

**Oakland Community College
Millage Increase Impact on Local and State Economy**

- A one mill increase to the overall funding of the college will create an estimated 500 full-time equivalent jobs in the county. Further, this would create an additional 700 full time equivalent jobs in the state.
- A one mill increase would generate an additional \$12.5 million economic impact within Oakland county bringing the total economic impact in the county to \$157.5 million.
- State-wide, a one mill increase would generate an additional \$40 million in economic activity. Thereby, bringing the total state-wide economic impact of Oakland Community College to \$390 million.
- In terms of return on investment, county tax payers would receive nearly \$6.00 for every one dollar of taxes they invested in OCC.

Updated from M. Nape
4/29/94.

OAKLAND COMMUNITY COLLEGE'S
ECONOMIC IMPACT ON OAKLAND COUNTY AND THE STATE

Primary Input Data Spreadsheet

1. College Expenditures:	\$62,106,099
2. Total Student Activity Expenditures:	\$160,298
3. Percentage of College Expenditures --	
a. in sponsor area:	46%
b. in State:	65%
c. out-of-state:	35%
4. Number of College Employees --	
a. full-time:	872
b. part-time:	1,278
c. TOTAL NUMBER:	2,150
d. FTE for above:	1,333
5. College Employees Who Live --	
in sponsoring county (ies) --	
a. full-time:	662
b. part-time:	971
c. TOTAL:	1,633
d. FTE for above:	1,012
in State--	
a. full-time:	863
b. part-time:	1,265
c. TOTAL:	2,128
d. FTE for above:	1,319
6. Total Disposable Income Available to Employees:	\$32,689,472
7. Number of Students --	
a. full-time:	6,088
b. part-time:	23,275
c. TOTAL:	29,363

8. Average Annual College-related Expenditures by Full-time Students:	\$4,960
9. Average Annual College-related Expenditures by Part-time Students:	\$3,630
10. Revenue From Students:	\$24,683,689
Revenue From Local Governments:	\$53,305,944
State Aid:	\$17,938,787
Revenue From Other Sources Within State:	\$2,515,058
Revenue From Out-of-state Sources:	\$4,411,028

Data Resource Worksheet

For Part D: Estimate of % of Employee Expenditures IN COUNTY (estimated from Sales and Marketing Management Vol. 139 #6):	51.50%
For Part E: Total Number of out-of-County--	
Full-time employees:	210
Part-time employees:	307
 Total Number of out-of-State--	
Full-time employees:	9
Part-time employees:	13
 Annual Expenditures in Service Area by employees residing out of Service Area--	
Full-time employees expenditures:	\$1,000
Part-time employees expenditures:	\$500
 For Part F: Census Data --	
Percentage Who Rent in County:	27.30%
Mean Monthly Rent in County:	\$495
 For Part L: Multiplier Effect:	2.00
State Multiplier Effect (Part J):	2.25
 For Part P: Multiplier for Jobs related to College:	0.0000401
(Regional Multipliers: A User Handbook, US Dept of Commerce, p. 104 RIMS II May 1986)	

Impact Analysis Spreadsheet for Oakland County

A. Total Student Activity Expenditures in County:	\$73,737
B. College Expenditures in County:	\$28,568,806
C. Total In-County Expenditures by College:	\$28,642,543
D. Disposable Income of In-County Employees Spent In County On Non-housing Items:	\$12,781,020
E. Expenditures Of Out-of-County Employees in County on Non-housing Items:	
a. Full-Time:	\$210,000
b. Part-Time:	\$153,500
F. Rental Expenditures by Full-time College Staff Living in County:	\$1,073,512
G. Total Employee Expenditures:	\$14,218,032
H. Total Expenditures By Full-time Students:	\$30,196,480
I. Total Expenditures by Part-time Students:	\$84,488,250
J. Total Expenditures by Students:	\$114,684,730
K. Total Direct Economic Impact of the College on the County:	\$157,545,305
L. Multiplier Effect:	2.00
M. Total Estimated Economic Impact:	\$315,090,610
N. Full-time Employees Living in County:	1,012
O. Total Economic Impact of the College in the County:	\$157,545,305
P. Jobs Related to College:	6,318
Q. Total Full-time Employment Related to College:	7,330
R. Ratio of Sponsor Contribution to Total Economic Impact:	\$1.00 to \$5.91

Impact Analysis Spreadsheet on Michigan

A. Total Student Activity Expenditures in State:	\$103,392
B. College Expenditures in State:	\$40,058,434
C. Total In-State Expenditures by College:	\$40,161,826
D. Employee Non-housing Expenditures:	\$16,658,266
E. Expenditures Of Out-of-State Employees in State on Non-housing Items:	
a. Full-Time:	\$9,000
b. Part-Time:	\$6,500
F. Rental Expenditures by Full-time College Staff Living in County:	\$1,399,458
G. Total Employee Expenditures:	\$18,073,224
H. Total Expenditures By Full-time Students:	\$114,684,730
I. Total Direct Economic Impact of the College on the State:	\$172,919,780
J. Multiplier Effect:	2.25
K. Total Estimated Economic Impact:	\$389,069,505
L. FTE Living in State:	1,319
M. Jobs Related to College:	6,934
N. Total Full-time Employment Related to College:	8,253



OAKLAND
COMMUNITY
COLLEGE

News Release

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FOR IMMEDIATE RELEASE
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DATE: September 19, 2000

OCC to Seek Millage Renewal Next June

At its September 18 meeting, the Oakland Community College Board of Trustees unanimously approved a resolution calling for a millage renewal next year. This would extend a millage originally passed in 1995 which is due to expire in June 2002. The renewal will ensure that levels of funding will continue for college renovations and operations. OCC Board of Trustee Chair, Jeanne Towar, told the audience at the September 18 meeting that the proposed renewal is "the most important thing to happen in the next year for the future of the college and we are all committed to seeing that it succeeds."

Oakland county voters will see the measure on the ballot during school elections held June 11, 2001. It is estimated that the 0.8 mills would raise approximately \$34 million when first levied in 2002.

"The Board's unanimous approval of the Millage Renewal Ballot language culminates a year of study, analysis and research by the board of the College's use of the 1995 Millage," said OCC Chancellor Richard Thompson. "Included in the assessment were the plans which have been established to assure wise and considered use of those funds. The end products of those plans include building projects, technological improvements, new and improved career and academic programs, staff development and increased student scholarships. Building on this solid base the Board is now developing its strategic end points to carry the college forward for the next ten years. The Ballot Resolution represents the first of these end points."

Since passage of the millage in 1995, the college has completed more than 300 projects to improve the internal and external physical plant on all campuses. Projects include the building of a new power plant at the Highland Lakes Campus in Waterford, modernization of the energy management system at the Orchard Ridge Campus in Farmington Hills, expansion of Royal Oak and Southfield Campuses, the preliminary work on the Combined Regional Emergency Services Training Center at the Auburn Hills Campus as well as replacement of parking lots, sidewalks, sewers, catch basins and lighting throughout the college locations.

Oakland Community College is the largest community college in Michigan, and the twelfth largest in the nation. OCC offers degrees and certificates in more than 125 career fields, and university transfer degrees in business, service and the liberal arts.

For further information, contact Dr. David Adams, Executive Director of Marketing, at (248) 341-2020.

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Dakland vs. State percentages

PUBLIC OPINION MONITOR



December 2-8, 1993

Hello, I'm calling from Public Sector Consultants in Lansing, Michigan. We are conducting a survey of public perceptions of Michigan government. The survey is not being conducted for any candidate or political party.

Are you 18 years old or older and a resident of Michigan?

Yes CONTINUE
No TERMINATE

Before we begin, let me tell you that this interview is completely voluntary. Should we come to any question that you don't want to answer, just let me know, and we'll go on to the next question.

1. First, I'd like to ask you a question about issues facing the State of Michigan. What do you think is the most important problem facing the state today? (OPEN ENDED)

Statewide

(1)	a. Jobs/unemployment	26%	21%
	b. Environment	5%	2%
	c. Crime/drugs	20%	21%
	d. Taxes/balancing the budget	21%	14%
	e. Education	17%	32%
	f. Help the needy	3%	4%
	g. Property tax	5%	2%
	h. Health care	3%	3%

2. Do you believe the country is generally headed in the right direction, or has it gotten off track seriously and is headed in the wrong direction?

(2)	a. Right direction	40%	36%
	b. Wrong track	48%	52%
	Don't know/undecided	12%	10%
	Refused/other	0	1%

3. To what extent do you approve or disapprove of the way Bill Clinton is handling his job as president of the United States? Would you say you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove?

(3)	a. Strongly approve	15%	13%
	b. Somewhat approve	38%	40%
	c. Somewhat disapprove	24%	20%
	d. Strongly disapprove	18%	19%
	Don't know/neutral/undecided	4%	7%
	Refused to answer/other	0	0

4. To what extent do you approve or disapprove of the job the United States Congress is doing? Would you say you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove?

(4)	a. Strongly approve	5%	2%
	b. Somewhat approve	33%	27%
	c. Somewhat disapprove	37%	31%
	d. Strongly disapprove	23%	31%
	Don't know/neutral/undecided	3%	9%
	Refused to answer/other	0	0

5. Generally speaking, to what extent do you approve or disapprove of the way John Engler is handling his job as Michigan's governor? Would you say you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove?

(5)	a. Strongly approve	15%	12%
	b. Somewhat approve	39%	32%
	c. Somewhat disapprove	25%	23%
	d. Strongly disapprove	16%	25%
	Don't know/neutral/undecided	3%	8%
	Refused to answer/other	1%	0

6. To what extent do you approve or disapprove of the job the state legislature is doing? Would you say you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove?

(6)	a. Strongly approve	13%	5%
	b. Somewhat approve	37%	33%
	c. Somewhat disapprove	29%	26%
	d. Strongly disapprove	8%	18%
	Don't know/neutral/undecided	14%	18%
	Refused to answer/other	0	0

The next few questions are about health care reform.

7. In September President Clinton proposed major changes in the nation's health care system. As you understand this proposal, do you support or oppose it? If (support/oppose), would that be strongly (support/oppose) or just somewhat (support/oppose) his plan?

(7)	a. Strongly support	22%	15%
	b. Somewhat support	26%	32%
	c. Somewhat oppose	23%	14%
	d. Strongly oppose	18%	24%
	Don't know/neutral/undecided	10%	14%
	Refused/other	0	0

8. The president's health care reform proposal attempts to accomplish a number of things. Which one of the following goals is most important to you and your family?

(8)	a. Guaranteeing access to health care services.	20%	16%
	b. Providing security against loss of health care insurance.	13%	16%
	c. Protecting against catastrophic health care expenses due to major sicknesses	13%	16%
	d. Reducing the overall cost of health care.	31%	32%
	Combinations	14%	15%
	Don't know/other	9%	6%

9. Medicare presently provides health insurance for people over age 65. Should Medicare recipients be included in national or state health care reform plans or should they remain in separate Medicare programs?

(9)	a. Included	38%	41%
	b. Remain	46%	45%
	Refused	16%	13%

10a. Which of the following two do you prefer to manage the delivery of health care?

(10)	a. The private sector	66%	67%
	b. Government	17%	18%
	Refused/other	16%	15%

10b. The president has proposed the creation of large purchasing groups for insurance coverage called health alliances. Do you prefer these purchasing alliances to be a government agencies or nonprofit organizations with a citizen board?

(11)	a. Government agency	6%	11%
	b. Non-profit organization	68%	74%
	Refused/other	26%	15%

11. To what extent do you support or oppose the following tax increases if the money were to be used to insure health insurance for all Michigan residents? Do you support or oppose _____? If (support/oppose) would that be strongly (support/oppose) or just somewhat (support/oppose)?

	Strongly Support		Somewhat Support		Somewhat Oppose		Strongly Oppose		Refused	
	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.
(12) a. Increasing the cigarette tax by a dollar a pack	30%	46%	29%	20%	17%	13%	19%	18%	5%	3%
(13) b. Increasing the tax on hard liquor by \$1 per fifth	29%	49%	30%	22%	15%	12%	21%	13%	5%	3%
(14) c. Increasing the tax on beer by 10 cents per can.	30%	47%	25%	24%	18%	12%	22%	15%	5%	2%
d. Implementing a tax on videotape rentals of 25 cents per rental.	16%	23%	23%	23%	23%	17%	29%	32%	8%	5%

12. Do you support or oppose a tax increase of \$10 per month per person if the yield from the tax will guarantee coverage and access to health care services for you and your family as well as people without any insurance. If (support/oppose) would that be strongly (support/oppose) or just somewhat (support/oppose)?

(16)	a. Strongly support	21%	19%
	b. Somewhat support	33%	28%
	c. Somewhat oppose	20%	16%
	d. Strongly oppose	24%	27%
	Don't know/other	2%	10%
	Refused	0	1%

13. Do you believe Congress should enact health care reform before the 1994 elections?

(17)	a. Pass it now	32%	52%
	b. Wait	32%	30%
	Don't know/don't care	19%	12%
	Refused/other	17%	7%

The next questions are about changing the way Michigan schools are financed and run.

14. Were you aware or unaware of the legislation passed this summer eliminating all property taxes for financing the operation of local schools?

a. Aware	84%	86%
b. Unaware	6%	11%
Don't know	9%	2%
Refused	1%	1%

15. This legislation is known as Senate Bill 1. Senate Bill 1 reduced property taxes by over \$6 billion. Schools no longer have local property taxes to pay for their operations. Responsibility for funding will be shifted to the state. The legislature is currently in the process of determining how to replace all or part of the revenue.

Do you believe it was a good or a bad idea to eliminate property taxes first and worry about replacing the lost revenue later? If (good/bad), would that be a very (good/bad) idea or just a somewhat (good/bad) idea?

(19)	a. Very good idea	17%	18%
	b. Somewhat good idea	27%	15%
	c. Somewhat bad idea	25%	22%
	d. Very bad idea	27%	38%
	Don't know/undecided	3%	6%
	Refused	1%	0

16. There is currently a proposal to repeal this law. Adoption of the proposal will reenact the previous system of funding public schools. Do you favor or oppose repealing Senate Bill 1? If (favor/oppose), would that be strongly (favor/oppose) or just somewhat (favor/oppose)?

(20)	a. Strongly favor	13%	19%
	b. Somewhat favor	26%	17%
	c. Somewhat oppose	32%	21%
	d. Strongly oppose	21%	30%
	Neutral/no opinion/don't know	8%	13%
	Refused/other	0	1%

17. Governor Engler recently presented his plan for changing the way public schools are financed and how they are run. As you understand his proposal, do you generally support or oppose it? If (support/oppose), would that be strongly (support/oppose) or just somewhat (support/oppose)?

(21)	a. Strongly support	19%	11%
	b. Somewhat support	31%	24%
	c. Somewhat oppose	17%	16%
	d. Strongly oppose	12%	21%
	Don't know/neutral/undecided	20%	28%
	Refused/other	1%	0

18. I will now read different ideas that the legislature and governor are considering. After each, please tell me if you believe _____ is a good idea or bad idea?

	Good Idea		Bad Idea		Undecided		
	Oak.	St.	Oak.	St.	Oak.	St.	
(22)	a. Allowing parents to choose their child's public school regardless of where they live	29%	45%	57%	45%	14%	10%
(23)	b. Receiving a report card on each school describing test scores, expenditures, and programs	72%	79%	13%	14%	15%	7%
(24)	c. Allowing people without college training in education to teach classes	25%	25%	57%	62%	18%	14%
(25)	d. Creating "charter schools," where public agencies other than schools could start their own schools with funds from the state	29%	28%	47%	53%	24%	19%
(26)	e. Giving teachers more authority in setting school building budgets and policies	35%	52%	45%	36%	20%	12%
(27)	f. Having the state set course requirements for each grade level and subject	55%	63%	16%	22%	29%	15%

19. Do you agree or disagree with the following statements about school reform? If (agree/disagree), would that be strongly (agree/disagree) or just somewhat (agree/disagree)?

	Strongly Agree		Somewhat Agree		Somewhat Disagree		Strongly Disagree		Refused	
	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.
(28) a. I trust the governor and the legislature to find a good way to finance the schools now that it has been decided that property taxes are going to be reduced dramatically.	10%	13%	39%	31%	26%	24%	24%	27%	1%	4%
(29) b. The public schools in my community need to be changed drastically.	9%	20%	28%	26%	29%	29%	30%	20%	5%	5%
(30) c. Increased competition among the schools will improve public schools significantly.	19%	26%	49%	35%	20%	22%	5%	11%	7%	7%
(31) d. Teacher unions have kept Michigan schools from improving.	3%	24%	21%	22%	31%	29%	15%	16%	0	9%

20. As the legislature considers how to finance schools, do you believe it should set tax levels to provide more money for the schools than they have now, set taxes only to replace the more than \$6 billion in lost revenue, or provide for a reduction in taxes?

(32) a. Increase	26%	25%
b. Same	45%	45%
c. Decrease	14%	13%
Don't know	6%	7%
Depends	9%	8%
Refused/other	0	1%

21. Which one of the following goals do you feel is most important for the legislature to achieve as it considers school reform? (ROTATE)

(33) a. Providing parents a choice in the school their children attend	10%	8%
b. Ensuring greater equity among school districts in the resources available	33%	29%
c. Improving the quality of education in your community	16%	32%
d. Providing for a tax reduction	13%	9%
e. Protecting the current quality of education in your community	21%	16%
Other (offered)	3%	3%
Don't know/other	4%	3%

22. In the past few days a bipartisan group of legislators has announced agreement on a proposed method of financing schools. The bipartisan plan offers two tax options. One option includes an increase in the income tax from 4.6 percent to 6 percent. This would provide for a 33 percent reduction in property tax rates. This option is to be enacted by the legislature without a vote of the people.

The second option is to increase the income tax from 4.6 percent to 5.3 percent and the sales tax from 4 percent to 6 percent. This would provide for a 45 percent reduction in property tax rates. This option requires a vote of the people.

Do you prefer option 1, option 2, or neither tax options?

(34)

a. Prefer option 1	19%	17%
b. Prefer option 2	35%	50%
c. Prefer neither or another option	31%	24%
Undecided/don't know/refused/other	15%	9%

3. Do you support or oppose a constitutional amendment allowing the death penalty for the most heinous crimes?

(35)

a. Support	63%	69%
b. Oppose	26%	23%
Refused	11%	8%

The next set of questions are about the quality of life in Michigan and your community.

24. How would you rate your personal quality of life at the present time? Would you say that it is excellent, good, just fair, or poor?

(36)

a. Excellent	38%	26%
b. Good	42%	52%
c. Just fair	18%	15%
d. Poor	1%	6%
Don't know/other	0	1%
Refused	0	0

25. I am going to read a list of factors that affect the quality of life in your part of Michigan. Please tell me if the factor I read is a positive or negative aspect of living in your community. If (positive/negative), would that be very (positive/negative) or just a little (positive/negative)? (ROTATE)

		Very Positive		Positive		Neutral		Negative		Very Negative		Don't Know	
		Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.	Oak.	St.
(37)	a. Job opportunities	13%	9%	32%	35%	17%	11%	21%	29%	13%	13%	3%	3%
(38)	b. The K-12 education system	29%	17%	49%	45%	13%	11%	10%	17%	0	5%	0	4%
(39)	c. Personal and family safety	45%	26%	38%	50%	10%	7%	7%	13%	0	3%	0	1%
(40)	d. Access to cultural activities	44%	23%	37%	44%	11%	9%	5%	14%	0	5%	4%	4%
(41)	e. Recreational activities	40%	29%	40%	47%	9%	6%	8%	10%	0	4%	3%	2%
(42)	f. The health care system	21%	22%	41%	46%	12%	9%	15%	15%	8%	5%	1%	3%
(43)	g. The quality of your neighborhood	44%	32%	42%	50%	13%	7%	1%	8%	0	2%	0	0

26. We are interested in learning your attitudes toward state government in general.

a. How much of the time do you think you can trust state government to do what is right?

Just about always	11%	7%
Some of the time	46%	60%
Not very often	42%	33%
Refused/other	1%	1%

b. When state government leaders make statements to Michigan citizens on television or in the newspapers, how much of the time do you think they are telling the truth?

Just about always	9%	8%
Some of the time	55%	58%
Not very often	36%	33%
Refused/other	1%	1%

c. Do you think the people we elect to state offices usually try to keep the promises they have made during the election, or do they forget those promises once the election is over?

Yes—They try to keep their promises	28%	32%
No—They forget about their promises	56%	60%
Refused/other	16%	8%

27. We also are interested in how people's living situations may have changed. Looking into the future, how do you think your financial situation will be next year compared to your financial situation now? Will it be better or worse next year at this time?

(47)	a. Better	37%	30%
	b. Worse	20%	21%
	c. Same	40%	47%
	No opinion/refused	3%	2%

Now I would like to ask you a few questions for statistical purposes only.

28. In the last general election in which you voted, which of the following best describes how you voted? (READ CHOICES 1 THROUGH 7))

(48)	a. Straight Democratic	13%	13%
	b. Mostly Democratic	16%	16%
	c. For a few more Democrats than Republicans	11%	8%
	d. About equally for both parties	18%	23%
	e. For a few more Republicans than Democrats	12%	11%
	f. Mostly Republican	13%	12%
	g. Straight Republican	12%	10%
	Other/don't know/depends	3%	4%
	Refused	3%	3%

29. What is your age as of your last birthday?

(49)	a. <25	7%	7%
	b. 25-34	20%	15%
	c. 35-44	31%	24%
	d. 45-54	15%	17%
	e. 55-64	13%	16%
	f. 65-74	11%	14%
	g. 75+	2%	6%
	Refused/other	1%	1%

(62-63) 30. What county do you live in? (ENTER CODE NUMBER FOR COUNTY) _____

(51-55) 31. What is your zip code? _____

32. In what type of community do you live? Would you say you live in a large city, a suburban area, a small city or town, or a rural area?

(56)	a. Detroit	8%	9%
	b. Other large city	14%	13%
	c. Suburban area	68%	39%
	d. Small town or city	6%	24%
	e. Rural/village area	4%	13%
	Refused/other	0	0

33. How would you describe your main ethnic or racial background? (CIRCLE RESPONSE)

a. Black/African-American	12%	12%
b. White/Caucasian	82%	83%
c. Asian/Pacific Islander	6%	3%
d. Hispanic	0	1%
e. Native American/American Indian	0	1%
Other: (specify)	0	1%
Refused to answer/other	1%	0

34. What is the last year of school that you completed?

a. Grade school only	8%	3%
b. Did not finish high school	5%	9%
c. High school diploma or GED	23%	28%
d. Vocational or technical school	6%	8%
e. Some college	13%	22%
f. College graduate (BS, BA)	29%	18%
g. Postgraduate work	5%	4%
h. Graduate or professional degree (PhD, MD, DO, MA, MBA, etc.)	12%	7%
Don't know/refused to answer	1%	0

35. To get a picture of people's financial situation, we need to know the general range of income of all the households we interview. Now, thinking about your household's total annual income from all sources, please tell me the letter that most closely corresponds to your total household income:

a. Less than \$10,000	2%	9%
b. \$10,000-19,000	13%	16%
c. \$20,000-34,000	17%	22%
d. \$35,000-49,000	22%	19%
e. \$50,000-59,000	6%	10%
f. \$60,000-69,000	4%	5%
g. More than \$69,000	17%	9%
Other/refused to answer	18%	10%

36. Do you presently have children in the K-12 public school system?

a. Yes	45%	35%
b. No	52%	64%
Refused/other	3%	1%

37. INTERVIEWERS: CODE RESPONDENT'S SEX HERE. DO NOT ASK.

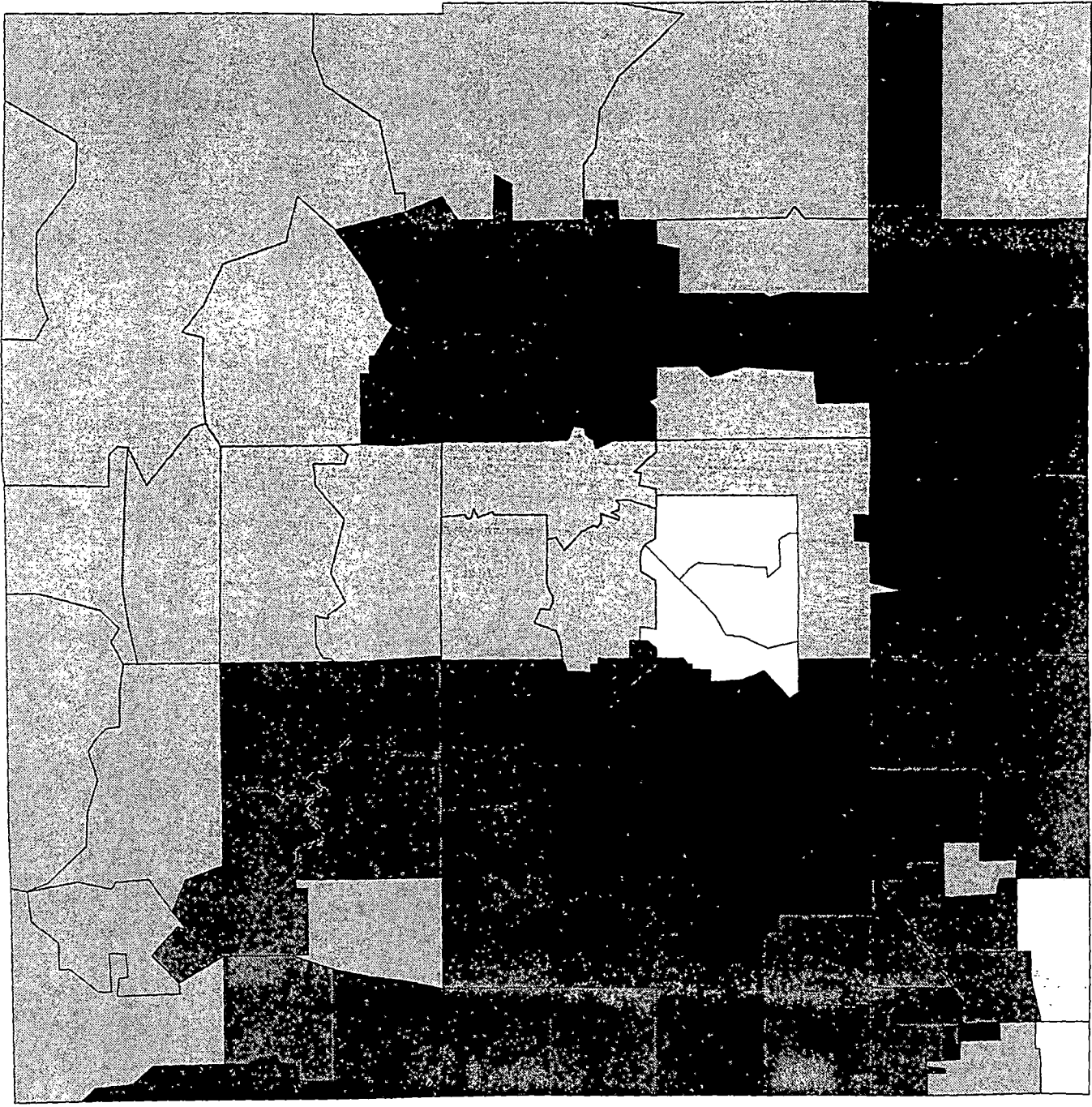
a. Male	56%	52%
b. Female	43%	48%

This is all the questions I have for you. Thank you for the interview.

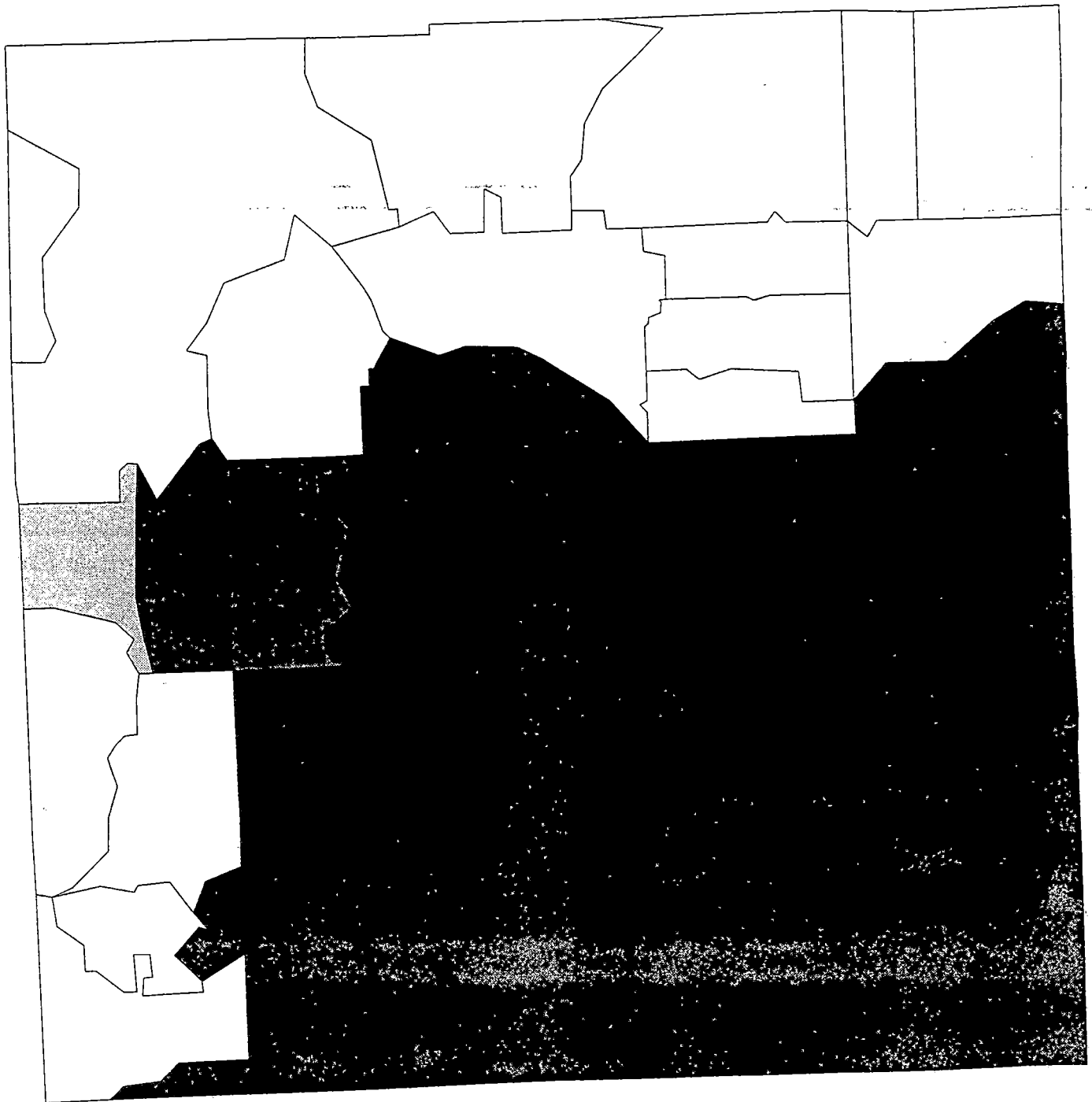
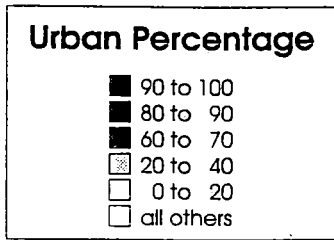
Oakland County

College Education
Percent - Some College and Above

- 55 to 63
- 45 to 55
- 35 to 45
- 25 to 35
- 14 to 25

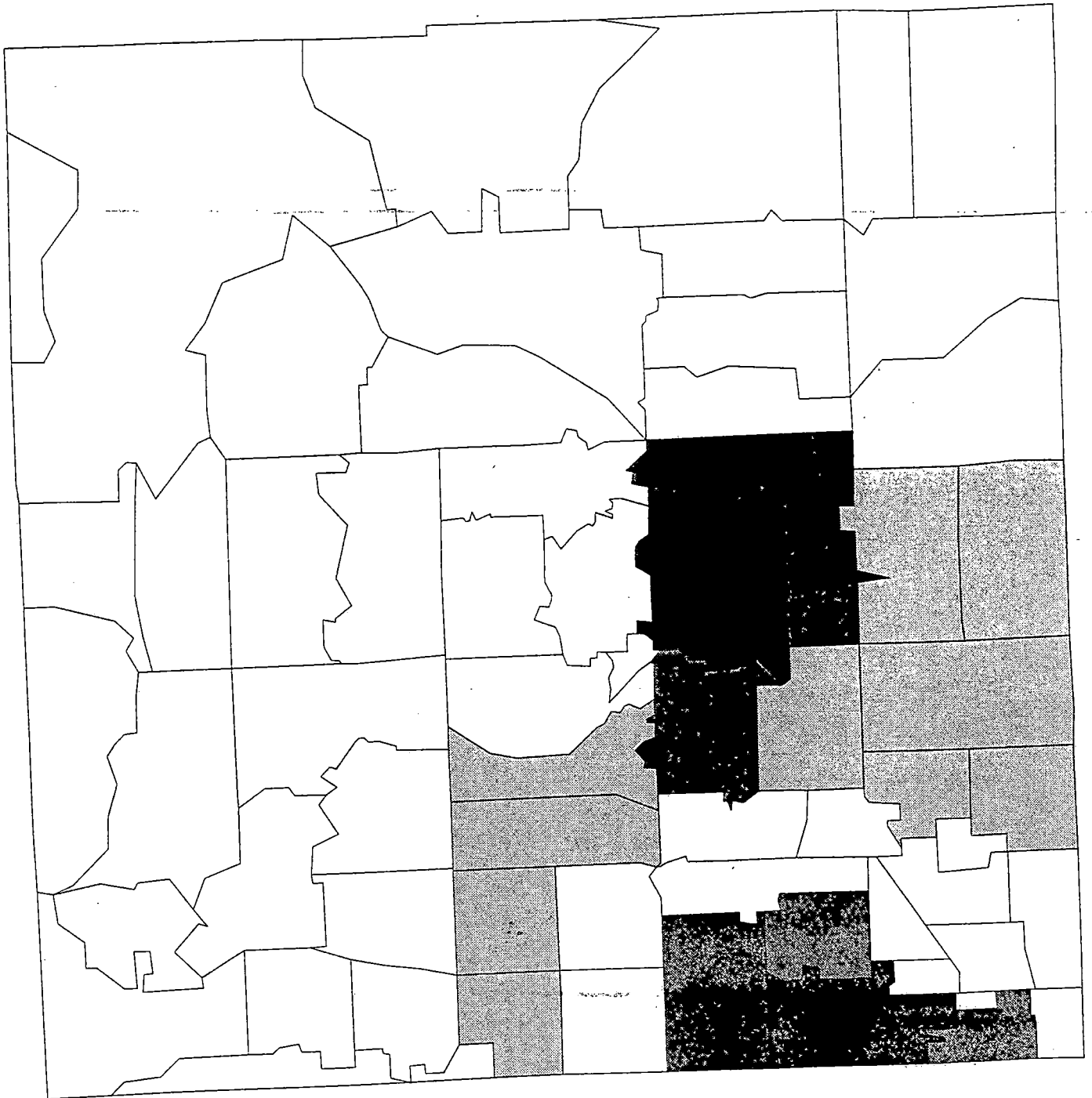
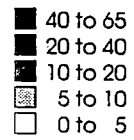


Oakland County



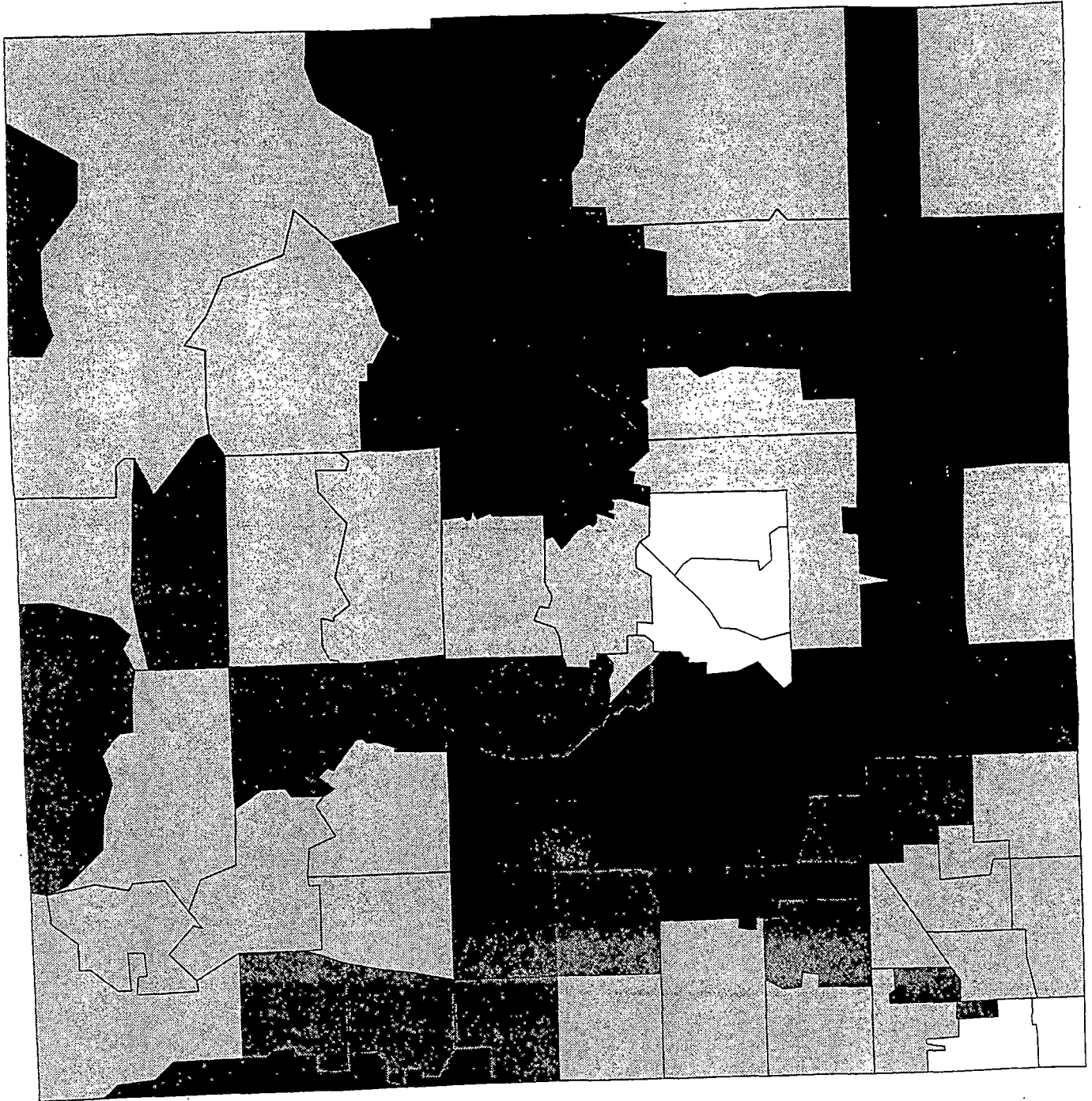
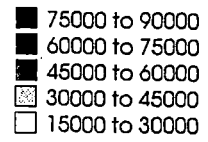
Oakland County

Non-white Percentage



Oakland County

Median Household Income



SK
3-12

**Millage Planning Meeting
Dickinson Wright Office Building
February 17, 1999**

Present: R. Thompson, E. Callaghan, C. Brantley, C. Kozell, D. Adams, M. Smydra, L. Pososki and P. Dorris

Immediate assignments

- The above persons will scan Dan Jaksen's report and (6) millage binders (located in Chancellor's Office).
- R. Thompson will meet with George and Doris Moshier for lunch to let them know what direction OCC/millage is heading and who will be selected for Blue Ribbon Committee.
- R. Thompson will meet with L. Brooks Patterson after meeting with Moshiers.
- E. Callaghan will contact Dan Jaksen and schedule (3) separate meetings to review past millage...financial aspects, legalities, implementation team dynamics, our outline and notes from today.
 - E. Callaghan, C. Kozell, L. Pososki, OCCFA rep and D. Jaksen
 - Above committee, OCCFA rep and D. Jaksen
 - Steering committee and D. Jaksen
- E. Callaghan and C. Brantley will contact and meet Jay Rising of Miller, Canfield, Paddock and Stone for review of Headley rollout and legal review of last five years in relation to millage laws, etc. and will brief above committee and in writing.
- C. Kozell and M. Smydra will draft action plan for Implementation committee.
- R. Thompson will update Board on millage activities through "Happenings"

Blue Ribbon Committee - highly visible, name recognition members, will not direct activities

- Richard Thompson
- George and Doris Moshier
- L. Brooks Patterson
- Terry Adderley
- Eric Middlestadt
- Dave Spencer
- Max or Mary Fisher
- OCCFA rep
- Hospital CEO
- Sally Lou (SOC President)
- *look at top 25 CEO's in county in Crains
- *check with L. Brooks Patterson for suggestions

RECEIVED
MAR 02 1999
OCC FOUNDATION

Post-It® Fax Note	7671	Date	3-12-99	# of pages	7
To	Theresa Orlovski		From		
Co./Dept.			Co.		
Phone #			Phone #	4406	
Fax #	7544		Fax #		

Steering Committee - infrastructure, devises overall strategy, commissions critical tasks from Implementation Team, confirm theme, responsible for time line

- Richard Thompson
- Cheryl Kozell
- Ed Callaghan
- Clarence Brantley
- Carol Brown
- OCCFA rep
- Dave Adams (Capinagro?)
- Cheryl Kozell

Implementation Team - Doers, set up action plans and delegates

- Cheryl Kozell
- Marty Smydra
- MEA Rep (Gerry Faye?)
- OCCFA Rep (Mary Ston, Chuck Neumann?)
- Carol Brown
- Sally Lou (SOC)
- George and Doris Moshier
- Linda Pososki
- David Hay
- Peter Rosenkrantz
- Legal person
- Retired superintendent
- Financial point person ("Friends" person)

Marketing structure

- School districts (Russi, Redmond, LEA)
- Media (use Power, Shepard, etc. as advisory committee. Supply them data and rationale throughout campaign, meet regularly in dinner meetings)
- PTK Chapters
- Employee involvement
- Retirees (Chris Gram)
- Community liaison people

Fundraising

- Low key letter will be sent to employees for donation
- Use MEA resources
- Find private donors (Fishers, etc.)
- Use retirees as spokespersons
- Donations will go towards millage fund, not OCC Friends...unrestricted funds
- Donor recognition...Wall of Honor listing? Social occasion for top donors. Listing in schedule of classes on front page.

Cheryl reported that we should engage pollster to help us in how to collect the data and look at it differently with voter behavior that would be beneficial to Marty Orlowski, more of a consulting service rather than actual public polling. Cheryl will work with Marty on this right away.

OCC's 35th Anniversary celebration will inaugurate the Moshier's Lifetime Achievement Award. If it proceeds the millage campaign, it would be beneficial for PR, although we won't hold off if timing isn't right. Celebration would include \$100 a person dinner to honor the Moshier's. It will be an external event, although internals will be invited. A commemoration/history book will be sold also, proceeds to go to OCC Friends/Scholarships.

Elevate awareness of OCC through signage plan for sites.

File:
Millage

**Millage Planning Meeting
December 21, 1998
Dickinson Wright Office**

Present: R. Thompson, E. Callaghan, C. Brantley, M. Smydra, C. Kozell, L. Pososki, P. Dorris

Questions regarding the millage:

1. **When?** June 2001, December 2001, June 2002
2. **Why?** Theme will be developed that deals with OCC's leadership position and maintenance of the high quality activities compatible with the quality of the county.
 - OCC is maintaining itself as a "state of the art" community college that Oakland County needs.
 - Great deal of updating needs to be done, began long-range planning during the spending of the previous .8 millage, identified other activities (updating facilities and technology, new programs).
 - New construction.
 - Five campuses need to be maintained...not just 1. (Compare size to a city)
 - Provide a laundry list of the excellence of the programs.
3. **How much?** Renewal of .8
4. **How long?** 10 years
5. **Coordinator:** Cheryl Kozell
6. **Implementation**

Team: Coordinator of logistics
 Writer
 Legal counsel
 Media/publicity
 Financial documentation
 Advocacy/fundraising group
 Advancement Team - research, marketing, foundation, etc.
 Community information person who identifies groups
 Community liaison people who will network for OCC on a retainer basis.
 (Retired supt - Bill Keane, retired city manager - Frank Gersinacker,
 retired CEO - Eric Middlestadt, retired police chief, retired commissioner)

Marketing aspects to focus on:

1. Technology
2. Doing things with the same number of people we had _____ years ago
3. OCC internationalized itself
4. Leadership position of the state
5. Maintenance of physical plant
6. Excellence of its programs

What did we do with the last millage?

- .8 = \$210 over the past 7 years
- \$77 million on facilities (38%)
- \$27 million on technology projects, excluding equipment (13%)
- \$31 million on equipment, computers, etc. (15%)
- \$9 million on staff development (4%)
- \$10 million on debt service, bonds, bond payments (5%)
- \$2.3 million on student scholarships and employment (1%)
- \$1 million on vehicle replacement (1/2%)
- \$33 million on general fund, programs, and operations (16%)
- \$12 million on contributions to fund balance (6%)

3 different millage campaigns:

1. Simple, public campaign
2. Sophisticated, business campaign. (Use above piece of what we did with the money and another list of what we will do with the money...using broad strokes)
3. Emotional, employee campaign

Relate the following on an annualized (\$30 million) basis in percentages:

- Maintain facilities
- Address prior problems
- Remodeling for new programs

Establish panels:

1. Millage panel
 - Mr. and Mrs. Moshier
 - Members of faculty
 - L. Brooks Patterson
 - The Governor
 - Party leadership
 - County legislators
2. Alliance panel in which money is run through
3. Blue Ribbon panel established in last 3 months of campaign

Immediate goals:

- Public opinion poll (C. Kozell will contact M. Orlowski on possible agencies asap)
- Increase internal communication
- Get the public on campus sites
- Investigate possible community liaisons
- Gather advocacy articles
- Analyze June voters
- Review previous millage information
- Call D. Jaksen regarding Lansing guy

To Do List:

- Outside public opinion poll done first. Who votes in June elections? Outside agency will be commissioned to do this. Determine "streams" and determine where we need to spend the most effort in these streams. Ties in with public relations.
- Small group needs to review past millage documents to look at abstract information and those people involved.
- Meet with Dan Jaksen to fill in the blanks.
- Protocol
- List of contact organizations.
- Determine who the big supports during the last millage?
- Canvass school districts to see where they are with "election" issues.
- Create a library of OCC videos for cable television.
- Absentee ballots were a problem during last millage. Voters need to know how to request them...they will not be sent automatically.
- Identify experienced and knowledgeable legal counsel.
- Annual public polling.
- Need high profile support of L. Brooks Patterson early on.
- Rank who we talk to first
 - Moshiers
 - L. Brooks Patterson (one on one meeting, then meeting with Moshiers, chair of BOT, R. Thompson and L. Patterson).
 - Dr. Redmond of Oakland Schools (feeds into P-12)
 - Dr. Russi
 - Daimler Chrysler
 - Chuck Neumann & Gay Shaw (inside MEA)
 - Gerry Faye
 - Jon Lundgren
 - MEA (tied to school elections and will vote)
 - AFL-CIO, AFT (live in Southfield)
 - Police/fire chiefs, etc. Where will we be with Sim City?
 - Union leaders
 - Lansing guy that D. Jaksen knows

Miscellaneous

- Pick a theme that the taxpayers can remember...they need to see something in it for them. "Excellence at the state and national level"
- Each campus will be responsible for a positive story each month so that one can be published weekly. Example: Good stewardship, programming, etc.) Deadline of story would be the end of each month to identify positive story based on particular theme/stream. Dave Adams will work with outside media to get the story out.

Board of Trustees Planning Session

January 11, 1999

Goal: Determine strategic end point**Topic:** Budget overview by C. Brantley**Steps:** R. Thompson will briefly review previous BOT planning session and "strengths"
C. Brantley will provide overview on the following:

- Review revenues/expenditures
- Review sources of revenue implications
- Review expenditures by breakdown
- Review of scenarios of "what if"
- Brief review of environment today...what would impact us in 5 years
- What are steps we need to take now

Outcome: First of a series of planning sessions.**Presentation:**

- ① Brief review of current annual budget
- ② Move into long range financial planning to the end of the millage...June 30, 2002. Deal with what we have control over right now.
- ③ Share with Board 7 year period update, how millage would be spent in broad categories.
- ④ Compare long range planning for 10 years without the millage and with what the institution needs the next 10 years (shortfall in revenue)
- ⑤ Review options/scenarios to work through the shortfall
- On chart for 1995, 2 columns...with millage and without millage. No new construction, no technology, reduced staff, campus closings. Renewal of millage...what percentage of those monies will go towards college operations? General/operating fund of 16% (past millage). How much of 38% of renewed millage will go towards that 16%?

Hello, this is _____. I am calling from We're conducting a random survey of about issues related to higher education funding. I'd like to take a few minutes of your time to include your opinions.

- 1) Are you currently registered to vote in Oakland County?
1 _____ Yes
0 _____ No. (end survey)
8 _____ Don't Know. (end survey)
9 _____ No Response (end survey)
- 2) Do you currently own a home in Oakland County, or are you renting at the present time?
1 _____ Own
0 _____ Rent
2 _____ Other
9 _____ No Response
- 3) Now I am going to read you a list of issues that people are concerned about in Oakland County. Please tell me which one issue you personally are most concerned about. (Read 1 to 7. Take first response only. Rotate list)
1 _____ Health Care
2 _____ Education
3 _____ Crime and drugs
4 _____ The environment
5 _____ State taxes and government spending
6 _____ The economy and jobs
7 _____ Local property taxes
- 4) In general, are you supportive, or non-supportive, of the type of education being offered by community colleges in today's society?

If (SUPPORTIVE/NON SUPPORTIVE) would you say you are very (SUPPORTIVE/NON SUPPORTIVE) or just somewhat?

5 _____ Very supportive
4 _____ Somewhat supportive
3 _____ Neither supportive nor non-supportive
2 _____ Somewhat non-supportive
1 _____ Very non-supportive
9 _____ No response/Don't know

The next few questions are about Oakland Community College:

- 5) Oakland Community College receives its revenue from three sources -- tuition, state aid, and local taxes. In your opinion, which one should contribute most of the revenue to operate the community college -- tuition, state aid, or local taxes?
- | | |
|---------------------|---|
| 1 _____ Tuition | 4 _____ Combination of State Aid and Tuition |
| 2 _____ State Aid | 5 _____ Combination of State Aid and Local Taxes |
| 3 _____ Local Taxes | 6 _____ Combination of Tuition and Local Taxes |
| | 7 _____ Combination of Tuition, State Aid and Local Taxes |
| | 9 _____ Don't Know/No Response |
- 6) Do you know how many mills of your local property tax currently go to Oakland Community College? (Read responses)
1. _____ Less than one mill
2. _____ One mill
3. _____ More than one but less than two
4. _____ More than two mills
8. _____ Or are you unsure what the current rate is?

(IF DEMOCRAT) Would you consider yourself a strong Democrat or not a very strong Democrat.

(IF INDEPENDENT) Would you consider yourself closer to the Republican or Democratic Party?

- 1. ___ Strong Republican.
- 2. ___ Not strong Republican.
- 3. ___ Independent-Lean Republican.
- 4. ___ Independent
- 5. ___ Independent-Lean Democrat
- 6. ___ Not strong Democrat
- 7. ___ Strong Democrat.
- 8. ___ Other
- 9. ___ No Response/Don't know

14. Would you please tell me into which of the following categories your total yearly family income falls? (Read income groups)

- 1. ___ Less than \$25,000
- 2. ___ \$25,000 to \$35,000
- 3. ___ \$35,000 to \$45,000
- 4. ___ \$45,000 to \$60,000
- 5. ___ \$60,000 to \$75,000
- 6. ___ \$75,000 to \$90,000
- 7. ___ \$90,000 or more
- 9. ___ No response

Thank you for helping the Oakland Center for Social Research by participating in this survey. We appreciate your time and assistance.

Interviewer _____

Date _____

(If the election were to be held today and you had to decide right now, do you think you would lean toward voting for the proposal or lean against it?

- 6 ___ Definitely vote for the proposal
- 5 ___ Probably vote for the proposal
- 4 ___ Lean towards voting for the proposal
- 3 ___ Lean towards voting against the proposal
- 2 ___ Probably vote against the proposal
- 1 ___ Definitely vote against the proposal
- 9 ___ No response/Don't know

8) Why would you vote this way on the millage issue?

9) What is the likelihood that you will vote on this issue, next March? Are you

- 3 ___ very likely,
- 2 ___ likely,
- 1 ___ or unlikely to vote in the millage election?
- 9 ___ No response

10) Now I would like to read you some statements about the millage proposal. As I read each statement, please rate it on a scale of 1 to 8, with 8 meaning that you feel the statement, if accurate, is an extremely convincing reason to vote for the millage proposal. 1 would mean that the statement is not at all a convincing reason to vote for the proposal. (Rotate statements) (Use 9 for Don't Know/No Response)

a. The additional revenue will go towards providing specific job training for OCC students.

9 8 7 6 5 4 3 2 1

b. The revenue will be used to maintain the integrity of existing OCC buildings and to upgrade them to meet increasing safety and access regulations.

9 8 7 6 5 4 3 2 1

c. The revenue will be used to offset tuition costs in order to keep them as low as possible and in the range of low and moderate income students.

9 8 7 6 5 4 3 2 1

d. A healthy OCC keeps Oakland County businesses competitive.

9 8 7 6 5 4 3 2 1

e. Over the last five years, OCC has engaged in an aggressive cost cutting effort but now needs the help of the community.

9 8 7 6 5 4 3 2 1

These last few questions are for statistical purposes only and your responses will be kept absolutely confidential:

11. What is the last year of school that you completed?

- 1. ___ Grades 1-11.
- 2. ___ High school graduate.
- 3. ___ Vocational or technical school.
- 4. ___ Some college.
- 5. ___ College graduate.
- 6. ___ Post-graduate school.
- 9. ___ No Response.

12. And in terms of your job status, are you employed, full or part-time, unemployed but looking for work, retired, a student, or a homemaker?

- 1. ___ Employed full-time.
- 2. ___ Employed part-time.
- 3. ___ Unemployed but actively looking for work.
- 4. ___ Retired
- 5. ___ Student
- 6. ___ Homemaker