Institutional Advancement

“We will enhance our image as Northwest Ohio’s #1 Choice in higher education in order to attract additional students, increase sources of revenue and heighten community awareness of our mission.”

Through this initiative Owens Community College will work to increase the college’s involvement with local high schools and employers, so as to market the college to its primary customers and supporters.

Objectives

- To establish a strong, recognizable brand for the College.
- To increase awareness among the K-12 student audience.
- To increase awareness among community organizations.
- To increase awareness among Owens’ internal audience.
- Develop and overall fund development plan to increase revenue.
- To increase awareness among the business and industry audience.
Organizational Vitality

“We will continuously monitor, evaluate and align available resources to ensure that the college has a highly trained, competitively compensated and diverse workforce that has adequate supports and logical processes and procedures to accomplish their missions.”

Through this strategy the college will endeavor to be the best that it can be and to advance the proficiency of all college operations and to integrate them into one collective process.

Objectives

- Revamp the College’s Mission, Vision and Values Statements and align the College’s organizational structure.
- Develop and implement an integrated human resources plan that includes addressing the needs of part time faculty and staff.
- Establish and implement a comprehensive information technology (IT) plan.
- Integrate the information technology, master facility, and strategic human resources planning processes.
- Evaluate outcomes with appropriately objective measures.
- Develop and implement a comprehensive organizational diversity plan.

Focus on Student Success

“We will identify and value all students and connect them to their academic and career goals through instruction, services and experiences that exceed their expectations”

This critical strategy was designed to formulate and provide a partnership between Owens Community College and the student to assure the student’s success in their established academic goals.

Objectives

- Establish a strong student connection with the college that begins prior to the first day of class, and continues beyond completion.
- Establish a comprehensive process for assessing student-learning outcomes.
Foster a Collaborative Culture

“As employees of Owens Community College, we will value, promote and create opportunities that support a collaborative culture based on the core values of trust and respect, embracing diversity, participation, open communication, innovation and risk taking, equity and community building.”

Recognizing that a dedicated faculty and staff is one of the college’s greatest assets, this strategy was created to allow all concerned, to more effectively perform their duties and thereby achieve job enrichment and optimal performance.

Objectives

- Build a culture of mutual respect.
- Reassess the College’s governance structure.
- Push decisions to the appropriate level.
- Define core values.
- Rectify communication deficiencies.
- Continue and increase participation at all organizational levels.

Responsiveness and Collaboration

“We will develop and enhance collaborations and partnerships.”

This central strategy was designed to embrace all of the dimensions of our community, allowing the college to serve a wide array of educational customers, including schools, employers and social service agencies.

Objectives

- Develop and enhance strategic partnerships.
- Review and modify the Advisory Committee process and structure.
- Determine student needs.
Delivery Strategy

“We will establish a conceptualization, delivery strategy, and resource requirements for our service region.”

A part of Owens Community College’s unique success in the past has been its ability to fashion the organization to meet the needs of students. Sensitivity to our student’s needs is the cornerstone of our strategic edge.

Objectives

- Determine and define service regions.
- Establish a preferred delivery model.
- Develop an enrollment projection methodology.
- Develop alternative delivery models related to an aggressive and a moderate baseline.
- Detail specifics of each delivery model.

For further information regarding the College’s Strategic Plan, please contact the Owens Community College Planning Department at 567 661-7489.