



STRATEGIC PLAN *2020-2023*

BIANNUAL REPORT

July 2022



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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

KPI

Noel Levitz Student Satisfaction Inventory (SSI) survey score for student-centered services

MEASUREMENT Compared to the 2019 results, overall satisfaction, expectations and the willingness to enroll at KCKCC again demonstrated statistically significant improvements in the 2022 administration of the survey. All individual scales on the survey showed significant progress since 2019, with campus support services, admissions, financial aid and academic services demonstrating the most significant gains. Since the development of the strategic plan, the college has moved to a biennial cycle for surveys, in order not to over survey the campus community. The SSI was administered in spring 2022 and will be readministered spring 2024.

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 and 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

JULY 2022 STATUS UPDATES

S1 | In progress. Discussions for implementing such a process continues during Dean's Council in conjunction with the senior leadership.

S2 | In progress. Divisions across KCKCC continue to increase student research, apprenticeship and service-learning programs. In spring 2022, 95 students participated in undergraduate research projects, and the first interdisciplinary undergraduate research symposium took place as well. • Anatomy and physiology and pathophysiology students completed a research project where students wrote patient education brochures. • The evening cohort of HVAC students began a pilot apprenticeship program. • As of spring 2022, 70 students have completed service-learning projects, with 59 virtual service projects and 11 non-virtual projects. Students who took the Honors Tutorial III class in fall 2021 and spring 2022 were required to create service-learning projects using 360 Global Learning Experiences software and execute the projects in the community.

S3 | Ongoing. The English for Speakers of Other Languages (ESOL) department partnered with Catholic Charities to test and place recent Afghan refugees in two entry-level English classes for the semester. • The college provides GED training and welding certificates at Lansing Correctional Facility, with 19 welding students graduating in May. • KCKCC became an institutional partner for Latinos Hacia la Universidad/Latinos to College. • Continuing Education is updating the Eligible Training Provider List with the Kansas Department of Commerce and Workforce Partnership courses to provide classes to underserved populations at no cost.

S4 | In progress. The college is examining other national student success initiatives after deciding not to move forward with Complete College America or Achieving the Dream. Other initiatives include the reading and English departments hosting consultants from Baltimore County Community College to discuss best practices in corequisite models for developmental education. These classes are being offered, and data will be analyzed to determine their efficacy.

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%

KPI

Year-over-year actual retention rate

MEASUREMENT The retention rate of first-time, full-time degree/certificate-seeking students from Fall 2020 to Fall 2021 was 55.49%. This compared to 56.1% from fall 2019 to fall 2020, 60.2% from fall 2018 to 2019, and 62.4% from fall 2017 to fall 2018.

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

JULY 2022 STATUS UPDATES

S1 | In progress. Expanded and enhanced student food pantry services, including cooking demonstrations, a student advisory board and internship space for culinary students. • Increased capacity to serve students with mental health concerns by hiring a new faculty counselor. • Implemented the Handshake Student Career Engagement portal.

S2 | In progress. As part of the ongoing student success plan, student affairs and enrollment management division completed several initiatives. The new student services portal, Colleague Self-Service and Student Planning 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 spring transfer and graduation fair with more than 50 local colleges and universities in attendance.

S3 | In progress. Financial Aid partnered with Catholic Charities and our ESOL Department to assist eight Afghanistan refugees and parolees in completing the FAFSA.

S4 | Ongoing. The reading department has spearheaded an integrated reading and writing program, offering corequisite reading and writing classes. This innovative corequisite model has been shown to increase retention and outcomes for students who test into developmental reading.

Transfer and graduation fair was held in spring 2022.



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%

KPI

Year-over-year completion rate

MEASUREMENT The 150% of normal time completion rate of first-time, full-time degree/certificate-seeking students for the 2017 cohort (most recently reported) is 33%. This is above the IPEDS Comparison Group Median of 31%.

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

JULY 2022 STATUS UPDATES

S1 | In progress. The full implementation of a year-long schedule was interrupted by the pandemic and the HLC visit. With the restructure of the Vice President of Student Affairs to the Vice President of Student Affairs and Enrollment Management, both Student Affairs and Academic Affairs will collaborate on the full implementation. Currently, student planning allows advisors to plan out one full academic year of classes for students to create a path to graduate, and advisors are planning classes with each student they meet with for advising.

S2 | Ongoing. Offered remote/virtual advising sessions for quick advising questions or in person through the Student Success Center at any of our three primary locations. Increased hours for student-facing offices to serve those who work during the day.

S3 | Ongoing. International student services created a prayer and meditation space for the Ramadan season. • Advising is working on a group advising model to host group advising sessions in a computer lab to teach students how to use student planning, plan their remaining courses in student planning and submit their upcoming enrollments to their advisor for approval and enrollment.

S4 | Ongoing. Career and Technical Education (CTE) is researching best practices in scheduling design to allow more post-secondary students to complete a degree, including ways to incorporate work-based learning models into programs, blended learning and more online platforms for flexibility and earn-while-you-learn models. • More robust training for hybrid and hyflex courses is being developed by the Online Education Services Department for faculty wishing to offer courses in these modalities. • The Mortuary Science program is developing a plan to increase the number of online course offerings to address the increased student interest in distance education.



KCKCC provides a wide variety of technical education certificates and degrees.

GOAL 4

Increase student engagement and satisfaction

KPI

Student engagement increase measured by the CCSSE and Noel Levitz SSI⁴

MEASUREMENT Compared to the 2019 results, overall satisfaction, expectations and the willingness to enroll at KCKCC again demonstrated statistically significant improvements in the 2022 survey with campus support services, admissions, financial aid and academic services showing the most significant gains. Responsiveness to diverse populations, concern for the individual and academic advising/counseling showed the smallest increases in satisfaction from 2019. Compared to national and midwest community colleges, KCKCC students indicated statistically significant higher levels of satisfaction with the biggest gains related to campus support services, admissions and financial aid, and safety and security. Concern for the individual, academic advising/counseling and instructional effectiveness demonstrated the lowest gains compared to other community colleges. Compared to KCKCC's self-identified peer colleges, KCKCC showed a significant difference in if the college meets student expectations but scores lower (while not statistically significant) on the overall experience and willingness to enroll at KCKCC again.

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

JULY 2022 STATUS UPDATES

S1 | Ongoing. Hosted the first in-person commencement ceremonies since 2019.
• The music department achieved several awards, including winning 15 Downbeat Student Music Awards. • In June, Adult Education held its first formal graduation ceremony since the COVID-19 pandemic. The Spanish GED program has also joined the graduation ceremony. • Several CTE programs have added student awards for attendance, teamwork and student of the semester

S2 | Ongoing. Six students attended a scholarship workshop, hosted by Student Organization of Latinx (SOL), on how to complete the Hispanic Development Fund Scholarship. • Fringe Benefits of Education (FBOE), SOL and student activities sponsored 10 students to attend the Women of Color conference at UMKC. • FBOE partnered with three motivational speakers: Gary Enrique Bradley Lopez, Jericho Young and Ron Freeman. • The Psi Beta/Psychology Club co-hosted the inaugural Undergraduate Research in Psychology Symposium April 5 at the TEC with eight KCKCC students presenting posters and 75 students attending the event.

S3 | In progress. Continuing Education offers career training certificates to enhance students' learning. For example, a student attending a program in Machine Technology can enroll in Continuing Education to receive a Composites Technician Certificate. • The Center for Teaching Excellence continues to offer faculty professional development opportunities to promote collaborative learning.

S4 | In progress. KCKCC Career Services launched Handshake, a career and employment platform. KCKCC's Handshake portal has more than 2,100 national employers and 200 local employers since it launched in May. Career Services also hosted two HireBlue Career Fairs where students could meet with more than 50 local employers. • CTE piloted an apprenticeship model for evening HVAC students with 90% of students who started the program finishing. • Students participated in a series of micro-credential testing conducted by the Bioscience Core Skills Institute in April and May.

2022 Graduation Ceremony.



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

KPI

Percent of relevant programs with active advisory boards with external experts

MEASUREMENT All relevant degree-granting programs have active advisory boards with external experts.

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

JULY 2022 STATUS UPDATES

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

S2 | Ongoing. All workforce programs have advisory boards. Career and Technical Education programs have advanced their advisory committees, restructuring them to business-led models. Advisory board members in programs such as construction, culinary arts, machine technology, HVAC, electrical and others provide demonstrations, guest lectures and work with students onsite.

S3 | In progress. As part of the college's updated program review process, external occupational data is obtained annually for programs to review with their dean and advisory committees. A review of occupational data led to proposed changes to the AOP program. • The Division of Math, Science and Computer Technology developed a new Electronics Engineering Technology program at the request of the advisory board and after review of regional occupational data. The program will include a certificate A, certificate B and associate of applied science, which gained final approval from the Kansas Board of Regents in May.

S4 | In progress. Career training programs are provided through Continuing Education in 2022. • Customized training was provided for Kansas City, Kansas Board of Public Utilities Lineman Apprentices, Axiom Properties and Green Rocket Maintenance in the following areas: Microsoft Excel; major appliance training in stoves, washers and dryers, refrigerators, dishwashers; drywall repair and installation; and basic electrical. • The spring 2022 cohort of the Industrial Maintenance Technician program was offered through Workforce AID, with trainees sponsored by Amsted Rail, Stryten and Kellogg's.

GOAL 2

Create learner-centered environments

KPI

Number of updated learning spaces each year

MEASUREMENT In AY 2021-22, one physics lab was remodeled, and the second is set to be complete for classes beginning in fall 2022. A new darkroom was completed. HEERF funds were utilized to purchase additional furniture to replace tables and chairs in other classrooms. This continues the college learning space renovations that began in the Humanities building in AY2020-21. Six classrooms in the 3500 hallway will be remodeled, including new HVAC, through AY 2022-23.

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

JULY 2022 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 will begin in summer 2022. In addition to the work done by the learning spaces taskforce, a new darkroom was created so that the art and journalism departments could offer new classes such as printmaking. Launching the Master Facility Plan process in fall 2022 will inform this area.

S3 | In progress. The audio engineering department purchased a new mixing console that is featured on the industry website. The new equipment ensures that students learn and practice in the most modern and up-to-date environment. • Online and self-paced Continuing Education career training certificates and professional development courses are offered through Continuing Education. GED classrooms are implementing instruction from Aztec software at a greater rate as instructors become more comfortable with the program. • Several CTE programs, including HVAC, electrical and welding, have purchased simulators that allow students to practice skills prior to going into the lab.

S4 | In progress. Continuing Education program partner, Ed2Go, offers externship programs and a virtual career center for career training certificate students. Continuing Education has organized and plans to implement Kansas Commission on Peace Officers' Standards (CPOST) and Advance Officer Training (AOT) to offer state-mandated continuing education for law enforcement. • KC FAME (Federation for Advanced Manufacturing Education) membership now includes 10 companies. • Partners for the LCF Welding Apprenticeship Program include 15 companies. • In addition, the nursing, medical assistant and physical therapist assistant programs have added multiple new clinical sites this semester.

A mural was completed this spring in the hallway of the Science and Math building.



GOAL 3

Foster learner-centered instruction

KPI

Survey the faculty after official professional development on learner-centered teaching and one semester later to assess if they have implemented what they learned

MEASUREMENT Surveys distributed to faculty by the Center for Teaching Excellence each semester indicate faculty continue to utilize learner-centered pedagogy in their classrooms. The survey results also inform future professional development opportunities.

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

JULY 2022 STATUS UPDATES

S1 | Completed August 2019. The Center for Teaching Excellence has 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 have supported and aligned with the strategic plan.

S2 | In progress. GED courses in Spanish were offered in the fall and spring semesters to the community through continuing education. • Various continuing education courses are offered year-round, such as motorcycle rider training and driver's education. • Continuing Education professional development and career training courses are offered year-round.

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. Data collected from the professional development sessions offered by the Center for Teaching Excellence during the past academic year has demonstrated that 78% of faculty reported the sessions supported learner-centered instruction extremely well, 33% reported somewhat well and only 3% reported neutral. This data is an increase from the 2020-2021 data where 74% of faculty indicated the professional development sessions supported learner-centered instruction extremely well and 18% responded somewhat well. • Classrooms continue to be updated at part of the Learning Spaces Taskforce.



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

GOAL 4

Evaluate and implement processes aligned to national best practices

KPI

Percentage of academic programs that have completed a program review cycle using the new process

MEASUREMENT All academic programs have now completed at least Year 1 of the program review process. First cohort programs will begin the four-year cycle again in AY 2022-23 as indicated in the program review calendar.

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

JULY 2022 STATUS UPDATES

S1 | Completed August 2019. AY 21-22 concluded a full 4-year 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. Program review, program assessment and course-level assessments capture analysis of curriculum at all levels. Programs have bi-annual meetings to cover assessment activities, establish action plans and track the status of action plans. Advisory committees utilize the data provided by programs to further assess the program at the institutional and industry level. The information is used to drive curriculum modifications, credentialing opportunities, work-based learning and other improvements. • The speech, history, English, psychology, math and biology departments began a four-semester multi-course assessment review process examining assignments and outcomes related to the most popular courses, such as beginning composition and modern United States history.

S3 | In progress. The curricular and co-curricular assessment of student learning outcomes is currently reported annually through the Annual Assessment Report. Leadership is working on integrating assessment of institutional effectiveness and achievement of strategic goals and outcomes in one plan.

S4 | Ongoing. Budgets are analyzed in the program review process to identify strengths, challenges and needs for programs. Programmatic items are then utilized in the budget development process.

Each year curriculum is reviewed to identify program needs.



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

KPI

Biennial response rate to employee satisfaction for “equity”

MEASUREMENT The satisfaction rating will be evaluated on the 2023 College Employee Satisfaction Survey (CESS) to determine baseline.

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

JULY 2022 STATUS UPDATES

S1 | Ongoing. Eight new or updated policies were approved by the Board of Trustees. Two policies were approved to be removed by the Board of Trustees.

S2 | In progress. The draft compensation plan continues to be developed.

S3 | Ongoing. 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. During Chat with the Prez and Cabinet, attendees are encouraged to post questions in the chat, ask live questions and to comment on various topics to build camaraderie. • Staff Senate continued to support team building by providing opportunities for employees to participate in socials such as the Staff Senate Picnic. • Human Resources held the Employee Recognition and Retirement Ceremony at a luncheon and provided a viewing space at each campus location for employees to gather and connect with colleagues.



Staff Senate employee picnic.

GOAL 2

Improve college-wide communication

KPI

Biennial response rate to employee satisfaction for college-wide communication

MEASUREMENT The satisfaction rating will be evaluated on the 2023 CESS survey to determine the baseline.

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 employees questions

I3 | Continue to enhance the employee suggestion and idea program

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

JULY 2022 STATUS UPDATES

S1 | In progress. The employee listening sessions, which focused on college-wide communication, occurred on January 13, January 14, April 21 and April 22. The employee engagement committee met on January 27 and May 13 to discuss solutions for improving communication college-wide based on the listening session feedback. Chat with President's Cabinet and updating the web directory to include contact information for departments were implemented based on the feedback.

S2 | Ongoing. Chat with the Prez and Cabinet virtual open forums were held on January 10, February 16, March 22, April 20 and May 20. Chat with President's Cabinet virtual open forum was held on April 27. The employees engagement committee facilitated listening sessions on January 13, January 14, April 21 and April 22 in response to employee satisfaction survey data.

S3 | Ongoing. President's Extended Cabinet continued to review suggestion box recommendations. Recommendations were reviewed on February 8, March 8, April 12 and May 10. Extended Cabinet provided feedback to the individuals that submitted a recommendation to the suggestion box.

S4 | Ongoing. The template was sent to all the committee and task force co-chairs to update their committee information using the new template. The Human Resources Department will contact committee chairs and co-chairs on an annual basis to ensure committee information is up-to-date.

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

KPI

Percentage of yearly turnover rate of full-time employees (less than 10%). Track performance of new employees within the first two years using the annual evaluation tool

MEASUREMENT For 2021, KCKCC's turnover rate was 11% , which is down from the base rate of 15.23% in 2020.

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

JULY 2022 STATUS UPDATES

S1 | In progress. Facilitated a hiring and onboarding listening session in February to obtain feedback for improving the recruitment and selection process. The feedback resulted in three changes regarding the background check, applicant tracking system and confidentiality form. The draft proposal for the diversity, equity and inclusion recruiting and hiring plan was revised to update timelines for specific projects.

S2 | Ongoing. Updated the faculty performance evaluation process, and the new language is included in the Master Contract with an effective date of July 1, 2021 – June 30, 2022.

S3 | In progress. Assessed the professional development needs and obtained general information about professional development at KCKCC. The Talent Development Manager is outlining a training and development plan to address the suggestions provided by stakeholders. Staff have implemented some suggestions such as re-initiating supervisor meetings and facilitating Navigating Workplace Conflict and Workplace Communication training sessions.

S4 | In progress. Continued conversations have occurred, and the training and development plan will incorporate succession planning and leadership development.



The first quarterly supervisor meeting.

GOAL 4

Evaluate and implement processes aligned to national best practices

KPI

Biennial employee satisfaction survey results compared to national data.

MEASUREMENT According to the CESS administered in 2021, KCKCC's overall satisfaction score was 3.60 compared to the nation norm group score which was 3.85. Overall satisfaction scores that are reported as significantly different in comparison to the national norm group will indicate opportunities for improvement. The next survey will be administered in 2023.

INITIATIVES

I1 | Create an employee engagement task force 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

JULY 2022 STATUS UPDATES

S1 | Completed August 2019. Continue to identify initiatives through the employee relations committee based on employee feedback.

S2 | Completed April 2021. Efforts continue with the Ruffalo Noel Levitz Employee Satisfaction Survey being launched. Human Resources continues to review new employee surveys and exit interview data. Quarterly assessment reports were submitted to the Board of Trustees.

S3 | Ongoing. Facilitated focus groups/listening sessions on January 13, January 14, April 21 and April 22. The employee engagement committee will identify additional dates to facilitate more listening sessions to obtain broader feedback from the college community. This reporting period resulted in updates to the college directory, implementation of quarterly Chat with President's Cabinet and a draft of customer service guidelines.

S4 | Completed February 2019. Efforts continue with the evaluation of the training to ensure sessions remain relevant and up-to-date. New supervisor training was revamped in February. The quarterly supervisor meetings, which incorporate a training component, were reinstated and held on April 28.

2022 Employee Recognition Lunch.



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

KPI

Year-over-year growth of alumni in database

MEASUREMENT After successful implementation of a new customer relationship management system (CRM) Blackbaud, retention growth of alumni in the database continues to grow from 72,751 in spring 2020 to 73,160 in spring 2021 and 73,651 in spring 2022.

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

JULY 2022 STATUS UPDATES

S1 | Ongoing. Data migration into 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. • Fiscal year to date, 83 alumni gifts and pledges, totaling \$643,076.74, have been committed. • Handshake was launched and work continues on the alumni hub in the application.

S2 | Ongoing. The alumni association participated in the Transfer and Career Fairs, and four alumni participated in a transfer fair panel. • Five alumni attended an event with former NFL player Ron Freeman and the alumni association collaborated with student activities for the event. • To date, 23 alumni have registered for an Alumni Learning Consortium webinar, totaling 87 different registrations.

S3 | Ongoing. A comprehensive alumni communications plan commenced July 2020 with the new Blue Devil Revel. To date, 15 electronic issues of the Blue Devil Revel have been distributed with average audience of 38,000 and an average open rate was 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. • Two alumni prospects attended a board recruitment event in April. A foundation board planning session in June focused on identifying and recruitment of more alumni in board and committee volunteer roles.



Foundation Chair Mary Ricketts gave the 2022 commencement address.

GOAL 2

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

KPI

Proof of implementation through community feedback

MEASUREMENT KCKCC has partnered with a variety of organizations to enhance the institution's ability to serve stakeholders, including a partnership with the Federation for Advanced Manufacturing Education (FAME) to educate students for the advanced manufacturing industry. Through a partnership with the Kansas Department of Corrections, KCKCC offers a Certificate A in welding at Lansing Correctional Facility, and 19 students graduated in spring 2022. KCKCC was also awarded a grant to partner offers with KCK Public Schools to offer the Upward Bound program to increase high school graduation and college readiness for underserved youth.

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

JULY 2022 STATUS UPDATES

S1 | Ongoing. Seven alumni serve on the Centennial Path steering committee. The Downtown Advisory Council meets monthly to provide input, strategy and community engagement specifically for the planning of the downtown KCK Community Education, Health and Wellness Center. • All CTE programs have advisory boards with community industry experts that meet on a regular basis.

S2 | In progress. The capital campaign is in progress and has secured cash and in-kind commitments of nearly \$41 million. All certificates of appropriateness have been approved by the Unified Government's Landmarks Commission and full commission. To satisfy one of the requirements, a historic preservation design board has been created to assist with recommendations to include historic elements into the new facility.

S3 | Ongoing. KCKCC has worked closely with Swope Health, Wyandot Behavioral Health Network, YMCA, KCK Public Schools and CommunityAmerica Credit Union in developing the plans and funding for the KCK Community Education, Health and Wellness Center. • The college hosted several groups on campus including the Strengthening People and Revitalizing Kansas (SPARK) committee. • KCKCC and FAME co-hosted an open house for the advanced manufacturing technician program to promote the partnership program. • KCKCC has partnered with the Legends Outlet, Wyandotte County Fair and Fairfax Business Association to share information about college services.

S4 | Ongoing. 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 108 suggestions that have been reviewed by President's Extended Cabinet. • All CTE programs have active advisory boards with alumni and/or industry leaders who provide input in the program review process. • Chat with the Prez and Cabinet and Chat with the President's Cabinet are ways the college gathers employee feedback.

KCKCC partnered with FAME to host the open house for the advanced manufacturing technician program.



GOAL 3

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

KPI

Percentage of goal attainment

MEASUREMENT As of June 2022, the foundation has secured cash and in-kind commitments of \$40,524,258. This represents 58% of the overall, original, \$70 million goal.

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.

JULY 2022 STATUS UPDATES

S1 | In progress. Family campaign solicitations were completed for college and foundation leadership to board members, trustees and cabinet resulting in 45% participation and received \$66,950 from 11 donors. Thirty-five donor and prospect visits were completed, resulting in six major gift commitments and seven requests pending. 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. The Centennial plan is drafted and being reviewed. A website for the Centennial celebration launched in February and continues to be updated with new information. 100 Stories was launched in April and 17 stories are online currently. The first Centennial event will be the Centennial Hall ribbon cutting in July 2022.

S3 | In progress. The college engaged TreanorHL, a national architectural firm, in March of 2020 to conduct a comprehensive college master facilities plan. Due to COVID, the work has been postponed until fall of 2022.

S4 | Ongoing. This year 12 new scholarships have been added, totaling \$124,100, and target many diverse programs and student populations, including 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. The KCKCC Foundation was awarded a \$30,000 grant from the Speas Foundation to help retain students. Many donors have also renewed their contributions to already established scholarships totaling \$331,525.88 for FY22. • 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.



The Centennial Path campaign funds the building of the KCK Community Education, Health and Wellness Center.

GOAL 4

Build community awareness and participation through branded marketing efforts

KPI

Year-over-year social media metrics

MEASUREMENT In the 2021-2022 fiscal year, the average Facebook reach was 212,950. Marketing was able to measure the Facebook reach from its advertising partner, which accounts for the significant increase, as well as the in-house reach that was used in the previous two cycles. The average Facebook reach was 147,893 for July 2020 to June 2021 and 126,534 for July 2019 to June 2020. Metrics from Twitter, LinkedIn and Instagram are also monitored.

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

JULY 2022 STATUS UPDATES

S1 | Ongoing. KCKCC launched the Centennial website in March 2022. In addition, the marketing department has trained 58 employees to update the website using the content management system.

S2 | Ongoing. The college and foundation had visible presence and sponsorship of the 38th Annual Nonprofit Connect Awards Luncheon, Asian-American Chamber of Commerce Annual Meeting and Downtown Center Partner Community Event at Swope Health in May 2022. • Conversations with Rev. Dr. Jarvis Collier started initial planning for a collaborative community listening session with the downtown center partners at Pleasant Green Baptist Church in eastern Wyandotte County. • The KCKCC music department successfully held the 12th Annual Kansas City Jazz Summit: Basically Basie Jazz Heritage Competition from April 26 to April 29. The m-pact Musical Festival was held at KCKCC in November 2021, and included in-person and virtual clinics to guest middle school and high school vocal ensembles.

S3 | Ongoing. KCKCC partnered with the Legends, Wyandotte County Fair Board and Fairfax Industrial Association to promote KCKCC at their events. More than 300 individuals attended Experience KCKCC at Legends Outlet in June. The event encouraged prospective students, current students and alumni to stop by for information about the college.

S4 | Ongoing. KCKCC advertised in the community through television, website and radio, specifically targeting the Hispanic community. Through the digital advertising campaign, KCKCC distributed more than 351 student email leads to admissions and academic departments for follow up. In addition, marketing launched a special Perkins digital advertising campaign to promote career and technical programs for nontraditional and underserved populations. During spring 2022, administrators appeared on KSHB channel 41 KC Spotlight to provide updates about enrollment opportunities, community events and the opening of Centennial Hall. To date, 57 students have enrolled as a result of a marketing campaign completed in conjunction with student affairs. The campaign targeted 8,283 previous students and offered a free class when they enrolled again in at least 12 credit hours this fall.

More than 300 people visited the Experience KCKCC event at the Legends Outlet.



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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**