



OWNERSHIP LINKAGE SURVEY FINDINGS

Executive Summary



The Yavapai College District Governing Board supported three (3) separate community information gathering projects to elicit community feedback and input on the college's current and future direction. Each of the information gathering endeavors asked the same four questions:

- What do you value about Yavapai College?
- How does Yavapai College meet the educational, economic, and cultural needs of our communities?
- What do you believe will be the most significant challenges facing Yavapai College (Higher Education) in the next five years?
- Are there particular needs/issues you would like Yavapai College to address?

Five thematic categories emerged from the analysis:

- **Academic**
- **Economic**
- **Cultural**
- **Campus/Community Climate**
- **Financial**

What do our Owners VALUE about YC?

Academic

Economic

Cultural

Campus/Community Climate

Financial

1. VALUE :

- Academic Access
- Program Offerings
- Locations
- Workforce Training
- Affordable
- Value
- Cultural Opportunities

How is YC MEETING the needs of our Owners?

Academic

Economic

Cultural

Campus/Community Climate

Financial

2. MEETING Needs:

- Academic Access
- Program Offerings
- Locations
- Workforce Training
- Community Partner
- Diversity
- Cultural Opportunities

What
CHALLENGES do
our Owners see in
YC's 5 year future?

Academic

Economic

Cultural

Campus/Community Climate

Financial

3. Five year CHALLENGES:

- Enrollment
- Recruitment
- Program Offerings
- Technology
- Workforce Training
- Funding
- Equity
- Remaining Relevant

What OPPORTUNITIES have our Owners identified?

Academic

Economic

Cultural

Campus/Community Climate

Financial

4. OPPORTUNITIES:

- Program Offerings
- Recruitment
- Economic Driver
- Workforce Training
- Equity
- Community Partnerships
- Public Relations