

STRATEGIC PLAN *2020-2023*

BIANNUAL REPORT





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 survey score for student-centered services

PRIORITY 1 GOAL 1 (KPI 1) BASE DATA The Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) survey instrument provides a dual rating system, (using a 7-point Likert scale) to measure the perceived importance and relative satisfaction with student services and programs. In spring 2019, the SSI was used to measure students' satisfaction of student-centered services and processes. We obtained 536 responses equivalent to a 9% response rate. Since the development of the strategic plan, the college has moved to a 2-year cycle for surveys, as to not over survey the campus community. The SSI will be repeated in spring 2021 and will report measurable results at that time.

INITIATIVES

JANUARY 2021 STATUS UPDATES

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

S1 | Nothing to report at this time.

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

S2 | As of fall 2020, 32 students have completed service-learning projects with 28 virtual service organizations and four non-virtual projects, but with no direct contact. All of these projects have included guided service-learning reflection with KCKCC faculty.

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

S3 | The Student Veterans Office held a Battle of the Branches food fundraiser to help other students on campus who may be in need. Student Activities hosted Kids Halloween Drive-in Movie night. Continue to collaborate with Merchant McIntyre to apply for the TRIO Talent Search grant.

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

S4 | Nothing to report at this time.

GOAL 2 | Increase year to year retention of all students by 2.5% annually

KPI | Year-over-year actual retention rate

PRIORITY 1 GOAL 2 (KPI 2) BASE DATA According to IPEDS data, the fall 2017 to fall 2018 retention rate of first-time full-time degree seeking students was 62% (62.29%). The fall 2018 to fall 2019 retention rate for same cohort was 60% (60.25%). We did experience a 2% decline during this time frame. The college plans to research where retention gaps are the greatest and will create additional strategic initiatives to increase retention of students in these areas.

INITIATIVES

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

JANUARY 2021 STATUS UPDATES

S1 | Implementation of Ellucian ADVISE CRM. New CRM platform will allow advisors to access detailed student information including risk factors for student success and retention, access and respond to alerts from faculty and students, and generate communication plans to ensure students receive timely communication from the Student Success Center. Expanding consistent and easy access to Counseling services at Pioneer and TEC through the ongoing use of Telehealth service. Expanded wrap around student services by hiring an additional licensed counselor to meet the mental health needs of our students. In efforts to prevent the spread of COVID-19 on campus and in our communities, Student Health Services and Human Resources Office implemented contact tracing, provided COVID-19 educational resources, and provided information about the local COVID-19 testing sites.

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

S2 | Continued work on Student Planning and the integration of ADVISE CRM. Co-Curricular assessment data was collected in fall 2020 to assess students' academic and career goals. Quantitative data was collected using rubrics to establish an initial baseline for student goals pertaining to academic and career awareness.

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

S3 | Early faculty alerts have been created in the new Ellucian Advise CRM and will be ready for use in spring 2021 semester. ADVISE CRM will also allow for case management and referral of students who express needing assistance with academic issues and/or health/mental health.

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

S4 | Nothing to report at this time.

GOAL 3 | Increase student completion by 2.5% annually

KPI | Year-over-year completion rate

PRIORITY 1 GOAL 3 (KPI 3) BASE DATA According to IPEDS, graduation rate is determined by first time full-time degree/certificate-seeking undergraduates within 150% of normal time to program completion. The 2015 cohort graduation rate was 32% (32.40%) and the most recent cohort available from IPEDS data to report is 2016 with an overall graduation rate of 32% (31.88%). Our rates of graduation and transfer-out remain the same. As demand grows for shorter term awards the number of degrees awarded in programs of less than 2 years are increasing.

INITIATIVES

JANUARY 2021 STATUS UPDATES

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

S1 | Nothing to report at this time.

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

S2 | Alerts to advisors from students were created allowing students to personally alert their advisor when they are experiencing academic, financial, or personal issues. Student Accessibility and Support Services completed the Glean note taking pilot program. Intercultural Center provided students with textbook assistance through My Shelf to Yours.

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

S3 | Streamlined the communication process by using a web-based booking calendar (Microsoft Bookings app) for students to schedule appointments with a Student Success Advisor to complete the required Degree Audit for graduation.

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

S4 | Due to COVID-19, in fall 2020 approximately 35% of general education classes were offered in a virtual format with students and faculty connecting and participating in the class via Zoom, the video conferencing software integrated into KCKCC's Learning Management System (LMS) Blackboard. Additionally in fall 2020, new technology in one classroom on the main campus and one classroom at Pioneer Career Center was utilized to simultaneously offer a class at each location. This technology will be expanded to up to ten rooms by fall 2021 utilizing a portion of the SPARKS grant.

GOAL 4 | Increase student engagement and satisfaction

KPI | Student engagement increase measured by the CCSSE and Noel Levitz Student satisfaction inventory⁴

PRIORITY 1 GOAL 4 (KPI 4) BASE DATA The Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) survey instrument provides a dual rating system, (using a 7-point Likert scale) to measure the perceived importance and relative satisfaction with student services and programs. In spring 2019, the was used to measure students' engagement. We obtained 536 responses equivalent to a 9% response rate. Since the development of the strategic plan, the college has moved to a 2-year cycle for surveys, as to not over survey the campus community. The SSI will be repeated in spring 2021 and will report measurable results at that time. The community college student survey of engagement (CCSSE) instrument was last disseminated in spring 2018. It was not disseminated in spring 2020 due to the COVID-19 pandemic and stay at home order. We will look at alternative dates for this survey. In follow up years the CCSSE will be disseminated in even years during the spring semesters.

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 2021 STATUS UPDATES

S1 | Due to impacts of COVID-19, the Foundation expanded their annual Student Scholarship Social to two virtual events to meet student needs.

S2 | Hosted the Race and Racial Disparities student town hall meeting. The College Senates finalized the KCKCC Equity Statement, recognized by the Board of Trustees November 2020.

S3 | In progress. Working to develop a standard off campus internship process.

S4 | Foundation, Student Activities and Marketing held two LinkedIn training sessions.

KCKCC Student's and Employees
come together at the Race and Racial
Disparities Student Town Hall





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

PRIORITY 2 GOAL 1 (KPI 5) BASE DATA 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

JANUARY 2021 STATUS UPDATES

S1 | The Academic Master Plan (AMP) Taskforce, comprised of all academic deans and a faculty member from each division, developed a template for the AMP in fall 2020. Divisions will use enrollment and graduation data provided by KCKCC's Institutional Research and state and local employment data provided by Wyandotte Economic Development Council to create goals, priorities, and action plans by January 30, 2021. This data will be compiled and presented to the Board of Trustees mid-year 2021.

S2 | All Associate in Applied science and Certificate programs have advisory boards which meet at least twice a year.

S3 | Effective fall semester 2019, all program review plans will include and analyze occupational data, including job demand and wage outlook information for the state, region and metro area, taken primarily from the Kansas Labor Information Center of the Kansas Department of Labor. Other information can be drawn from the Kansas Training Information Program (K-TIP) of the Kansas Board of Regents and/or the US Department of Labor.

S4 | ESL classes developed business classes for Plastic Packaging. Workforce Development partnered with General Motors, Axiom Properties, BPU and the Kansas Workforce Partnership. Additionally, KCKCC continues to provide training for active duty soldiers through the "Filling the USA Skills Gap One Warrior at a Time Initiative." KCKCC also provided forklift training for Johnson County Corrections Department.

GOAL 2 | Create learner-centered environments

KPI | Number of updated learning spaces each year

PRIORITY 2 GOAL 2 (KPI 6) BASE DATA fall 2019 – 6 active learning classrooms, 1 study area, 1 health professions simulation lab

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 2021 STATUS UPDATES

S1 | Completed by the Learning Spaces Taskforce in the 2019 fall semester.

S2 | Completed and currently in phase 2, remodel of the Humanities classrooms. Phase 3 will begin in 2021.

S3 | The KCKCC Library migrated to the MOBIUS Twin Towers Consortium, which provides access to more than 62 million items available in print or digital formats. The Writing Center and Math & Science Center provided virtual class visits and Lib Seats, a web-based and mobile friendly reservation system, was launched allowing students to reserve individual study spaces, computer stations, and study rooms in the Learning Commons.

S4 | KCKCC is working with companies such as Heartland Coca Cola, Waste Management, Allied Material and Equipment Company, Inc., Frito Lay, CKS Packaging, Inc., Johnson County Wastewater, YESCO Kansas City, Nebraska Furniture Mart, Lighting Logistics, and The Dent and Detail Clinic to facilitate partnerships that go beyond employment to providing advisory board membership, internships, skilled demonstrations, financial donations, etc.

The KCKCC Foundation hosts the Leveraging LinkedIn virtual event, led by Aaron Fulk, CEO of Lillian James Creative.



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

PRIORITY 2 GOAL 3 (KPI 7) BASE DATA Was not able to survey faculty in fall 2019. Will survey the faculty in fall 2020 for baseline data following convocation weeks' breakout sessions about learner center pedagogy. Will survey in spring 2020 as a follow up to determine the result of any implementations.

INITIATIVES

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

JANUARY 2021 STATUS UPDATES

S1 | KCKCC's Center for Teaching Excellence (CTE) finalized a formal faculty development program focused on learner-centered instruction in the fall semester of 2019. The program includes the Blue Devil Faculty Academy where high impact, learner-centered practices are presented and discussed, opportunities to attend the Kansas City Professional Development Council's Faculty Development Program free of charge, a book discussion group including "What The Best College Teachers Do," First Fridays! Faculty Mentoring Sessions, Faculty Teaching Circles, National Institute for Staff and Organizational Development (NISOD) Webinars, 20-Minute Mentor Commons Programs and Welcome Week Breakout Sessions covering high impact, learner-centered pedagogy.

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

S2 | Nothing to report at this time.

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

S3 | Nothing to report at this time.

I4 | Support learner-centered instruction priorities with institutional resources

S4 | KCKCC utilized approximately \$270,000 of SPARKS grant funds (part of state COVID-19 relief grants) to purchase high-flex technology for up to 10 classrooms. Instructors and students in these classrooms will be able to participate from the assigned classroom, a similarly-equipped classroom at either the Pioneer Career Center TEC 1, or from the student's home or other wifi-enabled location providing ultimate flexibility in course offerings.

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 process⁸

PRIORITY 2 GOAL 4 (KPI 8) BASE DATA Nineteen programs began year 1 of the new 4-year review process. This represents 44% of all programs.

INITIATIVES

JANUARY 2021 STATUS UPDATES

I1 | Develop and implement a comprehensive program review process

S1 | Completed in the fall 2019 semester

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

S2 | Nothing to report at this time.

I3 | Create and implement an Institutional Assessment Plan

S3 | The implementation of institutional assessment continues. Class level and program level outcomes assessment is ongoing. Co-curricular assessment is also ongoing through a regular cycle. The General Education Committee has developed rubrics for written and verbal communication as well as quantitative reasoning, which will be used in assessing Communications courses and Mathematics courses in the 2020/2021 academic year. All six areas are on track to gather data on a 3-year cycle. A process for assessment of institutional learning outcomes is being created.

I4 | Align division budgets with program review

S4 | Nothing to report at this time.

KCKCC implemented COVID-19 safety measures to create a safe learning environment for students.



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 | Year-over-year response to “equity” in employee satisfaction survey⁹

PRIORITY 3 GOAL 1 (KPI 9) BASE DATA The Ruffalo Noel Levitz, College Employee Satisfaction Survey (CESS) was last administered in spring 2018. Due to COVID-19 pandemic we did not survey in spring 2020. However, we will survey in spring 2021, and will then keep with a 2-year cycle. Equity in a workplace means everyone receives fair treatment and opportunities. Whenever possible, there is a transparency of cause and effect regarding workplace decisions, and individuals know what to expect in terms of consequences and rewards.

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 2021 STATUS UPDATES

S1 | 12 policies were approved by the Board of Trustees. One policy was approved by the Board of Trustees to be removed. A director of institutional equity and inclusion position was approved and posted in November 2020. The position will provide guidance to the president, senior leadership and managers on all matters regarding equity, inclusion and diversity across the College.

S2 | Continued progress has been made towards completing a draft of the comprehensive compensation procedure.

S3 | An employee recognition initiative has been developed and approved by Cabinet. The program is entitled, “High Five.”

S4 | Nothing to report at this time. COVID -19 has impacted face-to-face college-wide events.



KCKCC participated in a virtual meeting with WYEDC and area business to discuss the creation of a FAME Advanced Manufacturing Technician Program.

GOAL 2 | Improve college-wide communication

KPI | Track year-over-year response to employee satisfaction survey relating to communication¹⁰

PRIORITY 3 GOAL 2 (KPI 10) BASE DATA The Ruffalo Noel Levitz, College Employee Satisfaction Survey (CESS) was last administered in spring 2018. Due to COVID-19 pandemic we did not survey in spring 2020. However, we will survey in spring 2021, and will then keep with a 2-year cycle.

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

JANUARY 2021 STATUS UPDATES

S1 | Nothing to report at this time.

S2 | The president hosted open forums on 7/16/2020 and 8/10/2020 to answer employee questions and address their concerns related to COVID-19. The Human Resources Department hosted a meeting with supervisors on 9/30/2020 to discuss COVID-19 procedures and answer questions.

S3 | Developed a process to track all suggestion box comments to ensure a follow up response is provided and action taken on approved suggestions.

S4 | Created a document that includes all active committees and their purpose. The document was made accessible to all employees on MyDotte.

KCKCC Marketing Department earns 4 NCMPR Medallion awards. Dr. Mosier receives the NCMPR Pacesetter of the Year Award.



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 tool¹¹

PRIORITY 3 GOAL 3 (KPI 11) BASE DATA 2019 Turnover rate at KCKCC is 9.70%. For reference, 2019 Average Higher Education Turnover rate is 13.87% and The Society for Human Resources Management (SHRM) assessed average turnover rates across all industries at around 19% in mid-2017

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 2021 STATUS UPDATES

S1 | All new hire paperwork has been converted to an electronic format. Documents are completed and submitted through the College's applicant tracking system.

S2 | The Professional Employee Evaluation Taskforce (PEET) met three times this period to discuss and gather information pertaining to faculty evaluations. The Merit Leave Taskforce drafted a proposal for consideration of changes to the staff merit system.

S3 | The Human Resources Department launched a new online training platform through Knowledge City. The training platform houses the compliance training programs as well as other professional development courses that are accessible to employees.

S4 | Nothing to report at this time.



Area artist Rita Blitt donated many of her original works to KCKCC.

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

KPI | Year-over-year employee satisfaction survey results compared to national data¹²

P3 GOAL 4 (KPI 12) BASE DATA The Ruffalo Noel Levitz, College Employee Satisfaction Survey (CESS) was last administered in spring 2018. Due to COVID-19 pandemic we did not survey in spring 2020. However, we will survey in spring 2021, and will then keep with a 2-year cycle.

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

JANUARY 2021 STATUS UPDATES

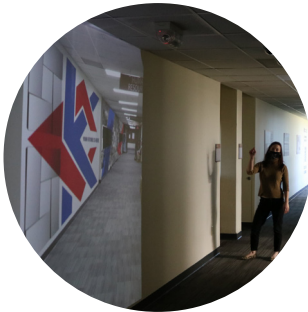
S1 | Complete - The committee will continue to identify employee relations initiatives opportunities. The most recent completed initiative is the High Five program.

S2 | The Human Resources Department continues to review new employee survey data and exit interviews. Quarterly reports were submitted to the Board of Trustees during this period.

S3 | Nothing to report at this time. A college-wide survey has not been scheduled during this period.

S4 | Complete - Continued evaluation will occur to ensure the program remains update-to-date.

KCKCC worked with Lydia Knopp and the Historical Mural Committee on the design for the upcoming Historical Mural Project.





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 database¹³

PRIORITY 4 GOAL 1 (KPI 13) BASE DATA In spring 2018, the Foundation database had 154 alumni records. In fall 2019, after successful implementation of a new customer relationship management system (CRM), Blackbaud and transferring scrubbed data, the database now has 47,029 alumni records.

INITIATIVES

I1 | Build, implement and maintain a robust alumni database

JANUARY 2021 STATUS UPDATES

S1 | Complete August 2019 - The Blackbaud database project is now in year two and holds just over 78,000 records. The records are maintained to ensure accuracy of data such as cell phone, email, deceased records (done yearly), and addresses (done quarterly). Alumni constituents in database is currently at 73,160. This number will fluctuate based upon the data append maintenance process. From July 1 of 2020 to date, we have had 46 alumni donors who have contributed a total of \$93,733 with an average gift size of \$2,037.

I2 | Create and host regularly scheduled alumni events

S2 | Due to COVID-19, some face to face events have been canceled. The Foundation has scheduled two virtual and free webinars using LinkedIn to help alumni leverage the power of LinkedIn. Mid America Hall of Fame and Scholarship event will be held virtually in April of 2021. All alumni will be invited to participate without fee. Additional virtual events will continue to be planned.

I3 | Create and implement a comprehensive alumni communication plan

S3 | Foundation has created and launched a new monthly alumni and friends electronic newsletter, sending it to over 33,000 people. Five issues have been sent to date. Average open rate is 20% and average click through rate is 1%, which compares favorably to industry standards (per Association of Fundraising Professionals website). Additionally, birthday emails are being sent bi-monthly with an average open rate of 23%.

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

S4 | Complete March 2019 - Currently there are four KCKCC alumni who sit on the Foundation Board of Directors. Additionally, one alum serves on the Business Department's Advisory Board. The Foundation is assisting the Business Department to connect, recruit and place additional alumni on the board.

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 of community feedback¹⁴

PRIORITY 4 GOAL 2 (KPI 14) BASE DATA In March 2020, forty-two different local organizations provided verbal, in person feedback to the visiting HLC review team during a community open forum.

INITIATIVES

JANUARY 2021 STATUS UPDATES

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

S1 | During fall 2020 semester, the President's Leadership Circle was introduced and will hold its first meeting in spring 2021. There are seven influential and engaged alumni who sit on our Capital Campaign Steering Committee.

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

S2 | A specific downtown location has been identified. We continue to meet with numerous members of the Unified Government to keep them informed and engaged. Monthly meetings of the President's Downtown Advisory Council continue as well, and four sub-committees have been identified.

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

S3 | Because of COVID-19, we have been unable to hold classes in Amazon and Wyandotte High School. We have worked closely with Wyandotte Health Department in order to safely offer classes and programs at all KCKCC locations.

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

S4 | The suggestion box was introduced in 2019. This allows students, employees and community members to provide suggestions directly to Administration. A process has been developed which imports all suggestions into a spreadsheet. This spreadsheet is reviewed routinely by President's Extended Cabinet. Once reviewed, suggestions are classified for follow-up, already complete, or no action. Since July 1, 2019 (to Dec. 1, 2019) 30 suggestions have been received and five new suggestions were approved.

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

KPI | Percentage of Goal attainment¹⁵

PRIORITY 4 GOAL 3 (KPI 15) BASE DATA The fundraising portion of the capital campaign has not started. The Foundation is currently testing the case of support and plan to complete interviews in mid-August. Campaign should be ready to launch in terms of organization and leadership recruitment in August 2020. This is contingent on whether the recommendations made by Byrne Pelofsky + Associates are fully approved by Dr. Mosier, College Trustees and Foundation Board. Silent phase could begin in earnest during fall 2020

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 2021 STATUS UPDATES

S1 | The Case of Support has been edited to include the Downtown Kansas City, Kansas Educational Center only.

S2 | Centennial Celebration Planning is underway. A presentation to the President and Cabinet of potential Centennial logos occurred in December. Activities will be aligned with multiple divisions and departments throughout KCKCC. Activities celebrating our Centennial will begin in 2022.

S3 | Treanor HL has been approved by the BOT, however due to COVID-19 this project is on hold.

S4 | A designated giving program was launched as part of internal giving campaign as a mechanism for faculty and staff to establish program specific scholarships. The Foundation added a new endowed scholarship from Paulsen Family for Addiction Counseling Program.



Downtown location has been identified for the KCKCC Downtown Community Education Center.

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

KPI | Year-over-year social media metrics¹⁶

PRIORITY 4 GOAL 4 (KPI 16)S BASE DATA The average Facebook reach for June 2018 through June 2019 is 70,469. Currently, Facebook reach for June 2019 through June 2020 is 126,534. This represents a 79.5% increase.

INITIATIVES

JANUARY 2021 STATUS UPDATES

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

S1 | Improved the entire College website navigation to make information easier to locate. To help our students with virtual learning, a student technology resource page was created under quick links to provide technology support on a single organized page. Additionally, the Veterans and military services members webpage was updated to better assist with admission, enrollment and military student services.

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

S2 | Continue to partner with Metropolitan Organization to Counter Sexual Assault (MOCSA) in support of their Stories on Stories initiative which aims to end violence. KCKCC provided technical support to the Women's Chamber Foundation Purses with a Purpose scholarship fundraising. Partnered with the KS Chamber to support the 2nd annual Minority Business Summit. Collaborated with WYEDC to use remaining SPARKS funds to inform community of certification training opportunities.

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

S3 | Partnering with KC Scholars to co-brand billboards encouraging high school juniors to become a KC Scholar and attend KCKCC. Continue to collect Stories of Impact from a wide variety of community members and alumni. The Marketing Department won four medals from National Council Marketing & Public Relations. Dr. Mosier was named Pacesetter of the year in District 5 – National Council Marketing & Public Relations.

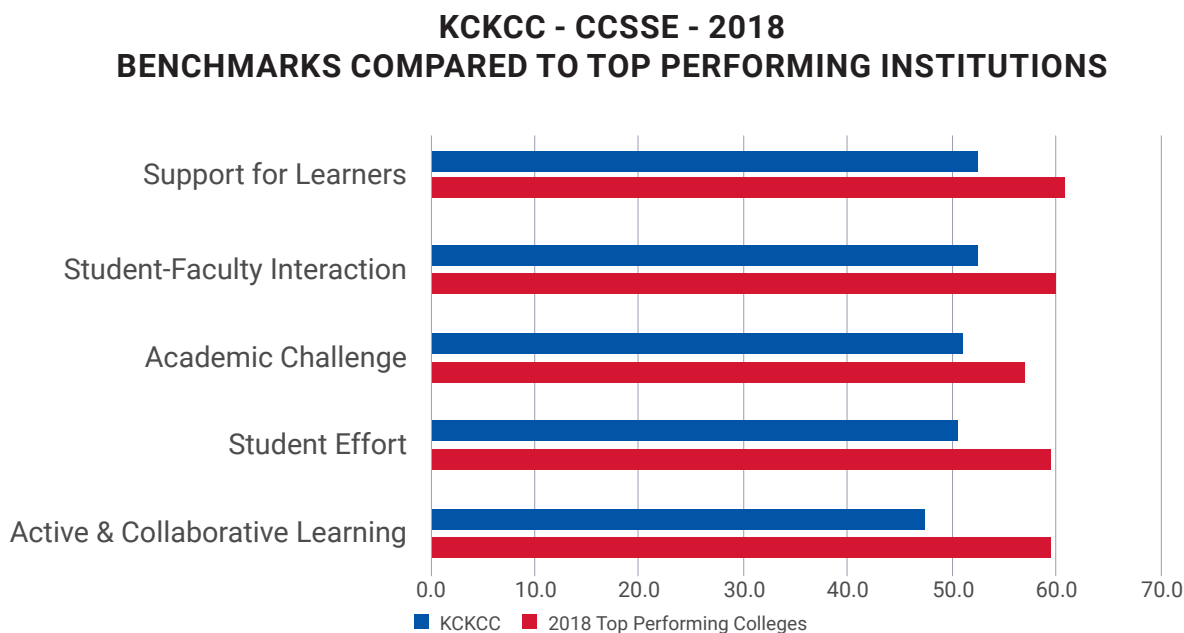
I4 | Provide information to the community in multiple ways to break through communication challenges

S4 | To provide tours during COVID-19, three new virtual tour videos were created and launched to highlight areas at Main Campus, Technical Education Center, and Pioneer Career Center. Identified employees that are multilingual and willing to serve as interpreters. The online employee directory was updated to identify the individuals and languages spoken. To share COVID-19 guidance widely with the community, graphic posters and fliers were created informing guests, employees and students of our COVID-19 safe practices.

OVERALL RATINGS (from Appendix A & D)

KANSAS CITY KANSAS COMMUNITY COLLEGE NOEL LEVITZ STUDENT SATISFACTION INVENTORY - SPRING 2019 - SCALE REPORT					
Scale / Item	Importance	Satisfaction	/	SD	Gap
Concern for the Individual	6.20	5.45	/	1.21	0.75
Academic Advising/Counseling	6.26	5.53	/	1.23	0.73
Service Excellence	6.05	5.47	/	1.09	0.58
Student Centeredness	6.13	5.57	/	1.14	0.56
Data sorted by the highest to lowest Gap (of importance and Satisfaction)					

COMMUNITY COLLEGE SURVEY OF STUDENT ENGAGEMENT (CCSSE) - 2018 BENCHMARKS COMPARED TO OTHER COLLEGES			
	KCKCC	2018 CCSSE Cohort	2018 Top Performing Colleges
Active & Collaborative Learning	47.5	50.0	59.6
Student Effort	50.3	50.0	59.7
Academic Challenge	51.2	50.0	57.0
Student-Faculty Interaction	52.4	50.0	60.1
Support for Learners	52.5	50.0	60.8
Top performing colleges are those that scores in the top 10 percent of the cohort by benchmark			



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**

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
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