

Institutional Effectiveness and Advancement

FY 2008 – 2009 Accomplishments

The Office of Institutional Effectiveness and Advancement assists the college to achieve its mission through research, reporting, planning, assessment activities, development, alumni and public relations, marketing and communications, and grant writing.

Its goals are to improve the overall effectiveness of the college, document its effort and showcase its value, ensure delivery of high quality services, and lead the way in communicating the college's needs or messages and cultivate relationships with donors, alumni, faculty, staff, students, the media, and the communities served by Central Arizona College.

Our mission is to provide exceptional service and support to the College and the communities it serves.

To accomplish this, we will provide leadership for:

- Documenting and tracking institutional effectiveness
- Developing quality initiatives with a focus on continuous quality improvement
- Ensuring successful NCA reaccreditation
- Integrating college-wide strategic, data-informed data-driven approaches to planning and operations
- Expanding college-wide integrated marketing communications strategies
- Branding that cultivates and communicates the powerful, unique CAC message and aspiration
- Building relationships between the college and the greater community
- Securing external funding resources for the college

The Office of Institutional Effectiveness and Advancement consists of the following departments:

- Accreditation and Quality Initiatives
- CAC Foundation and Alumni Relations
- Grants
- Institutional Planning and Research
- Public Relations and Marketing
- Vice President of Institutional Effectiveness and Advancement

Accreditation and Quality Initiatives

- Coordinated the development and submission of 2008 Systems Portfolio
- Documented and evaluated the process for completing the 2008 Systems Portfolio
- Directed and documented the evaluation process of the 2008 Systems Appraisal Feedback
- Coordinated the creation and maintenance of CAC's e-folio website
- Updated and refined the Accreditation & Quality Initiatives pages of the CAC website
- Submitted reports: Annual Updates-AQIP Action Projects, Annual Update-Assessment Academy Student Learning Project, Annual HLC Report, Departmental budget and operational plans
- On a regular basis, shared updates and progress of Quality Initiatives to internal CAC community
- Researched, selected, and directed the administration of the Learning College Survey
- Collaborated with the Director of Curriculum & Student Learning Assessment to establish and communicate the General Education Outcomes Assessment Plan
- Collaborated with the Director of Institutional Research & Planning to develop and implement Institutional Measures of Effectiveness

CAC Foundation and Alumni Relations

- Hiring new Executive Director of the Foundation
- Filling an Alumni Director position
- GRIC \$1,000,000 Grant was approved and 1st of 4 yearly installments of \$250,000 was received
- An agreement has been reached on the creation of an alumni directory
- Initial planning activities for the FY 2010 40th Anniversary Celebration

Grants Office

- During 2008-2009, the grants office helped secure \$3,387,063 in federal, state, and foundation funds.
 - Community-Based Job Training Grant
 - This three-year, \$1,992,763 grant from the U.S. Department of Labor is funding an ultrasound program at Superstition Mountain Campus, enabling the college to expand its health information management program, and supporting additional programming at the Casa Grande Skill Center.
 - Hispanic Serving Institutions College Cost Reduction and Reinvestment Act (HSI-CCRRA)
 - This two-year, \$1,376,000 grant from the U.S. Department of Education supports the college's effort to increase the number of students who graduate from CAC with degrees in science, technology, engineering and mathematics (STEM). The grant is funding professional development in

podcasting, media capturing, and active learning pedagogy for STEM faculty. The grant also funds the expansion of broadband and the enhancement of college's WAN and LAN networks.

- The grants office also supported the grant writing efforts of a wide array of CAC personnel. Their successful grant writing efforts include:
 - The Qwest Foundation provided a \$3,300 grant that supported the participation of local high school students in a math contest held at Central Arizona College.
 - A \$15,000 grant from the Salt River Project is providing scholarships for students who wish to become math or science teachers.
- Other activities undertaken by the grants office during FY2009 include:
 - Contributing to the development of a transportation/travel reduction webpage for the college's website
 - Developing an Institutional Review Board (it will review research projects and is required for some federal funding)
 - Coordinated the research and design of workforce development programs in renewable energy fields/green jobs
 - Providing faculty with grant writing workshops
 - Hugo Steincamp received the Excellence in Leadership (EXCEL) from the Managerial and Technical Staff Association
 - Hugo Steincamp was the chair of the policy and procedures committee

Institutional Planning and Research

- EPortfolio System On line and Written
 - Office instrumental in conversion to efolio
 - Completed; up and running
- Research and Data
 - Completed structure for Factbook for Data warehouse for design
 - Implementation is close to complete for now
 - Review CASA & CARS Requests Daily
 - Included Clean up of all old requests in CARS (75)
- Program Review
 - Assisted in Development of Program Review Performance Matrix
 - Developed the data programming data templates
- Produced the following reports:
 - Cancelled Class/Average Class Size Report Summary by Campus
 - Economic Information for Bond
 - Annual Demographic Report
 - Semester Demographic Report
 - Developed the Class Continuation Retention Report
- Conducted/created and analyzed Surveys on line
 - 6 Accreditation Surveys
 - 5 Assessment Surveys

- Started Alumni Survey
- 23 Surveys All Employee Groups
- 8 Course Evaluations
- Nursing –activated
- DEP – Spring & Fall (600)
- 1 TRiO Grant –runs fall and spring
- 14 Student Services
- 4 Library
- 1 Marketing
- 1 Program Review
- 2 Human Resources
- Faculty Course Evaluations – Fall & Summer (@ 6000 completed)

- IPEDS

12 Month Enrollment	Graduation Rates
Register as College Key Holder	Institutional Characteristics
Student Finance Aid	Spring Supplemental
Enrollment	Graduates Rates

- Carl Perkins
 - Coordinate and attend meetings with AZ State Ed, Postsecondary Specialist and CAC Staff
 - Work closely with Programmer assigned to Project through CARS
 - Develop Matrix for Crosswalk CIP/Course Program
- State Board Reports
 - Performance Measures
 - Dual enrollment
 - Annual Report Part 1 – coordinate/Business Office/PR
 - High School Academic Performance Report HB2040 FY 08

Public Relations and Marketing

- Active participation in Bond presentations, press releases in supporting the passing of the General Obligation Bond
- Marketing campaign throughout Pinal County helped FTSE increase of more than 19%

both semesters

- NCMPR Award for the look of the website
- Redesign of the Academic Brochures to produce a more versatile publication that can be used as a self-mailer or placed in an envelope.
- Developed schedule card for Entertainment Series this spring
- Astronomy Night at the Peak – 250 participants
- More than 1800 guests for Nunsense, including a sold out show on the final day
- San Tan Center Grand Opening featured more than 70 guests
- GED Promotion – filled up classes throughout the district so fast that we were asked to stop promoting them.
- Barbara Encinas Computer Class surpassed capacity and required additional rooms to be used.
- Stella Garcia's community service involvement with the Arizona Kidney Foundation resulted in more than 80 people getting tested.
- Regional Public Safety Ribbon-Cutting Ceremony with more than 100 guests
- Developed business card magnets for Corporate, San Tan and Maricopa centers

Community Involvement

- Hugo Steincamp and Susan Shaw serve on United Way Board of Directors
- Bill Brown was nominated to be a Data advisor for the Achieving the Dream by Dr. Wayne Giles, Chancellor Emeritus, Metropolitan Community College, Kansas City, Missouri
- Bill Brown is Campus Crusade Advisor, member of Kiwanis, serves as Kiwanis webmaster, co-facilitator of AZAIR Round Table with Jerome Ward Cochise CC, member of ASSIST Steering Committee, serve on Census sub-committee, participated in Pinal County Comprehensive Plan Transportation Taskforce and Economic Development Task Force, trumpet performance at AVC graduation in 08 and 09.
- Gary Broussard joined the CAC family in January as the Executive Director of the Foundation. Since that time he has been busy making contacts and developing relationships across Pinal County. Beyond meeting with all Foundation board members, he has met with a growing number of non-board members in the community. He has attended chamber events in Eloy, Maricopa and Casa Grande. Gary attended the Boys and Girls Club awards luncheon and the Cesar Chavez Scholarship Dinner and the Gila River Indian Community Standing Education Committee and as an award presenter. As a regular attendee at the Pinal Partnership monthly networking events he carries a Foundation message to an ever increasing number of groups. Gary has been the featured speaker on two occasions at civic and service organizations.
- Hugo Steincamp contributed to the promotion of the food drive held by MATSA and Support staff employee groups and helped to distribute the collected food to area food banks, he made 25 ceramic bowls for Empty Bowls, a college and community event that raises funds for two local food banks, he served on two strategic committees devoted to creating the Community Solutions Network, which involves United Way, cities and towns, and nonprofit agencies working together to

ameliorate the recession's impact on people's lives in Pinal County, and he attended Pinal County Human Service Network meetings in Coolidge

- Sylvia Gibson conducted College Reading Readiness Workshop for area teachers via Pinal County Tech Prep, presented at TESOL State Conference-Tucson, AZ, presented at Pinal County Tech Prep Professional Development Day, Delta Kappa Gamma (Women Educators Association) member, Beta Sigma Phi (Women's Service Organization) member - annual service project raises monies in support of a CAC Scholarship, Participant - March of Dimes Walk-a-thon-Casa Grande, AZ
- Sylvia Gibson & Bill Brown co-facilitators of HLC Roundtable
- Susan Shaw represents the college on a variety of Boards and Committees.
- Victor Gomez is a member of the Rotary Club of Casa Grande and the Cesar E. Chavez Memorial Committee of Pinal County.