



**Monitoring Report on Achieving
the College's ENDS:
Student Access**

May 16, 2016



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Background and Summary

- The College’s Access END, established by the OCCC Board of Regents, states:
Our community has broad and equitable access to both highly valued certificate and degree programs and non-credit educational opportunities and events.
- There are four core indicators used to measure student access in the College’s FY 2014 Annual Plan. Based on the latest available information, performance on these targets is:

Target	Performance ¹	Yr over Yr
Full-Time Equivalent credit hour (FTE =30 hours) market share will be above 48.4%. The most recent market share rate was 50.4%.		↑
FTE credit hour enrollment will be at or above the three-year average of 9,020. FY15 was 8,509. This number increased by 2 FTE from the previous year.		→
Students graduating from the OKC-Go high schools attending OCCC will be above the prior three-year average of 422 students. Currently the number is 478 students.		↑
The number of students completing FAFSA will be above the prior three-year average of 10,791. The FY15 was 10,834. This number declined by 11 students from the previous year.		↓

During the last several years, the College has demonstrated strength in the following areas:

- OCCC’s market share increased since last year.
- The number of students who graduated from OKC-Go high schools and enrolled at OCCC increased compared to the three-year average.
- International students increased 33.2% from the previous year.
- Eleven of the 15 fastest growing jobs are included in programs offered at OCCC.

Areas for improvement include the following:

- The percent of students attending OCCC during the summer semester has declined more in the last two years than the fall and spring semester.

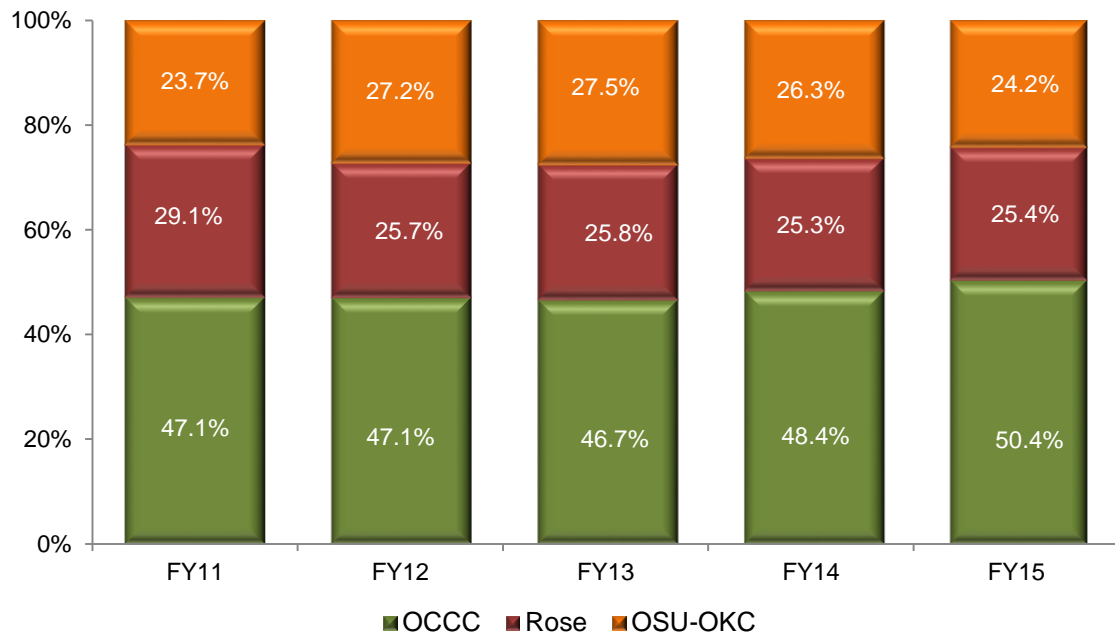
¹ Performance indicators are as follows: ● (green) denotes at or exceeding target, ● (yellow) denotes slightly below target requiring monitoring, ● (red) denotes significantly below target

Market Share

Target: Total FTE market share will be above 48.4%.

Market share is a way to measure the relevance of course offerings, affordability, and the quality of student support. External factors such as demographics and the economy affect enrollment, but market share is a consistent way to measure progress in good and challenging times.

Local FTE Market Share



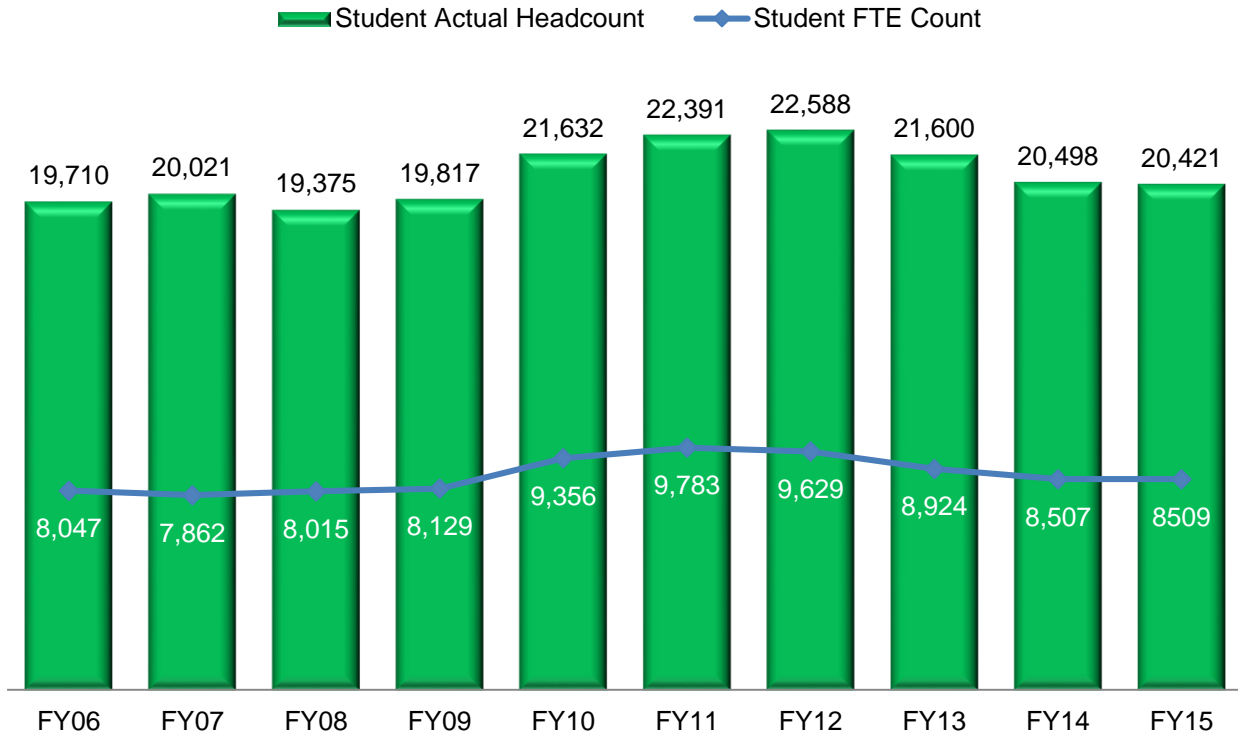
Source: OSRHE

- The OCCC FTE market share is determined by adding the FTE's of Rose, OSU-OKC and OCCC and dividing each one by the total. The College's FTE market share has increased for the second year in a row. The overall percentage increased by 2.0 percentage points from FY2014 to FY2015. OSU-OKC decreased 2.1 percentage points and Rose increased by 0.1 percentage points. For headcount market share see page 11 in the appendix.

Enrollment

Target: FTE enrollment will increase over the target of 9,020 (prior three-year average).

Headcount and FTE - Fiscal Years 2006 through 2015

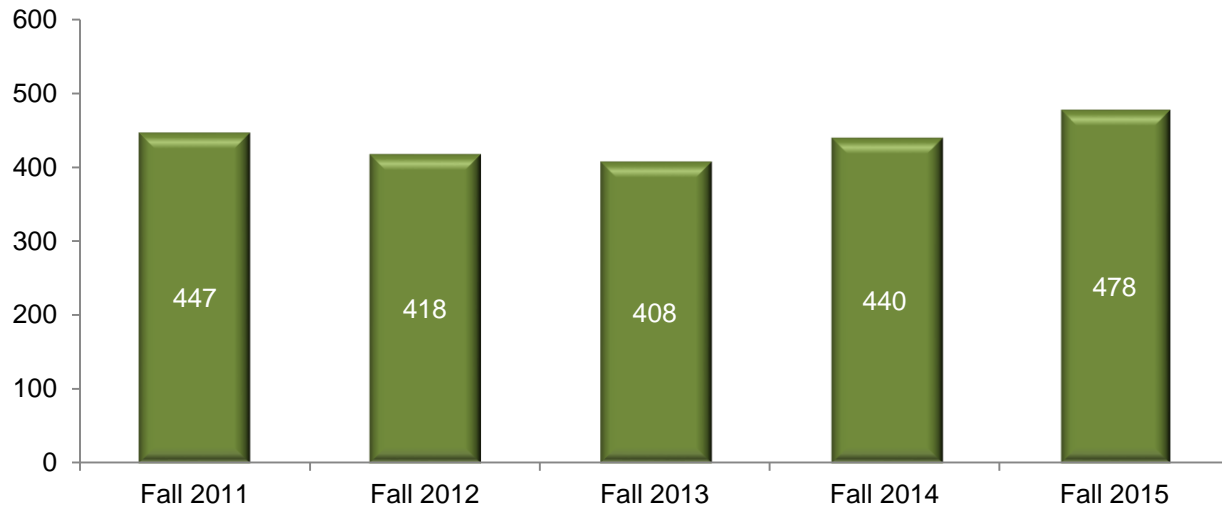


- FTE enrollment was 8,509 in FY15, which was lower than the three-year average of 9,020. The College's headcount also decreased in FY2015. As noted on the graph above, most of the decline in both headcount and credit hours occurred in FY2012 and FY2013. As the bulk of the students who came to the college as a result of the recession of FY2009-10 left to work in a recovering economy. Enrollment over the last two years has been essentially flat – a trend that we expect will continue into 2016. The 3-year average is used to smooth out the volatility in this measurement to better spot long-term trends.

Source: Office of Institutional Effectiveness

Number of Students from OKC-Go Schools

Target: The number of students graduating from the OKC-Go high schools (OKCPS and Western Heights) will be at or above the prior three years of 422.

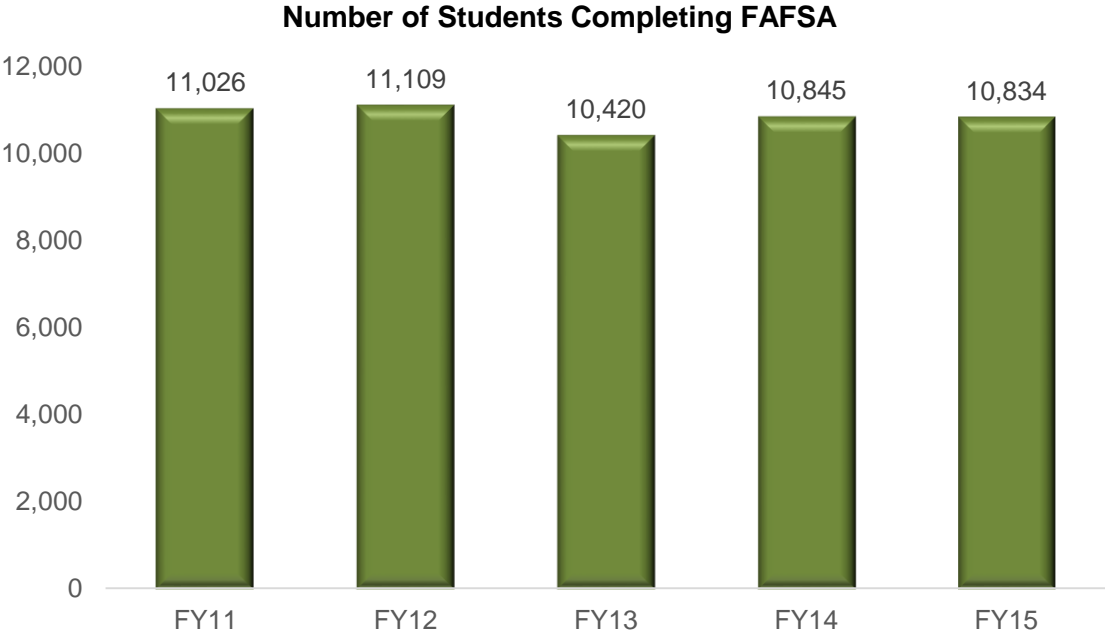


Source: OCCC Office of Institutional Effectiveness

The current OKC-Go information is based on the number of students who graduated from one of the designated OKC-Go high schools in the previous year. The number is above the three-year average and increased 38 students or 8.6%. The percent of OKC-Go students have increased 6.9% since the Fall of 2011.

Students Completing Free Application for Federal Student Aid

Target: The number of students completing Free Application for Federal Student Aid (FAFSA) will be above the prior three years of 10,791.



The number of applicants in FY2015 was greater than the target of the three-year average.



Improvement Strategies

Update on Improvement Strategies Since the last Monitoring Report

- Continue to implement Title III advisement and academic planning strategies.
 - The Academic Planning software technology has been implemented and piloting of this process has begun with students in English 1113 courses this spring.
 - Faculty teams have been working on the course redesign process. The results of the first two courses showed increased levels of student success and we anticipate current and future courses to show the same. The curriculum redesign of the first two courses both experienced an increase in student success - English Composition I course success increased 2.2% and Success in College and Life course student success increased by 0.8%)
- Implement the Prior Learning Assessment (PLA) process for students enrolled in Cooperative Alliance courses through one of the following identified below. (Students would take 15 OCCC credit hours to earn their degree.)
 - Nationally recognized licensure or exam.
Earned nationally recognized third party licensures/exams, allow students to receive PLA credit for their respective degrees. The student must complete a minimum of 15 college credit resident hours at OCCC in order to earn the degree. The PLA programs are: Diesel Technology (one licensure-eight parts), Engineering Technology (one licensure-2 parts), Medical Assistant (4 different licensures), and Surgical Technology (one licensure).
 - A third-party certification such as Automotive Service Excellence (A.S.E.) for Automotive certification or a Microsoft Office Specialist (MOS) certification for Business.
The ASE and MOS certifications have been previously recognized through the division of Business.
 - An internal exam developed by the College's faculty.
An internally developed assessment by the College's faculty was designed to evaluate mastery of specific course(s) objectives.

New Improvement Strategies

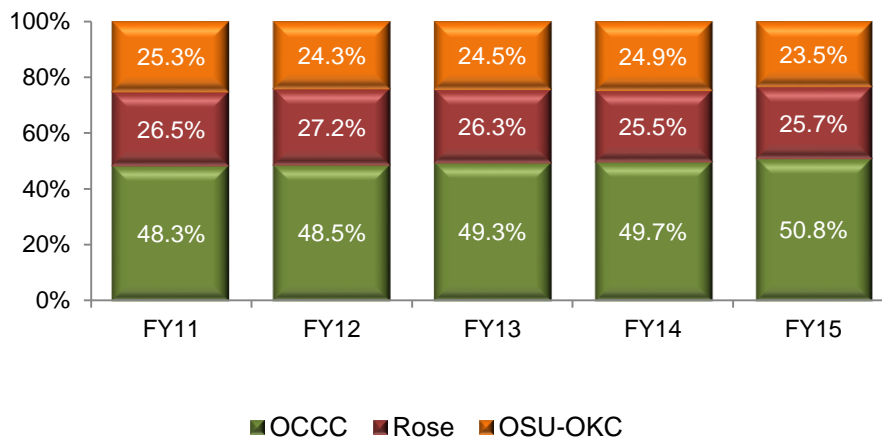
- Development and implementation of a Strategic Recruiting Plan for FY2017 dividing the area into six regions. All staff in Admissions and Recruitment are trained and have a territory of responsibility within the new Strategic Plan.
- Recruitment and Admissions will increase their attendance at community events; taking more intentional efforts to engage in community outreach efforts.
- Recruitment and Admissions will continue to partner with the academic divisions to inform potential students of degree programs and career opportunities.



Appendices

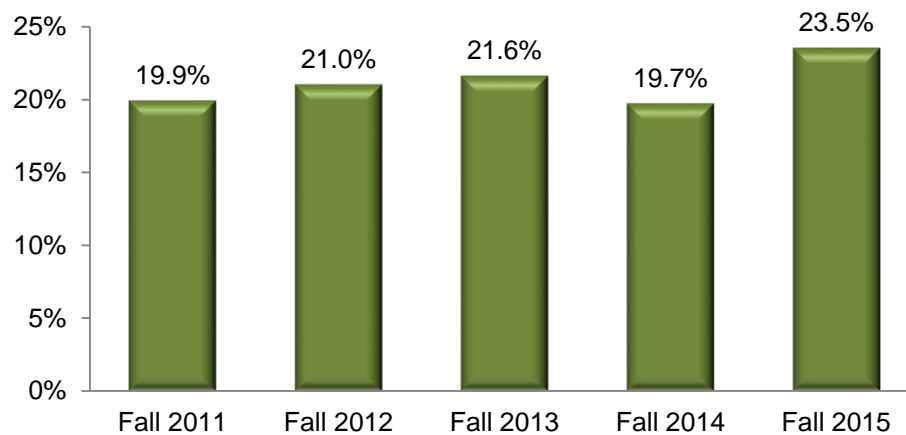
Unduplicated Headcount Market Share

Local Market Share of Annual Unduplicated Headcount



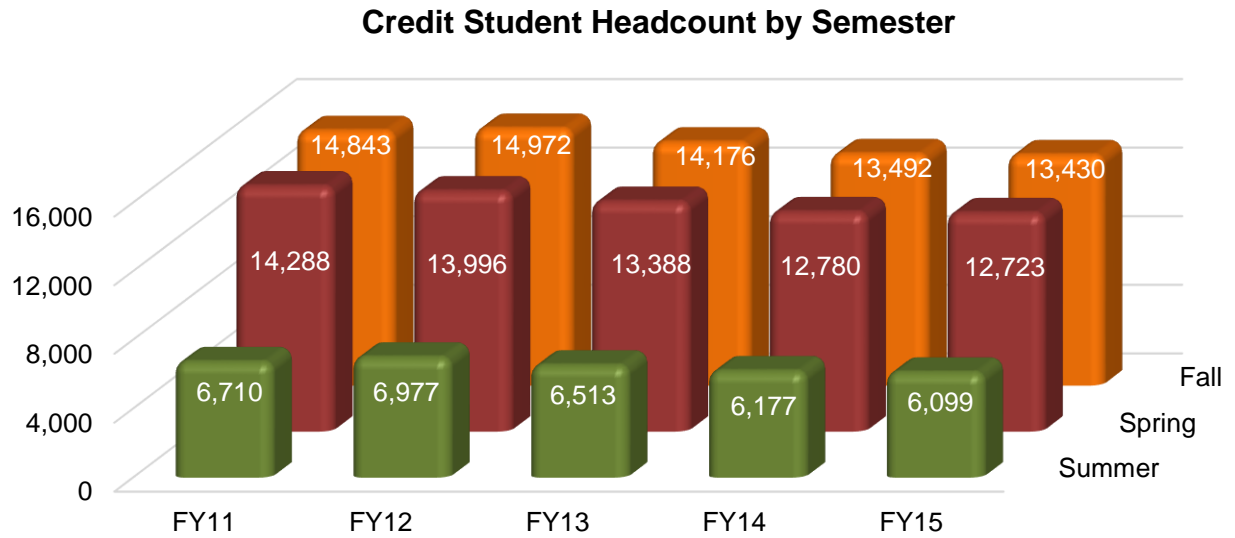
Comment: The unduplicated headcount OCCC market share increased by 1.1 percentage points.

Percentage of Oklahoma City Public School Graduates Who Attended OCCC the Subsequent Semester



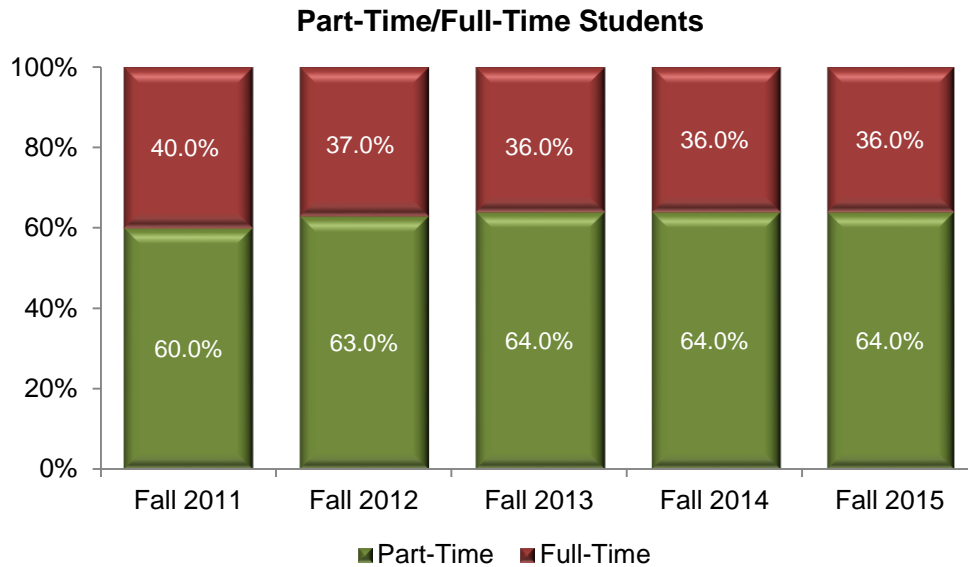
Comment: The percentage of high school graduates attending graduates increased significantly from Fall 2014 to Fall 2015.

Credit Student Headcount by Semester

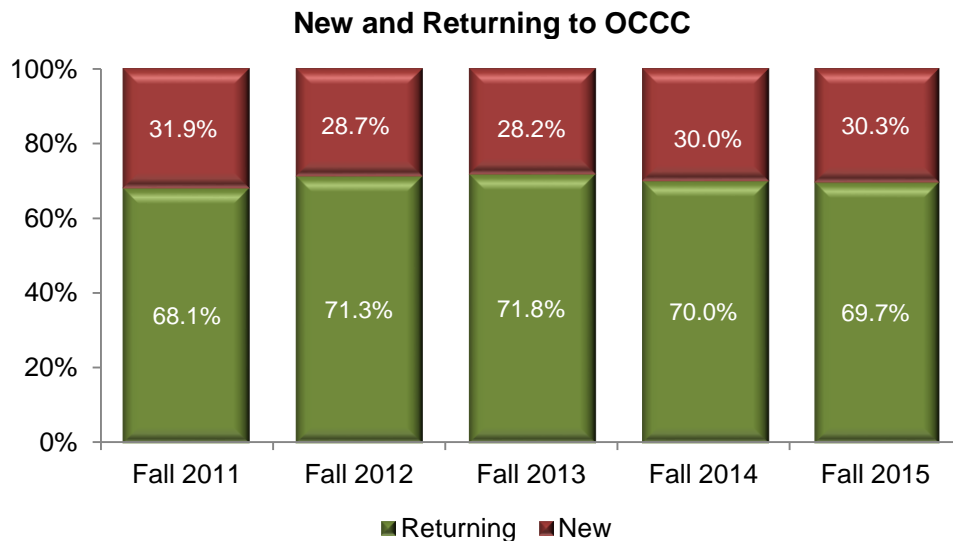


Comment: Although each of the semesters declined over the past five years, the summer semester has been declining at a faster rate these past two years - 6.4% compared to 5.0% for the spring and 5.3% for the Fall.

Part/Full-Time Students & New/Returning Students



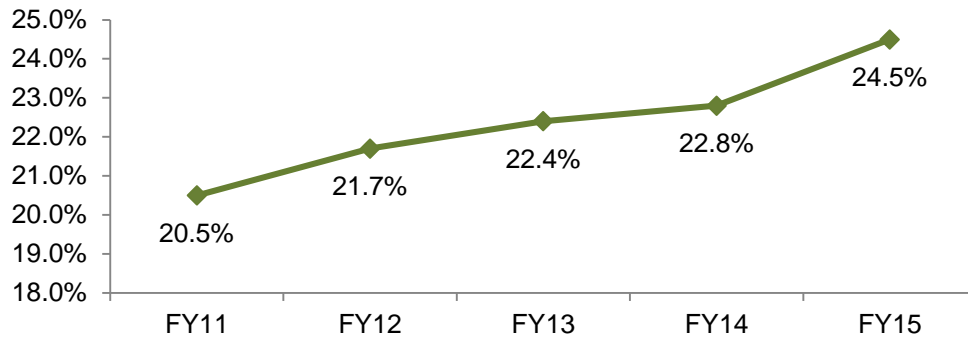
Comment: The percentage of part-time students (those who take less than 12 hours in a semester) remained the same over the past three years.



Comment: Returning students as a percentage of the student body declined slightly between Fall 2014 and Fall 2015 though it remains within historical ranges.

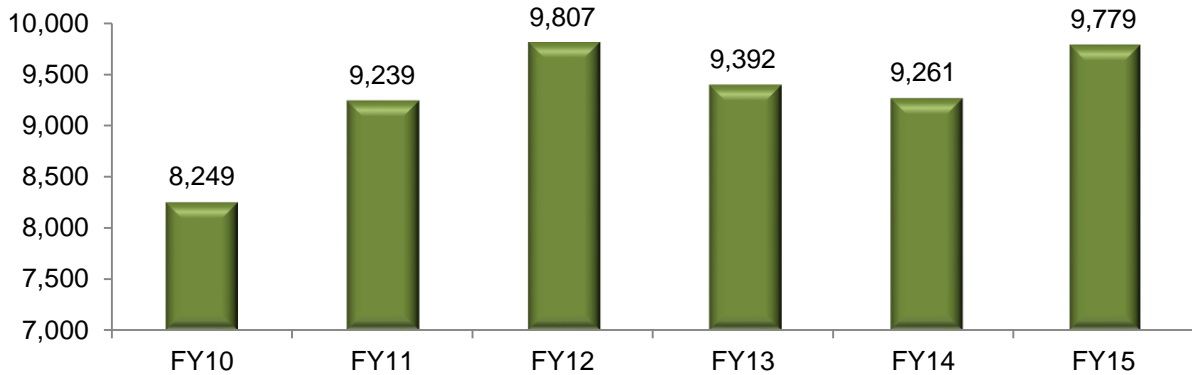
Online Enrollment

Online Credit Hours as a Percent of Total OCCC Credit Hours



Comment: Online course credit hours as a percent of the total continues to increase.

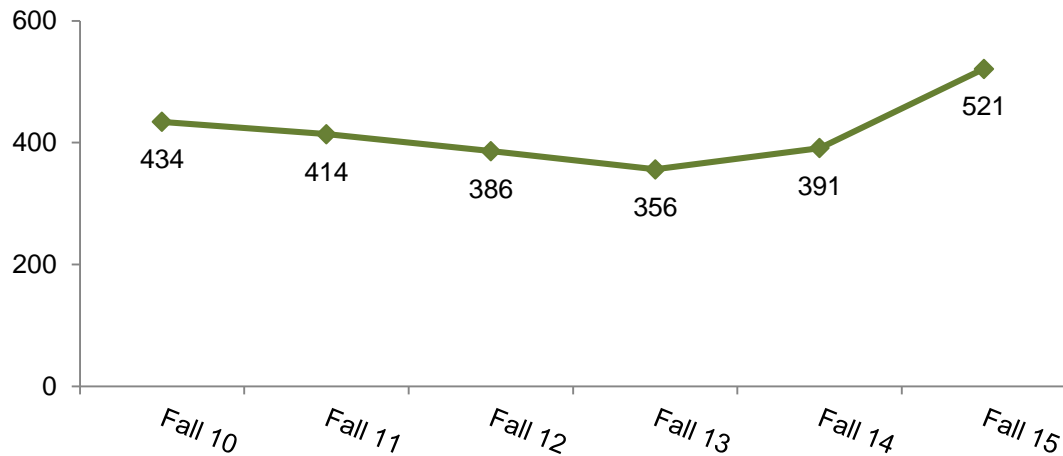
Students Who Took at Least One Online Course



Comment: After two consecutive declines in the number of students taking at least one online course, the number of students who took at least one online course increased by 518 or 5.6%.

International Students

**Number of International Students Enrolled
At OCCC in the Fall**



Comment: The number of International students increased significantly from Fall 2014 to Fall 2015, 130 students or 33.2%. Chinese students account for the largest number and percentage of the College's international student population.

Top 10

Country	Number
China	101
Nepal	70
South Africa	59
Vietnam	58
Cameroon	23
South Korea	21
India	18
Kenya	18
Nigeria	14
Bangladesh	11

Source: Office of Recruitment and Admissions

Geographical Distribution

Percent of Total OCCC Headcount From the 731XX Zip Codes

	Fall 2011	Fall 2015	% of Total	% Change
SW	3,275	2,915	41.4%	-11.0%
NW	2,814	2,376	33.7%	-15.6%
SE	1,843	1,433	20.3%	-22.2%
NE	440	323	4.6%	-26.6%
Total	8,372	7,047	100%	-15.8%

Comment: The College experienced its most significant percentage decline in enrollment from the Northeast quadrant of the Metro. The Southwest quadrant continues to account for the largest number of students to the College.

High School of Origin

Top 20 High Schools of Origin who Graduated in Spring Immediately Preceding Fall Semester (Five Year Comparison)

High School	# of Students graduated HS in 2011 & attended OCCC in Fall 2011	# of Students graduated HS in 2015 & attended OCCC in Fall 2015	# Diff	% Diff
Putnam City North High School	24	66	42	175.0%
Putnam City West High School	21	41	20	95.2%
Tuttle High School	15	28	13	86.7%
Newcastle High School	24	41	17	70.8%
Blanchard High School	19	28	9	47.4%
Mustang High School	57	84	27	47.4%
Putnam City High School	24	33	9	37.5%
Oklahoma City Public Schools	241	329	88	36.5%
<i>Capitol Hill High School</i>	26	58	32	123.1%
<i>Northwest Classen High School</i>	40	62	22	55.0%
<i>Santa Fe South High</i>	38	40	2	5.3%
<i>Southeast High School</i>	44	45	1	2.3%
<i>Ulysses S Grant High School</i>	93	124	31	33.3%
Home School	27	36	9	33.3%
Norman High School	73	94	21	28.8%
Noble High School	26	30	4	15.4%
Moore High Schools	309	335	26	8.4%
Moore High School	89	89	0	0.0%
Southmoore High School	111	104	-7	-6.3%
Westmoore High School	109	142	33	30.3%
Western Heights High School	65	56	-9	-13.8%
Norman North High School	108	89	-19	-17.6%

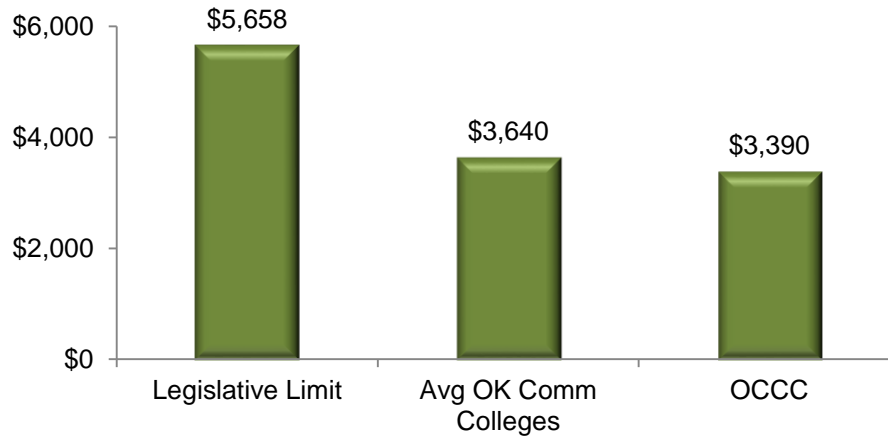
Note: The table is sorted by the highest percentage change in the number of students.

Comment: Putnam City North and Putnam City West high schools had the greatest percentage changes while only three of the top twenty declined in OCCC student enrollment – Southmoore, Western Heights, and Norman North high schools.

Source: Office of Institutional Effectiveness

Affordability

Comparison of Tuition and Mandatory Fees for 30 Credit Hours in 2015



Source: OSRHE

Comment: The College's tuition continues to be among the lowest in the State with OCCC's tuition at 59.9% of the legislative limit.

Number of Students and Dollar Value Financial Aid for OCCC Students

	FY11	FY12	FY13	FY14	FY15
# Students	11,367	11,532	11,193	11,285	11,549
\$ Value (millions)	\$60.8	\$60.8	\$47.1	\$47.0	\$46.9

Comment: The total number of students served increased from last year with the dollars provided decreasing slightly in the same period. The decline in dollars awarded are due to several factors including a) Student awards were not as high in some instances because of higher expected family contributions, b) Students received OKC-Go! funds and Pell grants in the previous year but received only Pell grants this past year, and c) Student grants were slightly up and loans were slightly down.

Source: OCCC Office of Financial Aid

Scholarships

	FY2013	FY2014	FY2015	Yr over Yr # Change	Yr over Yr % Change
Scholarship recipients	130	153	176	23	17.70%
Dollars awarded	\$60,077	\$87,840	\$93,458	5,618	6.4%

Source: OCCC Institutional Advancement

The number of students receiving scholarships and the amount of dollars awarded increased by 6.4%.

Enrollment within Academic Divisions

Enrollment Change by Academic Division Over Five Years

DIVISION	FY2011	FY2015	Diff	% Diff
Math, Engineering and Physical Science/Chemistry and Biological Science*	90,817	83,005	-7,812	-8.6%
Business	26,227	23,359	-2,868	-10.9%
Health Professions	23,480	20,844	-2,636	-11.2%
Information Technology	15,521	13,462	-2,059	-13.3%
Social Sciences	58,906	50,820	-8,086	-13.7%
English and Humanities/Arts*	76,222	63,721	-12,501	-16.4%

*Divisions were reorganized in FY2014.

Source: Office of Institutional Effectiveness

Comment: The highest number of enrollments was in the combination of the Math, Engineering and Physical Science/Chemistry and Biological Science Division. All of the divisions enrollments declined with the English and Humanities/Arts experiencing the largest decline.

Projected Highest Growing Jobs

Top 15 Highest Growing in OKC Metro with Some Post High School Education Required

Description (italicized text related to OCCC programs - either directly or indirectly)	OCCC Related Programs	2015 Jobs	2015 - 2025 Change	2015 - 2025 % Change
Dental Hygienists		867	350	40.40%
<i>Physical Therapist Assistants</i>	<i>PTA</i>	<i>354</i>	<i>130</i>	<i>36.75%</i>
Diagnostic Medical Sonographers		403	142	35.14%
Veterinary Technologists and Technicians		345	119	34.43%
<i>Medical and Clinical Laboratory Technicians</i>	<i>Clinical Research Coordinator & Biotechnology</i>	<i>917</i>	<i>216</i>	<i>23.51%</i>
Geological and Petroleum Technicians		480	95	19.78%
Paralegals and Legal Assistants		1,544	299	19.36%
Radiologic Technologists		903	175	19.34%
<i>Respiratory Therapists</i>	<i>Respiratory Care Therapists</i>	<i>477</i>	<i>86</i>	<i>18.09%</i>
<i>Web Developers</i>	<i>Web Design & Development</i>	<i>397</i>	<i>68</i>	<i>17.08%</i>
<i>Registered Nurses</i>	<i>Nursing</i>	<i>10,581</i>	<i>1685</i>	<i>15.93%</i>
<i>Preschool Teachers, Except Special Education</i>	<i>Pre-Education</i>	<i>1,864</i>	<i>277</i>	<i>14.88%</i>
<i>Mechanical Engineering Technicians</i>	<i>Engineering</i>	<i>336</i>	<i>28</i>	<i>8.38%</i>
<i>Industrial Engineering Technicians</i>	<i>Engineering</i>	<i>338</i>	<i>26</i>	<i>7.72%</i>
Architectural and Civil Drafters		353	24	6.80%
<i>Engineering Technicians, Except Drafters, All Other</i>	<i>Engineering</i>	<i>384</i>	<i>6</i>	<i>1.51%</i>
<i>Computer Network Support Specialists</i>	<i>Computer Network Support</i>	<i>614</i>	<i>7</i>	<i>1.18%</i>
<i>Mechanical Drafters</i>	<i>CAT</i>	<i>392</i>	<i>3</i>	<i>0.66%</i>
<i>Electrical and Electronics Engineering Technicians</i>	<i>Engineering</i>	<i>754</i>	<i>-4</i>	<i>-0.52%</i>

Source: EMSI

Comment: Eleven of the 15 fastest growing jobs are included in programs offered at OCCC.