



OAKLAND
COMMUNITY
COLLEGE

KAY E. PALMER
INSTITUT*L PLANNING & ANALYSI
ORCHARD RIDGE

May 22, 1995
Vol. 2.

MILLAGE UPDATE II

The last page of this edition of *Millage Update II* contains answers to some of the most often asked questions about the millage. It is important to have the correct answers to those questions. It is also important to let those we are trying to inform know how we really feel about the need for the millage increase. Those who are opposed to even the slightest raise in their taxes, no matter what the cause, are not at all reluctant to express their feelings. As a result, others are moved by the anti-tax speaker's passion, and often (as we saw in the last millage campaign) with little concern about the validity of their claims. Those of us who see the need for OCC to continue to provide access to higher education and employment skills to those who would be denied that access if the millage fails, must make no apologies for expressing our feelings. As we speak to individuals and groups about the importance of this millage, we should keep in mind an old adage, "**No one cares how much you know, until they know how much you care!**"

- ◆ The list of millage campaign initiatives at all OCC sites is much too long to include. Here are just a few:
 - Speaking engagements are being scheduled at several civic/service clubs throughout the county, by volunteers from all sites.
 - The classified staff at OR held a reception which resulted in 19 signed absentee ballot applications and \$320 raised for the millage campaign.
 - OR registered 100 people to vote during a campus voter registration drive.
 - AH students registered 103 new voters last week.
 - Students are going into classes at AH to inform students about the millage.
 - Loran Walker and all those who attended the *Laurel & Hardy Film Festival* at the Smith Theatre helped us avoid, "another fine mess" by raising \$416.95 for the campaign!!
 - Gordon May has arranged for a letter from Patsy asking for support of the millage to be included in the pay envelopes of all Pontiac City employees.

- Gloria Grady Mills is coordinating a community open house at the Pontiac Center, May 31, 3:00pm to 6:00pm.
- RO/SF Campuses are holding a fund-raiser for the millage at DUGGAN'S IRISH PUB on Woodward, north of 13 mile on Monday, June 5 from 6:30pm to 10:30pm. Hors d'oeuvres and valet parking are included for the \$25 ticket at the door. There will be a cash bar. Fliers are being sent to area businesses, alumni, donors, and friends. **ALL OCC FACULTY AND STAFF ARE ENCOURAGED TO ATTEND.** RSVP to 810-542-9232.
- As of May 16, 57.43% of the full-time employees had contributed a total of \$32,286.50 (an average of \$69.58 each) to the campaign.
- Marty Orlowski and Kay Palmer are working with 70 staff volunteers making phone calls to likely absentee voters to determine their level of support and to encourage supporters to **actually get out and vote!**
- Members of the DO/Auburn Center/Guest House Millage Implementation Team report that there are 600 people being "shepherded" by DO/AC/GH employees so far. (That's an average of approximately 5 per employee.) Also some of those being "shepherded" are, themselves, "shepherding" others.

◆ **SHEPHERDING (V)** To herd, guard, or care for as in the manner of a shepherd.

OCC employees are being asked to be responsible for approximately five individuals (or as many as they can) who will "definitely vote yes" for the millage. In other words we are asked to "shepherd" these people by providing them with information including:



1. Basic facts about the millage
2. Voting date and location
3. How the money will be used
4. What will happen if the millage fails
and
5. Sending them a personal post card
and
6. **Calling them and reminding them to vote!**

How effective can "shepherding" be? Consider this. If the approximately 800 OCC full-time employees take responsibility for ensuring that an average of 5 "yes voters" actually vote in the election, that will result in 4,000 votes (not including the approximately 680 employees eligible to vote themselves).

If each of the 5 voters per employee identifies an additional 5 voters and ensures that they make it to the polls, that's another 20,000 votes for a total of 24,000 yes votes on June 12!

The following are answers to some often asked questions about the millage.

- ◆ *Why hasn't all of the growth in new housing and office buildings in Oakland County provided OCC with all the property tax money it needs?*

In spite of the increase in the value of Oakland County real estate in recent years, the amount of revenue OCC has received from local property tax has **NOT** kept pace with the College's student enrollment growth.

In 1994 the College collected \$ 7,000,000 more than it collected in 1975 (using 1994 dollars for comparison). That represents a **39%** increase in revenue from local taxes. During the same period, the College's student enrollment increased by **64%**, from 306,039 to 501,554 SCH's.

The result of this relatively greater rate of growth in enrollment than in local tax revenue is that **the College received \$283 less per Fiscal Year Equated Student* in 1994 than it did in 1975 using 1994 dollars.** (The \$283 per FYES resulted in a \$4,585,393 shortfall in 1994 vs. 1975.)

An appreciation of how this variation in growth and revenue rates has impacted the College might be gained by considering the same percentage changes in size and income for a family of three.

*FYES is a State Department of Education unit of measure of student enrollment.

- ◆ *Why does OCC receive the fewest dollars from the State of any community college?*

A State formula exists which has never been fully funded. Community colleges across the State have received across the board (same amount) increases for a number of years. Thus, OCC's student growth has not been considered. Over the years this across the board funding has caused a wide spread between the colleges at the top and the bottom. The top college presently receives \$4,132 per FYES, with OCC receiving only \$1,069 per FYES.

Efforts to change this distribution at the State level have resulted in the State responding that we must attempt to get additional dollars from our local tax base, as every other community college has done. Presently, OCC also has the lowest millage in Michigan. We receive .8522 of one mill, with the State average over 2 mills (16 community colleges receive more than 2 mills), and the top community college receives over 3.09 mills.

- ◆ *Why is OCC asking the taxpayers to double the millage rate?*

OCC is not asking the taxpayers to double the millage rate. From 1967 until 1994, OCC received an average of 1.4 mills from the taxpayers. In 1994, the debt levy was retired and the one charter mill dropped to .8522 of one mill.

OCC's proposal on Monday, June 12, is for eight tenths of one mill for seven years. This

proposal is actually three tenths of one mill more than the average we received from 1967 to 1994--from an average of 1.4 mills to 1.6522 mills.



OAKLAND
COMMUNITY
COLLEGE

May 8, 1995
Vol. 1.

MILLAGE UPDATE II

KAY E. PALMER
INSTITUT*L PLANNING & ANALYSI
ORCHARD RIDGE

This edition of *Millage Update II* contains the latest information available about the work of the College in providing information about the OCC June 12 millage election and about the work of volunteers assisting **THE COMMUNITY ALLIANCE FOR OAKLAND'S FUTURE** with its support of the millage campaign.

ONCE MORE, WITH FEELING! And as we go forward with this second effort, let's remember the words of Pete Waldmeir who wrote the following in support of the March 16, millage election:

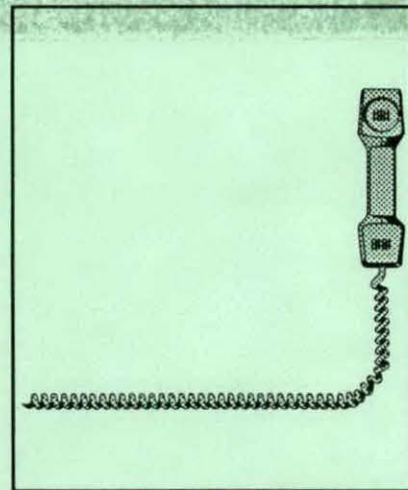
Here's a professionally managed, scandal-free two year school that's done just about everything right for the last 30 years without once going back to the voters for money.

Detroit News, March 13, 1995

- The four-page informational newsletter, *OCC Update*, describing the new millage proposal has been printed and is now being mailed to all households in Oakland County. There will be several extra copies of *OCC Update* available at all OCC sites for the use of volunteers. Volunteers should feel free to excerpt information from the newsletter as they prepare personalized letters or make group presentations.
- The campaign is truly a grassroots effort with volunteers from DO, Pontiac Center, Auburn Center and all campuses involved in activities that include: presentations to special groups, e.g., service clubs, PTO's, churches, political gatherings; student registrations; door-to-door contacts; yard signs; cable TV spots; obtaining citizen endorsements; fund raising; recruitment of volunteers; and much more!
- Absentee ballot applications are now available at all campuses (available through Presidents' offices) and at DO. Absentee ballot applications along with a letter from Patsy are being mailed to all likely absentee voters.
- A special informational letter will be mailed to all likely voters during the last three weeks of the campaign.
- Chuck Neumann and Mike Smydra are coordinating efforts to have two post card mailings

from the MEA to all MEA members.

- Personalized "Get-out-the-vote" post cards with stamps will be available for volunteers to be mailed to personal friends and associates between June 7 and June 10.
- All citizen and organization endorsements should be submitted to the Chancellor's Office no later than June 1. Contact your Campus President or Jim Warner for the correct form for endorsements.
- As of this writing, 320 full-time employees have committed \$21,341.44 to the campaign. It is estimated that a minimum of \$33,000 will be required by the *Alliance* for advocacy of the millage.
- Volunteer phone callers will be needed for get-out-the-vote calling on June 9, 10, 11 and 12 at several locations, yet to be determined. Call Ed Callaghan at 1545 or Jim Warner at 1569 if you can help out for a few hours on any of those days.



OCC MILLAGE ELECTION FACT SHEET

What is the ballot proposal?

Oakland Community College will be asking the voters to ^{8/10ths of a mill} ~~approve a one mill increase~~ in property taxes. However, it is expected that this one mill would eventually be rolled back to the current level of .8522. This is the first such 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.

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.

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 37 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.

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 current roll back is .8522. It is expected that the new mill would also be rolled back, eventually to the same level depending on inflation. This would generate approximately \$26,000,000 per 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?

Thursday, 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.

How much will the increase cost each taxpayer?

The amount of the increase depends upon the value of each home. A homeowner whose house is valued at \$100,000 will pay approximately ~~\$47~~ per year in additional property taxes. \$40

What happened last time —

1:

5. Absentee Voter

- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 52,000 students per year on five campuses.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state. This means that in return for every one dollar of local taxpayer support, \$12.45 was generated within the economy of Oakland County. For every one dollar spent by the state \$19.55 was returned to Michigan's economy.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- OCC provides credit and non-credit programs for all ages. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- Before asking for increased millage, OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.



**OAKLAND
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Date: 4/20/95

Page 1 of 6 pages including this cover

To: Marty Orłowski

Fax: 7544

From: Geo Carlson IS

Comments: Circular draft of student
flies, per our conversation



OCC Update

An informational newsletter for residents of the Oakland Community College District

June, 1995

OCC to Place All-New Millage Proposal Before Voters June 12

Last March 16 the voters of Oakland County rejected Oakland Community College's first request for additional millage in the college's 31-year history. The March proposal asked for one mill in addition to the mill OCC was authorized to collect when it was established in 1964. As with the original mill, the new mill had no time limit.

A New Proposal

On April 10 the OCC Board of Trustees decided to put a new millage proposal before the voters of Oakland County. The new request will be presented at the same time as the annual school elections--Monday, June 12, 1995. It will ask the voters to authorize a levy of eight tenths (.8) of a mill for seven years.

How OCC is Funded

Oakland Community College receives revenue from three basic sources--tuition, the property tax and state funding (see Chart A). Twenty years ago state appropriations made up 41 percent of the college's annual budget, the property tax 37 percent, and tuition 21 percent.

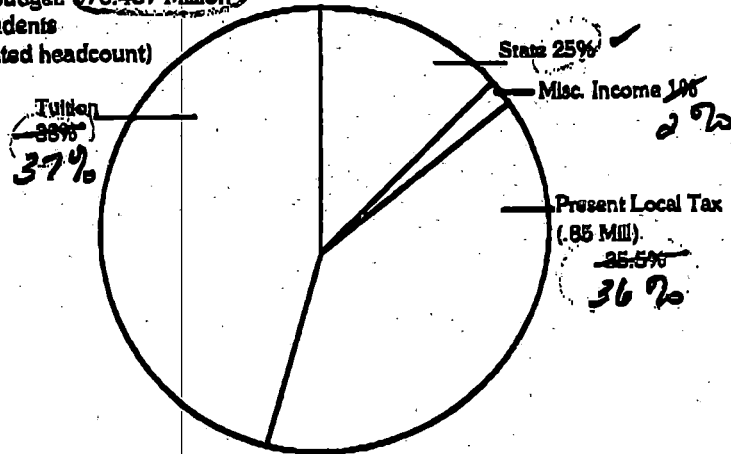
By 1995 the tuition portion had grown to 36 percent, property tax had dropped slightly (36 percent), and state appropriations had plummeted to 25 percent--putting OCC last in terms of state funding per student among Michigan's 29 community colleges (see Chart B).

The property tax portion of OCC's revenues is, of course, the one mill authorized at the time the college was established. But income from that

CHART A

Oakland Community College's Current Funding Sources

1994-95 Budget: ~~\$70.457 Million~~ *\$71.5 million*
 52,000 students
 (unduplicated headcount)



so-called "charter" mill has been reduced 15 percent by the Headlee Amendment.

Over the years OCC has steadily raised student tuition to compensate for declining state appropriations. Certainly it is only fair that students pay their share, but ~~OCC's tuition rate is among the top four highest of community colleges in the region.~~ If this trend goes too far we risk pricing lower and middle-income families out of advanced schooling--the very kind of education and training that is essential to Oakland County's continued progress.

How OCC will use the additional .8 mill

OCC's first registration in the fall of 1965 saw nearly 3,860 students enroll at the original two campuses--Auburn Hills and Highland Lakes. Last fall nearly 30,000 students registered at five OCC campuses--a 750% increase in three decades.

The college grew so rapidly, particularly in the 1980's, that it chose to put most of its resources into the expansion of programs and class offerings. In other words, to meet community demand it was necessary to make building maintenance a lesser priority.

Building Repair and Restoration

To add to the problem, OCC campuses, unlike K-12 facilities, are open for business year-round, six days a week, 14 hours a day. After 30 years of constant use buildings, furniture, parking lots and roadways are all in drastic need of repair or replacement. It is for that purpose that a major portion of new revenue will be used--particularly during the first few years of the proposal's seven-year life span.

continued on page 2

from page 1

•New Programs

Eighty percent of new jobs in the coming decade will require more than a high school diploma, but less than a four-year degree. These are the growing specialties in technology, public service, health and business--fields that have always been one of OCC's major strengths. While putting such new programs in place as Environmental Technology, Physical Therapy and Laser Manufacturing the college will continue updating its traditional offerings.

•Equipment

OCC cannot prepare people for modern careers if it is unable to train them on the types of equipment they will be using in the workplace. Up-to-date equipment is expensive, and requires frequent replacement--both because it becomes obsolete so rapidly, and through constant use. The bottom line is massive and continuous investment in computers, lab equipment and other teaching tools that will prepare our graduates for the challenges of Oakland County's expanding economy. At present OCC expends less money per student than any other community college in Michigan, except one (see chart C).

Finally, OCC hopes to restore access to scholarships and other kinds of aid for talented students who might otherwise be unable to attend college. OCC will also strive to keep tuition affordable for those who need a community college education--recent high school graduates, laid-off workers retraining for new employment or older students resuming their education.

Here then, are the purposes to which OCC will put Oakland County Tax Dollars if the new millage proposal is passed. We urge you to consider these facts, then make an informed decision when you vote on June 12.

Sincerely,
Patsy Calkins, Ph.D.
Chancellor

What Will An Additional 8/10 Mill for OCC Cost the Average Homeowner?

If your home is valued at:	The estimated yearly increase is:
\$50,000	\$20
\$75,000	\$30
\$100,000	\$40
\$150,000	\$60
\$200,000	\$80

Note: College District homeowners currently pay \$58 mill for OCC. This will amount to 82 mills next year due to the Teacher Amendment.

Chart B

Oakland Community College receives less funding per student from the state than any other community college in Michigan.

Ranking	School	State Funding per Fiscal Year Equated Student
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
	STATE AVERAGE	1,801
29	Oakland Community College	983

93-94

See

Chart C

OCC ranks 28th out of 29th when it comes to spending money per student.

RANKING	SCHOOL	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
STATE AVERAGE		\$4,709
28	OCC	\$3,920
29	Kalamazoo Valley	\$3,441

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, and implemented energy efficiency projects. 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.

Did You Know?

- With 500 students enrolled annually, OCC's nursing program is the largest among two and four year colleges in the state of Michigan.

- OCC's nursing graduates pass the state licensing exam at a rate of 96% on the first try, and 100% on the second – the best record in the state.

- OCC students who transfer to four year schools perform academically as well or better than students who began their studies at the same schools, and ~~that~~ 34% of OCC's students plan to transfer.

- OCC transferred 1400 students to state universities in the fall of 1992 (the most recent year for which figures are available) – more by far than any other community college in Michigan, and nearly twice as many as the next highest school.

- Nearly 90 percent of the students attending OCC are Oakland County residents.

- More than 10 percent of OCC's current students already have bachelor's, master's or doctoral degrees.

- FANUC, the nation's leading robotics manufacturer, recently donated \$500,000 in state-of-the-art equipment, software and services to OCC.

- That OCC has the only accredited chef apprenticeship program in the state, and OCC culinary arts program graduates are employed by some of the most prestigious restaurants and hotels in the metropolitan area.

- OCC has enrolled 315,000 students over the past 30 years – the equivalent of one-quarter of Oakland County's current population.

OCC - School of Choice

OCC is the first choice in higher education for Oakland County high school graduates. Twenty-two percent of the June 1994 graduating class of Oakland County's public high schools entered OCC the following fall.

Here's a breakdown by district and school: ?

School	Class Size	Number Entering OCC	Percent
Berkley	222	66	29.7
Clawson	113	42	37.2
Dondero	186	49	26.3
Ferndale	190	43	22.6
ETC ...			

QUESTIONS? Call College Communications (810) 540-1540

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OCC Millage Election
June 12, 1995

Some Important Facts for OCC Students:

On Monday, June 12, Oakland Community College will place an all-new millage proposal on the ballot for approval by Oakland County voters.

The College is asking eight tenths (.8) of a mill for seven years.

When passed, this proposal will cost the average homeowner about \$40 per year in additional taxes (based on a typical home valuation of \$100,000).

With passage of the new millage OCC will be able to:

- Keep tuition affordable
- Improve present instructional programs and develop new ones
- *Update* Buy essential new equipment for classrooms and labs
- Repair buildings and parking lots at all OCC campuses
- Provide more financial assistance, including scholarships and work opportunities, for OCC students
- Maintain and enlarge critical student services such as tutoring, career and employment services and developmental classes, *transfer*

If the new millage fails OCC must:

- Reduce the number and selection of classes at all campuses
- Raise tuition significantly to keep the budget balanced
- Put building and parking lot repairs on hold
- Cut back on scholarships, financial aid and student employment opportunities
- Reduce a wide range of student services including tutoring, academic counseling, career and employment services
- Postpone improvement of present instructional programs, *and* the development of new ones
- Halt new equipment purchases

Remember this vote is part of the annual school election in Oakland County-- you will vote at your normal school election polling place. Make sure you're registered, then vote on Monday, June 12.

• **Last Day to Register is May 12** •

Your Education, Your Future
Depends on it!

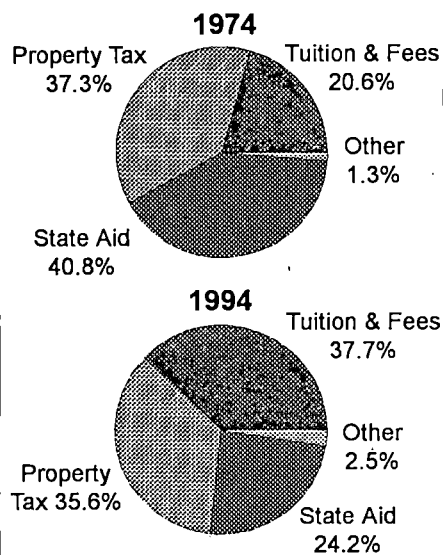


YOUR COLLEGE NEEDS YOU NOW!

Why?

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

Funding Sources



What has caused our need for additional financial resources?

Growth: OCC began in September, 1965, with 3,860 students and 2 campuses. Today, OCC is the largest of Michigan's 29 community colleges, with an enrollment of more than 30,000 students, 5 campuses, and a center in downtown Pontiac.

Inflation: Inflation has so eroded OCC's tax base that it now provides less than a quarter of what it did 30 years ago.

Decrease in percentage of state dollars: OCC receives fewer dollars from the state per student than any other community college in Michigan -- \$900 below the state average.

OCC has never asked for additional operating dollars from the taxpayer in its 30 year history.

How will the revenue be used?

For the students

- State-of-the-art instructional programs
- Job training
- University transfer
- Affordable tuition
- Scholarships for deserving students
- New equipment and technology for on- and off-campus instruction
- Renovation and maintenance of campuses

For the employer

- Workforce training and retraining
- Innovative training programs at business sites
- Programs to meet the needs of the 21st Century

For Oakland County

- A highly skilled workforce
- Economic growth and stability
- Improved quality of life

What can you do?

Vote "yes" for OCC's millage on Thursday, March 16. Your yes vote will ensure that OCC continues to provide quality educational opportunities for generations to come.

The cost to you!

If your home is valued at:	Estimated increase would be:
\$75,000	\$32.00
\$100,000	\$42.50
\$150,000	\$64.00
\$200,000	\$85.00
	per year

Paid for by
The Community Alliance for Oakland's Future
(Friends of Oakland Community College)
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Troy, Michigan 48007-7085

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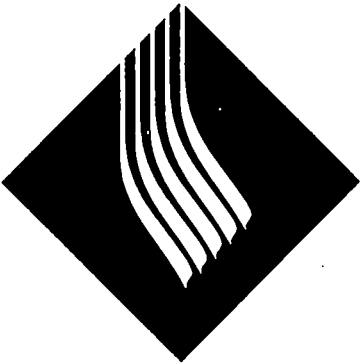
*Sayed Hussain
Architect - AM*

(810) 540-1549

**VOTE FOR
OAKLAND'S FUTURE**

**VOTE 'YES'
FOR OCC'S
MILLAGE**

MARCH 16, 1995



**OAKLAND
COMMUNITY
COLLEGE**

DRAFT

May 3, 1994

OAKLAND COMMUNITY COLLEGE Millage '94: LEGACY OF LEARNING

OCC'S VISION/VALUE STATEMENT

"Oakland Community College is a dynamic, accessible, learning-centered community dedicated to excellence."

OCC'S LEGACY OF

Lifelong learning opportunities

Excellence in training and education

Access for all community residents and businesses

Resources for cultural enrichment

Nationally known programs and faculty

Instructional innovations

Neighborhood campuses and extension centers

Growth opportunities for everyone

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OVERVIEW OF OAKLAND COMMUNITY COLLEGE

Oakland Community College is the largest community college in the State of Michigan and one of the largest in the nation. It enrolls over 50,000 students per year on its five campuses, downtown center in Pontiac and numerous extension centers conveniently located throughout Oakland County, which gives residents easy access to College resources.

The typical OCC student is not the traditional 18 to 22-year-old high school graduate. The average age of students is 28; almost 60% are women. Over three-quarters of OCC's students attend college part-time. Over 50% are studying to improve their employment skills or gain new ones. Over ten percent of OCC's students already hold bachelor's or more advanced degrees. Almost 40% are preparing to transfer to four-year institutions.

Oakland Community College has over 800 full-time employees, making it one of Oakland County's largest employers. The College encompasses over 520 acres, with 54 major buildings and 350 classrooms and laboratories.

Eighty-eight percent of OCC's students are county residents. In the last 30 years, over 300,000 individuals have taken credit classes at the College, along with tens of thousands of individuals who have enrolled in classes for personal enrichment, job training and retraining and professional development.

SERVICES OFFERED BY THE COLLEGE

Oakland Community College offers credit and non-credit courses, personal enrichment classes, cultural activities, recreational facilities, library services, workshops, presentations and seminars of professional and general interest—all in response to needs identified by Oakland County residents and businesses.

Academic Services. The College offers associate degree programs which cover the first two years of a four-year college or university program in Business Administration, Pre-International Commerce, Liberal Arts and Science. The College offers career associate degrees in more than 90 technical and semi-professional occupations within the following program areas: Business and Office Programs, Health Science Programs, Industrial and Technology Programs and Public Service Programs. The College also offers an Associate Degree in General Studies which allows students the flexibility of choosing from widely varying areas of interest.

Business/Industry Services. Oakland Community College is located in the manufacturing corridor of the United States, with strong ties to manufacturers locally, nationally and internationally. Through its Advanced Technology Center, Business and Professional Institute, Center for Dislocated Workers and other economic development activities, the College is a leading institution in implementing new technologies in education and

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finding manufacturing solutions. The faculty have strong industrial experience and strong industrial ties, and are experienced in responding to the needs of business and industry. The College is experienced in developing model technology training programs which have been replicated nationally. The College is also active in providing credit and non-credit workplace training and retraining for business, industry, public sector organizations and the professions. These activities involve more than 6,000 workers per year.

Services with Local Schools and Colleges. Oakland Community College has well established educational linkages as well. The College is part of the Oakland County Tech Prep consortium, comprised of 27 school districts. In addition, OCC has established formal articulation agreements and other educational partnerships with most of the major colleges and universities in southeastern Michigan.

Community Service. Opportunities for all ages are available to citizens - even seniors. Well over 1,000 persons age 50 and older enroll annually and over the past four years, nearly 400 graduates were in this age group. In addition, Oakland Community College hosts meetings of senior citizen organizations which focus cultural and social activities for the community.

Recreational and Cultural Facilities: The College invites student and community involvement in public programs on art and culture, films and exhibits, arts activities, and performances. The College's libraries and many of its recreational facilities are also open to the public as well as students.

PRESENT ECONOMIC SITUATION

Oakland Community College, like most educational institutions nationally, is experiencing significant economic pressure resulting from rising costs, decreases in state aid as a percentage of total revenue, rising non-traditional enrollments, increased demands for services, the need for extensive support services for its diverse student population and its commitment to quality education. Keeping pace with the dynamic advances in information and technology, and addressing workplace and community needs, also strains the College's existing resources.

Oakland Community College's present \$73 million operating budget comes from three primary sources: state aid, tuition and local property tax revenue. State aid has declined from a high of 41% in 1973 to its present level of 24%. This decline is a national trend that is expected to continue. One-quarter of OCC's students receive some form of financial aid. Student tuition, which already represents approximately 38% of the College's revenue, cannot replace state aid without eliminating the opportunity for a higher education for large numbers of low-income and lower middle income students. It is left to the community which benefits from the services of the community college to support it, so that access, affordability and quality of instruction can be maintained.

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USES OF PRESENT REVENUE

Oakland Community College's expenditures reflect its student-oriented mission. The College allocates over 70% of its resources to instruction and student services. Less than 14% of its revenue goes for administrative expenses. The balance supports public service, physical plant operations and maintenance and replacement. The College is currently the best educational value in the County and has been the most economical for thirty years.

COST CONTAINMENT MEASURES

X The College has always managed its resources very well. Before asking Oakland County taxpayers to increase the millage, the College instituted a number of cost-containment measures to reduce operating expenditures. Between 1991 and 1993, the College saved over \$4.5 million, or six percent of its operating budget, by eliminating administrative positions, refinancing debt, offering an early retirement program, increasing profitability of revenue-generating operations and implementing energy-saving measures.

Exploring additional ways of minimizing administrative and operating costs is incessant, while at the same time, searching for alternative funding sources is continuous. In the past few years, the College has aggressively pursued external financial support for programs, scholarships and major initiatives. At the present time, the College receives over \$3 million in grants and gifts. In addition, the College recently implemented its first Major Gift campaign to raise \$8-\$10 million from business for two projects: the **Tech-Net Business Training Center** and the **Advanced Technology Center**.

The College has also entered into a number of training and educational consortia and partnerships that allow the institution to share resources and costs with other organizations (see Attachment A). These strategies of external support and collaboration are helping the College to keep its costs down without affecting the quantity and quality of educational services.

MILLAGE INCREASE REQUESTED

Oakland Community College is requesting a one mill increase in operating support from the residents of Oakland County. Since the average residential SEV in the County is approximately \$58,000, the average cost to each residential property owner in the County will be only \$58 per year. The one mill increase will generate an additional \$30 million of revenue for the College. A recent study on the economic impact of Oakland Community College revealed a substantial effect on the well-being of Oakland County. The increased local funding will add to the economic impact by contributing to the creation of approximately 500 full-time equivalent jobs in the public and private sectors in the County. It will also raise the total economic impact in the County to \$157.5 million. In terms of return on investment, County taxpayers would receive nearly \$6.00 for every one dollar of taxes invested in the College.

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USES OF NEW REVENUE

The additional revenue will be used to create diverse, flexible, adaptable, affordable and effective learning systems for students, employers and the community that are future-oriented and sustainable over time. Major areas for new investment are:

Information and Technology

Technological literacy is vital for workers of the 21st century. To keep pace with the explosion of technology, Oakland Community College has introduced technology into all of its operations from student information systems, to institutional management, to the instructional process. However, incremental implementation is not enough. For OCC students to be technologically literate requires that the institution make a quantum leap to provide a learning environment that incorporates the latest advances in technology. The College is pursuing three types of technological advancement: information technology, instructional technology and workplace technology. Significant new revenue is needed to reach the cutting edge of the technologies and maintain that position in the future.

Academic Programs

As jobs change in today's global economy, so does the academic preparation needed to do those jobs. New degree and certification programs are necessary to ensure that students acquire the competencies they need to be successful in furthering their education and entering the workforce. Oakland Community College seeks to provide Oakland County residents with the most advanced academic programs and instructional methods developed. Much of this activity is labor-intensive, requiring significant amounts of faculty time to plan courses, develop instructional materials and identify appropriate teaching strategies. These costs are not included in the cost of delivering instruction. Revenue sources other than tuition are needed to support these activities.

Professional and Staff Development

In order to prepare the citizens and workforce of the future, OCC instructors need to keep abreast of the latest advances in technology, information, business and education. They need to expose students to those advances and incorporate them into the instructional process. Likewise, non-instructional staff need to know about the latest advances in their professions. They need to know about improved management practices and advances in office operations. They need to network with colleagues and share information and resources on a timely and ongoing basis.

The College supports professional development by encouraging faculty and staff to participate in seminars, workshops and conferences; work with other professionals in business and industrial settings; establish cooperative relationships with colleagues at other institutions; and pursue

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advanced academic and professional training. The College also invests in its human resources by sponsoring presentations on organizational development, teamworking, employee wellness, and other topics that improve the efficiency and effectiveness of College services.

Support for Underprepared Students

Because of OCC's open enrollment policy, substantial numbers of newly enrolled students—including adult workers interested in training and retraining—are academically underprepared for College level work. For Fall 1993, only half of OCC's entering students scored at the College-level on their entering academic assessment test. To help students acquire the academic skills they need to be successful in college, the College offers a broad array of academic support services, including classes for underprepared students in reading, writing and mathematics; programs that provide academic support services for disadvantaged students, and Individualized Instruction Centers on each campus to provide assistance to students who need reinforcement in academic areas.

In spite of its strong commitment to helping underprepared students, with its present resources, the College is able to serve only two-fifths of all students that need assistance. The College's goal is to help all students to be successful in college and beyond. Additional support is needed to accomplish this goal.

Student Scholarship Fund

For many students at Oakland Community College, scholarships offer the only means to enter or stay in college. For the 80 percent of OCC students who work full-or part-time to pay for their education, the scholarships enable them to take more classes and work fewer hours. For other students, the scholarships are a recognition of their academic success. Many more worthy students qualify for scholarships than there are scholarships available each year. The College would like to give students a lifetime of opportunity by establishing an endowed student scholarship fund that would guarantee a minimum number of scholarship awards each year.

Facilities Replacement/Deferred Maintenance

The buildings and facilities at each campus of the College are—on average—at least 25 years old. The College's infrastructure needs significant renovation and upgrading. The College did not invest annually in building maintenance and upkeep because of revenue shortfalls. The investment is now necessary to prevent further irreparable deterioration of the College's physical plant. No funds are requested for new construction or acquisition.

Instructional Equipment

Replacement of instructional equipment has not kept pace with the need. The College is in danger in many areas of seeing current equipment becoming dated and obsolescent. This

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includes everything from microscopes to photographic equipment to hospital beds. Heavy student usage and advances in technology require that Oakland Community College make significant investments in upgrading and replacing instructional equipment on a routine basis. The cost of routine upgrade and replacement is estimated at approximately \$200,000 per campus, per year.

Other Initiatives

Oakland Community College is committed to providing the highest-quality education possible for Oakland County residents. This means adding to the College's strong educational foundation with new and expanded initiatives such as (1) **service learning**, where community service experience counts towards college credit; (2) **school-to-work programs**, where education and industry work together to produce a competent workforce; (3) **educational assessments** which determine how well the College has met the needs of the learner by measuring not the process of education, but the outcomes of the students; and (4) **cross-disciplinary teaching and learning** that does not artificially segregate learning in academic areas, but instead uses several different disciplinary approaches for teaching and learning concepts. The new revenue generated from the one mill increase in property tax will enable the College to support all of these endeavors and others as they emerge.

OCC'S LEGACY OF LEARNING

Oakland Community College was established in 1965 with two campuses enrolling 3,860 students. Within a few years, the College was a nationally recognized pioneer in the audio-tutorial method of instruction. It started a tradition of educational innovation and community responsiveness which continues to the present day. The faculty and staff were specially chosen for their commitment to teaching effectiveness, curricular innovativeness and student centeredness. That spirit of innovation is still evident today as the College explores new and different educational approaches to meet the evolving needs of its constituency.

Oakland Community College's legacy is not about teaching; it is about learning. Helping students learn how to learn and instilling in them an ethic of lifelong learning is what OCC is all about. To accomplish this means using state-of-the art instruction to develop problem-solving and team-building skills. It means providing educational services when and where they are convenient for students to learn. It means demonstrating how to use new technologies as tools in education, community service and the workplace. It means using individualized instructional methods and reflective teaching practices to match the way individual students learn best, instead of using one teaching approach for all students.

The best investment taxpayers can make in the economic prosperity of Oakland County is to support training and education to produce a skilled and adaptable workforce. OCC's legacy—with the help of Oakland County taxpayers—is to provide that education and training, now and in the future.

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Appendix A
**OAKLAND COMMUNITY COLLEGE
PARTNERSHIPS AND CONSORTIA**
Representative Sample

Consortium for Supplier Training - The Consortium is a network of community college-based Supplier Training Centers sponsored by eight major Quality-focused global companies. The goal is to provide knowledge and methodologies to the suppliers of those companies which will enhance the quality of their products and achieve customer satisfaction. The major companies are Xerox Corporation, Eastman Kodak Company, Texaco Inc., SEMATECH, Chrysler Corporation, Motorola, Digital Equipment Corporation and Texas Instruments.

Pennastar Institute - Oakland University and Oakland Community College have formed a partnership to provide a comprehensive training and education program for the Procurement and Supply Division of Chrysler Corporation and its suppliers.

Tech-Prep Consortium of Oakland County - Oakland Community College and 27 school districts in Oakland County are in consortium to provide: (1) a combined secondary and post-secondary program which leads to an associate degree or two-year certification; (2) technical preparations; and (3) student competence through a sequential course of study that leads to employment.

CoNDUIT - The acronym stands for "Cooperative Network for Dual Use Information Technologies." It is a cooperative project between the Society of Manufacturing Engineers and the American Association of Community Colleges to deliver industrial automation training to students and small manufacturers through Michigan's community colleges, including Oakland Community College.

SMARTE - Southeastern Michigan Alliance for Reinvestment in Technological Education is a consortium of community colleges, school districts, a major state university, community-based organizations, government agencies, labor, business and industry. SMARTE's goal is to establish a center to assist in assessment, curriculum development, faculty/teacher development and instructional methodology in programs related to technological education.

2+2+2 Engineering Partnership - Southfield Schools, Oakland Community College, and Lawrence Technological University have joined together to develop a comprehensive, inter-institutional model program for a six-year articulation for high school students from underrepresented groups to earn an undergraduate engineering degree.

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[Pull out information]

**MILLAGE '94: LEGACY OF LEARNING
OAKLAND COMMUNITY COLLEGE**

DID YOU KNOW...

- o Oakland Community College opened its doors almost 30 years ago with **one mill** of operating support from Oakland County residents, and has **never asked for a tax increase?**
- o Oakland Community College enrolls over 50,000 students per year, making it the largest community college in Michigan and the tenth largest in the country?
- o Oakland Community College offers one of the most affordable educations in the State, spending only \$3,944 per student compared to a state average of \$4,774 and a national average of \$6,644?
- o Oakland Community College receives less state aid per student than any other community college in Michigan? The State average is \$1,804 per student. OCC receives \$983 per student.
- o Oakland Community College provides a high quality education for its students as evidenced by the fact that OCC students who transfer to senior institutions do as well or better than students who matriculate at the same school?
- o Oakland Community College is widely recognized for its job training programs, offering some of the nation's most advanced technology education programs in the country?
- o Oakland Community College is one of the County's largest employers and has an overall economic impact of \$435 million locally, making it a key factor in the economic growth and vitality of Oakland County?
- o Oakland Community College returns \$12.45 to Oakland County's economy through college, employee and students expenditures for every one dollar of property tax support it receives?

Informational Themes for Targeted Groups

1. Employees

- Key campaign theme - the need to keep tuition low.
- Link to educational quality: 84% of graduates report themselves satisfied or very satisfied with the overall quality of the education they received. This percentage has increased over the past four years. (GFS)
- Employees identified building maintenance as OCC's most pressing need. "Buildings, fixtures, and furniture falling apart."
- Other perceived needs include computer technology/equipment for the future, both for the administration of the college and to maintain a leading edge in training.
- Need identified to maintain a low class size, and to maintain the availability of student tutors.
- Concern expressed about the College's inability to replace experienced faculty who retire.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- Before asking for increased millage OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.
- If the new millage proposal fails it will be necessary to:
 - reduce the number and selection of classes at all campuses
 - raise tuition significantly
 - put building and parking lot repairs on hold
 - cut back on scholarships, financial aid and student employment opportunities
 - reduce a wide range of student services including tutoring, academic counseling, career and employment services.
 - postpone improvement of present instructional programs and the development of new ones.
 - halt new equipment purchases
- If the millage passes OCC will be able to:
 - keep tuition affordable
 - improve present instructional programs and develop new ones
 - update classroom and lab equipment
 - repair buildings and parking lots at all OCC campuses
 - provide more financial assistance, including scholarships and work opportunities for OCC students
 - maintain and enlarge critical student services such as tutoring, career, employment services, and developmental classes.

2. Elderly

- Access to educational opportunities, importance of education to the community.
 - OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- ✓ ○ Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- ✓ ○ OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- ✓ ○ OCC provides credit and non-credit programs for all ages, in addition to facilities for community organizations such as Adult Learning Institute, Literacy Council. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 50,000 students per year on five campuses.
- OCC provides cultural and enrichment activities for all members of the community.
- Before asking for increased millage OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.
- If the new millage proposal fails it will be necessary to:
 - reduce the number and selection of classes at all campuses
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 - put building and parking lot repairs on hold
 - cut back on scholarships, financial aid and student employment opportunities
 - reduce a wide range of student services including tutoring, academic counseling, career and employment services.
 - postpone improvement of present instructional programs and the development of new ones.
 - halt new equipment purchases

3. **Former Students**

- Tuition would be significantly increased which would deny access of many residents to quality higher education
- Service to Oakland County.....300,000 people who gained knowledge and skills, close to home at affordable price.
- OCC provides credit and non-credit programs for all ages. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Opportunities are available for life long learning, and professional development. Over ten percent of OCC students already hold bachelor's or more advanced degrees.
- More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".
- The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.

4. Current Students

- OCC provides flexibility to meet the needs of diverse students, to enter or regain footing on the career track.
 - 89% of graduates from the Allied Health, 76% of Automotive Technology, 72% of Non-Automotive Technology, 58% of Business cluster are employed in related jobs.
 - Salary levels are highest for graduates in the Automotive Technology area (over \$35,000 on average), followed by Non-automotive Technology (over \$29,000 on average), Allied Health (\$27,000 on average).
 - The top 15 employers of OCC graduates include General Motors, William Beaumont Hospital, St Joseph Mercy Hospital, Pontiac Osteopathic Hospital, North Oakland Medical Center, National Bank of Detroit, Oakland County, Ford Motor Company, and Huron Valley Hospital.
 - OCC is very active in providing both credit and non-credit retraining for business, industry, public sector organizations and the professions.
 - OCC provides real on-the-job experiences for students through Coop and internship experiences.
 - The top five four-year public colleges to which OCC graduates transfer are Oakland University, Wayne State, University of Michigan at Dearborn, Western Michigan and Central Michigan.
 - More than three quarters of all graduates transferring rate their preparation at OCC as "excellent" or "good".
- Keep tuition affordable/access to higher education available/while maintaining quality. OCC is currently sixteenth among Michigan community. Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- If the new millage proposal fails it will be necessary to:
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- If the millage passes OCC will be able to:
 - keep tuition affordable
 - improve present instructional programs and develop new ones
 - update classroom and lab equipment

- repair buildings and parking lots at all OCC campuses
- provide more financial assistance, including scholarships and work opportunities for OCC students
- maintain and enlarge critical student services such as tutoring, career, employment services, and developmental classes.
- The College's ability to replace experienced full-time faculty who retire will be enhanced by passage of the millage.
- The success of this millage proposal will also improve computer availability, access to Internet, and the ability for students to communicate with faculty, fellow students, and access libraries around the world.
- If the millage fails it is likely that OCC will be forced to close a campus which will make it more difficult for Oakland County residents to attend college.
- OCC's ability to maintain small class sizes to allow for individualized attention will be impaired by financial shortages.

5. **Absentee Voter**

- OCC is the largest community college in Michigan and one of the largest in the nation. It serves over 52,000 students per year on five campuses.
- OCC has an \$145 million direct impact on the economy of Oakland County and \$156 million direct economic impact on the state.
- OCC receives fewer dollars from the state per student than any other community college in Michigan; \$900 below the state average.
- OCC provides credit and non-credit programs for all ages, in addition to facilities for community organizations such as Adult Learning Institute, Literacy Council. The typical OCC student is not the traditional 18-22 year-old high school graduate. The average age of students is 28; almost 60% are women. Well over 1,000 persons age 50 and over enroll annually and over the last four years, nearly four hundred graduates were in this age group.
- Tuition levels are an important concern: approximately 60% of first-time students fund their own education, while 30% are funded by their parents. Over three-quarters of OCC students attend part-time. Just over three-quarters of first-time students are also working while attending college.
- Before asking for increased millage, OCC reduced its operating budget by more than \$4.5 million, or six percent over a two-year period. Measures included elimination of administrative positions, refinancing of debt, early retirement provisions, energy saving and increased revenue-generating activity.

Themes:

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

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