

Action Project Completion Feedback Form

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Institution: Moraine Park Technical College

Action Project ID: #81: Create and offer options for learning based on customer requirements/goals.

1. How have you documented the work (changes, process reengineering, etc.) done under this Action Project to ensure that your institution will continue to benefit from your efforts?

All documents, process flowcharts, Access databases, training materials, and PowerPoints associated with the Program Development Process (PDP) are stored electronically on a shared Institutional Advancement network drive and are organized in separate, easily accessible directories. Although the process has been retired as an AQIP Action Project, Institutional Advancement continues to collect and present new learning opportunities to the Academic Affairs Guidance and Support Team (AAGST) on a monthly or bi-monthly basis. The process flowcharts and the Vault database have also been updated in order to improve the process.

2. Estimate the total financial and human costs you incurred in accomplishing this Action Project. If possible, translate human costs (i.e., employee time, consultants) into dollar amounts, but explain additionally other human consequences that have no dollar equivalents.

The College's Institutional Advancement staff (facilitators of the process) expended an estimated 920 hours during the pilot year and during the first year of process implementation (512 hours or 56% of the total hours were expended by the project leader, 42% by our Administrative Aide and 2% by our Institutional Advancement Partner). These hours included: meetings with AAGST; secondary and primary research for each new learning opportunity; data entry into the Vault database; training sessions/presentations; modifications to the process documents and flowcharts; and database maintenance. During this two year period, it is estimated that we expended approximately \$19,000 in Institutional Advancement's staff time (excluding benefits).

3. Estimate the final financial and human benefits you believe your institution will realize as a result of this Action Project. If cost savings will occur, estimate the total or the yearly dollar savings. If the benefits are in terms of reduced labor, estimate the total or yearly dollar savings. If the major benefits anticipated will be non financial (e.g., higher morale, better service to students and stakeholders) describe these as concretely as possible.

One benefit of the new process is improvement in program design, which is more responsive to the needs of our stakeholders, district employers and community members. Moraine Park's mission is to offer programs that result from understanding students' and other stakeholders' needs. We aim to conduct solid, quality research as program ideas flow through the five phase process to assure that we implement associate degree or diploma programs that are projected to be financially viable and meet job market demand. For example, prior to the new Program Development Process, one program was implemented only to be suspended two years later. The college expended about one year's worth of time researching the now suspended program which

cost about \$70-80k per year to operate. In the new Program Development Process, the idea would have been rejected long before it ever reached the Wisconsin state needs assessment and implementation stage. The key to our new process is better researched information upfront about the job outlook, competitive marketplace, preliminary district support/need, preliminary costs, and so on. This new effective practice can save the college time and money by avoiding implementation of programs that will likely fail within a few years.

4. What spin-off benefits have occurred as a result of working on this Action Project. How has it influenced or changed your institution's culture? What other projects have been initiated as a consequence of this one?

This Action Project did initiate a spin-off process within the main Program Development Process (PDP). The intent of the PDP five phases is to investigate a learning opportunity as a diploma or associate degree program. If at any time or at any phase, the intent changes to offer training other than a diploma or associate degree, then the idea moves to Internal Development. During the pilot year and the first year of implementation, it was unclear what happened to an idea once it was coded as Internal Development. In November 2004, an Internal Development Process flowchart was created to define the steps of this spin-off process. If an idea warrants investigation as a program modification, certificate, advanced technical certificate, short-term training, or shared program, then it can flow through the Internal Development Process and be implemented quickly to meet the demand of our stakeholders. Prior to these two new processes, the majority of new ideas had to flow through the lengthy state needs assessment process. Often times, the needs assessment research showed there wasn't a need for a full degree program, but perhaps short-term training or a certificate instead. Now, if we suspect this to be the case upfront, we can follow the faster Internal Development Process.

5. What unintended consequences - either positive or negative - occurred because of your working on this Action Project?

The most notable unintended consequence that has occurred because of this new project was the cooperation received by several members of the faculty after they received training on the new process. Faculty and staff have embraced the process and have directly submitted new ideas based on student input and marketplace demand/needs.

6. Describe any efforts you have made to share your experience with this Action Project with the larger higher education community.

Moraine Park's Institutional Advancement Partner and Programming and Design Partner presented our new Program Development Process at the 2005 League of Innovation Conference in New York on March 6th. Initial feedback from the audience was very positive.