

## +Academic Quality Improvement Project Goals Commitment Declaration, 2001-2004

Institution: Glen Oaks Community College Date submitted: 30 April 2001

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- A. Give a short identifying title (under 10 words) to one goal (or group of closely related goals).  
Design and implement systems to monitor stakeholder satisfaction.
- B. Describe (in 100 words or fewer) the intent of this goal.  
The intent of the goal is to use the continuous quality improvement process to:
1. Evaluate existing tools the college uses for measuring student and other stakeholder satisfaction.
  2. Identify significant gaps and develop corresponding measures of satisfaction.
  3. Create and implement a system for sharing the results.
- C. Please identify the single AQIP Criterion to which this goal primarily belongs (check one box in the *Primary* column), and no more than four other Criteria to which it is strongly related (check boxes in the *Related* column):

AQIP Quality Criteria	<i>Primary</i>	<i>Related</i>
1 - Helping Students Learn	<input type="checkbox"/>	<input type="checkbox"/>
2 - Accomplishing Other Distinctive Objectives	<input type="checkbox"/>	<input type="checkbox"/>
3 - Understanding Students' and Other Stakeholders' Needs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4 - Valuing People	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5 - Leading and Communicating	<input type="checkbox"/>	<input type="checkbox"/>
6 - Supporting Institutional Operations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7 - Measuring Effectiveness	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8 - Planning Continuous Improvement	<input type="checkbox"/>	<input checked="" type="checkbox"/>
9 - Building Collaborative Relationships	<input type="checkbox"/>	<input type="checkbox"/>

- D. List the organizational areas most affected.
- |                    |                               |
|--------------------|-------------------------------|
| Student Services   | Institutional Research        |
| Academic Divisions | Public Relations/Publications |
- E. List and briefly describe the critical processes most affected.
- Evaluation methods for stakeholder satisfaction
  - Internal communication
  - External communication
- F. List the process measures you plan to track.
- |                                 |  |
|---------------------------------|--|
| Survey of student satisfaction  | Survey of business and industry satisfaction |
| Survey of employer satisfaction | Survey of community satisfaction             |
| Survey of employee satisfaction |  |
- G. List the outcomes measures you plan to track.
- The level of stakeholder satisfaction with Glen Oaks Community College

H. Describe your annual stretch targets for this goal (in both quantitative and qualitative terms):

Year	Quantitative Stretch Target	Qualitative Stretch Target
One 2001--02	Define evaluation standards to be used throughout the institution.	Assess evaluation methods.
Two 2002--03	Establish baseline data.	Develop a system of internal communication.
Three 2003--04	A significant percentage of the organizational areas will have improvements on evaluation results.	Develop a system of external communication.

I. Briefly describe how you plan to keep your institution's attention and energies focused on this goal.

The College will maintain a standing committee to implement and monitor this goal. Regular meetings will be scheduled. Progress and results will be reported through both internal and external communication.

J. Indicate the degree of openness and sharing with which you are comfortable concerning this goal.

AQIP may post information about this goal openly on the AQIP website.

AQIP may share information about the organizational areas and critical processes this goal addresses.

AQIP may share information about the measures we intend to use to monitor our progress on this goal.

AQIP may share information about our specific targets and timetable for this goal.

AQIP may share this goal only with other institutions participating in AQIP, via newsletters or by posting it to a section of the AQIP website to which only institutions participating in AQIP have access.

AQIP may share, among AQIP Participating Institutions only, information about the organizational areas and critical processes this goal addresses.

AQIP may share, among AQIP Participating Institutions only, information about the measures we intend to use to monitor our progress on this goal.

AQIP may share, among AQIP Participating Institutions only, information about our specific targets and timetable for this goal.

AQIP should keep this goal confidential, and not share any information about it with other educators or institutions.

K. Please explain your reasoning for whichever level of publicity you chose.

Glen Oaks Community College is a public institution whose policies and procedures are exactly that—public. Therefore, it is appropriate to share information about this goal openly. Furthermore, the feedback that we hope to receive on this goal complements the continuous quality improvement process upon which it is modeled. We value that feedback and expect to improve because of it.

L. Please describe your institution's rationale for addressing this criterion (the one you checked as *Primary*) at this time. Why is this goal one of your "vital few"?

Glen Oaks Community College exists to meet the learning and educational needs of its stakeholders. We believe meeting these needs correlates to stakeholder satisfaction. The institutional self-assessment completed as part of the AQIP participation requirement identified our ability to evaluate our stakeholders' satisfaction as a major gap inhibiting continuous total quality management. Therefore, we are addressing it now.