CAMPUS VISITATION PROGRAM

QUALITY TEAM REPORT
JANUARY 2010
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Community Visitation Program
Team Members

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Enrollment Services

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Specialist, Student Academic Information
Records Office
Define the Current Process

Operational Definitions

The following terms are found within our presentation and we want to make sure their meaning is clear.

Visitation: A time that is planned by a person, a group of people or a family to visit Owens Community College to find out more about our educational programs or to view the different programs available to students and the general public.

Co-Op: A program that is established between one of the college’s academic departments and a business in the geographic area that the college serves. The student spends time working at the company as part of their education and training. This allows the student to see firsthand how they can put their knowledge to work in a real-life setting.

WCS: Workforce and Community Services

IT: Office of Information Technology Services – services the many computers and online programs such as Ozone and Blackboard at Owens Community College

Tech Prep: The development and operation of programs consisting of the last two years of secondary education and at least two years of postsecondary education, designed to provide Tech-Prep education to the student leading to an associate degree or a two-year certificate. The program also is designed to strengthen links between secondary and postsecondary schools.

Virtual College Fair: A program where students can search different colleges and visit with college admissions experts online, allowing students to visit multiple college campuses without leaving home.

Schools: A term within a college for a specific educational program, such as the School of Business and Information Systems and the School of Technology.

Departments: Smaller units within the college’s different schools, i.e. the Mathematics Department within the School of Arts & Sciences.

Foundation: The Owens Community College Foundation is a non-profit, public benefit corporation that accepts and administers private support in support of scholarship programs and program initiatives at Owens Community College.
Background Information

In 2004, the College’s strategic plan committee realized the need and benefit for the creation of a formalized campus visitation program for business and industry. Currently, the College has a formal visitation program for new and prospective students run by the Office of Enrollment Services. This new project would take that same philosophy and apply it to our partners in the community by showcasing Owens state-of-the-art facilities and programs.

As opposed to mass media exposure, a campus visitation program would provide a more personalized view of the College. Visitors would see first-hand what Owens has to offer. The College would benefit from personal relationships that would result in increased donations to the College, positive impression of the College, word-of-mouth advertising and, ultimately, a greater awareness of our programs and offerings.

Project Statement

To enhance relationships with businesses and community organizations by creating an effective, efficient campus visitation program as measured by visitor feedback and donations to the College generated as a result of the visitation program.
Current Situation

Currently, there is no formal, organized visitation program college-wide. Campus visits are handled by individual offices or departments on individual case-by-case basis. In 2004, the College’s strategic plan identified the need for visitation programs both for K-12 and business and industry. Subsequently, the Office of Enrollment Services created a visitation program for K-12 students. The current team was assembled to make recommendations concerning a college-wide visitation program for business and industry.
Analyze the Current Situation

Fishbone Diagram

The Fishbone Diagram shows the different causes that help give a specific effect. To get an effective, efficient campus visitation program, there are many factors that help make that possible. People, method, environment/culture, marketing plan, and resources are some of the general causes, while each general cause is broke into more specific causes.
Relationship to the Owens Mission, Vision & Values

Our Mission:
We believe in serving our students and our communities. Your success is our mission.

Our Vision:
Owens faculty and staff are committed to providing a superior educational experience through excellence, innovation and collaboration.

The College’s mission and vision are encapsulated in the College’s Core Values of excellence, innovation, collaboration, service and learning. The campus visitation program will support the Core Values in the following ways:

- **Excellence** – The College’s employees, alumni, and students are proud of our campus, programs, and people. The visitation program allows the College to share our pride in the quality of our institution.

- **Innovation** – The team’s research indicates that no colleges in our area have a formal campus visitation program, which demonstrates that our College is a pioneer in establishing this sort of outreach. The program also represents a fresh approach to support of enrollment growth, community financial support, and public awareness of our institution.

- **Collaboration** – The campus visitation program represents a concerted effort to create collaboration among employees and departments of the College, as well as between the College and the area business community.

- **Service** – The campus visitation program represents an institutional service to the community as well as a service by Owens employees to the institution.

- **Learning** – The campus visitation program expands the concept of learning to include not just the traditional academic learning experience, but also the concept of the business community’s needs to learn about the College and the College’s need to learn more about the needs of the business community.

Anticipated Positive Results

The campus visitation program should produce outcomes that are very much in keeping with the established AQIP quality criteria. Because the team’s research shows that so few schools offer a program providing customized tours designed for business and community representatives, the program distinguishes Owens from other schools and demonstrates an emphasis on the word Community in our institution’s name.
The program could also measurably improve the College’s ability to determine the needs of two key groups of stakeholders – area business representatives and potential donors. Discussions with a number of College employees reveal a need to continue to strengthen these relationships with these groups.

The collaboration required to implement the campus visitation program will foster communication and teamwork among departments of the College. Over time, the program should strengthen collaboration between the College, business representatives, and donors.

**Obtained Cooperation of Key People**

The team interviewed key individuals who we thought would have experience in hosting campus visitors (responses summarized in “Key Owens Informant Interviews). In addition, the team had conversations with Jennifer Fehnrich, Special Assistant for Government Relations and Ann Savage, Executive Director, College Development about what components of a visitation program might include.

Finally, later in the process, the team talked again with Gary Corrigan, Director, Marketing & Communications, who now has formal responsibility for the College’s Community Relations portfolio. He has indicated his support for a campus visitation program and his willingness to work with the team to implement the program.

**Relationship to AQIP Quality Criteria**

As a feature of the AQIP initiative, the following categories are met by this project: #2, Accomplishing Other Distinctive Objectives, #3, Understanding Students’ and Other Stakeholders’ Needs and #9 – Building Collaborative Relationships.

<table>
<thead>
<tr>
<th>AQIP Criteria</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accomplishing Other Distinctive Objectives</td>
<td>The program fosters personal relationships between the College and external organizations, leading to increased donations to the College Foundation.</td>
</tr>
<tr>
<td>Understanding Students and Other Stakeholders’ Needs</td>
<td>The program provides opportunities for enhanced relationships with external organizations including business that will provide greater understanding of how the College can meet their needs.</td>
</tr>
<tr>
<td>Building Collaborative Relationships</td>
<td>The program encourages departments across the college to collaborate with each other to better serve our external stakeholders.</td>
</tr>
<tr>
<td>School Name &amp; Contact</td>
<td>Do you have an on-campus visitation program for companies or other organizations?</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Owens Community College/WCS</td>
<td>Nothing formal</td>
</tr>
<tr>
<td>Cuyahoga Community College</td>
<td>No set script, but conduct tours in one of 2 ways</td>
</tr>
<tr>
<td>Columbus State</td>
<td>No response</td>
</tr>
<tr>
<td>School Name &amp; Contact</td>
<td>Do you have an on-campus visitation program for companies or other organizations?</td>
</tr>
<tr>
<td>------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Northwest State Community College</td>
<td>Nothing in black or white, customized to the needs of the individual or business</td>
</tr>
<tr>
<td>Lorain Community College</td>
<td>Nothing formal - *establish date &amp; time *either on/off campus</td>
</tr>
</tbody>
</table>
Key Owens Informant Interviews ~ Questionnaire and Responses

Interviews were conducted in Fall 2008 with the following key personnel: Associate Dean, Findlay Campus; Director, Marketing & Communications; Director, Sales & Program Development, Workforce & Community Services; Dean, School of Business & Information Systems; Dean, School of Arts & Sciences; Coordinator, Student and Alumni Placement (formerly, JOBS Office).

1. Do you have in your area any sort of visitation program?

<table>
<thead>
<tr>
<th>Role</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Dean, Findlay-area Campus</td>
<td>No.</td>
</tr>
<tr>
<td>Director, Marketing &amp; Communications</td>
<td>Only for interns and sometimes vendors, but only on an as-needed basis.</td>
</tr>
<tr>
<td>Director, Sales &amp; Program Development</td>
<td>WCS does have a formal visitation program that I know of. We have frequent business guests and give building tours, but nothing formalized or routinely scheduled.</td>
</tr>
<tr>
<td>Dean, School of Business &amp; Information Systems</td>
<td>Nothing really formal, usually if they have someone form a business or in the community that wants to visit their area, Dr. Reed usually sets that up with the chair of the area that the individual would like to see. It could include herself, the chair and a faculty member. The information that they hand out is usually a college catalog and they give them a tour of their area of interest, it is usually the computer labs. As far as their Co-op sites (external businesses), they present the information at the departmental school meeting and they ask their faculty who they think would be a good fit for that particular business. Former Co-op partnerships are usually sent several students and they employer will decide who they select, the co-op site really does not communicate to the school of business who they pick. Event: We are I.T. sponsored by the State of Ohio, usually in November. Several colleges around Ohio are involved with this program and hold the event at different colleges in Ohio Event: - Tech Prep Days (team effort with the School of Business and Enrollment Services).</td>
</tr>
<tr>
<td>Dean, School of Arts &amp; Sciences</td>
<td>No.</td>
</tr>
<tr>
<td>Coordinator, Student and Alumni Placement</td>
<td>Meet and Greet – in conjunction with Collegiate Employee. Net - targeting the School of Business, where the select 5 to 10 students to attend the event (January). Virtual Job Fair – consortium with 17 other colleges &amp; universities, this is also part of Collegiate Employee Net and it’s in its third year. Seasonal Job Fair – Held before Christmas season, usually in AVCC/MS Galleria. Health Career Expo – in conjunction with the School of Health. Where the School of Nursing requires their graduates to attend. Held in October.</td>
</tr>
</tbody>
</table>
2. Should Owens have a visitation program?

<table>
<thead>
<tr>
<th>Name</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Dean, Findlay-area Campus</td>
<td>Yes.</td>
</tr>
<tr>
<td>Director, Marketing &amp; Communications</td>
<td>Yes. It’s a good way to “get them in the store so they will shop”. Also, it’s a good way to make sure they don’t have a false impression of the College.</td>
</tr>
<tr>
<td>Director, Sales &amp; Program Development</td>
<td>Instinctively I would say “yes”, although I would imagine the important thing is to establish some goals and purposes for the program and then build the visitation concept from those.</td>
</tr>
<tr>
<td>Dean, School of Business &amp; Information Systems</td>
<td>Yes.</td>
</tr>
<tr>
<td>Dean, School of Arts &amp; Sciences</td>
<td>Yes.</td>
</tr>
<tr>
<td>Coordinator, Student and Alumni Placement</td>
<td>Yes.</td>
</tr>
</tbody>
</table>

3. What components should be included?

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Dean, Findlay-area Campus</td>
<td>In-person visits with emphasis on needs</td>
</tr>
<tr>
<td>Director, Marketing &amp; Communications</td>
<td>Would be good to have a “leave behind”. Nothing big, but just something with core Owens information on it. (Dr. Unger uses for board of trustees?)</td>
</tr>
<tr>
<td>Director, Sales &amp; Program Development</td>
<td>This would be driven by business’ motivation for seeing the Owens campus. If the company is considering utilizing campus facilities- renting rooms, holding events, etc., then a tour focusing on those elements should be showcased. For companies looking for potential partnering opportunities with the College, perhaps the tour would focus more on seeing certain instructional facilities and meeting with key personnel who would spearhead partnership development. For potential donors, the tour might focus on areas of need and/or meeting with students/faculty with stories to tell about educational experiences and possibilities.</td>
</tr>
<tr>
<td>Dean, School of Business &amp; Information Systems</td>
<td>Currently there seems to be no connection with the community and the institution, in particular with the School of Business. Should be an active member in the community recognized the organization/institution. Differ cost to different organizations within the community Lack of encouragement for faculty to belong to organizations, the cost is usually incurred by the individual; the institution (Owens) doesn’t cover the cost of membership. When the individual has to pay out of pocket fee for their membership, there is not a connection for them to give feed back to that particular department, since their membership was personal and not institutional. (Individual connection not Owens connection) When a particular organization or business visits the college (School of Business) they are amazed as to what we offer. It builds great relationships with the business community. Advisory committee members and adjunct faculty (need to have new blood, in other words it should consist of both). Currently there is no connection with WCS with the School of Business</td>
</tr>
<tr>
<td>What components should be included? (continued)</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| **Dean, School of Arts & Sciences** | All areas of the college  
The Landscape/Turf grass program would be a good candidate because of its 95% to 100% job placement  
The Photography program would be a good program as well because it has some of the most high tech equipment around  
The theater could be used to hold different visitation programs. |
| **Coordinator, Student and Alumni Placement** | All areas involved working together  
“Share drive” in order to know who (what area of Owens – foundation, schools, departments, etc.) has contacted what employer and for what purpose. (This way we are not asking for the same thing).  
Having a list of contacts for those businesses that we work with or ask for donations, sponsorship etc. |

<table>
<thead>
<tr>
<th>4. How would you market the program?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Associate Dean, Findlay-area Campus</strong></td>
</tr>
<tr>
<td><strong>Director, Marketing &amp; Communications</strong></td>
</tr>
</tbody>
</table>
| **Director, Sales & Program Development** | Our account representatives could offer campus visitation when they place sales calls on businesses for training projects. Could include a flyer in our sales kit with info on who to call and how the visitation works.  
Mention visitation as one of our services relating to corporate training.  
Mention visitation in the WCS mass-mailed brochure. |
| **Dean, School of Business & Information Systems** | Direct contact with community and Business  
Personal connection and information sharing and/or giving. |
| **Dean, School of Arts & Sciences** | Work with marketing  
Could use Broadcasting Journalism students in some way and broadcast programs |
| **Coordinator, Student and Alumni Placement** | Have all the key players involved (WCSD, key individuals from the different schools, foundation, different departments, etc.).  
Have something like a “Thank You” – community breakfast, where we invite the different businesses on campus.  
Build on the relationship between Owens and businesses. |
### 5. What outcomes and/or results would you like to see in your area?

<table>
<thead>
<tr>
<th>Position</th>
<th>Outcomes/Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Dean, Findlay-area Campus</td>
<td>List of needs by the business.</td>
</tr>
<tr>
<td>Director, Marketing &amp; Communications</td>
<td>Vendors and visitors that know us better. Increase in donations.</td>
</tr>
<tr>
<td>Director, Sales &amp; Program Development</td>
<td>Increase awareness of corporate training services available from WCS. Overcome misperceptions about the lack of relevance of a community college to the needs of a business. Help businesses think of Owens for whatever appropriate reason.</td>
</tr>
<tr>
<td>Dean, School of Business &amp; Information Systems</td>
<td>List of businesses interested in Owens Adhoc committee’s with businesses Shared database with pertinent information regarding business contacts Currently there are several areas in the School of Business are in need of students: 1) Intermodel; 2) HR; 3) Business Operations; 4) Database Management.</td>
</tr>
<tr>
<td>Dean, School of Arts &amp; Sciences</td>
<td></td>
</tr>
<tr>
<td>Coordinator, Student and Alumni Placement</td>
<td>Relationship building between Owens and employers It reinforces our programs – quality programs and quality students come from Owens. JOBS Office – free service (no fee)</td>
</tr>
</tbody>
</table>
Feedback from Business/Community Representatives
Proposed Campus Visitation Program
April 2009

Thinking about the company you work for, would you say this sort of campus visitation program might be useful to your employees and/or management?

Offhand, what would you imagine the benefits of this program to be (for any visitor, but for visitors from your company in particular?)

Charles Stocking, President, Principle Business Enterprises

Such a program would be beneficial for both the company leaders and employees. Since continuous development is a leadership responsibility at our company (particularly as relates to the employee's talents and skills) our team leaders are looking for ways to further assist employees to reach the highest level possible for their professional development. Such a trip would give both groups an opportunity to understand what is possible and learn about the resources that are available from Owens CC.

There are several benefits from such a program. One of the most important is connecting the academic world with the day to day operation of our business. Generally the university will have a higher level of applied technology in its classroom than the individual company may be able to afford. OCC thus becomes a showcase and learning place for the business manager to become aware of what is happening in the technologies.

Further I would identify that such interaction is a good way to stay current with the latest and also possibly identify great young talent which might after an initial period might consider joining the company. Many companies are looking to universities and colleges as a significant source of intellectual property. By gearing up in these areas, the Rotary Club soon develops a healthy respect for the university and recognizes it as a very healthy environment.

Jim Ottarson, Director, Ohio EPA BG Regional Office

I don't think we would gain a lot from a visitation program. All of our staff has at least a Bachelor's degree and many have advanced degrees, so they are not looking for academic classes. Rather, they are looking for short seminars to improve their professional skills and we have been able to get that information by maintaining contact with you via meetings and emails. I do think it could be a big help to adult learners who are looking to add or refine skills in their current profession or who wish to explore new careers. Being on campus to see facilities and meet faculty is a powerful way to attract students.
Feedback from Business/Community Representatives, cont.

<table>
<thead>
<tr>
<th>Barbara Lane, Training &amp; Development, ProMedica</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, although we already have many employees who utilize Owens, and we have many Owens students who do their clinicals/internships at TTH. With this type of program, we may be able to increase PHS employee participation even more. We continually reinforce using tuition reimbursement to our employees.</td>
</tr>
</tbody>
</table>

They could become more familiar with the campus (making it less intimidating), learn more about the programs (not everyone likes to read about them online), and meet faculty and other students to get a better “feel” for how it would be to attend Owens.
Desired Change: Establish a Campus Visitation Program

**Driving Forces**

1. Identified as an action step in the College’s strategic plan
2. Potential for increased understanding of what Owens offers
3. Potential for increased community support
4. Potential for increased funding support
   a. Donations sufficient
   b. Grants
   c. Equipment

**Restraining Forces**

1. Staffing to implement/oversee (hire more staff)
2. Lack of funding to implement (allocate scarce funding)
3. Lack of time to implement (additional staff hours)
4. Adequate process already in place (status quo)

There are an equal number of driving forces and restraining forces with respect to implementation of a formalized business and industry on-campus visitation program. However, while the potential for gains (driving forces) is unknown, the resource constraints to implement (restraining forces) are clearer. It is logical, therefore, to conclude that the status quo is sufficient and it is not necessary to create or impose a more formalized structure at this time.
Improvement Theory Check Sheet Feedback Form

Team Name: On-Campus Visitation Program

Team Champion: Sarah Metzger

Date: January 13, 2010

Based on our research as well as discussions with a number of individuals on-campus and off, we conclude that there is no need to create a more formalized visitation program structure at this time. However, we do have two recommendations to enhance the status quo, as follows:

<table>
<thead>
<tr>
<th>Ideas for Improvement</th>
<th>Support</th>
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</thead>
<tbody>
<tr>
<td>Create a &quot;take-away&quot; for visitors on campus that emphasizes the College’s mission. (Cost to be covered by AQIP budget.)</td>
<td>Y</td>
</tr>
<tr>
<td>Add a link to the &quot;Community&quot; web page of the Owens Homepage for potential campus visitors (other than K-12).</td>
<td>Y</td>
</tr>
</tbody>
</table>
### Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsibility</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a &quot;take-away&quot; for visitors on campus that emphasizes the College’s mission.</td>
<td>Quality Team with Marketing &amp; Communications</td>
<td>Mar</td>
</tr>
<tr>
<td>Add a link to the &quot;Community&quot; web page of the Owens Homepage for potential campus visitors (other than K-12).</td>
<td>Quality Team with Marketing &amp; Communications</td>
<td></td>
</tr>
<tr>
<td>Gather and analyze feedback</td>
<td>Quality Team</td>
<td>May</td>
</tr>
<tr>
<td>Report back to Quality Council</td>
<td>Quality Team</td>
<td>Aug</td>
</tr>
</tbody>
</table>
How We Will Study Results

Analysis of the results of the campus visitation program should involve the following components:

- The team will work with the Marketing & Communications and Information Technology Services departments to obtain a report on the monthly number of “hits” the visitation page receives.
- The team may design/conduct a brief survey (type yet to be determined) to solicit feedback (pros and cons) regarding business and industry campus visits.

Engrafting the Improvements into the System

The recommendations will become part of the College’s daily operations via the Office of Marketing & Communication, with whom the team will work to produce the printed “take-away” and to set up the web page link.
Acknowledgements

We would like to offer a special thank you to the listed individuals:

The Quality Council, for giving us the opportunity to participate on this team.

Sarah Metzger, our trainer and team champion who guided us through this process.

Gary Corrigan, Director, Marketing and Communications, Owens Community College

Julie Curry, Northwest State Community College

Gentry Dixon, Coordinator, Student and Alumni Placement, Owens Community College

Sandra Everett, Lorain Community College

Jennifer Fehnrich, Special Assistant, Government Relations, Owens Community College

Amy Janos, Cuyahoga Community College

Michele Johnson, Chair, School of Public Safety & Emergency Preparedness, Owens Community College

Barbara Lane, Training & Development, ProMedica

Jim Ottarson, Director, Ohio EPA Bowling Green Regional Office

Glenn Rettig, Associate Dean/Chair Engineering Technologies

Ann Savage, Executive Director, College Development, Owens Community College

Renay Scott, Vice Provost, Owens Community College

Charles Stocking, President, Principle Business Enterprises