

# Customer Communities:

We identified what is really important to each of the customer communities (wants/needs) as follows:

## Divisions/Departments:

- Administrators
- Athletic Department
- Business & Finance
- Employees
- Faculty-Full, Part Time
- Human Resources
- Library
- Maintenance Techs.
- Planning & Assessment
- President's Cabinet
- Professional Dev.
- Staff
- Student Service Depts.
- Technical Support
- Workforce Training

## Students:

- Alumni
- ASNIC & Clubs
- Classroom Students
- Child Care
- CND Clients
- Distance Learners
- Former Students
- GED/ABE
- Students
- High School Students
- Non-working Adults
- Out of School Youth
- Parents/Children
- Prospective Students
- Transitional Workforce
- Working Adults

## Business/Industry/Community:

- Business Community/Employees
- Community Leaders
- Community Local
- Community Global
- Conference Attendees
- Event Attendees
- Hospitals
- Native American, Foreign Exchange, Disabled, Athletes, CDA Tribe, etc.
- Potential Employers
- P&T Advisory Groups
- Visitors

## ***What is really important to them?***

***"ON A CLICK"***

- |  |   |
|--|---|
| <u>Information access:</u>                     | <u>Communication tools and infrastructure:</u>  |
| <input type="checkbox"/> Financial             | <input type="checkbox"/> Phone/computer network |
| <input type="checkbox"/> Scheduling            | <input type="checkbox"/> Training               |
| <input type="checkbox"/> Enrollment Management |   |
| <input type="checkbox"/> Advising              |   |

## ***What is really important to them?***

- Easy access
- Reliable/Automatic
- Convenience/Automatic ie. credit cards
- Ownership of process – options, personalized
- Just in time learning, "hot" skills
- Relevant
- Paperless ie. electronic grades or financial transfer
- What:
- Quality tools & classrooms
- Records
- Financial
- Scholarship \$
- Library
- Labs

## ***What is really important to them?***

- Information from-to
- Skilled graduates
- Benefits access
- Value/Quality
- Training Relevant
- Just in time
- Open communication (dialogue)
- Transfer "beyond"
- Ability to change

**Governing Agencies & Investors:**

- Accreditation Bodies
- Board of Trustees
- DOE
- Donors
- Grantors
- SBOE
- State Legislature
- Taxpayers

***What is really important to them?***

- Accountability data
- Accreditation
- Reliability
- Control
- Electronic transfers
- Data driven decisions
- Efficiency
- Cost of improvement
- "Raising the bar"

**Partners:**

- NICHE
- Other Educational
- Transfer Institutions

***What is really important to them?***

- Transfer students/curriculum
- Compatibility of systems
  - NICHE
  - Standard processes
- Purchases