

ANNUAL REPORT
Madisonville Community College/Madisonville Technical College
July 1, 2001-June 30, 2002

1. Maintain and develop on-going activities that increase enrollment and retention of all students, traditional and non-traditional.

Data/Need	Annual Goal	Status	Outcomes
KCTCS mandate	Continue to implement Enrollment Management Plan	Achieved	EMP updated 5-01; tele-counseling implemented; increased marketing budget and projects; unified logo/theme
KCTCS and House Bill 1 enrollment goals; Enrollment Data Report	Increase headcount enrollment by 4-6% for fall 2001	Achieved	21% increase from Fall 2000 to Fall 2001; District headcount enrollment of 3148
Consistent with KCTCS and House Bill 1 enrollment goal	Identify 6000 prospects for enrollment	Partially achieved	Identified less than 5000 prospects although still achieved headcount enrollment increase of 21%; contacted HS & JHS students; implemented "marble" project; created prospect database; utilized Minority Affairs Committee to recruit minorities
KCTCS and House Bill 1 enrollment goals	Implement prospect "tracking" system	Partially achieved	Created database to enable tracking
Compliance with SACS	Enhance extended campus recruiting function	Achieved	Filled Campus Coordinator position (Morris); created and filled recruiting position (Bivens)
Compliance with SACS	Provide Student Affairs services at Muhlenberg County site	Achieved	Provided Financial Aid, Disability Services, Placement Services, and Student Support Services on site at regularly scheduled intervals
Enrollment Data Report	Increase percentage of adult student population (25 and over)	Achieved	Adult population increased 15.3% (1,136 fall 00 to 1,310 fall 01)
CPE mandate for new program development	Maintain African-American enrollment at 7%	Partially achieved	African-American enrollment increased 6% (141 fall 00 to 150 fall 01)
Academic Cabinet assessment	Refine mandatory placement process and policies	Achieved	Revised Assessment & Placement Handbook; implemented placement "checkpoint" during registration process
Retention Committee input	Expand services of Non-Traditional Student Support Group	Achieved	Participated in "Scholarship Day" at Ellis Park; individualized mailing to all non-traditional students; continued "Wednesday Morning Coffee" activity
Retention Committee input	Provide mandatory orientation for first-time full-time freshmen	Achieved	Mandatory sessions conducted on all campuses except Muhlenberg; plan developed to consolidate all activities into one orientation
Self-Study recommendation	Enhance Website	Achieved	Centralized support by assigning website development to IT; established Web Advisory Committee; initiated "information steward" plan
KCTCS mandate	Implement on-line registration	In progress	KCTCS delayed start-up to fall 2002

Compliance with SACS; Self-Study recommendation	Enhance accessibility of Financial Aid Counselors	Achieved	Financial Aid services provided on Muhlenberg, Health and Technical campuses; extended hours during open registration
Enrollment Data Report; Program Review; Program Advisory Committee input	Enhance marketing and recruitment plans for Nursing, Business Technology, Biomedical Equipment Technician, and all Allied Health programs	Partially achieved	Weekend RN program developed, marketed and to be implemented in fall 2002
Compliance with SACS	Establish Industrial Maintenance Advisory Committee		Existing Industrial Electricity Advisory Committee assumed responsibility for Industrial Maintenance
KCTCS and MCC enrollment goals	Resubmit NSF scholarship grant	Achieved	Grant revised and submitted Jan. 2002; targets TRIO clients to increase I & ET enrollment

2. Develop flexible, high quality educational programs to enhance student learning.

Data/Need	Annual Goal	Status	Outcomes
Self-Study recommendation	Reduce dependence upon part-time faculty in all disciplines	Not achieved	Opening Muhlenberg Campus increased need for part-time faculty; two one-year full-time positions targeted for Muhlenberg Campus for FY 03
Postsecondary Needs Assessment	Implement Information Technology AAS program in fall 2001	Achieved	Implemented fall 2001
Postsecondary Needs Assessment	Implement Machine Tool Technology AAT program in fall 2001	Achieved	Implemented fall 2001
Postsecondary Needs Assessment	Submit Occupational Studies AAS program for approval	Achieved	Submitted fall 2001
Postsecondary Needs Assessment	Submit Human Services AAS program for approval	In progress	Needs assessment revealed conflicting data; further analysis underway
Distance Learning Plan	Develop on-line Allied Health courses	In progress	OTA course developed, written into curriculum, and ready for implementation summer 2002
Retention Committee input	Provide on-line tutorial services in Learning Center	Achieved	Explored potential on-line tutoring products and systems: Smart Thinking and The Write Place
Strategic Scanning Report	Provide professional development training for ESL	Revised goal	Need never developed
Postsecondary Needs Assessment	Continue to offer Internet courses consistent with the college's distance learning goals	Achieved	14 classes offered in fall 2001 (257 students served), 11 in spring 2002 (252 served)
Enrollment Management Plan	Continue to offer daytime courses in area high schools	Achieved	5 classes offered in fall 2001 (57 students served), 4 in spring 2002 (38 served)
Assessment & Placement Committee input	Enhance assessment procedures in writing and math programs	Achieved	Conducted "information sessions" with each Division
Postsecondary Needs Assessment	Develop embedded certificate programs in Accounting, Office Administration, Engineering Technology	Achieved	Deactivated Real Estate option and established certificate; established embedded certificates Mechanical Engineering, Integrated Early Childhood Education, IT (Cisco), Medical Office Technology
Program Review	Prepare for ABET accreditation site visit in	Revised goal	Discontinued ABET accreditation; revised

	Electrical Engineering Technology		curriculum for I & ET
Self-Study recommendation	Increase on-line Library and Information Literacy Instruction	Achieved	Individualized mailings to each distance learning student in fall, spring and summer semesters; conducted 41 library instruction classes during fall/spring (632 students served); piloted "quiz sheets" for ENG 101
Self-Study recommendation	Enhance Library website	Achieved	All on-line forms operational; added search engines: Worldwide, InfoSpace, IX Quick; added site links: ChemLine, KentuckyGov, Occupational Outlook, How to Study Math & Science
Self-Study recommendation	Increase Library holdings	Achieved	Expended \$43,000+ on materials with special emphasis on videos; \$9000+ periodicals; added 333+ monographs; subscribed to \$5000+ on-line database subscriptions
Program Review data; Program Advisory Committee input	Conduct evening Machine Tool Technology, Drafting/CAD, and Welding classes	Not achieved	Goal reestablished for upcoming year
NCLEX Exam data	Improve pass rate on Nursing NCLEX exam	Achieved	May 2001 = %100 (May 2000 = %98)
Enrollment Data Report; Board of Directors input	Improve retention rate in Nursing program	Not achieved	73% of Fall 1999 cohort graduated, short of 75% benchmark

3. Continue to build a positive, unique image of the consolidated colleges as a high quality, comprehensive institution in an increasingly competitive environment.

Data/Need	Annual Goal	Status	Outcomes
House Bill 1	Continue to work with lay advisory boards to promote and refine consolidation process	Achieved	Submitted Substantive Change Prospectus; site visit conducted in Oct. 2001; full consolidation approved by SACS in Dec. 2001
KCTCS mandate	Implement marketing component of Enrollment Management Plan for MCC and MTC	Achieved	Developed common MCC/MTC marketing plan; developed common logo/theme: "start here, go anywhere"
Compliance with SACS and COE	Continue to market MCC and MTC as separate institutions	Achieved	Maintained separate identities until full consolidation was approved Dec. 2001
KCTCS and MCC enrollment goal	Increase number of website hits	In progress	139,481 as of 4-22-02 on old site; new site under construction
Compliance with SACS; Enrollment Management Plan	Enhance quality and appearance of all publications	Achieved	Developed common template for all program brochures; adopted single logo/theme: "start here, go anywhere"
KCTCS mandate	Continue to coordinate marketing activities with KCTCS System Office	Achieved	Conformed to KCTCS color scheme, logo and slogan in all publications; participated in quarterly KCTCS marketing/PR meetings
Enrollment Management Plan	Develop View Book for MCC and MTC	Partially achieved	KCTCS distributes generic view book, individualized by college; currently developing local version

Compliance with SACS; Enrollment Management Plan	Develop recruiting/advising pamphlets for MTC programs	In progress	Revising all associate degree and diploma recruiting/advising brochures for fall 2002
Compliance with SACS; Enrollment Management Plan	Update recruiting/advising pamphlets for MCC programs	In progress	Revising all associate degree and diploma recruiting/advising brochures for fall 2002

4. Promote the creation of a unique identity by blending policies, procedures, methods and resources.

Data/Need	Annual Goal	Status	Outcomes
House Bill 1; Compliance with SACS	Submit Substantive Change Prospectus for full consolidation	Achieved	Prospectus submitted May 2001; site visit conducted Oct. 2001; full consolidation approved Dec. 2001
House Bill 1; Compliance with SACS	Continue to refine MOA for Consolidation, in particular explore combining policies and procedures for: <ul style="list-style-type: none"> • faculty governance • curriculum and rules development • promotion and tenure 	Achieved	Full consolidation approved Dec. 2001; technical campus Co-Chair of faculty elected; Technical College Senate rules being established at System level with local representation; tenure “map-over” guidelines established; joint representation on local Promotion & Tenure Committee
MOA guidelines	Continue to conduct joint faculty and staff meetings	Achieved	Implemented upon approval of original MOA in June 2000
MOA guidelines	Conduct a joint spring 2002 graduation	Achieved	Joint graduation conducted May 10, 2002

5. Obtain, implement, and support universal, state-of-the-art, cutting edge technology.

Data/Need	Annual Goal	Status	Outcomes
PIP Feasibility Study	Open Joe C. Davis Science & Technology Building, including: <ul style="list-style-type: none"> • ITV room • Computer lab • Various instructional labs 	Achieved	Davis Building opened fall 2001; ITV room, computer labs and instructional labs fully operational
Self-Study recommendation	Provide additional PeopleSoft training	Achieved	All key Financial Aid and Student Records staff trained; further training scheduled for FY 03
KCTCS mandate	Implement on-line registration	In progress	KCTCS delayed start-up to Fall 2003
Self-Study recommendation	Implement computer-assisted off-campus registration	Achieved	Implemented Spring 2002 on Muhlenberg Campus
	Provide on-line tutorial services		Explored potential on-line tutoring products and systems: Smart Thinking and The Write Place
Self-Study recommendation	Upgrade Financial Aid hardware	Achieved	Computer hardware for Coordinator of Financial Aid and Veterans Affairs Counselor upgraded
Self-Study recommendation	Enhance website	Achieved	Centralized support by assigning website development to IT; established Web Advisory Committee; initiated “information steward” plan

Self-Study recommendation	Restructure Computing Services personnel	Achieved	Reorganized unit under a single Coordinator who reports to the Dean of Business Affairs
Self-Study recommendation	Establish additional Computing Services position	Achieved	Reallocated existing resources to add a computing services position
Self-Study recommendation; Postsecondary Needs Assessment	Upgrade equipment for Applied Technology programs	Achieved	Expended \$246,070 for equipment on Technology Campus including: Hydraulic Trainers for Industrial Maintenance and Coordinate Measuring Machine for Machine Tool Technology
Self-Study Recommendation	Upgrade Mechanical Engineering Technology lab	Achieved	Purchased \$44,000 of new equipment; relocated lab from Gray Bldg. to new Davis Bldg.

6. Create a fully-staffed college that optimizes professional development to support success and growth.

Data/Need	Annual Goal	Status	Outcomes
Annual Planning and Evaluation Process	Allocate personnel funds consistent with outcome of annual planning process (see 2001-02 Annual Fund Request)	Achieved	Reallocated funds to establish .5 FTE Business Office and .5 FTE Library positions; reallocated funds to support Learning Lab position; reassigned Nursing and Respiratory Care positions to Humanities; deactivated Automotive Mechanics and Diesel Mechanics
House Bill 1	Maximize use of MCC and MTC personnel through MOA for Consolidation	Achieved	Successfully completed consolidation site visit; reallocated resources to enhance programs, functions and services
Self-Study recommendation	Continue to support activities of the Faculty & Staff Development Committee	Achieved	Budget of \$3,211 maintained in spite of mandated budget reduction; \$12,000 made available through Technology Endowment
Self-Study recommendation	Continue to support tuition waiver program		43 faculty and staff participated in FY 02
Self-Study recommendation	Continue to use Perkins funds to support professional development	Achieved	Funds used to provide development related to technical programming, including training Accounting faculty at national conference and IT faculty in Cisco certification
Self-Study recommendation	Establish professional development endowment	Achieved	Identified as a priority for campaign feasibility study; established guidelines to distribute \$12,000 from Technology Endowment for professional development

7. Provide state-of-the-art, accessible physical resources to effectively serve students in attaining their educational goals.

Data/Need	Annual Goal	Status	Outcomes
PIP Feasibility Study	Open Joe C. Davis Science & Technology Building on main campus	Achieved	Davis building opened for classes fall 2001; dedication ceremony conducted; donor wall installed

PIP Feasibility Study	Open Muhlenberg County off-campus facility	Achieved	Muhlenberg building opened for classes fall 2001; dedication ceremony conducted; donor wall installed
Substantive Change Prospectus; MOA guidelines	Continue to renovate space consistent with MOA for Consolidation	In progress	Business Affairs, Student Affairs and Central Administration spaces renovated or under renovation
Substantive Change Prospectus; MOA guidelines	Develop plan for renovation of vacated space in John H. Gray Building	Achieved	Plan developed at consolidation retreat for Cabinet in June 2001
Arts Center Equipment Plan	Upgrade technology in Mahr Arts Center as called for in equipment plan	Not achieved	Replaced two office computers; minimum upgrade of sound system @ \$500
Campus Master Plan	Update landscape plan	Achieved	Landscaped committees appointed for each campus; budget of \$6000 allocated; increase in number of shrub and tree plantings
Campus Master Plan	Complete concourse renovation	In progress	Renovation begun fall 2001

8. Convince students that MCC and MTC are the best choices for them

Data/Need	Annual Goal	Status	Outcomes
KCTCS mandate	Implement marketing component of Enrollment Management Plan	Achieved	Developed common MCC/MTC marketing plan; developed common logo/theme: "start here, go anywhere"; revised program brochures
House Bill 1	Submit Substantive Change Prospectus to enhance idea of "seamless" education	Achieved	Prospectus submitted June 2001
CPE mandate for new program development	Enhance multi-cultural recruitment and retention efforts	Achieved	Conducted life-long learning workshop with Crystal Kuykendal in Feb. 2002; established Minority Recruitment & Retention Committee and developed recruitment plan; Multi-Cultural Affairs Committee and Minority Affairs Advisory Council continue to meet and address these issues
Enrollment Management Plan	Maximize use of Student Ambassadors	Achieved	Of 53 Student Ambassadors, 100% completed minimum of 3 activities; established Muhlenberg Campus Ambassadors; participated in graduation Job Fair, College Bound, etc.
Enrollment Management Plan	Enhance extended campus recruiting function	Achieved	Established weekly newspaper column; Muhlenberg Campus classes and activities marketed separately, in addition to college-wide marketing

9. Develop and implement a fair and equitable system to adequately fund all areas.

Data/Need	Annual Goal	Status	Outcomes
Compliance with SACS	Refine joint annual planning and budget planning processes	Achieved	Changed planning retreat format; began update of Performance Indicator documents consistent with new data collection
House Bill 1	Submit Substantive Change Prospectus with long-term goal of establishing equity	Achieved	Prospectus submitted June 2001 and full consolidation approved Dec. 2001
RSVP Needs Assessment	Complete planning for next major gifts campaign	Achieved	Completed phases 1 and 2 of RSVP process; identified campaign needs; prepared "Case for Support"
RSVP Needs Assessment	Establish endowments as a priority in next major gifts campaign	Achieved	"Case for Support" completed April 2002; five of six campaign priorities include endowments

10. Develop and implement a comprehensive plan to provide training that ranges from workplace essential skills through high performance technical skills.

Data/Need	Annual Goal	Status	Outcomes
ABE needs assessment	Complete implementation of Hopkins County ACE ² grant	Achieved	All ACE ² positions filled; 650 served as of Feb. 2002
CPE grant	Implement ACE ² replication project	Partially achieved	Four sites replicated: Caldwell, Crittenden, Muhlenberg and Dawson Springs; two under development: Webster and McLean
DAEL New Opportunity grant	Implement TIER grant	Achieved	116 served as of Feb. 2002
Postsecondary Needs Assessment Study	Continue to provide Business & Industry customized training and services	Achieved	Developed projects for AutoLiv, Rexam, Period Furniture and various coal companies
ACE ² and TIER grant opportunities	Integrate ACE ² and B & I planning to maximize delivery of workforce development training and services	Achieved	Developed Period Furniture computer literacy project to be implemented May 2002

11. Respond systemically to current needs and anticipate future trends of our diverse service area through effective planning for delivery of programs.

Data/Need	Annual Goal	Status	Outcomes
Compliance with SACS	Complete 6 th cycle of comprehensive planning and evaluation process	Achieved	Overall annual plan completed April 2002; budget development delayed by KCTCS
RSVP process	Conduct 2 nd cycle of strategic scanning using the Strategic Scanning Team	Revised goal	Decided external scanning would be redundant in light of campaign Feasibility Study to be conducted in May 2002

Institutional Effectiveness Process	Re-institute use of Currently Enrolled Student survey in fall	Revised goal	Decided to replace Currently Enrolled Student Survey with Noel-Levitz Student Satisfaction Inventory; allows access to nationally normed data
Institutional Effectiveness Process	Implement use of revised student surveys, using Survey Tracker where appropriate, including: <ul style="list-style-type: none"> Exit survey Follow-Up survey Entering Student survey Transfer Student survey 	Partially achieved	Revised Exit, Follow-Up and Entering Student Surveys; Exit survey administered via Survey Tracker; Transfer Student Survey in progress and contingent upon CPE cooperation and support
Self-Study recommendation; TEDS mandate	Implement effective employer follow-up process	In progress	TEDS process works effectively for single cohort programs; more work necessary for certain AAS programs
Self-Study recommendation; TEDS mandate	Include program coordinators in data collection process, particularly tracking graduates	In progress	Program Coordinators collected initial follow-up data; currently refining process for collecting employer follow-up data
Institutional Effectiveness Process	Implement process to track mandatory placement students	In progress	Tracking contingent upon PeopleSoft update and transition to Report Data Mart; IR Coordinator scheduled for RDM training in May 2002
Institutional Effectiveness Process	Submit Title III grant	Achieved	Submitted March 2002; established eligibility for Health and Technical Campus April 2002

12. Maintain and develop projects which integrate arts and education, and promote arts appreciation within the community and region.

Data/Need	Annual Goal	Status	Outcomes
Patron Data; Arts Center Advisory Committee input	Expand successful Coffeehouse Series	Achieved	Added performance; ticket revenue up
Arts Center Advisory Committee input	Maintain the following arts education partnerships/projects: <ul style="list-style-type: none"> Kennedy Center “Arts Partners in Education” Crayola Dream-Makers GE Creative Connections Summer Arts Academy 	Achieved	Director attended annual Arts Partners meeting in Washington, DC; maintained number of participating schools in Crayola project; completed second year of GE project and will reapply for FY 03 and 04; expanded Academy to include elementary schools
Arts Center Advisory Committee input	Enhance integration of performing artists with arts education programming	Achieved	Coffeehouse artists and Keng Mo performed in schools
Patron Data; Arts Center Advisory Committee input	Explore additional “block-booking” opportunities	Achieved	Participated in 4 block bookings; Director sits on Block Booking Committee of Kentucky Arts Presenters; submitted Southern Arts Federation block booking grant
Arts Center Advisory Committee input	Explore becoming site for VSA Arts Festival	Not achieved	Contingent upon filling recurring Ass. Director position

13. Maintain and develop partnerships which enhance or expand educational programming.

Data/Need	Annual Goal	Status	Outcomes
House Bill 1	Submit Substantive Change Prospectus to consolidate MCC and MTC as one institution	Achieved	Prospectus submitted June 2001 and full consolidation approved Dec. 2001
House Bill 1	Continue to participate in Kentucky WINS program	Achieved	Ford project developed for implementation in May 20002; 6 collaborative projects under development for FY 03
Economic Development Authority input	Continue to support efforts to recruit business and industry to the service area	Achieved	Provided industrial recruiting support (materials, presentations, grant writing, etc.) for Hopkins Co. Economic Development Authority
KCTCS goal	Continue to support cooperative Lean Manufacturing projects	Achieved	Lean training provided to over 30 organizations in FY 02; MCC established as "lead partner"
Arts Center Advisory Committee input	Continue to participate in Kennedy Center Arts Partners in Education program	Achieved	Director attended annual Arts Partners meeting in Washington, DC
DAEL grant opportunity	Replicate ACE ² project throughout service area with cooperation of community partners	Achieved	Four sites replicated: Caldwell, Crittenden, Muhlenberg and Dawson Springs; two under development: Webster and McLean