

TWELVE FEATURES OF A HIGH-PERFORMANCE OPERATION ON CAMPUSES SERVING EMPLOYERS*

1. Develops and maintains a full range of high-impact training and training-related services in formats responsive to employer needs
2. Systematically uses sales and marketing techniques and systems which heighten visibility and positive image in the business community and the community at large
3. Diagnoses customer needs using systematic processes to help the customer determine appropriate training and training-related solutions
4. Promotes and continually evaluates its service orientation within the campus and among external customers
5. Measures the impact of its programs and services
6. Develops and maintains strong partnerships and alliances
7. Optimizes its financial performance while managing, monitoring and maintaining a fiscally responsible operation
8. Manages human resources effectively by monitoring and adjusting work flow, promoting continuous staff development, and optimizing staffing patterns in response to plans and priorities
9. Uses strategic forecasting and organizational planning tools in connection with the campus's planning processes
10. Maintains processes which support the fullest achievement of its operations goals
11. Establishes and maintains productive relationships with the people and programs of the campus and communicates clearly the needs, values, activities and accomplishments of the services to employers as well as its contributions to the campus at large
12. Profits from strong, direct leadership which produces a high performance, change-oriented operation on the "cutting edge" in the field of business-world training, development and performance improvement

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