

Make the Future a Bright One for our College and our County

PASS: With the passage of a millage, OCC will be able to:

- Provide training and retraining, allowing our residents to obtain jobs.
- Provide badly needed instructional equipment.
- Maintain affordable tuition.
- Upgrade instructional and institutional computer hardware and software.
- Contribute to the quality of life in Oakland County through cultural, recreational, and lifelong learning courses and activities.
- Work with both business and government in addressing social and economic issues.
- Provide scholarship access and funding to deserving residents.
- Restore and improve the present facilities.
- Meet current and future technological challenges.

FAIL: Without the passage of a millage, OCC must:

- Limit enrollment for the first time in its 30-year history.
- Withdraw from its traditional role as a major force in the region's economic advancement.
- Cut programs regardless of their economic and technological importance.
- Forego purchase of instructional equipment.
- Restrict course offerings.
- Reduce the level of services to students and the community
- Postpone critical maintenance of campus buildings, roads, and parking lots.
- Reduce scholarship opportunities for deserving students.
- Curtail specialized training programs for local business and industry

The citizens of Oakland County put OCC on a sound financial and educational course when they founded the college in the 1960s. Now the time has come to put OCC in a position to meet the demands of the year 2000 and beyond.

Vote for OCC; Vote "YES" on Thursday, March 16th!

Millage Facts:

What is the ballot proposal?

Oakland Community College is asking voters to approve a one mill increase in their property taxes. This is the first request for an increase in the college's 30 year history.

Why does the college need a millage increase?

Growth: OCC began in September, 1965, with 3,860 students and two campuses. Today, OCC IS THE LARGEST OF THE 29 COMMUNITY COLLEGES IN MICHIGAN, with an enrollment of more than 30,000 students and five campuses, an extension center in downtown Pontiac, and an administrative center.

Inflation: Inflation has so eroded the tax levy that it now provides less than a quarter of what it did 30 years ago.

Decrease in percentage of state dollars:

The percentage of the state's contribution to our budget has steadily decrease. Today, we receive far fewer dollars from the state per student than any community college in Michigan. In fact, OCC receives \$900 below the state average.

What has the college done to address the decline in revenues?

Over the last five years OCC aggressively streamlined its operations with cost saving measures such as early retirement plans, lowered starting salaries, hiring freezes, elimination of positions, energy efficiency projects and deferral of building maintenance.

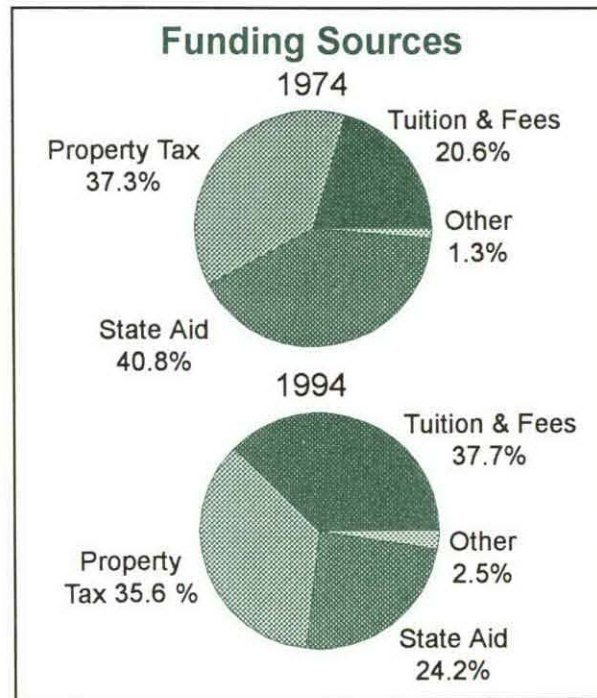
On the other side, tuition and fees have been raised continually, and the college has actively sought grants and partnerships with the business community.

Why aren't the college's cost cutting efforts enough to make a millage increase unnecessary?

Because, there isn't much more we can do without severely damaging the quality of our educational programs. We have more than \$40 million in deferred maintenance expenses. We must upgrade our technical facilities and revise programs and institute new ones in order to prepare Oakland County residents for the jobs of the future.

How much will the increase cost each taxpayer?

The amount of the increase depends upon the value of each home. A homeowner whose house has true cash value of \$102,000 will pay approximately \$51 per year in additional property taxes.



The Future of
OCC is in
Your Hands!



OAKLAND
COMMUNITY
COLLEGE

For more information please call: (810) 952-5187

Paid for by Community Alliance for Oakland's Future, SOC Credit Union, P.O. Box 7085, Troy, MI 48007-7085

Informational Themes for Targeted Groups

1. Employees

- Key campaign theme - the need to keep tuition low.
- Link to educational quality: 84% of graduates report themselves satisfied or very satisfied with the overall quality of the education they received. This percentage has increased over the past four years. (GFS)
- Employees identified building maintenance as OCC's most pressing need. "Buildings, fixtures, and furniture falling apart."
- Other perceived needs include computer technology/equipment for the future, both for the administration of the college and to maintain a leading edge in training.
- Need identified to maintain a low class size, and to maintain the availability of student tutors.
- Concern expressed about the College's inability to replace experienced faculty who retire.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- Before asking for increased millage OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.
- If the new millage proposal fails it will be necessary to:
 - reduce the number and selection of classes at all campuses
 - raise tuition significantly
 - put building and parking lot repairs on hold
 - cut back on scholarships, financial aid and student employment opportunities
 - reduce a wide range of student services including tutoring, academic counseling, career and employment services.
 - postpone improvement of present instructional programs and the development of new ones.
 - halt new equipment purchases
- If the millage passes OCC will be able to:
 - keep tuition affordable
 - improve present instructional programs and develop new ones
 - update classroom and lab equipment
 - repair buildings and parking lots at all OCC campuses
 - provide more financial assistance, including scholarships and work opportunities for OCC students
 - maintain and enlarge critical student services such as tutoring, career, employment services, and developmental classes.

2. Elderly

- Access to educational opportunities, importance of education to the community.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- OCC provides credit and non-credit programs for all ages, in addition to facilities for community organizations such as Adult Learning Institute, Literacy Council. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 50,000 students per year on five campuses.
- OCC provides cultural and enrichment activities for all members of the community.
- Before asking for increased millage OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.
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 - postpone improvement of present instructional programs and the development of new ones.
 - halt new equipment purchases

3. **Former Students**

- Tuition would be significantly increased which would deny access of many residents to quality higher education
- Service to Oakland County.....300,000 people who gained knowledge and skills, close to home at affordable price.
- OCC provides credit and non-credit programs for all ages. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Opportunities are available for life long learning, and professional development. Over ten percent of OCC students already hold bachelor's or more advanced degrees.
- More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".
- The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.

4. **Current Students**

- OCC provides flexibility to meet the needs of diverse students, to enter or regain footing on the career track.
 - 89% of graduates from the Allied Health, 76% of Automotive Technology, 72% of Non-Automotive Technology, 58% of Business cluster are employed in related jobs.
 - Salary levels are highest for graduates in the Automotive Technology area (over \$35,000 on average), followed by Non-automotive Technology (over \$29,000 on average), Allied Health (\$27,000 on average).
 - The top 15 employers of OCC graduates include General Motors, William Beaumont Hospital, St Joseph Mercy Hospital, Pontiac Osteopathic Hospital, North Oakland Medical Center, National Bank of Detroit, Oakland County, Ford Motor Company, and Huron Valley Hospital.
 - OCC is very active in providing both credit and non-credit retraining for business, industry, public sector organizations and the professions.
 - OCC provides real on-the-job experiences for students through Coop and internship experiences.
 - The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.
 - More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".
- Keep tuition affordable/access to higher education available/while maintaining quality. OCC is currently sixteenth among Michigan community. Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- If the new millage proposal fails it will be necessary to:
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 - raise tuition significantly
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 - postpone improvement of present instructional programs and the development of new ones.
 - halt new equipment purchases
- If the millage passes OCC will be able to:
 - keep tuition affordable
 - improve present instructional programs and develop new ones
 - update classroom and lab equipment
 - repair buildings and parking lots at all OCC campuses

- provide more financial assistance, including scholarships and work opportunities for OCC students
- maintain and enlarge critical student services such as tutoring, career, employment services, and developmental classes.
- The College's ability to replace experienced full-time faculty who retire will be enhanced by passage of the millage.
- The success of this millage proposal will also improve computer availability, access to Internet, and the ability for students to communicate with faculty, fellow students, and access libraries around the world.
- If the millage fails it is likely that OCC will be forced to close a campus which will make it more difficult for Oakland County residents to attend college.
- OCC's ability to maintain small class sizes to allow for individualized attention will be impaired by financial shortages.

5. **Absentee Voter**

- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 52,000 students per year on five campuses.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- OCC provides credit and non-credit programs for all ages, in addition to facilities for community organizations such as Adult Learning Institute, Literacy Council. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- Before asking for increased millage, OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.

6. Those With Little Direct Knowledge of OCC/Friends and Family

- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 52,000 students per year on five campuses.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- OCC provides credit and non-credit programs for all ages, in addition to facilities for community organizations such as Adult Learning Institute, Literacy Council. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- Currently OCC is providing a quality education at a reasonable price: 84% of graduates report themselves satisfied or very satisfied with the overall quality of the education they received. This percentage has increased over the past four years.
- OCC provides flexibility to meet the needs of diverse students, to enter or regain footing on the career track.
 - 89% of graduates from the Allied Health, 76% of Automotive Technology, 72% of Non-Automotive Technology, 58% of Business cluster are employed in related jobs.
 - Salary levels are highest for graduates in the Automotive Technology area (over \$35,000 on average), followed by Non-automotive Technology (over \$29,000 on average), Allied Health (\$27,000 on average).
 - The top 15 employers of OCC graduates include General Motors, William Beaumont Hospital, St Joseph Mercy Hospital, Pontiac Osteopathic Hospital, North Oakland Medical Center, National Bank of Detroit, Oakland County, Ford Motor Company, and Huron Valley Hospital.
 - OCC is very active in providing both credit and non-credit retraining for business, industry, public sector organizations and the professions.
 - OCC provides real on-the-job experiences for students through Coop and internship experiences.
 - The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.
 - More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".
- Before asking for increased millage, OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.

7. MEA Member

- OCC is an essential part of the educational structure of Oakland County. As the largest community college in Michigan and one of the largest in the nation, it provides credit and non-credit programs for all ages. OCC serves over 52,000 students per year on five campuses.
- Over 22% of all Oakland County high school graduates attend OCC. In some school districts this percentage is as high as 37%.
- OCC is linked with the K-12 system in School-to-Work initiatives, such as Tech Prep and interactive tele-courses provided from the College.
- This relationship between OCC and the school districts would be enhanced if the College is able to upgrade its technology and provide more extensive services in this area.
- However, the typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women.
- Currently OCC is providing a quality education at a reasonable price: 84% of graduates report themselves satisfied or very satisfied with the overall quality of the education they received. This percentage has increased over the past four years.
- OCC is a significant economic force within Oakland County and the State of Michigan; it has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- It is crucial to maintain affordable tuition to allow open access to higher education. Approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- OCC provides flexibility to meet the needs of diverse students, to enter or regain footing on the career track.
- OCC is able to provide professional development opportunities for county educators. Over ten percent of OCC students already hold bachelor's or more advanced degrees.
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 - The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.
 - More than three quarters of all graduates transferring rate their preparation at

- OCC as "excellent" or "good".
- OCC's ability to maintain small class sizes to allow for individualized attention will be impaired by financial shortages.
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 - improve present instructional programs and develop new ones
 - update classroom and lab equipment
 - repair buildings and parking lots at all OCC campuses
 - provide more financial assistance, including scholarships and work opportunities for OCC students
 - maintain and enlarge critical student services such as tutoring, career, employment services, and developmental classes.
 - offer special programs to meet the needs of particular groups of students; e.g. Project YES, and Detroit Edison

8. Minorities

- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 52,000 students per year on five campuses.
- OCC provides credit and non-credit programs for all ages. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
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- The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.
 - More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".

Sources of Information:

Public Sector Focus Groups, Graduate Follow-Up Survey, Student and Financial Data Book, Measures of Institutional Effectiveness

PAYING Paying For Your Education This Term by COHORT Cohort Group

FCS

		COHORT			Page 1 of 1
	Count Row Pct Col Pct Tot Pct				Row Total
		925	935	945	
PAYING					
Self	1	523	453	419	1395
		37.5	32.5	30.0	59.0
		60.7	57.9	58.2	
		22.1	19.2	17.7	
Parents	2	258	227	213	698
		37.0	32.5	30.5	29.5
		29.9	29.0	29.6	
		10.9	9.6	9.0	
Employer	3	36	34	24	94
		38.3	36.2	25.5	4.0
		4.2	4.3	3.3	
		1.5	1.4	1.0	
Other Family Mem	4	25	19	28	72
		34.7	26.4	38.9	3.0
		2.9	2.4	3.9	
		1.1	.8	1.2	
Military	5	6	4	5	15
		40.0	26.7	33.3	.6
		.7	.5	.7	
		.3	.2	.2	
Other	6	14	45	31	90
		15.6	50.0	34.4	3.8
		1.6	5.8	4.3	
		.6	1.9	1.3	
Column		862	782	720	2364
Total		36.5	33.1	30.5	100.0

Number of Missing Observations: 167

This procedure was completed at 13:49:02
Crosstabs Tables=Employed by Cohort/Cells.

Memory allows for 13,106 cells with 2 dimensions for general CROSSTABS.

EMPLOYED Currently Employed by COHORT Cohort Group

Page 1 of 1

AS

		COHORT			Row
Count					Total
Row Pct	Col Pct	925	935	945	
Tot Pct					
EMPLOYED					
	0	242	208	166	616
No		39.3	33.8	26.9	25.8
		27.8	26.1	22.9	
		10.1	8.7	6.9	
	1	627	589	559	1775
Yes		35.3	33.2	31.5	74.2
		72.2	73.9	77.1	
		26.2	24.6	23.4	
Column		869	797	725	2391
Total		36.3	33.3	30.3	100.0

Number of Missing Observations: 140

This procedure was completed at 13:49:19

Get File='X:\CSSDATA\CSMASTER.SYS'.

The SPSS/PC+ system file is read from
file X:\CSSDATA\CSMASTER.SYS

The file was created on 4/13/95 at 16:39:06
and is titled Continuing Student Survey Command File

The SPSS/PC+ system file contains

1563 cases, each consisting of

195 variables (including system variables).

195 variables will be used in this session.

This procedure was completed at 13:49:21
Crosstabs Tables=Paying by Cohort/Cells.

Memory allows for 13,106 cells with 2 dimensions for general CROSSTABS.

PAYING Primary paying for education at OCC by COHORT Survey cohort

COHORT Page 1 of 1

CS5

	Count Row Pct Col Pct Tot Pct	COHORT		Row Total
		Winter 1 993	Winter 1 994	
PAYING		931	941	
Self	1	454 48.5 65.6 31.3	482 51.5 63.7 33.3	936 64.6
Parents	2	105 47.9 15.2 7.2	114 52.1 15.1 7.9	219 15.1
Employer	3	65 52.0 9.4 4.5	60 48.0 7.9 4.1	125 8.6
Other family mem	4	25 39.1 3.6 1.7	39 60.9 5.2 2.7	64 4.4
Military	5		4 100.0 .5 .3	4 .3
Other	6	43 42.6 6.2 3.0	58 57.4 7.7 4.0	101 7.0
Column Total		692 47.8	757 52.2	1449 100.0

Number of Missing Observations: 114

This procedure was completed at 13:49:35
Crosstabs Tables=Employed by Cohort/Cells.

Memory allows for 13,106 cells with 2 dimensions for general CROSSTABS.

EMPLOYED Currently employed by COHORT Survey cohort

C55

		COHORT		Page 1 of 1
Count		Winter 1	Winter 1	
Row Pct	Col Pct	993	994	Row
Tot Pct		931	941	Total
EMPLOYED				
	0	200	184	384
No		52.1	47.9	26.2
		28.6	24.0	
		13.6	12.6	
	1	499	583	1082
Yes		46.1	53.9	73.8
		71.4	76.0	
		34.0	39.8	
	Column	699	767	1466
	Total	47.7	52.3	100.0

Number of Missing Observations: 97

This procedure was completed at 13:49:48

Get File='X:\GFSDATA\GFMASTER.SYS'.

The SPSS/PC+ system file is read from
file X:\GFSDATA\GFMASTER.SYS

The file was created on 4/11/95 at 11:00:59
and is titled Graduate Follow-Up Survey Command File

The SPSS/PC+ system file contains

13739 cases, each consisting of

191 variables (including system variables).

191 variables will be used in this session.

This procedure was completed at 13:49:49
 Recode Prepare (8 = 9).

Recode GRADDATE

(082488, 121988, 042689, 062189=1)
 (081989, 121889, 042890, 062790=2)
 (082590, 122290, 042791, 062691=3)
 (082091, 122191, 042892, 062992=4)
 (082592, 122192, 042893, 062893=5)
 (082593, 122093, 042794, 062494=6).

VALUE LABELS GRADDATE 1 '1988-89' 2 '1989-90' 3 '1990-91' 4 '1991-92'
 5 '1992-93' 6 '1993-94 to date'.

Recode Highsch (63030 = 63031)(63040 = 63041)(63100, 63101 = 63102)

(63110 = 63120)(63150 = 63151)(63230 = 63231)(63240 = 63241)
 (63250 = 63251)(63260 = 63261)(63268 = 63270)(63280 = 63281)
 (63290, 63291 = 63292)(63338, 63490, 63495, 63497, 63500, 63501
 63502, 63503, 63505, 63510, 63513, 63515, 63520, 63530, 63533,
 63535, 63540, 63550, 63560, 63570, 63572, 63574, 63576, 63578,
 63580, 63583, 63586, 63590, 63595, 63597, 63600, 63610, 63612,
 63614, 63615, 63616, 63618, 63620, 63630, 63640, 63650, 63660,
 63670, 63680, 63690, 63697, 63750, 63800, 63999 = 63975)
 (00001 thru 62999, 64000 thru 99998=00000).

Value Labels Highsch

63010 'Avondale'
 63020 'Berkley'
 63031 'Birmingham'
 63041 'Bloomfield Hills'
 63050 'Brandon'
 63070 'Clarkston'
 63080 'Clawson'
 63102 'Farmington'
 63120 'Ferndale'
 63130 'Hazel Park'
 63140 'Holly'
 63151 'Huron Valley'
 63160 'Lake Orion'
 63170 'Lamphere'
 63180 'South Lyon'
 63190 'Madison'
 63200 'Novi'
 63210 'Oak Park'
 63220 'Oxford'
 63231 'Pontiac'
 63241 'Rochester'
 63251 'Royal Oak'
 63261 'Southfield'
 63270 'Troy'
 63281 'Walled Lake'
 63292 'Waterford'
 63300 'West Bloomfield'
 63975 'Oakland County Private'
 00000 'Out-side Oakland County'.

Variables Label Highsch 'School District'.

Crosstabs Tables=Prepare by Graddate/Cells.

The raw data or transformation pass is proceeding

13739 cases are written to the compressed active file.

Memory allows for 13,106 cells with 2 dimensions for general CROSSTABS.

PREPARE PREPARE TO CONTINUE EDUC by GRADDATE DATE OF GRADUATION

RES

	Count Row Pct Col Pct Tot Pct	GRADDATE					Row Total
		1988-89	1989-90	1990-91	1991-92	1992-93	
PREPARE		1	2	3	4	5	
Inadequate	1	8 12.9 1.3 .2	8 12.9 1.2 .2	4 6.5 .6 .1	12 19.4 1.7 .3	21 33.9 2.9 .6	62 1.7
Fair	2	43 21.2 7.2 1.2	31 15.3 4.7 .8	40 19.7 6.2 1.1	29 14.3 4.2 .8	44 21.7 6.0 1.2	203 5.4
Adequate	3	122 18.1 20.4 3.3	130 19.3 19.8 3.5	130 19.3 20.0 3.5	98 14.5 14.2 2.6	126 18.7 17.2 3.4	675 18.1
Good	4	278 15.8 46.5 7.4	309 17.5 47.1 8.3	305 17.3 47.0 8.2	347 19.7 50.1 9.3	329 18.7 45.0 8.8	1762 47.2
Excellent	5	147 14.2 24.6 3.9	178 17.2 27.1 4.8	170 16.4 26.2 4.5	206 19.9 29.8 5.5	211 20.4 28.9 5.6	1035 27.7
(Continued)	Column Total	598 16.0	656 17.6	649 17.4	692 18.5	731 19.6	3737 100.0

PREPARE PREPARE TO CONTINUE EDUC by GRADDATE DATE OF GRADUATION

		GRADDATE		Page 2 of 2
PREPARE	Count	1993-94	Row	Total
	Row Pct	to date	Total	
	Col Pct	6		
	Tot Pct			
Inadequate	1	9 14.5 2.2 .2	62 1.7	
Fair	2	16 7.9 3.9 .4	203 5.4	
Adequate	3	69 10.2 16.8 1.8	675 18.1	
Good	4	194 11.0 47.2 5.2	1762 47.2	
Excellent	5	123 11.9 29.9 3.3	1035 27.7	
	Column	411	3737	
	Total	11.0	100.0	

Number of Missing Observations: 10002

Examples of Publics

Possible Messages

Employers

OCC YES! (all groups)

Training Oakland County's Workforce –
Working for Oakland County's Progress

OCC Alumni

OCC: an Investment in
Oakland County's future

OCC Employees & their families

OCC: Preparing Oakland County's Workforce
for the 21st Century

OCC students

Keep the Doors Open to Success:
Vote Yes, OCC

Assure the Future!
Vote yes OCC

County educational community (K-12, others)

Keep the doors open to affordable, quality
higher education

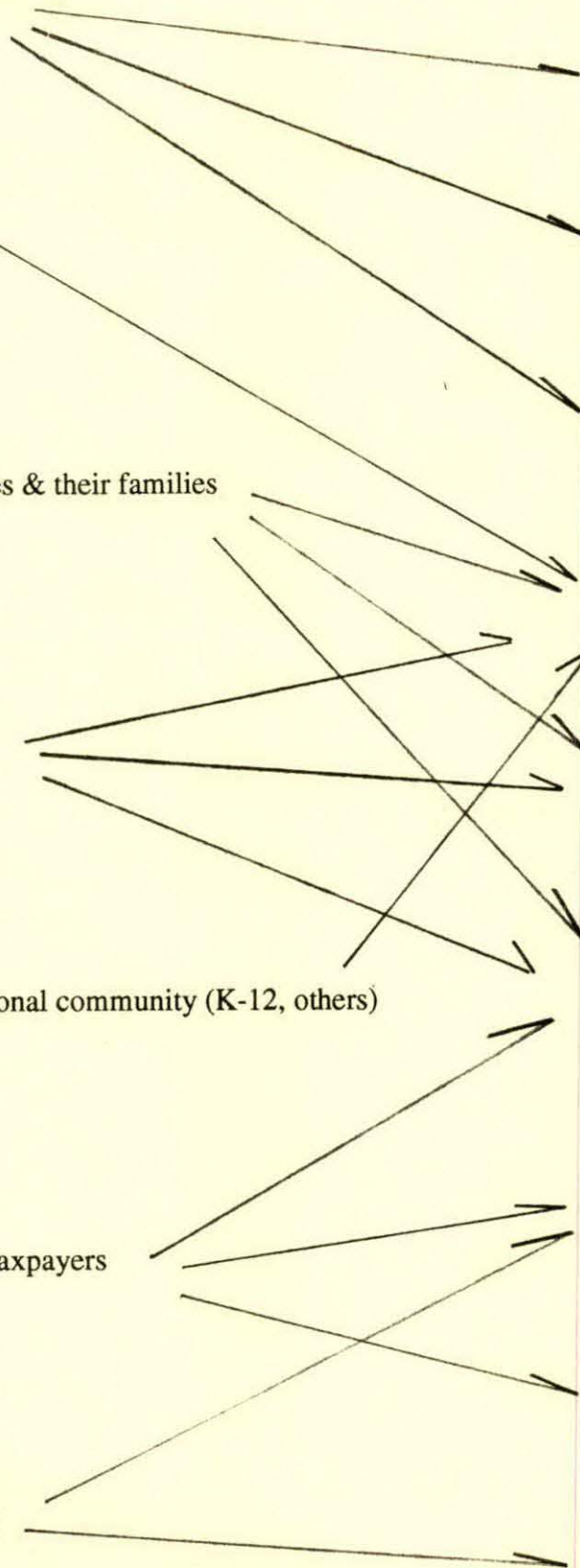
Homeowners, taxpayers

Vote for Oakland County's Future
Vote yes! OCC

Back the Future!
Help OCC Set the Pace for Tomorrow

Senior Citizens

Pennies a day ...
To keep building Oakland County's future



FINANCIAL NEED

OCC is primarily funded by three sources:

- state appropriations
- millage
- tuition

Twenty years ago, the state's contribution made up nearly 41 percent of OCC's operating budget; today it represents 24 percent. OCC ranked last in per student aid among all community colleges in the state in 1992-93.

While the percentage of the budget supported by the tax levy has remained fairly constant, tuition has had to be increased to cover loss of state aid.

In 1974 tuition and fees constituted 21 percent of our budget. Today it represents 38 percent, a development that threatens the affordability of higher education for middle and lower income Oakland County families.

Inflation has so eroded the tax levy to the point that it provides less than a quarter of what it did 30 years ago. Additionally, tax limitation legislation has cost OCC over \$24 million in lost revenue during the past seven years.



**OAKLAND
COMMUNITY
COLLEGE**

BALLOT PROPOSAL

OCC has managed to stretch its operating dollars by aggressively seeking grants and partnerships with the corporate community. While the millage rate on its buildings was reduced by the state's emergency projects, early retirement plans, and staff reductions.

Since 1989, the college has cut \$5 million from its annual budget without trading the quality of its educational programs.

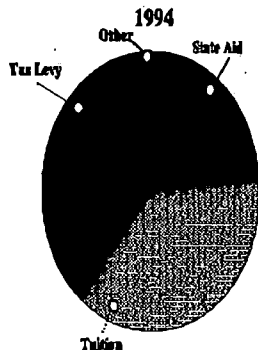
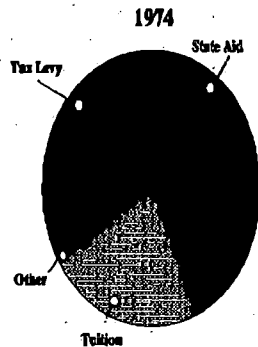
But in order to maintain the quality of its educational program and keep tuition affordable,

OCC needs a millage increase. There is simply no other way to cut without endangering programs.

On Thursday, March 16, Oakland County voters will be asked to approve a one mill increase for OCC. If the college's first millage increase request in 20 years.

The new millage would generate about a year for the college and cost the owner of a typical home in Oakland County less than a dollar a week in additional taxes.

FUNDING SOURCES



FUNDING USES

The college would use the new revenue to:

- Keep tuition affordable for Oakland County residents.
- Restore scholarship access and funding for deserving students to pre-1992 levels.
- Support efforts to provide job specific training for Oakland County's residents to prepare them for employment in the 21st century.
- Reduce the \$40 million backlog in deferred maintenance for OCC facilities.
- Expand capacity to accommodate students in high priority programs such as manufacturing technology; police, fire and emergency medical technology training; and nursing.
- Update and expand information technologies including forming networks with area libraries, industries, universities and K-12 school districts.

Please fill out the card below and return it by: month day, 1994

Advance The Future... Support OCC

Please Print Name _____

Signature _____

Address _____

City _____ MI _____ Zip _____ Apt# _____

Home Phone _____

School District in which I live _____

Have you ever attended OCC? (circle one) Yes No Current Student

OAKLAND
COMMUNITY
COLLEGE



Advance The Future...

BACKGROUND

Oakland Community College was established by popular vote on June 8, 1964. The college was also given the authority to levy one mill. Classes at OCC began in September of 1965 on two campuses - Auburn Hills and Highland Lakes. Its opening enrollment of 3,860 students set a national record.

Support OCC

Today, OCC has an enrollment of more than 30,000 students. There are now five campuses, an extension center in downtown Pontiac and an administrative center, which makes the college the largest in the state.

In addition to university transfer programs in science, business, liberal arts and general studies, OCC offers 93 vocational/technical programs in fields ranging from accounting to computer integrated manufacturing. The college is also heavily involved in the federally-funded school-to-work program called Tech Prep. Besides providing centers for learning, each of OCC's five campuses serve as key sites for informational and cultural activities within the local communities.

OAKLAND
COMMUNITY
COLLEGE



Budgeting Volunteers for Voter Contact

Campaign Task: Identify the candidate preference of 5,000 registered voters.

To budget the number of volunteers needed and the amount of time it will take to make the calls if the campaign has 10 phones for the project, we performed the following calculations:

—The phones will operate three hours a night (6-9pm) and will average 22 attempted contacts per hour, making 66 calls per night:

22 attempted contacts per hour × 3 hours per night = 66 calls per night

—Ten phones will be calling per night so the phone bank will make 660 calls per night.

66 contacts per phone per night × 10 phones = 660 contacts per night by the phone bank

—To reach and identify 5,000 voters, we will need to place approximately 10,000 calls. A total of 10,000 calls will take 15.1 nights of phoning at 660 calls per night.

—It will take 151 phone shifts of three hours each over a period of 15 days to complete the calls.

15.1 nights × 10 phones = 151 phone shifts

The .1 of a night could be "caught up" over the 15 nights of phoning or it may spill over into 16 nights of phoning if all of the phones weren't full every night.

—Therefore, the volunteer coordinator will need to recruit 151 volunteers to fill the 151 phone shifts, or ten per night for about 15 nights.

After the volunteer coordinator determines the number of workers needed to complete the major campaign tasks, a volunteer budget should be drafted for each week of the campaign. A weekly sample budget may look like the following:

Week 5	September 1-7
Door-to-door canvassing.....	5 precinct captains 30 canvassers
Telephone banks continue.....	20 phoners
Preparation of second mailing.....	6 envelope stuffers
Make lawn signs	4 workers

Budgeting Volunteers for GOTV Phoning

For planning purposes, assume that the field director of the campaign asks the volunteer coordinator to recruit phoners to make get-out-the-vote calls for the 5,474 supporters identified by the campaign during voter contact. How would the volunteer coordinator figure out the number of volunteers needed to make the calls assuming that the field director had "unlimited" phones but only five nights to make the calls?

—Get-out-the-vote calls are a lot faster than identification calls, so the average phoner can make 35 attempted GOTV calls per night for a total of 105 attempted GOTV calls per three-hour night.

35 attempted GOTV calls per hour × 3 hours per night = 105 calls per phone per night

—The campaign has five nights to complete the phoning, so a total of 525 attempted calls can be made per phone.

105 GOTV calls per phone per night × 5 nights = 525 GOTV calls per phone

—Take the number of calls that can be made per phone over five days divided by the number of total GOTV calls to determine the number of phones needed, i.e., 10.4 phones.

5,474 calls / 525 calls per phone over 5 nights = 10.4 phones

It will take 10.4 phones to make one call to all 5,474 supporters over the period of five days. But, at best, only half of those voters will answer the phone call. To be safe (since time is limited), the coordinator would probably increase the number of phones to 16 so the list could be called twice before Election Day. The coordinator should recruit a total of 32 volunteers per night to make the GOTV calls.

Recruit More than You Need

Volunteers are not paid, so they are not as likely to follow through on their commitment. So for planning purposes, expect to lose half of your volunteers per night. In other words, always recruit twice as many volunteers as you need to perform a given task. This is the only way to ensure that an adequate number of volunteers will show up. Prepare additional volunteer work just in case everyone you recruit shows up.

To complete the 5,000 calls, the volunteer coordinator will need to recruit 300 volunteers over the duration of the phoning. While it is true that some volunteers will phone for more than one night, it is unlikely that any one volunteer will make calls for 15 nights straight. The campaign would not want to "burn out" good volunteers by working them that hard anyway. So while you may not have to recruit 300 different volunteers over the duration of the phoning, you will need to recruit at least 20 phoners per night.

Volunteers Are Not for Free

Volunteers are wonderful and generous people, giving their *free* time and services to the campaign. However, as many campaign managers learn quickly: volunteer programs are *not run for free*.

Large-scale programs, such as a county-wide literature drop or phonebank, utilize a great number of volunteers, therefore require substantial staff time to organize them. When campaigns attract scores of volunteers, there are costs involved with keeping volunteers active, efficient and happy. The campaign will want to provide training and refreshments for the volunteers. Thus, campaigns fortunate enough to have lots of active volunteers must remember that such a rich resource is not without cost.

**OCC College Communications Office
Media Activity Summary
Fiscal Year 1993-94**

1. Press Releases:

- (a) **One hundred thirty-two** press releases/public service announcements were produced between July 1, 1993, and June 30, 1994, resulting in **501** direct newspaper and magazine placements--a ratio of 3.8 per release. (Observer/Eccentric items are counted only one time although they gained multiple placements throughout the O & E chain.)
- (b) In addition, the college communications office requested ITS to run a special program listing the names of all June, 1994 graduates by home town. Sections of this list, appropriate to the coverage area of the Oakland Press, Observer/Eccentric Newspapers, The Mirror and the Daily Tribune were sent to each paper and subsequently published.
- (c) All PR/PSA's were also sent to every local TV, radio and cable station.

2. Individual Items:

Breakdown of all printed pieces, ranging from feature stories to calendar items, but excluding paid advertising:

Observer/Eccentric	179	(includes 2 editorials, 1 column)
Oakland Press	177	(includes 3 editorials, 5 columns)
Spinal Column	120	
Free Press	83	
Daily Tribune	71	
Reminder Newspapers	64	
Detroit News	45	
Michigan Chronicle	38	
Citizens' Post	28	
Other	<u>129</u>	(includes Wall Street Journal; Crain's; Flint Journal; Metro Times; Jewish News; Oakland Tech News; Clarkston News; Community College Times; Community College Week; Chronicle of Higher Education; Saginaw News; Gazette Newspapers; Mirror of Royal Oak; Corporate Detroit Magazine; Metropolitan Woman Magazine; Detroit Magazine)
TOTAL	934	(includes 120 stories featuring pictures)

(If Observer/Eccentric pieces are counted six times the total is 1,790 items.)

**OCC College Communications Office
Media Activity Summary
Fiscal Year 1993-94
Page 2**

3. Total Column Inches:

- (a) If Observer/Eccentric stories are only counted once, the column inch total for the period under review is **7,807**. . .the equivalent of **71** full-size newspaper pages. (calculated on the basis of 110 column inches per page)
- (b) If Observer/Eccentric stories are counted six times (almost all OCC-related items appear in each of the O & E's six Oakland County editions) the total rises to **18,707 column inches, the equivalent of 170 full-size newspaper pages.**

4. Feature Stories (8 column inches or more):

Observer/Eccentric	93	(x6 = 558)
Oakland Press	46	
Daily Tribune	28	
Reminder Newspapers	19	
Spinal Column	15	
Free Press	8	
Other	<u>74</u>	(includes major stories in the Wall Street Journal; Crain's; The Jewish News; The Metro Times, etc.)
TOTAL	283	

(If Observer/Eccentric stories are counted six times, the total is 748 feature stories.)

* * *

Summary Comparison

	<u>FY 1992/93</u>	<u>FY 1993/94</u>
● Press Releases produced	133	132
● PR Placements	374	501
● Total Items appearing in Print	879	934
● Picture Stories	100	120
● Feature Articles	245	283
● Column Inches Equalling	17,254 156 pages	18,707 170 pages

**OCC College Communications Office
Media Activity Summary
Fiscal Year 1993-94
Page 3**

5. Television Activity:

- (a) "Company," WXYZ: Arlene Frank of the OCC Womencenter speaks on "Intimidating Women" (aired October 6, 1993)
- (b) "Michigan Business Page," Channel 56: 10-minute roundtable discussion hosted by R. Saunders on topic of "Job Retraining" (aired March 27, 1994).
- (c) "Workout for Hope," WXYZ: Orchard Ridge Campus (aired April 16, 1994).
- (d) "Michigan Business Page," Channel 56: seven-minute segment on Auburn Hills Campus Virtual Reality Conference (aired May 5, 1994).
- (e) "Michigan Voter," produced by the League of Women Voters for Continental Cablevision and other cable outlets. Half-hour interviews of Jim Warner and Dan Jaksen on "The Role of Oakland Community College." Program has aired on a number of occasions on various cable stations (June, July 1994).
- (f) "Virtual Reality at OCC," WXYZ: interview with R. Saunders, views of Deneb VR equipment in action (aired June 15, 1994).
- (g) **Miscellaneous:**
 - 1. Booth Communications has called to tell us they run "every one of our press releases" on their local access channel and to "please keep them coming."
 - 2. All press releases are sent to Jim Boussum at Orchard Ridge who runs them on Continental local access via his cable link.
 - 3. "Meet the Candidate" (League of Women Voters) a half-hour debate between candidates Blonde, Riley and Woloson aired several times before the election on Continental Cablevision.
 - 4. "Royal Oak Campus' Sensational Senses Series Presents the Hotel Savarine Society Orchestra." Videotapes of both a full 2 1/2 hour concert at the Royal Oak Campus on April 22, 1994, and an edited half-hour version, have been broadcast on Royal Oak Channel 55 regularly over recent months.
 - 5. Robert Stempel Virtual Reality Conference Keynote Speech. Videotaped by Booth Cablevision and broadcast regularly on Booth outlets.

**Paid Radio Advertising
Fiscal Year 1993-94**

Station Number of 60-second spots

Fall, 1993

WRIF	22	
WWWW	21	
SUBTOTAL		43

Winter, 1994

WRIF	24	
WWWW	40	
WHYT	21	
SUBTOTAL		85

Spring, 1994

WWJ	32	
WKQI	16	
WRIF	48	
SUBTOTAL		96

Summer, 1994

WHYT	38	<u>38</u>
TOTAL SPOTS		262



OAKLAND
COMMUNITY
COLLEGE

KAY E. PALMER
INSTITUT'L PLANNING & ANALYSI
ORCHARD RIDGE

February 17, 1995
Vol. 4.

MILLAGE UPDATE

This edition of Millage Update contains the latest information available about the work of volunteers assisting **THE COMMUNITY ALLIANCE FOR OAKLAND'S FUTURE** with its support of the OCC millage campaign.

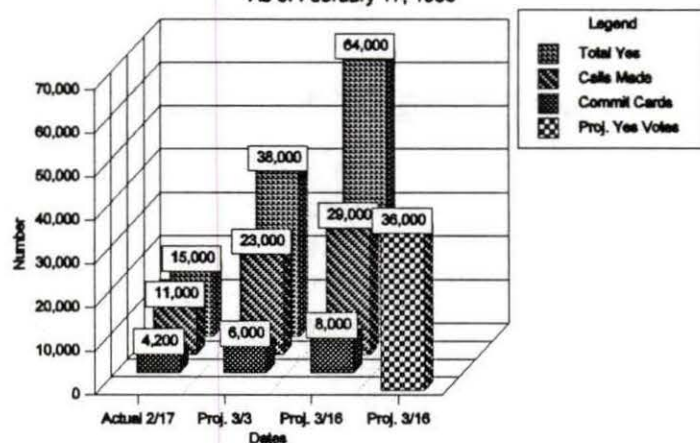
- **PHONE CALLING** is going very well! Jim LaVallee appreciates the help of so many volunteers but reminds us that we need to sustain the effort for **FOUR MORE WEEKS!** People are still signing up. (Auburn Hills has signed up 130 employee volunteers.)

There will be a need for more volunteers, particularly on the week of March 13 when the "reminder-to-vote" calls go out to supporters.

- Many people want to know how we are progressing so far. As the graph on the right shows, as of February 17, volunteers have made 11,000 calls and turned in 4,200 commitment cards. To date, 15,000 individuals have been identified as likely "yes-voters." The current projections (best estimates) for "calls made," "cards received," and total identified "yes-voters" for March 3, and March 16, are also shown.

Millage Vote Projections

As of February 17, 1995



It is thought that the number of likely "yes-voters" will result in 36,000 people actually voting in favor of the millage on March 16. No one knows for sure, of course, but it is estimated that 36,000 votes will be required to pass the millage. We'll provide an updated millage vote projection in the March 3, issue of Millage Update.

- **MEETING REMINDER:** There will be two meetings of all Site Coordinators, Target Group Chairpersons, and other members of the Alliance at SOC on:
February 21, at 3:30 PM and
March 2, at 3:30 PM.

PLEASE MARK YOUR CALENDARS.

- **SOME OF THE MANY SPECIAL EFFORTS:**

- ◆ Sandra Le-Spinks, former OCC Alumnus of the Year and Director of the Greater Pontiac Area Consortium turned in 23 commitment cards and asked for more.
- ◆ Clare White, Board Chair of the Pontiac Urban League turned in 26 cards in 4 days.
- ◆ Preston Pulliams has joined the West Bloomfield Millage Committee and they are interested in working with the Alliance.
- ◆ Charlie Blosser, Humanities Dept. Chair at Royal Oak/Southfield sent a memo to dept. adjunct faculty soliciting their support. Other Dept. Chairs were encouraged to do so, also.
- ◆ Highland Lakes has an average of 7 volunteers scheduled to work Monday through Thursday and on 2 Saturdays, Feb. 6 through March 3.
- ◆ Orchard Ridge reports phone banks are "running very well." George Keith says, "People are taking this seriously, but having fun in the process."
- ◆ Jackie Sibley reports that 72 District Office staff have volunteered for phone calling and clerical work to assist the Alliance. D.O. has followed Royal Oak/Southfield's lead and has hung a large "thermometer" in the Enrollment Services area to keep track of commitment cards turned in from D.O., Pontiac Center, and the Auburn Center.
- ◆ Victor Bordo, OCC Band Director has sent personal letters asking for support of the millage to all area highschool band directors. Vic also intends to send letters to all parents of the 70 students enrolled in the OCC Youth Band.
- ◆ Mike Ponder, President of the Pontiac Symphony Orchestra has sent out 726 millage letters to Symphony members, asking for their support of the millage.
- ◆ Farmington/Farmington Hills Chamber of Commerce has joined the growing list of community groups and political entities who have endorsed the millage increase.

WATCH FOR THE NEXT ISSUE OF *MILLAGE UPDATE* ON MARCH 3RD.

OCC MILLAGE ELECTION FACT SHEET

What is the ballot proposal?

Oakland Community College will be asking the voters to approve a one mill increase in property taxes. However, it is expected that this one mill will eventually be rolled back. This is the first such request for an increase in the college's 30-year history.

How many mills does the college levy now?

The college levies .8522 of one mill, which is the lowest funding level for any of the 29 community colleges in the state.

Why does the college need a millage increase?

There are three basic reasons, which are:

- ◆ Growth: OCC began in September, 1965 with 3,860 students and two campuses. Today, OCC is the largest of the 29 community colleges in Michigan, with an enrollment of more than 30,000 students and five campuses, an extension center in downtown Pontiac, and an administrative center.
- ◆ Inflation: Inflation has so eroded the tax levy that it now provides less than a quarter of what it did 30 years ago.
- ◆ Decrease in percentage of state dollars: The percentage of the state's contribution to our budget has continued to decrease. Today, we receive far less dollars from the state per fiscal year equated student than any community college in Michigan. In fact, we receive \$900 below the state average.

Is the millage the college's sole source of revenue?

No, OCC is funded through three primary sources — state appropriations, the millage, and tuition. State appropriations make up 24 percent of our revenue, tuition and fees 38 percent, and property tax 37 percent, with other sources making up 2 percent.

What annual amount is raised by the present millage?

The annual amount raised is \$26 million at .8522 of one mill.

Can the college make up for the declining value of the .8522 of one mill through its other remaining sources of funding?

No! Twenty years ago, the state's contribution to OCC made up nearly 41 percent of our operating budget; today that figure is down to 24 percent. In 1974 tuition and fees constituted 21 percent of our budget; today that percent has nearly doubled to 38 percent. If we continue to raise tuition and fees, we risk pricing many lower and middle income Oakland County families out of higher education. We also don't expect the state to significantly increase its budget for higher education in the years ahead.

How does OCC's share of the state's higher education appropriation compare with other community colleges in Michigan?

Although Oakland Community College is the largest of the 29 community colleges in the state, we receive the lowest amount of state aid per FTE.

What has the college done to address the decline in revenues?

Over the last five years, OCC has aggressively searched for ways to streamline its operation. It has cut \$6.5 million from its budget over the last three years, cut administrative costs, implemented cost savings programs such as early retirement plans, reduced starting salaries for new personnel, eliminated positions, implemented energy efficiency projects, and so forth. Tuition and fees have been raised. We have deferred much needed maintenance on many of our buildings. We have also aggressively gone after grants and increased our partnership efforts with the business community.

Why aren't the college's cost cutting efforts enough to make a millage increase unnecessary?

Because there isn't much more we can do without severely damaging the quality of our educational programs. We have more than \$40 million in deferred maintenance expenses. We must upgrade our technical facilities and revise programs and institute new ones in order to prepare Oakland County residents for the jobs of the future.

How much money would a one mill increase generate?

The current roll back is .8522. It is expected that the new mill would also be rolled back, eventually to the same level depending on inflation. This would generate approximately \$26,000,000 per year.

If a millage were to pass in March '95, at what time would the first fiscal year's increase be collected?

We would levy the millage in April; we would receive the money for the '95 - '96 budget year.

How would the money generated by a millage increase be spent?

- ◆ Provide training and retraining programs which allow our students to become gainfully employed workers, meeting 21st Century demands.
- ◆ Provide state-of-the-art equipment in all programs.

- ◆ Expand our capacity to accommodate students in high priority programs such as manufacturing technology, nursing, police, fire, and emergency medical technology training.
- ◆ Bring our informational technologies into the 21st Century by upgrading computer hardware and software; establishing wiring networks with area industries, universities, K-12 districts, and libraries.
- ◆ Provide scholarship access and funding to deserving students.
- ◆ Restore and improve our present facilities; catch up on long-deferred maintenance.
- ◆ Keep tuition affordable.

How did Proposal A affect OCC?

Proposal A did not affect OCC. This legislation affected the K-12 districts -- not the community colleges and universities.

When is the election?

Thursday, March 16, 1995.

How much will the increase cost each taxpayer?

The amount of the increase depends upon the value of each home. A homeowner whose house has true cash value of \$102,000 will pay approximately \$51 per year in additional property taxes.

**Oakland Community College
Executive Summary
Staff and Student Interviews**

To gather ideas and perspectives on Oakland Community College and its upcoming millage request, Public Sector Consultants spoke with an array of OCC staff and students at the college's district office and at each campus. The key findings are presented below:

1. **OCC is a multifaceted, flexible institution that serves a variety of students.** These include students preparing for a four-year college or university, those who do not plan to attend a four-year school, workers seeking retraining, and Oakland County residents seeking to sharpen particular skills or pursue particular interests.
2. **OCC has many strengths, including:**
 - low tuition relative to other schools
 - convenient campus locations
 - high quality instructors
 - flexible class hours
 - cutting edge technology
 - diverse specialties
 - tutoring services
 - touchtone registration
3. **OCC should explain to voters how increased millage revenues would be used.** This would promote understanding of the college's need for funds and offset and explain the rationale behind the amount requested. Funds should be used to keep OCC competitive and in good repair, most interviewees said. For example, funds could be use to:
 - keep tuition low
 - upgrade lab technology
 - repair and maintain buildings
 - hire more full-time faculty
 - upgrade parking
 - provide more financial aid
 - expand course and program offerings
4. **OCC faces two potential hurdles in winning staff and student support.** While most interviewees supported the millage request, they raised issues which OCC should consider addressing early in the millage effort.
 - a. *Staff morale.* Some staff members expressed concerns about college unity, a lack of communication between the district office and the campuses, unequal treatment of bargaining units, and inappropriate use of funds. These interviewees indicated only grudging support for the millage effort.

- b. *Lack of student awareness.* Most students interviewed were unaware of OCC's plan to hold a millage election. The majority supported the plan, but several lacked understanding of millage elections, and several others did not see a clear need for a millage, as OCC appeared to provide them with everything they needed.
5. **A key message for voters is OCC's close relationship with the Oakland County Community.** OCC has a diverse student body in terms of educational interest, with a wide range of programs to serve them. The school's low cost, convenience, and high educational standards enable students from all walks of life to "find" or redirect themselves to the good of the community as a whole.

Oakland Community College Student Interviews

In early November, Public Sector Consultants interviewed 50 Oakland Community College students to obtain their views about the college and their responses to OCC's millage effort. Interviews were conducted at each of OCC's five campuses and included a diversity of students in terms of age, ethnic background, experience with the college, and educational goals. The results of these interviews are qualitative rather than quantitative and cannot be attributed to the student body as a whole. They nevertheless highlight trends worthy of attention in planning the OCC millage campaign.

Key Findings

1. **OCC serves a community of students diversified in terms of educational goals.** The college has the flexibility, according to students, to offer a new start to students who are preparing for a four-year college, switching careers, or upgrading job skills. OCC assists students at various stages of their educational or professional careers to enter or regain footing on the job track. In the words of one student, "It helps people find themselves."
2. **OCC provides students with a reasonably priced alternative to other educational institutions.** Several students said one of the college's chief advantages is relatively low tuition relative to other schools of higher learning in the state. And most perceived no lack of educational quality as a tradeoff for the lower rates.
3. **OCC excels in cost, convenience, and instruction.** Students uniformly praised OCC and listed many advantages to the school. Among those mentioned most often:
 - low tuition
 - touch tone registration
 - campus locations
 - good instructors
 - small class sizes allowing for individualized attention to students
 - flexible class hours, including evenings and weekends
 - tutoring services
 - computer lab
 - campus security
4. **OCC still has room for improvement.** Students identified several drawbacks to OCC, including:
 - insufficient parking located too far from classrooms
 - high food and textbook prices
 - campuses too far apart for those without cars
 - overuse of adjunct professors
 - lack of a library and diversified class offerings at Southfield campus
 - inadequate opportunity for students to evaluate instructors

- delays in upgrading technical equipment
- lack of authority among instructors to discipline students
- lack of uniform teaching standards among instructors
- a threat to quality education posed by payment of tuition up front

5. **OCC students are largely unaware of the college's plan to seek a millage increase.** Most said the request would be valid if it helped OCC keep tuition low and avoid program cuts, enabled more Oakland County students to attend the school, and provided visible benefits to students. A few students expressed reservations about the millage requests. One said students in effect would be asked to pay double for college through taxes and tuition. Another suggested the school try to save money before going to voters. Several students could not see any clear need for the millage increase.

6. **A key message for voters, according to students, is how OCC benefits students and the Oakland County community as a whole.** Students again spoke in terms of keeping tuition low, avoiding program cuts, upgrading classroom equipment, and illustrating the community's "return on investment." One student suggested that OCC make its facilities more available for public use.

7. **A key component of the message is a clear explanation of how millage revenues would be used.** Voters skeptical of the need for a millage increase, or concerned that a 1 mill increase may be too much, will find such an explanation helpful in making their decision, students said.

8. **Students developed a lengthy list of uses for funds raised by the millage increase.** While some directly stated that the funds should be used to avoid cuts, this was simply assumed by many others who addressed what they viewed as the current deficiencies of the college. Students said the funds could be used for:

- upgrading lab equipment
- upgrading parking
- hiring more full time faculty
- hiring more full time tutors
- providing more:
 - financial aid
 - computer classes
 - study areas
 - library and recreational facilities
 - the same classes at all campuses
- improving security
- expanding popular programs
- offering more degrees to attract more students

9. **OCC can best communicate with students about the millage through direct mail.** Most students interviewed favored direct mail to their homes. Many others recommended that OCC also post flyers on bulletin boards at the campuses.

Oakland Community College Staff Interviews

To date, Public Sector Consultants has interviewed 13 Oakland Community College employees at the college's district office. Those interviewed were selected from the ranks of administration, management, classified, and maintenance. Each staff member was granted confidentiality in order to encourage candor. The results are qualitative rather than quantitative and cannot be imputed to OCC's staff as a whole. They nevertheless raise important factors to be considered in planning the OCC millage campaign.

Key Findings

1. **OCC serves high school graduates and older students interested in job retraining.** Staff members generally viewed the college as serving high school students who do not plan to attend a four-year college, and older students seeking to upgrade their skills or acquire new skills for new jobs. One interviewee said OCC also serves the business community by providing courses customized to the needs of individual companies. Another suggested that OCC work with high schools to introduce to OCC and to education beyond the high school level.
2. **OCC excels in cost, convenience, technology, and instruction.** Most interviewees praised OCC on several grounds, creating a portrait of a versatile institution for meeting a variety of educational needs. They listed among the positives:
 - low cost
 - good instructors
 - a multi-campus format
 - small class size with individual attention given to students
 - cutting edge technology in the student labs
 - diverse specialties
 - attention to needs of business
 - playcare centers
 - tutoring services
 - self-funding insurance
3. **OCC faces a major challenge relating to funding.** The college must strive to keep tuition low and must make up for shortfalls in state funding, several interviewees said. The additional funding is necessary for building maintenance, and for keeping the college up to date in programs and technology.
4. **OCC also faces a challenge in terms of staff morale.** Several interviewees expressed a concern about college solidarity. One said the college lacks unity, that each campus acts as if it were a separate entity. Another noted a lack of communication between management and staff and expressed a need for more information and staff input on administrative procedures. A third said bargaining units are treated differently and urged the college to recognize that staff members are also students, taxpayers, and voters.

5. **OCC has many unique features.** These features help set the school apart from competing educational institutions, interviewees said. The list includes:

- a low cost, high quality education
- convenient campus locations
- flexible class hours
- ease of admission
- a leading edge in technology
- a diverse student body
- tutoring services
- play care centers

6. **Most interviewees supported OCC's effort to seek a millage increase, but some only grudgingly.** Many said the increase is long overdue. One said his support would depend on how OCC presented the issue publicly and whether it handled supporting data honestly. Another feared the public might think the millage increase will be used to increase staff salaries. A third said OCC has at times used its financial resources inappropriately, to better equip the board of trustees board room, for example, at the expense of student labs. One interviewee against the millage proposal said OCC had "squandered" money and saw no immediate need for the funds.

7. **Staff members see low tuition and building maintenance as key campaign themes.** The need to keep tuition low, make up for lost state funding, and improve current facilities are key messages for voters, interviewees said. Maintaining a lead in technology is also important. To help get the messages across, OCC could point out rising costs, compare its spending patterns with those of other schools, detail facility needs, and illustrate the benefits of the college to the community, interviewees said. Many urged OCC to explain in detail how the money would be used. This would help voters understand the need for a 1 mill increase, they said.

8. **OCC staff developed a long list of uses for increased millage funds.** The list includes:

- good programs at an affordable price
- building maintenance
- more faculty
- more and better lab technology
- more computer services personnel
- improved sharing of records among campuses
- improved information management and storage resources