### Figure O.6: Identifying Short- & Long-Term Stakeholder Needs

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>What do they need? (Short and Long Term)</th>
<th>Methods Use to Identify Needs</th>
</tr>
</thead>
</table>
| **Prospective Students** | • Accurate, complete, & timely information on classes and programs offered  
  • Accurate, complete, & timely information on student services provided  
  • Convenient, complete enrollment services (admissions, registration, financial aid, etc.) | • Environmental Scan  
  • Child Care Surveys  
  • Campus Visit Evaluations  
  • Recruitment Event Evaluations  
  • Hits on and inquiries through the MATC website  
  • Articulation Agreements with MPS schools  
  • Articulation Agreements with other area school districts |
| **Current Students** | • Training for employment skills  
  • Clean, safe facilities  
  • Qualified instructors  
  • Relevant courses & programs  
  • Flexible course scheduling options  
  • Access to student services  
  • Access to financial aid services  
  • Physical access to all facilities  
  • Advising, tutoring, and counseling opportunities  
  • Job placement and career services  
  • Access to library and technology | • Foundations of Excellence Tools  
  • Quality Review Process Data  
  • Student Satisfaction Inventory  
  • Student Senate Reports  
  • Online Surveys  
  • Core Abilities Surveys  
  • Program Evaluations  
  • Complaint Process  
  • AQIP Project: First Year Experience  
  • Event Evaluations  
  • Student Involvement in Clubs, Organizations, & Sports |
| **Alumni & Donors** | • Positive image & reputation in the community  
  • Networking  
  • Communication  
  • Commitment to life-long learning | • Environmental Scan  
  • GraduateSurvey Reports  
  • Alumni Association contacts  
  • Foundations Surveys & Data (KPI) |
| **Taxpayers** | • Accountability and proof of their dollars at work  
  • Return on their investment | • Open Board Meetings  
  • Listening and Learning Sessions |
| **Business Community** | • Trained, skilled workers  
  • On-demand training  
  • Voice in program & curriculum planning  
  • Programs that meet their standards  
  • Relevant & current programs  
  • Trained & credentialed faculty  
  • Instructors with relevant industry experience in their field  
  • Clear & accurate communication of programs offered | • Environmental Scan  
  • Advisory Committees  
  • Employer Surveys  
  • Training Evaluations  
  • Trade Associations  
  • DACUM Reports |
| **Other Educational Institutions** | • Quality transferable curriculum for student success  
  • Collaboration and cooperation on state-wide initiatives (partnerships within WTCS) | • Transfer Agreements  
  • Articulation Agreements  
  • Tech Prep Consortium  
  • Informal relationships & interactions |
| **Legislators and/or District Board, District Municipalities** | • Information that is transparent and accurate in order for them to make informed decisions to help guide the college on its mission | • Required stated reporting of data  
  • Meetings  
  • Administrative & Faculty representation on Committees |
| **Community Organizations** | • Strong partnerships  
  • Adult Basic Education Classes  
  • Positive image of the college  
  • Community-to-career opportunities at MATC  
  • Vehicles to transition students to the college | • MATC membership in community organizations  
  • First Friday Meetings  
  • Community Outreach Programs |