

# **Oakland Community College Draft 2008-2012 Strategic Goals and Objectives Synthesis of Comments by Stakeholders**

## **Introduction**

Comments on OCC's 2008-2012 Strategic Plan were solicited from the College community and external stakeholders.

Site-based forums were held by the College Planning Council during January of 2008 at all five campuses and the District Office to describe the strategic planning process and the proposed goals and objectives for 2008-2012. Written and electronic comments were solicited from all faculty and staff.

A forum was held for external stakeholders in January of 2008. Over 150 individuals were invited to attend. Seventy-two participated from a wide variety of economic sectors: business, health care, the workforce system, higher education, K-12 education, local government and community and economic development.

Additionally, focus groups of currently enrolled OCC students are being convened this month to solicit input into the strategic planning process. Two focus groups of 45 each have been invited to participate.

## **Key Findings**

- Respondents demonstrated a high level of understanding about the mission of Oakland Community College.
- There was widespread agreement on the trends affecting the College and its future directions.
- Future trends that will have the greatest impact on OCC are:
  - Changing demographics of the community
    - Aging population
    - Retirees seeking education, enrichment, retraining
    - Influx of residents from other countries
    - Out-migration of native population, particularly younger residents
  - Transition from manufacturing to knowledge-based economy
  - Globalization
  - Lack of basic academic and work skills among those entering the workforce
  - Declining education resources; increased demand for services
- There was recognition that OCC serves two distinct markets of students:
  - Academic transfer students; and
  - Career-focused students.

## **Key Planning Recommendations**

- OCC should focus on developing resource partnerships and collaborations that will leverage increasingly scarce resources

- The community college and K-12 institutions need to partner together to develop accelerated paths for educational attainment. Strategies could include:
  - Articulation agreements for core academic subjects
  - Dual enrollment/advanced placement
  - Early and middle college programs
  - High school bridge programs
  - Other partnerships
- OCC should collaborate with other higher education institutions to develop a seamless educational system and fast track students through degree programs
- OCC should develop new business development and entrepreneurship training programs to attract and retain promising entrepreneurs who will foster innovation and new enterprises for southeastern Michigan
- Advances in technology will affect how information is delivered, increasing demand for distance learning, web-based access, wireless capability
- OCC must prepare to address declining public support of education, continuing reliance on local/state economy for revenues, increasing regulatory/government oversight and accountability
- OCC should dramatically increase its community profile and image in the community by marketing its affordability, quality (comparability to four-year institutions) and accessibility to higher education
- In the short term, OCC should focus on meeting the workforce shortage in health care

### **Specific Recommendations on Draft Goals and Objectives**

- Visionary goal statements should be used (eg., “*OCC will be the college of choice for high school graduates and those seeking educational enrichment and workforce skills.*”)
- Should consider reducing number of goals; some goals really underpin others
- Objectives need to be quantified
- Shift language from input model to output model (change from what we will do to what impact we will have)
- Prioritize goals and objectives
- Relevance and sustainability goal is too vague, topics seem to be unrelated to each other
- Need to include a goal or objective on diversity
- Goals are too broad; need to be more focused