

**Community Alliance for
Oakland's Future
*"Friends of OCC"***

Millage Campaign Information Packet

March 16, 1995

Paid for by the
Community Alliance for Oakland's Future
SOC Credit Union
P.O. Box 7085
Troy, MI 48007-7085

Office:
(810) 952-5187 voice
(810) 641-7092 fax

Hotline for questions:
(810)540-1549

COMMUNITY ALLIANCE FOR OAKLANDS FUTURE
(Friends of Oakland Community College)

SOC Credit Union
P.O. Box 7085
Troy, Michigan 48007-7085
Telephone: (810) 952-5187

George R. Mosher
Board Chair

Henry W. Saad
Treasurer

December 16, 1994

Dear Volunteer:

Thank you for assuming such an important role in our millage. Your support and hard work to help us pass the millage are crucial for OCC. Without additional resources, we will not be able to continue to offer educational opportunities to all of the citizens of Oakland County. And, Oakland County will not have the trained workforce it needs to enter the 21st Century.

HOWEVER, WITH YOUR HELP WE WILL PASS THIS MILLAGE. You and I understand why we need the millage; we know our internal needs well. However, now we must take this message to the public. All of us are crucial in delivering that message. If we are to gain the public's support, they must understand what our needs are and how they can support us.

As we give our efforts to this important task for the next three months, I urge you to keep the goal in mind--even when the work seems arduous and never ending. And, I commit to you my time, support, and complete focus on this task. **TOGETHER, WE ARE AN UNBEATABLE TEAM.**

Sincerely,


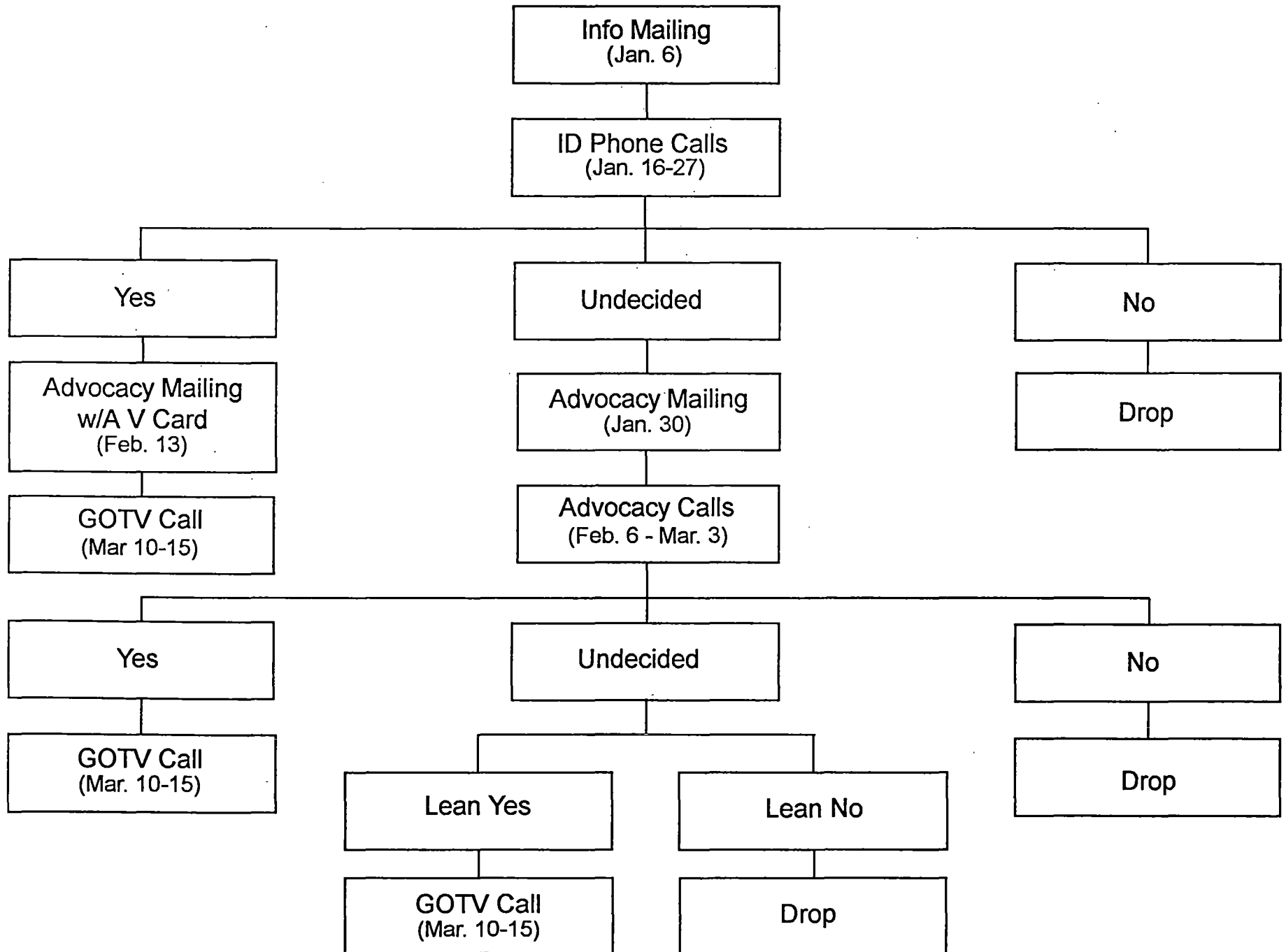

Patsy Fulton-Calkins

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Direct Mail & Phone Call Plan of Action



1994

December

1994

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | |
|-----------|--|---|-----------|----------|--|----------|----|
| | | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | |
| | | Info brochure draft to Hermanoff & Assc. (LaVallee) | | | Organizational mtg. 3-5pm SOC | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | |
| | Info brochure to printer (LaVallee) | | | | Initial list of phone bank locations (Site Coordinators) | | |
| Christmas | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| | | | | | New Years Eve | | |

1995

January

1995

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|---|---|----------|--|----------|
| 1 | 2 Info brochure to mail house (printer) | 3 | 4 | 5 | 6 Info mailing dropped at post office (mail house) | 7 |
| 8 | 9 ID phone list to Milford (Orlowski) Advocate Brochure & AV card to Hermanoff (LaVallee) | 10 | 11 | 12 | 13 Final phone bank locations set (Site Coordinators) | 14 |
| 15 | 16 ID phone calls start (Milford) Advocate brochure & AV card to printer (LaVallee) | 17 | 18 | 19 | 20 Phone bank volunteer lists due (Site Coordinators) | 21 |
| 22 | 23 | 24 | 25 Advocate brochure to mail house (printer) | 26 | 27 ID phone call s stop (milford) | 28 |
| 29 | 30 Advocacy brochure to post office (mail house) Advocacy call lists produced (Spedden) | 31 First 10 commitment cards due (Site Coordinators) | | | | |

1995

February

1995

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|---------|---|----------|--------|----------|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 Advocacy phone calls start (Site Coordinators) | 7 | 8 Avocacy brochure w/AV cards to mail house (LaVallee) | 9 | 10 | 11 |
| 12 | 13 Advocacy brochure w/AV cards to post office (mail house) | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 Remaining commitment cards due (Site Coordinators) | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

1995

March

1995

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|---------------------------------|--------------------|--|----------|
| | | | 1 | 2 | 3 Advocacy phone calls stop (Site Coordinators) GOTV cards laser printed (Spedden) | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 GOTV cards mailed (LaVallee) GOTV calls start (Milford) | 11 |
| 12 | 13 | 14 | 15 GOTV calls stop (Milford) | 16 ELECTION DAY | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

MILLAGE IMPLEMENTATION TEAM

| | | |
|------------------------|---------------------------|----------|
| J.P. Adams | District Office | 540-1557 |
| Barbara Blass | Royal Oak | 544-5541 |
| Ed Callaghan | District Office | 540-1545 |
| George Cartsonis | District Office | 540-1540 |
| Robert Coleman | Farmington Public Schools | 489-3387 |
| David Doidge | Orchard Ridge | 471-7701 |
| Kal Hannah | Orchard Ridge | 471-7755 |
| Gerry Faye | Community Alliance | 471-7644 |
| Marilyn Finkle | Orchard Ridge | 471-7799 |
| Sam Flam | Consultant | 626-8062 |
| Patsy Fulton-Calkins | District Office | 540-1532 |
| Ruth Grass | Highland Lakes | 360-3125 |
| Gordon Henderson | Community Alliance | 646-6137 |
| Jack Inch | Orchard Ridge | 471-7640 |
| George Keith | Orchard Ridge | 471-7532 |
| Helen Kieba | District Office | 540-1570 |
| Jim LaVallee | Community Alliance | 952-5187 |
| Joe Macri | Royal Oak | 552-2635 |
| Kelly Masters | Orchard Ridge | 471-6392 |
| Gordon May | Pontiac Center | 340-6786 |
| Paul McKeogh | District Office | 540-1565 |
| Doris Mosher | Community Alliance | 952-5187 |
| George Mosher | Community Alliance | 952-5187 |
| Chuck Neumann | Auburn Hills | 340-6644 |
| Pam O'Malley | Farmington Public Schools | 489-3349 |
| Steve Ogg | Auburn Hills | 340-6696 |
| Marty Orłowski | District Office | 471-7746 |
| Karen Pagenette | Pontiac Center | 340-6787 |
| Kay Palmer | District Office | 471-7746 |
| Steve Palms | Community Alliance | 496-7524 |
| Preston Pulliams | Highland Lakes | 360-3032 |
| Charlie Richardson | Orchard Ridge | 544-5533 |
| Dick Saunders | Auburn Hills | 340-6537 |
| Marty Smydra | Royal Oak/Southfield | 544-5542 |
| Ron Spainhour | Highland Lakes | 360-3015 |
| Shawnee Spedden | Community Alliance | 952-5187 |
| Mary Ston | Auburn Hills | 340-6637 |
| Eldon Thompson | Community Alliance | 952-5187 |
| Theresa Wangler | Royal Oak | 552-2669 |
| Cathryn Weiss | Pontiac Center | 340-6842 |
| Keith Wittenstrom | Auburn Hills | 340-6631 |
| Chuck Yeramian | Consultant | 540-1852 |

Site Coordinators

TARGET GROUPS AND LEADERS

- 1) Plan and implement the strategy set forth by the leader.
- 2) Report weekly through E-mail, voice mail, or in person on the status of the activity.

Reporting Structure

The following group leaders report to Dan Jaksen:

- 1) Vendors - Ed Callaghan/J.P. Adams
- 2) Adjunct Faculty - Chuck Yermian
- 3) Adult Learning Institute - George Keith
- 4) Employees - Ed Callaghan
- 5) Students - Kal Hannah/Kelly Masters/Paul McKeogh
- 6) Program Advisory Committees - Dave Dodge
- 7) AAUW - Doris Mosher
- 8) Jewish Community - Marilyn Finkle
- 9) MEA - Gerry Faye

The following group leaders report to Patsy Fulton-Calkins:

- 1) Public Safety/Police/Fire - Joe Macri
- 2) Athletes/Former Athletes/Facility Users - Steve Ogg
- 3) Literacy Group - Gordon May
- 4) Business/Industry - Patsy Fulton-Calkins
- 5) Health Occupations - Theresa Wangler

SITE COORDINATOR'S DUTIES

1. Develop and implement plan for receiving 30 commitment cards from each employee at your specific location.

Timeline: Commitment cards to be collected by site coordinator, with first 10 collected by January 31 and all 30 collected by February 22.

Cards sent to Jim LaVallee at SOC for input.

GOTV calls to be made the last 5 or 6 days by telemarketing firm; THIS PORTION IS NOT THE SITE COORDINATOR'S RESPONSIBILITY.

2. Identify and secure commitment from approximately 50 to 60 people to make telephone calls to undecided voters. Number of people needed will be dependent on number of nights people work, hours, number of calls which can be made, and so forth.

Timeframe:

Identification of sites by December 23 and volunteers by January 20.
Calls to be made from February 6 through March 3. Calls are made Monday through Thursday evenings and Saturday and Sunday mid-day.

Ideal work load:

Assumptions:

50,000 advocacy phone calls to be made
3,333 total phone call volunteer hours
Four week time frame
Five sites with 15 phones each

Per week phone call load for each site:

2,500 phone calls
24 hours of calling time (Mon.-Thr. 12 hours, Sat. & Sun. 12 hours)
15 calls per hour
360 calls per phone per week
7 phones per week per site calling 24 hours
168 volunteer hours needed per week per site

Information from calls to be reported each night to Jim LaVallee.

Follow-up advocacy piece to be sent to individuals who have committed; GOTV calls to be made to undecideds who have committed. THIS PORTION IS NOT THE RESPONSIBILITY OF THE SITE COORDINATOR.

REPORTING STRUCTURE FOR SITE COORDINATORS

Through campus presidents to Dan Jaksen

Auburn Hills--Chuck Neumann, Keith Wittenstrom, Mary Ston
Orchard Ridge--Jack Inch, Pam O'Mally, Robert Coleman
District Office--Ed Callaghan, Marty Orlowski, Kay Palmer

Through campus presidents to Patsy Fulton

Highland Lakes--Ruth Grass and Ron Spainhour
Royal Oak/Southfield--Theresa Wangler, Barb Blass, Charlie Richardson
Pontiac Center--Gordon May, Karen Pagenette, Cathryn Weiss

GENERAL SCRIPT

In 30 years OCC has not sought to increase the single mill it was authorized to level---but even that one mill isn't what it used to be. Let me give you some examples:

- . Inflation has so eroded the tax levy that it now provides less than a quarter of what it did 30 years ago.
- . Tax limitation legislation enacted in the 80s has reduced the mill by about 15 percent; rather than a mill, we now levy .8522 of one mill which means a loss in revenue for OCC of \$24 million since 1987.

In spite of this OCC has managed to provide valuable educational opportunities to citizens of this county. We add value in numerous ways to Oakland County. Here are a few of those ways:

- . Provide educational opportunities for over 32,000 students in our largest semester. Over a period of 30 years, we have provided educational opportunities for 300,000 students. And, 118,000 of these students are still in Oakland County.
- . Transfer 35 to 45 percent of our students to the universities and in the process provide these students with quality courses (according to a statewide study, our students do as well or better than the students who begin at the university) at a tuition rate affordable for individuals within our

county (roughly one-half of the university rate--and residence hall costs have not been considered here).

- . Provide training and retraining for over employees of over 300 businesses each year, with this training being provided at the business location as well as at the college.

- . Collaborate with both business and government in addressing the social and economic problems of Oakland County; e.g., Business Roundtable, Pontiac Economic Recovery Committee, collaborations with local independent school districts.

- . Contribute to the economy of Oakland County. An Economic Impact Study done in 1992 reveals that:
 - Oakland Community College has a direct impact of \$145 million dollars on the economy of Oakland County.

 - Oakland Community College generated 5,816 full-time jobs within the county.

 - For every dollar of taxpayer support, an additional \$12.45 was generated within the local economy.

 - For every dollar spent by the state in support of OCC, \$19.55 was returned to Michigan's economy.

- . Contribute to the quality of life in Oakland County by offering cultural events, recreational classes and activities, and lifelong learning courses.

OCC has also managed its resources very well over the last three decades.

- . We have grown from two to five campuses, while enrolling more than 300,000 students--the equivalent of one quarter of Oakland County's population. We are now the largest of the 29 community colleges in the state.

Furthermore, we have implemented cost savings programs such as early retirement plans, reducing starting salaries for new personnel, elimination of positions, energy efficiency projects, and so forth.

Now, however, we're at the end of the line. Without the steady source of additional funding that only a millage increase can provide, OCC will be unable to help Oakland County meet the challenges of the new century. We will not be able to provide the programs, the personnel, the equipment, nor the facilities necessary to be a viable educational entity for the 21st Century.

Now let's turn to the ways the college will use new revenues:

- . Provide training and retraining programs which allow our students to become gainfully employed workers, meeting 21st Century demands.

- . Expand our capacity to accommodate students in high priority programs such as manufacturing technology, nursing, police, fire and emergency medical technology training.
- . Provide state-of-the-art equipment in all programs.
- . Bring our informational technologies into the 21st Century by upgrading mainframe hard and software, establishing wiring networks with area industries, universities, K-12 districts, and libraries.
- . Keep tuition affordable.
- . Provide scholarship access and funding to deserving students.
- . Restore and improve our present facilities; catch up on long-deferred maintenance.

The citizens of Oakland County put OCC on a sound financial and educational course when they founded the college in the 1960s. Now the time has come to put OCC in a position to meet the demands of the 21st Century.

ELECTION BALLOT FACTS

What is the ballot proposal?

Oakland Community College will be asking the voters to approve a one mill increase in property taxes. However, this one mill will equate to approximately .8522 with the rollback. This increase is the first request for an increase in the college's 30 year history.

How many mills does the college levy now?

The college levies .8522 of one mill, which is the lowest funding level for any of the 29 community colleges in the state (see Table I).

Why does the college need a millage increase?

There are three basic reasons, which are:

- . Growth: OCC began in September, 1965, with 3,860 students and two campuses. Today, OCC IS THE LARGEST OF THE 29 COMMUNITY COLLEGES IN MICHIGAN, with an enrollment of more than 30,000 students and five campuses, an extension center in downtown Pontiac, and an administrative center.*
- . Inflation: Inflation has so eroded the tax levy that it now provides less than a quarter of what it did 30 years ago. Additionally, tax limitation legislation has cost OCC over \$24 million in lost revenue during the past seven years.*
- . Decrease in percentage of state dollars: The percentage of the state's contribution to our budget has continued to decrease. Today, we receive far less dollars from the state per fiscal year equated student than any community college in Michigan. In fact, we receive \$900 below the state average. (See Table 2)*

Is the millage the college's sole source of revenue?

No, OCC is funded through three primary sources— state appropriations, the millage, and tuition. State appropriations make up 24 percent of our revenue, tuition and fees 38 percent, and property tax 36 percent, with other sources making up 2 percent.

What annual amount is raised by the present millage?

The annual amount raised is \$26 million at .8522 of one mill.

Can the college make up for the declining value of the .8522 of one mill through its other remaining sources of funding?

No! Twenty years ago, the state's contribution to OCC made up nearly 41 percent of our operating budget; today that figure is down to 24 percent. In 1974 tuition and fees constituted 21 percent of our budget; today that percent has nearly doubled to 38 percent. If we continue to raise tuition and fees, we risk pricing many lower and middle income Oakland County families out of higher education. We also don't expect the state to significantly increase its budget for higher education in the years ahead.

How does OCC's share of the state's higher education appropriation compare with other community colleges in Michigan?

Although Oakland Community College is the largest of the 29 community colleges in the state, we receive the lowest amount of state aid per FTE (see Table 2).

What has the college done to address the decline in revenues?

Over the last five years, OCC has aggressively searched for ways to streamline its operation. It has cut \$6.5 million from its budget over the last three years, cut administrative costs, implemented cost savings programs such as early retirement plans, reduced starting salaries for new personnel, eliminated positions, implemented energy efficiency projects, and so forth.

Tuition and fees have been raised. We have deferred much needed maintenance on many of our buildings. We have also aggressively gone after grants and increased our partnership efforts with the business community.

Why aren't the college's cost cutting efforts enough to make a millage increase unnecessary?

Because, there isn't much more we can do without severely damaging the quality of our educational programs. We have more than \$40 million in deferred maintenance expenses. We must upgrade our technical facilities and revise programs and institute new ones in order to prepare Oakland County residents for the jobs of the future.

How much money would a one mill increase generate?

The mill would be rolled back to .8522 (or less depending on inflation) and would generate approximately \$26 million a year.

If a millage were to pass in March 95, at what time would the first fiscal year's increase be collected?

We would levy the millage in April; we would receive the money for the 95-96 budget year.

How would the money generated by a millage increase be spent?

- . Provide training and retraining programs which allow our students to become gainfully employed workers, meeting 21st Century demands.*
- . Expand our capacity to accommodate students in high priority programs such as manufacturing technology, nursing, police, fire and emergency medical technology training.*
- . Provide state-of-the-art equipment in all programs.*
- . Bring our informational technologies into the 21st Century by upgrading computer hardware and software; establishing wiring networks with area industries, universities, K-12 districts, and libraries.*
- . Provide scholarship access and funding to deserving students.*
- . Restore and improve our present facilities; catch up on long-deferred maintenance.*
- . Keep tuition affordable.*

How did Proposal A affect OCC?

Proposal A did not affect OCC. This legislation affected the K-12 districts—not the community colleges and universities.

When is the election?

March 16, 1995

Why is it on Thursday?

We merely chose a day when there was no other issue on the ballot. It could have been another day. Our major concern was that it must be voted on prior to the April millage levy deadline.

Do's And Don'ts For A Millage Campaign

The Community Alliance for Oakland's Future as a non-public body **can** expend funds raised through private donations to support a millage campaign.

An institution of public education **cannot** rent or lease public facilities (college buildings, public offices, etc..) to an independent political ballot committee.

An institution of public education **cannot** give or loan to an independent political ballot committee paper, pencils, duplicating equipment, printing supplies and other sundry items.

An institution of public education **cannot** provide or loan to an independent political ballot committee services such as secretarial, computer operators and assistants to generate registered voters lists, labels, etc..

An institution of public education **cannot** solicit during business hours volunteers such as students or by telephone solicit private individuals and or public/private enterprises, labor unions, etc... in advocacy for or against a ballot proposal.

Public funds, public vehicles, gasoline or charge cards entrusted to a public officials **cannot** be utilized in advocacy for or against a ballot proposal.

An institution of public education or any other public employee while receiving compensation (salary, pay, etc..) **cannot** campaign for or against a ballot proposal.
(need to check exactly when this applies)

ELECTION DAY

No campaign information may be available inside the school. Any information provided must be at least 100 feet outside the entrance to the building. Likewise, any volunteers serving coffee, if provided, may not engage voters in conversation about issues or wear or display any campaign information.

The college may make information about the college or school district available to voters. This information should not be placed directly outside the space where voting is taking place, but may be more appropriately placed in entranceways, near the office, etc..

TABLE 1
 STATE AID
 PER FISCAL YEAR EQUATED STUDENT (FYES)
 FISCAL YEAR 1992-93

| RANK | INSTITUTION | EXPENDITURES PER FYES |
|------|----------------------|--------------------------|
| 1 | Highland Park | \$4,026 |
| 2 | Gogebic | \$3,882 |
| 3 | Wayne County | \$3,725 |
| 4 | Kirtland | \$2,719 |
| 5 | Jackson | \$2,513 |
| 6 | Alpena | \$2,476 |
| 7 | Southwestern | \$2,262 |
| 8 | Muskegon | \$2,185 |
| 9 | Northwestern | \$2,161 |
| 10 | Henry Ford | \$2,108 |
| 11 | Montcalm | \$2,087 |
| 12 | Mid Michigan | \$1,964 |
| 13 | Lansing | \$1,950 |
| 14 | Kellogg | \$1,923 |
| 15 | St. Clair | \$1,884 |
| 16 | Glen Oaks | \$1,812 |
| 17 | West Shore | \$1,809 |
| 18 | STATE AVERAGE | \$1,804 |
| 19 | Bay De Noc | \$1,776 |
| 20 | North Central | \$1,739 |
| 21 | Macomb | \$1,720 |
| 22 | Lake Michigan | \$1,671 |
| 23 | Grand Rapids | \$1,663 |
| 24 | Mott | \$1,550 |
| 25 | Schoolcraft | \$1,541 |
| 26 | Delta | \$1,472 |
| 27 | Washtenaw | \$1,373 |
| 28 | Kalamazoo Valley | \$1,336 |
| 29 | Monroe | \$1,200 |
| 30 | Oakland | \$983 |

Source: Table 25C, 1992-93 ACS Data Book

TABLE 2
 TUITION RATES FOR MICHIGAN
 COMMUNITY COLLEGES
 (Highest to Lowest, In-district Only)
 1994-95

| <u>COLLEGE</u> | <u>RATE</u> |
|----------------|--------------|
| HIGHLAND PARK | \$55.00 |
| WAYNE | 54.00 |
| DELTA | 52.50 |
| MOTT | 52.00 |
| ST. CLAIR | 52.00 |
| BAY DE NOC | 51.00 |
| GRAND RAPIDS | 50.00 |
| WASHTENAW | 50.00 |
| NORTHWESTERN | 49.25 |
| MACOMB | 48.50 |
| OAKLAND | 46.00 |
| HENRY FORD | 45.00 |
| JACKSON | 45.00 |
| MONTCALM | 45.00 |
| SCHOOLCRAFT | 45.00 |
| ALPENA | 44.00 |
| MID MICHIGAN | 44.00 |
| KIRTLAND | 43.00 |
| WEST SHORE | 43.00 |
| GLEN OAKS | 42.00 |
| LANSING | 42.00 |
| NORTH CENTRAL | 42.00 |
| SOUTHWESTERN | 41.00 |
| KELLOGG | 39.50 |
| LAKE MICHIGAN | 39.00 |
| MUSKEGON | 39.00 |
| MONROE | 34.50 |
| KALAMAZOO | 34.00 |
| GOGEBIC | 32.00 |

ISSUED 11/14/94
 CHIEF BUSINESS OFFICER
 AND TREASURER

TUITION.COL

TABLE 3
GENERAL FUND EXPENDITURES
PER FISCAL YEAR EQUATED STUDENT (FYES)
FISCAL YEAR 1992-93

| RANK | INSTITUTION | EXPENDITURES PER FYES |
|------|----------------------|--------------------------|
| 1 | Kirtland | \$6,168 |
| 2 | West Shore | \$6,103 |
| 3 | Glen Oaks | \$6,046 |
| 4 | Wayne County | \$5,944 |
| 5 | Gogebic | \$5,711 |
| 6 | Lake Michigan | \$5,604 |
| 7 | Washtenaw | \$5,540 |
| 8 | St. Clair | \$5,508 |
| 9 | Monroe | \$5,429 |
| 10 | Henry Ford | \$5,312 |
| 11 | Northwestern | \$5,299 |
| 12 | Montcalm | \$5,146 |
| 13 | Schoolcraft | \$5,139 |
| 14 | Kellogg | \$5,035 |
| 15 | Delta | \$4,934 |
| 16 | Mid Michigan | \$4,890 |
| 17 | Jackson | \$4,880 |
| 18 | Alpena | \$4,872 |
| 19 | Grand Rapids | \$4,863 |
| 20 | Muskegon | \$4,822 |
| 21 | STATE AVERAGE | \$4,709 |
| 22 | Mott | \$4,643 |
| 23 | North Central | \$4,353 |
| 24 | Lansing | \$4,345 |
| 25 | Highland Park | \$4,239 |
| 26 | Bay De Noc | \$4,158 |
| 27 | Macomb | \$4,117 |
| 28 | Southwestern | \$4,115 |
| 29 | Oakland | \$3,920 |
| 30 | Kalamazoo Valley | \$3,441 |

Source: Table 31, 1992-93 ACS Data Book

**TABLE 4
OAKLAND COMMUNITY COLLEGE
REVENUE PER FYES
-INDEXED TO HEPI
-INDEXED TO CPI**

| FISCAL YEAR | FYES | SEV per FYES (000's) | REVENUE per FYES | CONSTANT 1993 \$ INDEXED to CPI | CONSTANT 1993 \$ INDEXED to HEPI |
|--------------------|-------------|-------------------------------------|-----------------------------|--|---|
| 1965-66 | 2681 | \$914 | \$1,534 | \$6,838 | \$7,767 |
| 1977-78 | 10494 | \$728 | \$2,020 | \$4,602 | \$4,853 |
| 1987-88 | 15468 | \$1,163 | \$3,174 | \$3,908 | \$3,988 |

FYES: Fiscal-Year-Equated Students; total student credit hours divided by 31

SEV: State Equalized Valuation of taxable property in OCC district

CPI: Consumer Price Index for all urban consumers (12/mo avg.)

HEPI: Higher Education Price Index

**Office of Budget & Financial Planning
May 3, 1994
analysis\costhist.wq1**

Table 5
Ratio of Fiscal Year Equated Student (FYES)
to Full Time Equated Faculty (FTE): 92-93

| COLLEGE | FYES | FTE | FYES/FTE |
|------------------|--------------|---------------|-----------------|
| Alpena | 1445 | 52.69 | 27.42 |
| Bay De Noc | 1698 | 43.00 | 39.49 |
| Delta | 7098 | 203.90 | 34.81 |
| Glen Oaks | 824 | 29.00 | 28.41 |
| Gogebic | 835 | 37.39 | 22.33 |
| Grand Rapids | 8701 | 201.70 | 43.14 |
| Henry Ford | 7628 | 187.92 | 40.59 |
| Highland Park | 1393 | 27.00 | 51.59 |
| Jackson | 3918 | 93.50 | 41.90 |
| Kalamazoo Valley | 5256 | 103.84 | 50.62 |
| Kellogg | 3293 | 91.30 | 36.07 |
| Kirtland | 927 | 35.00 | 26.49 |
| Lake Michigan | 2081 | 54.43 | 38.23 |
| Lansing | 11931 | 196.10 | 60.84 |
| Macomb | 14638 | 280.50 | 52.19 |
| Mid Michigan | 1396 | 30.50 | 45.77 |
| Monroe | 2156 | 53.00 | 40.68 |
| Montcalm | 1132 | 26.00 | 43.54 |
| Mott | 7358 | 154.60 | 47.59 |
| Muskegon | 3039 | 87.30 | 34.81 |
| North Central | 1213 | 28.00 | 43.32 |
| Northwestern | 2848 | 100.90 | 28.23 |
| Oakland | 17055 | 248.20 | 68.71 |
| Schoolcraft | 5531 | 113.10 | 48.90 |
| Southwestern | 1925 | 42.40 | 45.40 |
| St. Clair | 2790 | 80.20 | 34.79 |
| Washtenaw | 5799 | 156.72 | 37.00 |
| Wayne | 5762 | 121.00 | 47.62 |
| Westshore | 873 | 26.50 | 32.94 |

Issued 11/11/94, Office of the Chief Business Officer
 Source: Tables 2 & 17, 1992-93 ACS Data Book

Table 6
 Oakland Community College
 History of Millage Levies

| FISCAL YEAR | OPERATING MILLAGE | DEBT MILLAGE | TOTAL MILLAGE | AVERAGE DEBT MILLAGE | YEARS |
|-------------|-------------------|--------------|---------------|----------------------|-------|
| 1965-66 | 1.0000 | 0.0000 | 1.0000 | | 1 |
| 1966-67 | 1.0000 | 0.0000 | 1.0000 | 0.0000 | 2 |
| 1967-68 | 1.0000 | 0.5000 | 1.5000 | 0.1667 | 3 |
| 1968-69 | 1.0000 | 0.5000 | 1.5000 | 0.2500 | 4 |
| 1969-70 | 1.0000 | 0.5000 | 1.5000 | 0.3000 | 5 |
| 1970-71 | 1.0000 | 0.3500 | 1.3500 | 0.3083 | 6 |
| 1971-72 | 1.0000 | 0.3000 | 1.3000 | 0.3071 | 7 |
| 1972-73 | 1.0000 | 0.3500 | 1.3500 | 0.3125 | 8 |
| 1973-74 | 1.0000 | 0.3500 | 1.3500 | 0.3167 | 9 |
| 1974-75 | 1.0000 | 0.3500 | 1.3500 | 0.3200 | 10 |
| 1975-76 | 1.0000 | 0.3250 | 1.3250 | 0.3205 | 11 |
| 1976-77 | 1.0000 | 0.4000 | 1.4000 | 0.3271 | 12 |
| 1977-78 | 1.0000 | 0.4000 | 1.4000 | 0.3327 | 13 |
| 1978-79 | 1.0000 | 0.4000 | 1.4000 | 0.3375 | 14 |
| 1979-80 | 1.0000 | 0.7000 | 1.7000 | 0.3617 | 15 |
| 1980-81 | 1.0000 | 0.7000 | 1.7000 | 0.3828 | 16 |
| 1981-82 | 1.0000 | 0.5500 | 1.5500 | 0.3926 | 17 |
| 1982-83 | 1.0000 | 0.5000 | 1.5000 | 0.3986 | 18 |
| 1983-84 | 1.0000 | 0.5000 | 1.5000 | 0.4039 | 19 |
| 1984-85 | 1.0000 | 0.5000 | 1.5000 | 0.4088 | 20 |
| 1985-86 | 1.0000 | 0.4000 | 1.4000 | 0.4083 | 21 |
| 1986-87 | 1.0000 | 0.4000 | 1.4000 | 0.4080 | 22 |
| 1987-88 | 0.9641 | 0.4000 | 1.3641 | 0.4076 | 23 |
| 1988-89 | 0.9210 | 0.4000 | 1.3210 | 0.4073 | 24 |
| 1989-90 | 0.8850 | 0.4000 | 1.2850 | 0.4070 | 25 |
| 1990-91 | 0.8697 | 0.3000 | 1.1697 | 0.4029 | 26 |
| 1991-92 | 0.8735 | 0.2000 | 1.0735 | 0.3954 | 27 |
| 1992-93 | 0.8735 | 0.2000 | 1.0735 | 0.3884 | 28 |
| 1993-94 | 0.8522 | 0.2000 | 1.0522 | 0.3819 | 29 |
| 1994-95 | 0.8522 | 0.0000 | 0.8522 | 0.3692 | 30 |

Note: Headlee Amendment's first impact was on Fiscal Year 1987-88.

OAKLAND COUNTY SCHOOL DISTRICTS

LOCATION OF VOTING PRECINCTS (POLLING PLACES)

| SCHOOL | PRECINCTS | ADDRESS OF VOTING PRECINCT |
|------------------|--|--|
| AVONDALE | A | Early Childhood Center & Administration Bldg., 260 S. Squirrel Rd. |
| | B | R. Grant Graham Elementary School, 2450 Old Salem Road |
| | C | Avondale Middle School, 1435 W. Auburn Road |
| BERKLEY | 1 | Berkley High School Auditorium, Berkley & Catalpa |
| | 2 | Angell School, Bacon & Beverly |
| | 3 | Pattengill School, Morrison & Royal |
| | 4 | Burton School, Hart & Scotia (Huntington Woods) |
| | 5 | Avery School, Lincoln & Tyler (Oak Park) |
| | 6 | Rogers School, Hamilton & Oxford |
| | 7 | Oxford Center, Oakshire & Oxford |
| | 8 | Burton School, Hart & Scotia (Huntington Woods) |
| | 9 | Burton School, Hart & Scotia (Huntington Woods) |
| BIRMINGHAM | 1 | Beverly, 18305 Beverly Road |
| | 2 | Bingham Farms, 23400 W. 13 Mile Road |
| | 3 | Greenfield, 31200 Fairfax |
| | 4 | Harlan, 3595 N. Adams |
| | 5 | Meadow Lake, 7100 Lindenmere Court |
| | 6 | Midvale, 2121 Midvale |
| | 7 | Pembroke, 955 N. Eton |
| | 8 | Pierce, 1829 Pierce |
| | 9 | Quarton, 771 Chesterfield |
| | 10 | Walnut Lake, 2075 Walnut Lake |
| BLOOMFIELD HILLS | 1 | Andover High School, 4200 Andover Road |
| | 2 | Bloomfield Hills Middle School, 4200 W. Quarton Road |
| | 3 | Cranbrook Middle School, 1060 Vaughan Road |
| | 4 | Booth School, 7273 Wing Lake Road |
| | 5 | Eastover School, 1101 Westview |
| | 6 | Hickory Grove School, 2800 Lahser Road |
| | 7 | Pine Lake School, 3333 W. Long Lake Road, Orchard Lake |
| BRANDON | 1 | Brandon Middle School, 300 South Street, Ortonville |
| | 2 | Groveland Township Hall, 4695 Grange Hall Road, Holly |
| | 3 | Brandon Township Fire Sub-Station #2, 3065 Sashabaw Road, Oxford |
| | 4 | Sashabaw Meadows Mobile Home Park Clubhouse, 4359 Dogwood, Clarkston |
| CLARKSTON | 1 | Calvary Evangelical Lutheran Church, 6805 Bluegrass |
| | 1A | Clarkston Village Office, 375 Depot Road |
| | 2 | North Sashabaw Elementary School, 5290 Maybee Road |
| | 3 | Independence Township Senior Center, 5980 Clarkston Road |
| | 4 | Free Methodist Church, 5482 Winehill |
| | 5 | Pine Knob Elementary School, 6020 Sashabaw Road |
| | 6 | Bailey Lake Elementary School, 8051 Pine Knob Road |
| | 7 | American Legion Hall, Cranberry Lake Road & M-15 |
| | 8 | Clarkston Elementary School, 6595 Waldon Road |
| | 9 | Clarkston Elementary School, 6595 Waldon Road |
| | 9A | Andersonville Elementary School, 10350 Andersonville Road |
| | 10 | Independence Township Library, 6495 Clarkston Road |
| 11 | North Sashabaw Elementary School, 5290 Maybee Road | |
| 12 | Bailey Lake Elementary School, 8051 Pine Knob Road | |
| CLAWSON | 1 | Clawson Senior High School, 101 John M |
| | 2 | Kenwood Elementary School, 240 Nahma |
| FARMINGTON | 1 | Longacre Elementary, 34850 Arundel |
| | 2 | William Grace Elementary, 29040 Shiawassee |
| | 3 | East Middle School, 25000 Middlebelt |
| | 4 | Warner Middle School, 30303 W. 14 Mile Road |
| | 5 | Wooddale Elementary, 28600 Peppermill Road |
| | 6 | Forest Elementary, 34545 Old Timber Road |
| | 7 | Hillside Elementary, 36801 W. 11 Mile Road |
| | 8 | Gill Elementary, 21195 Gill Road |
| FERNDALE | 1 | Washington School, Livernois & Pearson |
| | 2 | Wilson School, University & Paxton |
| | 3 | Coolidge School, Bermuda & East Oakridge |
| | 4 | Roosevelt School, Pinecrest & West Oakridge |
| | 5 | Jefferson School, Republic & Leroy |
| | 6 | Jackson School, Oak Park Blvd. & Rosewood |
| | 7 | Grant School, Cloverdale & Gardenlane |
| | 8 | Taft School, Allen & Fielding |
| | 9 | Withington West, West Withington & Planavon |
| | 10 | Harding School, Burdette & Sylvan |
| | 11 | Best School, Rosewood & Northfield |

| SCHOOL | PRECINCTS | ADDRESS OF VOTING PRECINCT |
|--------------|----------------------------------|---|
| HAZEL PARK | 1 | Webster School, Jarvis & West End |
| | 2 | V.F.W. Hall, Bernhard & John R |
| | 3 | Ford School, Elza & Merrill |
| | 4 | Ford School, Elza & Merrill |
| | 5 | Webster School, Jarvis & West End |
| | 6 | United Oaks, Russell & Jarvis |
| | 7 | Hoover School, Hoover & Tucker North Door |
| | 8 | Hazel Park Memorial Library, Nine Mile & John R |
| | 9 | Mason Temple, 22223 Rhodes |
| | 10 | Recreation Bldg., 620 Woodward Heights |
| | 11 | Longfellow School, Mapledale & Battelle |
| | 11F | Jardon School, 2200 Woodward Heights |
| | 12 | Hazel Park High School, Hughes & Felker |
| | 13 | Hazelcrest Place, 100 Hazelcrest Place |
| | 14 | Ferndale Fire Hall, 1070 E. Nine Mile Road |
| 15 | Edison School, Shevlin & Kenwood | |
| HOLLY AREA | 1 | Community Education Center, 111 College Street, Holly |
| | 2 | Davisburg Elementary School, 12003 Davisburg Road, Davisburg |
| | 3 | Community Education Center, 111 College Street, Holly |
| HURON VALLEY | 1 | Margaret Muir Middle School, 425 George Street, Milford |
| | 2 | Johnson Elementary School, 515 General Motors Road, Milford |
| | 3 | Apollo Elementary School, 2029 N. Milford Road, Highland |
| | 4 | Duck Lake Center, 5061 Duck Lake Road, Highland |
| | 5 | Oxbow Community School, 100 Oxbow Lake Road, White Lake |
| | 6 | Highland Middle School, 305 John Street, Highland |
| | 7 | White Lake Middle School, 1450 Bogie Lake Road, White Lake |
| LAKE ORION | 1 | Blanche Sims Elementary School, 465 East Jackson Street |
| | 2 | Elizabeth Street Elementary School, 55 Elizabeth Street |
| | 3 | Pine Tree Elementary School, 590 Pine Tree |
| | 4 | Webber Elementary School, 3191 W. Clarkston Road |
| | 6 | Lake Orion Middle School, 2509 Waldon Road |
| | 7 | Carpenter Elementary School, 2290 Flintridge |
| | 8 | Lake Orion Junior High School, 385 East Scripps Road |
| | LAMPHERE | 1 |
| 2 | | Sixma Elementary School, 28500 Alden |
| 3 | | John Page Middle School, 29615 Tawas |
| 4 | | Madison Heights Public Library, 240 W. 13 Mile Road |
| 5 | | Lessenger Elementary School, 30150 Campbell |
| 6 | | Senior Citizen's Co-op Tower, 500 E. Irving |
| MADISON | 1 | James Monroe Elementary School, 25421 Alger |
| | 2 | Edison Elementary School, 27321 Hampden |
| | 3 | Halfman Elementary School, 25601 Couzens |
| | 4 | Wilkinson Middle School, 26524 John R |
| | 5 | Schoenhals Elementary School, 27107 Hales Street |
| | 6 | Solberg Tower Senior Citizens Building, 27777 Dequindre |
| NOVI | 1 | Novi Middle School, 25299 Taft Road |
| | 2 | Orchard Hills Elementary, 41900 Quince Drive |
| | 3 | Village Oaks Elementary, 23333 Willowbrook Drive |
| OAK PARK | 1 | Oak Park Senior High School, 13701 Oak Park Blvd. |
| | 2 | Albert Einstein Elementary School, 14001 Northend |
| | 3 | Royal Oak Township Recreation Center, 21272 Mendota |
| | 4 | Eleanor Roosevelt Middle School, 23621 Scotia |
| OXFORD AREA | 1 | Oxford Area Community Schools Central Services Bldg., 105 Pontiac |
| | 2 | Leonard Elementary School, 335 E. Elmwood |
| PONTIAC | A | Jefferson Junior High School, 600 Motor Street |
| | B | Bowens Center, 52 Bagley |
| | C | Washington Junior High School, 710 Menominee |
| | D | Crofoot School, 250 W. Pike |
| | E | Central High School, 300 W. Huron |
| | F | Lincoln School, 131 Hillside |
| | G | Alcott School, 460 W. Kennett |
| | H | Kennedy School, 1700 Baldwin |
| | I | LeBaron School, 1033 Barkell |
| | J | Northern High School, 1051 Arlene |

Adding one more prec

| <u>SCHOOL</u> | <u>PRECINCTS</u> | <u>ADDRESS OF VOTING PRECINCT</u> |
|---------------------|------------------|--|
| PONTIAC (Cont'd) | K | Herrington School, 541 Bay |
| | L | Mark Twain School, 729 Linda Vista |
| | M | Longfellow School, 31 N. Astor |
| | N | Holland Center, 469 Martin Luther King Blvd. S. |
| | O | Jefferson Junior High School, 600 Motor |
| | P | Rogers School, 2600 Dexter |
| | Q | Jefferson Junior High School, 600 Motor |
| ROCHESTER COMMUNITY | A | Baldwin Elementary, 4325 Bannister |
| | B | North Hill Elementary, 1385 Mahaffy |
| | C | Meadow Brook Elementary, 2350 Munster |
| | D | Long Meadow Elementary, 450 Allston |
| | E | McGregor Elementary, 1101 First |
| | F | Hugger Elementary, 5050 Sheldon Road |
| | G | Hamlin Elementary, 270 Hamlin Road |
| | H | Brooklands Elementary, 480 E. Auburn |
| | J | University Hills Elementary, 1600 Croydon |
| | K | Brewster Elementary, 1535 Brewster Road |
| | L | Musson Elementary, 3500 Dutton Road |
| ROYAL OAK | 1 | Oakland Community College, 739 S. Washington |
| | 2 | Franklin School, 1115 Mohawk Avenue |
| | 3 | Oakland School, 2415 Brockton Avenue |
| | 4 | Lincoln School, 1901 E. Eleven Mile Road |
| | 5 | Franklin School, 1115 Mohawk Avenue |
| | 6 | Fire Station #1, 221 E. Sixth Street |
| | 7 | Longfellow School, 303 Maxwell Avenue |
| | 8 | Dondero High School, 709 N. Washington Avenue |
| | 9 | Whittier School, 815 E. Farnum Avenue |
| | 10 | Whittier School, 815 E. Farnum Avenue |
| | 11 | Lincoln School, 1901 E. Eleven Mile Road |
| | 12 | Helen Keller Jr. High, 1505 N. Campbell Road |
| | 13 | Northwood School, 926 W. Twelve Mile Road |
| | 14 | Shrine Grade School, 1621 Linwood Avenue |
| | 15 | Jane Addams School, 2200 W. Webster Road |
| | 16 | Northwood School, 926 W. Twelve Mile Road |
| | 17 | Lockman School, 1426 Bellaire Avenue |
| | 18 | Churchill School, 707 Girard Avenue |
| | 19 | Fire Station #2, 1411 W. Webster Road |
| | 20 | Starr School, 3412 Devon Road |
| | 21 | Jane Addams School, 2200 W. Webster Road |
| | 22 | Jane Addams School, 2200 W. Webster Road |
| | 23 | Parker School, 3704 W. Thirteen Mile Road |
| | 24 | Parker School, 3704 W. Thirteen Mile Road |
| | 25 | Starr School, 3412 Devon Road |
| | 26 | Kimball High School, 1500 Lexington Avenue |
| | 27 | Oak Ridge School, 506 E. Thirteen Mile Road |
| | 28 | Mark Twain School, 4600 N. Campbell Road |
| | 29 | Mark Twain School, 4600 N. Campbell Road |
| | 30 | S. E. Oakland Vocational Center, 5055 Delemere Avenue |
| | 31 | Upton School, 4400 Mandalay Avenue |
| | 32 | Emmanuel Bethel Church, 4000 Normandy Road |
| | 33 | S. E. Oakland Vocational Center, 5055 Delemere Avenue |
| SOUTHFIELD | 1 | Adler Elementary School, 19100 Filmore |
| | 2 | Brace/Lederle Elementary School, 18575 W. Nine Mile Road |
| | 3 | Eisenhower Elementary School, 24500 Larkins |
| | 4 | Kennedy Elementary School, 16299 Mt. Vernon |
| | 5 | Leonhard Elementary School, 20900 Independence |
| | 6 | MacArthur Elementary School, 24501 Fredrick |
| | 7 | McIntyre Elementary School, 19600 Saratoga |
| | 8 | Child Development Center, 19080 W. Twelve Mile |
| | 9 | Schoenhals Elementary School, 16500 Lincoln |
| | 10 | Stevenson Elementary School, 27777 Lahser |
| | 11 | Vandenberg Elementary School, 16100 Edwards |
| SOUTH LYON | 1 | Community Education Center, 310 North Warren Street |
| | 2 | Ann L. Dolsen Elementary School, 56775 Rice Street |
| | 3 | Salem Elementary School, 7806 Salem Road |

| <u>SCHOOL</u> | <u>PRECINCTS</u> | <u>ADDRESS OF VOTING PRECINCT</u> | |
|-----------------|------------------|--|--|
| TROY | 1 | Museum, 60 W. Wattles | |
| | 2 | Mobile Home Villa Clubhouse, 2100 Stephenson | |
| | 3 | Smith Middle School, 5835 Donaldson | |
| | 5 | Village Green, 2869 Troy Center Drive | |
| | 6 | Baker Middle School, 1291 Torpey | |
| | 7 | DPW Building, 4693 Rochester Road | |
| | 8 | Costello School, 1333 Hamman | |
| | 9 | Troy Union School, 1340 E. Square Lake | |
| | 11 | Morse School, 475 Cherry | |
| | 12 | Hamilton School, 5625 Northfield Parkway | |
| | 13 | Community Building, 1911 Somerset | |
| | 14 | Schroeder School, 3541 Jack | |
| | 15 | Fire Station #2, 5600 Livernois | |
| | 17 | Leonard School, 4401 Tallman | |
| | 18 | Wattles School, 3555 Ellenboro | |
| | 19 | Pembroke School, 955 North Eton | |
| | 20 | Fire Training Center, 1400 E. Big Beaver | |
| | 21 | Hill School, 4600 Forsyth | |
| | 22 | Fire Station #5, 6367 John R | |
| | 23 | Walsh College, 3838 Livernois | |
| | 24 | Schroeder School, 3541 Jack | |
| | 25 | Northfield Hills Clubhouse, 1750 Brentwood | |
| | 27 | Martell School, 5666 Livernois | |
| | 28 | Bemis School, 3571 Northfield Parkway | |
| | 29 | Boulan Middle School, 3570 Northfield Parkway | |
| | 30 | First Baptist Church, 2601 John R | |
| | 31 | Barnard School, 3601 Forge | |
| | 32 | Wass School, 2340 Willard | |
| | WALLED LAKE | 1 | Community Education Center Building, 615 N. Pontiac Trail, Walled Lake |
| | | 2 | Keith Elementary School, 2800 Keith Road, West Bloomfield |
| | | 3 | Commerce Elementary School, 520 Farr, Commerce Township |
| | | 4 | Wixom Elementary School, 301 N. Wixom Road, Wixom |
| 5 | | Glengary Elementary School, 3070 Woodbury, Walled Lake | |
| 6 | | Twin Beach Elementary School, 7149 Oakley Park Road, W. Bloomfield | |
| 7 | | Dublin Elementary School, 9260 Sandyside, White Lake | |
| 8 | | Oakley Park Elementary School, 2015 Oakley Park, Walled Lake | |
| 9 | | Maple Elementary School, 7389 W. Maple Road, West Bloomfield | |
| WATERFORD | 1 | Henry R. Schoolcraft School, 6400 Maceday Drive | |
| | 2 | David Grayson Community School, 3800 W. Walton Blvd. | |
| | 3 | Steven T. Mason Middle School, 3835 W. Walton Blvd. | |
| | 4 | John D. Pierce Middle School, 5145 Hatchery Road | |
| | 5 | Della Lutes School, 5195 Pontiac Lake Road | |
| | 6 | Waterford Training Institute, 1150 Scott Lake Road | |
| | 7 | Eliza Seaman Leggett School, 3621 Pontiac Lake Road | |
| | 8 | Donelson School, 1200 West Huron Street | |
| | 9 | Four Towns Community School, 6370 Cooley Lake Road | |
| | 10 | Douglass Houghton School, 8080 Elizabeth Lake Road | |
| WEST BLOOMFIELD | 1 | Roosevelt School, 2065 Cass Lake Road | |
| | 2 | Scotch School, 5959 Commerce Road | |
| | 3 | Green School, 4500 Walnut Lake Road | |
| | 4 | Ealy School, 5475 W. Maple Road | |
| | 5 | Doherty School, 3575 Walnut Lake Road | |



OAKLAND
COMMUNITY
COLLEGE

George A. Bee Administration Center
2480 Opdyke Road, Bloomfield Hills, MI 48304-2266

(810) 540-1500 Fax:(810) 540-1841

FAX COVER SHEET

Date: 11/17

Page 1 of 5 page(s) including Fax Cover Sheet.

TO: Mary Orłowski

ORGANIZATION: _____

DEPARTMENT: _____

FAX NUMBER: 2544

FROM: DR. DAN JAKSEN

DEPARTMENT: VICE CHANCELLOR OF DEVELOPMENT AND PLANNING

FAX NUMBER: (810) 540-1541

TELEPHONE NUMBER: (810) 258-4458

- For your approval.
- May I have your opinion?

- For your information.
- Per your request.

COMMENTS: _____

**MILLAGE PLAN OF ACTION
FIRST DRAFT
11/17/94**

David Jackson
NOV 16 1994

Theme: "Advance the Future - Support OCC"

Strategy: Target "Yes" and Undecided Votes

CHANCELLOR'S OFFICE

Campaign Management: A campaign manager will be identified as soon as possible. Jim LaVelle will be contacted; Craig will identify other possibilities. Decision due week of November 21st.

Phone Bank:

100,000 phone calls to be made
 Calling Timeframe: January 3 - March 3 (9 weeks)
 Calling Days: Sunday through Thursday
 Calling Hours: 6:00 p.m. to 9:00 p.m.

Database for Calls:

38,050 registered likely "yes" voters from former students, employees, family and friends and new/current students, plus the 71,400 registered but unlikely to vote from this same group.

Marty will begin to work on the criteria to identify the most likely 100,000 out of the 118,000 former students to call, based on region, likelihood of voting and number of credits earned at OCC.

Marty and Craig will work on the strategy to approach the stubbornly undecided.

Number of Phone Lines Needed for 100,000 Calls:

45 days x 3 hrs/day x 10 calls/hr = 1,350 calls
 100,000 calls ÷ 1,350 calls/phone line = 75 lines ÷ 5 sites = 15 lines/center

Number of Volunteers for Phone Banks:

Maximum volunteers is 375 (a volunteer working one day per week, or 30 hrs over 9 weeks).

Assuming 1/3 of the volunteers work two nights (or 60 hours over 9 weeks), the minimum we need is approximately 250 volunteers.

Maximum volunteers per site: 75
Minimum volunteers per site: 50

Theme for volunteer participation "Thirty Hours for Thirty Years"; possibly give out buttons with theme to volunteer participants.

Training Needed for Phone Solicitors: Pep Talk
Telephone Script
Do's and Don'ts of Calling

Training will have to be done on an ongoing basis for several weeks because of the number of volunteers.

Each site will have to have a supervisor working each night.

Marty Orlowski will talk to the Republican phone center to see how they coordinate remote site operations. Marty and Craig will discuss with Jim LaVelle the technology needed to connect phone numbers and mailing labels. Marty will contact John Valentine and include someone from John's staff in the discussions.

The five phone sites need to be identified immediately. Some of Patsy's suggested contacts:

- Bill Roberts**
- Florine Marks**
- Henry Saad**
- SOC**
- Ben Maibach**
- Chrysler**

Fall-Back Strategy for Volunteers:

If the College is not able to recruit all of the volunteers it needs, professional telemarketers will be hired. The assumption is that a maximum of 125 volunteers (or 3,750 hours of paid time) will be needed.

Craig will talk with Jim LaVelle next week to identify potential telemarketing firms, supervisors and telemarketers.

Get Out the Vote (GOTV) Phone Calls:

Contract with professional telemarketers to make 60,000 "yes" calls the last week before the election.

Target Markets

Target markets to be approached will be finalized by Dan Jaksen this week.

Approach to Target Markets:

The targeted groups will be contacted individually. A presentation of either overheads or high resolution slides will be prepared, along with a very short 3-page handout. These will provide for consistency of message, which is the most important aspect of the presentation. The individuals responsible for presenting to targeted groups will receive special training by the end of November. Dan Jaksen will arrange the meeting.

Business, Political and Media Targets

Patsy has identified businesspersons to participate as a Blue Ribbon Panel supporting the millage. She will use them to advise her on the campaign and to sign commitment cards.

Patsy is organizing a Blue Ribbon Legislative Panel for the same purpose. George Cartsonis will identify the legislators by December 1st. Patsy will hold a luncheon in Lansing to ask for support and signed commitment cards.

Patsy has a list of print and broadcast media to contact to give them the facts of the millage so that they do not form uninformed opinions.

Patsy and Brooks Patterson are going to the Detroit Papers; Patsy is going individually to local papers such as The Tribune, Oakland Press, Eccentric, Craines, and Spinal Column. She will use other contacts to arrange meetings with newspaper targets such as Phil Powers, Bob Talbert and Pete Waldemeier. She will also meet with McCarthy from WJR, and editorial staff from Channel 7 (Greisdorn), Channel 2 (Frankel), and Channel 4 (Frank). These meetings will take place between now and January 15th.

Printed Materials:

Dan Jaksen and Rick Sykes will develop:

- a general information brochure
- first mailing with case statement for millage
- generic commitment cards supporting millage
- pamphlets for windshields
- pamphlets or leaflets to be handed out on campus
- question and answer piece for targeted groups
- telephone script
- modifications to telephone script for different constituencies
- promotional piece to absentee voters who request ballot
- second mailing to telephone contacts
- third mailing to telephone contacts

Craig will set the strategy for the second and third mailings to telephone contacts.

Approach to Students

Campuses will recruit volunteer to become deputy registrars to register voters prior to the election. The registrars must receive training and the registration must be completed within 45 days of the election (Craig to verify this timeframe).

Student activities staff will assist in organizing student-to-student advocacy, registration efforts, leaflet and pamphlet distributions, etc. The coordination of these activities will be handled by the campaign manager. No election promotion will be done in the classroom by faculty. Dan Jaksen will organize the student activities staff meeting by the end of the month.

Other Assignments

Chuck Yeramian is the liaison with the school district business managers who will conduct the election. He will meet with this group as needed to keep them fully informed of the College's activities.

Chuck Yeramian will also contact Shostak and others for assistance with Jewish community support for the millage election.

George Cartsonis will organize a picture campaign documenting maintenance problems on OCC campuses.


Craig and Rick will develop a list of critical questions about OCC's need for the millage for Patsy to respond to. Patsy will develop succinct written answers to the questions in preparation for media visits.



OAKLAND
COMMUNITY
COLLEGE

Memo

TO: Staff Affiliated With Civic Groups

FROM: Dr. Daniel Jaksen 
Vice Chancellor of Development and Planning

DATE: October 24, 1994

SUBJECT: Members of Civic Groups

We are interested in knowing who among the college staff are active and influential members of civic groups in Oakland County. As part of the information dissemination regarding the millage effort, presentations are being planned for these groups.

If you choose and believe it would be advantageous to make such a presentation, please forward your name and affiliation to me. Include the best method of obtaining 10 minutes of time at one of your group's meetings.

Please do not proceed setting up a presentation until you have discussed this with me.

DAJ/gg

MARTIN A. ORLOWSKI
INSTITUT^{AL} PLANNING & ANALYSI
ORCHARD RIDGE



TO: Barbara Blass
Ed Callaghan
George Cartsonis
Robert Coleman
Ruth Grass
Jack Inch
George Keith
Gordon May
Chuck Neumann
Pam O'Mally
Marty Orłowski
Karen Pagenette
Kay Palmer

Preston Pulliams
Charlie Richardson
Dick Saunders
Marty Smydra
Ron Spainhour
Shawnee Spedden
Mary Ston
Barbara Wagner
Theresa Wangler
Cathryn Weiss
Keith Wittenstrom
Chuck Yeramian

FROM: Patsy J. Fulton
Chancellor

Daniel Jaksen
Vice Chancellor of Development and Planning

DATE: October 4, 1994

SUBJECT: Millage Implementation Team

An organizational meeting is scheduled for October 12, 1994, at 4:30 p.m. until 6:00 p.m. at the S.O.C. Credit Union in the Board Room (third floor). S.O.C. is located at 4555 Corporate Drive, Troy. A map for S.O.C. Credit Union is attached. I can't emphasize enough the importance you play in the millage effort. Please move this to your highest priority.

The agenda will be:

- I. Review the Campaign Status
- II. Initiate Site Activities/Committees
- III. Review Research

cc: George Mosher

Attachment

District/site Telephone Committee

Mobilize staff, faculty, volunteers to handle the required telephone banks.

- * Identify potential volunteers to assist in campaign
- * Contact individuals to seek support and "yes" vote.
- * Get out the vote the week of March 17, 1995.

Resources: location; telephones; desks/tables; conversation guide and message.

District /site Absentee Ballot Committee

- * Identify those who will be away election day.
- * Arrange/prompt applications from appropriate elections office absentee ballots.

Other committees to be determined

Millage Research Strategy Meeting
Meeting Summary
(September 19, 1994)

Present: Lynn Johnson, Kay Palmer, Sam Flam, George Cartsonis, Marty Orlowski, David Gruber, John Hansen, Barb Wagner

Overview

Everyone in attendance introduced themselves and explained how they perceived their role in the millage campaign. After introductions the intended outcome of the meeting was reviewed. Each step in the millage time-line was discussed and all participants were asked to comment and identify possible missing and/or unnecessary steps. As each step was outlined, discussion constantly referred back to the underlying *theme* (purpose) for the millage. In general, it was felt that all the appropriate steps were included in the time-line, however, there was concern over the lack of focus and organizational structure of the campaign.

Observations and Comments

Following is a summary of the comments and observations that D. Gruber, J. Hansen and S. Flam made throughout the meeting.

- Internal commitment must exist in order to be successful. A strong belief that we will win and a belief that the *theme* is appropriate.
- Site leaders need to have time to work on campaign. Do not underestimate the amount of time that it will require.
- Careful attention must be paid to the relationship between staff and site coordinators. It was suggested that co-coordinators be appointed in order to enhance communication and reduce the notion that the campaign is "top-down."
- There is a direct correlation between the amount of time spent on a campaign and the chances of success.
- Must identify what the image of OCC is in the community before going further.
- *Theme* must be established first, then build messages around the *theme*.
- Identify not only who is a likely voter, but also who are opposed voters, and why?
- What voters do not understand they vote against. Therefore, the message must be clear and not complex.
- Phased in levy equates to "you don't need it". This would require a lot of trust on the part of the voter.
- General public does not see the issues the same way as we (OCC) do. Terminology and level of understanding are different. DO NOT ASSUME that the voter understands the issue. Hence, it is extremely important to keep the campaign highly focused on the *theme* and messages that are simple and easy to understand.
- OCC has a "massive" base for grass root support e.g. 118,000 former students living in Oakland County, 1,000+ employees, BPI contacts, 500 volunteers for Oakland Literacy Council, etc.

| | | | | | |
|-------------------|-------------|---------|---------------------|------------|---|
| Post-it™ Fax Note | 7671 | Date | 9/20/94 | # of pages | 2 |
| To | BARB WAGNER | From | M. ORLOWSKI | | |
| Co./Dept. | DO. | Co. | PLANNING & ANALYSIS | | |
| Phone # | | Phone # | 4746 | | |
| Fax # | | Fax # | 7544 | | |

Recommendation

1. Establish the *theme* of the campaign. *Theme* refers to the primary underlying purpose and need for the additional 30 million dollars. In order to arrive at the appropriate *theme* two activities must occur: 1) Top level discussion and formulation then test *theme* with focus groups, and 2) conducting focus groups to identify possible *themes*, while top level discussions are occurring.
2. Organizational structure must not be perceived as "top..down" within the college. Co-coordinators should be identified at each site, preferably a non-administrator, who would work more closely with staff at each site, while the President would focus more attention externally. In addition, the role and responsibilities of the steering committee in relation to site coordinators must be clearly understood by all working on the campaign.
3. There is a direct relationship between the amount of time devoted to the campaign and its ultimate success. Therefore, a full-time (paid) campaign coordinator should be appointed to attend to the day-to-day activities of the campaign. It is generally believed that Deans, Presidents and other staff do not have all the time needed, given their other duties, that is needed to devote to the campaign.

Next Steps

Kay and Marty will meet with PSC (D. Gruber, J. Hansen) on Friday, September 23 to discuss data and reports that we (OCC) have on our public image and *theme* identification. We will also discuss the process for conducting focus groups to test *themes*. The intent of this meeting is to move forward in the fastest means possible to the identification of the *theme*.

Oakland Community College

Meeting - Monday, September 19, 1994
9:00 a.m. - 11:00 a.m.

AGENDA

1. Introductions (M. Orłowski)
2. Meeting Objectives (M. Orłowski)
3. Overall Strategy (B. Wagner)
 - Major events (time-line)
 - Themes
 - Communications
4. Research Activity (M. Orłowski)
 - Focus Groups
 - Themes
 - Participants
 - Polling
 - Miscellaneous Research

MILLAGE PROGRESS CHART

| | | | | | | | | | |
|--------------------|---------------------|-----------------|------------------|------------------|---------------------|----------------|-----------------|------------------|---------------------|
| <i>Past-Aug 27</i> | <i>Aug 28-Sep 3</i> | <i>Sep 4-10</i> | <i>Sep 11-17</i> | <i>Sep 18-24</i> | <i>Sep 25-Oct 1</i> | <i>Oct 2-8</i> | <i>Oct 9-15</i> | <i>Oct 23-29</i> | <i>Oct 30-Nov 5</i> |
| 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 |



TARGETS

| | | | | |
|--|--------------------|--------------------|--------------------------|----------------------------|
| Determine target counties & determine endorsement priorities | | | | |
| Police | Fire | Alumni | Vendors | MCCC |
| Seniors | Students | Faculty | Admin/Mgt | Business/Industry |
| Classified | Public Safety | Other staff | Friends | Birmingham Community House |
| Chambers | School Board/Supts | County Comm | Elected Officials | |
| Churches/all denominations | | Health Occupations | Teachers | |
| Service Clubs | Realtors | City Councils | Legal Community | |
| Renters | Newspapers | Radio | Television | |
| Other media | OCC/Walsh Alumni | Retirees Assoc. | Jaycees | |
| | Home owners | | Part time faculty | |
| | | | Adult Learning Institute | |
| | | | League Women Voters | |
| | | | AAUW | |
| | | | Senior men's group | |

MILLAGE PROGRESS CHART

| | | | | | | | | | |
|-----------------|------------------|------------------|---------------------|-----------------|------------------|------------------|------------------|----------------|-----------------|
| <i>Nov 6-12</i> | <i>Nov 13-19</i> | <i>Nov 20-26</i> | <i>Nov 27-Dec 3</i> | <i>Dec 4-10</i> | <i>Dec 11-17</i> | <i>Dec 18-24</i> | <i>Dec 25-31</i> | <i>Jan 1-7</i> | <i>Jan 8-14</i> |
| 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1994 | 1995 | 1995 |

Board Worksession on ballot language and date of election

12/19 - last date to approve resolution ballot language

Poll

Poll

Weekly Site Meetings →

Information Brochures to printer

Install additional telephones at Headquarters

| | | | | | | | | | |
|------------------|------------------|---------------------|-----------------|------------------|------------------|---------------------|-----------------|------------------|---------------|
| <i>Jan 15-21</i> | <i>Jan 22-28</i> | <i>Jan 29-Feb 4</i> | <i>Feb 5-11</i> | <i>Feb 12-18</i> | <i>Feb 19-25</i> | <i>Feb 26-Mar 4</i> | <i>Mar 5-11</i> | <i>Mar 12-16</i> | <i>Mar 17</i> |
| 1995 | 1995 | 1995 | 1995 | 1995 | 1995 | 1995 | 1995 | 1995 | 1995 |

VOTE

Distribute information materials

Distribute collateral advocacy materials

Mail Reminder Voter Cards Call voters

Meet with implementation team-community with YES voters

Call to remind voters

Status Review

Poll

Poll

Advisory Committee

10-day deadline for publishing "Notice of Election"

Advocacy Brochures to printer

Phones-Phones-Phones

Target absentee YES voters for absentee ballot

DRAFT

DRAFT

Possible Themes
DRAFT

1. To keep tuition low
2. To provide job specific training.
3. Economic impact in county e.g. for every \$1 of local tax, \$? is reinvested in the community
4. Success of students
5. Support for local business/manufacturing
6. Flexible, responsive to community needs
7. Opportunity at all levels of skill
8. Community resource that keeps Oakland County top in the nation/state
9. With the high cost of universities, OCC offers affordable high quality education
10. Phased in levy of millage
11. Competitiveness
12. Educational Opportunities

Note:

Test support OCC might get from the press (Oakland Press & Observer)

Oakland Community College
 Millage Levy Phase-In
 (For Discussion Only)

| Need | 1996 | 1997 | 1998 | 1999 | 2000 |
|---|-------------|-------------|-------------|-------------|-------------|
| Facilities -Roads -Roofs -Deferred maintenance | | | | | |
| Equipment -Computing Hardware -Software -Labs | | | | | |
| Professional Development -Faculty -Staff | | | | | |
| Under Prepared students -Assessment -Services | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Mills Amount | Mills \$ | Mills \$ | Mills \$ | Mills \$ | Mills \$ |

- Identify all "needs"
- Prioritize and select 3 or 4 for campaign

Possible Research Activity
DRAFT

1. Focus Groups to test themes
 - Current Students
 - Former Students
 - Business Leaders
 - OCC Employees
 - Governmental Officials

2. Polling
 - Timed with major communication points
 - Current Students
 - Former Students
 - OCC Employees
 - Likely Votes

3. Miscellaneous Research
 - Demographics

MILLAGE NOTES

5/23/94

- Wayne County CC (496-2670) research analyst said they did not carry out any survey prior to their August and November 1992 millage elections. Financial constraints made it impossible. They did attempt post-election analysis to check if their public relations strategies worked - basically to bring out yes voters in the western suburbs. In the eighties they used Public Sector Consultants.
- Grand Rapids CC (616-771-4000) reported that their millage election was coordinated with the school district, (K-14 system). The school district organized the survey with state assistance. Institutional research thought it too long and complex, people put the phone down on interviewers. Some questions might be useful, they are sending a copy.
- Huron Valley did not survey but sent out PR materials to all residents and parents. We have a sample of these.
- Rochester Hills in common with other cities holds lists of registered voters and they make them available at a cost of \$10 per 1000 names.
- Paul Funk (313-858-0564) Director of Oakland County Computer Services said that they used to keep voter records, partially as a courtesy to cities who did not have adequate computer capabilities. It is a business they are getting out of. He knew of commercial organizations who could provide the service but did not have a direct reference.
- Yee Minard (810) 352-3300. They do not have this information. She suggested that we contact R.L. Polk of Taylor, who she believed had voter registration information.
- R.L. Polk (313) 292-3200. They have head of household information where adults are 21 and older. They suggested we contact the city and county clerks' offices.
- Farmington Hills, City Clerks Office (810) 473-9560. They have registration information on four cities (Waterford, Walled Lake, Kego Harbor & Commerce township). They charge about \$100 for info. and \$25 for tapes per city (total=\$500). Information includes Name, Address and Year of Birth.

- Oakland County Clerks Office (810) 858-0563. The clerk transferred me to the Computer Services Department. They have same information as the cities and they suggested that we contact each city directly.

Oakland Couty Clerks Office--Elections Office (Mr. Allen) 858-0564. Their lists are about three years out of date--they no longer have an incentive to keep them current as one of the primary uses was the generation of jury lists and this information is now more readily available elsewhere. Although they would advise against it, the old lists are available for purchase (115.00-285.00, depending on which type of computer system the buyer has.)

Bureau of Elections. Referred us to the county clerks office as they do not keep voter registration lists.

JUN 08 '94 08:46

P.2



PUBLIC SECTOR CONSULTANTS, INC.

June 8, 1994

Dr. Daniel A. Jaksen
Vice Chancellor of Development and Planning
Oakland Community College
District Office
2480 Opdyke Road
Bloomfield Hills, Michigan 48304-2266

Dear Dan:

It was a pleasure meeting with you, Marty, and Kay regarding your upcoming millage election. We are confident the strategies we outlined will serve Oakland Community College well in this endeavor. This letter will serve to reiterate our ideas and describe how we might assist you in transforming them into a plan of action.

As we discussed, we believe the best strategy for OCC—given the voting public's current distaste for taxes—is to build support first with faculty and staff, then include community constituents and voters likely to support the college, then reach out to undecided voters. This "concentric circle" approach will enable OCC to accomplish four crucial tasks:

- identify its base of support,
- recruit supporters to help with the campaign,
- determine the extent of public support required for passage, and
- target communication efforts to the needs of uncommitted voters.

We recommend that OCC first undertake a series of research activities; the college has already initiated this process. Benchmark surveys of faculty, staff, and voters will help OCC determine current sentiment toward the millage issue and establish goals for the campaign. Personal interviews with key Oakland County constituents and opinion leaders will begin the process of identifying and assembling the building blocks of support. Focus groups with people unfamiliar with OCC will provide initial ideas for campaign themes and methods of effective communication with the public. This research will provide OCC with the materials needed to build a concrete plan for winning the millage vote.

To accomplish these objectives, Public Sector Consultants is able to provide a broad array of services, ranging from informal, ongoing consultation supported by your Public Sector Reports subscription through the formal planning and implementation of work integral to the campaign. Potential areas of service appear to us to be the following:

Dr. Daniel A. Jaksen
June 7, 1994
Page Two

x
✓
1. **Strategic counsel** — PSC will assist OCC in developing a campaign strategy for making effective use of traditional support while building new support among constituents and voters. The plan will include tasks and timelines for delivering the vote on election day. We recommend that key supporters be brought into the planning process to increase initial support for the campaign and the millage proposal itself. PSC can serve in an advisory role should OCC wish to prepare the plan in order to coordinate it with administrative requirements. This service can be provided to OCC as a PSR client at not cost. Alternatively, PSC can prepare the final document for the college with those factors in mind.

\$ = ?
2. **Polling support** — PSC will assist OCC in developing surveys of OCC faculty and staff, constituents, and Oakland County voters. This will include consultation and review of questionnaires and results. PSC will conduct presentations of survey results as requested and will furnish slides, reports, and other presentation materials as needed.

x
3. **Statistical analysis** — PSC will provide statistical analyses including a profile of Oakland County voters, census tract and zip code demographics, and voting histories by precinct for relevant Oakland County or statewide elections. This information will support the survey research and enable OCC to sharply define its target audience among the voting public.

4. **Constituent interviews** — PSC, with OCC's assistance, will identify and interview up to 15 Oakland County constituent and opinion leaders who are considered crucial to the success of the millage issue. These personal interviews will serve the dual function of assessing constituent sentiment about the issue and inviting active involvement in the campaign from strong supporters.

x
5. **Focus groups** — PSC will conduct three focus groups to develop campaign themes and methods for communicating with voters. Two focus groups will be held with undecided Oakland County voters who are not familiar with OCC (and are likely to be undecided voters) and one will be held with potential volunteers. PSC, in consultation with OCC, will handle all details of the focus groups and will provide a written summary of each discussion.

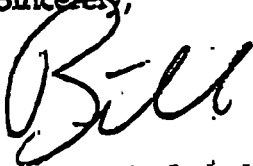
My colleagues and I have prepared a budget estimate based on PSC completing each of the five tasks described above. This preliminary estimate is \$50,000. Before preparing a formal budget proposal for your review, you and I should meet to discuss these tasks

Dr. Daniel A. Jaksen
June 7, 1994
Page Three

and the degree of PSC involvement that you wish to have on each task. It may be, for example, that you wish us to be responsible for some, but not all, of the tasks as described. I look forward to meeting with you to refine these proposed approaches.

The OCC millage campaign presents an excellent opportunity to test the electoral waters post-Proposal A as well as a chance to build a new momentum in the school financing arena. My colleagues and I look forward to working with you on this project.

Sincerely,



William A. Sederburg, Ph.D.
Vice President for Public Policy

*P.S. I'll give you a call
to discuss the pricing of
the various aspects of the
proposal.*

College-Wide
Campaign
Organizational Chart

Board
of
Trustees

Citizens
Steering
Committee

College-Wide
Campaign
Coordinator

External
Research

Internal
Research

College-Wide
Tax Campaign
Coordinating Cte

Citizens
Steering
Committee

Citizens
Steering
Committee

Citizens
Steering
Committee

Citizens
Steering
Committee

Campus
Campaign
Chairperson

Campus
Campaign
Committee

Functional
Coordinating
Chairperson

OCCFA's Suggestions on How Millage Monies Might Be Directed

- Enhance support services for students.
- Hire more full-time faculty.
- Provide adequate funds for repair of existing equipment.
- Equip classrooms with "State of the Art" multi-media instructional technology.
- Provide and maintain hardware and software at a level that will keep OCC at the "cutting edge" in computer technology.
- Provide more basic instructional equipment, e.g. overhead projectors.
- Supply computers for every faculty member who needs it.
- Provide additional open computing facilities on each campus.
- Reduce class sizes in order to improve learning environment.
- Institute a testing center.
- Provide faculty and students with adequate support and parapro staff.
- Provide competitive remuneration for all college employees.
- Improve student activities (e.g. better equipment, a radio station, improved access to having a newspaper).
- Provide competitive compensation for adjuncts.
- Establish a student emergency loan fund.
- Establish scholarships based on academic achievements.
- Institute equitable working conditions for all (e.g., nursing faculty).
- Institute teaching assignments based on instructional credit hours.
- Provide adequate replacement of worn out office equipment .
- Supply more furnishings for student areas.
- Update health and gym facilities on all campuses.
- Provide adequate funding for professional growth.
- Provide adequate funding for discipline resources.
- Grant tuition waivers for senior citizens.
- Grant employees access to buildings during non instructional hours.
- Grant employees access to the Information Superhighway.
- Increase funding in Child Care Centers.
- Increase funding for tutors.
- Provide a Health Care Center with nurse practitioners to serve the community.

**Oakland Community College
Millage Campaign
CODEBOOK**

| <u>VARIABLE</u> | <u>Column</u> | <u>Description/Codes</u> |
|-----------------|---------------|--|
| PHONE | 1-7 | Respondent's Phone Number Actual number |
| TOWNSHIP | 8-10 | Township 2=Addison Twp 6=Bloomfield Twp 8=Brandon Twp 10=Commerce Twp 14=Groveland Twp 16=Highland Twp 18=Holly Twp 20=Independence Twp 22=Lyon Twp 24=Milford Twp 26=Novi Twp 28=Oakland Twp 30=Orion Twp 32=Oxford Twp 36=Rose Twp 38=Royal Oak Twp 40=Southfield Twp 42=Springfield Twp 44=Waterford Twp 46=West Bloomfield Twp 48=White Lake Twp 51=City of Auburn Hills 52=City of Berkley 53=City of Birmingham 54=City of Bloomfield Hills 56=City of Clawson 58=City of Farmington 59=City of Farmington Hills 60=City of Ferndale 62=City of Hazel Park 64=City of Huntington Woods 66=City of Keego Harbor 67=City of Lake Angelus 68=City of Lathrup Village 70=City of Madison Heights 72=City of Northville 74=City of Novi 76=City of Oak Park 78=City of Orchard Lake 80=City of Pleasant Ridge 82=City of Pontiac 84=City of Rochester |

85=City of Rochester Hills
 86=City of Royal Oak
 88=City of Southfield
 90=City of South Lyon
 92=City of Sylvan Lake
 94=City of Troy
 96=City of Walled Lake
 98=City of Wixom

| | | |
|----------|-------|---|
| PRECINCT | 11-13 | Precinct Precinct code |
| ABSENTEE | 14 | Voted absentee in the August, 1992 primary 1 = Voted absentee 0 = Didn't vote absentee |
| PRIMARY | 15 | Voted in August, 1992 primary 1 = Voted in primary 0 = Didn't vote in primary |
| SENIOR | 16 | At least one registered voter, aged 60+, lives in household. 1 = Senior citizen in household 0 = No senior citizen in household |
| DEMOCRAT | 17 | The household is considered Democratic. 1 = Democratic household 0 = Not Democratic household |
| REPUBLIC | 18 | The household is considered Republican. 1 = Republican household 0 = Not Republican household |
| HOUSE | 19-22 | Value of home Actual value, in thousands |
| PROPA | 23 | Did you vote in the March, 1994 election on school finance reform, (Proposal A) ? 1 = Yes 0 = No 8 = Don't Know 9 = No Response |
| HOMEOWN | 24 | Do you own a home in Oakland County, or are you renting at the present time? 1 = Own 0 = Rent 2 = Other 9 = No Response |
| | | What are the major sources of information you use to make voting decisions? |
| PAPER | 25 | Newspapers (Editorials/Articles) 1 = Yes 0 = No |

| | | |
|----------|----|--|
| RADIO | 26 | Radio (Editorials/newscasts/talkshows) (Same as PAPER) |
| TV | 27 | Television (Editorials/newscasts) (Same as PAPER) |
| ADS | 28 | Advertizing (public media: TV, radio, newspaper) (Same as PAPER) |
| MEETINGS | 29 | Community Meetings (Same as PAPER) |
| CONTACT | 30 | Personal contacts with candidates/representatives (Same as PAPER) |
| MAIL | 31 | Direct mail sent to your home (Same as PAPER) |
| OTHER | 32 | Other (Same as PAPER) |
| MOSTIMP | 33 | Which of these is the single most important source of information for you? 1 = Newspaper (Editorials/articles) 2 = Radio (Editorials/newscasts/talkshows) 3 = Television (Editorials/ Newscasts) 4 = Advertising (Public media: TV, Radio, Newspaper) 5 = Community Meetings 6 = Personal Contacts with Candidates/Representatives 7 = Direct Mail sent to your home 9 = No Response/Don't Know |
| REVENUE | 34 | 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 2 = State Aid 3 = Local Taxes 4 = Combination of State Aid and Tuition 5 = Combination of State Aid and Local Taxes 6 = Combination of Tuition and Local Taxes 7 = Combination of Tuition, State Aid and Local Taxes 9 = Don't Know/No Response |
| MILLS | 35 | Do you know how many mills of your local property tax go to Oakland Community College? 1 = Less than one mill 2 = One mill 3 = More than one but less than two 4 = More than two mills 8 = Don't know |

- YESNO 36 If Oakland Community College asked voters for a property tax increase of one mill, would you vote for or against this increase? *(Read next sentence only to home owners)*
 This would mean approximately a \$ _____ increase in your annual property tax.
 1 = For
 0 = Against
 8 = Don't Know
- WHY 37-38 Why would you support or oppose the millage increase?
 1=Need more information
 2=OCC meets an educational/vocational need
 3=Family/personal attendance
 4=Support for education
 5=OCC meets community needs
 6=Amount of increase is affordable
 7=To keep tuition affordable/to maintain access
 11=No more taxation
 12=No kids in school/not using services
 13=Tuition should be funding source
 14=K-12 system needs money first
 15=State funding should be source
 16=Low quality of education
 17=Better allocation of current resources
 88=Don't know
- INFONEED 39-40 What information would you like to receive before deciding how to vote on a millage proposal for Oakland Community College?
 1=Information on programs
 2=Nothing
 3=Information on how students would benefit
 4=Breakdown of how millage will be spent
 5=Existing budget/sources of funding
 6=Information on benefit to the community
 7=Unbiased information from an impartial source
 8=Information on the effects of Proposal A tax changes
 9=Evidence of OCC effectiveness
 88=Don't know/uncertain
- ATTEND 41 Has anyone among your family or friends ever attended Oakland Community College?
 1 = Yes
 0 = No
 8 = Don't know
- AGE 42-43 Would you be willing to tell us your present age?
 Actual age

EDUCATE 44 And what is the highest level of education you have completed?
 1 = Grades 1-8 or less.
 2 = Some high school.
 3 = High school graduate.
 4 = Vocational or technical school.
 5 = Some college.
 6 = College graduate.
 7 = Post-graduate.
 9 = No Response.

RACE 45 Would you mind telling me your ethnic background? Are you White, African-American, Hispanic, Asian, or of some other ethnic group?
 1 = White
 2 = African-American
 3 = Hispanic
 4 = Asian
 5 = Other
 9 = No Response

GENDER 46 Record Gender
 1 = Male
 0 = Female
 9 = Unknown/no response

INCREASE (Calc) Estimated increase in property tax with one additional mill.
 Estimate of home value divided by 2
 (HOME/2)

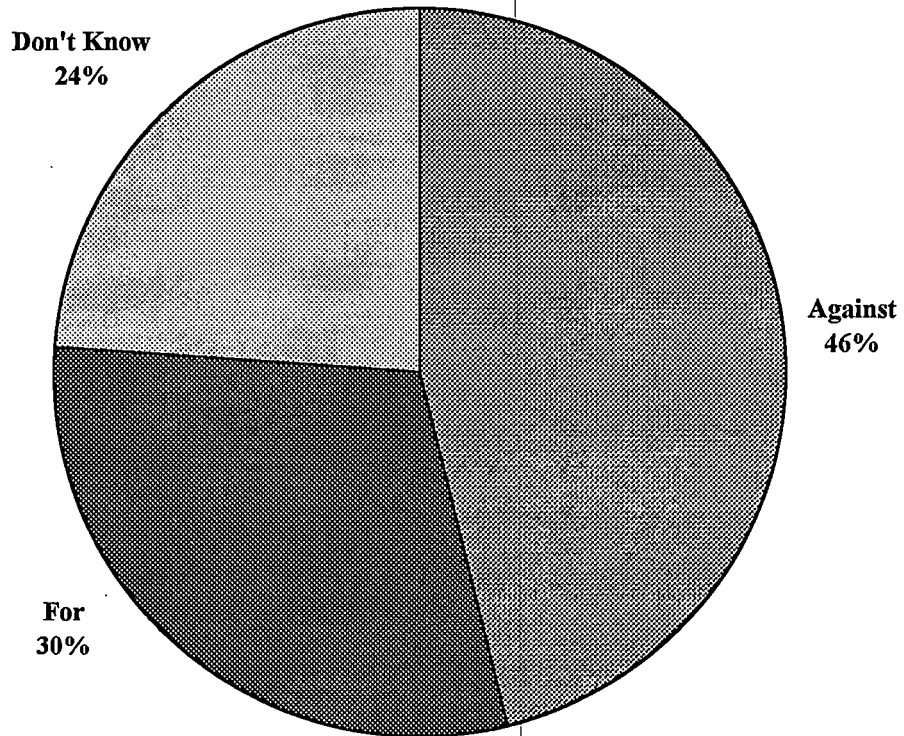
OCC ALUMNI SURVEY RESULTS

- During the last two weeks of October we contacted 411 former OCC students who were randomly selected from the alumni database. All those contacted live in Oakland county and are registered, likely voters.
- xx The average age of surveyed alumni is 44.5 years. Mean GPA is 3.03. On average these respondents have 26 cumulative credit hours. Forty-three percent of the group were male, 57% female. Four percent were minority. Sixteen percent had received a degree from OCC.
- When asked how they would vote on the millage issue, 15% would definitely vote for it, 53% would probably vote for it, 5% would definitely vote against, while 20% would probably vote against it. The remaining 7% were "don't knows" who were split between leaning for and against the proposal.
- Major reasons why respondents would vote this way were "*support for education*" (25%), "*good experience at OCC/ support for OCC*" (13%), and "*affordable education should be available to all*" (6%). Opposition to the millage was centered on "*opposition to increased property tax*" (13%). In addition, 17% of respondents were "*not sure/needed more information.*"
- When asked how likely they were to vote next March, 65% of voters indicated they were "*very likely*" to do so, 31% were "*likely*" to do so.
- Comparison of "yes" and "no" voters demonstrated no significant differences between the two groups in age, levels of GPA or cumulative credits. There was a significant correlation between those who rated their experience at OCC highly and those who would probably vote for the millage. Those who rated their experience at OCC highly were also supportive of community college education.
- xx When asked which social issue was of greatest concern to them personally, 38% of the sample chose "*Crime and drugs*", 12% chose "*Health care*", and 14% chose "*Education*". "Yes" voters followed this pattern while analysis of "No" voters indicated that although "*Crime and drugs*" was also the major issue for them (29%), their next highest concern was "*state taxes and government*" (27%).

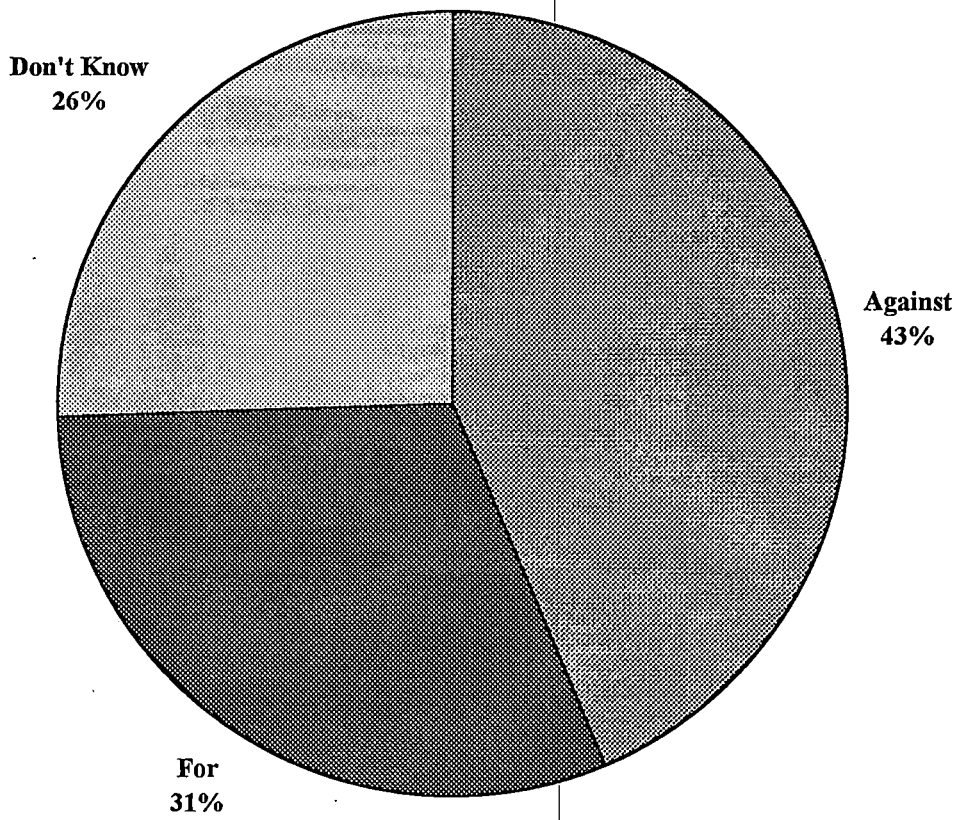
- Seven potential campaign themes were tested as part of the survey. The preferences of "yes" voters are indicated below:

| Themes | Percent Rating Very Convincing | Percent Rating Very Unconvincing |
|--|--------------------------------|----------------------------------|
| The additional revenue will go towards providing job specific training for OCC students. | 37% | 10% |
| The revenue will be used to maintain the integrity of existing OCC buildings and to upgrade them to meet increasing safety and access regulations. | 29% | 9% |
| 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. | 47% | 9% |
| A healthy OCC keeps Oakland County businesses competitive. | 27% | 13% |
| Over the last five years, OCC has engaged in an aggressive cost cutting effort but now needs the help of the community. | 29% | 12% |
| OCC helped me get where I am today. | 29% | 29% |
| My OCC experience was very important to me and the millage increase is a small price to pay to ensure that others get the same chance that I did. | 44% | 18% |

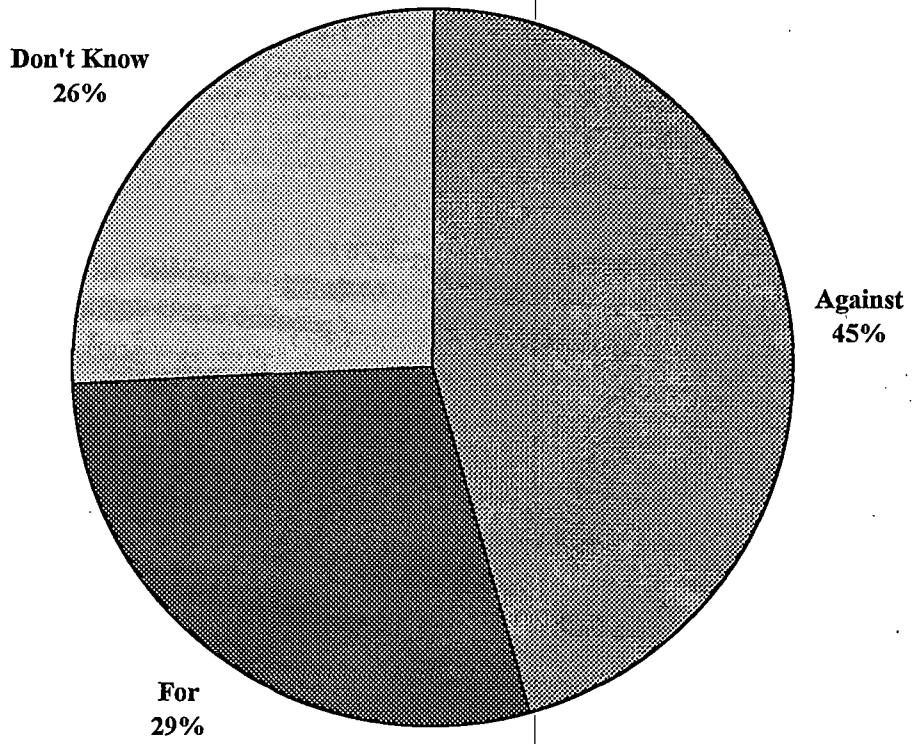
All Respondents (n=501)



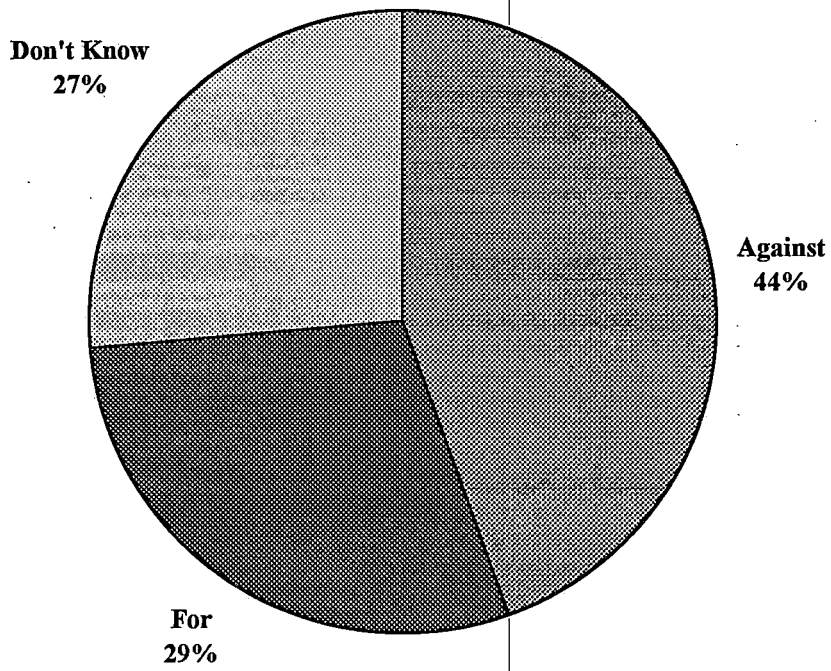
1992 Primary Voters (n= 355)



Proposal A Voters (n= 425)



Proposal A & 1992 Primary Voters (n= 311)



**Oakland Community College
Millage Campaign Survey**

Hello this is _____. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask citizens' views about the way higher education is financed in the county. My survey is quite brief, and should only take a few minutes of your time.

1) Are you a registered voter in Oakland County?

- 1 _____ Yes
- 0 _____ No (*end survey*)
- 8 _____ Don't Know (*end survey*)
- 9 _____ No Response (*end survey*)

2) Did you vote in the March, 1994 election on school finance reform, (Proposal A) ?

- 1 _____ Yes
- 0 _____ No
- 8 _____ Don't Know
- 9 _____ No Response

3) Do you own a home in Oakland County?

- 1 _____ Yes
- 0 _____ No
- 9 _____ No Response

4a) What are the major sources of information you use to make voting decisions? (*check all that apply*)

- a) _____ Family
- b) _____ Friends/Co-workers
- c) _____ Newspaper (editorials/articles)
- d) _____ Radio (editorials/newscasts/talk shows)
- e) _____ Television (editorials/newscasts)
- f) _____ Advertizing (public media: TV, radio, newspaper)
- g) _____ Community meetings
- h) _____ Personal contacts with candidates/representatives
- i) _____ Direct mail sent to your home
- j) _____ Other _____

4b) Which of these is the single most important source of information for you?

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
 - 2 _____ State Aid
 - 3 _____ Local Taxes
 - 4 _____ Combination of two or three (*Specify which*)
 - 8 _____ Don't Know
- _____

6) Do you know how many mills of your local property tax 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. _____ Don't know

7) If Oakland Community College needed additional tax millage in order to maintain its current level of educational service, would you vote for or against a one mill tax increase? (*Read next sentence only to home owners*) This would mean approximately a \$ _____ increase in your annual property tax.

- 1 _____ For
- 0 _____ Against
- 8 _____ Don't Know

8) Why do you feel that way?

9) What information would you need before voting on a millage proposal for Oakland Community College? (*Probe for specifics*)

10) In your view, what could Oakland Community College do to gain public support for a millage increase?

Your answers so far will be even more helpful to us if you will answer just a few more quick questions about yourself.

11. Has anyone among your family or friends ever attended Oakland Community College?

- 1. Yes
- 0. No
- 8. Don't know

12. What is your age?

13. And what is the highest level of education you have completed?

- 1. Grades 1-8 or less.
- 2. Some high school.
- 3. High school graduate.
- 4. Vocational or technical school.
- 5. Some college.
- 6. College graduate.
- 7. Post-graduate.
- 9. No Response.

14. And would you mind telling me, are you White, African-American, Hispanic, Asian, or of some other ethnic group?

- 1. White
- 2. African-American
- 3. Hispanic
- 4. Asian
- 5. Other (Specify) _____
- 9. No Response

15. *Record Gender*

- 1. Male
- 0. Female

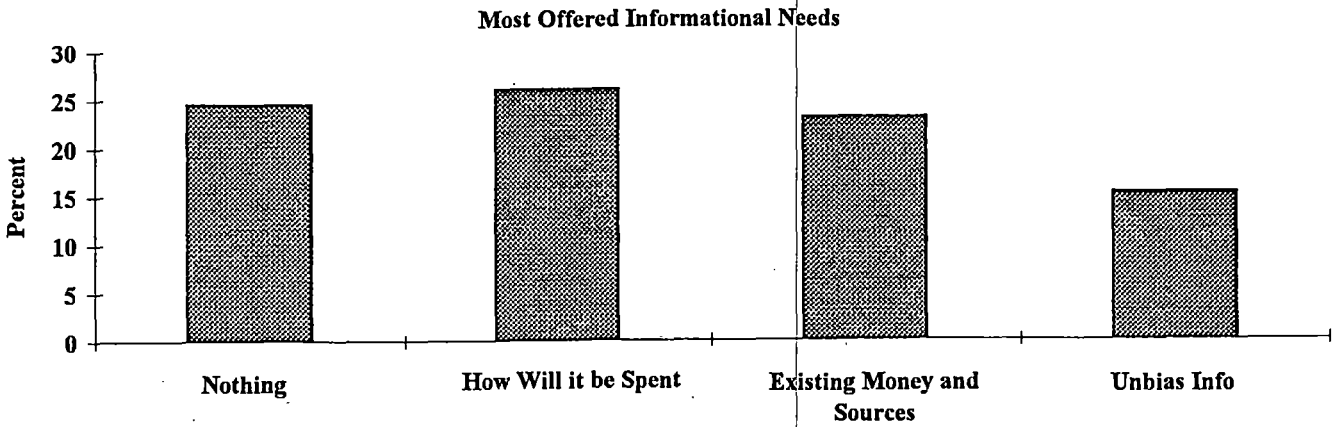
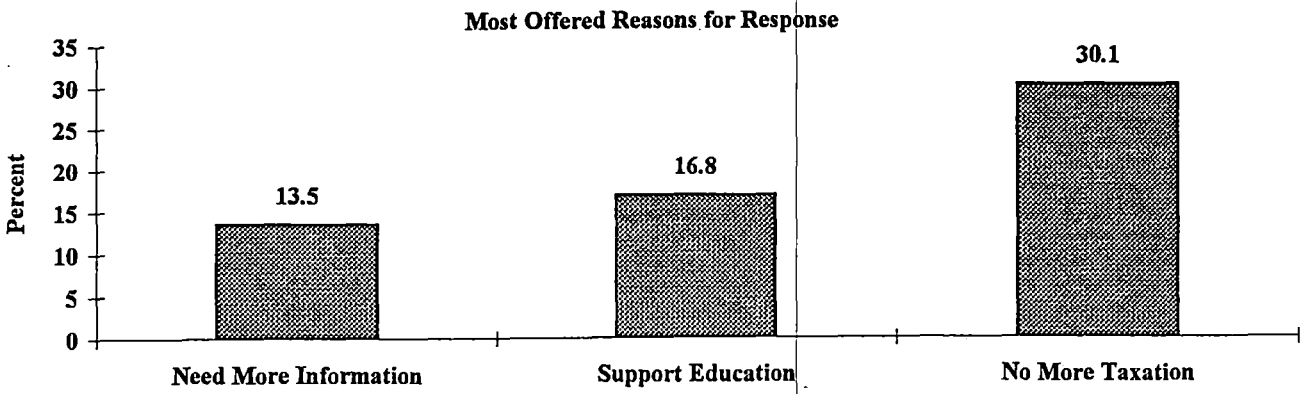
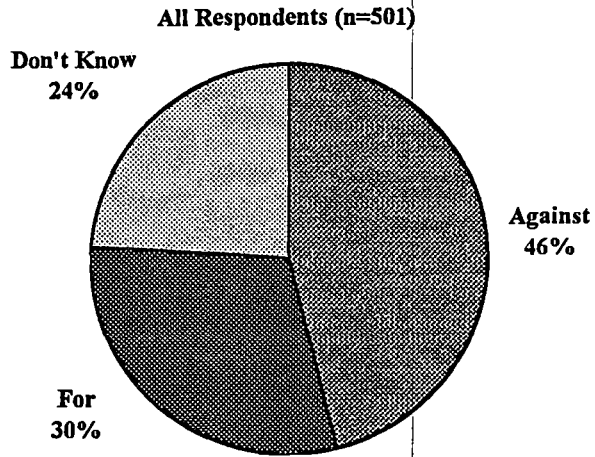
Thank you for helping the Research and Assessment Institute by participating in this survey. We appreciate your time and assistance.

Interviewer _____

Date _____

Respondent Name _____

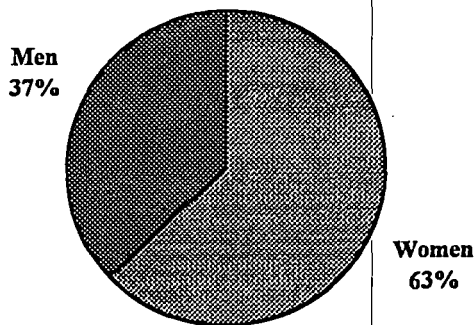
Phone _____



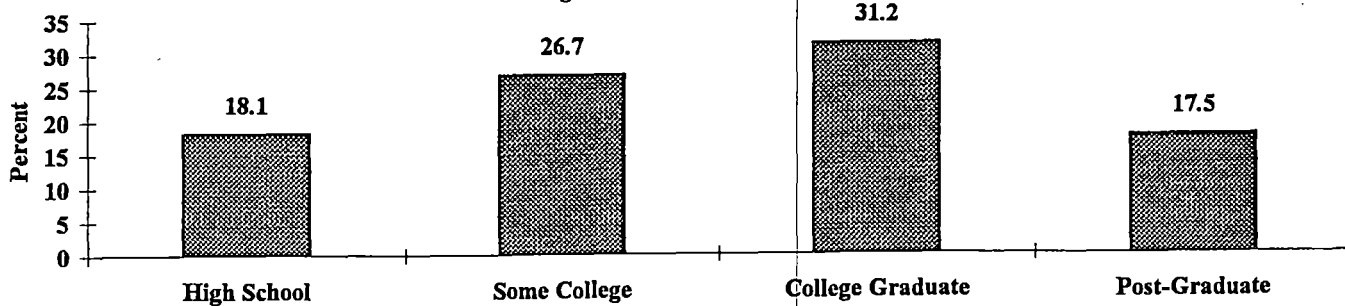
Yes
No
7

All Respondents Demographics (n= 501)

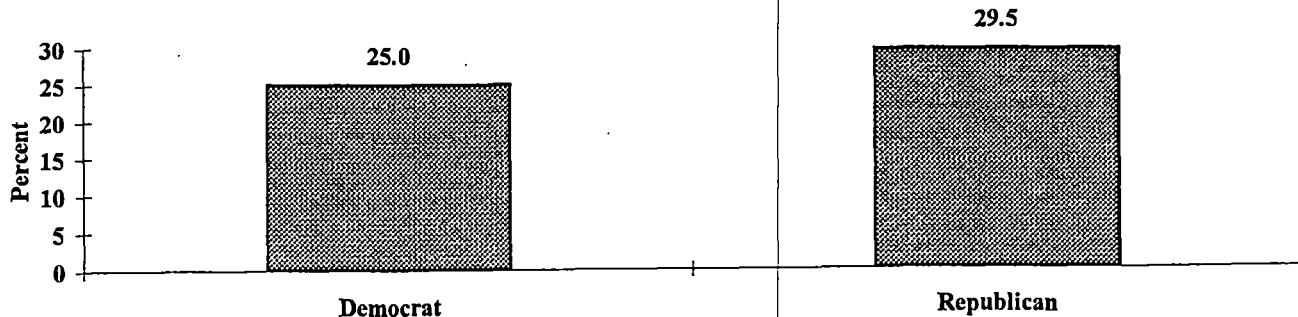
Gender



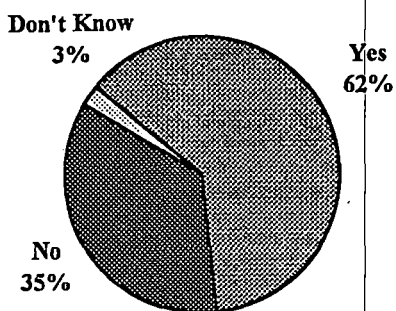
Highest Level of Education



Political Affiliation

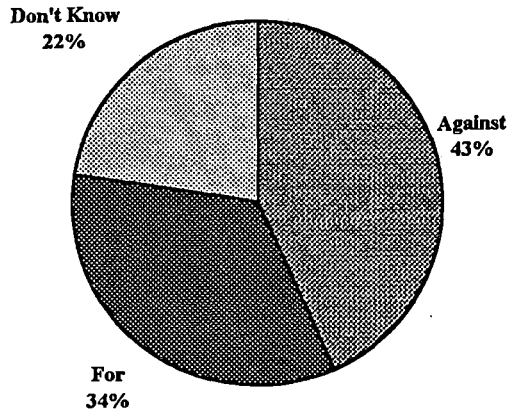


Do You or Anyone You Know Attend OCC

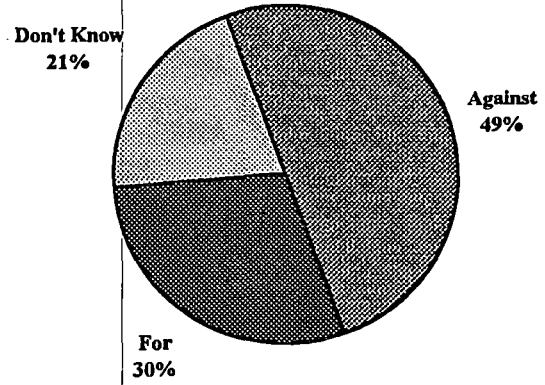


Voting Preferences

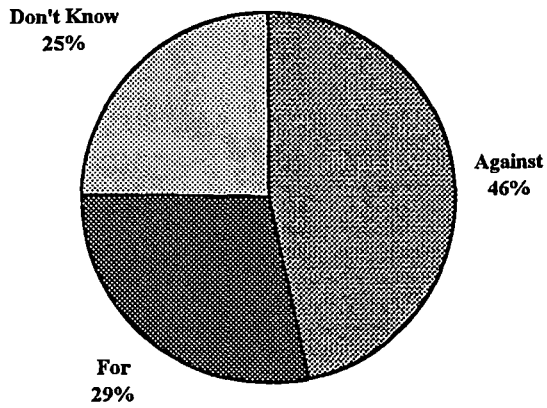
Democrat



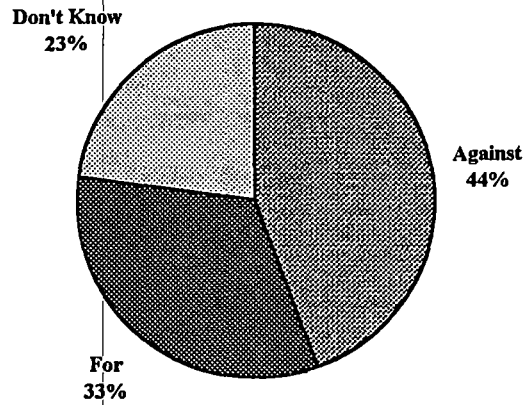
Rebulican



Own Home

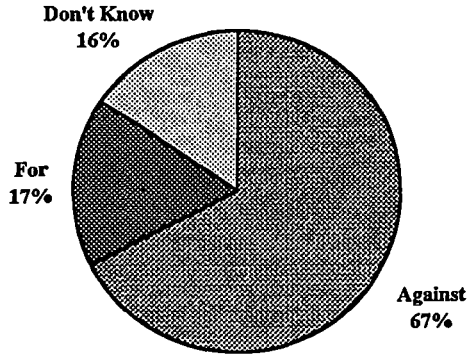


Do You or Anyone You Know Attend OCC

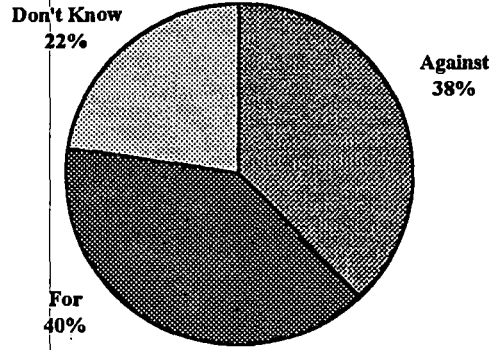


Voting Preferences by Funding Sources

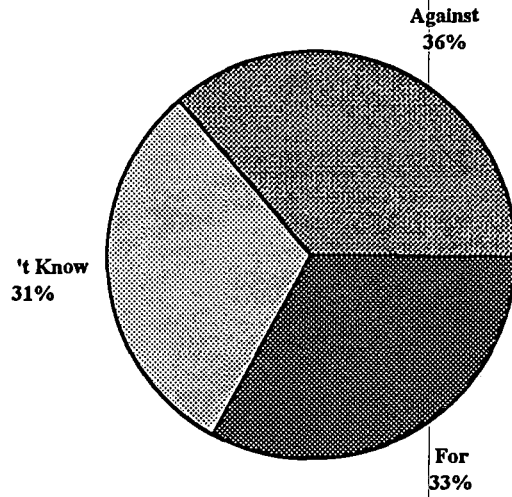
Tuition Only



State Aid Only

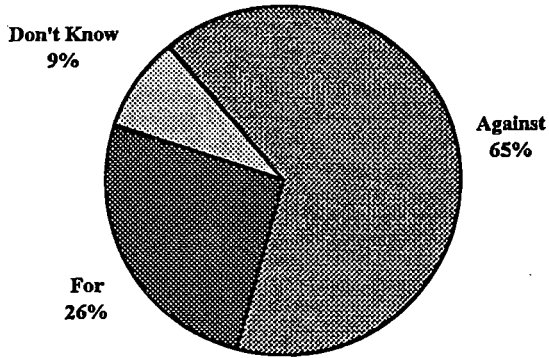


Tuition, State Aid, & Local Tax

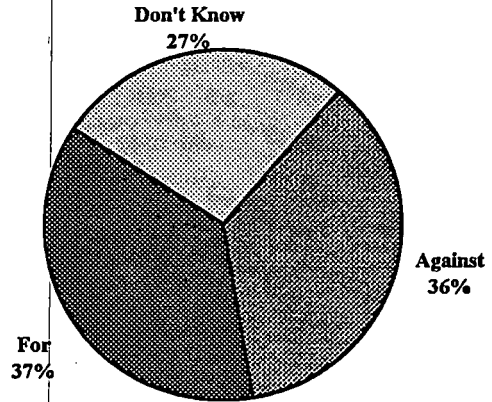


Voting Preferences by Information Needs

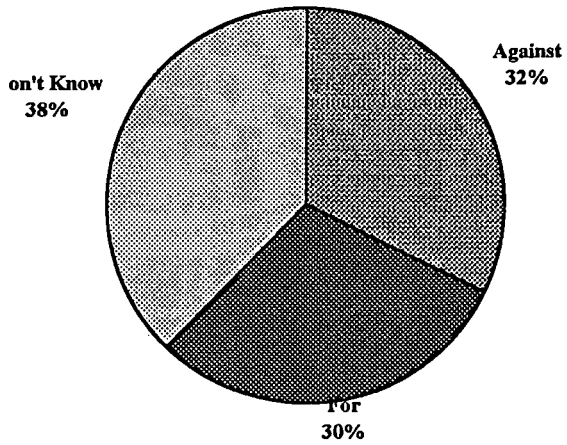
Nothing



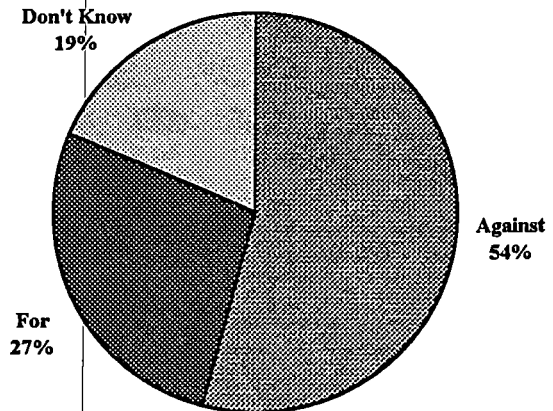
How Will It be Spent



Existing Sources



Unbiased Info



LaVallee Services

FAX Transmission

From: Jim LaVallee
To: Dan Jaksen
Company: OCC

Date: March 22, 1995
Time: 7:43 AM
FAX #: 810-540-1541
Total Pages: 3

Dan:

The following is the official results from the special election. I also included a quick analysis of those results.

I will bring by the precinct by precinct breakdown later this week.

Any questions please call.

RECEIVED
MAR 22 1995
CHANCELLOR'S OFFICE

VOICE: 800-934-0751 FAX: 810-634-2841

806 Broadway, Davisburg, MI 48350

STATEMENT OF VOTES,

OAKLAND COMMUNITY COLLEGE SCHOOL DISTRICT
SPECIAL ELECTION - MARCH 16, 1995

| SCHOOL DISTRICTS | MILLAGE PROPOSITION | | |
|------------------|---------------------|--------|-----------------------|
| | Y E S | N O | T O T A L |
| AVONDALE | 257 | 319 | 570 |
| BERKLEY | 782 | 817 | 1599 |
| BIRMINGHAM | 959 | 968 | 1927 |
| BLOOMFIELD HILLS | 720 | 703 | 1423 |
| BRANDON | 128 | 388 | 510 |
| CLARENCEVILLE | 15 | 28 | 43 |
| CLARKSTON | 598 | 1090 | 1688 |
| CLAWSON | 203 | 214 | 417 |
| FARMINGTON | 1605 | 1776 | 3381 |
| FERDALE | 438 | 481 | 919 |
| HAZEL PARK | 340 | 328 | 668 |
| HOLLY | 222 | 297 | 519 |
| HURON VALLEY | 614 | 1230 | 1844 |
| LAKE ORION | 366 | 962 | 1328 |
| LAMPHERE | 214 | 226 | 440 |
| MADISON | 114 | 138 | 252 |
| NOVI | 227 | 328 | 555 |
| OAK PARK | 162 | 82 | 244 |
| OXFORD | 144 | 281 | 425 |
| PONTIAC | 648 | 559 | 1207 |
| ROCHESTER | 2198 | 2035 | 4233 |
| ROYAL OAK | 1762 | 2044 | 3806 |
| SOUTHFIELD | 670 | 1065 | 1685 |
| SOUTH LYON | 142 | 390 | 532 |
| TROY | 1010 | 927 | 1937 |
| WALLED LAKE | 857 | 1584 | 2441 |
| WARREN | 89 | 59 | 148 |
| WATERFORD | 1040 | 2134 | 3174 |
| WEST BLOOMFIELD | 2152 | 1643 | 3795 |
| TOTAL | 18670 | 23046 | 41716 |

OAKLAND COMMUNITY COLLEGE SCHOOL DISTRICT
 Special Election Official Results - March 16, 1995

| School District | Yes | % | No | % | Total | +/- |
|------------------|---------------|------------|---------------|------------|---------------|----------------|
| Avondale | 251 | 44% | 319 | 56% | 570 | (68) |
| Berkley | 782 | 49% | 817 | 51% | 1,599 | (35) |
| Birmingham | 959 | 50% | 968 | 50% | 1,927 | (9) |
| Bloomfield Hills | 720 | 51% | 703 | 49% | 1,423 | 17 |
| Brandon | 128 | 25% | 388 | 75% | 516 | (260) |
| Clarenceville | 15 | 35% | 28 | 65% | 43 | (13) |
| Clarkston | 598 | 35% | 1,090 | 65% | 1,688 | (492) |
| Clawson | 203 | 49% | 214 | 51% | 417 | (11) |
| Farmington | 1,605 | 47% | 1,776 | 53% | 3,381 | (171) |
| Ferndale | 438 | 48% | 481 | 52% | 919 | (43) |
| Hazel Park | 340 | 51% | 328 | 49% | 668 | 12 |
| Holly | 222 | 43% | 297 | 57% | 519 | (75) |
| Huron Valley | 614 | 33% | 1,230 | 67% | 1,844 | (616) |
| Lake Orion | 366 | 28% | 962 | 72% | 1,328 | (596) |
| Lamphere | 214 | 49% | 226 | 51% | 440 | (12) |
| Madison | 114 | 45% | 138 | 55% | 252 | (24) |
| Novi | 227 | 41% | 328 | 59% | 555 | (101) |
| Oak Park | 162 | 66% | 82 | 34% | 244 | 80 |
| Oxford | 144 | 34% | 281 | 66% | 425 | (137) |
| Pontiac | 648 | 54% | 559 | 46% | 1,207 | 89 |
| Rochester | 2,198 | 52% | 2,035 | 48% | 4,233 | 163 |
| Royal Oak | 1,762 | 46% | 2,044 | 54% | 3,806 | (282) |
| Southfield | 670 | 40% | 1,015 | 60% | 1,685 | (345) |
| South Lyon | 142 | 27% | 390 | 73% | 532 | (248) |
| Troy | 1,010 | 52% | 927 | 48% | 1,937 | 83 |
| Walled Lake | 857 | 35% | 1,584 | 65% | 2,441 | (727) |
| Warren | 89 | 60% | 59 | 40% | 148 | 30 |
| Waterford | 1,040 | 33% | 2,134 | 67% | 3,174 | (1,094) |
| West Bloomfield | 2,152 | 57% | 1,643 | 43% | 3,795 | 509 |
| TOTAL | 18,670 | 45% | 23,046 | 55% | 41,716 | (4,376) |

OAKLAND COMMUNITY COLLEGE SCHOOL DISTRICT
 Special Election Official Absentee Voter Results - March 16, 1995

| School District | Yes AV | % | No AV | % | Total AV | +/- |
|------------------|--------|------|-------|-----|----------|-------|
| Avondale | 0 | ERR | 0 | ERR | 0 | 0 |
| Berkley | 0 | ERR | 0 | ERR | 0 | 0 |
| Birmingham | 120 | 58% | 87 | 42% | 207 | 33 |
| Bloomfield Hills | 116 | 71% | 47 | 29% | 163 | 69 |
| Brandon | 0 | ERR | 0 | ERR | 0 | 0 |
| Clarenceville | 0 | ERR | 0 | ERR | 0 | 0 |
| Clarkston | 0 | ERR | 0 | ERR | 0 | 0 |
| Clawson | 0 | ERR | 0 | ERR | 0 | 0 |
| Farmington | 307 | 46% | 355 | 54% | 662 | (48) |
| Ferndale | 23 | 59% | 16 | 41% | 39 | 7 |
| Hazel Park | 18 | 53% | 16 | 47% | 34 | 2 |
| Holly | 17 | 68% | 8 | 32% | 25 | 9 |
| Huron Valley | 65 | 55% | 53 | 45% | 118 | 12 |
| Lake Orion | 27 | 27% | 72 | 73% | 99 | (45) |
| Lamphere | 3 | 33% | 6 | 67% | 9 | (3) |
| Madison | 9 | 60% | 6 | 40% | 15 | 3 |
| Novi | 15 | 45% | 18 | 55% | 33 | (3) |
| Oak Park | 19 | 73% | 7 | 27% | 26 | 12 |
| Oxford | 0 | ERR | 0 | ERR | 0 | 0 |
| Pontiac | 55 | 65% | 30 | 35% | 85 | 25 |
| Rochester | 137 | 37% | 234 | 63% | 371 | (97) |
| Royal Oak | 226 | 45% | 276 | 55% | 502 | (50) |
| Southfield | 129 | 50% | 128 | 50% | 257 | 1 |
| South Lyon | 26 | 46% | 30 | 54% | 56 | (4) |
| Troy | 77 | 43% | 101 | 57% | 178 | (24) |
| Walled Lake | 154 | 39% | 241 | 61% | 395 | (87) |
| Warren | 2 | 100% | 0 | 0% | 2 | 2 |
| Waterford | 0 | ERR | 0 | ERR | 0 | 0 |
| West Bloomfield | 220 | 49% | 225 | 51% | 445 | (5) |
| TOTAL AV's | 1,765 | 47% | 1,956 | 53% | 3,721 | (191) |