

## **2013-2014 Ownership Linkage and Common Threads Summary**

### Ownership Linkage Plan

*The Yavapai College District Governing Board developed the Ownership Linkage 2013-2014 Plan as follows:*

- Governance Process Policy 3.2.1 – Ownership Linkage – ownership linkage shall be the link between the organization and its ownership who are the residents of Yavapai County and those who are affected by Yavapai College. (Revised and adoption 9/19/2013)*
- Goals are to be accountable, create a future (considering owner's needs, concerns, and demands), clarify values (Ends and Executive Limitations), educate, and build relationships with owners.*

### Outreach Results

*Throughout the year, the District Governing Board used various outreach tools to implement 2013-2014 Ownership Linkage Plan. Detailed citizens' concerns were discovered through the following input and feedback opportunities:*

- Owners Survey – 1655 responses*
- Open Call – 39 citizens/5 regular meetings*
- Focus Groups – two sessions*

### Common Threads

*Ownership feedback provided the following common threads:*

- Ownership is in strong agreement with the Board Ends of Education, Economic Development, and Cultural enrichment—especially Education.*
- Ownership participates in college services at higher levels than peer institutions, and is very satisfied with those services though less satisfied with Economic Development support.*
- East County residents request more services (Community Events) and programs (Nursing, Film, CTE).*
- East county residents would like improved schedules, with more face to face classes at VVC.*
- Ownership requests improved Marketing and PR to learn more about classes, services, and amenities offered through YC.*
- East County residents are concerned about the equitable spending of tax dollars throughout the district.*
- Ownership expressed desire for continued support of Arts classes and programming.*
- Ownership requests that YC offer affordable, local, quality education and related services.*