

The OCCC Roadmap 2018



An Indispensable Pathway

The “American Dream” is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each, according to ability or achievement.

— *James Truslow Adams*

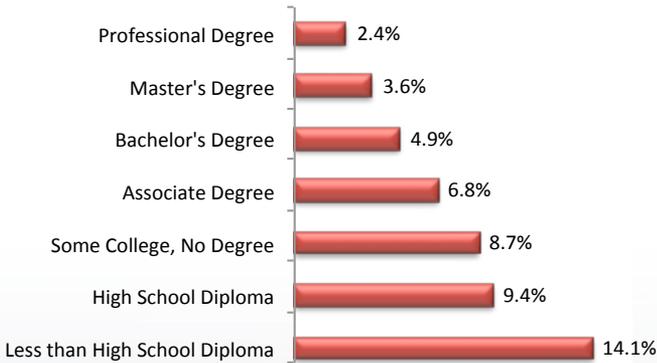
TABLE OF CONTENTS

INTRODUCTION	2-3
ASPIRATION STATEMENT	4-5
OUR BIG GOALS	6-7
MISSION STATEMENT	10-11
ENDs	12-13
VALUES	14-15
KEY INITIATIVES	16-20

INTRO DUCTION

OCCC's roadmap began more than forty years ago. Since then, more than 330,000 students have attended the College and nearly 25,000 have received certificates of mastery and/or degrees. It is a legacy of which we are proud. More important, it's a legacy we can build upon.

2011 Unemployment Rates by Educational Attainment



Source: Bureau of Labor Statistics



Today, we enroll 30,000 credit and non-credit students each year. Recent research indicates that more than 80 percent of the people in Metropolitan Oklahoma City have had some kind of connection with the college and its programs. That's one degree of separation from more than a half million people. We have become an indispensable part of our community.

College readiness of students must be improved, and more students must earn certificates and degrees. It has become increasingly difficult to even contemplate the "American Dream" without a post-secondary degree.

This roadmap is a guide to where OCCC will be going in the next five years. It discusses our aspirations, our "Big Goals," our

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Today, we enroll 30,000 credit and non-credit students each year.

But, it's our future that's truly exciting. Government, business, policymakers in all walks of life, recognize that America's community colleges will play a vital role in lifting millions out of poverty and maintaining America's economic competitiveness. The challenges will be enormous. Entire underserved populations must be given access to a college education.

mission and ENDS, our values, and the initiatives we will use to bring these statements to life. Undoubtedly, there will be setbacks and new, unanticipated opportunities will present themselves. But, we are confident that we can successfully travel this journey. And, there is no better time to start than now — now is power.



ASPIRA STATEMENT

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.

Ultimately, our aspirations are not about us. They are about our impact on our students and the community. Their success is our success.

And, increasingly, that success means not just going to college, but completing a certificate or degree.



ATION ENT

Percentage of Workforce by Educational Attainment



OUR **BIG** GOALS

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



What is a “Big Goal?”

It is a goal that can't be achieved with the status quo. A “Big Goal” can only be accomplished by innovating, collaborating with groups within and outside the institution, stopping certain practices while beginning others, and a willingness to take risks.

More than 80% of our new students indicate their

educational goal is to earn a degree at OCCC or another institution, yet less than 60% return to OCCC or another college after their first semester. And, for some groups such as African-Americans and Native Americans, the percentages are even lower.

It is imperative that this unrealized human capacity reach its full potential.

The huge benefits to the individual and the community are undisputed, as are the long-term costs because of gaps in achievement.

Funding will also be a challenge. The College is committed to increasing the percentage of funds that come from non-traditional sources such as donations, grants, and endowments.



At OCCC, the future is exciting...





...and **NOW IS POWER.**

MISSION STATEMENT

Our Mission Statement describes why

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



STATEMENT

we exist and what we do.

Traditionally, community colleges have been about providing access. But, it's not enough that students pass through our doors — earning a degree is what changes lives.

Our new ENDS follow the changes in our Mission in being more focused on degree completion.



ENDs

Our ENDs describe what

Our ENDs statements describe what success looks like if we were in an ideal world. As such, they are central to our commitment to accountability. Measures that evaluate the College's progress in achieving our ENDs are regularly reviewed by the faculty, staff, and the Board of Regents. These core indicators are part of our annual plans and are reported at least once a year.



at we want to achieve.



Access: Our community has broad and equitable access to both highly valued certificate and degree programs and non-credit educational opportunities and events.



College Readiness: Our students develop skills and knowledge required to succeed in college.



Student Success: Our students successfully complete their academic courses, persist in college and earn certificates or degrees at OCCC or another institution.



Graduate Success: Our graduates go on to earn higher-level degrees or are successful in technical or professional careers.



Community Development: Our community's quality of life is enriched through our educational, artistic and recreational programs and events.



VALUES

Our Values describe how

Our values describe the behaviors we will exemplify in our work every day. Some, such as Safety, Stewardship, Integrity, and Diversity, are non-negotiable ethical standards all employees should follow.

Others — Students, Accountability and Innovation — are choices that have deep roots in the College. For instance, when several different approaches to a problem are being considered at OCCC, the tie-breaking question often is: *what's best for students?*



we operate day-to-day.

What's best for students?

- **Students:** Fundamental to all that we do.
- **Safety:** Safe and secure environment for everyone.
- **Accountability:** Use of evidence to measure performance and to 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.



KEY INIT

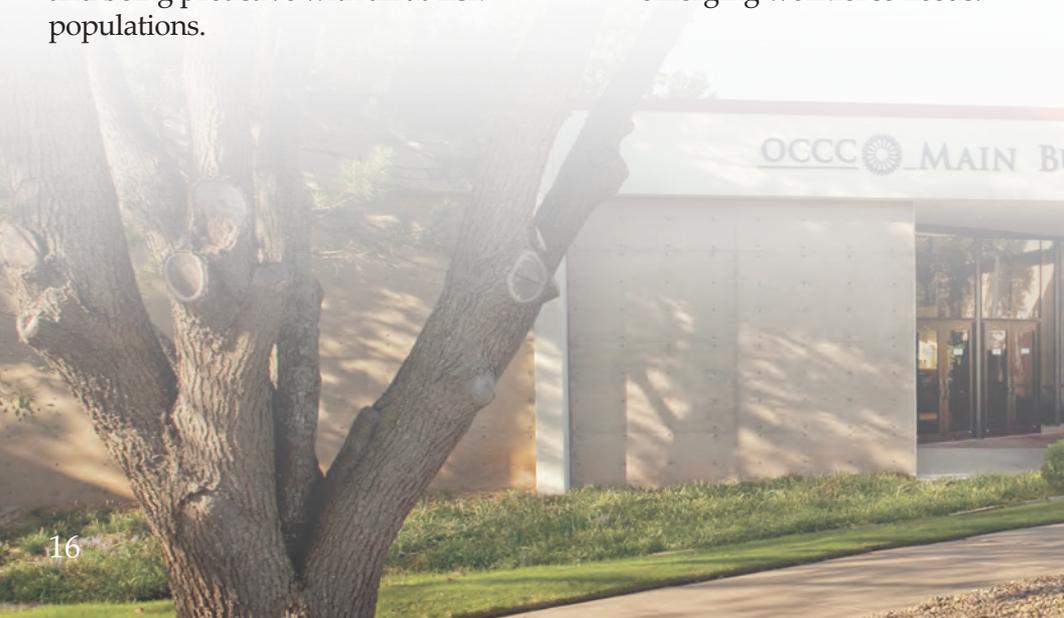
• Our College Students

1. Complete College OCCC

Oklahoma is a member of the nation-wide initiative, Complete College America, which commits the state's institutions of higher education to a goal of dramatically increasing the number of post-secondary credentials by 2023. OCCC embraces this challenge and will focus its efforts to increase the number of degrees awarded by improving online course success and enrollment, increasing success rates in higher-level courses, improving the success of students on probation, and being proactive with all at-risk populations.

2. Partnerships

The College will collaborate with K–12 systems, career technology schools, and four-year colleges to reduce remediation rates, increase the number and percentage of students who earn a certificate or degree, and provide seamless transfer between institutions. The College will also work more closely with area businesses to refine and/or develop programs to meet current and emerging workforce needs.



IATIVES

• Our Community

3. Student Support Programs and Services

OCCC will continue to offer a broad range of services to support and assist the existing and changing needs of our students. Services that may be introduced by OCCC or enhanced through partnerships will focus on the basic needs of low-income and at-risk students (such as transportation, food, and clothing).

4. Community Development Programs

In the years ahead, the College will enhance its artistic, recreation, and community programs with a stronger emphasis on education, alignment with the mission, and long-term financial sustainability.

5. Capitol Hill Center

The new location of the Capitol Hill Center will enhance educational pathways for credit and non-credit students, and assist in business and community development, with a focus on improving the quality of life of those who live and work in and around the Capitol Hill neighborhood. The OCCC Capitol Hill Center, with other businesses and agencies, has the potential to renew and transform the area surrounding Capitol Hill.



KEY INITIATIVES

• Mission Capacity

6. Focused Professional Development

The College recognizes the most important element in achieving the plan centers on the talent of our faculty and staff. Education, training, and development of our people will need to be refocused and expanded around the key initiatives outlined in this strategic plan and aligned with the mission and ENDS.

7. Technology to Support Learning Services

The College is committed to providing reliable, up-to-date, and integrated technology solutions to enhance student learning and improve support services. Key opportunities in the next few years may include improving services and bursar operations with cloud computing, collaborating with other state entities to achieve economies of scale, continued automation of processes throughout the College, and ensuring high-quality IT services through training and development.

IATIVES

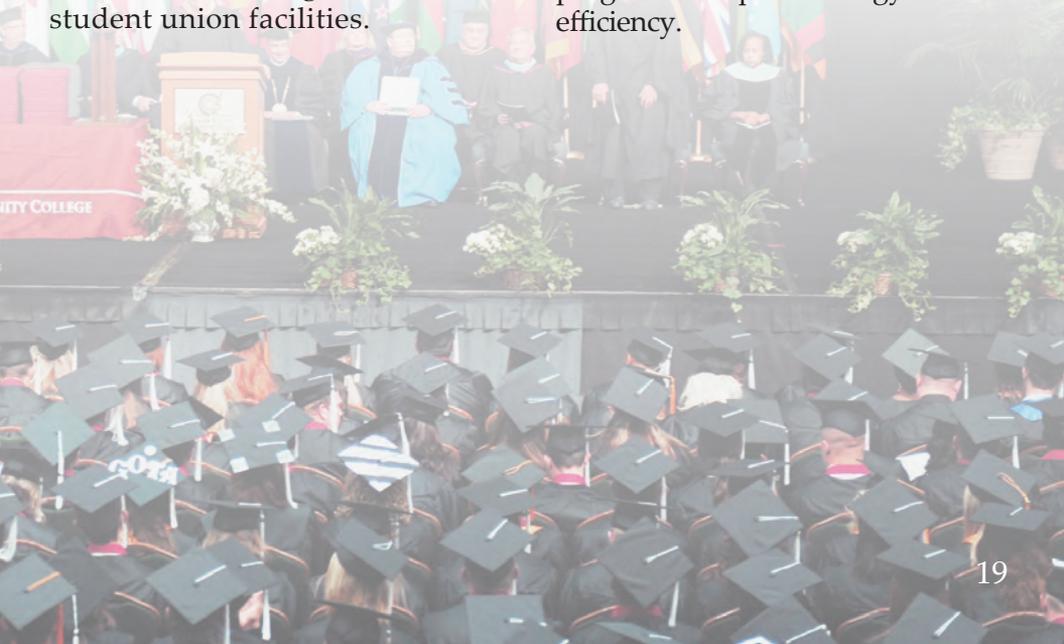
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8. Learning and Support Services

New or renovated learning spaces and other facilities will be needed to accommodate OCCC's student population and accomplish the ENDS. High-priority projects include expanded and/or improved spaces related to the communications (writing) lab, academic testing center, divisions of business and social science, police/safety offices, public relations/marketing offices, and student union facilities.

9. Efficient and Effective Business/Operational Services

In an era of constrained resources, reducing the cost of operations while improving their effectiveness will be a priority. Areas that will be addressed include the implementation of a comprehensive process improvement initiative for operational and administrative functions, employee health and wellness programs to manage insurance costs, and an enhanced program to improve energy efficiency.



KEY INITIATIVES

(Continued from previous page)

• Mission Capacity

10. Increasing Revenue from Donations, Grants and Other Sources

Reducing costs are only part of the equation in addressing funding shortfalls. Revenues from donations, grants, and other non-traditional sources will be an increasingly important way for the College to fund its educational mission. Key areas will include the use of technology to identify and communicate with existing and potential donors, creating more opportunities for direct communication with donors, outreach to groups such as the business community that benefit directly from the College's workforce development, finding grant-funding opportunities for important student success initiatives and academic programs, and growth of the College's alumni organizations.





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faculty, staff, Board
members, and community
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and suggestions in the
development of this plan.**



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