

Support Services Review Template

Update Year: 2012

Unit Name: Corporate Training Solutions

Today's Date: May 9, 2012

Unit Review Leader: Kathy M. Walton, Ph.D.

Five Fundamental Questions

1. What are the primary services or outcomes provided by the support service area and what is the impact of those services and outcomes on students and other key stakeholders?

The Corporate Training Solutions department is probably the most flexible department of the college. Our role is to work with area employers to help identify their employee learning needs and connect them to educational solutions on a contracted basis. We also can pursue training grants to help pay the costs of some of the training. Courses are customized to the exact needs of the company and offered at a location, date and time and in whatever method of delivery convenient for them. The primary impact is that companies receive the training they need to improve their workforce productivity. The secondary impact is that our department develops a broad range of educational resources that can be accessed for other clients. In addition, our department generates revenue for Continuing Education and the college.

2. What are the strengths, weaknesses, opportunities, and threats present that enhance or hinder the unit's ability to provide those services and meet expected outcomes during the next five years?

Strengths: Flexibility, affordability, ability to tap grant funds to support training for specific clients; range of topics available for training, stable and capable staff, developed internal processes

Weaknesses: Lack of a curriculum specialist to help develop and manage content. low visibility in the community, limited upper management support, limited marketing capacity, grant funding restricts profitability

Opportunities: Online learning delivery methods, increased number of companies in our service area; growing workforce in community, increased number of ACC campuses in service area, remodeling of Highland Mall if it contains a conference center, increase international business activities

Threats: Inability to offer face-to-face client training seamlessly throughout the state due to service area boundaries, increased competition

3. Using the answers to the first two questions, what improvements to primary services and/or intended outcomes will occur during the next five years?

- 1) Increase marketing efforts to improve visibility including direct sales, networking at community events, increased e-marketing efforts, increased social media applications

- 2) Work with Dean to reach out to other colleges to address cooperation across service area boundaries

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3) Build sufficient business requiring curriculum development to justify hiring a curriculum development specialist.

4. How will the unit measure the extent to which planned improvements have resulted in better service or intended outcomes for students or other key stakeholders?

Primary Service Issue	Improvement	Measure	Baseline	Target	Current
Limited market penetration	Increased marketing efforts	Number of companies served	30	50	21
Revenue	Increase revenue	Dollars	\$1,000,000	15%	\$561,925
Multiple college cooperation	Establish systems to encourage cooperation	Number of colleges cooperating	0	50%	2

5. How will the planned improvements align with and contribute to the Mission and Intended Outcomes of Austin Community College?

A key element of ACC's Mission and Intended Outcomes relates to meeting the educational needs of a growing skilled workforce in our service area. Specifically, the mission refers to: [g] Contracted instructional programs and services for area employers that promote economic development. The work of Corporate Training Solutions specifically addresses this charge. Our goals include continuously reaching out to a wide range of companies to assess needs, develop curriculum, and deliver training on a contracted basis.