



George A. Bee Administration Center
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Regular Meeting July 12, 2011

Chancellor's Report – Staff Reports

Acting Chief Strategic Development Officer and Dean of Economic and Workforce Development Sharon Miller outlined the Marketing Department's new college marketing campaign emphasizing a strategy of community relations. The aim of the campaign is to build partnerships, secure donations, ensure voter support and generally use advertising and public relations efforts to advance college goals. Target audiences include taxpayers, business and industry, government, donors, and grant organizations using the college's new tagline "...Community is our Middle Name."

Auburn Hills Campus President Patricia Dolly introduced new accounting faculty member Dawn Young. Royal Oak/Southfield Campus President Steve Reif introduced new counselor Dr. Mary Thomas, and new operating engineers superintendent Deron Burgess.

Academic and Student Affairs

Vice Chancellor for Academic and Student Affairs Richard Holcomb introduced Achieving the Dream Team Leader Patricia Dolly who outlined the project's history and future goals. Dr. Dolly then introduced Director of Institutional Research Nancy Showers, English faculty member Suba Subbarao, mathematics faculty member Janet Peart, Dean Henry Tanaka and Dean Lloyd Crews, each of whom spoke on specific aspects of the project, all designed to foster student success.

College Resources

The monthly report on the progress of millage-funded renovation projects was presented. Advertising with Crain Communications, Inc. for \$105,693 was approved.

Consent Calendar

The following items were approved via Consent Calendar: a contract with the low bidder, Desire2Learn, Ltd., to provide a learning management system for online student instruction was approved for 36 months at an annual cost of \$439,580; the use of Educated Business Resource Corporation to provide trainers and training services at a subcontracting markup not to exceed 6.5 percent was approved; a contract with New Horizons for training services delivered to the Chrysler Group through June 30, 2011 was approved at a cost not to exceed \$250,000.

Unfinished Business

A proclamation designating March 19 as "Founders' Day" on the official college calendar in honor of George Mosher and the other members of the OCC Charter Board of Trustees was approved.

Comments

Board Secretary Pamala Davis noted the excellent interview with Chancellor Meyer on the offering of community college baccalaureates appearing in the July 5 edition of the *Oakland Press*.

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The board entered into closed session to discuss labor negotiations.

For further information on this session, contact College Communications 248.341.2122.