

1996-97 RECRUITMENT PLAN

INTERNATIONAL CENTER

The Oakland Community College Vision/Value Statement indicates 1) shared responsibility, open communication, collaboration, 2) personal empowerment, integrity, ethical commitment, and 3) a commitment to diversity, global awareness, and responsiveness to community needs.

The International Center will 1) provide necessary support services for foreign born students, 2) coordinate campus programs for teaching English as a Second Language, 3) provide cross-cultural training for students, faculty and staff and assist in college efforts to internationalize the curriculum, 4) serve as a resource for the community and as an extension site and/or provide outreach to Oakland County businesses, 5) develop a study-abroad program and other overseas programs and relationships, 6) expand the non-immigrant visa program to include a J-1 exchange visitor program, and 7) undertake the role of recruiter to expand the enrollment of both non-immigrants and immigrants.

As the international population in Oakland County continues to grow, the College, in order to be sensitive to the needs of the community, must continue to expand its programs and services to this segment of the population. This impacts ALL aspects of the College. Furthermore, due to the increased diversity of our present and future student population, the implementation of these target activities will further enhance the internationalizing of our college curriculum, support the vision/value statement of the institution, and increase enrollment in all of our programs.

In the past, immigrants came to the United States for religious freedom, but now they come for better jobs, better education, political freedom or to join family members. To better understand the depth of these demographic shifts, the following information is offered. (Source: Oakland Press, 12/24/95 - 1/1/96, compiled by Cindy Blanchard Kronig, ESL Specialist, Auburn Hills)

- . In Oakland County, 86,749 foreign-born have been identified, or 8% of the population.
- . The state of Michigan is 12th in the nation in immigration influx.
- . One-quarter of Michigan's population increase in the early 1990's has been from immigrants.
- . Wayne County has the largest foreign-born population in Michigan, but Oakland County's immigrant population is growing faster.
- . More than 41,000 immigrants moved to Michigan from 1991 to 1993 with about 10,900 of them settling in Oakland country, representing 137 countries.
- . The majority of immigrants are refugees and the children of refugees or relatives of immigrants who have become U.S. citizens.
- . They are students, homemakers, retirees, laborers and service workers.
- . More than 1,200 new residents are professionals holding advanced degrees. Many of those immigrants are engineers, executives and precision support personnel.

International Center
Recruitment Plan

Page 2

- . The number of immigrants moving to Oakland County in the last 10 years is more than the total from 1950 - 1970.
- . The fastest growing areas from 1991 1993 were Dearborn (Lebanese), Oak Park (Jewish from the former Soviet Union) and Hamtramck (from Yemen, Poland and Bangladesh). Wayne County does not offer credit English as a Second Language classes at the community college level. Oakland Community College is the ONLY credit bearing ESL program at the community college level in the tri-county area.
- . A wide economic gap exists between the refugees and laborers from refugee nations such as Iraq and the former Soviet Union and their highly skilled immigrant counterparts from countries like India and Taiwan.

International Center
Recruitment Plan

Page 3

The following target activities will provide a framework for the recruitment activities for the International Center at the Orchard Ridge campus. However, many of these activities may be done in conjunction with various college-wide departments.

TARGET ACTIVITY #1

Publish recruitment literature in languages of target populations & distribute to schools, agencies and community groups. Populations will be formally identified, listed, contacted and relationships established.

Estimated Budget: \$1500

Target Date: Fall 1996

TARGET ACTIVITY #2

Develop a list of organizations/social service agencies which offer services to immigrants and refugees (i.e. Arab Chaldean Center, ACCESS, Jewish Family Services, and SER-JOBS) and establish ongoing relationships.

Target Date: Fall 1996

TARGET ACTIVITY #3

Distribute recruitment literature to international student groups at four year institutions.

Target Date: Ongoing

TARGET ACTIVITY #4

Utilize the WWW for world-wide recruitment efforts.

Estimated Budget: Unknown

Target Date: Winter, 1997

International Center
Recruitment Plan

Page 4

TARGET ACTIVITY #5

Meet with directors of adult education programs county-wide in order to identify college-bound students and provide necessary information and support.

Target Date: Fall 1996 and ongoing

TARGET ACTIVITY #6

Meet with high school bilingual coordinators to develop bridging activities to assist bilingual college-bound students with their transition from high school to college where they will continue to receive language and academic support.

Target Date: Fall 1996 and ongoing

TARGET ACTIVITY #7

Identify high school counselors who advise international students county-wide and invite them to campus for an orientation to the International Center and establish a relationship whereby Oakland Community College serves as a resource for immigration advising and programming.

Estimated Budget: \$1700

Target Date: Fall 1996 and ongoing in conjunction with Enrollment Services

TARGET ACTIVITY #8

Develop and coordinate college-wide vocational ESL courses which would be paired with academic courses in two-year programs. This could be funded under the "School to Work" grant and possibly utilize Michigan Jobs Commission grant funds in conjunction with social service agencies.

Estimated Budget: Grant funded

Target Date: Fall 1996 and ongoing

International Center
Recruitment Plan

Page 5

TARGET ACTIVITY #9

Continue to attend Oakland Schools Bilingual Coordinators monthly meetings.

Target Date: Ongoing

TARGET ACTIVITY #10

Identify international corporations in Oakland County, whose staff requires language instruction possibly in the form of business and/or technical ESL. Coordinate program development and on-site instruction.

Target Date: Ongoing

TARGET ACTIVITY #11

Identify ESL needs of the family members of area international corporate employees and provide appropriate admissions information and support services. This may also include developing special "continuing education" courses that meet the specific needs of various groups.

Target Date: Ongoing

TARGET ACTIVITY #12

Develop specialized ESL courses through the Continuing Education Program for the au pair population. Courses may include advanced conversation, American literature, vocabulary and advanced grammar.

Target Date: Fall 1996

TARGET ACTIVITY #13

Continue to provide free TOEFL preparation seminars for university-bound students.

Estimated Budget: \$2500

Target Date: Ongoing

International Center
Recruitment Plan

Page 6

TARGET ACTIVITY #14

Provide multicultural programming for Oakland County residents, which will provide opportunities to promote the College and its programs as well as establish Oakland Community College as an international resource center.

Estimated Budget: Unknown

Target Date: Ongoing

TARGET ACTIVITY #15

Participate on various community multicultural groups to provide opportunities to promote the College and its programs as well as establish Oakland Community College as an international resource center.

Target Date: Ongoing

TARGET ACTIVITY #16

Provide a "Multicultural Corner" for community newspapers to disseminate information on global trends in business, education, and other areas and thereby provide opportunities to promote the College and its programs as well as establish Oakland Community College as an international resource center.

Target Date: Ongoing

TARGET ACTIVITY #17

Continue to host the annual International/ESL Student Transfer Night, including appropriate admissions representatives and recruiters from lower Michigan colleges and universities.

Estimated Budget: \$600

Target Date: Winter 1996 - annually

International Center
Recruitment Plan

Page 7

TARGET ACTIVITY #18

Develop a study abroad program that will be promoted with existing students and will be an attractive feature to potential students.

Target Date: Fall 1996

FUTURE RECRUITMENT ACTIVITIES FOR 1997-98 AND BEYOND (a very short beginning list)

1. Provide citizenship classes.
2. Become an authorized International TOEFL testing site.
3. Develop a generic glossy brochure with pictures, etc. to be distributed world-wide in conjunction with specific international student admissions materials.