**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** 12/8/2023 **Name of Program/Unit: Corporate Training**

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| Since Corporate College is closing effective 1/2/2024, the corporate training CIP outcome will be to maintain existing clients with a reduced workforce. | Raw score of number of organizations served. | Retain 90% of the 18 engaged clients that received recurring training through the new corporate training office. Goal is to retain 16 of our recurring clients. |
| The Corporate Training function will continue through the Professional and Continuing Education operational unit. Our current financial goal for FY24 is forecasted at $350k. | Actual gross revenue for FY 24. | $350k in gross revenue for FY24. |
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**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**   Increase the number of clients served through the Corporate College in the past four years. | |
| 1. **Measure (Outcome #1)**   In January 2020, I was able to identify 10 clients who sought training from the Corporate College on a recurring basis and only 1 of the 10 clients spent more than $30k annually (a baseline to be considered an anchor client). The previous administrator would add the attendance list for our Disney event to the list of clients served. My approach was different in that those clients were technically seeking Disney training not Corporate College customized training. |  |
| 1. **Action Plan (Outcome #1)**   **In the Summer of 2020, the Corporate College added two business development representatives. A third BDR was added in January of 2023. Our business development team was charged with increasing the number of recurring clients from the 10 that we had in January 2020.** | |
| 1. **Results Summary (Outcome #1)**   **When the Corporate College closed on January 2, 2024, there were 18 clients who sought our training on a recurring basis and 6 clients who would be classified as anchor clients spending in excess of $30k annually.** | |
| 1. **Findings (Outcome #1)** | |
| 1. **Implementation of Findings** | |

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| 1. **Outcome #2**   Increase the gross revenue from non-event training. | |
| 1. **Measure (Outcome #2)**   Financial Reports for FY end | 1. **Target (Outcome #2)**   Increase year over year in non-event based training revenue |
| 1. **Action Plan (Outcome #2)** The sales team was tasked with increasing our non-event based revenue. The action plan included effective marketing, strategic partnership development, and working leads in a timely manner. | |
| 1. **Results Summary (Outcome #2)**   Non-event revenue in, FY22 and FY23 showed favorable results when compared to FY17, FY18, and FY1i9. Non-event revenue in FY20 and FY21 did not show improvement when compared to FY17-FY19. This was due to the negative impact of Covid-19 on the training industry. | |
| 1. **Findings (Outcome #2)**   FY17 non-event revenue totaled $120k. FY18 non-event revenue totaled $137,506 and FY19 non-event revenue totaled $259,792  FY20 non-event revenue totaled $67.500\*Covid, FY21 non-event revenue totaled $96.572\*Covid  FY21 non-event revenue totaled $272,000, FY22 non-event revenue totaled $284,000, and FY23 non-event revenue totaled $297,855 | |
| 1. **Implementation of Findings** With the exception of FY20 and FY21 which were negatively impacted by Covid, the Corporate College increased non-event driven revenue. | |