OFFICE OF INSTITUTIONAL PLANNING & ANALYSIS
1992-94 STRATEGIES

I. College Strategic Direction

"OCC will be a student-centered learning community that places the diverse needs of students as a first priority."

1 **Strategy**

Incorporate questions that assess the needs of students into surveys of students and at official data collection points. (M. Orlowski)

Evaluation Criteria

a) Identify appropriate data collection points. (7-31-92)
b) Identify major issues for which data needs to be collected. (9-31-92)

II. College Strategic Direction

"OCC will be a student-centered learning community that encourages high levels of trust and mutual respect among all members by means of open, effective communication, integrity, and ethical behavior."

1 **Strategy**

Publish a total of six (6) news letters (OCC Index) annually that focus on student characteristics, enrollments, programs, and other topics that enhances the awareness of OCC staff. (M. Orlowski)

Evaluation Criteria

a) Meet all publication dates.

III. College Strategic Direction

"OCC will be a student-centered learning community that values its members for their contribution to student growth."

1   **Strategy**

Determine the future role of the Research Council. Based upon this determination restructure the council so as to be broadly represented by faculty and staff who will assist in the fulfillment of the councils role at OCC.   (M. Orlowski)

Evaluation Criteria

a) Develop consensus with regard to the future of the
   Research Council. (12-31-92)
b) Membership of council modified. (3-1-93)

IV. College Strategic Direction

"OCC will be a student-centered learning community that moves toward a dynamic, coherent, competency-based curriculum responsive to student needs, professional standards, and community expectations."

1   **Strategy**

Conduct needs assessments of proposed programs.
(M. Orlowski/Interns)

Evaluation Criteria

a) Needs assessment reports submitted within stated time
   frame.

   Consider needs assessment question? - More information. Rhonda Schechter Survey. Possibility of co-question.

2   **Strategy**

Implement a new process for program development at OCC.
(M. Orlowski/D. Doidge)

Evaluation Criteria

a) New program development model approved by Chancellors
   Council. (7-1-92)

3   **Strategy**

Conduct Program Reviews by collecting, analyzing and reporting data to appropriate college faculty and staff. (S. Merz)

Evaluation Criteria

a) Generation of reports on a per request basis.

4   **Strategy**

Conduct and coordinate the college's Environmental Scanning process. (M. Orlowski/D. Rowe)

Evaluation Criteria

a) Submission of abstracts within stated time-lines.
b) Submission of scanned material to "Key Driver" committees.
c) Distribution of annual report. (June of 1992, 1993 & 1994)

V.   College Strategic Direction

"OCC will be a student-centered learning community that is recognized for the value of its services to the external business, social and educational communities."

1   **Strategy**

Make presentations at regional and national conferences concerning the college's Strategic Planning, Institutional Effectiveness and Environmental Scanning systems.
(M. Orlowski/S. Merz)

Evaluation Criteria

a) Make all accepted presentations.

2   **Strategy**

Continue in a leadership role as one of the co-founders of the Environmental Scanning Consortium of Michigan (ESCM).
(M. Orlowski)

Evaluation Criteria

a) Sponsor annual work shop that breaks-even or turns a profit.

3

VI. College Strategic Direction

"OCC will be a student-centered learning community that identifies and responsibly utilizes existing resources and acquires additional resources necessary to achieve the goals and objectives of the college."

1   Strategy

Provide information from the Graduate Follow-Up Survey to the OCC Foundation that targets specific groups of graduates as well as employers of graduates which will enhance fund raising activities. (S. Merz)

Evaluation Criteria

a) Prepare and submit report/information to the OCC
   Foundation. (12-31-92)

2   Strategy

Provide data and information from the OCC Critical Success Factors reporting software that evaluate the status of OCC programs and services. (S. Merz)

Evaluation Criteria

a) Submission of quarterly reports to the Board of Trustees
b) Submission of quarterly reports to Chancellors Council
c) Submission of quarterly reports to campus Presidents
d) Submission of quarterly reports to faculty.

3   Strategy

Seek external funding for the activities of the Environmental Scanning Consortium of Michigan (ESCM) as well as the Southeast Michigan Needs Assessment Consortium (SEMNAC). (M. Orlowski)

Evaluation Criteria

a) Attainment of funding.
b) Appropriate use of grant funds.

4   **Strategy**

Develop the necessary data collection systems, programs and reports that are associated with measuring the college's 153 indicators of critical success.   (M. Orlowski)

Evaluation Criteria

a) Establish a time-line for implementing data collection systems. (7-31-92)
b) Write aggregation and macro programs in support of reporting Critical Success Factor information within project time-lines.

5   **Strategy**

Assist all appropriate faculty and staff in obtaining their data and information needs as specified in specific strategies and objectives in the 1992-94 Strategic Plan.   (M. Orlowski)

Evaluation Criteria

a) Identify all strategies and objectives that involve the Office of Institutional Planning & Analysis.
b) Provide data/information to appropriate faculty and staff.

VII. College Strategic Direction

"OCC will be a student-centered learning community that places a high value on a safe and healthy environment."

1   **Strategy**

Incorporate health and safety questions into student and staff surveys.   (S. Merz)

Evaluation Criteria

a) Determine issues for which data needs to be obtained. (3-1-93)
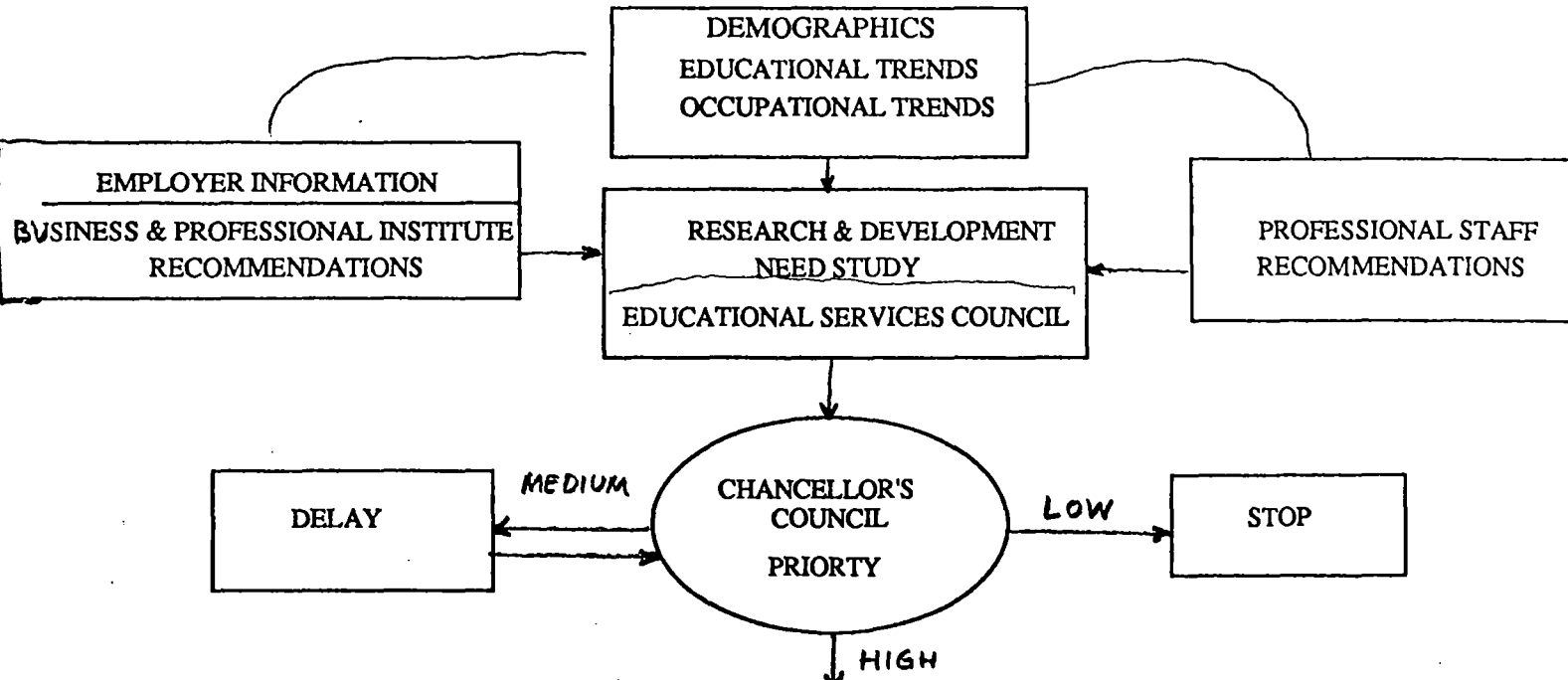b) Submit data/information on health and safety issues to appropriate college staff.

2 **Strategy**

Ensure that their is an appropriate amount of light at all office work stations. (S. Merz)

Evaluation Criteria

a) Satisfactory lighting levels. (12-31-92)

CURRICULUM DEVELOPMENT PROCESS

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                          │      DEMOGRAPHICS        │
                          │   EDUCATIONAL TRENDS     │
                          │  OCCUPATIONAL TRENDS     │
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EMPLOYER INFORMATION	RESEARCH & DEVELOPMENT NEED STUDY	PROFESSIONAL STAFF RECOMMENDATIONS
BUSINESS & PROFESSIONAL INSTITUTE RECOMMENDATIONS	EDUCATIONAL SERVICES COUNCIL	

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        ┌──────────┐   MEDIUM    ╭───────────────╮    LOW    ┌──────────┐
        │  DELAY   │ ◄────────── │ CHANCELLOR'S  │ ────────► │   STOP   │
        └──────────┘ ──────────► │   COUNCIL     │           └──────────┘
                                 │   PRIORTY     │
                                 ╰───────────────╯
                                        │ HIGH
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RESEARCH & DEVELOPMENT FUNCTIONS

- --NEED STUDIES
- --COST ANALYSIS
- --INSTITUTIONAL DESIGN
- --MARKETING
- --EVALUATION DESIGN

DESIGN CURRICULUM

RESEARCH & DEVELOPMENT
FACULTY DISCIPLINE
DEANS
STUDENT OUTCOMES, CONTENT
~~INSTITUIONAL~~ DESIGN, STUDENT ASSESSMENT
instructional

VALIDATE CONTENT