



Clackamas CC

OCCA 101

How OCCA supports Oregon's community colleges

Meet the OCCCA Staff

Small but mighty!

OCCA Staff



Abby Lee
Executive Director



John Wykoff
Deputy Director &
Government Relations



Elizabeth Cox Brand
Director, Student
Success Center



Karen Smith
General Counsel &
Senior Policy Advisor



Katie Archambault
Director of Operations



Casey White-Zollman
Communications
Director

Management

- ❖ OCCA Staff Management
- ❖ Supports Oregon President's Council
- ❖ OCCA's Board of Directors
- ❖ Liaison with state agencies and partners
- ❖ Policy Analysis



Dr. Abby Lee
Executive Director

Legislative Director

- ❖ Primary Lobbyist
- ❖ State, Federal and Regulatory Advocacy
- ❖ Manage Campus Advocacy Coordinators (CACs)
- ❖ Policy Analysis
- ❖ Statewide Budget Ask and Policy Development



John Wykoff
Deputy Director

Legal Issues & Policy

- ❖ General Counsel
- ❖ Board Member Training
- ❖ Board Policy & Procedure Program
- ❖ Legal Services
- ❖ Policy Analysis
- ❖ State and federal Advocacy



Karen Smith
General Counsel &
Senior Policy Advisor

Business Operations

- ❖ OCCA Business Operations Management
- ❖ Human Resources
- ❖ OCCA Audit
- ❖ OCCA Budget & Fiscal Operations
- ❖ Research & Data Analyst
- ❖ Event/Training Planning Management



Katie Archambault
Director of Operations

Student Success Center

- ❖ Guided Pathways
- ❖ Corequisite Implementation
- ❖ Oregon Transfer Council
- ❖ Fostering a Culture of Belonging
- ❖ Bringing Adults Back
- ❖ HECC Corequisite Workgroup
- ❖ Rural Community College Consortium
- ❖ Event/Training Planning
- ❖ Multiple Measures Assessment



Dr. Elizabeth Cox Brand
Success Center Director

Communications

- ❖ OCCA website management
- ❖ *OCCA Digest* e-newsletter
- ❖ OCCA Board Rep Monthly Updates
- ❖ OCCA Board Meeting Recaps
- ❖ OCCA Publication Design & Content
- ❖ Advocacy Toolkit
- ❖ Event/Training Promotion & Planning
- ❖ Advocacy Support
- ❖ Statewide Communications
- ❖ OCCA Media Liaison
- ❖ OCCA Brand Management



Casey White-Zollman
Communications Director

About OCCCA

Purpose & History

Why OCCCA Matters

What is the Oregon Community College Association?

OCCA is a Council of Governments created under Oregon Revised Statutes 190

- ❖ **Founded** in 1962
- ❖ **Represent** the collective interests of our 17 community colleges and their students
- ❖ **Purpose:** To support the colleges before policy-makers and partners whose actions affect the well-being of community colleges across the state.



All-Oregon Academic Team (AOAT)

OCCCA's Mission & Strategic Objectives

OCCA's Mission



Leading with racial equity, we advocate, communicate, and collaborate to strengthen community colleges for the benefit of Oregonians, particularly those historically underserved or systemically marginalized in higher education.

How do we accomplish that mission?

OCCA provides **ADVOCACY, TECHNICAL ASSISTANCE, and SUPPORT** for the colleges with:

Policymakers:

- Governor
- Legislature
- Federal Delegation

Partners:

- Higher Education Coordinating Commission
- Organized Labor and Students
- Oregon Business Council

OCCA Board Strategic Priorities & Objectives

Priority 1

Advocate to secure sufficient and stable state funding and advance policies that support positive student-centered outcomes.

Priority 2

Empower stakeholders and provide leadership to effectively represent Oregon's community colleges with a collective voice.

Priority 3

Advance the association by implementing best practices for effective and efficient operations with a focus on continuous improvement.

Structure, Governance & Funding

How does OCCA operate?



Governance

- Governed by a 38-member Board of Directors
- Executive Committee elected by the Board each year
 - Chair is always a college board member



Board

- Includes the president and one board member from each of the 17 colleges – each college gets one vote
- Includes four ex-officio board members from partners – HECC, OEA, OCCSA and OSBA



Committees

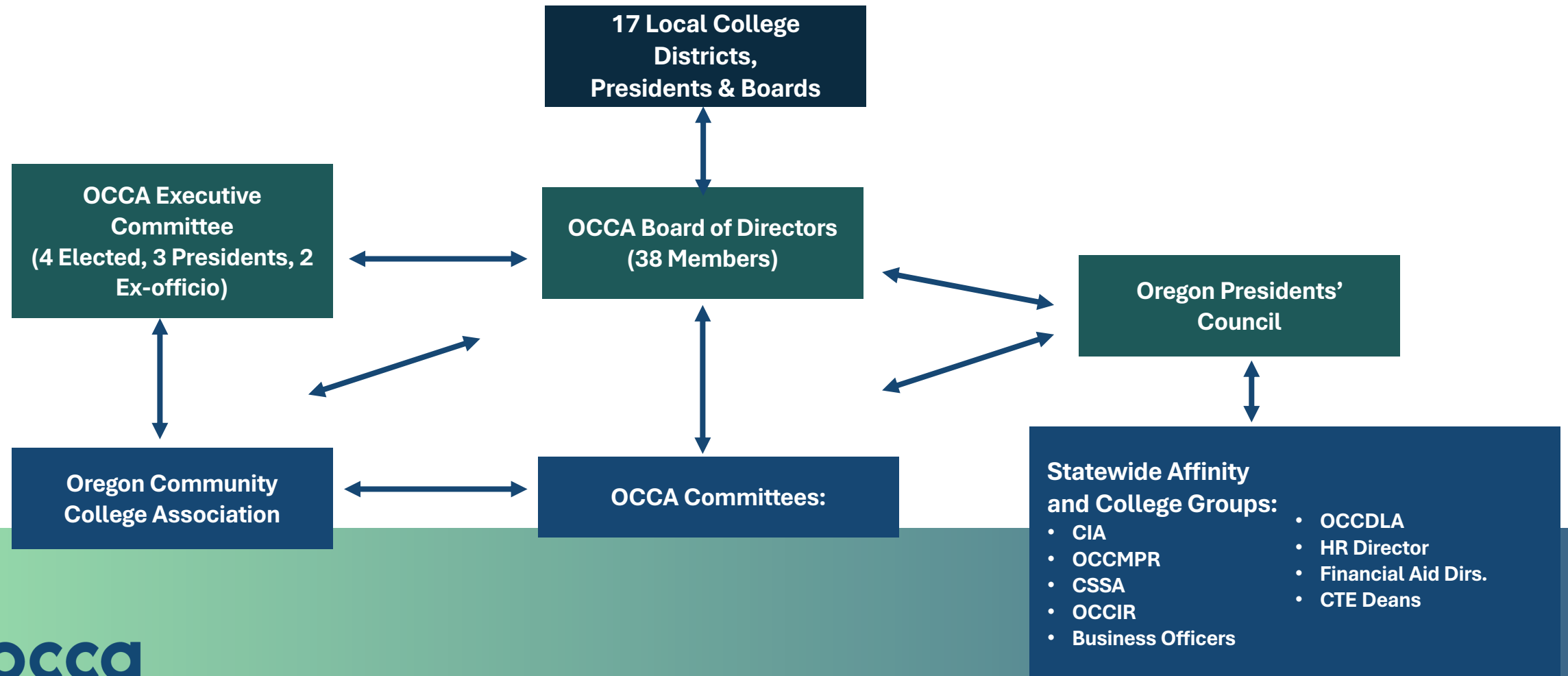
- Seven standing OCCA Committees provide feedback to staff and recommendations to the Board of Directors

OCCA Committees

Presidents, Elected Board Members, and community college staff serve on OCCA standing committees.

- ❖ Budget Committee
- ❖ Diversity, Equity & Inclusion Committee
- ❖ Howard Cherry Nominating Committee
- ❖ Legislative Committee
- ❖ Member Services Committee
- ❖ Nominating Committee
- ❖ Student Success Advisory Committee

Where does OCCA fit in Oregon's community college landscape?



Statewide Affinity Groups

- ❖ Council of Instructional Administrators (CIA)
- ❖ Council of Student Services Administrators (CSSA)
- ❖ Oregon Community College Marketing and Public Relations (OCCMPR)
- ❖ Oregon Community College Distance Learning Association (OCCDLA)
- ❖ Oregon Community College Institutional Researchers (OCCIRs)
- ❖ Oregon Community College Business Officers (OCCBO)
- ❖ Oregon Community College Human Resources Directors (OCCHR)
- ❖ Oregon Community College Executive Assistants Network (OCCEAN)

How is OCCA funded?

3 primary ways



Colleges pay annual dues to OCCA based on a formula that includes a base contribution and a prorated fee set on enrollment



Foundation grants and investments from the **Strategic Fund** support the **Student Success Center** at OCCA



Events and sponsorships allow OCCA to cover the costs associated with providing these training services for members

What does OCCCA do?

Core services & member benefits

What services does OCCA offer?

Core Services

- ❖ Legislative & Advocacy Efforts, Policy Analysis
- ❖ Education & Training Opportunities
- ❖ Board Member Support
- ❖ Student Success Center



Southwestern Oregon CC

What services does OCCCA offer?

Publications & Resources

- ❖ OCCCA Digest e-newsletter
- ❖ OCCCA Board Representative Monthly Updates
- ❖ OCCCA Board Meeting Recaps
- ❖ Advocacy Toolkit
- ❖ OCCCA Website (<https://occa17.com>)
- ❖ Statewide Policy analysis
- ❖ End-of-Session Report & Policy Bill Implementation Report
- ❖ Board Policy Program Service
- ❖ State of the Association Report
- ❖ Communication on statewide issues



What services does OCCA offer?

Trainings & Events

- ❖ OCCA Annual Conference (November)
- ❖ Board Member Training (September)
- ❖ Lunch & Learn Webinars (monthly)
- ❖ All-Oregon Academic Team Luncheon (April)
- ❖ Legislative Summit (March of odd years)
- ❖ CTE Month (February)
- ❖ Lobby Days at the Capital
- ❖ Individualized trainings (upon request)



What is the value of OCCA?

- ❖ OCCA provides a **collective voice** for community colleges at the state level
- ❖ OCCA provides important **training opportunities** to give community college board members and presidents the tools they need to be effective in their roles
- ❖ OCCA provides leadership for continuous improvement in **student success**



Student Success Center

Student-Ready Colleges

Student Success Center at OCCA

Mission: The Oregon Student Success Center leads transformative change by translating emerging trends, research and innovative practices to cultivate student-ready colleges; communicating a statewide vision of student success; and inspiring cultural change on campuses to improve student outcomes and close opportunity gaps.



Student-Ready Colleges

- ❖ Guided Pathways
- ❖ Corequisites Implementation Support & Guidance
 - Representation on HECC's Corequisite Workgroup



Student Success Center Role & Impact

- Secured **over \$1million in private grant funds** for technical assistance, trainings, and convenings supporting student success and developmental education redesign
- Enrollment in pre-requisite developmental education courses has **dropped 64%** since Center began
- Facilitated Math faculty from public universities and community colleges to **develop alternative pathway** through Math, Math 105 Math in Society



Student Success Center Role & Impact

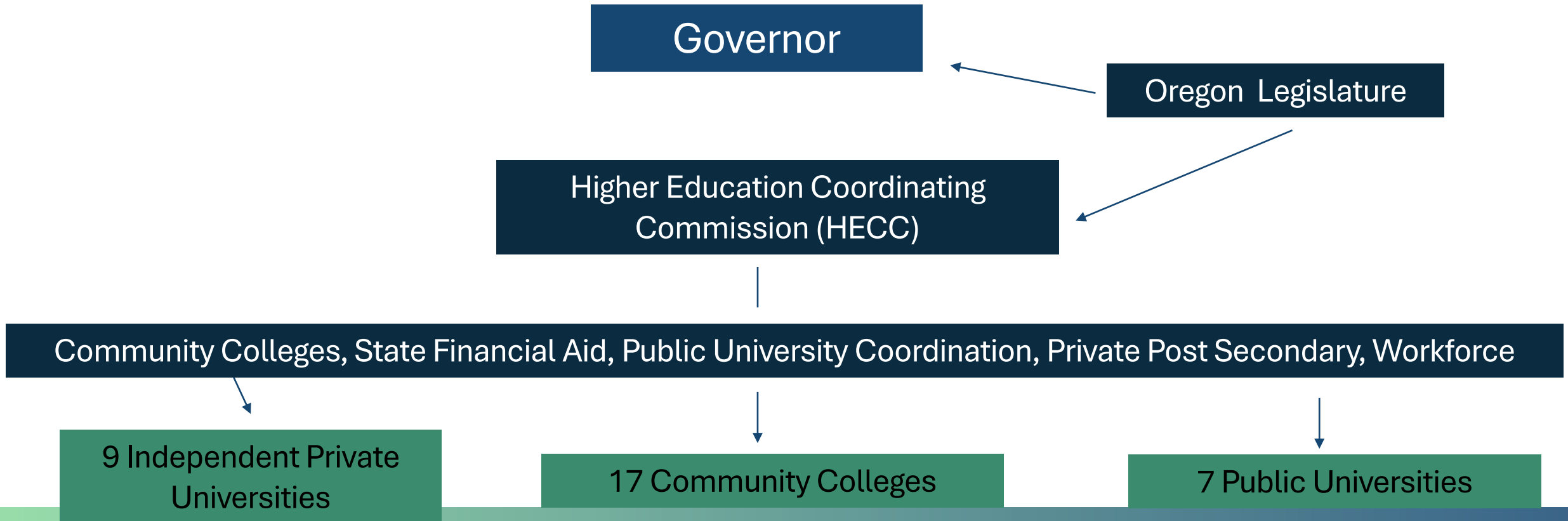
- Point of Contact for **national partner work** in Oregon community colleges (e.g. Community College Research Center, MDRC, New America, Student Ready Strategies)
- Coordinate collection, analysis, and dissemination of **Student Success Metrics** for all 17 community colleges
- Led implementation efforts for nine Oregon community colleges to **launch corequisite courses in Math**



Klamath CC

Partnerships

Where does OCCA fit in Oregon's post-secondary landscape?



Statewide Partners

- ❖ Oregon Presidents' Council (OPC)
- ❖ Office of Community Colleges & Workforce Development (CCWD) at HECC
- ❖ Labor Unions
 - Oregon Education Association (OEA)
 - American Federation of Teachers (AFT)
 - Service Employees International Union (SEIU)
- ❖ Oregon School Boards Association (OSBA)
- ❖ Oregon Department of Education (ODE)
- ❖ Oregon Bureau of Labor & Industries (BOLI)
- ❖ Partners in workforce industries
- ❖ Oregon Public Universities/Oregon Council of Presidents (OCOP)
- ❖ Oregon Independent Colleges Association (OICA)
- ❖ Oregon Alliance of Private Colleges & Universities
- ❖ Oregon Workforce & Talent Development Board

Federal Advocacy

Federal Partners



ACCT Conference

Federal Advocacy

- ❖ Connections with federal delegations in Congress & Senate
- ❖ Communication on federal issues that impact community colleges
- ❖ Coordination of federal delegation visits at ACCT National Legislative Summit (February) in Washington, DC



Sen. Jeff Merkley visit

Recap: Value of OCCCA Membership

Value of OCCA Membership

- ❖ OCCA is committed to supporting community colleges with essential services/resources and a united and **collective voice** on statewide matters
- ❖ OCCA provides important **training opportunities** to give community college board members and presidents the tools they need to be effective in their roles
- ❖ OCCA provides leadership for continuous improvement in **student success**



Questions?

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