**APR Goal and Outcome—2018-2019**

For descriptions and examples of all APR Goal and Outcome items, please refer to the APR How To Guide—2018-2019

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| **Section I: APR Goal Overview** |

**IA1. Program (Please type in the name of your program)**

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| **IA2. Other Program**

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 | **IB. Program Lead (Your first and last name)**

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| **IC. APR Goal Short Title:**

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| Chief Development and Fundraising Officer/Community Engagement Specialist |

 | **ID. APR Goal Status:**❑ Continuing from Last Year❑ New This Year❑ Fast Track |

**IE. Institutional Plan(s) Addressed**

Which Institutional Plan(s) does your goal address? Check all that apply.

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| --- | --- |
| ❑ Educational Master PlanX Strategic Action Plan❑ Facilities Master Plan❑ Integrated Plan❑ Guided Pathways Plan | ❑ Technology Master Plan❑ Human Resources Plan❑ Equal Employment Opportunity Plan❑ Other |

If “Other” Please indicate which plan(s).

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| Grow Foundation office to partner/enhance/bolster with Taft College Fundraising (donors and Alumni) , Marketing and Event needs |

**IF. Institutional Plan Goal(s) Addressed**

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| • The percentage of students coming from Bakersfield is increasing.• Part-time enrollments are much higher than full-time enrollments (head count).• The ethnic profile of the population Taft serves is changing.• The percentage of students taking evening-only classes is declining.• There is a gap between Taft College programs and local industry needs.• The percentage of male students at Taft College is lower than that of the population Taft serves.• The success rates of students younger than 20 and students between the ages of 25 and 49 are higher than the success rate of students between 20 and 24. |

**IG. Measureable Objectives(s)**

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| Increase the contacts weekly by the foundation office by 5 new prospect/contacts per week via phone email or social media. This will result in more corporate and industry program and student scholarship donations and cover student population which could result in new enrollment. (program marketing) |
| **Section II: APR Goal Measures, Anticipated Outcomes, and Activities** |

**IIA. APR Goal Measure**

Indicate the type of outcome measure you will use to measure this 2018-2019 annual program review goal:

❑ Course Student Learning Outcome (SLO) ❑ Student Achievement Outcome (SAO)

❑ Program Student Learning Outcome (PSLO) ❑ Program Effectiveness Measures (PEM)

❑ Institutional Student Learning Outcome (ISLO) ❑ Other outcome measure type (Describe in IVE Comments)

**IIB. APR Goal Anticipated Outcome** (Rubric Criteria 1, 2, 4, 5)

Please briefly describe what outcome you expect to achieve with this particular goal in terms of its impact on student learning, student success, student achievement or the “Goal Measure” you indicated in IIA. Be sure to include a discussion of the evidence used to support your assertion, and the “benchmark” value of the goal outcome.

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| Outcomes from WKCCD hiring existing Development Associate should allow for part time marketing expansion that will enhance offerings to instructional and enrollment growth.1. Dedicated marketing and social media strategies
2. More funding to grow faculty innovation grants
3. More funding for on campus programs TIL/Dental Hygiene/Athletics
4. Branding capabilities for specific program growth
 |

**IIC. APR Goal Activities** (Rubric Criterion 5)

Please briefly describe the activities you intend to implement to achieve this particular goal. Include a timeline of the activities and assessment/evaluation of outcomes.

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| I hope to have Foundation Development Officer hired by WKCCD by March 1 and Foundation funded part time marketing contractor in place by April 1. |

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| **Section III: APR Goal and Resource Request** |

**IIIA. Required Resources Category:**

Please indicate the types of resources required to implement the activities for this APR goal.

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| ❑ Personnel: Faculty❑ Personnel: ClassifiedX❑ Personnel: Other❑ Technology | ❑ Professional Development❑ Facilities❑ Equipment or Supplies❑ Other (Describe in IVE Comments) |

**IIIB. Required Resources Description**

Please describe any resources you will need to implement the activities associated with this goal. Requested resources should follow from the narrative in IIC above.

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| Funding from the WKCCD  |

**IIIC. One Time Start Up Costs:**

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| 54,600 plus benefit package |

**IIID. Annual Costs:**

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| 54,600 plus benefits package |

**IIIE. Total 5 Year Costs:**

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| 273,000 plus benefit package |

**IIIF. Proposed Funding Source(s):**

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| WKCCD |
| **Section IV: APR Goal Additional Information** |

**IVA. Desired Start Date:**

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| March 1, 2019 |

**IVB. Expected Completion Date:**

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| --- |
| n/a |

**IVC. Is Project Ongoing with No Expected Completion Date?**

❑x Yes

❑ No

**IVD1. Will Other Divisions or College Areas be Impacted?**

❑ xYes

❑ No

**IVD2. If Yes, then Describe how Other Divisions or College Areas Would be Impacted:**

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| --- |
| This would allow for more funds to be used for the faculty innovation grants and allow for marketing to be a position (part time) on our campus which would allow leaders and programs to request help for marketing. |

**IVE. Comments:**

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**IVF. Prioritization by Program Lead:**

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