

2008-2009 Annual Unit Objectives

Madisonville Community College

January 2008

Division: CED

Unit Objectives (in Priority Order)	Link to MCC Goals	Resources Needed to Accomplish Goal	Action Steps (Briefly list steps you will complete to accomplish goal)	Assessment Measure (Link to PI)
Expand & enhance customized training offerings & services to area businesses and industries	4.2 4.4	Travel, equipment, 01 funds, KY WINS funding, Coal severance monies, KYAE grant funds	<ol style="list-style-type: none"> 1. Solicit input from area businesses & industries (B&I). 2. Active presence and availability to area B&I. 3. Continue successful practices. 	Programs developed & delivered
Expand CEWD training for area businesses and residents.	4.2 4.4		<ol style="list-style-type: none"> 1. Implement KOI training programs. 2. Formalize senior academy program. 3. Leverage resources through expanded partnerships. 4. Expand continuing education service area 	KOI training implemented. Senior academy implemented. Revenue & Program Records.
Meet KYAE performance and enrollment goals for Hopkins County	4.3	KYAE grant funds	<ol style="list-style-type: none"> 1. Implement retention strategies. 2. Increase recruitment efforts. 3. Deliver GAP Program for MCC students. 	Measurable increases evident by indicator guidelines IAW KYAE standards
Meet KYAE performance and enrollment goals for Muhlenberg County	4.3	KYAE grant funds	<ol style="list-style-type: none"> 1. Implement retention strategies 2. Increase recruitment efforts. 3. Deliver GAP Program for MCC students. 	Measurable increases evident by indicator guidelines IAW KYAE standards
Expand Assessment Center Services	4.2 4.4	Additional equipment & licensing expenses	<ol style="list-style-type: none"> 1. Finalize & market ACT Online Assessment Services. 2. Finalize & market LaserGrade Assessment Services. 3. Solicit input from area B&I. 	Availability of ACT & LaserGrade online assessments Additional services & assessments offered

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Effectively Market CEWD programs and services.	4.4	Marketing & Advertising budget	<ol style="list-style-type: none"> 1. Develop a department branding strategy. 2. Utilize direct marketing strategies. 3. Improve quality of marketing materials. 4. Reduce marketing costs through collaboration with other departments. 	Effect on overall success of programs.