

AQIP Annual Report Questions
(September 14, 2004)

1. Describe the past year's accomplishments and the current status of this Action Project.
The market research team focused primarily on scoping the work of the team, determining what outcomes the market research would support, and securing the services of an external consultant to assess existing MATC markets, develop future scenarios and enrollment simulations and provide assistance to the college in the development of its strategic enrollment management plan.
2. Describe how the institution involved people in work on this Action Project.
The team was built of representatives from the college's full time faculty, administration and support staff. The team also included a wide range of functional areas including enrollment, student development, instruction, outreach, human resources, assessment & evaluation and research & planning. The team also made presentations to learning programs deans and departments to get input on the outcomes that influenced the Request for Proposal for the Market Research Consulting Services. The team's minutes were posted on the college website for public review.
3. Describe your planned next steps for this Action Project.
The team will assess the work of the consultant and determine how to best incorporate market research practices and data into enrollment management planning, program evaluation through our Learning Systems Quality Improvement Process (LSQIP) and institutional strategic planning processes.
4. Describe any "effective practice(s)" that resulted from your work on this Action Project.
The team sought some education as a group to ground our to ground our knowledge in market research processes. Using a faculty expert from the college, we learned about the appropriate goals and objectives of market research as well as some of the common pitfalls in the market research process. That learning was instrumental in guiding the team to make decisions, determine the appropriate project scope and craft a Request for Proposal.
5. What challenges, if any, are you still facing in regards to this Action Project?
The results of the market research consultant's work will need to be examined and integrated into the existing processes for decision making and planning at various levels of the college. We will also need to finish connecting the environmental scanning and data from college sources into the market research model being developed by the consultant. Lastly, we will need to extend the market research results into planning done by the instructional units of the college.
6. If you would like to discuss the possibility of AQIP providing you help to stimulate progress on this Action Project, explain your need(s) here and tell us who to contact and when?
For the next stage of our work, it would be useful for our team to learn about best practices or challenges other institutions have faced in building more agile and flexible systems that

*successfully integrate learning and enrollment planning with market research.
Contact: Becky Baumbach, When: October – December 2004*

Attachment: AQIP Project #3 – Team Roster