



OAKLAND
COMMUNITY
COLLEGE®

OAKLAND COMMUNITY COLLEGE

COLLEGE ACADEMIC MASTER PLAN

2012-2017

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 and 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
- Investigate, establish, rewrite, communicate and evaluate academic standards.
- Prepare the college community for the change in Higher Learning Commission requirements.
 - Select an HLC quality initiative in academic year 2012-2013.
 - Establish a college-wide committee to develop definitions around academic rigor.
 - Review placement tools for the institution as a whole.
- 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 emerging and developing technology, establish academic technology outcomes, and implement and evaluate how each service and academic program can assist in strengthening OCC students' understanding and skills.
- Provide students with innovative and relevant 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

Objective 7: Student Readiness	Build upon the “Achieving the Dream” initiatives to develop programs that enhance the success of incoming students.
Objective 8: Learner Diversity	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.
Objective 9: Professional Development	Continue to investigate, establish, implement, and evaluate faculty professional development in order to promote best practices that support quality academic programs. <ol style="list-style-type: none">Create a faculty academy.Provide funding for continuing educational and leadership opportunities for existing faculty such as travel outside of the college community.
Objective 10: 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.
Objective 11: Developmental Education	Continue to implement, evaluate, and improve developmental education programs in Mathematics, English, and ESL (English as a Second Language).
Objective 12: High-Performing Students	Explore ways of supporting high-performing students.
Objective 13: Global Awareness	Increase global awareness of students through curricular and extra-curricular activities.
Objective 14: Student Support Services	Enhance and prioritize funding of student services offered through the ASC (Academic Support Center) to ensure student success.
Objective 15: Goal Attainment	Develop student retention plans that facilitate the completion of student goals.

Strategic Outcome #3: Increase Student Involvement

- Objective 16:**
Student Life
- Continue to support and strengthen the college's student life environment.
- Continue to align student life activities with general education outcomes.
 - Allocate resources for the communication and marketing of student life activities to ensure that all students have access to both on campus and off-campus opportunities.
 - Promote increased student participation in OCC student clubs and groups.
- Objective 17:**
Professional Development
- Continue to encourage the professional development of students.
- Promote increased involvement in professional organizations, mentorships and internships.
 - Promote increased student career planning.
- Objective 18:**
Service Learning
- Enhance service learning partnerships and other community engagement opportunities that complement the classroom experience.
- Objective 19:**
Athletics
- Continue to promote and support student athletics.

Strategic Outcome #4: Expand Community Engagement

- Objective 20:**
Coordination of External Links
- Create a centralized office for the management of articulation agreements.
- Objective 21:**
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.
- Create a list of talking points to inform external stakeholders.
 - Seek innovative ways to build support for OCC events and services.
- Objective 22:**
OCC Foundation
- Strengthen and support the OCC Foundation. Work with the Foundation to:
- Establish an alumni network.
 - Create a clear focus on external stakeholder engagement.
 - Raise capital for scholarships, programs, and facilities.
- Objective 23:**
Life-long Learning
- Promote life-long learning and community education.
- Objective 24:**
Partnerships
- Continue to establish and strengthen partnerships that benefit our students with K-12 systems, community colleges, universities and colleges. Examples include dual enrollment, early college and reverse transfer agreements.

Strategic Outcome #5: Optimize Use of Resources

- Objective 25:** Resources Ensure that academic needs drive the planning for and allocation of college resources in administrative and support services.
- Objective 26:** Web Portal Establish a searchable, continuously accessible, web-based college information portal.
- a. Continue to 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.
 - b. Investigate the possibility of electronic annual scheduling and student-accessible annual registration.
- Objective 27:** Enrollment Management Establish an Enrollment Management Plan that enhances the effective delivery of college services.
- Objective 28:** Sustainability Embed sustainability through classroom and college resource management.