KCKCC, review and track progress toward degree completion, and follow an interactive graduation plan to select and enroll in classes using a new Class Schedule with advanced filtering. • Held fall transfer and graduation fair with more than 50 local colleges and universities in attendance.

I3 | Coordinate intentional outreach and interventions for students based on known risk categories and/or students experiencing academic challenges

Assigned a Financial Aid staff member to each foster care student enrolled in order to conduct monthly financial status check-ups. • Created Career Services workshops and programs for undecided students and students struggling in courses. • Posted Silent Witness banners at all college locations and participated in Sexual Assault Awareness Month. • Held Grocery Bingo, First Generation Coffee and Take Your Professor to Lunch events. • Hosted a Taco Truck fundraiser to raise \$1,000 for the Hispanic Development Fund Scholarship.

I4 | Enhance the developmental education process to expedite students entrance to college-level work

Although the college did not receive the Title III grant, developmental reading and writing faculty created a new Integrated Reading and Writing course for students to take along with Composition I and thus expedite the entrance to college level English to assist in improving retention.

Halloween bash hosted by KCKCC student groups.



GOAL 3 | The college will maintain a 150% of normal time completion rate of first-time full-time degree/certificate-seeking students at or above KCKCC's Integrated Postsecondary Education Data System (IPEDS) Comparison Group Median and maintain a baseline of at least 28%

INITIATIVES

JANUARY 2022 UPDATE

I1 | Implement a year-long schedule to assist student planning of classes needed for graduation

Developing a plan with Dean's Council to utilize Ad Astra to schedule classes on a year-round basis and to discuss the implementation of enrollment for an entire academic year rather than on a semester basis.

I2 | Increase accessibility of student support services to meet the needs of all students

Offering remote/virtual advising sessions for quick advising questions or in person through the Student Success Center at any of our three locations. From September to December 2021, 55% of all advising appointments were held virtually.

I3 | Create targeted initiatives that assist second year students to achieve degree and certificate completion

Created a Sophomore Club to provide activities and helpful tips and strategies to help sophomores be successful in their academics. • The Student Success Center contacted all students with 45 credit hours or more towards their degree to help select classes for upcoming semesters. • More than 100 students and staff attended the fall transfer and graduation fair to discuss graduation and transfer opportunities.

I4 | Increase use of different instructional modalities to enhance student choice for degree completion

Offered more online options based on lessons learned in the pandemic for Automotive Technology, Building Engineering and Maintenance Technology, Computer Support Specialist, Construction Technology, Cosmetology, Culinary Arts, HVAC, Surveying Technology and Welding Technology. • Several faculty and support staff will attend a four-day virtual conference in February 2022 titled "Learning Lab | Designing Hybrid-Flexible (HyFlex) Courses to Support Multimodal Learning Environments."



Students signed the final beam at the student housing topping off ceremony.

GOAL 4 | Increase student engagement and satisfaction

INITIATIVES

JANUARY 2022 UPDATE

I1 | Expand activities that recognize students for academic or other accomplishments

Started a monthly *Meet a Veteran* e-mail, which is shared with the campus community, current and prospective students. • Created the National Society of Leadership Success (NSLS) Honor Society in recognition of students with a GPA 2.5 or higher. • Student Success Stories celebrate students who have successfully obtained an internship or employment while attending or after graduating from KCKCC.

I2 | Add extra and co-curricular activities and services that target historically underserved student populations

Hosted financial literacy and mental health presentations, Native American presentation and First Generation Day recognition events. • Launched a campaign with the Greater Kansas City Hispanic Development Fund to promote scholarships for the 2022-2023 academic year. • The Student Organization of Latinx club partnered with others to host the Community Halloween Bash on October 30.

I3 | Evaluate opportunities to expand supplemental instruction and/or mentoring to enhance active and collaborative learning

Developed a student advisory board for the Blue's Kitchen Cabinet Food Pantry. These students will be working on creating operating procedures for the food pantry. • Fringe benefits of education committee meets with students weekly to provide mentoring services such as motivational speakers, financial literacy speakers, dinner, individual mentoring and tutoring. • Campus health clinic makes community referrals for students and educates them on how to navigate their medical appointments.

I4 | Expand services and opportunities to provide career readiness and employment placement services

The new Career Services Center was launched, which provides students with Wyandotte County employment listings, career tips, resume and interview workshops. • Campus health clinic assists nursing students to make up clinical hours with the college nurse practitioner as necessary.

HVAC students at the Pioneer Career Center practice pipe reaming during one of their classes.



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 | Align program and course offerings with business, workforce and four-year educational needs

INITIATIVES

JANUARY 2022 UPDATE

I1 | Create a comprehensive Academic Master Plan to help guide the future direction of KCKCC offerings

Completed September 2021. Efforts continue to complete the final printed document containing the division summaries and will be distributed to the Board prior to the end of the fiscal year. The Academic Master Plan document will provide the strategic direction for the Academic Affairs division for at least the next two years.

I2 | Develop robust and engaged advisory committees for all programs and disciplines

All AAS and certificate programs have advisory boards which meet once or twice a year. Information from these meetings is included in the program review process. Academic Affairs is working to include the advisory boards themselves in the program review process.

I3 | Demonstrate the use of external occupational data in all program plans and review cycles

The college recently purchased a subscription to JobsEQ which will allow academic deans and other necessary employees to utilize current workforce data in areas such as program review, new program implementation and budgetary decisions.

I4 | Expand workforce and customized training offerings to meet the needs of regional businesses and industries

Adult and Continuing Education offers business ESL classes in two locations and will add a third in January 2022. • Adult Education will continue to offer GED classes at the University of Kansas Health System. • The fourth Industrial Maintenance Technician cohort completed their training in fall 2021. • Companies recently served are Amsted Rail, Empire Candle, Kellogg's, Stryten and SunOpta. Several other companies received specific organization training in areas such as Microsoft Excel, lineman apprenticeship courses and forklift training.



KCKCC President Dr. Greg Mosier and others celebrate the ribbon cutting of KCKCC's historical mural project.

GOAL 2 | Create learner-centered environments

INITIATIVES

JANUARY 2022 UPDATE

I1 | Establish benchmarks to create high-quality, learner-centered physical spaces

Completed October 2019. Efforts continue with learning spaces updated on a regular basis, and phase 4 is set to begin in Spring 2022. Each phase has a \$500,000 budget for the fiscal year.

I2 | Create and implement a multi-year plan to bring student learning spaces up to established benchmarks

Phase 3 work on two science labs has been slowed due to supply chain issues. One of the two rooms is mostly complete while work continues on the other. Phase 4 projects have been determined and will commence in spring 2022. Other work was completed in the multimedia video production workspace, the audio engineering labs and the band room.

I3 | Enhance KCKCC's digital learning environments to implement best practices for student learning

Students continue to use the Digital Access Studio, which provides technology resources for creative communication through digital multimedia. • The Building Engineering and Maintenance Technology program utilizes Interplay Learning virtual reality training, Cengage Mindtap simulated training modules and alternate energy training simulators. • The Welding Technology program uses a virtual welding program for the welding robotics course. This allows the students to virtually operate the robot before physically operating it in the lab.

I4 | Expand external partnerships to provide additional experiential learning opportunities

Academic departments at KCKCC continue to partner with external entities, including Enterprise Rent-A-Car, Firestone, Sporting KC, Culinary Center of Kansas City, Culver's, Axiom Properties, Orizon Aerostructures and Laugh-O-Gram.

Student spaces have been updated and furnished with functional furniture.



GOAL 3 | Foster learner-centered instruction

INITIATIVES	JANUARY 2022 UPDATE
I1 Develop and implement a formal faculty professional development program focused on learner-centered instruction	The Center for Teaching Excellence continues to offer faculty development opportunities to all full-time and adjunct faculty throughout the year as well as during the Faculty Professional Development Day during welcome week each fall and spring semester.
I2 Support learner-centered instruction in lifelong learning and adult education classes	Adult Education is transitioning to individual instruction pedagogy to customize GED instruction based on student entrance scores to provide instruction and practice on skills unique to each student. ESL instruction is based on student performance on assessments throughout the year. Continuing Education program revenue grew by 70% from 2019-2020.
I3 Develop and implement a formal faculty mentoring program focused on learner-centered instruction	A formal faculty mentoring program, as part of a mandatory new faculty orientation program, is currently being discussed in the context of faculty negotiations. Some divisions, including the Division of Health Professions, already utilize a faculty mentoring program for new faculty.
I4 Support learner-centered instruction priorities with institutional resources	Programs are shifting to different learning modalities and differentiated instruction using various methods. An example is virtual reality utilized in programs for students to practice skills such as welding techniques, HVAC repairs and equipment repairs prior to utilizing the large equipment and resources. Additionally, faculty and staff are participating in professional development in HyFlex pedagogy. • The college sets aside \$500,000 annually to strategically update learning spaces. • During the COVID-19 pandemic \$390,000 was spent to update 10 classrooms with new technology.



KCKCC students participate in graduation ceremonies.

GOAL 4 | Evaluate and implement processes aligned to national best practices

INITIATIVES	JANUARY 2022 UPDATE
I1 Develop and implement a comprehensive program review process	Completed August 2019. Efforts continue with programs divided into four cohorts and are reviewed on a 4-year cycle. Utilizing feedback from program review committee, members and faculty are going through the process, and the committee has revised numerous forms and procedures, thus assuring continuous improvement.
I2 Identify and implement best practices for curriculum development and revision processes	Several programs have recently revised curriculum based on the best practice of utilizing advisory board input and KBOR program realignment to best meet the needs of students and industry.
I3 Create and implement an Institutional Assessment Plan	Completed fall 2020. Efforts continue with assessment plans as described in the plan and reported in the Annual Assessment Report. Institutional Learning Outcomes (ILO) will be assessed in spring 2022.
I4 Align division budgets with program review	Completed January 2021. Efforts continue to streamline the data collection and reporting process. Financial data is collected, analyzed and assessed to determine program needs as part of the program review process. Programs utilize the action plans created within the program review process to determine what resources are needed. In turn, programs add these items to their budget proposal for the next academic year. For example, through the program review process, Heating and Refrigeration and Electrical Technology determined that lab and classroom spaces at TEC and PCC needed to be updated and modified to ensure the resources at each location were the same. This ensures training at both locations is consistent with equivalent equipment and resources.

Science students embrace hands-on learning opportunities.



Employee Engagement

Foster an institutional culture that promotes diversity and inclusion, a commitment to KCKCC and employee success

GOAL 1 | Improve employee equity to create a one team culture

INITIATIVES

JANUARY 2022 UPDATE

I1 | Identify and update college-wide policies, procedures and processes to be consistent across all employee groups

Twelve new or updated policies were approved by the Board of Trustees. Four policies were approved to be removed by the Board of Trustees.

I2 | Develop and implement a comprehensive college-wide compensation plan

Human Resources continues work on updating the compensation draft based on feedback from the college president.

I3 | Initiate a college-wide employee recognition program

Human Resources began preliminary discussions to update the process for the staff and faculty awards given during the Employee Recognition Ceremony. • The High Fives program continues, and PCC does monthly staff/faculty recognitions.

I4 | Develop additional team-building activities during “all-college” events

Team prepared for HLC visit with a mock visit conducted in October 2021. The college received feedback from the visit and is incorporating the feedback in the HLC narrative. • During fall 2021 convocation faculty and staff were encouraged to ask questions and participate in discussions. This allowed colleagues to chat and built some camaraderie. • Also, during scheduled Chats with Prez and Cabinet, attendees are encouraged to post questions in the chat as well as ask live questions. • Staff Senate continued to support team building by providing opportunities for employees to participate in socials.



The President's Holiday Open House dinner was held for faculty and staff.

GOAL 2 | Improve college-wide communication

INITIATIVES

JANUARY 2022 UPDATE

I1 | Assess current internal communication opportunities and develop a comprehensive internal communication strategy

The employee engagement committee developed specific questions centered around communication for upcoming employee focus groups scheduled for spring 2022. • Student Activities creates a weekly activities and events calendar for students, staff and faculty. • Activities/events are posted on Facebook, Instagram, LinkedIn and Twitter. PCC has a weekly newsletter highlighting student accomplishments and upcoming events. • Marketing distributes On Campus, an email newsletter, to faculty and staff weekly in the fall and spring semesters and biweekly in the summer.

I2 | Continue open forums to obtain employee feedback and respond to employees questions

Chat with the Prez and Cabinet virtual open forums were held on August 9, October 19 and November 17. • Human Resources held an open forum on December 10 to receive feedback from employees specific to the hiring and onboarding process.

I3 | Continue to enhance the employee suggestion and idea program

Extended Cabinet reviewed the Suggestion Box recommendations during monthly meetings on September 14, October 12, November 9 and December 12. Extended Cabinet provided feedback to the individuals that submitted a recommendation to the suggestion box.

I4 | Establish purpose/function charters for all committees/groups

Completed September 2020. Efforts continue with a charter template for all committees and task forces was developed in October 2021. The template was sent to all the committee and task force co-chairs to update their committee information using the new template.

KCKCC hosted a blood drive.



GOAL 3 | Attract and retain a high-performing diverse workforce that reflects the internal and external communities we serve

INITIATIVES	JANUARY 2022 UPDATE
I1 Re-shape and optimize the recruitment and selection process to attract diverse highly-qualified talent	Human Resources reduced the application screening process from 30 to 14 days and updated the reference check form. A draft proposal was created for a diversity, equity and inclusion recruitment and hiring plan. A hiring and onboarding listening session was completed December 2021 with 61 employees who participated.
I2 Develop a new faculty and staff performance appraisal process that appropriately assesses performance and rewards employees for achievements towards excellence	Continued meetings have occurred to move towards approval of the Master Contract, which includes new language and process for professional employee evaluations. The merit leave task force updated the proposal to include part-time employees in the evaluation of a new merit system for staff employees.
I3 Create and implement professional development programs and opportunities to support employee excellence	Human Resources hired a talent development manager in December 2021 to focus on identifying and developing professional development programs that meet the needs of employees and the organization.
I4 Develop a succession planning process to include identifying critical positions, training and career development opportunities	Preliminary discussions and research has started to identify best practice and effective succession planning models.



Work continues on KCKCC and Wyandotte County digital mural history project.

GOAL 4 | Evaluate and implement processes aligned to national best practices

INITIATIVES

JANUARY 2022 UPDATE

I1 | Create an employee engagement task force that focuses on specific employee engagement strategies and outcomes

Completed August 2019. Efforts continue with the employee relations committee identifying employee relations initiatives based on employee feedback.

I2 | Develop and implement assessment tools to measure employee engagement and satisfaction outcomes

Completed April 2021. Efforts continue with the Ruffalo Noel Levitz Employee Satisfaction Survey being launched. Survey feedback was shared with the college community in August 2021 and October 2021. Human Resources continues to review new employee survey and exit interview data. Quarterly assessment reports were submitted to the Board of Trustees during this period.

I3 | Implement focus group sessions to further assess and measure survey outcomes

The employee engagement committee developed topics for discussion, questions and the selection process for upcoming focus groups. The first round of focus groups will be scheduled in January 2022.

I4 | Implement a supervisor training program that focuses on developing supervisors in their efforts to enhance the employee experience

Completed February 2019. Efforts continue with the evaluation of the training will occur to ensure new relevant sessions are included and training sessions are up-to-date.

Student housing that incorporates living and learning together is under construction.



Community Engagement

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

GOAL 1 | Develop a broad network of engaged alumni

INITIATIVES

JANUARY 2022 UPDATE

I1 | Build, implement and maintain a robust alumni database

Completed August 2019. Efforts continue with Career Services working to implement Handshake, a single easy-to-use online platform. This platform contains an "Alumni Hub" feature, improving alumni-focused support. • The college will reach out to our recent graduates and gather information about their plans (work/additional education) and invite them to join the Alumni Association. Currently the information is gathered by a paper questionnaire, but the group is developing an electronic survey to gain a higher response. • As of December 2021, the Foundation database holds 78,985 constituent records, of which 72,959 are alumni. Fiscal year to date, 38 alumni gifts totaling \$27,560 have been received. Another \$500,000 was pledged by an alumna, who also chairs her family's private foundation.

I2 | Create and host regularly scheduled alumni events

Twenty-two alumni attended an outreach event with the Kansas City Monarchs. • Since September, 30% of the overall registrations to the Alumni Learning Consortium (ALC) webinars have been alumni. ALC is an online subscription used to promote a wide range of continuing education through webinars that help the Foundation engage with current students, alumni and friends.

I3 | Create and implement a comprehensive alumni communication plan

Completed in March 2019. Efforts continue with the Blue Devil Revel e-newsletter. To date, 10 electronic issues were distributed to an average audience of 38,000. In the last six months the average open rate is 11%. • Monthly birthday email messages are continuing and are well-received.

I4 | Create and implement a plan to target alumni to join KCKCC committee and advisory boards

Completed March 2019. Efforts continue with seven alumni serving on the Centennial Path steering committee. Alumni serve on the Downtown Advisory Board, Foundation Board and Business Development Board. • A board recruitment event was held in November 2021 with two alumni prospects in attendance. • Seven alumni serve on advisory boards at TEC.



KCKCC held an alumni event at a Monarch's game.

GOAL 2 | Cultivate and strengthen mutually beneficial partnerships with business and industry, and community stakeholders to enhance KCKCC's ability to serve stakeholders

INITIATIVES	JANUARY 2022 UPDATE
I1 Create and show evidence of an active KCKCC Advisory Council	Seven alumni serve on our Centennial Path steering committee. • A board recruitment event was held in November 2021 with two alumni prospects in attendance. On the first Wednesday of every month, meetings were held with the downtown advisory council. This council provides input, strategy and community engagement specifically for the planning of the downtown KCK Community Education, Health and Wellness Center.
I2 Establish a physical presence in downtown KCK with holistic services for KCKCC students and community	Property has been purchased for the KCK Community Education, Health and Wellness Center. Meetings continue with community members, community organizations, elected officials and the president's downtown advisory council. KCKCC received all necessary certificates of appropriateness from the Unified Government of Wyandotte County Landmarks Commission for all properties. The Foundation continues to raise appropriate funds to build the facility.
I3 Partner with local businesses, schools, government entities and social-based organizations to increase educational access and opportunities in our community	KCKCC has worked closely with the Wyandotte Health Department to continue to offer in-person classes at all locations. Classes will resume at Wyandotte High School in spring 2022. • The college partnered with the KCK chapter of the Federation of Advanced Manufacturing Education (FAME) — the first chapter in Kansas. Manufacturing companies who belong to FAME sponsor students who spend time in the classroom and on-the-job in a paid internship.
I4 Develop and implement a process to listen carefully and respond to community needs, concerns and suggestions	The online Suggestion Box continues to serve as an easy and effective way to gather input from both internal and external community members. Since June 2021, the college received an additional 53 suggestions that have been reviewed by President's Extended Cabinet. • Based on alumni feedback, the Registrar's Office has partnered with Jostens to provide electronic diplomas.

The Make It Count Foundation provided a donation to help veterans purchase tool kits for class.



GOAL 3 | Launch centennial capital campaign to expand offerings and opportunities for KCKCC students and community

INITIATIVES	JANUARY 2022 UPDATE
I1 Identify key college and community needs to be included in the creation of KCKCC's Centennial Capital campaign	Project name has been changed to the KCK Community Education, Health and Wellness Center. Case for support document, website and all campaign materials were updated to reflect the new name. • Family campaign solicitations were completed for college and foundation leadership to board members, trustees and cabinet resulting in 35% participation so far receiving \$15,537 from 10 donors. • Twenty-two donor and prospect visits completed, resulting in five major gift commitments and eight requests that are pending. • Partners are now meeting monthly to develop strategies for joint requests to public and private sources. Each partner has initiated their respective capital campaigns with \$8 million goals, respectively.
I2 Develop multi-level, multi-phase plan, with targeted objectives aligned to KCKCC's Centennial Celebration	The Centennial Celebration planning is nearing completion with several celebration items such as light pole banners and tokens of appreciation have been ordered. A beta website for the celebration is ready to launch in spring 2022. Staff are gathering 100 Stories That Matter to publish on the website. The Centennial Celebration will begin with the opening of student housing before the fall semester with activities continuing over the next 18 months.
I3 Create a comprehensive and staged Master Facilities Plan	Treanor HL has been approved by the Board of Trustees, however due to COVID-19, this project is on hold with an estimated start date of fall 2022.
I4 Establish a mechanism for program-specific funding sources for scholarships, equipment, etc.	Designated giving options continue to be offered. Participants can either give to the Family Fund Scholarship, Centennial Path campaign, departmental scholarships or equipment. • So far this fiscal year, four new scholarships have been added, totaling \$22,000: Johnny and Boggie Chen/Mr. D's Donuts Culinary Arts Scholarship, Dean and Karen Wall Scholarship, Blue Devil Scholar Award and the Spencer C. Duncan Make It Count Foundation Award. • Several donors have also renewed their contributions to already established scholarships totaling \$37,500.



KCK Community Education, Health and Wellness Center is planned as part of the Centennial Capital campaign.

GOAL 4 | Build community awareness and participation through branded marketing efforts

INITIATIVES

JANUARY 2022 UPDATE

I1 | Improve the outward facing website functions to allow community members ease of locating information

KCKCC updated the website by improving the transfer student section, student housing division, FAME website, the PCC webpage and COVID-19 landing page.

I2 | Partner with local organizations to provide KCKCC support of local community events

TEC provided space and helped to plan for open community meetings in support of state of Kansas initiatives. Space was provided for a SPARKS public hearing and redistricting open forum. TEC hosted community food drives each month. • Participated in the Wyandotte County Back to School Fair in August. • Hosted blood drives and immunization clinics for the community in the fall 2021 semester. • Phi Theta Kappa hosted Pink Ribbon Day in October 2021 where all money was donate to the KU Cancer Center.

I3 | Engage with community stakeholders in specific marketing campaigns to share the impact of KCKCC

The college engaged the community through a series of marketing campaigns the past semester. • Created a detailed, comprehensive marketing campaign to recruit students, including an emphasis to increase Hispanic students. • Created a video campaign and website to share information about the KCK Community Education, Health and Wellness Center. • The Foundation created a series of blogs spotlighting alumni and community partner success stories. • Created a campaign in partnership with Admissions to share evening class opportunities at Wyandotte High School. • Hosted a variety of community events, such as the Education and Economic Summit in Wichita and the KS Minority Business Summit in Kansas City, and both events were sponsored by the Kansas State Chamber. During the events, educational and scholarship opportunities were shared with participants.

I4 | Provide information to the community in multiple ways to break through communication challenges

KCKCC advertised in the community through television, website and radio, and specifically targeted the Hispanic community in advertising. • The college sponsored Hispanic Heritage Month and supported the Wyandotte County Back to School Fair. • Twice during fall 2021, appeared on KSHB channel 41 KC Spotlight to provide updated about enrollment opportunities, status of student housing, and COVID-19 guidance for students and community. Developed a website and flyer for the FAME partnership. • Promoted the Kansas Promise Act with social media, web pages and press releases.

KCKCC provided hygiene kits for Wyandotte County Back to School Fair.



MAIN CAMPUS

7250 State Avenue
Kansas City, KS 66112
913.334.1100

**DR. THOMAS R. BURKE
TECHNICAL EDUCATION
CENTER**

6565 State Avenue
Kansas City, KS 66102
913.288.7800

PIONEER CAREER CENTER

1901 Spruce Street
Leavenworth, KS 66048
913.288.7750

WWW.KCKCC.EDU

Mission

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

Vision

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