A business school or program must have a **systematic procedure** to determine requirements and expectations of current and future students and stakeholders, including how the business school or program enhances relationships with students and stakeholders and determines their satisfaction. Stakeholders may include parents, employers, alumni, donors, other schools, communities, etc.
Standard 3: Student and Stakeholder Focus

Methods (by office or source)
- Student Affairs
  - School Visits
  - Open House
  - Student Offerings
  - Student representation
  - Student Associations
- Cont. Edu. - ADEM
  - ADEM Summer Camp
- Counselors / Advising
  - Academic advising
  - Personal advising
- OIIP
  - Student representation
- Internships and COOP
  - Job Fair
  - Info Sessions
- Advisory Board
- Dean’s List
- Community Activities
- Social Media
  (3.b, 3.e, 3.f)

Assessment Data (satisfaction/dissatisfaction) (3.g, 3.h)

Office of Dean and Associate Deans
Student Affair Office
ADOF
PIPC
CNDE
EDUCON

Professional Advising
Academic Affair Committee
Graduate Committee
Assessment Committee
Student Body & Associations

Operational Plan (3.d)

Review as Needed (3.c)