In Attendance: Katherine Tucker, Nancy Showers, Mark Woods, Eleanor Fox, Yolanda Reid, Brian Moss, Jim Netschke, Marty Orlowski

It was agreed:

- A standard format will be used for all presentations as well as paper reports. Key elements are to include: Cover page, list of Indicators with Measures below each Indicator, tables and graphs,trends impacting the Purpose , etc. IR will bring sample of format to January's meeting.

- All Measures will be "trend" oriented when ever possible.

- An MS-Access data base will be used to maintain and track information on all Measures. The data base will be located on the IR Office LAN. Each Analyst will be responsible for maintaining up-to-date and accurate information on their areas Measures. The data base will also be used to keep the Analysis Committee informed about the status of all Indicators and Measures. Jim Netschke is developing the data base and will have a version ready before January's meeting.

- Our monthly IE Team meetings will follow an annual schedule that coincides with the updating of each report prior to roll-out and post roll-out dates. The Analysis Committee will receive a copy of the annual schedule which will support their annual meeting schedule/agenda. (See attached annual schedule.)

Action:

- Marty will locate original list of Indicators for all Purposes and forward to IR.

- Transfer will be ready for roll-out starting February 1. Marty will request time on the CPC, CASSC and Dean's Council agendas.

- Marty and Brian will discuss the preparation of a "pre" effectiveness report for the Community Service Purpose. This report will help to lay the foundation for establishing a completely revamped effectiveness report on this Purpose.

- Team members will forward to Marty a set of questions that can be used to elicit feedback from audience members. This information will then be incorporated into the final report and directly address the needs of the Analysis Committee.

Community Service Purpose Effectiveness Measure Profile 2001

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measure
> *1.1.a. Public's indication of needs for cultural learning opportunities.*

Operational Definition
> Oakland County residents' ranking of the top three needs in the list of cultural needs.
> (Please note that the opportunities that are in italics are NOT provided by OCC.)
> *Art Exhibits, Poetry Readings, Performing Arts, Music Concerts, Craft Show, Photography Series, Study Abroad, Host a Foreign Exchange Student,* International Film Festival, Women's Film Festival, Children's Film Festival, Arts and crafts classes, European Art, Asian Art, Latin American Art, African-American Art, Native American Art)

· Take out entertainment

Status Under development.

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology
> OCC Public Opinion Poll. (1986, '89, '91, ' 94, '97). The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.
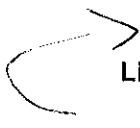
Limitations
> Longitudinal or trend data unavailable because question not included in past polls.

" Don't want a voter List."

Time-Line Specific dates of completion
Data collection- December
Data processing- January
Analysis - February
Preliminary report- February
Interpretation- February
Final report - March
Presentation - March

Partnerships
Practical Political Consulting/Data Coll. Cntr. (IR)
> **Data Collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History
2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measure

   1.1.b   Public's indication of needs for social learning opportunities.

Operational Definition

   Oakland County residents' ranking of the top three needs in the list cultural, social, and enrichment needs. (Please note that the opportunities in italics are what OCC does NOT provide - Would they be Political Rallies, Family Improvement Seminars, Women's Center Activities, Self-esteem Workshops, Women's Support Groups, Community Band, Psychological/Personality Testing, Outdoor Facilities, Conference Centers, Recreational Facilities, Long-term rentals, Day care, Co-op day care, Athletic events, English as a Second Language, Non-smoking clinic, Legal advice, Vocational Testing, Financial planning, *Sports Clubs, Academic Clubs, Men's Support Groups, Single Parent's Support Groups, Support Groups for Caregivers, Empowerment Programs for Welfare Recipients, Homeless Shelters, Health Education, Soup Kitchens, Interpersonal Communication Workshops, Blood Pressure Screening, Community Advisory Boards, Peace/Dispute Resolution Coalitions, Crisis Intervention, Anger Management, Disaster Recovery Plans, Immigrations Services, Adult care for Alzheimer's patients (respite for caregivers), Consumer Activism, Recycling centers, Volunteer coordination, Planning for Your Child's Future, Citizenship Training, Transitional Housing Projects)*

Status Under development.

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology

   OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

   Longitudinal or trend data unavailable because question not included in past polls.

Time-Line   Specific dates of completion
Data collection- December
Data processing- January
Analysis - February
Preliminary report- February
Interpretation- February
Final report - March
Presentation - March

Partnerships
> **Data collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History
2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measure

    1.1.c   Public's indication of needs for enrichment* learning opportunities.

Operational Definition

    Oakland County residents' ranking of the top three needs in the list of enrichment needs. (Please note that the opportunities that are in italics are what OCC does NOT provide. - Career Fairs, Leadership Training, Speaker Series, Science Day for Kids, Libraries, Nature Trails, Career Seminar for Allied Health, Career Seminar for Legal Assistants, Career Seminar for Business Students, Writers at Work, Employment Bridge Programs, Volunteers, Summer Educational Programs for High School Students, Internships, Mentoring Programs between College and High Schools, Energy Management Seminar, Culinary Seminars, Successful Money Management, Workforce Development Courses, Short Courses, Evening Courses, Weekend Courses, *Service Learning, Minority Conference, Occupational Education, Legal Advice Workshop, Worker Cooperative Development Programs, Youth Enrichment Classes, Job Coaching, Tax advice, Gardening Seminars/tours)*

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Status Under development.

Related Issues

Methodology

    OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

    Longitudinal or trend data unavailable because question not included polls.

Time-Line   Specific dates of completion
Data collection- December
Data processing- January
Analysis - February
Preliminary report- February
Interpretation- February
Final report - March
Presentation - March

* enrichment is defined as to make more meaningful and rewarding.

Partnerships
> **Data collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History
2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measures
> *1.2.a.   Student's indication of long-term educational goals when entering OCC.*

Operational Definition
Potential students' responses for the question "(What is your) Long term educational goal." (Classes only, One – year certificate of completion, Two – year Associate Degree, Bachelor's Degree or higher.)

Status In place.

Source I:\Research Data\Student Information System\MegaFile Dat files

Related Issues

Methodology ASQTT updated at registration. Question #1- Data from Academic year 2000 – 2001)

Limitations

Time-Line   Specific dates of completion
Data collection – November
Data processing – November
Analysis – November
Preliminary report – N/A
Interpretation
Final report
Presentation

Partnerships
> **Data Collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment
> Management & Community Outreach (AH) (Recruitment Team), and
> Director of Workforce Development.

Running History of the Measure
Eileen has informed me that currently there are some mapping changes that are occurring which may effect the location of this dataset. Was previously taken from the OCC Admissions Application Question #1.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities

Measures

1.2.b.   Student's indication of sureness of goal.

Operational Definition
Potential students' responses for the question "How sure are you about your (educational) goal?" (Very sure, somewhat sure, or not sure at all.)

Status In place.

Source I:\Research Data\Student Information System\MegaFile Dat files

Related Issues

Methodology   ASQTT Question #2. - Data from Academic year 2000 – 2001.

Limitations   Students' initial long-term educational goal may be neither well planned nor well informed.

Time-Line   Specific dates of completion
Data collection - November
Data processing - November
Analysis - November
Preliminary report – N/A
Interpretation
Final report
Presentation

Partnerships
        Data Collection
        Audiences
        Deans, Director of Marketing, Director of Communications, Director Enrollment
        Management & Community Outreach (AH) (Recruitment Team), and
         Director of Workforce Development.

Running History of the Measure
Eileen has informed me that currently there are some mapping changes that are occurring which may effect the location of this dataset. This information was originally taken from the OCC Admissions Application (Question #2).

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities

Measures
1.3   Indication of students' expectations for time spent in school.

Operational Definition
> Potential student's responses for the question, "How long do you expect to be at OCC?" (One semester, Two semesters, Three semesters, One-year, Two years, Three years, More than 3 years)

Status In place

Source I:\Research Data\Student Information System\MegaFile Dat files

Related Issues

Methodology   ASQTT- Question #3 - Data from Academic year 2000 – 2001.

Limitations
> Is there a way to compare whether or not they graduated within the time they expected to be at OCC? Would this show that their needs are being met?

Time-Line   Specific dates of completion
Data collection - November
Data processing - November
Data processing - November
Data processing – N/A
Analysis
Preliminary report
Interpretation
Final report
Presentation

Partnerships
> *Data Collection*
> *Audiences*
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and
> Director of Workforce Development.

Running History of the Measure
Eileen has informed me that currently there are some mapping changes that are occurring which may effect the location of this dataset. This information was originally taken from the OCC Admissions Application (Question #3).

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities

Measure
1.4.a   Yearly trends in credit hours in courses throughout academic year.

Operational Definition
What are the increases or decreases per credit hours compared to the total numbers over the last 10 years?

Status In place

Source I:\Research Data\Student Information System\?

Related Issues

Methodology   Credit Hour Trend Report

Limitations   This is dependent on the ACS #6 data being done on time.

Time-Line   Specific dates of completion
Data collection - November
Data processing - November
Analysis - November
Preliminary report – N/A
Interpretation
Final report
Presentation

Partnerships
        Data Collection
        Audiences
        Deans, Director of Marketing, Director of Communications, Director Enrollment
        Management & Community Outreach (AH) (Recruitment Team), and
        Director of Workforce Development.

Running History of the Measure
This information has consistently been used for Federal reports and therefore the layout of the material is usually the same. It is due October, 31.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measure
1.5.a.   Yearly trend in non-credit hours throughout academic year.
1.5.b   Yearly trend in headcount throughout academic year.

Operational Definition
What is the total number of credit hours and headcount from the Official Enrollment Report? What is the total duplicated student headcount in and out of district for the year from the ACS #6 report? Compare these results to last year's numbers.

Status In place.

Source I:\Research Data\Student Information System\?

Related Issues

Methodology   ACS #6 report and Official Enrollment Report

Limitations

Time-Line   Specific dates of completion
Data collection- October,31st.
Data processing – November
Analysis - November
Preliminary report – N/A
Interpretation
Final report
Presentation

Partnerships
Data Collection
Audiences
Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
N/A

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measures
1.6 Trend in continuing education enrollment levels.

Operational Definition
     What is the total number of credit hours and headcount? Compare these results to last year's numbers.

Status – N/A

Source – I:\Research Data\Student Information System Total Course Enrollment Report: Student Credit Hour Trends. Headcount Trends. Spring End of Session Report (SIS266), cumulative 1/10 day data.

Related Issues

Methodology – Data collected from SIS

Limitations

Time-Line   **Specific dates of completion**
Data collection
Data processing
Analysis
Preliminary report
Interpretation
Final report
Presentation

Partnerships
    Data collection
    Audiences
    Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
N/A

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measures
1.7 Enrollment in career and personal enrichment courses – Student credit hours.

Operational Definition
      Trend in student credit hours in personal enrichment courses. Compare these results to last year's numbers.

Status In place

Source I:\Research Data\Student Information System Total Course Enrollment Report: Student Credit Hour Trends. Spring End of Session Report (SIS266), cumulative 1/10 day data.

Related Issues

Methodology

Limitations Why have we only taken Spring End of Session Report in the past? Should the other semesters be included?

Time-Line   **Specific dates of completion**
Data collection – December if Fall is included.
Data processing
Analysis
Preliminary report
Interpretation
Final report
Presentation

Partnerships
      Data Collection
      Audiences
      Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
N/A

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator One: Public's needs for cultural, social and enrichment opportunities.

Measures
1.7.a Most effective time to provide cultural learning opportunities.
1.7.b Most effective time to provide social learning opportunities.
1.7.c Most effective time to provide enrichment learning opportunities.

Operational Definition
When is the best time that respondents indicated that they would most likely attend services from the separate categories? (9am-12am, 12pm-3pm, 3pm-5pm, 5pm-7pm, 7pm-9pm, weekends.)

Status Under development

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations Longitudinal or trend data unavailable because question not included polls.

Time-Line **Specific dates of completion**
Data collection - December
Data processing - January
Analysis - February
Preliminary report - February
Interpretation – February
Final report - March
Presentation - March

Partnerships
    Data Collection
    Audiences
    Deans, Director of Marketing, Director of Communications, Director Enrollment
    Management & Community Outreach (AH) (Recruitment Team), and
    Director of Workforce Development.

Running History of the Measure
2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

2. Indicator Two: Importance/Satisfaction with enrichment opportunities.

Measure
> 2.1 *Public's indication of importance level for Community Service.*

Operational Definition The public's ranking for how important it is for Community Service to exist. (Would it be very unimportant, somewhat unimportant, somewhat important, very important.)

Status Under development

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology   OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

Time-Line   Specific dates of completion
Data collection - December
Data processing - January
Analysis - February
Preliminary report - February
Interpretation – February
Final report - March
Presentation - March

Partnerships
> **Data Collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of Measure
2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

2. Indicator Two: Importance/Satisfaction with enrichment opportunities.

Measures
2.2 Students' indication of most important reason for attending college.

Operational Definition "What is your primary reason for attending OCC." (Would it be to learn skills to get a new job, learn skills to advance in job, transfer to four-year college, satisfy general education requirements, improve basic skills in English, reading or math, take courses for personal interest, or other.)

Status In place

Source ASSET scan form (Question 20 – Data from Academic year 2001)

Related Issues

Methodology Scan Form

Limitations

Time-Line   **Specific dates of completion**
Data collection
Data processing
Analysis
Preliminary report
Interpretation
Final report
Presentation

Partnerships
> **Data Collection**
> **Audiences**
> Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
N/A

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

2. Indicator Two: Importance/Satisfaction with enrichment opportunities.

Measures
2.3 Importance/satisfaction with Workforce Development experience.

Operational Definition
What percent of Workforce Development graduates/supervisors rank the importance/satisfaction with the program as very important/very satisfied?

Status Under development

Source N/A

Related Issues

Methodology   Workforce Development Survey

Limitations

Time-Line   **Specific dates of completion**
Data collection –
Data processing
Analysis
Preliminary report
Interpretation
Final report N/A
Presentation

Partnerships
     Data Collection
     Audiences
     Deans, Director of Marketing, Director of Communications, Director Enrollment
     Management & Community Outreach (AH) (Recruitment Team), and
     Director of Workforce Development.

Running History
     A Work Force Development Survey to measure Institutional Effectiveness has never been conducted.

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

2. Indicator Two: Importance/Satisfaction with enrichment opportunities.

Measures
2.4 Importance/satisfaction with educational experience at OCC.

Operational Definition
Response to question regarding OCC services provided. (Is the response "very important/very satisfied etc.")

Response to question regarding the chance to start school over again at OCC. (Is the response "defiantly not, probably not, probably yes, or defiantly yes.")

Response to question regarding the chance to start over again with the same OCC program of study. (Is the response "defiantly not, probably not, probably yes, or defiantly yes ")

Status In place.

Source I:\Research Data\Graduate Follow Up Survey\Data Files\Data-August98-Forward\Ready\Current Master GFS August98-Forward

Related Issues

Methodology GFS Survey (Question 1, 2 and 3 – Data from the Academic school year 2001)

Limitations

Time-Line **Specific dates of completion**
Data collection - October
Data processing - November
Analysis - December
Preliminary report- December
Interpretation
Final report
Presentation

Partnerships
Data Collection
Audiences
Deans, Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
N/A

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator Three: Knowledge of Oakland County Community Services

Awareness

Measures

      3.1.a   Source of information for cultural learning opportunities.

      3.1.b   Source of information for social learning opportunities

      3.1.c   Source of information for enrichment learning opportunities

Operational Definition

From what source do you receive the majority of your info about Oakland County's cultural learning opportunities? Is it from friends, written materials, television, radio, library, educational institution, Internet, volunteers, no info.

From what source do you receive the majority of your info about Oakland County's social, learning opportunities? (See options above.)

From what source do you receive the majority of your info about Oakland County's and enrichment learning opportunities? (See options above.)

Status Under development

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

Time-Line   Specific dates of completion

Data collection- December

Data processing- January

Analysis - February

Preliminary report- February

Interpretation- February

Final report - March

Presentation - March

Partnerships

    Data Collection

    Audiences

    Deans, Director of Marketing, Director of Communications, Director Enrollment
    Management & Community Outreach (AH) (Recruitment Team), and
    Director of Workforce Development.

Running History of the Measure

    2001 Public Opinion Poll has been restructured according to monthly feedback from IE
    team, Marty Smydra, and last college wide presentation

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Measures
> *3.2 Current location for attending local community learning opportunities.*

Operational Definition
> What is your most frequent place for attending cultural learning opportunities? Would it be a place of worship, community center, grassroots organizations, local community college other.) If the answer is local community college (PROBE) ask which one?
>
> Most frequent place for attending social learning opportunities. (See options above.)
>
> Most frequent place for attending enrichment opportunities. (See options above.)

Status Under development

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

Time-Line   Specific dates of completion
> *Data collection-* December
> *Data processing-* January
> *Analysis -* February
> *Preliminary report-* February
> *Interpretation-* February
> *Final report -* March
> *Presentation -* March

Partnerships
> **Data Collection**
> **Audiences**
> Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
> 2001 Public Opinion Poll has been restructured according to monthly feedback from IE team, Marty Smydra, and last college wide presentation

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*
factors that would help the
4. Barriers that deter public from utilizing Community service.

Measures
4.1.a Barriers that prevent respondent from utilizing opportunities for cultural learning.
4.1.b Barriers that prevent respondent from utilizing opportunities for social learning.
4.1.c Barriers that prevent respondent from utilizing opportunities for enrichment learning.

Operational Definition
What prevents you from using opportunities for cultural learning? (Would it be no transportation, inconvenient hours, childcare issues, do not know how to enroll, no money for participation fee, not interested, lack of information, or other).

What prevents you from using opportunities for cultural learning? (See above)

What prevents you from using opportunities for cultural learning? (See above)

Status Under development.

Source I:\Research Data\Public Opinion Polling\2001-Poll\ POPdataset2001.sav

Related Issues

Methodology OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations Respondent may not be sincere with regards to barriers.

Time-Line   Specific dates of completion
Data collection - December
Data processing - January
Analysis - February
Preliminary report - February
Interpretation - February
Final report - March
Presentation - March

Partnerships
　　　　Data Collection
　　　　Audiences
　　　　Deans, Director of Marketing, Director of Communications, Director Enrollment
　　　　Management & Community Outreach (AH) (Recruitment Team), and
　　　　Director of Workforce Development.

Running History of the Measure
　　　　2001 Public Opinion Poll has been restructured according to monthly feedback from IE
　　　　team, Marty Smydra, and last college wide presentation

College Purpose *Community Service: OCC will provide community services including, cultural, social, & enrichment opportunities for life long learning.*

Indicator Five: Responsiveness to publics' Community Service needs.

Measures
5.1 Unmet public Community Service needs.

Operational Definition Take the public's total indicated needs, minus what OCC offers, and that equals the unmet needs.

Status Under development

Source

Related Issues

Methodology OCC Public Opinion Poll. The Poll consists of a telephone survey of 600 randomly selected residents of Oakland County, over the age of 18 years who were at one time registered voters. Sample is stratified according to the size of each city's population.

Limitations

Time-Line   Specific dates of completion
Data collection- December
Data processing- January
Analysis - February
Preliminary report- February
Interpretation- February
Final report - March
Presentation – March

Partnerships
      Data Collection
      Audiences
Director of Marketing, Director of Communications, Director Enrollment Management & Community Outreach (AH) (Recruitment Team), and Director of Workforce Development.

Running History of the Measure
This measure has never existed.