

OCC, Walsh to open small business center

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By Ryan Tutak
staff writer

Two area colleges plan to open a \$240,000 center to aid small companies in Oakland County as soon as July.

Walsh College and Oakland Community College officials started negotiations in February to finance a non-profit center to train and counsel local business owners.

"We want to marry the needs of small business people to the services that Walsh and OCC can best deliver," Mary Comden, OCC public professional institute dean, said. "The small business person will be the backbone of Michigan's economy."

Each school recently approved the center conceptually. OCC's board of trustees must approve a budget, to

be submitted for consideration by August, "unless something goes haywire," interim Chancellor Richard Thompson said.

The center is "very probable," said Dorothy Heyart, program manager at the Michigan Small Business Development Center, which drafted the proposal for the new center.

THE OAKLAND County Business Development Center, slated for the Walsh campus in Troy, should offer counseling services by July, she said. OCC's Royal Oak campus will open a second center by January 1992 if the first one prospers.

Tentative funding includes \$50,000 from each school, \$100,000 from the Michigan center, \$20,000 in federal aid, and \$20,000 from research and development associations.

The center's aim is already clear,

'The whole point is to help business owners succeed by pointing out their strengths and weaknesses and how to overcome them to increase their revenue base.'

— Dorothy Heyart
Michigan Small Business
Development Center

If abstract.

"The whole point is to help business owners succeed by pointing out their strengths and weaknesses and how to overcome them to increase their revenue base," Heyart said.

The center would provide clients with financial assessments and perform market analyses of their products.

The schools also would provide clients

with a pool of seasoned employee candidates, some who might intern at the center as students, Walsh College executive vice president David Spencer said.

THE MICHIGAN Small Business Development Center chose the two colleges to host the Oakland center because their facilities fit small business needs. Walsh, a private business school, has an extensive tax library. OCC offers training programs for students and companies to operate and manage automated production systems.

"Junior colleges are more applied rather than research oriented, and small businesses need those kind of programs to grow," said Mark Clevey, vice president of small busi-

nesses for Merra, an association that will help the center.

The center will have more than 500 clients the first year, among a potential 15,000 firms, Heyart estimated.

"This is going to be a major center in the state," she said. "Walsh and OCC are located in the most active business community in the state."

The state has more than 50 small business centers, most at universities and community colleges. Wayne State's center serves 3,600 clients a year, typically providing short-term counseling and referrals to start-up businesses.

"We're looking to establish long-term business relations with clients," she said. "We're looking to become their business partners."

OCC drafts qualifications, places ad for chancellor

By Ryan Tutak
staff writer

Oakland Community College's Board of Trustees will choose a new chancellor probably by January and will prepare a short list of candidates in August.

The board met June 3 to finalize an advertisement for the post to appear in educational publications starting this week.

The ad, a job profile including 14 qualifications, was drafted by a 22-

member committee of OCC trustees, administrators, and faculty.

Qualifications include "evidence of successful teaching," preferably a doctorate, and a "successful experience as a community college president or senior administrator in a multi-campus district or complex organizational structure."

OCC should receive 75-125 applications for the job, said David Pontiz, a consultant to the committee and president of Sinclair Community College in Dayton, Ohio.

THE COMMITTEE will screen applicants and suggest about 20 candidates to the board Aug. 20 for review in closed session, board vice chairwoman Margaret MacTavish said, adding the board would narrow the list for further review by the committee.

In OCC's last chancellor search five years ago, the board interviewed the three finalists publicly before choosing Stephen Nicholson in a closed session vote, OCC communications director George Carlsons said.

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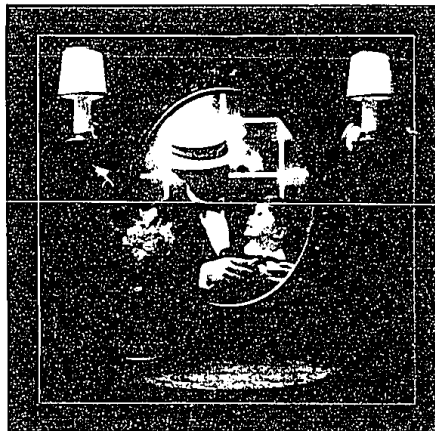
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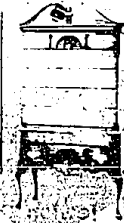
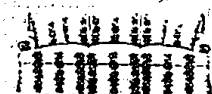
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