

**Executive Summary**  
College Brain Trust's Report to the College  
December 16, 2011

The College Brain Trust (CBT) consultants interacted with college personnel in a variety of ways throughout the course of this project. The "initial discovery process" meetings were held with a variety of groups involved in planning including Institutional Research, the Chancellor and the Chancellor's Cabinet. Investigations into the data resources, a three-hour, interactive session for a diverse group of faculty and staff and interviews resulted in the findings, process and expectations summarized in the full document. The CBT report focused on three areas of review: *the culture of evidence* needed as a precondition for effective planning; *external stakeholder engagement*, which is critical to achieving the college's goals; and *the college's capacity to plan*, as evidenced by its culture, its experience and understanding of planning, and its commitment to become an institution that values continuous quality improvement. Readers are encouraged to read the full report on the Infomart site. Below is a summary of each area including strengths, and challenges/recommendations.

**Culture of evidence**

Strengths

- Examples of some of the many structured assessment and evaluation practices include:
  - The Dashboard, which includes approximately 100 program measures
  - A holistic approach Academic program performance review framework
  - Achieving the Dream
  - KPI's and Tracking Measures for the Strategic Plan
  - Student learning outcomes assessment practices

Challenges/Recommendations

- Define role of assessment, information and outcomes evaluation,
  - Define terms- student success, student rigor
  - Develop Workshops on- How to use data and what it means
  - Integration of Institutional Planning
  - Develop a program review calendar
  - Develop annual IR report of research and important conclusions and issues

**External Stakeholder Engagement**

Strengths

- Strong relationships are maintained by the campus presidents, and services like Economic and Workforce Development, the Foundation, and Office of Institutional Research.
  - Oakland University (O2O) partnership
  - Articulation agreements
  - Partnerships with K-12

Challenges/Recommendations

- Create a clear focus on the External Stakeholders Engagement
  - Set College wide priorities that creates a college-wide agenda
  - Establish who will set the vision

Set a clear integration of the college resources to leverage these stakeholders  
Identify and share information about critical external stakeholder groups

### **College's Capacity to Plan**

#### Strengths

- Significant community partnerships in fields as health and medicine and public safety
  - Focused community engagement efforts on greater support of the college's programs
  - Commitment to the college by employees from every employee group
  - Demonstrated the capacity and willingness to engage in institutional planning .
  - Focused planning on student
  - Engaged "bottom-up" planning at the campus level

#### Challenges/Recommendations

- Develop a framework of institutional planning
  - Improve communication transparency and Accountability
  - Develop a clear vision for student success
  - Define links between the CAMP and other institutional planning
  - Develop an annual assessment of progress in meeting

In other words, OCC is not unlike a great many public community colleges facing the challenges of increasingly needy students, declining resources, increased demands from government regulatory agencies and accrediting bodies, and generational turnover within the ranks of faculty and staff. But unlike many colleges, OCC has chosen to confront its problems. The CBT team has been impressed by the willingness of the college community to answer questions, accept suggestions, and otherwise engage in serious dialogue with us about these important issues. We sense a strong commitment to make changes where needed, and to preserve what has made the college prosper. CBT is excited about the prospect of working alongside you as you develop the College Academic Master Plan.