AMN KEY SOLUTIONS

Palo Verde Community College

Positioning Assessment - Complete Set

1. What is your Community College's mission?

2. What is your College's promise to its students, employees and the community at large?

3. What are your three most important goals?

4. Describe your Community College's "offer".

5. Who is your target market?

6. Prioritize your internal and external stake holders in order of importance. How do you want to be perceived by each audience?

7. What is your competitive advantage?

8. Why should students choose you over one of your competitors?

9. What does your College do better than anyone else?

10. Who is your competition?

11. Which competitor and/or educational institution do you admire most?

12. Where do you want your College to be in 5-10 years?

13. How do you measure success?

14. What values and beliefs unify your personnel and drive their performance?

15. What are the potential barriers to the success of your Community College?

16. If you could communicate a single message about your Community College, what would it be?

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