

YCP Center for Community Engagement - GAP Analysis

Description

The York College Center for Community Engagement (CCE) sought to create its own model for community development. Using a gap and stakeholder analysis, the CCE asked the BUS 494 class to analyze 15 other community-based organizations to clarify their strategic position and identify areas for improvement. The insights received from the gap and stakeholder analysis would serve as a foundation for improvements to both student offerings and offerings to the York community at large.

Final Product

At the end of the project, the student group assigned to the project presented their findings and recommendations in both a formal report and a professional presentation to CCE representatives. The presentation highlighted the most significant findings from the gap and stakeholder analysis, as well as recommendations to improve student and community engagement. The findings were presented in a formal report to provide the CCE with a thorough comparison of all 15 community-based organizations.



Business



Business
Analysis &
Consulting
BUS 494
Fall 2025



Taught by
Dr. Renee Tacka



Students

Why THIS project for THESE students?

As a senior capstone class, BUS 494 enables students to develop further analytical and consulting skills. Students collaborate with both faculty and business partners—in this case, the CCE—to work on a real-world project through the lens of consulting. To support the client's goal(s), students use a business process focused on the following key steps of consulting: identifying and defining the business problem, collecting necessary data and information for analysis, problem-solving and solution development, presenting recommendations and required task activities, and lastly providing insights for follow-up, such as ongoing management, required resources, and metrics for success. In addition, students learn the art of storytelling to present a significant amount of data and information in a logical, effective way for an in-person presentation and a written report.



Learning Outcomes

What skills did students develop through this project?

The class stresses the importance of teamwork, requiring students to excel in developing their collaboration, communication, stakeholder management, and project management skills. The class also requires students to improve professional skills such as public speaking, presentation, and communication to answer clients' questions and overcome objections.



Context

How does this project support the community?

With government changes and cuts at the local and federal levels, it has become harder for nonprofits to weather the financial storm. These issues, in combination with donor reductions, are putting a strain on the nonprofit community as businesses shut their doors every day. The success of organizations like the CCE remains paramount for the long-term health of the local nonprofit community. The BUS 494 project helps the CCE ensure that the organization is well-positioned to support the long-term growth of nonprofits in our York marketplace.