

Expand Relationships with External Stakeholders

Strategic Goal Initiatives

	Description	Measure
4.1a	Establish a Cross College Committee on Stakeholder engagement to foster sharing of data and knowledge between college teams	Committee has been established - monthly meeting schedule
4.1b	Establish a baseline of current community stakeholders	Existing database
4.1c	Review College's existing Stakeholder communication strategies and methods.	n/a
4.1d	Implement a SOP for engaging external stakeholders	Provide talking points to committee
4.1e	Streamline processes and data collection	Completed/Form
4.2a	Link and deepen existing relationships through established communication strategies and methods.	Increase stakeholder relationships across divisions
4.2b	Identify key community stakeholders not presently engaged with OCC	New "meaningful" relationships with Divisions
4.2c	Engage identified stakeholders through the newly designed SOP in 4.1	Review of stakeholders pending 4.1.d
4.3a	Establish a baseline of existing innovative partnerships	College partnerships beginning 2021
4.3b	Empower teams throughout the college to explore new partnerships using the SOP for new stakeholder engagement	On going quarterly committee meeting and stakeholder engagement training

Strategic Plan

Empower Students

- 1.1 Enhance student learning.
- 1.2 Engage students in co-curricular activities.
- 1.3 Improve student persistence, completion, and career attainment.

Optimize Enrollment

- 2.1 Promote our value and identity.
- 2.2 Achieve sustained growth in enrollment.
- 2.3 Provide relevant programs to foster workforce development.

Elevate Effectiveness

- 3.1 Create and sustain a highly effective work environment.
- 3.2 Advance our use of technology and information
- 3.3 Optimize the use of our campus facilities
- 3.4 Implement effective policies and practices.

Expand Relationships

- 4.1 Collaborate across the College to promote positive stakeholder communication
- 4.2 Connect with local and extended community supporters.
- 4.3 Explore new and innovative partnerships

<https://www.ocean.edu/wp-content/uploads/2021/01/Ocean-County-College-at-the-Helm-Strategic-Plan-2021-2026.pdf>

Expand Relationships with External Stakeholders

Goal 4 Scorecard

<u>KPI or Objective Performance Measure</u>	<u>Target Context</u>	<u>2021 Baseline</u>	<u>2026 Target</u>
Goal 4: Expand relationships with external stakeholders			
Establish quarterly stakeholder communication meeting with panelist and participants		0	20 total meetings
Measurement of connectivity between multiple college divisions and individual stakeholders - Existing		Establish baseline in FY2021	10% increase annually
Measurement of new stakeholders and innovative partnerships		0	20
Objective 4.1: Collaborate across the college to promote positive stakeholder communication and cultivation.			
Awareness of the Cross College Committee on Stakeholder engagement and process	establish baseline in FY2021 via survey (must define survey pool)	Establish baseline in fall 2021	set target after results are in
Campus wide participation in quarterly review meetings.	Goal is have each College division represented as a panelist while inviting all interested parties to join as viewers	Establish baseline in fall 2021	set target after initial committee is confirmed.
Objective 4.2: Connect with local and extended community supporters.			
Increase number of external participants in college programs, including but not limited to: Grunin Center and Planetarium Audience, Foundation Events, Art installations and audited classes.	Establish Baseline of current average attendance/ Participation numbers for the past 2 Fiscal years with in person events.	Establish baseline in fall 2021	set target by June 30, 2021
Increase in gross number of supporters providing meaningful gifts to the Foundation and College Directly.	Establish baseline of gifts \$1,000 or more each fiscal year on each constituent record	Establish baseline in fall 2021	set target by June 30, 2021
Objective 4.3: Explore new and innovative partnerships.			
Refer to goal KPI 3- Measurement of New Stakeholders and innovative partners.		0	20

Ocean County College, an innovative academic leader, provides affordable, student-centered, high-quality educational experiences that empower diverse learners to succeed. To achieve its mission, OCC invests in and fosters academic, economic, and cultural excellence and ensures financial strength by generating multiple revenue streams, engaging in national and international university and corporate partnerships, and cultivating a technologically progressive and entrepreneurial spirit.