
ACTION PROJECT

Institution: Delta College
Submitted: April 16, 2007

Timeline:

Planned project kickoff date: April 11, 2007
Target completion date: August 24, 2007
Actual completion date:

A. Give this Action Project a short title in 10 words or fewer:

Measure Community Perceptions of Delta College

B. Describe this Action Project's goal in 100 words or fewer:

The goal of this project is to identify, measure and understand our communities' needs and perceptions to enable the College to respond as appropriate with a value added approach.

C. Identify the single AQIP Category which the Action Project will most affect or impact:

Understanding Students' and Other Stakeholders' Needs

- D. Describe briefly your institution's reasons for taking on this Action Project now – why the project and its goals are high among your current priorities:

This project was chosen as one of the College's highest priority Action Plans in the strategic planning process that began with our Summit March 17, 2006. It has been just over ten years since the College has comprehensively and systematically assessed the needs and perceptions of the stakeholders in our tri-county community. With that baseline, as of Spring 2007, we will identify unmet needs and the College's capacity to meet them. Several departments have developed Action Plans for 2007-2008 which they plan to refine or restructure based on the information that this assessment will provide. In addition, it will provide key information that will guide our strategic planning for several years to come, and will provide a structure that will enable the college to regularly update this critical information about our stakeholders' needs.

- E. List the organizational areas -- institutional departments, programs, divisions, or units – most affected by or involved in this Action Project:

The Academic, Student Services, Broadcasting, Corporate Services and Marketing areas will derive key information for their program planning from this Action Project, and almost all areas of the College will gain needed insights.

- F. Name and describe briefly the key organizational process(es) that you expect this Action Project to change or improve:

We plan to reduce or eliminate barriers to attend Delta College at its main camps and three off campus centers and via eLearning: access, time, location, type of programs, etc. We expect to improve the manner in which we communicate with potential students, particularly older populations, dislocated workers, and others who are not part of more traditionally oriented communications. We plan to improve our communications with employers and our agility in responding to their needs. We expect to identify key areas of community needs which can be met by improving process(es) where we are currently unaware of problems or barriers.

- G. Explain the rationale for the length of time planned for this Action Project (from kickoff to target completion):

We have identified a potential contractor and sources of funding that places priority on completion of the major research portions of the work prior to the end of the current fiscal year June 30. The time from July 1 through August 31 will be

devoted to work by departments across the college led by a representative team, which will (1) highlight the key findings of the research; (2) define the highest priority implications for the college; and (3) modify and develop Action Plans as appropriate, ready for the beginning of the 2007-2008 academic year.

H. Describe how you plan to monitor how successfully your efforts on this Action Project are progressing:

We will monitor the timelines set in the research plan for completion of individual actions by the defined dates, and the team will assess results, quality and value of the information in an ongoing process so that any concerns can be quickly addressed prior to completion of the research to the extent possible. Delta will name a group of 20-30 people to implement recommendation from this survey.

I. Describe the overall “outcome” measures or indicators that will tell you whether this Action Project has been a success or failure in achieving its goals:

Outcomes which will indicate degrees of success will include (1) timely completion of the work as defined in the RFQ and proposal, (2) timely revision of existing Action Plans to reflect the learning from the study, (3) timely formulation of new Action Plans to address processes, concerns or opportunities disclosed by the research, (4) implementation and successful completion of Action Plans based on the research, and (5) successful development and implementation of a framework for ongoing updates that will continue to provide the college with key information to enable its understanding of stakeholders’ needs in our communities.

J. Other information (e.g., publicity, sponsor or champion, etc.):

- Champions of the project will be Sue Montesi, Michael Wood and Amy Glaza.
- This project will be shared during the annual Learning Days conference.