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Unit Review Leader: Linda Young
Unit Name: External Affairs

1.

What improvements have been planned/implemented:

Developing an improved fall of 2012 Legislative Agenda for review and adoption with timelines to share with legislative delegation, administration, community organizations and ACC president and trustees.

Expanded public visibility by representation on regional and national committees or in appointed positions to represent ACC

2.

How did you decide that these improvements would benefit your unit or what weakness is the unit trying to improve:

By increasing the early awareness and support for our legislative agenda from major internal and external support groups will increase ACC's ability to secure strong legislative sponsorships, enhanced "bill" preparations and committee hearing preparations.

Enhancing our national visibility will help in this economic downturn, as all funding keeps getting reductions, and some programs are being considered for discontinuing.

3.

Measures: what measures are going to be used to determine if the improvements were successful.

Increased Tax revenue dollars and student tuition assistance for ACC's operating budget

Increased local legislative delegations support and success for ACC's legislative agenda.

Enhanced and documented partnership activities with regional industries and businesses to support ACC work force training and job recruitment programs.

3a. Baseline data: the data used to determine improvements were needed

Revenue Reports and information gathered by other departments.

Regular meetings with legislators in our service area, as well as working in the interim with the members and their staff to review potential legislation for the next session provide information on legislative plans, and help us to be prepared as we develop the Legislative Agenda. We need to provide the best educational support to our students.

Numbers of External Affairs' hosted or supported events

Increased visibility (media, recognitions, etc.)

3b. Target goals: the data that shows your improvements have achieved your goals

Increased tax base for ACC operating budget through successful annexations.

Successful legislative programs

Well established system for Alumni, and the first corporate sponsorship of Alumni program received, with additional gifts planned for the future

3c. Current data: where you are currently in reaching your target

Legislative programs for ACC have been successful on most issues for the past six legislative sessions, but it is always good to increase efforts, and have 100% success in legislative passage. We continue to work closely with TACC, CCATT, and GRAT, the state organizations of Community College Presidents, Community College Trustees, and Community College External Affairs professionals, respectively, to enhance efforts and create a synergy of our actions.

Narrative:

One area where we have made a good deal of progress in the area of outreaching to local business and industry, through our External Affairs Outreach office. To date, that office has been responsible for establishing new relationships with forty local businesses, industries and nonprofits, often resulting in contracts being established for continuing education workforce training.

We are increasing, wherever possible meetings with local legislators to get their support of ACC efforts.

Our efforts to increase national visibility have been notable, in securing a White House Business Council Roundtable for ACC to host, of having representation on the White House focus group on Women and the Economy, and of planning a White House Roundtable in Austin for Women and the Economy, with ACC women Trustees, women members of Austin City Council, and women members of the Travis County Delegation of the Texas Legislature serving as hosts for the event.

Increase visibility by expanding and improving our department website.