



**Monitoring Report on
Achieving the College's ENDS:
ACCESS**
May 2008



Table of Contents

Background and Summary.....	3
Access: At the Heart of the Community College Mission.....	4
Market Share	5
Student Characteristics—Median Age.....	6
Student Characteristics—Part-time/Full-time	7
Student Characteristics—Race and Ethnicity	8
Online Enrollment	9
Cooperative Alliance.....	10
International Students	11
Geographical Distribution and High School of Origin	12
Affordability.....	13
Courses and Alignment with Economy	14
FY 2009 Enrollment Projections	15
Improvement Strategies.....	16

Background and Summary

- Access to higher education is central to the mission of community colleges—including Oklahoma City Community College.

- The college’s Access End, established by the OCCC Board of Regents, states:

—**Our community has broad and equitable access to a valuable college education.**

- There are three core indicators used to measure access in the college’s proposed FY 2009 Annual Plan. Based on the latest available information, performance on the targets is as follows:

Target	Performance*	Trend
Increase enrollment market share	●	↑
Increase enrollment over prior year	●	→
Race/ethnicity of student population equal to or within 5 percent points of area population	●	↑

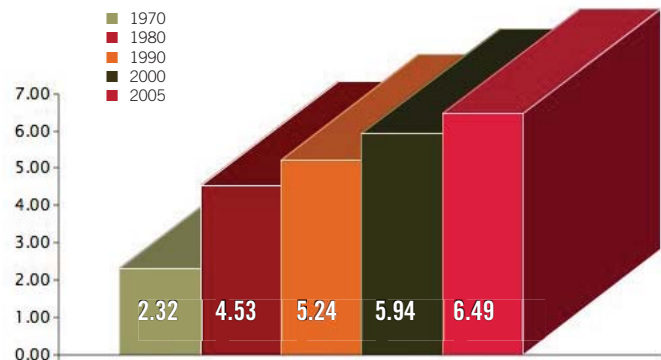
- During the last few years the college has demonstrated strength in the following areas of it’s access agenda:
 - Providing educational opportunities for a diverse student population.
 - Using technology to make education available to an increasing number of students.
 - Offering an affordable education.
- Areas for improvement include:
 - Increasing enrollment from Oklahoma City Public Schools.

* Performance indicators are as follows: ● (green) denotes at or exceeding target, ● (yellow) denotes within 5% of target, ● (red) denotes more than 5% below target

Access: At the Heart of the Community College Mission

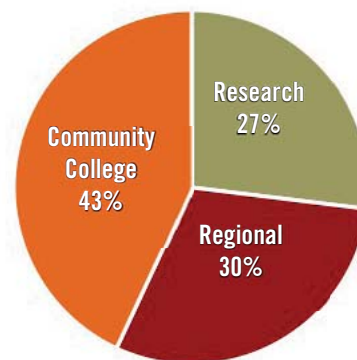
- Access to higher education has been a core part of the community college mission since the first two year college was founded more than a century ago. Small class sizes, affordability and responsiveness to changing economic development priorities have made community colleges an increasingly popular way for millions to “open the door” to higher education.
- Since 1970, the number of students who annually attend community colleges in the United States has almost tripled and now accounts for about half of enrollment in public higher education.
- Community colleges are an essential part of Oklahoma’s educational system. They accounted for 43% of public higher education enrollment in FY 2006.
- More important, community colleges have been responsible for most of the growth in higher education enrollment in the state.
- Among Oklahoma community colleges, OCCC is a stand-out, with a 39% increase between 1996 and 2006. **This represents twenty-two percent of the total increase in state higher education enrollment during those ten years.** If Oklahoma is to make progress in becoming a more competitive economy with an enhanced quality of life for its citizens, community colleges—OCCC—will play a major role in the years ahead.

Number of Students Who Annually Attended Community Colleges in the U.S. (Millions)



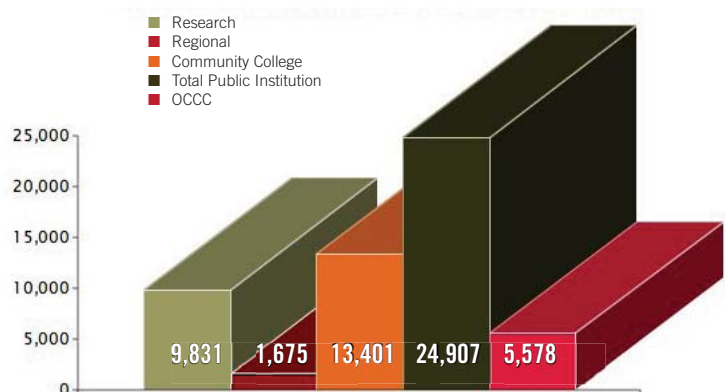
Source: NCES

Oklahoma Higher Education Enrollment—Public Institutions



Source: OSRHE

Difference in Annual Headcount Between 1996 and 2006



Source: OSRHE

Market Share

- For a community college with an open admissions policy such as OCCC, market share is a valuable way to measure the relevance of course offerings, affordability and the quality of student support. Many external factors such as demographics and the economy affect enrollment, but market share is a consistent way to measure progress on our access agenda—in good and challenging times.

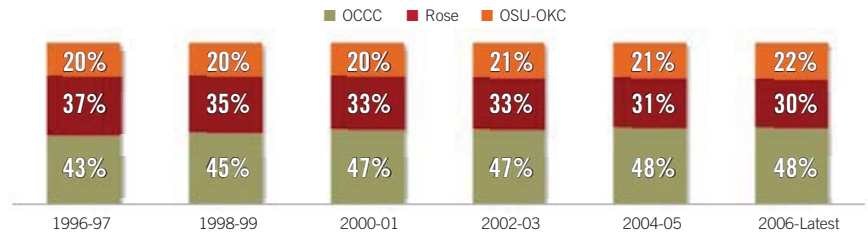
- Between FY 1997 and FY 2006, OCCC increased its Oklahoma City—area community college headcount market share from 43% to 48%.

- Similarly, OCCC’s community college credit hour market share increased from 45% in FY1998 to 48% in FY 2006.

- OCCC’s market penetration—defined as the percentage of the total population in an area who attended the institution in a particular year—increased from 2.22% in 2000 to 2.85% in 2006 in Oklahoma County. However, the college’s share of Oklahoma City Public School graduates has remained flat during the last five years.

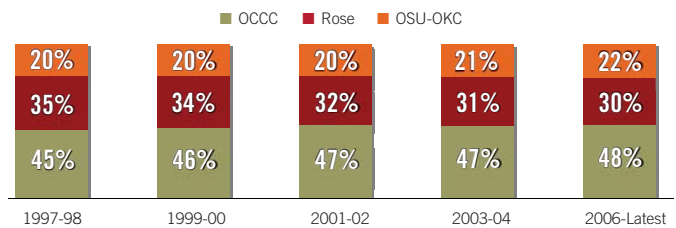
- OCCC is expecting a FTE increase of 2.4% in FY 2008.**

Local Market Share of Annual Unduplicated Headcount



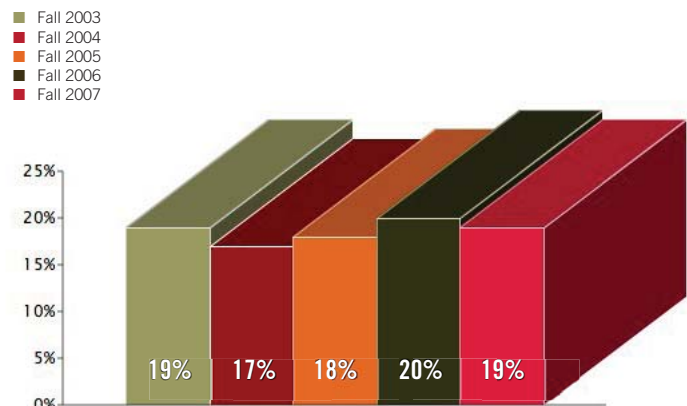
Source: OSRHE

Local FTE Market Share



Source: OSRHE

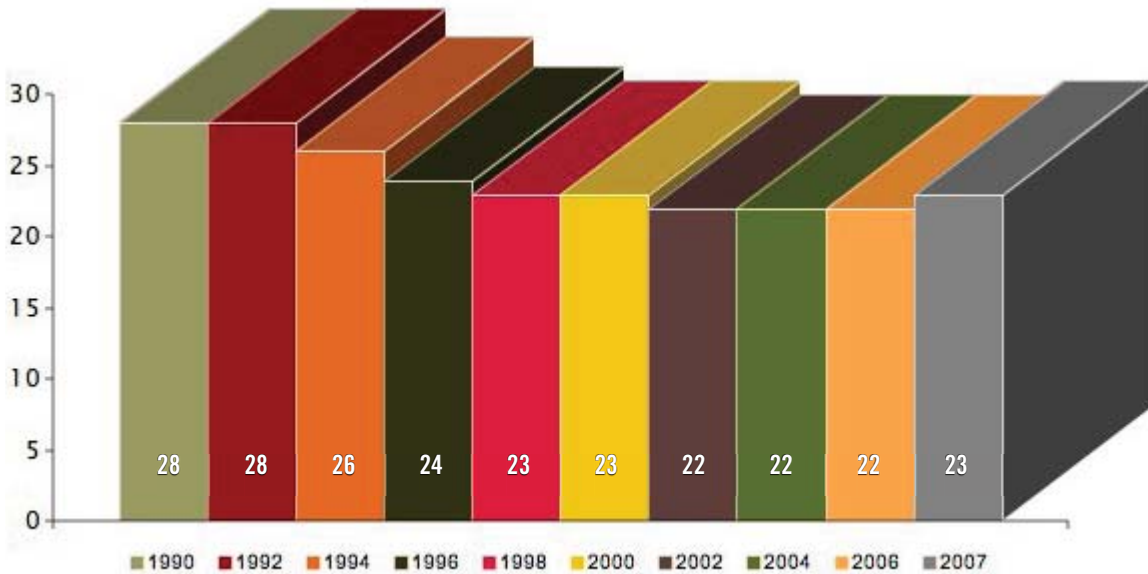
Percentage of Oklahoma City Public School Graduates Who Attended OCCC the Subsequent Semester



Source: OKCPS and OCCC Office of Institutional Effectiveness

Student Characteristics—Median Age

Median Age of OCCC Students (Fall Semester)

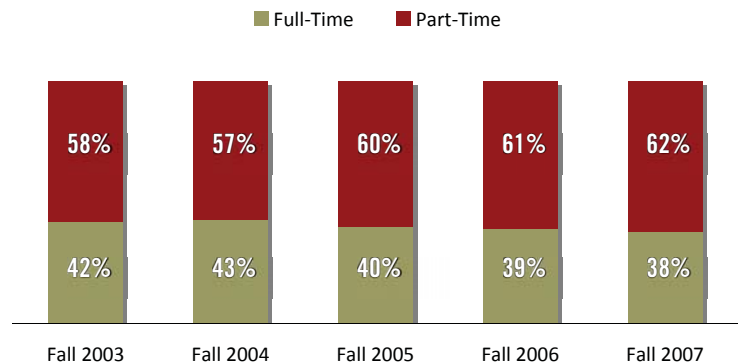


Source: OCCC Office of Institutional Effectiveness

- Median age of the student population is an important characteristic, determining instructional strategies and the need for support services. Older students usually are motivated to return to school from the workplace and require less social interaction. Younger students, especially the so-called “millennials”, require more intensive orientation, opportunities to make friends and more structured teaching approaches. Younger students also tend to be sophisticated users of technology.
- Between 1990 and 2006, the median age of the student population at OCCC declined by more than 20%. In 2007, we experienced the first increase in median age in nearly 20 years. We believe this is due to the decline in the number of younger students.
- The decline in the age of OCCC students is unusual, and is probably due to the large number of transfer institutions in the area and an emphasis on high school recruiting initiated by the college in the mid-1990’s.

Student Characteristics—Part-Time/Full-Time and New/Returning

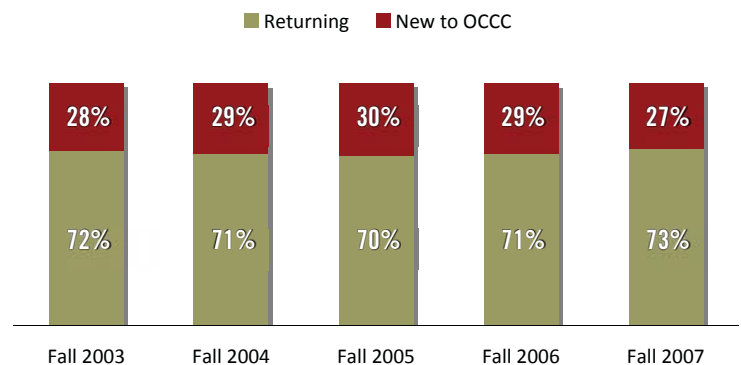
- The percentage of student students (those who take less than twelve hours in a semester) at OCCC has increased during the last five years. This is in line with national trends and peer community colleges in urban settings. In general, part-time students are less successful in achieving their educational aspirations than full-time students.



Source: OCCC Office of Institutional Effectiveness

- The percentage of students who are new to OCCC has declined slightly over the last five years.

- **In Spring 2008, we estimate that the number of new students declined between 15-18% from Spring 2007. These data are being analyzed and new recruiting strategies will be developed (see Improvement Strategies).**

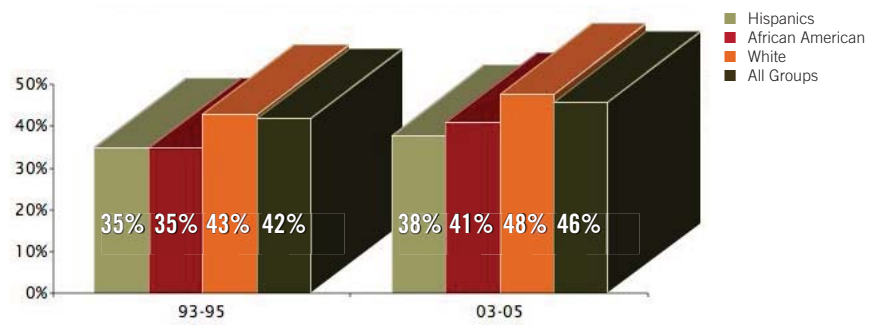


Source: OCCC Office of Institutional Effectiveness

Student Characteristics— Race and Ethnicity

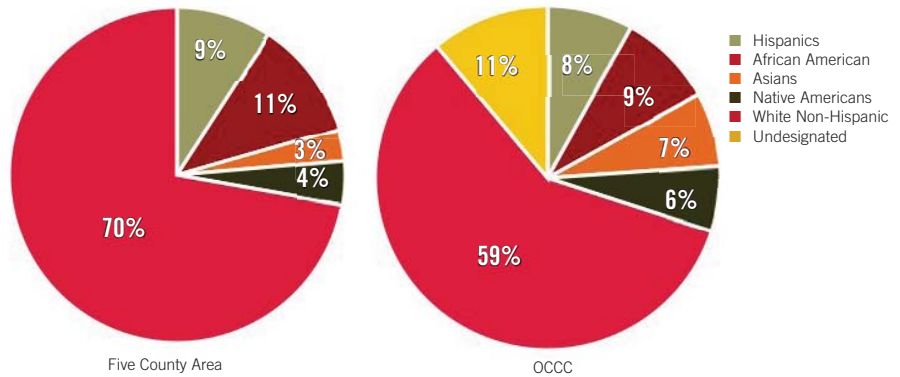
- Nationally, minority college participation rates have lagged behind the college going rates of white students though there has been improvement in recent years, particularly among African-Americans.
- OCCC's student population closely mirrors the ethnic and racial composition of the five county area from which we draw more than 90% of our students.
- Population projections suggest that minority groups represent a significant opportunity for increasing enrollment in the years ahead.

National College Participation Rates of Selected Ethnic Groups



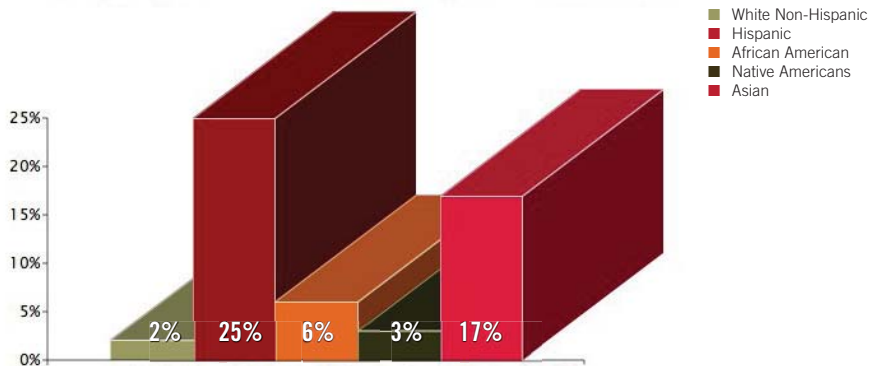
Source: American Council on Education

Percentage of Selected Ethnic and Racial Groups in Five County Area and OCCC (Fall 2007)



Source: OCCC Office of Institutional Effectiveness

Percentage Population Growth of Selected Groups in 5 County Area 2007-2017

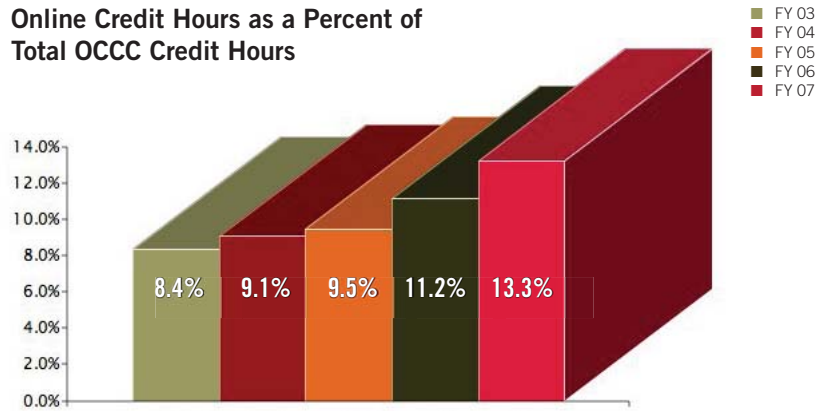


Source: CC Benefits

Online Enrollment

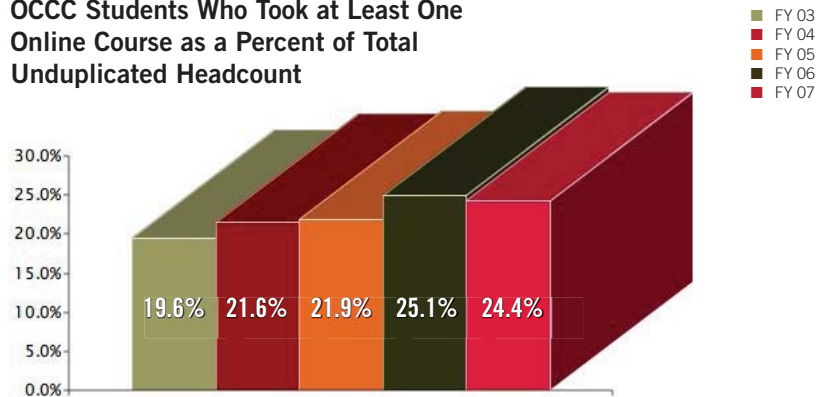
- The U.S. Department of Education estimates online enrollment will increase at ten times the rate as normal campus enrollment for the next decade—10% to 15% a year for most schools. Increasing comfort with technology and the convenience of the format have made it a popular way of obtaining an education.
- OCCC has been a pioneer in the development and distribution of online courses. During the last five years, online credit hour enrollment has grown by a third while overall enrollment has remained flat. As a result, the percentage of credit hours taken online has increased from 8% in 2003 to 13% in 2007.
- In 2007, nearly one in four students at OCCC took at least one online course and nearly one in twelve students took courses exclusively online—a trend that probably will continue as the college offers more complete degree programs online.

Online Credit Hours as a Percent of Total OCCC Credit Hours



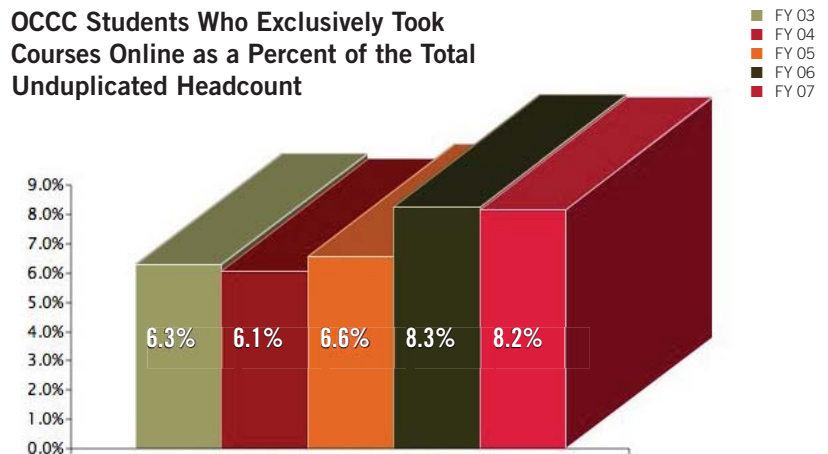
Source: OCCC Office of Institutional Effectiveness

OCCC Students Who Took at Least One Online Course as a Percent of Total Unduplicated Headcount



Source: OCCC Office of Institutional Effectiveness

OCCC Students Who Exclusively Took Courses Online as a Percent of the Total Unduplicated Headcount

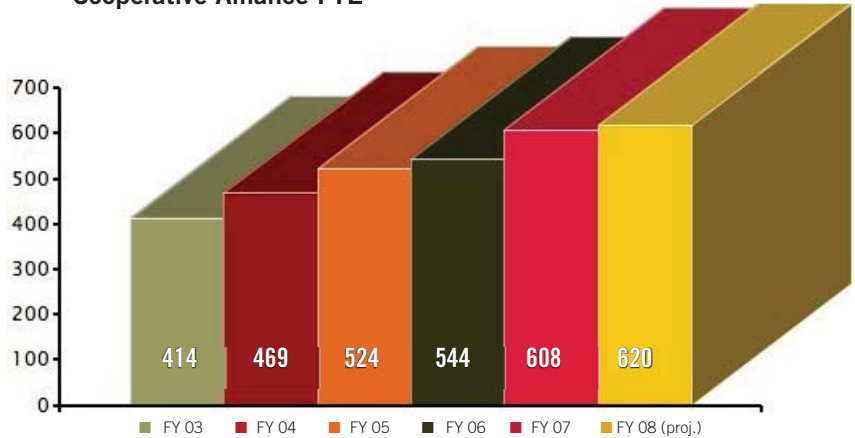


Source: OCCC Office of Institutional Effectiveness

Cooperative Alliance

- OCCC partners with area technology centers to provide increased access to Oklahoma residents through the Cooperative Alliance. The alliance allows students who complete their technical training at technology centers to enroll and complete A.A.S. degrees at the college.
- Between 2003 and 2008 fall semester credit hour enrollment in the alliance increased 50%.
- More than 1,200 students were enrolled from four local technology centers in Fall 2007.
- For the convenience of our students, OCCC instructors recently began to offer general education courses at technology centers.

Cooperative Alliance FTE



Source: OCCC Office of Institutional Effectiveness

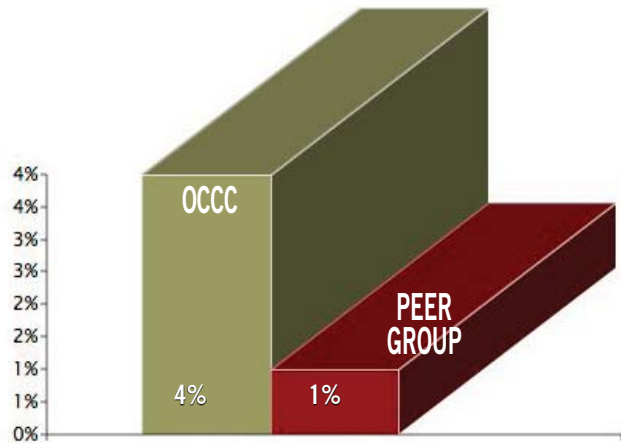
Fall 2007 Cooperative Alliance Headcount by Technology Center	
Francis Tuttle	567
Moore Norman	320
Mid America Tech	49
Metro Tech	277
Total	1,213

Source: OCCC Office of Institutional Effectiveness

International Students

- OCCC is fortunate to have a large number of international students. Compared to a national peer group of urban community colleges, OCCC has four times the enrollment of international students on a percentage basis.
- International student enrollment last fall is up 50% from 1998. Between Fall of 2006 and 2007, enrollment of this group grew more than 15% due to targeted internet recruiting initiatives.
- The composition of our international students' countries of origin has shifted during the last ten years.

Number of International Students Enrolled at OCCC



Source: IPEDs 2006 Feedback Report

Number of International Students Enrolled at OCCC	
Fall 1998	268
Fall 1999	330
Fall 2000	339
Fall 2001	341
Fall 2002	335
Fall 2003	374
Fall 2004	383
Fall 2005	321
Fall 2006	348
Fall 2007	402

Source: OCCC Office of Institutional Effectiveness

Top Ten Countries of Origin of OCCC International Students (Fall 2007: Green shaded countries were not among top ten in 2002)	
Nepal	112
Korea, South	32
Kenya	30
Japan	27
China	18
Cameroon	17
Pakistan	15
Taiwan	14
Malaysia	12
Vietnam	12

Source: OCCC Student Services

Geographical Distribution and High School of Origin of Students

- During the last four years, enrollment from the Oklahoma City metro area—the 73XXX zip codes—has declined slightly as a percentage of the total. Losses from the northwest part of the city were partially offset by increases from the southeast quadrant. Enrollment from the south side increased slightly.
- Of the top twenty high schools of origin of OCCC students in Fall 2003, nineteen were still on the list in Fall 2007.
- The largest increases in new graduate enrollment during the last five years have come from a new charter high school, Santa Fe South, and Westmoore.

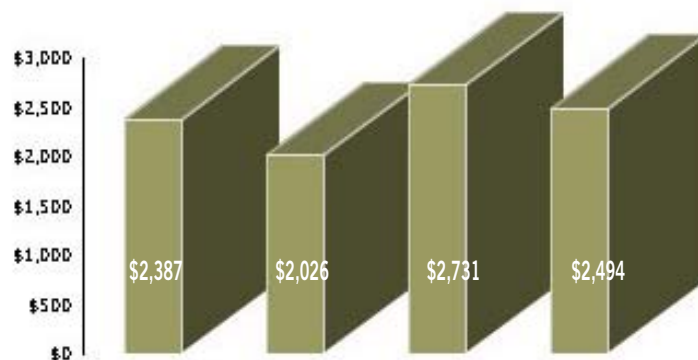
Percent of Total OCCC Headcount from 73xxx Zip Codes			
	FALL 2003	FALL 2007	CHANGE PCT. PT.
NE OKC	.9%	.9%	0
NW OKC	22.4%	20.7%	-1.7
SE OKC	15.7%	16.6%	+.9
SW OKC	24.6%	24.2%	-.4
TOTAL	64.7%	63.3%	-1.4

Top 21 High Schools of Origin of Students who Graduated in Spring Immediately Preceding Fall Semester (2003-07 Headcount)			
HIGH SCHOOL NAME	03F	07F	#DIFF
Santa Fe South High	N/A	37	37
Westmoore High School	129	145	16
Lindsay High School	2	17	15
Norman High School	54	68	14
Putnam City High School	20	30	10
Bridge Creek High School	13	22	9
Newcastle High School	16	22	6
Northeast Academy	10	16	6
Tuttle High School	23	28	5
Noble High School	18	22	4
Blanchard High School	15	17	2
Norman High School North	63	64	1
Putnam City West High School	17	16	-1
Mustang High School	65	58	-7
Northwest Classen High School	46	39	-7
Southeast High School	46	37	-9
Putnam City North High School	31	22	-9
Capitol Hill High School	33	22	-11
Western Heights School	33	20	-13
Moore High School	89	73	-16
Ulysses S Grant High School	50	34	-16

Affordability

- Affordability is a key component of the access agenda. With flat or declining state appropriations, colleges and their students are finding it more difficult to finance an education. Adjusted for inflation the average Pell Grant award has increased 4.5% since 1986-87. 2006-2007 represents the second year in a row in which Pell Grants declined in real terms.
- The total number of students (part-time and full-time) who receive some type of financial assistance at the college increased from 33% to 40% between FY 2006 and FY 2007. The dollar value of these awards increased from \$17.2 million to \$18.0 million.
- The percentage of students receiving federal Pell grants also increased from 39% to 40%.
- The number of students receiving free or reduced tuition through OCCC's OKC-GO and the State Oklahoma Higher Learning Access Programs (OHLAP) has steadily increased during the last five years.

Average Pell Grant Adjusted For Inflation (2006 Dollars)



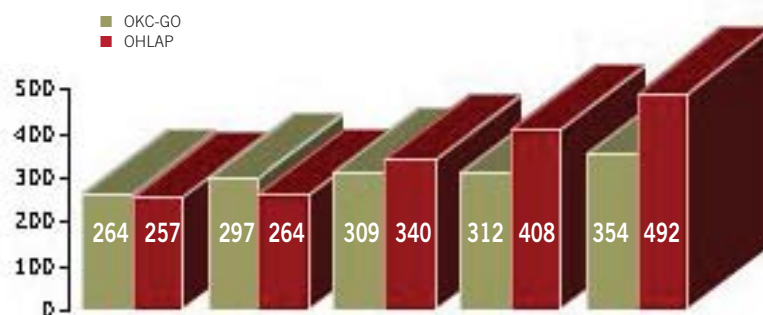
Source: College Board

Number of Students and Dollar Value Financial Aid for OCCC Students

	FY 06	FY 07
Number of Students	6,515	7,820
Dollar Value (millions)	\$17.2	\$18.0

Source: OCCC Financial Aid

Number of OCCC Students Participating in OKC-GO! and Oklahoma Higher Learning Access Program (OHLAP) Fall 2003 through Fall 2007

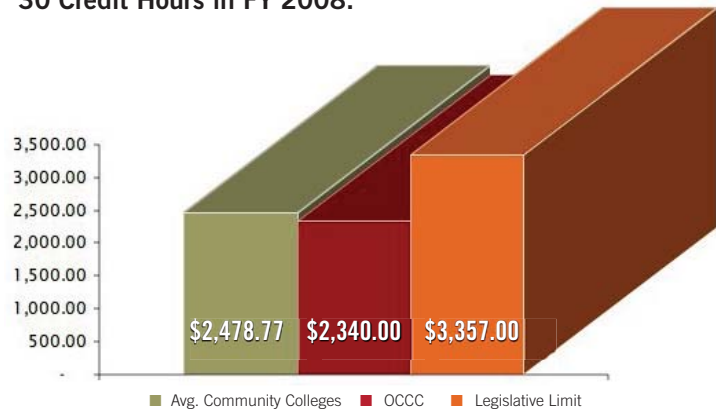


Source: OCCC Financial Aid

Affordability continued...

- The college's tuition and mandatory fees continue to be among the most competitive in the state. Since 1994, the average annual tuition increase for the college has been just over 5%. The level has consistently stayed at 70% of the legislated limit.

Comparison of Tuition and Mandatory Fees for 30 Credit Hours in FY 2008.



Source: OSRHE

Courses and Alignment With Economy

- Academic categories are similar courses within a body of knowledge (a program is a category in which the college offers a degree). Categories showing the most growth during the last ten years are general education or required courses that reflect the overall increases in enrollment, and allied health fields. Aviation maintenance is a new category within the last five years.
- An important aspect of both the college's access and community development missions is the alignment of its academic offerings with the demand for jobs in the local economy. Oklahoma City and OCCC are well-positioned in this respect since OCCC offers programs in five of the ten fastest growing jobs that require an Associate or Applied Associate Degree. (Rose State and UCO offer programs in four of the five remaining jobs). A program to train environmental engineers is also under serious consideration at the college.

Fastest Growing Academic Categories FY 98 – FY 07		
Category	10Yr. Diff. Credit Hours	10Yr. % Diff.
Biology	6625	121.6%
Math/Applied Math	4875	165.7%
Nursing	3384	152.5%
Psychology	2528	90.3%
Allied Health	2172	195.5%
Political Science	2136	91.9%
English	2086	180.8%
Aviation Maint Tech	1813	1743.3%
History	1603	50.7%
Humanities	1432	75.3%

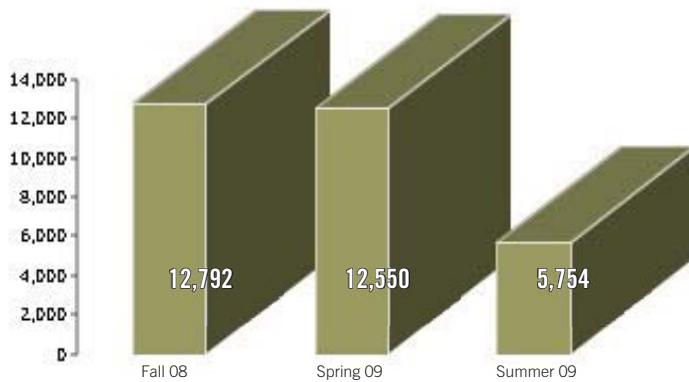
Source: OCCC Office of Institutional Effectiveness

Top Growing Jobs in Five County Area 2007–2017 (Italics indicate programs offered at OCCC)			
Jobs	2007 Jobs	2017 Proj.	% Diff.
Dental Hygienist	597	836	40%
<i>Phy. Ther. Asst.</i>	<i>503</i>	<i>635</i>	<i>30%</i>
<i>Diag. Med. Sono.</i>	<i>273</i>	<i>339</i>	<i>24%</i>
Paralegal	1,146	1,146	24%
<i>Registered Nurses</i>	<i>11,713</i>	<i>14,251</i>	<i>22%</i>
<i>Occ. Ther. Asst.</i>	<i>338</i>	<i>411</i>	<i>22%</i>
Funeral Director	162	196	21%
<i>Respiratory Ther.</i>	<i>457</i>	<i>545</i>	<i>19%</i>
Environ. Eng.	90	107	19%
Radiation Ther.	93	110	18%

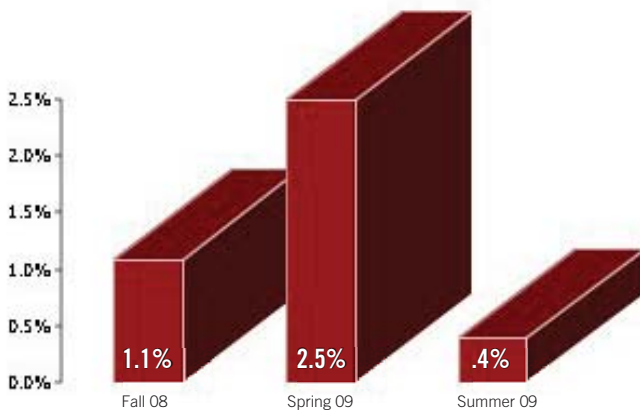
Source: OCCC Office of Institutional Effectiveness

FY 2009 Forecast

Forecast FY 2009 Headcount (By Semester)



Forecast FY 2009 Percentage Change



- Three external variables that significantly influence the level of enrollment at OCCC are the price differential between the college's tuition and area four year schools; local area employment; and age demographics.
- Using these variables, models to forecast headcount for both fall and spring have been developed by the college with an error rate of less than 2 percentage points. For 2009, the low end of the forecast is showing increases in all three semesters.



Improvement Strategies

- The college is planning several efforts to recapture its recruiting momentum in local high schools including:
 - More site visits to schools
 - Hiring of bi-lingual admissions advisors
 - Hosting meetings of high school counselors
 - Working with local middle schools to raise college awareness
 - Hosting tours by high school students on campus
- Implementing software that will allow better tracking and personalized communication with prospective students from initial enquiry through the admission process.
- Continuing efforts to recruit international students.
- Marketing the availability of financial aid including a requirement for all OKC-GO students to fill out a financial aid application.
- Expansion of the OKC-GO! program to Western Heights.
- Developing support services for the increasing number of veterans that are prospective students.
- Expanding the number of college classes offered to high school students at high schools and on campus.
- Renaming some OCCC programs to heighten consumer awareness.
- Providing a more comprehensive list of available scholarships.