



Project Overview Statement

Executive Summary

Project Title: Academic Tracking - BI
Project ID: 61
Project Leader: Russ Adkins
Department: Academic Affairs
Executive Sponsor: Ken Ross

PROJECT BUSINESS CASE

Project Overview

While there is great understanding of the students presently served by the College, there is less knowledge about those citizens of Broward County who are not currently served. Like all continuously improving learning organizations, the overall performance can be enhanced in ways that ensure a tight match between the College's operations and the needs of current and prospective learners. This requires establishing and nurturing a culture of inquiry that will permeate the College and the ability to continuously analyze changes in student demographics, preferences, and attitudes as well as social, economic, technological, and demographic changes in Broward County and South Florida. We must benchmark these indicators to make appropriate adjustments in curriculum, programming, and course schedules.

Business Goals

1. Verify accuracy of data for State reporting and internal review
2. Create benchmarks for accountability and performance (as defined by state/accreditation)
3. Provide instant information to make better decisions on program offerings, relevancy and viability
4. Examine the full breadth of career/technical and instructional programs to ensure a match with local and regional labor markets and use this information to predict future program needs. (emerging occupations and the associated degrees/certificates needed to meet workforce demands)
5. Institutional planning, curricula development and delivery, and outcomes assessment/evaluation will include the analysis of student productivity, demographic trends of enrolled students and the service area, and existing and emerging needs for educational and training services in Broward County and South Florida.
6. Support E-Learning initiatives and the desire to move away from traditional program practices

Success Factors

1. Increased job placements in targeted industries through partnerships
2. Integration of CCBenefits
3. Continuous employment/job feedback from advisory groups and employers
4. Routine publication of a program matrix that relates each program to the market needs that they are meeting.
5. Marketing resources are increased, but only strategically to match programs more closely to market segments.