



**Monitoring Report on Achieving the  
College's ENDS:  
Student Access  
May 17, 2010**









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# Background and Summary

- The College’s Student Access END, established by the OCCC Board of Regents, states:  
**Our community has broad and equitable access to a valuable education.**
- There are three core indicators used to measure student access in the College’s FY 2010 Annual Plan. Based on the latest available information, performance on the targets is as follows:

<u>Target</u>	<u>Performance<sup>1</sup></u>	<u>Trend</u>
Full-Time Equivalent credit hour (FTE =30 hours) market share in FY09 will be 48.7% or higher. The most recent market share rate was 48.6%.		
FTE enrollment will increase over the target of 7,808. OCCC’s FTE enrollment for FY 2009 was 8,129.		
The ethnic diversity in OCCC’s student body will exceed the five-county area’s composition of 29.1%. OCCC’s Fall 2009 percentage was 35.6%.		

- During the last several years, the college has demonstrated strength in the following areas:
  - The college has experienced large increases in year over year enrollment and responded with adequate capacity.
    - Historically, underserved racial and ethnic groups are represented in the student population in higher percentages than the overall population (*The projected 10-year population growth change and % of population growth are highest in the Hispanic sector.*)
  - The amount of financial aid disbursed has grown significantly during the last several years).
- Areas for improvement include the following:
  - FTE market share declined slightly in 2009.
  - Cooperative Alliance FTE enrollment declined slightly in 2009.

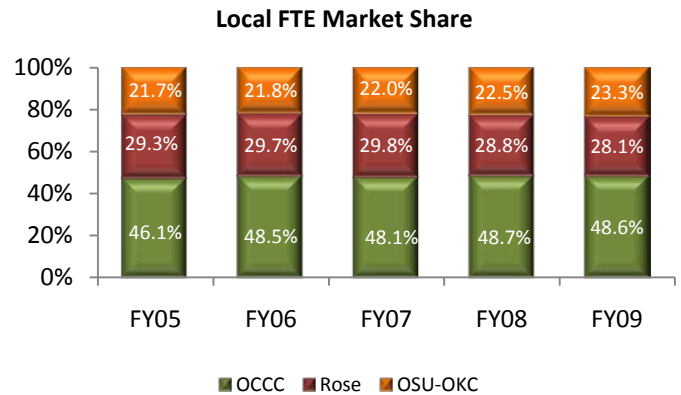
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<sup>1</sup> Performance indicators are as follows: ● (green) denotes at or exceeding target, ● (yellow) denotes slightly below target requiring monitoring, ● (red) denotes significantly below target

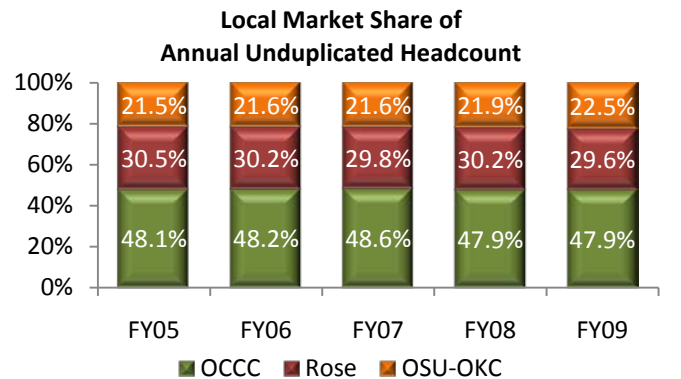
# Market Share

**Target:** Total FTE market share will exceed 48.7%.

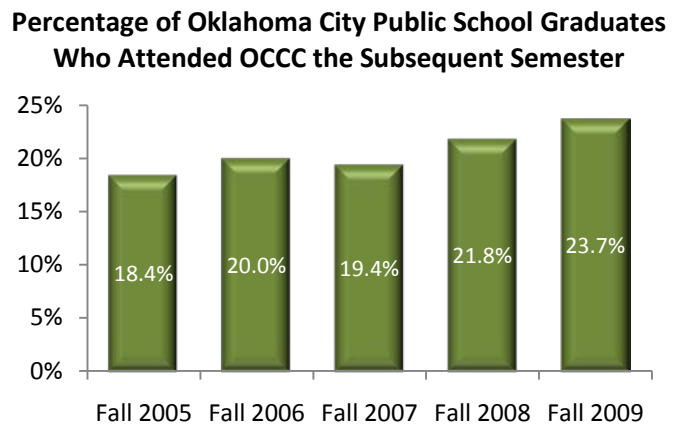
- Market share is a way to measure the relevance of course offerings, affordability and the quality of student support. External factors such as demographics and the economy affect enrollment, but market share is a consistent way to measure progress in good and challenging times.



- OCCC's community college market is defined as the total headcount of Rose, OSU-OKC and OCCC over an academic year. The college's FTE market share declined slightly from FY 2008 to FY 2009, though it is above levels of four years ago. The decrease was attributable to a large increase in OSU-OKC's market share. Headcount market share was flat.



- The college's percentage of Oklahoma City Public School graduates has increased by 5.3 percentage points from Fall 2005.

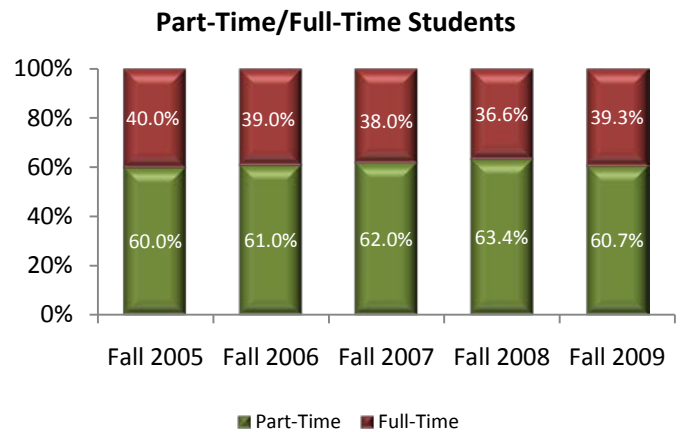


Source: Office of Institutional Effectiveness

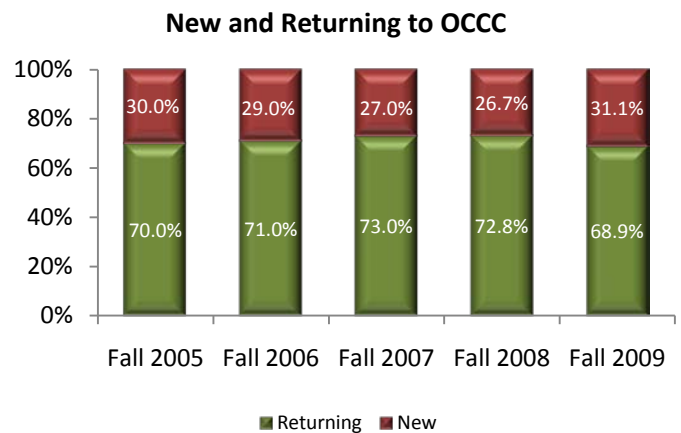
# Enrollment Changes Over Prior Years

**Target:** FTE enrollment will increase over the target of 7,808.

- The percentage of part-time students (those who take less than twelve hours in a semester) at OCCC decreased by 2.7 percentage points from Fall 2008 to Fall 2009.



- The percentage of students who are new to OCCC increased by 4.4 percentage points over the prior year.

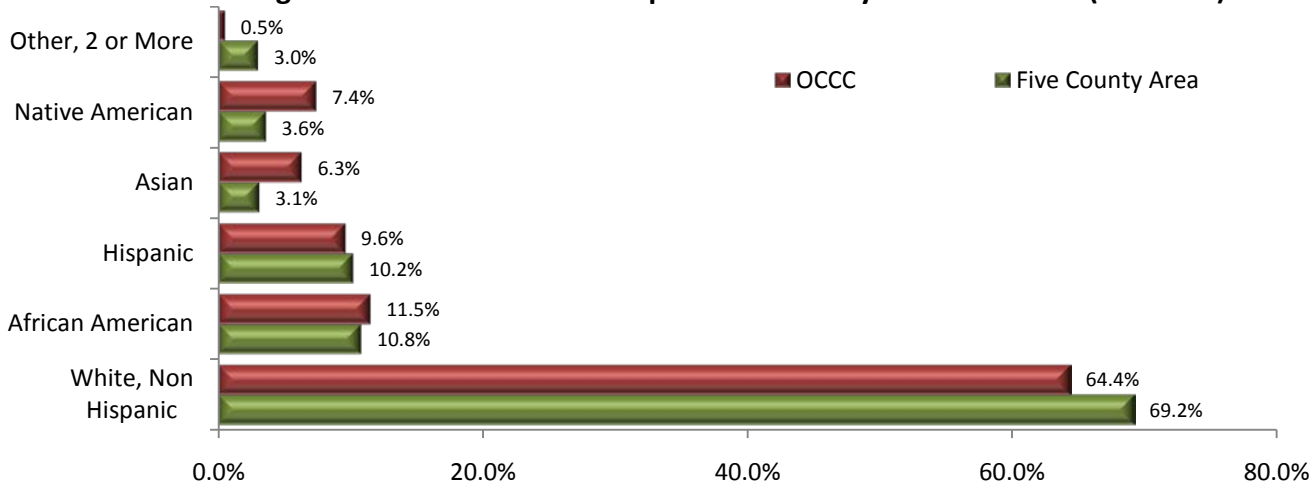


Source: Office of Institutional Effectiveness

# Student Characteristics – Race and Ethnicity

**Target:** OCCC’s racial and ethnic composition of the student body will exceed the five-county area’s composition of 29.1%.

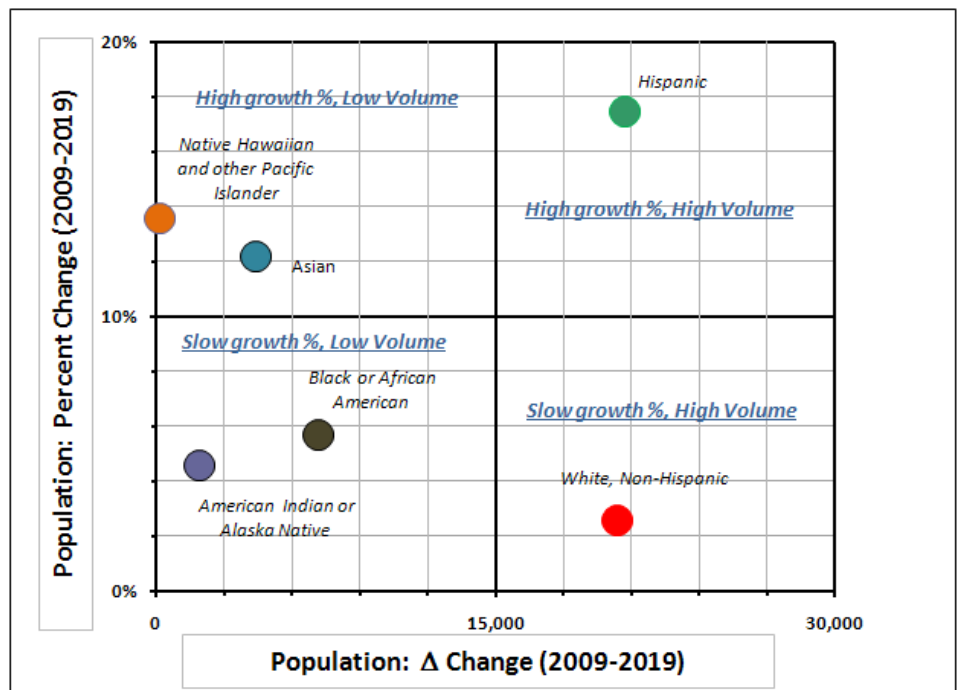
**Percentage of Ethnic and Racial Groups in Five County Area and OCCC (Fall 2009)**



- The ethnic diversity in OCCC’s student body exceeds the five-county area from which we draw more than 90% of our students. 35.6% of the student population was racially and ethnically diverse.

## Percentage Population Growth of Selected Groups in Five County Area 2009-2019

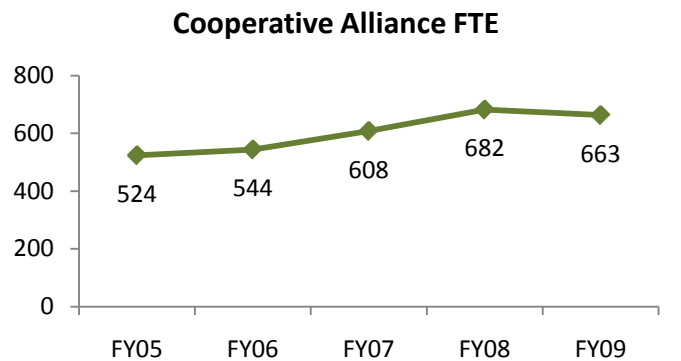
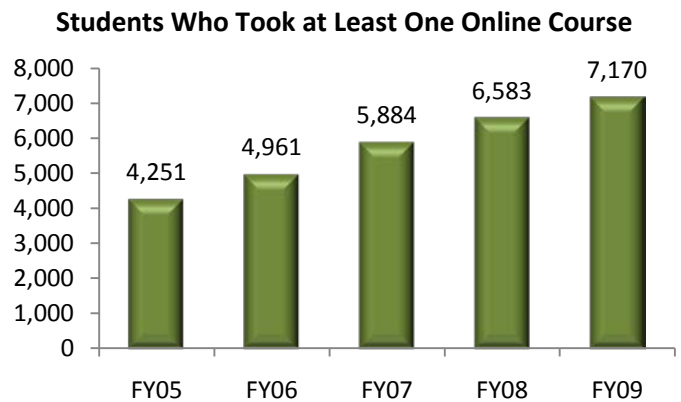
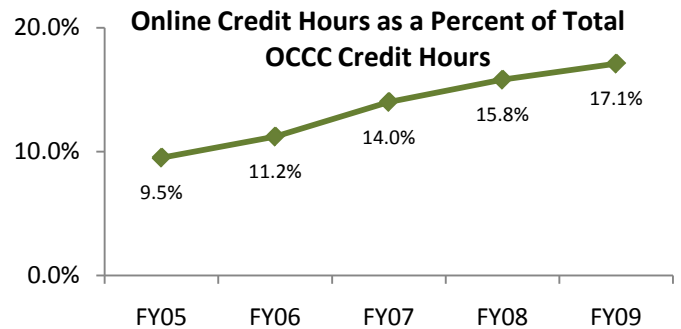
The matrix to the right, maps estimated growth rates of different racial or ethnic groups in the Oklahoma City area along two dimensions, percentage growth and the number of people. In both cases, the growth of the Hispanic population leads all others.



# Online Enrollment and Cooperative Alliance

- Online enrollment is anticipated to continue its upward trend. OCCC is adding a student orientation to assist in improving online student success rates.
- Online course credit hours as a percent of the total number of credit hours increased by 1.3 percentage points from FY2008 to FY 2009.
- OCCC students who took at least one online course increased by 8.9% from the previous year.
- The percent of students who exclusively took courses online as a percent of the total unduplicated headcount was 15.5%.
- OCCC partners with area technology centers to provide general education courses to supplement their technical training for area residents. Many of these have the opportunity to complete their education at the centers. The number of OCCC students attending the technology centers increased from 1,215 students to 1,325 students, an increase of 9%, while the FTE credit hours declined. The Fall 2009 headcount is as follows (including students taking General Education courses).

	#	%
Francis Tuttle	601	45.4%
Moore Norman	390	29.4%
Metro Tech	230	17.4%
Mid America Tech	104	7.8%
<b>Total</b>	<b>1325</b>	<b>100%</b>

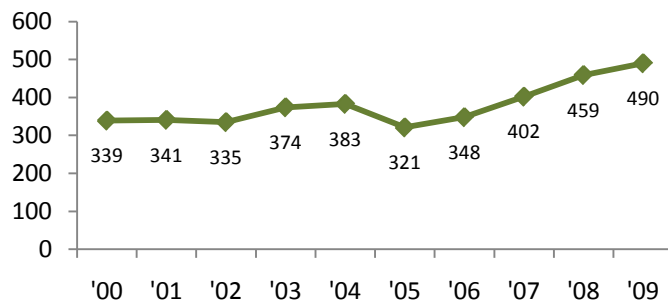


Source: Office of Institutional Effectiveness

# International Students

- The number of International students has continued to increase with a 6.8% increase from Fall 2008 to Fall 2009. Preliminary numbers indicate that the total number of international students will also increase in FY 2010.

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



- Of the top ten countries of origin, Nepalese students continue to account for the largest percentage of the college's international student population.

**Top 10 Countries of Origin of OCCC International Students**

Country	Number
Nepal	145
South Korea	53
Vietnam	32
Kenya	30
India	21
China	18
Cameroon	14
Pakistan	13
Malaysia	13
Japan	11

*Source: Office of Institutional Effectiveness*



# Geographical Distribution and High School of Origin of Students

- The largest number of students who enroll at OCCC come from the south western portion of the metropolitan area.

## Percent of Total OCCC Headcount From the 73XXX Zip Codes

	Fall 2005	Fall 2009	% Change
NE	961	1,101	14.6%
NW	3,743	3,920	4.7%
SE	2,932	3,462	18.1%
SW	4,374	5,105	16.7%
Total	12,010	13,588	100%

- The high school that contributed the largest number of students to OCCC in 2009 was Westmoore High School. The largest percentage increase came from Bridge Creek High School with 162.5%, while the greatest numerical increases came from SouthMoore High School.

## Top 20 High Schools of Origin who Graduated in Spring Immediately Preceding Fall Semester (2005-2009 Headcount)

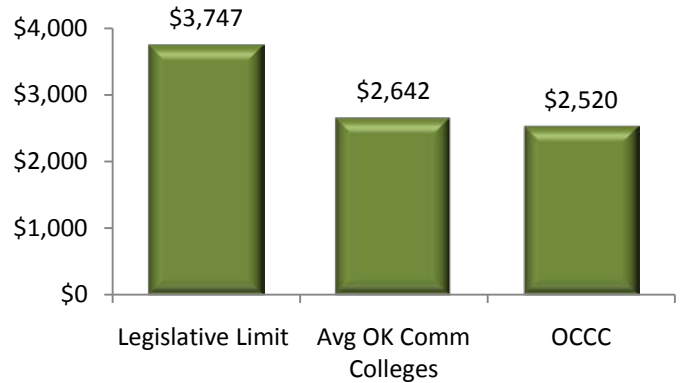
High School	2005	2009	# Diff	% Diff
Blanchard High School	19	24	5	26.3%
Edmond Santa Fe High School	16	23	7	43.8%
Moore High School	104	134	30	28.8%
Mustang High School	51	94	43	84.3%
Newcastle High School	19	39	20	105.3%
Noble High School	18	35	17	94.4%
Norman High School	71	86	15	21.1%
Norman High School North	95	89	-6	-6.3%
Northwest Classen High School	51	62	11	21.6%
Putnam City High School	38	53	15	39.5%
Putnam City North High School	22	27	5	22.7%
Putnam City West High School	19	25	6	31.6%
Santa Fe South High	29	54	25	86.2%
Southeast High School	52	52	0	0.0%
SouthMoore High School		69	69	100.0%
Ulysses S Grant High School	48	72	24	50.0%
Western Heights High School	17	63	46	270.6%
Westmoore High School	172	196	24	14.0%
Yukon High School	25	28	3	12.0%

Source: Office of Institutional Effectiveness

# Affordability

- The college's tuition continues to be among the lowest in the State.

**Comparison of Tuition and Mandatory Fees for 30 Credit Hours in 2009**



- The total number of part-time and full-time students who receive some type of financial assistance at the college decreased by 8.8% between 2008 and 2009. The amount of dollars provided to students on financial aid increased by 21.5% from FY 2008.

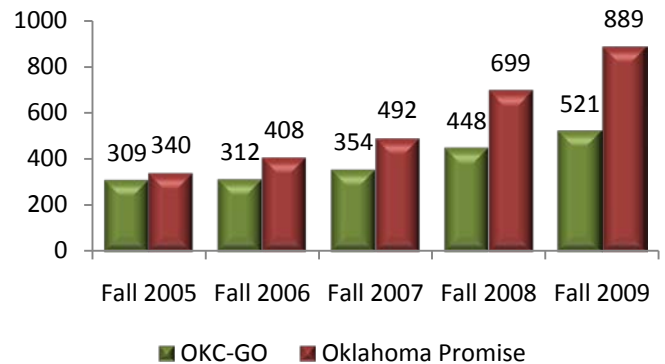
**Number of Students and Dollar Value Financial Aid for OCCC Students**

	FY06	FY07	FY08	FY09
# Students	6,515	7,820	8,830	8,053
\$ Value (millions)	\$17.2	\$18.0	\$27.4	\$33.3

Source: OCCC Office of Financial Aid

- The number of students receiving free or reduced tuition through OCCC's OKC-GO and the Oklahoma Promise programs increased significantly from the Fall of 2008 to the Fall of 2009. OKC-GO increased by 16.2% and Oklahoma Promise by 27.3%.

**Number of OCCC Students Participating in OKC-GO and Oklahoma Promise**



Source: OSRHE

# Courses and Alignment with Economy

## Enrollment Change by Academic Division (5-Year Credit Hour Change)

- FTE growth rate by academic division over the last five years has been the Health Professions, followed by Arts and Humanities.

Division	# Diff Cr Hrs	% Diff Cr Hrs
Arts & Hum	13,461	22.7%
Business	1,961	7.4%
Health Prof	7,235	42.4%
Info Tech	446	3.0%
Sci & Math	11,363	15.3%
Soc Science	4,668	9.2%
<b>Total</b>	<b>39,134</b>	<b>16.1%</b>

Source: Office of Institutional Effectiveness

## Top Growing Jobs That Require an Associate's Degree (2009-2019, Five County Area)

- As the demand for jobs continues to fluctuate it is important to note that there are some jobs which will increase over the next ten years. Nine of the fifteen fastest growing jobs requiring an Associate's Degree are included in the programs offered at OCCC.

	2009 Jobs	2019 Jobs	% Diff
<b>Associate's degree</b>	<b>55,348</b>	<b>61,759</b>	<b>12%</b>
<i>Registered nurses*</i>	<i>11,149</i>	<i>12,945</i>	<i>16%</i>
<i>Computer support specialists*</i>	<i>3,771</i>	<i>4,128</i>	<i>9%</i>
Paralegals and legal assistants	1,461	1,846	26%
<i>Medical records &amp; health info tech*</i>	<i>1,205</i>	<i>1,350</i>	<i>12%</i>
<i>Radiologic technologists and tech*</i>	<i>858</i>	<i>937</i>	<i>9%</i>
<i>Computer specialists, all other*</i>	<i>795</i>	<i>884</i>	<i>11%</i>
<i>Physical therapist assistants*</i>	<i>426</i>	<i>561</i>	<i>32%</i>
Civil engineering technicians	480	550	15%
<i>Respiratory therapists*</i>	<i>462</i>	<i>544</i>	<i>18%</i>
Veterinary technologists and tech	278	358	29%
<i>Biological tech*</i>	<i>312</i>	<i>354</i>	<i>13%</i>
Cardiovascular technologists & tech	289	333	15%
Medical equipment repairers	247	304	23%
<i>Occupational therapist assistants*</i>	<i>209</i>	<i>272</i>	<i>30%</i>
Interior designers	211	265	26%

Source: EMSI \*indicates programs offered by OCCC.



# Improvement Strategies

The following improvement strategies were identified in the Spring of 2009. Under each category is a description of the results of these efforts.

1. Efforts to improve market share.
  - Market share declined slightly.
2. The emphasis placed upon providing services for veterans has resulted in an increased enrollment in veterans.
  - Due to the new Chapter 33 GI Bill, OCCC has seen a major increase in veterans.
3. Increase enrollment from the south Oklahoma City area.
  - Student population continues to increase from the southern Oklahoma City high schools, particularly OKC-Go students.
4. The college will have to provide expanded services and be more flexible to meet the needs of anticipated large increases in enrollment.
  - The college created seven new classrooms prior to Fall 2009 to accommodate increased enrollment. Also, the number of sections taught by full-time faculty – an important accreditation metric – remained at close to 50%.

Improvement Strategies for the following year are listed below.

- Develop strategies to increase enrollment within the Business Division.
- Develop strategies to increase enrollment within the Information Technology Division.
- Increase FTE in Cooperative Alliance by working with students to improve their paperwork and develop strategies to increase the number of instructors.
- Increase participation in OKC-Go program, more specifically, new and returning students.