

Action Project Template

Draft: April 24, 2003

- A. Title: **Market Research: Understanding customer needs**
- B. Goal: MATC programs and services are created, evaluated and improved based on documented knowledge of customer needs.
- C. Please identify the single AQIP Criterion which the Action Project will Primarily affect.

Primary	<ol style="list-style-type: none"> 1. Helping Students Learn 2. Accomplishing Other Distinctive Objectives 3. Understanding Students' and Other Stakeholders' Needs 4. Valuing People 5. Leading and Communicating 6. Supporting Institutional Operations 7. Planning Continuous Improvement 8. Building Collaborative Relationships 9. None
Related	<ol style="list-style-type: none"> 1. Helping Students Learn 2. Accomplishing Other Distinctive Objectives 3. Understanding Students' and Other Stakeholders' Needs 4. Valuing People 5. Leading and Communicating 6. Supporting Institutional Operations 7. Planning Continuous Improvement 8. Building Collaborative Relationships

Identify up to four of the AQIP Principles of High-Performing Organizations that you hope this project will enhance.

Principles	<ol style="list-style-type: none"> A. A mission and vision that focus on serving students and other stakeholders B. Broad-based faculty, staff, and administrative involvement C. Leaders and leadership systems that support a quality culture D. A learning-centered environment E. Respect for people and willingness to invest in them F. Collaboration and a shared institutional focus G. Ability, flexibility, and responsiveness to changing needs and conditions. H. Planning for innovation and improvement I. Fact-based information-gathering and thinking to support analysis and decision-making
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D. Please describe your Institution's rationale for addressing the *Primary* criterion at this time. Why is this project and its goal(s) one of your "vital few"?

- Current institutional systems to understand and forecast workplace needs are inadequate.
- The college is not proactive in program development and staff acquisition. Response time to market needs is inadequate
- Potential budget restrictions make essential the ability to tailor institutional programs to the highest need in the district.

E. List the organizational areas (or institutional departments and divisions) most affected.

- Institutional Marketing and Public Relations
- Learning Programs
- Prospective Student Relations
- Program Assessment
- Business and Industry Contract Services
- Research and Planning

F. List and briefly describe the critical processes most affected.

- Program development
- Program discontinuance
- Program assessment
- Curriculum Development
- Publicity and Marketing
- Resource allocation
- Student recruiting

G. List the process measures that you plan to track as you work on this Action Project.

- College will identify benchmark systems at other colleges which are known for excellence in identifying and forecasting workforce needs
- Data systems will be created and implemented to provide needed market information.
- A comprehensive market research process will be developed and implemented to be used as one tool to evaluate, improve, create and market courses, programs and services

H. List the outcome measures that you plan to track as you work on this Action Project.

- Program Enrollment
- Student recruiting
- Graduate placement/salary

- Business and Industry program involvement/support
- Program development and student enrollments will anticipate the market priorities identified by the system.

I. Describe your annual stretch targets for this Action Project.

Year	Quantitative (Qn)and Qualitative (QI) Stretch Targets
One: 03-04	Qn: Budget for market research system identified and secured for July 1, 04 QI: Best practice market research options identified;
Two: 04-05	Qn: Data shared with programs Spring '05 QI: First round of new marketing surveys completed in Fall '04
Three: 05-06	Qn: Changes in dollar allocations of marketing budget and program/services funding occur; QI: Second round of marketing surveys completed in Fall '05; Measurable program curriculum changes occur; Recruiting strategies modified based on new data; (Look for enrollment changes and major program additions/deletions/modifications to be measurable in year Four)

J. Briefly describe how you plan to keep your institution's attention and energies focused on this Project and its goal(s).

- Each Action Project will have its own web page and will report regularly
- Regular reports will be given at institutional inservice meetings

K. Who should be able to read this Action Project's title and description

Anyone	Only people from other AQIP Institutions
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Who should be able to read this Action Project's general outlines?

Anyone	Only people from other AQIP Institutions
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Who should be able to see the measures you will use to chart this Action Project's progress and outcome?

Anyone	Only people from other AQIP Institutions
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Who should be able to see the targets you have set yourself for this Action Project?

Anyone	Only people from other AQIP Institutions
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- L. Please explain your reasoning for whichever level of publicity you chose.
- We believe that continuous improvement should be an open process
 - We wish to be accountable to our stakeholders