

Business Development Services

The Workforce and Economic Development Division offers data collection, survey, project, research and consultation services to assist area businesses and organizations with business development. Our experts can help you with:

Group Facilitation: Outcome-driven facilitation of both large and small groups for the purpose of strategic planning, consensus building and the development of implementation strategies for data sets.

Survey Research: Design and administration of mail survey instruments, and the management of data collection and analysis to measure customer satisfaction, public opinion and overall organizational effectiveness with quantitative data.

Focus Group Research: Qualitative data collection through the implementation of focus groups. Services include the design of interview protocol, scheduling, facility reservation, transcription of audiotapes and open-ended coding scheme data analysis.

Evaluation Research: Assistance in writing the evaluation sections of local, state and federal grant opportunities, in addition to serving as the external evaluator for such projects. Emphasis is on identifying and integrating project objectives with measurable outcomes. Experience with Government Performance and Results Act (GPRA) evaluation requirements.

For more information contact Therese Fellner, fellnert@gtc.edu or 262-898-7524.