



Kansas City Kansas
Community College

STRATEGIC PLAN *2020-2023*

BI-ANNUAL REPORT

January 2023



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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

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | In progress. In December, the college purchased a product from Ad Astra, the scheduling software, to analyze course offering schedules for efficiency. | The Division of Math, Science and Business Technology (MSBT) is increasing weekend class offerings and courses taught in a sistered format (online and on campus). | The Division of Social and Behavioral Science and Public Services (SBSPS) created a faculty taskforce to study strategic scheduling.

S2 | In progress. More than 160 students participated in undergraduate research projects, and the second Interdisciplinary Undergraduate Research Symposium took place in the fall semester. | The physical therapy assistant program and KU Med physical therapy program are developing opportunities for collaborative research. | MSBT Science faculty incorporated undergraduate research systematically into their curriculum. | The Honors Psychology class held a poster presentation in December, which provided students with an opportunity to talk about their research and respond to questions from attendees. | KCKCC Career Services has formally joined the Kansas Board of Regents and Parker Dewey's microinternship program. The student employment/work study process was updated to facilitate greater student participation in on-campus employment.

S3 | Ongoing. KCKCC launched the Upward Bound program, which serves F.L. Schlage and Washington high schools. This program is part of a \$1.5 million TRIO grant to KCKCC. | Adult and Continuing Education (ACE) partners with three businesses to provide Business ESL at their physical locations.

S4 | In progress. KCKCC was awarded the \$1.762 million Strengthening Educational Programs Title III grant to facilitate a guided pathways advising framework and to strengthen developmental educational. This is a national student success initiative.

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

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | In progress. The Student Success Center launched group advising sessions to meet student needs. | KCKCC hired a Basic Needs Coordinator to address students' food, housing, financial and other insecurity needs.

S2 | In progress. Creating a guided pathways advising framework will be implemented as part of the Strengthening Educations Program Title III grant. | ACE met with their GED and ESL programs as part of their enrollment process. They meet with each student during post testing to follow up on their goals.

S3 | In progress. Library and learning services workshops held during the fall 2022 semester included - Student Veterans: How to Succeed in College, Success Strategies for First-Generation Students, Success Strategies for Probation Students, The Difference Between High School and College and Leading as a Student Athlete In and Out of the Classroom. | MSBT division faculty began a campaign in fall 2022 to encourage students to enroll early. Students who enrolled early were entered into a drawing and given an "I enrolled" sticker. | Student Activities hosted multiple activities on the First 12 Days at KCKCC: School Supply giveaway, grocery bingo and Welcome Back Bash events with club, campus and community resource tables were hosted at all locations. Student Organization of Latinx hosted a Hispanic Fund Scholarship fundraiser for hispanic students at KCKCC. A total of \$1,500 was raised.

S4 | Ongoing. The math department reduced the placement score needed for students to enroll in College Algebra with Review (MATH-0105). This has been shared with area high schools that offer MATH-0105 as their version of college algebra. The department has created a one-credit hour course to be offered as an alternative to Elementary Algebra (MATH-0099), allowing students to enroll in the corequisite and Intermediate Algebra (MATH-0104) at the same time. The course is going through the approval process in spring 2023.

First 12 Days of KCKCC



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

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | In progress. The Division of Career and Technical Education (CTE) has required program coordinators to create a degree plan for students to identify which courses will be required each semester.

S2 | Ongoing. KCKCC hired a Basic Needs Coordinator to address students' food, housing, financial and other insecurity needs and to further partner with local agencies.

S3 | Ongoing. The Strengthening Educational Programs Title III grant includes expanded advising roles, increased supports for at-risk students and a guided pathways advising framework that will help students persist and complete a degree. KCKCC is currently hiring the director for this grant.

S4 | Ongoing. The Center for Teaching Excellence developed a targeted track of professional development sessions offered throughout the 2022-2023 academic year to train faculty on how to develop and teach hyflex/hybrid courses effectively. | The mortuary science program has increased the number of online courses available for spring 2023 and are continuing to determine opportunities to provide a mostly distance education program. | The biology department began offering BIOL-0284 in an on-campus format in response to student concerns about the online only course. | MSBT is increasing courses taught in a sistered format (online and on campus).



KCKCC provides a wide variety of technical education certificates and degrees

GOAL 4

Increase student engagement and satisfaction

INITIATIVES

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. HVAC, culinary arts and electrical technology offer monthly and semester awards for students. | Three accounting students were selected to attend the Center for Accounting Diversity Two-Year Bridge Symposium in Chicago. | The SBSPPS division now has a television monitor in the SBSPPS hallway where information is displayed in order to promote student success. | Student Activities partnered with KU TRIO to host First Gen Day at all locations.

S2 | Ongoing. Fall 2022 has seen a return of in-person classes for the Saturday Academy on campus. The program modules have been expanded to offer more math and engineering content as part of an NSF EPSCOR grant with the University of Kansas. | The Real Men of Color mentoring program was relaunched after a hiatus during the pandemic.

S3 | In progress. The biology department received an NSF S-STEM grant for \$775,000 to recruit and retain biology students. | The CTE division is providing a Math for Welders program at Lansing Correctional Facility. The division is redesigning soft skills training to better meet the changing requirements of the industries it serves. | The Center for Teaching Excellence continues to offer sessions to support active and collaborative learning. | The ADN program has received funding from the Nursing Initiative Grant to implement Success Sessions with students in all semesters. | Fringe Benefits of Education meets weekly with students to provide mentoring and tutoring sessions.

S4 | In progress. Career Services joined the Kansas Board of Regents and Parker Dewey's microinternship program. The student employment/work study process was updated to facilitate greater student participation in on-campus employment. Career Services partnered with residence life, student senate and transfer advisors to provide career development workshops. | The automation engineering technology program launched the FAME program with a cohort of seven students. | The HVAC evening program had 11 of 12 students complete the program internship.

Automated engineering technician program lab



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

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | Completed September 2021. Presented to the Board of Trustees in September 2021.

S2 | Ongoing. The psychology department established an advisory board and held its first meeting. Other programs such as sociology, economics, pre-social work and political science are working toward establishing advisory boards.

S3 | In progress. The CTE division is utilizing occupational data throughout the program review process and as a division. Modifications are currently occurring to the electrical technology program and machine technology based on the data and feedback from the advisory committees.

S4 | In progress. Since July, the CTE division has added 10 new companies desiring to partner for customized training: Orange EV, Seats Inc., Heartland Coca-Cola, Owens Corning, Stryten, Sun Opta, Central Bag Company, American Dish, Weber, Axiom Properties, GM, BPU Lineman Apprenticeship and Hill's Pet Nutrition. | The college is part of the Panasonic Energy North America Consortium, a group of education institutions meeting weekly to address the opening of the Panasonic Plant. | A business department faculty member provided three hours of customized training for Axiom Property Management. | The MSBT dean and a faculty member are meeting with Iron Mountain representatives to develop an apprenticeship model for Iron Mountain IT Technicians, beginning in spring 2023.

GOAL 2

Create learner-centered environments

INITIATIVES

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

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

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

I4 | Expand external partnerships to provide additional experiential learning opportunities

JANUARY 2023 STATUS UPDATES

S1 | Completed in Fall 2019. Learning spaces benchmarks were created in fall 2019.

S2 | In progress. The Learning Spaces Taskforce has identified projects for phase 5, and work is nearing completion. Improvements were made to health professions, art, music and Flint building classrooms. The Performing Arts Center lobby and theater, Humanities listening lab and PCC common area also received updates. Final improvements are scheduled in early January with the classrooms being used in the spring 2023 term. Once completed, these rooms will serve more than 900 students annually. | KCKCC completed its centennial mural on the outside wall of the Humanities building.

S3 | In progress. Numerous CTE programs are purchasing Chromebooks and laptops for student use to implement blended learning and online curriculum support activities. | Implemented Lightboard for recording and sharing content for asynchronous classes. Implemented Xerte Online Toolkits to allow faculty to create engaging and interactive content. Training and support is ongoing. | The library is beginning to migrate to EBSCO FOLIO catalog software. As part of the MOBIUS consortium, this migration will be completed spring 2024. | ADN and PN programs are purchasing digital resources to increase student preparation for the NCLEX-Next Gen. | The MSBT science departments have updated equipment for better interface with IT components, especially in the bio-manufacturing and electronics engineering technology programs.

S4 | In progress. The formal faculty professional development program developed by the Center for Teaching Excellence continues to grow. | Nursing, physical therapy assistant, mortuary science, medical assistant and respiratory care programs have increased external partnerships for new and expanded clinical internship opportunities. | The accounting and bio-manufacturing programs added members to their advisory boards and are working to provide more experiential learning for students. | The early childhood education and addiction counseling programs have secured new, additional external partners.

Centennial mural was completed at the beginning of the fall semester



GOAL 3

Foster learner-centered instruction

INITIATIVES

I1 | Develop and implement a formal faculty professional development program focused on learner-centered instruction

I2 | Support learner-centered instruction in lifelong learning and adult education classes

I3 | Develop and implement a formal faculty mentoring program focused on learner-centered instruction

I4 | Support learner-centered instruction priorities with institutional resources

JANUARY 2023 STATUS UPDATES

S1 | Completed August 2019. The Center for Teaching Excellence developed and implemented a formal faculty professional development program beginning in the 2019-2020 academic year. This program has a clear vision and set of goals that supported and aligned with the strategic plan.

S2 | In progress. ACE continued to offer GED courses in Spanish and various continuing education courses year-round. The department partners with three businesses to provide Business ESL at the physical locations.

S3 | Completed August 2021. The Blue Devil Faculty Academy was created to serve as a formal faculty mentoring program focusing on learner-centered teaching. Previously the program was optional. However, as a result of the last round of faculty negotiations, this program is required for all new full-time faculty.

S4 | Ongoing. Beginning with the FY2022 Faculty Master Contract, all teaching faculty are required to participate in the Blue Devil Faculty Academy during their first year of employment. Faculty receive three credit hours of release time for participation, and topics covered include modules on learner-centered instruction.



Learner-centered instruction continues to be a priority for faculty and staff

GOAL 4

Evaluate and implement processes aligned to national best practices

INITIATIVES

I1 | Develop and implement a comprehensive program review process

I2 | Identify and implement best practices for curriculum development and revision processes

I3 | Create and implement an Institutional Assessment Plan

I4 | Align division budgets with program review

JANUARY 2023 STATUS UPDATES

S1 | Completed August 2019. AY 21-22 concluded a full cycle for Cohort 1. All programs are now actively involved in the assigned cohort cycle and completion of all activities per the established calendar. An annual survey is distributed for feedback regarding program review process.

S2 | Ongoing. Programs continue to listen to advisory boards for curriculum changes as well as participate in state alignment where appropriate. For example, modifications are underway in the electrical and machine technology programs based on feedback from the advisory committees.

S3 | Completed in 2022. The General Education Committee has completed a full cycle of assessment of all general education learning outcomes (GELO). The committee is working to evaluate the process of GELO assessment and will be holding listening sessions in spring 2023 to review and update the KCKCC GELO.

S4 | Ongoing. The financial analysis of the program review self-study has been modified for better analysis and understanding by program personnel. During the self-study process, programs work with leadership on needs and modifications to budgets.

Machine technology is implementing changes to curriculum based on advisory board feedback



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

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

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

I3 | Initiate a college-wide employee recognition program

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

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. Seven new or updated policies were approved by the Board of Trustees.

S2 | In progress. The draft compensation plan continues to be developed. Further review from cabinet and implementation will occur in the following months.

S3 | Completed in 2022. Human Resources determined the process for yearly staff and faculty awards given at the employee recognition ceremony will remain the same. | The college-wide High Five program continues. | The President’s Office implemented the You Rock employee recognition initiative.

S4 | Ongoing. The 2022 Fall Convocation included an all employee activity that focused on providing input in the 2024-2027 Strategic Plan. | The President’s Office hosted the annual holiday luncheon. The monthly Chat with the Prez and Cabinet continues. | Staff Senate continued to provide opportunities for employees to strengthen relationships through social events, such as Take a Break.



Staff and faculty enjoyed barbecue at the annual holiday luncheon

GOAL 2

Improve college-wide communication

INITIATIVES

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

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

I3 | Continue to enhance the employee suggestion and idea program

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

JANUARY 2023 STATUS UPDATES

S1 | In progress. Staff reviewed feedback from listening sessions to assist with formulating a specific focus for the comprehensive internal communication strategy.

S2 | Ongoing. Chat with the Prez and President's Cabinet virtual open forums were held on August 8, October 10 and November 17. The Human Resources Department facilitated listening sessions to obtain feedback from new employees and supervisors on October 14, 21 and 28.

S3 | Ongoing. President's Extended Cabinet continues to review suggestion box recommendations. Recommendations were reviewed on September 13, October 11, November 8 and December 13. | The MSBT division implemented a sub-committee program within the division to allow programs to work on ideas/initiatives within the division that may apply to the broader college community. The sub-committees include: safety, scholarship, data, marketing, scheduling, professional development, gardening and campus visits.

S4 | Ongoing. The Human Resources department continues to work with committees that have not updated their charters.

Chat with the Prez and Cabinet
continues this semester



GOAL 3

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

INITIATIVES

I1 | Re-shape and optimize the recruitment and selection process to attract diverse highly-qualified talent

I2 | Develop a new faculty and staff performance appraisal process that appropriately assesses performance and rewards employees for achievements towards excellence

I3 | Create and implement professional development programs and opportunities to support employee excellence

I4 | Develop a succession planning process to include identifying critical positions, training and career development opportunities

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. The Human Resources department facilitated listening sessions regarding the hiring process with a focus on new employees and supervisors on October 14, 21 and 28. The sessions resulted in updating the offer letter to provide additional information to applicants about pay and benefits, adding additional information to the first-year onboarding packet and discussions for future innovation in the onboarding process.

S2 | Completed February 2022. Faculty and staff performance appraisal documents and processes have been revamped.

S3 | Completed February 2022. Established the Professional Development Committee in February 2022. The committee implemented monthly professional development sessions led by KCKCC employees. Topics are selected based on feedback obtained from stakeholder meetings and the Professional Development Committee.

S4 | In progress. The initial succession plan document was drafted for review by the Chief Human Resources Officer. Further development of the plan document will proceed in the following months.



Professional development workshop hosted by Human Resources

GOAL 4

Evaluate and implement processes aligned to national best practices

INITIATIVES

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | Completed August 2019. The Employee Engagement Taskforce will continue to identify and implement initiatives that will align with the college's employee engagement strategic priority.

S2 | Completed April 2021. The college will continue to disseminate biennial Ruffalo Noel Levitz Employee Satisfaction Surveys. The next employee satisfaction survey will launch in spring 2023. Human Resources continues to assess new employee surveys and exit interview data. Quarterly assessment reports were submitted to the Board of Trustees.

S3 | Completed April 2022. Facilitated focus groups/listening sessions will continue as a follow up to each biennial Ruffalo Noel Levitz Employee Satisfaction Survey.

S4 | Completed February 2019. Efforts continue with the evaluation of the training to ensure sessions remain relevant and up-to-date.

New employee orientation session



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

I1 | Build, implement and maintain a robust alumni database

I2 | Create and host regularly scheduled alumni events

I3 | Create and implement a comprehensive alumni communication plan

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

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. Data migration into the Blackbaud system was completed in August 2019, and regular maintenance is ongoing. Data enrichment is run on an annual basis to find updated email, addresses and phone numbers. Currently 73,811 alumni are in the new system. | Blues Benefits, a web-based application offering discounts and services from various businesses for alumni, students and employees, is in the planning stages with an anticipated launch in early 2023.

S2 | Ongoing. The alumni association hosted an alumni tailgate social at the Kansas City Current professional women's soccer game in August 2022 with more than 50 alumni and families in attendance. | Alumni Night at the Wyandotte County Fair in summer 2022 attracted several alumni and families with free admission, carnival games and swag to more than 50 alumni | To date, 23 alumni have registered for an Alumni Learning Consortium webinar, totaling 87 different registrations. | Thirty-three alumni registered, contributed and/or participated in the annual Blue Devil Scramble golf tournament that raised more than \$18,000. | The alumni association collaborated with student activities to host an educational panel with two Kansas Supreme Court justices. More than 60 alumni and students attended. | Alumni who are major donors attended the President's Leadership Circle Breakfast in November 2022.

S3 | Completed in 2022. A comprehensive alumni communications plan commenced July 2020 with the new Blue Devil Revel. The Blue Devil Revel is distributed with average audience of 38,000, and the average open rate is 10%. | Monthly birthday email messages continue. | Alumni were also included in targeted communications, such as the fall appeal campaign and several events.

S4 | Ongoing. Based on the plan developed, alumni and community volunteer recruitment occurred in 2019 and continues as needs arise. As a result of the plan, alumni serve on the Centennial Path steering committee, Downtown Advisory Board, Foundation Board and Business Development Board. In addition, seven alumni serve on advisory boards in workforce programs. | Alumni will be invited to the next board recruitment event scheduled in early 2023. | Paramedic, medical assistant, mortuary science, PTA, respiratory care and nursing advisory boards all have representation that includes KCKCC alumni.

GOAL 2

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

INITIATIVES

I1 | Create and show evidence of an active KCKCC Advisory Council

I2 | Establish a physical presence in downtown KCK with holistic services for KCKCC students and community

I3 | Partner with local businesses, schools, government entities and social-based organizations to increase educational access and opportunities in our community

I4 | Develop and implement a process to listen carefully and respond to community needs, concerns and suggestions

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. All CTE programs have advisory boards with community industry experts that meet on a regular basis. | The psychology department established an advisory board and held its first meeting. Other programs such as sociology, economics, pre-social work and political science are working toward establishing advisory boards. | At the President's Leadership Circle, community leaders provided feedback to the president about the college and growth opportunities for KCKCC. | Seven alumni serve on the Centennial Path steering committee.

S2 | In progress. As of December, the project has raised \$45,700,00, or 74%, of the total fundraising goal. KCKCC and its partners can begin work on site since the project surpassed the 70% project costs goal. All certificates of appropriateness have been approved by the Unified Government's Landmarks Commission and full commission. Swope Health and Community America Credit Union continue to partner with KCKCC on the center.

S3 | Ongoing. KCKCC is a member of the PENA Consortium and is preparing to provide training opportunities to the 4,000 employees to be hired by Panasonic. Other members of the consortium include: JCCC, the Dwayne Peaslee Technical Training Center and DeSoto School District. The consortium meets weekly. | The Lansing City Council approved the purchase of 12-acres of land that KCKCC will use to develop a new site for Leavenworth County. | KCKCC worked closely with Swope Health, KCK Public Schools and CommunityAmerica Credit Union in developing the plans and funding for the Kansas City Kansas Community Education, Health and Wellness Center (KCKCEHWC).

S4 | Ongoing. Based on industry feedback, the college is creating an MOU with the Kansas Society for Land Surveyors (KSLS) to hire a full-time program coordinator. KSLS will support the personnel monetary contributions each year over five years.

Kansas City Kansas Community, Education,
Health and Wellness Center



GOAL 3

Launch Centennial Capital Campaign to expand offerings and opportunities for KCKCC students and community

INITIATIVES

I1 | Identify key college and community needs to be included in the creation of KCKCC's Centennial Capital Campaign

I2 | Develop multi-level, multi-phase plan, with targeted objectives aligned to KCKCC's Centennial Celebration

I3 | Create a comprehensive and staged Master Facilities Plan

I4 | Establish a mechanism for program-specific funding sources for scholarships, equipment, etc.

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. Sixteen major leadership gift solicitations were completed bringing the campaign to \$45,700,00, or 74%, toward \$62 million goal. An additional 12 solicitations are pending and/or planned for next 90 days. KCKCC and its partners continue to meet monthly to develop strategies for joint requests to public and private sources. Each partner continues to work on their respective capital campaign goals.

S2 | In progress. A planning team was created to plan events for the Centennial Celebration. Centennial light pole banners were placed over winter break. The website to celebrate the centennial is available to the community.

S3 | In progress. TreanorHL has completed focus groups, studies and other reports as part of the process to create the master facilities plan. The master facilities plan is in process and should be completed in 2023.

S4 | Ongoing. This year seven new scholarships have been added, totaling \$107,000. Those scholarships target diverse groups, including preferences for serving marginalized and diverse student populations, such as LGBTQ, nursing, student veterans, culinary arts, STEM degrees/certificates, Upward Bound Education Opportunity Center participants, student athletes, F.L. Schlagle High School graduates, education, computer technology and construction technology. | Designated giving options continue to be offered through the internal employee giving program. Participants can either give to the Family Fund Scholarship, Centennial Path Campaign, specific departmental scholarships or equipment. | A new giving opportunity mechanism called the Student Relief Fund has been established in collaboration with Students Services and Financial and Facility Services division of the college. | Staff updated the online giving form to simplify and clarify giving options for donors.



KCKCC celebrates its Centennial in 2023

GOAL 4

Build community awareness and participation through branded marketing efforts

INITIATIVES

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

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

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

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

JANUARY 2023 STATUS UPDATES

S1 | Ongoing. The marketing department continues to provide employee training to be able to update content on the website. KCKCC added the apply button to the top of the home page of the website. The marketing department also updated the KCKCC Foundation, Centennial Celebration and Centennial Capital Campaign websites.

S2 | Ongoing. The college was recognized by the KCK Chamber of Commerce as recipient of the 2022 Stronger Together award for the downtown KCKCEHWC project. | KCKCC co-hosted the m-PACT music festival in November. KCKCC continues to provide space for community events and celebrations. | The college and foundation had visible presence and sponsorship of the 100th Anniversary of the Fairfax Industrial Association in October 2022. | The college was represented at the annual Guadalupe Center Blanca y Negro Gala in October 2022. | The foundation presented to the Wyandotte County Lions Club and Shepherd's Center of Wyandotte County to build awareness and financial support for the student scholarship fund with new, first-time donors supporting as a result. | The foundation represented at the monthly New Employee Orientation sessions. | The foundation presented a scholarship program overview to 25 KCKPS juniors and seniors from seasonal and migratory agriculture backgrounds in collaboration with the KCKCC Admissions office and the Heartland College Assistance Migrant Program in November 2022.

S3 | Ongoing. KCKCC partnered with Telemundo to sponsor the Navidando holiday giveaway to five families in-need. KCKCC has also partnered with the Mix 93.3 morning show to promote KCKCC. The show's host attended KCKCC.

S4 | Ongoing. KCKCC advertised in the community through television, website and radio, specifically targeting the Hispanic community. Through the digital advertising campaign, Marketing staff distributed more than 600 prospective student email leads to admissions and academic departments for follow up. KCKCC purchased time on a new digital billboard at I-435 and 32 Highway in Kansas, just north of the Johnson County line.

m-PACT music festival



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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**