



COMMUNITY ENGAGEMENT INFORMATION

WHAT IS COMMUNITY ENGAGEMENT?

OTC is committed to meeting the needs of the communities in our service region. Getting to know the surrounding community helps OTC understand some of the biggest stakeholders the college has – its employers, taxpayers, and partners. This serves two purposes: not only can the community see the impact that the college has on it, but we, as members of the OTC community, get to see the impact we have made on others. Community engagement builds trust between our stakeholders and the college and leads to greater transparency and collaboration.

WHAT ARE SOME EXAMPLES OF COMMUNITY ENGAGEMENT?

Programs or departments can engage with the community through multiple avenues. Examples include:

- Hosting community groups or events on campus
- Conducting listening sessions with stakeholders
- Engaging with advisory committees
- Student or classroom engagement with local organizations through volunteerism

Examples of how individual team members may engage with the community include:

- Leadership on local boards
- Participation in civic or business group activities
- Participation in other higher education or professional organizations
- Volunteering at local organizations, festivals, or cultural functions

HOW DO WE IDENTIFY OUR COMMUNITY ENGAGEMENT?

Step #1 – Gather your team for a brainstorming session.

Step #2 – Define your community.

- Start with these prompts:
 - Who do we serve?
 - What groups do we impact?
 - What groups impact us?

Be sure to consider both internal and external entities.

Step #3 – Determine how your program or department engages with the community.

- While it is great that we all serve students, your community should not only be students.
- Please consider how your area engages with external stakeholders to the college.
- For assistance or more ideas, please contact planning@otc.edu for help.