



Unit Plan Annual Narrative

Directions: Use the "Unit Plan Narrative Guide Sheet" to complete this planning form. Be sure that under each section, you write a narrative which discusses all elements listed under each heading. If a particular element does not apply to your area, note that within your narrative. Again, this form should be completed as a narrative, not bulleted.

Department/Unit: Corporate Services

Unit Administrator: Charles Murray/ Tommy Hobbs

Date: 7/28/08

A. Unit Description

a. *Connection of the unit to the institution's role and mission:*

The Corporate Service's Division provides affordable and accessible lifelong learning opportunities in order to prepare students for employment, career advancement and customized training for business and industry.

b. *Unit Achievements:*

Exceeded billing goal and billed \$285,348. Developed a comprehensive mailing list to include 3954 business and industry contacts. Reinstated CEU authorization in Allied Health and offered a substance abuse seminar with 61 attendees, participated in the Clean-Air fuels corridor state-wide workshop with 43 attendees, developed and delivered Commercial Driver Training Program which yielded 5 graduates, completed CASE self-study document to receive Corporate Services automotive certification, partnered with ACAE to hold automotive workshops for high school instructors with 52 participants from AL, TN. And MS., developed comprehensive mailing list to include 3954 local and regional businesses, expanded automotive fleet offerings to include welding, hydraulics and diesel training. Members of five local and national organizations and serving as a committee member on three.

B. Unit Effectiveness

a. *Staff Description:*

All faculty members are well trained and qualified for the area they teach. Corporate Services utilizes instructors from Lawson State that regularly teach credit programs. The division also employs a number of adjunct instructors, which are experts in their field, to teach as well.

b. *Instructional Effectiveness / Student Success:*

Based on the employer surveys received, the Corporate Services Division received a 100% satisfaction rate. Students attending non-credit training within the division do not receive a letter grade upon completion. The training program success rate is based on customer surveys once the employee or student has returned to the field and demonstrated the newly acquired skill.

c. *Support Services Connection & Resource Availability:*

Equipment and facilities are adequate. There are plans already in place for Shop/Lab renovations in

several program areas that will accommodate the needs of non-credit students.

d. Customer Service Ranking:

The Corporate Service's Advisory Committee was satisfied with the progress that we have made in the past year. Business and industry is contacting us for training or to utilize our facilities.

C. Value Added

a. Support of the unit to other program and units:

Corporate Services works closely with the Alabama Center for Automotive Excellence to offer summer camps for area high school and junior high school students and with the Industrial Maintenance programs to offer summer camps in robotics and industrial maintenance. The Division also works with Allied Health programs to offer seminars and workshops. Each of these exposes a number of potential students to the Lawson State campus and our facilities. Several occupational and technical program

b. Strengths:

The Corporate Services Division offers a large variety of technical programs, seminars and workshops giving students an opportunity to advance their employment status, receive a raise at the current position or gain needed skills to apply for a new position.

d. Areas Needing Improvement:

Advertisement, recruiting new customers and customer service.

D. Projections

a. Staff needs:

An instructor to teach high school classes and substitute in various other offerings.

b. Resources needs:

Advertising dollars, Class A tractor and trailer

c. Professional development needs: All Division members need professional development to stay current in their field.

d. Department and Unit Needs:

A computer lab to continue offering Workkeys training.

E. Recommendations:

There are no recommendations at this time

Institutional Effectiveness Unit Plan (Phase III) for 2007-2008

Directions: Use 9 point font when completing this form. First, complete columns A-D. Make sure your Unit Outcomes are targeted, essential and measurable. Columns E & F (which serve to assess whether your goals were reached and how you intend to use the results) will *not* be completed until the end of the cycle in the spring.

Unit: Corporate Services

Unit Administrator: Charles Murray / Tommy Hobbs

Unit's Mission: The Corporate Services Division. of Lawson State Community College is dedicated to helping companies add measurable value to their daily operations by providing customized solutions, testing, services, and educational seminars for organizations in the automotive, business, engineering, health, and manufacturing sectors.

Number each Outcome in each column	A. Unit Outcomes (3-5) Should be measurable. Use percentages where possible. <u>Be brief.</u>	B. Outcomes Link to Institutional Goals & Strategic Indicators List the goal numbers and the corresponding Strategic Indicator letters	C. Methods of Assessing the Outcome List what methods you plan on using to measure each outcome	D. Budget Implications If your outcome has budget implications (costs that will exceed \$499), list them here.
	<ol style="list-style-type: none"> Achieve \$200,000 in Corporate Services billing Reinstitute Continuing Education Authorization by the Alabama Board of Nursing Increase automotive related offerings by 50% over the 25 classes held the previous year 	<ol style="list-style-type: none"> Goal 1: Indicators A-D Goal 3: Indicators A-D Goal 4: Indicators A-D Goal 7 Indicators A-B Goal 1: Indicators A-C Goal 3: Indicators A-D Goal 4: Indicators A-D Goal 6: Indicators A-F Goal 7 Indicators A-B Goal 1: Indicators A-D Goal 3: Indicators A-D Goal 7 Indicators A-B 	<ol style="list-style-type: none"> Monthly billing records, Business Office data/ monthly reports Approval from the Alabama Board of Nursing AS400 data- CE module reports 	<ol style="list-style-type: none"> Advertising and promotional materials \$5000 Advertising and promotional materials \$0 Advertising and promotional materials \$1000

Number each Outcome in each column	4. Achieve Continuing Automotive Service Education certification. CASE	4. Goal 1: Indicators A-D Goal 3: Indicators A-D Goal 4: Indicators A-D Goal 6: Indicators A-F Goal 7 Indicators A-B	4. NATEF approval	4. Documentation and site visit \$700
	5. Expand course offerings in the 21 st Century Academy classes and recruit participation beyond the State of Alabama for high school instructors	5. Goal 1: Indicators A-C Goal 3: Indicators A-D Goal 4: Indicators A-D Goal 6: Indicators A-F Goal 7 Indicators A-B	5. AS400 data	5. Advertising and promotional materials \$5000

Unit Plan--Part II: Directions : As noted on page one of this plan, complete columns E & F at the end of the planning cycle in the spring. As you report under each column, be sure to carry over the numbers which represent each outcome you are addressing.

- E. Actual Results Obtained**—When you assessed and measured your stated outcomes, what results did you find? Be clear and concise in your reporting.
1. Corporate Services billed just over \$285,000. Automotive fleet training \$60,982, testing services \$17,547,
 2. Corporate Services did not hold Allied Health seminars last year. Corporate Services recently received accreditation from the State Board of Nursing and has offered one seminar.
 3. Corporate Services offered 35 training classes, seminars and workshops in Automotive training serving 1311 students
 4. Corporate Services has completed the CASE self study document and mailed the document to schedule an on-site visit
 5. Corporate Services offered 21st Century Academy classes in Robotics, Industrial maintenance and automotive summer workshops for high school instructors.

- F. Use of Results**—Now that you have your results, how do you intend to use these results or, if implemented early, how have you used these results to improve your overall unit for the upcoming academic year? **NOTE** After you list how you intend to use these results, be sure to include such improvements in your new Unit Plan for the upcoming academic year.
1. Corporate Services will seek to increase billing in the next year. The Corporate Services team will develop a strategic plan to diversify and expand into untouched markets such as financial and insurance institutions.
 2. Corporate Services will seek to increase Allied Health offerings by 100% through seminars and workshops offering CEU's.
 3. Corporate Services will seek to increase the automotive offerings to expand on classes being offered in welding, hydraulics and diesel classes.
 4. Corporate Services will seek to expand upon the existing mailing list to include new businesses entering the market.
 5. Corporate Services will begin preparing for the CASE on-site visit once approval is received. Corporate Services will research other certifications that can be acquired to enhance the division's offerings.
 6. Corporate Services will increase it's membership in local, regional and national organizations appropriate to the division's offerings
 7. Corporate Services will seek to increase it's offerings in 21st Century Academy classes and workshops
 8. The final results of the Ready to Work program will not be available until the end of the program in September. The results will be reviewed and a direction determined at that time. Corporate Services will work to expand the Ready-to-Work program to include a work release program.

Lawson State
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Institutional Effectiveness Unit Plan (Phase II) for 2006-2007