



# FY 2015 Annual Plan



**Table of Contents**

Introduction..... 3

*The OCCC Roadmap 2018* ..... 5

Big Goals and Initiatives ..... 5

    Our Big Goals..... 5

    OCCC Roadmap Initiatives..... 5

Process and Timeline ..... 6

Planning Directives and Statements of Purpose..... 7

Core Indicators and Mission Capacity Outcomes ..... 8

“It was the best of times...” The first half of Charles Dickens’s famous statement couldn’t be truer for OCCC as it looks forward to FY 2015.

The best of times because there is every reason to believe that the College’s ongoing investments in student success over the last few years are paying off. Students are passing courses, persisting and graduating in higher numbers. Last year, a record 1,718 students received certificates and degrees from the College, up 15.7% from the prior year. This shift in priorities, from enrolling students to focusing on completion, is reflected by the fact that enrollment grew 13.3% between FY 2004 and FY 2013 while the number of graduates has grown 65.0% during the same time period.

The best of times because the new thousand seat theater complex in our Visual and Performing Arts Center Theater was completed. A gala opening event featuring the Oklahoma City Philharmonic was sold out on Valentine’s Day. This signature building, the largest construction project in the College’s history, will be an iconic Oklahoma City landmark and performance venue in the years ahead.

The best of times because the College recently entered into an agreement with two long-time partners, Oklahoma City Public Schools and the University of Central Oklahoma, to form the Central Oklahoma Regional Educational (CORE) Network. This collaboration will focus on removing barriers to student success at all levels in the educational “pipeline” and creating new programs to respond to the changing workforce needs of the Oklahoma City metro. As it progresses, more institutions will be invited to participate.

The best of times because the College and its employees continue to receive numerous awards and recognition for their work in the community and professions. For example, the OCCC Nursing Program, which boasts one of the highest pass rates on national licensure exams, received a glowing report by consultant-evaluators and was recommended for another eight years, the maximum allowed. The College also received three advertising Paragon awards from the National Council for Marketing and Public Relations, an arm of the American Association of Community Colleges; the Arts Festival of Oklahoma was chosen as a family favorite by readers of Metro Magazine in Oklahoma City; and the Perfect Partnership Award from the Oklahoma City Public Schools Foundation for its support of the Pathways Middle College High School – to name just a few.

Of course, the second half of Dickens’s statement was the “worst of times.” While that may be an overly harsh word to use, the financial situation faced by the College and public education in Oklahoma has become increasingly serious. OCCC is currently receiving about the same level of state appropriations as it received at the beginning of the Great Recession in 2008-9. It has absorbed inflation-driven increases in mandatory costs for four years running without financial relief. Potential decreases in state appropriations would significantly reduce the College’s financial flexibility. The College has been a leader in accepting accountability for improved student outcomes, but without additional funding many promising initiatives could go unfunded.

The FY 2015 Annual Plan is a continuation of FY 2014. A new Core Indicator to improve early student participation in the College’s Success in College and Life (SCL) course has been added under the Student Readiness END. The SCL course is a proven student success intervention that has improved the chances for success for thousands of students. Specific financial and participation targets have also been added as Community Development metrics to emphasize the College’s commitment to putting these programs on a more sustainable footing.

The OCCC Roadmap 2018, is the College's five-year strategic plan. Adopted by the OCCC Board of Regents in 2013, the OCCC Roadmap includes three "Big Goals" and ten initiatives that focus on increasing the number of students who receive a certificate or a degree and closing retention and graduation gaps between certain at-risk groups of students and the student population as a whole.

### Our Big Goals

1. Increase the number of our students who complete a certificate or degree by 50%
2. Close the academic achievement gaps that persist with our low-income, first - generation, and some racial and ethnic groups
3. Double annual giving to support student scholarships, community events, and the endowment

### OCCC Roadmap Initiatives

1. Complete College OCCC. An initiative to increase the number of students who receive a certificate degree through evidenced based decision-making
2. Partnerships. Working with other educational institutions and the business community to remove barriers to access, improve student outcomes, and ensure alignment with local workforce needs
3. Student Support Programs and Services. Working with partner organizations to ensure the basic needs - food, clothing, transportation - of students are met
4. Community Development Programs. Enhancing the college's artistic, recreation, and community programs with a stronger emphasis on education and financial sustainability
5. OCCC Capitol Hill Center. A new facility to enhance educational pathways for credit and non-credit students, and assist in business and community development in South Oklahoma City
6. Focused Professional Development. Education, training, and development of OCCC employees to support achievement of the strategic plan
7. Technology to Support Learning Services. A commitment to provide reliable, up-to-date, and integrated technology solutions to enhance student learning and improve support services.
8. Learning and Support Facilities. New or renovated learning spaces and other facilities to accommodate OCCC's student population and accomplish the ENDS
9. Efficient and Effective Business/Operational Services. Improving processes, controlling health care costs, and improved energy efficiency
10. Increasing Revenue from Donations, Grants, and Other Sources. Revenues from non-traditional sources will be an increasingly important way for the college to support its mission.

December-January	<ul style="list-style-type: none"><li>• Departments develop initiatives to respond to draft Annual Plan.</li></ul>
February	<ul style="list-style-type: none"><li>• President's Cabinet reviews and assigns priorities to initiatives.</li></ul>
April	<ul style="list-style-type: none"><li>• Board of Regents reviews Annual Plan Core and Mission Capacity Indicators.</li></ul>
April-May	<ul style="list-style-type: none"><li>• President &amp; President's Cabinet prepare draft FY 2015 Staffing Plan and all Budgets.</li></ul>
May	<ul style="list-style-type: none"><li>• Board of Regents reviews revenue and expenditure estimates, Staffing Plan, Tuition Plan, and Budgets.</li></ul>
June	<ul style="list-style-type: none"><li>• Board of Regents approves Staffing Plan, Tuition Plan, and Budgets.</li></ul>
FY 2015	<ul style="list-style-type: none"><li>• President's Cabinet and departments implement plans and monitor progress.</li></ul>

The College's Mission, Values, Vision, and ENDS are the compelling statements of purpose that direct planning and budget development at the College. These statements are the basis for the FY 2015 Planning Directive.

### ***Why We Exist...Our Mission:***

OCCC provides broad access to learning that empowers students to complete a certificate or degree that enriches the lives of everyone in our community.

### ***What We Want Our Impact To Be...Our Aspirations:***

OCCC aspires, through bold and transformative action, to significantly raise the educational achievement of all our students and to be an indispensable pathway to a more prosperous and fulfilling future.

### ***What We Want to Achieve...Our ENDS:***

OCCC strives to achieve its mission and ENDS and fulfill its vision by operating in a culture that is committed to the following:

1. Access: Our community has broad and equitable access to both highly valued certificate and degree programs and non-credit educational opportunities and events.
2. College Readiness: Our students develop the skills and knowledge required to succeed in college.

### ***What We Want to Achieve...Our ENDS (continued):***

3. Student Success: Our students successfully complete their academic courses, persist in college, and earn certificates or degrees at OCCC or another institution.
4. Graduate Success: Our graduates go on to earn higher-level degrees or are successful in technical or professional careers.
5. Community Development: Our community's quality of life is enriched through our educational, artistic, and recreational programs and events.

### ***How We Operate Day-to-Day...Our Values:***

- Students: Fundamental to all that we do
- Safety: Safe and secure environment for everyone
- Accountability: Use of evidence to measure performance and make decisions
- Stewardship: Wise and efficient use of resources
- Integrity: Honest, ethical, and respectful to all
- Innovation: Creative and forward thinking
- Diversity: Embrace and appreciate the value of differences

The FY 2015 OCCC Core Indicators are listed below with targets and explanations. Important mission capacity outcomes, which support the achievement of the ENDS, are also listed.

<b>ACCESS</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>1.</b> Headcount market share	Above prior year	Measures OCCC’s percentage of students compared to other local community colleges
<b>2.</b> FTE credit hour enrollment	Above prior three-year average	Measures the short and long-term trend in credit hour enrollment
<b>3.</b> Student participation in OKC-GO program	Above prior three-year average	Measures success in attracting academically qualified students from area high schools
<b>4.</b> Number of students completing Free Application for Federal Student Aid (FAFSA)	Above prior three-year level	Measures the degree to which students are availing themselves of federal financial resources to help them attain their educational goals – linked to increased student success



<b>COLLEGE READINESS</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>5.</b> Concurrent headcount	Above prior three-year average	Measures the number of students who receive early exposure to college-level work – a good predictor of subsequent success in college
<b>6.</b> Successful completion of developmental courses	Above prior year	Measures the success of students who receive remedial education: College Prep Math and College Prep English (reading and writing) <i>Success is defined as attaining a grade of A, B, C or S.</i>
<b>7.</b> Successful completion of gateway courses	Above prior year	Measures the success of students who take early, large-enrollment classes required for most degree programs (fourteen large courses are tracked for this purpose)
<b>8.</b> Subsequent college-level course completion for developmental students	Above prior year	Measures students who become college-ready and continue education by taking college-level courses
<b>9.</b> Percent of students taking Success in College and Life course (SCL)	Increase % of students with 12 or fewer credit hours who take SCL	SCL is a proven student success intervention. Students who take the course persist and succeed in their courses at higher rates.

<b>STUDENT SUCCESS</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>10.</b> Successful completion of all: a. 1000-level courses b. 2000-level courses	Above prior year	Comprehensive measures of how successfully students are in completing college-level courses
<b>11.</b> Increasing student: a. Persistence b. Retention c. Progression	Above prior year	Measures the percentage of new students who enroll in the fall semester and persist to the following spring semester or are retained to the subsequent fall <i>A student is said to have progressed over a three year period if they are still enrolled at OCCC, are attending another public institution in the state, graduated from OCCC, or graduated from another institution.</i>
<b>12.</b> Reduce percentage of students on academic probation	Below prior year	Measures success of College in helping students meet minimum academic standards

<b>STUDENT SUCCESS (CONTINUED)</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>13.</b> Increase retention of students on academic probation	Above prior year	Measures effectiveness of interventions to help students improve academic standing and stay in school
<b>14.</b> Number of graduates	Above prior three-year average	Measures the number of students who achieve their educational goal of attaining a credential
<b>15.</b> General education assessment	Students demonstrate competencies at or above pre-determined measures	Areas assessed: writing; mathematical methods; critical thinking; human heritage culture and institutions; and public speaking

<b>GRADUATE SUCCESS</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>16.</b> Health professions first-time licensure pass rates: <ul style="list-style-type: none"> <li>a. Nursing</li> <li>b. Occupational therapy assistant</li> <li>c. Emergency medical technician paramedic</li> <li>d. Physical therapy assistant</li> </ul>	All four groups are at or above the national average	Tracks effectiveness of the health profession programs in preparing students to pass mandatory licensure exams that are a prerequisite to employment
<b>17.</b> Graduate satisfaction with: <ul style="list-style-type: none"> <li>a. Transfer curriculum</li> <li>b. Employment preparation</li> </ul>	85% satisfaction or higher	Measures student satisfaction with the relevancy and preparation of their education after they leave the college and transfer to another institution or enter the job market
<b>18.</b> Employer satisfaction with graduates	85% satisfaction or higher	Measures satisfaction of area employers with recent OCCC graduates hired
<b>19.</b> OCCC transfer student grade point average: <ul style="list-style-type: none"> <li>a. UCO</li> <li>b. OU</li> <li>c. OSU</li> </ul>	Average grade point equal to or above the average of all undergraduates at the transfer institution	Measures how well OCCC transfer students do compared to native students at major transfer institutions

<b>COMMUNITY DEVELOPMENT</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>20.</b> Community Development financial performance	Improve aggregate margin for selected Community Development functions – including a breakeven financial position for PDI on direct cost basis	Measures the financial sustainability of Community Development programs
<b>21.</b> Career Transitions activity	Population earns at least 600 credit hours and contributes at least 5,920 volunteer/work experience contact hours	Tracks credit hours earned by all Career Transitions students during fiscal year and tracks number of volunteer/work experience contact hours
<b>22.</b> Adult Basic Education/General Equivalency Diploma/English as a Second Language outcomes	Achieve at least 5 national benchmark levels assessed. (Monitor equals 3 or 4 and below target equals less than 3)	Measures outcomes in important community education programs
<b>23.</b> OCCC Capitol Hill enrollment	Enrollments/visits over prior year	Measures visits/enrollments in key outreach programs
<b>24.</b> Cultural programs functions: a. Arts Festival attendance b. Arts Festival grants/contributions/sponsorships c. Performing Arts Series tickets sold d. Visual Performing Arts Center Theater events e. Bruce Owen Theater events	a. Above the prior three-year averages b. Above \$66,985 c. Above the prior three-year averages d. At least 55 events will be held e. At least 70 events will be held	Measures community participation in signature, College-sponsored cultural activities and the utilization of the College’s performing art’s venues

**Core Indicators and  
Mission Capacity  
Outcomes** (continued)



<b>MISSION CAPACITY</b>		
<b>Core Indicator</b>	<b>Target</b>	<b>Explanation</b>
<b>25.</b> Financial stewardship	Receive an unqualified auditor’s opinion	Measures the fiscal soundness of the College as well as compliance with generally accepted accounting principles and other financial regulations
<b>26.</b> Employee development	900 enrollments in employee development training	Measures improved employee job skills, leadership skills, and diversity through targeted training
<b>27.</b> Campus safety and security	Employees log at least 500 hours of emergency preparedness training	Helps ensure safe and secure OCCC facilities
<b>28.</b> OCCC Capitol Hill campaign	Complete Capitol Hill campaign	Campaign needed to fund the new education and outreach center
<b>29.</b> Grants, donations, and endowments	Increase grants, donations, and endowments over prior year	Necessary due to limited increases in state funding
<b>30.</b> Implement second stage of wellness programs	Implement the program	Needed to improve employee health and control health insurance cost increases