## OCC takes cue from own marketing courses

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As Oakland Community College now is practicing it, marketing is changing the way you do business. It's teaching virtually everyone new ways to look at the clients.

clients.
"Wo need to meet students' needs. Wo're losing some to competitors. We need to look at how students are treated when they arrive, how easy it is to register; how convenient it is to pay tuition."

ster; now convenient it is to pay
tuttion."

So said Dr. David Adams, who
last June became the first director of marketing in OCC's 33year history, reporting to Chancellor Richard T. Thompson.

"Students are viewed largely
as 'problems' by employees,"
Adams wrote in a recent
"Reengineering" report to the
chancellor and board of trustees.

Adams is phasing out of teaching marketing on the Orchard
Ridge Campus, which he joined
in 1968. He also brings 17 years
of real-world business experience
as marketing vice president of
MIPS Software, Inc. of Farmingas marketing vice president of MIPS Software, Inc., of Farming-

Enrollment down Enrollment at OCC declined



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## New director focuses on meeting student needs to 'sell' college

15 percent from 1931 (17,000 credit hours) to 1997 (13,000 credit hours). In part it was expected. Community colleges are economically counter-cyclical, with enrollment jumping during processions and alumping during bosons. (This year, there has been an upward blip, however, in both headcount and credit hours.)

But in alarming part, the alump is due to new challenges from private colleges and Oakland University. From 10,000 students in 1970, they've gene to about 29,000.

"There is increased competition for students in Oakland County from Walsh, Central Michigan University, University of Phoenix, Spring Arbor, Baker College, and others, he said.
"New attitude: Students first. "Everyone is a recruiter."

"Statelege and others, he said.
"New attitude: Students first. "Scatyles are free to prosage."

Said Adams: "Counseling complants in Gaid Adams: "Counseling is perhaps the single most important of the conselling complants of the counseling complants." "Cataloge are free to prosage."

"Everyone is a recruiter.
"Catalogs are free to prospective students."
OCC officials have known for

OCC officials have known for some time students weren't being retained. But was it because students were transferring to four-year universities after one year? Were people just taking a couple of courses to help them in a particular job? Adams produced competitors' quotes to the effect that OCC was showing "not enough personal service" to students.

He led a committee that

FURNACE . BOILERS

PLUMBING . A/C

*LENNOX*:

FREE ESTIMATES -

AL DANBOISE 4.77-3626 Oakland Journal is a roundup of Oakland County news and notes collected from government, school, civic, community and neighborhood sources. Please write: Oakland Journal, c/o Oakland County editor, Observer & Eccentric Newspapers, 805 E. Maple, Blimingham, MI 48009, Our fax number is (248) 644-1314.

Counseling critical
Chancellor Thompson, as a former counselor, paid particular attention to the counseling complaints: "Lack of walk-in hours; hard to get an appointment during final registration."
Said Adams: "Counseling is perhaps the single most important connection before classes. Counselors affect career choice and life direction."

NURSES SOUGHT
The Oakland University School of Nursing in Rochester has launched its annual search for outstanding Michigan registered nurses to receive its 1998
Nightingale awards — a com-

OCC's financial aids program will undergo change. Students don't understand the curront lengthy process and must borrow from the bank before their aids come through. The cashior's office isn't integrated with finan-cial aids.

cial aids. The bane of everyone

The bane of everyone — students, faculty and high school counselors — seems to be voice mail: the inability to talk to a live human, or even to figure out which live human to call.

The four other campuses are likely to have what's being tried out at Auburn Hills: a single welcome center and kiosk with one-stop information and service delivery.

## Changes for staff

All of this "reengineering" won't result in a lot of firings and replacements, Adams said. Instead, it will mean:

Retraining for everyone. Already a large part of faculty and staff has been through an "Advanced Connections" program aimed at building "a service culture."

■ New technology. Fixing the phone system, introducing on-line service for ordering text-books, integrating the Business and Professional Service into the college-wide enrollment process, allowing students in traffic-choked Oakland County to do more work by Internet.

An extremely suspicious AFSCME union, regularly and publicly, has nipped at Thompson and the board about filling job vacancies.

son and the board about mining job vacancies.

"The college will ensure job security for current employees," said Adams' report, with retraining, a year's notice to those whose jobs are being redefined, and offering new positions to

current employees who fulfill basic qualifications."
He added: "The millage (a proporty tax hike approved by voters in mid-1995) make it possible to spend a little today to save a good bit down the road."
Adams worked with a team including vice chancellor Carol Brown, business faculty member Al Bogucki, Highland Lakes dean David James and Elaine Fett in staff development.
His report emerged after a 1995-97 survey showed the work environment was less than happy at Michigan's largest community college. From there, the group listened to focus groups at all campus sites.
Adams, who carned two business from Michigan State, said the changes won't be so much in what OCC teaches but the process of wooing and satisfying clients.

"We need to reengineer the process. Get ready to throw out what you've been doing," he said.

## **OAKLAND JOURNAL**

memorative Nightingale bronze statuette and \$1,000. Nomination forms may be obtained by calling the School of Nursing at (248) 370-4601. Forms must be returned by Feb. 20. Nominations are sought in the following categories: nursing administration, nursing research, nursing education, nursing practice, long term care practice and home care. Winner, runners-up and nominees will be honored at the 10th annual Nightingale recognition dinner, May 7 at the Troy Marriott Hetel.

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land Community College's
Orchard Ridge Campus will host
a post exhibit in honor of
African-American History
Month, through Feb. 20. Entitled
Black Women: Achievements
Against the Odds, 'the exhibit
consists of posters on loan from
the Michigan American Association of University Women. It will
be located in the campus' J
Building, sub-plaze level (first
floor). Hourn are 9 a.m. to 8 p.m.
Monday through Friday, Admission is free and open to the publie. The campus is located at
27056 Orchard Lake Road, just
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CRANIS TO COUNTY UP
The Oakland County Department of Personnel reports that, while the number of county positions increased by 6 percent from 1993 through Jan. 1, 1998, government positions paid for by local tax dollars declined by 9 percent. Positions funded by other revenue sources are up by 54 percent. Grants are being used to fund more county positions and county services.

ALLIANCE FOR MENTALLY ILL

ALLIANCE FOR MENTALLY ILL
Family Support Meeting for relatives of persons who suffer from
mental illness are at 7 p.m. on
Feb. 2 and 16 at the Mental
Health Building, 15920 W. 12
Mile Road, Southfield; at 7 p.m.
Feb. 3 at Havenwyck Hospital,
1525 University Drive, Auburn
Hills, 7 p.m. Feb. 4 at Christ the
Redeemer Church, 4005 Baldwin
Road, two miles north of 1-75 in
Lake Orion.
AMI will have a general meeting
at 7:30 p.m. Feb. 26 in Beaumont Hospital, West 13 Mile
Road, Royal Oak, Classroom
ABIW of the Administration
Building, Speaker is Colleen
Jusper, director, Bureau of Consumer Relations, department of
Community Mental Health.
Topic is: Taking Charge of Our
Lives.



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