







**KEY PERFORMANCE INDICATORS  
THREE YEARS OF DATA REPORTED (2010, 2011, 2012)**

Strategic Outcome #1: Curriculum									
Key Performance Indicators (Internal Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
1	% of programs with program assessment plans	100.0%	100.0%	72.6%	79.9%	72.6%	4.0	4.4	
2	% of graduates who frequently use the skills they learned at OCC in their employment	70.7%	67.5%	71.9%	79.1%	71.9%	0.0	4.6	3
3	% of transferable credits earned of credits taken	82.9%	82.5%	83.2%	91.5%	83.2%	0.0	4.6	2
Key Performance Indicators (External Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
4	Completed - total students in 3 years	8.3%	9.0%	8.0%	23.0%	6.0%	0.7	3.5	
5	Goal attainment - graduates and completers	87.1%	88.9%	85.0%	100.0%	4.0%	3.5	4.6	2, 3
Tracking Measures		2012	2011	2010	Desired Direction		Direction Guided By	Importance Ranking	Link to Strategic Priorities
6	% sections offered with approved gen ed outcomes	53.4%	53.1%	56.4%			Student Learning Academy	3.8	
7	# of programs reviewed, revised and updated	0	3	64				4.5	2
8	% of Associate Degree programs that have an experiential learning component	31.1%	29.2%	28.9%				2.9	




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Strategic Outcome #2: Student Success Skills									
Key Performance Indicators (Internal Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
9	Fall to Winter retention rate of students seeking a degree	73.2%	74.3%	72.5%	79.8%	72.5%	1.0	4.3	
10	One year retention rate of students seeking a degree	47.0%	48.4%	50.5%	55.6%	50.5%	0.0	4.2	
11	% of Developmental English students who successfully complete subsequent non-developmental English	77.9%	78.8%	76.0%	83.6%	76.0%	1.5	4.4	1
12	% of Developmental math students who successfully complete subsequent non-developmental math	59.2%	64.1%	61.3%	73.5%	61.3%	0.9	4.3	1
13	% of students using student services one or more times per year	95.1%	90.3%	97.3%	100.0%	97.3%	0.0	2.9	
Key Performance Indicators (External Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
14	College-level courses: Retention Rate	82.8%	82.8%	81.0%	95.0%	77.0%	1.3	4.6	
15	Dev Reading/Writing: Completer Success Rate	86.1%	83.3%	86.0%	96.0%	67.0%	2.2	4.4	1
16	Dev Math: Completer Success Rate	70.8%	68.8%	64.0%	93.0%	57.0%	1.3	4.4	1
Tracking Measures		2012	2011	2010	Desired Direction		Direction Guided By	Importance Ranking	Link to Strategic Priorities
17	% students in early college/high school dual or guest enrollment	-9.3%	10.4%	10.3%			VC of Academic & Student Affairs	3.1	
18	% of Liberal Arts, Business and Science graduates who transfer within one year after receiving their OCC degree	46.5%	45.4%	42.9%				3.9	2
19	Course success rate (grade of C or better)	75.5%	76.0%	76.3%				4.6	1

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Strategic Outcome #3: Student Engagement									
Key Performance Indicators (Internal Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
20	Number of students participating in Service Learning initiatives	NA*	NA*	1900	2090	1900	0.0	2.7	
21	Number of students participating in internship/cooperative education courses	776	752	660	726	660	4.0	2.9	3
Key Performance Indicators (External Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
22	CCSSE Benchmark Score for Active & Collaborative Learning	NA**	NA**	49.0	50.0	49.0	NA**	3.2	
23	CCSSE Benchmark Score for Student Effort	NA**	NA**	46.5	50.0	46.5	NA**	3.7	
24	CCSSE Benchmark Score for Support for Learners	NA**	NA**	48.1	50.0	48.1	NA**	4.1	1
Tracking Measures		2012	2011	2010	Desired Direction	Direction Guided By	Importance Ranking	Link to Strategic Priorities	
25	% of students using student services one or more times per year	95.1%	90.3%	97.3%		Student Life Committee	2.9		
26	% of students participating in athletics	0.2%	0.2%	0.2%			2.0		
27	Number students in Phi Theta Kappa***	4,747	4,124	3,197			2.6		
<p>* Data for 2009-10 not available.                      **CCSSE Survey is conducted every other year. The most recently conducted survey was in 2009.                      *** Included are students who accept Phi Theta Kappa invitation after earning 3.25 GPA.</p>									

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**OAKLAND COMMUNITY COLLEGE STRATEGIC PLAN 2009 - 2013  
KEY PERFORMANCE INDICATORS**




Updated January 2012

Strategic Outcome #4: External Communities									
Key Performance Indicators (Internal Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
28	High school connection rate	14.1%	11.8%	10.3%	11.3%	10.3%	4.0	3.6	
29	% of county residents who view OCC as a quality provider of education that prepares people for transfer	78.0%	86.0%	83.7%	92.1%	83.7%	1.1	4.5	
30	% of county residents who view OCC as a quality provider of training for working professionals	60.0%	80.6%	76.1%	83.7%	76.1%	2.4	4.3	3
Key Performance Indicators (External Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
31	HS graduate enrollment rate	11.8%	10.0%	11.0%	26.0%	10.0%	0.0	4.0	
32	Market penetration rate (credit students)	3.8%	3.5%	3.0%	5.0%	1.0%	2.5	3.8	
Tracking Measures		2012	2011	2010	Desired Direction		Direction Guided By	Importance Ranking	Link to Strategic Priorities
33	Number of external partnerships	NA*	NA*	187	↔		Vice Chancellor of Academic & Student Affairs	4.0	2, 3
34	% of students residing in Oakland County enrolled in OCC courses (incl. non-credit)	78.3%	80.0%	79.1%	↔			4.0	

\* Partnership Survey was last conducted in 2007.

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Strategic Outcome #5: Human, Financial, Physical & Social Capital									
Key Performance Indicators (Internal Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score	Importance Ranking	Link to Strategic Priorities
35	% of sections filled to 90% or above	68.2%	73.2%	62.5%	68.8%	62.5%	6.8	4.4	
36	% of full-time faculty of total faculty	45.0%	41.9%	47.6%	52.4%	47.6%	0.0	4.3	1
Key Performance Indicators (External Measures)		2012	2011	2010	Target Score	Critical Score	Standardized Score		Link to Strategic Priorities
37	Cost per FTE student	\$ 2,997.00	\$3,278.96	\$3,247.55	\$2,391.80	\$13,272.35	3.7	4.2	
38	Cost per credit hour	\$ 128.00	\$109.30	\$108.25	\$79.73	\$442.41	3.7	4.0	
Tracking Measures		2012	2011	2010	Desired Direction		Direction Guided By	Importance Ranking	Link to Strategic Priorities
39	Instructional expenditures per FTE student	\$ 3,371.06	\$ 3,311.15	\$3,388.17			Chancellor's Cabinet	4.4	
40	Funds expended for professional development	\$ 94,210.42	\$ 130,918.93	\$180,923.67				3.7	
41	% of staff participating in OCC-funded professional development opportunities	92.8%	95.0%	95.4%				3.3	


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Explanation of Data Parameters
<b>INTERNAL MEASURES</b>
<b>Current score</b> represents OCC's current score from internal data.
<b>Target score</b> is determined mathematically (10% above Critical Score). This is done initially to create a baseline measure for improvement for our first year of the CMS.
<b>Critical score</b> is equal to Current score.
<b>Standardized scores</b> are calculated by taking the difference between the Current and Critical scores and dividing by the difference between the Target and Critical scores, then converted into a score based on 0-4 range where 0 represents the Critical score, and 4 represents the Target score. 0 and lower represents a need for action. Scores between 0-4 represent attention, but not necessarily action. Scores of 4 and higher represent target achieved or exceeded.
<b>EXTERNAL MEASURES</b>
<b>Current score</b> represents OCC's current score from the NCCBP or the CCSSE.
<b>Target score</b> represents the highest score out of OCC's peer group for the NCCBP or CCSSE.
<b>Critical score</b> represents the lowest score out of OCC's peer group for the NCCBP or CCSSE.
<b>Standardized score</b> is calculated by taking the difference between the Current and Critical scores and dividing by the difference between the Target and Critical scores, then converted into a score based on 0-4 range where 0 represents the Critical score, and 4 represents the target score. 0 and lower represents a need for action. Scores between 0-4 represent attention, but not necessarily action. Scores of 4 and higher represent target achieved or exceeded.
<b>TRACKING MEASURES</b>
<b>Current score</b> represents OCC's current score from internal data.
<b>Desired direction</b> is based on input from the indicated group or individual.

Legend for Color Coding Current Performance

 Current score lower than critical score; requires attention

 Current score between target and critical score; monitor

 Current score exceeds target score; consider target/critical score adjustment