



OAKLAND  
COMMUNITY  
COLLEGE®

**OAKLAND COMMUNITY COLLEGE**

**COLLEGE ACADEMIC MASTER PLAN**

**2012-2017**

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**DRAFT**

# OCC Strategic Outcomes

#1 Offer Quality Academic Programs

#2 Promote Student Success

#3 Increase Student Involvement

#4 Expand Community Engagement

#5 Optimize Use of Resources

## Strategic Outcome #1: Offer Quality Academic Programs

- Objective 1:**  
Assessment
- Continue to embed student learning outcomes, assessment and results into student support areas, all academic disciplines and programs for continuous improvement.
- Improve the methods by which students are evaluated.
  - Use the results to improve learning.
  - Embed graduation benchmarks as a success measure.
- Objective 2:**  
Programs
- Develop academic programming priorities through 2017, as well as resources for those priorities. The new programs should cover the credit through non-credit spectrum in collaboration with internal and external partners such as universities, colleges, businesses and industries.
- Objective 3:**  
Program Accreditations
- Pursue external accreditation of programs where appropriate.
- Objective 4:**  
Academic Standards
- Review of Higher Learning Commission's new pathway and criteria; COMPASS (Computer-adaptive Placement Assessment and Support System) and placement; and college, career and transfer readiness. Included under this objective are the elements of currency of the curriculum and academic rigor.
- Prepare the college community for the change in HLC requirements.
  - Select a pathway in academic year 2012-2013.
  - Establish a college-wide committee to develop definitions around academic rigor.
- Objective 5:**  
Curriculum Process
- Continue to review, rework, implement and evaluate the curriculum process in a curriculum handbook that addresses all aspects of the curriculum, from initiation to the sun-setting of a program.
- Objective 6:**  
Technology
- Continue to review current technology, establish academic technology outcomes, implement and evaluate how each service and academic program can assist in strengthening OCC students' understanding and skills.
- Provide students with up to date learning tools.
  - Provide training for the service areas with the assessment methods to better understand what needs to be provided to students.

## Strategic Outcome #2: Promote Student Success

<b>Objective 7:</b> Student Readiness	Build upon the “Achieve the Dream” initiatives to develop such programs as a First Year Experience for incoming students.
<b>Objective 8:</b> Non-Traditional Learners	Continue to review current and future needs of all students. Respond with appropriate teaching, learning and service methodologies and content. Lastly, follow-up in a timely manner to evaluate effectiveness in these new methods.
<b>Objective 9:</b> Professional Development	Continue to investigate, establish, implement, and evaluate faculty professional development for promoting best practices to support quality academic programs. <ul style="list-style-type: none"><li>a. Create a new faculty academy to expand on new faculty orientation.</li><li>b. Provide funding for continuing educational and leadership opportunities for existing faculty such as travel outside of the college community.</li></ul>
<b>Objective 10:</b> Scheduling	Continue to support academic departments and disciplines in providing students with the maximum possible flexibility and convenience for their class scheduling such as college-wide coordination and annual schedules.
<b>Objective 11:</b> Developmental Education	Continue to implement, evaluate, and improve developmental education programs in Mathematics, English, and ESL (English as a Second Language).
<b>Objective 12:</b> Honors College	Investigate into ways of supporting advanced students such as the establishment of an Honors college.
<b>Objective 13:</b> Global Awareness	Increase global awareness of students through curricular and extra-curricular activities.
<b>Objective 14:</b> Tutoring	Enhance and prioritize funding of student services offered through the ASC (Academic Support Center) to ensure student success.
<b>Objective 15:</b> Enrollment Management	Develop student retention plans that facilitate completion.

## Strategic Outcome #3: Increase Student Involvement

<b>Objective 16:</b> Student Involvement	Promote and align student life activities with general education outcomes.
<b>Objective 17:</b> Student Involvement	Allocate resources for the communication and marketing of student life activities to assure that all students have access to both on campus and off-campus opportunities.
<b>Objective 18:</b> Student Involvement	Encourage student professional development through involvement in professional organizations, mentoring and internships.
<b>Objective 19:</b> Service Learning	Create service learning partnerships with community organizations and promote civic engagement across all campuses.
<b>Objective 20:</b> Career Planning	Promote student career planning.

## Strategic Outcome #4: Expand Community Engagement

<b>Objective 21:</b> Coordination of External Links	Create a centralized office for the management of articulation agreements that assures accountability and transparency.
<b>Objective 22:</b> Marketing	Build awareness and support of OCC events, programs and services, including cultural events and health services. Included in this objective is the education of political, community, business and industry leaders, as well as the community at large, about the role and importance of OCC. <ol style="list-style-type: none"><li>Collaborate with College Marketing to create a list of talking points to inform external stakeholders.</li><li>Collaborate with College Marketing to seek innovative ways to build support for OCC events and services.</li></ol>
<b>Objective 23:</b> OCC Foundation	Build awareness and support for the OCC Foundation, as well as solicit the support from the Foundation. <ol style="list-style-type: none"><li>Establish an alumni network.</li><li>Create a clear focus on external stakeholder engagement.</li></ol>
<b>Objective 24:</b> Life-long Learning	Promote life-long learning and continuing education in keeping with the traditional mission of our community college.
<b>Objective 25:</b> Partnerships	Continue to establish and strengthen high-quality partnerships with K-12 systems, community colleges, universities and colleges through examples such as dual enrollment, early college, reverse transfer agreements.
<b>Objective 26:</b> Quality Programs	Offer quality academic programs to high school students to prepare them for college.

## Strategic Outcome #5: Optimize Use of Resources

- Objective 27:**  
Resources
- Ensure that academic needs drive the planning for and allocations of college resources in administrative and support services.
- Objective 28:**  
Web Page
- Establish a searchable, accessible web-based college information portal. Develop standards and guidelines for inclusion and archiving of manuals, procedures, minutes, reports, decisions, data, academic activities, and other information of interest to the college community and its constituents.
- Objective 29:**  
Enrollment  
Management
- Investigate and define OCC's capacity for effective delivery of services.
- Objective 30:**  
Sustainability
- Embed sustainability through classroom and college resource management.