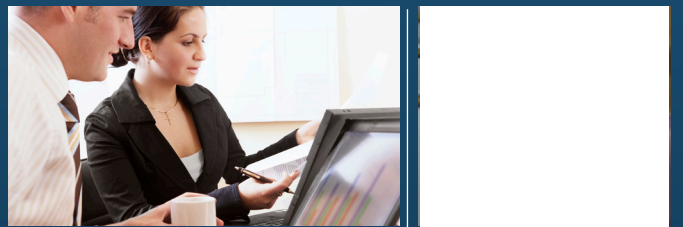




OAKLAND
COMMUNITY COLLEGE®

Strategic Plan Overview



CPC Members

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Launching the Oakland Community College Strategic Plan

After two years of extensive organizing and planning, OCC's 2009-2013 Strategic Plan is now being fully deployed College-wide. Through annual implementation and review cycles that will be refined continually through 2013, the College Strategic Plan is aligning resources to achieve the College's desired outcomes, chief among them student success.

Further, it is guiding the transformation of OCC into a community college that better anticipates and serves the evolving needs of our students and community in a rapidly changing world, while at the same time enhances its nationally recognized reputation for excellence.

Departments and business units across OCC will be developing activities specific to their areas of responsibility, as appropriate. Corresponding action plans and resource alignment are also being developed. These actions are the start of an annual College-wide strategic planning cycle.

The College Planning Council (CPC), a team of six faculty and six administrators, develops recommendations for the Chancellor about the OCC Strategic Plan and the annual planning process. The CPC will recommend adjustments in each annual planning cycle to the Chancellor.

The OCC Strategic Plan is targeting the achievement of five strategic outcomes College-wide :

1. Offer Quality Programs
2. Promote Student Success
3. Increase Student Involvement
4. Expand Community Engagement
5. Optimize Use of Resources

Student success is embedded in each of four strategic priorities that serve as key areas of focus and guide the setting of College policies and resource alignment. These priorities are:

1. College Readiness
2. Transfer Readiness
3. Employment Readiness
4. Resources Focused on Student Learning

OCC's Strategic Plan measurement system uses Key Performance Indicators, with data aligned to strategic outcomes and priorities that are gathered, tracked, and monitored by the CPC. By applying Key Performance Indicator (KPI) measures to every department and business unit in the College, the CPC will provide oversight in monitoring performance and gauging progress on these strategic outcomes and priorities. There are three types of Key Performance Indicators:

- Internal – internal OCC data.
- External – benchmark data from national data consortiums (National Community College Benchmarking Project – NCCBP; and Community College of Student Engagement – CCSSE)
- Tracking – internal data deemed as important to 'watch' with input from College committees/personnel


As this system is implemented college-wide in 2011, Campus Academic Master Plans continue to be aligned with the College Strategic Plan.

As an example of how this works, Strategic Outcome #2 regards Student Success Skills. Here, one of the internal KPI measurements references developmental math outcomes:

Key Performance Indicators (Internal Measure)	Current score	Target score	Critical score	Link to strategic priority
Percent of developmental math students who successfully complete subsequent non-developmental math	61.3%	73.5%	61.3%	1

In the example above, the current score is 61.3%. A baseline target score for all KPIs was set at 10% higher than the current score (here at 73.5%). In addition, a baseline critical score was set using the current score. When further trend data are available, these target and critical scores will be re-evaluated. Finally, the 'Link to Strategic Priority' column shows that this KPI is aligned to Strategic Priority #1 – College Readiness. Not all KPIs were deemed to be directly linked to Strategic Priorities as you will see upon further review of the entire KPI document.

Here's an example of a KPI under the Strategic Outcome #2 – Student Success Skills that was identified as a measure to 'watch' or track:

Tracking Measure	Current score	Desired direction	Direction guided by	Link to strategic priority
Percent of Liberal Arts, Business and Science graduates who transfer within one year after receiving their OCC	42.9%		Vice Chancellor, Academic and Student Services	2

Nearly 43% of OCC graduates in these areas are transferring within one year after receiving their degree, and based on consultation with Vice Chancellor of Academic and Student Services and considering other College priorities and resources, it is noted that the desired direction would be to move the percentage upward.

OCC's Strategic Plan is in place, the outcomes are established, priorities are set, and measuring and tracking mechanisms are being activated in 2011. You can follow the progress of the Strategic Plan by checking back here regularly. We'll be posting updates—including College-wide KPI data—throughout the year.

To learn more, contact Nancy Showers, Director of Institutional Research at 248.232.4731 or email: ncshower@oaklandcc.edu

Links to additional information:

[Strategic Plan April 2009](#)

[Strategic Outcomes](#)

[Key Performance Indicators](#)

[Strategic Priorities](#)