

AQIP Annual Report Questions

AP #3 – Market Research

1. Describe the past year's accomplishments and the current status of this Action Project.

Since the projects were finalized and submitted June 1, 2003, the major accomplishments were the process of selection of the projects and organizing the project teams. All staff (full- and part-time) was strongly encouraged to take time during their workday to complete the Constellation Survey between September 23 – 30, 2002. Campus Conversations were held October 22 – November 8, 2002, where all staff were invited to become fully engaged in discussion around the Constellation results to discover what we, as a college, value most, what strengths currently exist, and what offers the greatest opportunity for making a significant difference. A work team consisting of administrators, faculty (full- and part-time), and support staff was formed to perform a post-conversation analysis of the recommendations received at the Conversations. This work team used an affinity process to place the 140 recommendations from the Conversations into 14 categories. These categories were further refined to seven (7) that were presented on December 17, 2002, to the Planning Council of the college for prioritization.

A representative team from the college consisting of the president and other administrative staff, board member, full time faculty, part time faculty and support staff, formed the MATC Strategy Forum Team. This group worked to prepare for the Strategy Forum held in Lisle, Illinois, from February 26-March 1, 2003. On March 12, 2003, a communication was sent to all staff of the college community identifying the four topic areas selected for our Action Projects.

The AQIP Steering Team, formerly the Strategy Forum Team, worked to refine and finalize the four selected projects and submitted them to AQIP. The Steering Team then placed their emphasis on identifying the appropriate individuals from across the organization to serve on the four teams in one of the following roles: team member, facilitator, liaison, sponsor, or coordinator (support person) . Individuals identified were personally contacted by a member of the Steering Team and invited to be a part of a project team. Since many of the team members are not year-round employees, the Steering Team worked during the summer months to develop an orientation/training kick-off session on AQIP philosophy, values and processes. The sessions were held on three different days, September 10, 15, and 17, 2003, and all members of the four Action Project Teams were invited to attend one session. To assist project team members who work at a regional site, we used interactive television for the session held on September 17th.

The Steering Team also developed the project budget for submission to administration for approval. Revisions were made and final budget approval has been received for the first year of the project. Since this project work is just beginning, there are no process or outcome measures to report at this time.

2. Describe how the institution involved people in work on this Action Project.

This Action Project was identified as being critical through a series of discussion groups held through out the organization. All staff (full- and part-time, administration, faculty and support staff) wishing to participate were invited and strongly encouraged to do so. A draft of the Action Project was disseminated to the entire academic community for review and comment on Project design and definition through our electronic mail and also was posted on the institutional AQIP website.

Based upon the feedback received, the Action Project was revised and was disseminated to the entire academic community a second time for final comment. The Action Project was revised a final time and submitted to administration for approval. Upon approval, the Action Project was submitted to AQIP for inclusion in MATC's set of Action Plans. Monthly updates on the status of the Action Project and team member selection have been sent to all employees through our electronic mail system, memos and a website. Team facilitators will insure continual involvement for the project.

3. Describe your planned next steps for this Action Project.

The work of the Action Project Team will begin with the first team meeting scheduled for **ADD DATE OF TEAM MEETING**. The team will:

- ♣ Examine stakeholders needs and ambiguities in the project
- ♣ Define the type of market research needed and the uses for it
- ♣ Study best practices for market research
- ♣ Seek out consultant services to meet MATC's needs
- ♣ Create a plan for systematic, on-going market analysis

4. Describe any "effective practice(s)" that resulted from your work on this Action Project.

This project has just begun, therefore we have no "effective practices" to describe.

5. What challenges, if any, are you still facing in regards to this Action Project?

This project means different things to different people, therefore the challenge will be clearly refining and focusing the outcome.

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?