



**Monitoring Report on Achieving the  
College's ENDS:  
Community Development**  
January 18, 2010











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# Background and Summary

- The College’s Community Development END, established by the OCCC Board of Regents, states: **Our community is enriched economically and socially by our educational and cultural programs.**
- Arts programming and community education are the major emphasis of community development programs.
- There are three core indicators used to measure community development in the College’s proposed 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>
Successful Arts Festival Oklahoma Attendance will meet or exceed 22,000. The most recent participation was 25,000.		
Successful Cultural Arts Series participation will meet or exceed 2,339. FY2009 participation was 1,707.		
Non-credit program enrollment will increase at or above 7,318. Non-credit enrollment was 7,772.		
Corporate Learning revenue will meet or exceed \$269,730. Corporate Learning’s current revenue is \$378,672.		

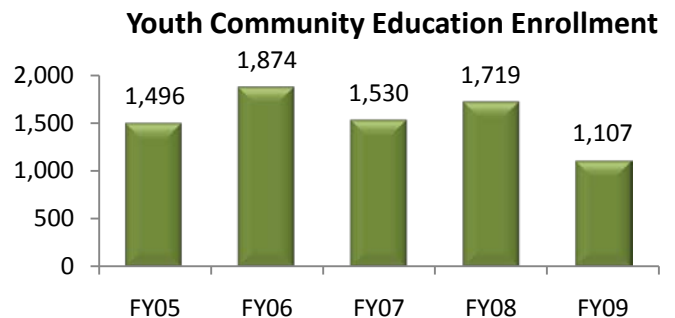
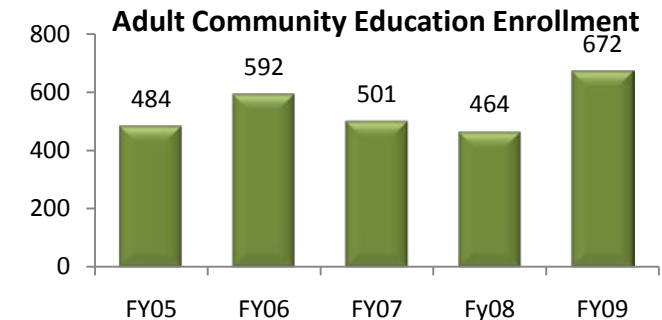
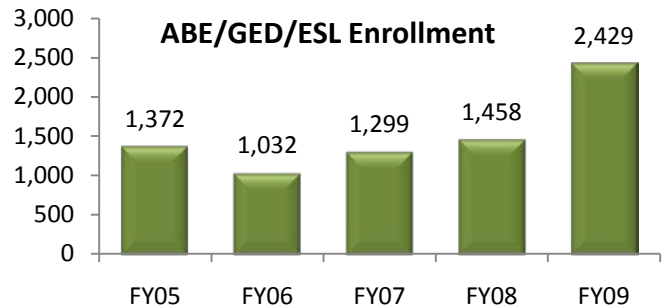
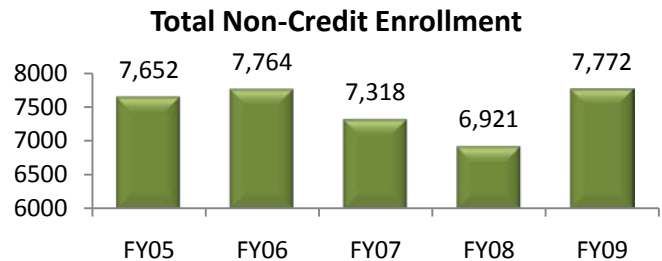
- During the last several years, the college has demonstrated the following progress in addressing its Community Development END:
  - Arts Festival Oklahoma attendance rose significantly due to improvements in format and configuration.
  - Adult Basic Education enrollment grew due to a \$600,000 grant from the Oklahoma State Department of Education to offer free Adult Basic Education classes.
  - Corporate Learning revenue exceeded their target by 43%.
  - The addition of the non-credit wind turbine technician program contributed to Corporate Learning’s revenue.
- Areas for improvement include the following:
  - Increase participation in the Cultural Arts Series.
  - Increase funding for ABE classes particularly for English Language Learners.
  - Increase credit and non-credit course offerings in Corporate Learning.

<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

# Community Development - Non-Credit

**Target:** Non-credit program enrollment will increase at or above 7,318

- OCCC offers a wide array of non-credit courses to the community. Although enrollment has declined in FY07 and FY08, the FY09 enrollment was the highest in the past five years.
- Adult Basic Education, General Education Diploma and English as a Second Language enrollment experienced a significant increase (67%) after steadily increasing over the past three years. This increase is attributable to a \$600,000 Adult Basic Education grant received through the Oklahoma State Department of Education.
- Adult Community Education enrollment increased by 45% which is the first increase in two years. The increase is due to a restructuring of Community Development which placed an increase emphasis on adult education and expanded senior citizen programming.
- Youth Community Education enrollment declined because the length of College for Kids classes was extended in response to feedback from patrons, limiting the capacity for enrollment.

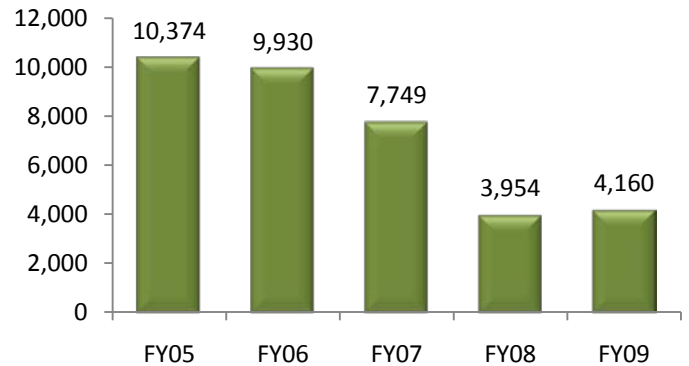


Source: Office of Community Development

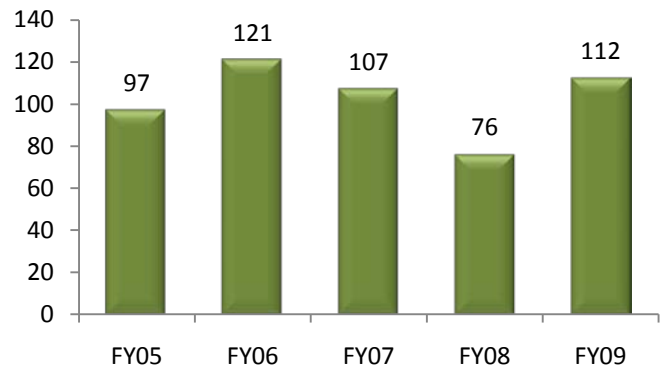
# Community Development - Non-Credit

- Capitol Hill Center visits increased slightly after experiencing four straight years of decline because of space limitations.
- OCCC purchased a 44,500 square foot facility at 325 Southwest 25<sup>th</sup> Street in Oklahoma City to relocate the Capitol Hill Center. This facility located across from the Department of Human Services and adjacent to Community Action Agency in the heart of Historic Capitol Hill will provide a significant expansion of programs.
- After experiencing a three year decline in Career Transitions, the number of students enrolled in the program increased by 47%. This increase was due to changes in the economy that forced many people to turn to temporary assistance.

Visits to OCCC Capitol Hill Center



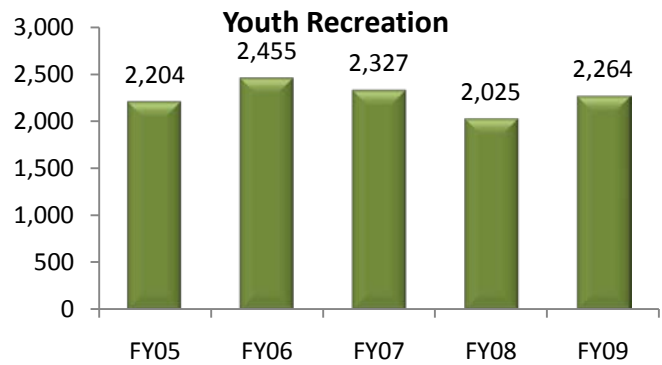
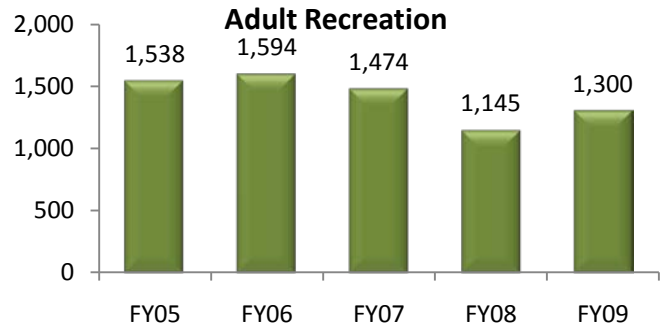
Career Transitions Program Students



Source: Office of Community Development

# Community Development Recreation Programs

- Adult recreation participants have fluctuated over the past several years. The number of participants has increased from the previous year, but is down from a high in FY06.
- Similar to the adult recreation, the number of youth recreation participants has been relatively flat over the last several years.
- Student, faculty, staff, community members and community organizations use OCCC recreation facilities. Total recreation and fitness attendance increased by 20.5% from the previous year.



Recreation Facility Usage

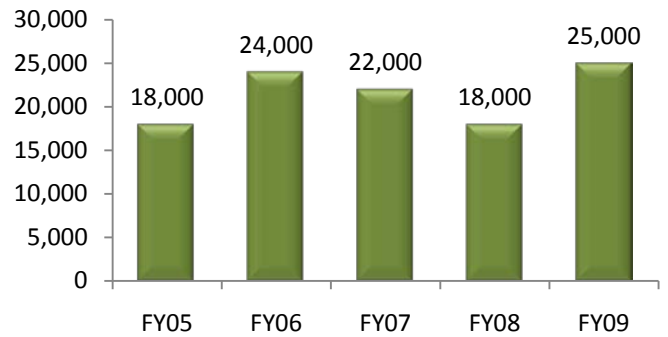
Facility Usage Type	Participants
Birthday Parties	724
Scuba	706
Lap/Open Swim	10,728
Learn to Swim	7,690
Swim Team	9,150
Water Classes	3,633
Diving Participants	1,655
Special Groups/Others	23,876
<b>Total Aquatic Center Attendance</b>	<b>58,162</b>
Student Use	24,456
Member Use	7,771
Adult Leagues	1,693
Youth Leagues	6,640
Intramurals	1,300
Other	350
<b>Total Wellness Center Attendance</b>	<b>42,210</b>
<b>Total Recreation and Fitness Attendance</b>	<b>100,372</b>

# Cultural Program Activities

**Target:** Successful Cultural Arts Series participation will meet or exceed 2,339.

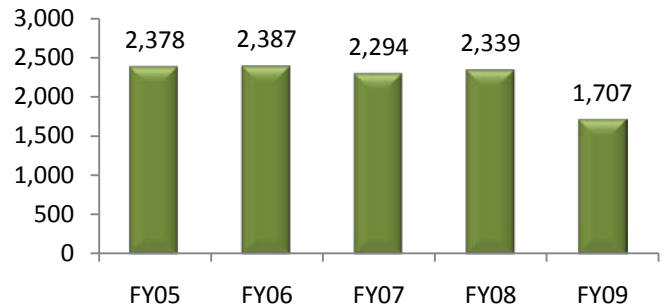
- After three consecutive years of declining attendance the Arts Festival Oklahoma increased by 39%. In addition to the excellent weather, several changes were instituted to improve attendance including the elimination of Friday evening opening and additional entertainment activities.

**Arts Festival Oklahoma Attendance**



- The Cultural Arts Series attendance experienced a significant decline in FY09. Part of this decline is due to the fact that there was not a “signature” act comparable to the successful Anuna performance in FY08.

**Cultural Arts Series Attendance**



## Economic Impact\* of Competitive Events in FY09

Competitive Event	Athletes	Coaches	Officials	Volunteers	Spectators	Total	Days	Economic Impact
14 High School Events	4,063	166	57	373	3,675	8,334	16	\$350,300
1 College Event	315	35	15	100	600	1,065	3.5	\$745,500
12 Age Group Events	4,221	265	95	325	4,000	8,906	30	\$1,948,722
Supersprint & Lifeguard Games	374	22	20	50	200	666	2	\$20,053
<b>Totals</b>	<b>8,973</b>	<b>488</b>	<b>187</b>	<b>848</b>	<b>8,475</b>	<b>18,971</b>	<b>51.5</b>	<b>\$3,064,576</b>

\*Economic Impact is computed based on data obtained from Destination Marketing Association International through the OKC Center Visitors Bureau. \$200 per day spending is used to estimate overnight attendees. The number of attendees for each event is multiplied by 3 which is the estimated average number of nights per attendee. An estimate of \$30.11 per day is used for town delegates (day trip visitors) or those who attend an event each day but are not staying in a hotel/motel.

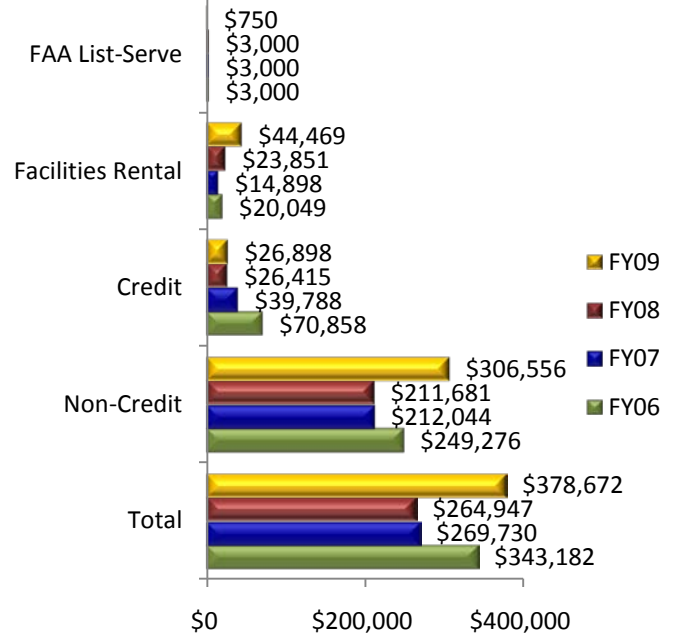


# Corporate Learning Revenue and Enrollments

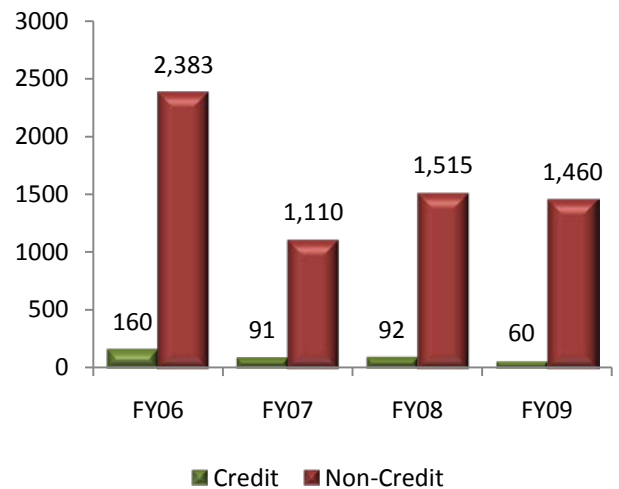
**Target:** Corporate Learning revenue will meet or exceed \$269,730.

- Corporate Learning Revenue gained significantly over the past year. The total revenue of \$378,672 was an increase of 42.9%. Most of this increase was due to the non-credit revenue driven by the implementation of the first wind turbine technician program in Oklahoma. The program has had consistent enrollment throughout the year with waiting lists for most courses. FAA classes included AutoCAD training, six MS Project training and six Visio software training classes delivered at the FAA campus with additional courses proposed for Atlantic City, NJ. Enrollments in other certificate programs – pharmacy technician, payroll mastery, and oil and gas finance – continued to increase, because of the soft economy.
- Enrollments have fluctuated over the past several years with non-credit enrollment slightly declining by 3.6% from FY08 to FY09.

**Corporate Learning Revenue**



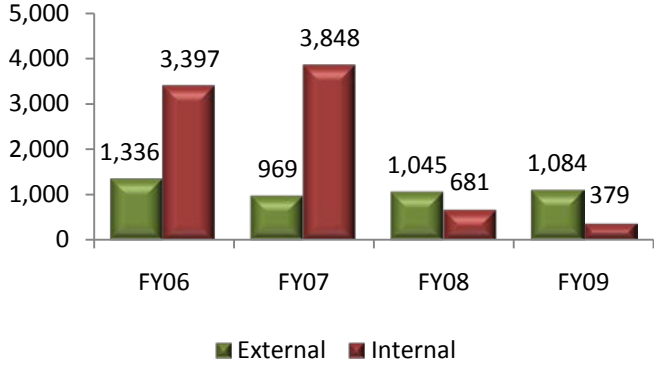
**Corporate Learning Enrollments**



# Corporate Learning Facilities Rental & Contracted Services

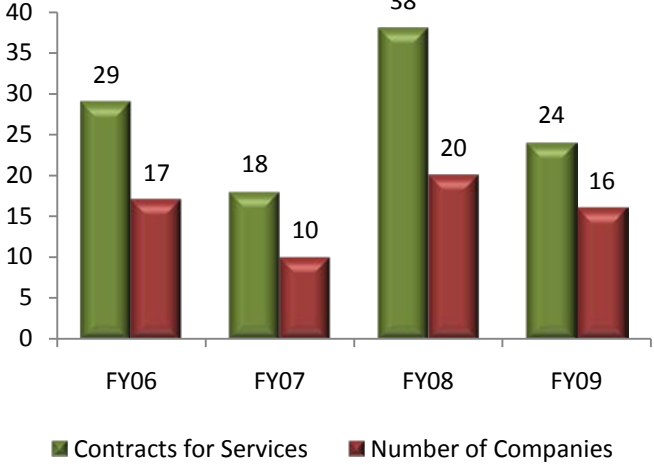
- The number of external participants using rental facilities increased slightly over the previous year. The significant decline in internal participants from FY07 to FY08 is due to the loss of two library classrooms which are being used for traditional academic courses.

**Participants Using Rental Facilities**



- The number of contracts declined from the previous year's high of 38. The number of contracts declined and the number of companies served declined.

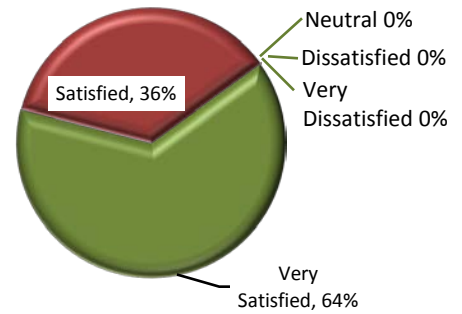
**Contracted Services**



# Business Satisfaction

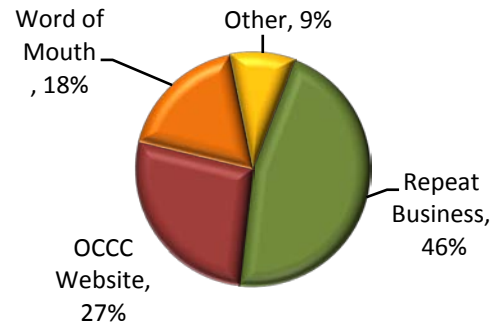
- 100% of the businesses were satisfied with the services provided by Corporate Learning.

**Business Level of Satisfaction**



- About half of Corporate Learning customer base was repeat business.

**How Did You Hear About Corporate Learning Services**





# Improvement Strategies

## COMMUNITY DEVELOPMENT

- Explore supplemental grant opportunities to expand Adult Basic Education classes particularly for English Language Learners and increase non-credit student support services such as childcare.
- Utilize new ticketing software to enable the Cultural Programs' staff to track Cultural Arts Series ticket sales more accurately by demographics, type of sale and programming preference allowing for targeted marketing campaigns.
- Partner with local middle schools to increase participation in Cultural Programs' educational events.
- Continue to partner with the Oklahoma City Convention and Visitors Bureau to host national and regional aquatic events.
- Seek additional funding for Capitol Hill Center renovations and explore partnerships with area community organization, state, and local government agencies.
- Continue to partner with area businesses to establish new worksites for Career Transitions' students.

## CORPORATE LEARNING

- Continued focus on unique open enrollment classes and certifications like Wind Turbine Technician, AutoCAD, Pharmacy Technician and PayTrain.
- Expand course offerings focusing on energy industry and health care.
- OCCC's membership in the Global Corporate College may expand Corporate Learning's product lines and position it to increase the client base and brand.
- Explore grant opportunities for additional funding.
- Expand credit programs with The Alliance and FAA.
- Implement Revit, an AutoDesk product for architects and engineers. Introductory showcase planned for November with initial class scheduled in December.

# Community Development Partnerships

## Recreation

- American Heart Association
- American Red Cross
- Army Core of Engineers
- Bluewater Dive Shop
- Casady High School
- Chesapeake Swim Club
- City Bites Sandwiches
- City of Edmond
- City of Moore
- City of Moore
- City of Mustang
- City of Oklahoma City
- Extreme Aquatic Team
- JR NBA/JR WNBA
- Mustang High School
- National Intramural Recreational Sports Association (NIRSA)
- National Recreation & Parks Association
- NFL - Pepsi Pass, Punt & Kick
- OKC Fire Department
- OKC Parks and Rec Dept.
- OKC Tri
- OKC Visitors and Convention Bureau
- Oklahoma Lake Patrol
- Oklahoma Recreation & Parks Society (ORPS)
- Oklahoma Soccer Association
- Oklahoma Soccer Association
- Oklahoma Swimming
- Oklahoma Water Resources Board
- Pathways
- Putnam City Schools
- Rose State College
- Safe-Kids coalition
- Schools for Healthy Lifestyles
- Sooner Dive Club
- South Oklahoma City Chamber of Commerce
- Tinker Air Force Base

- United States Swimming
- University of Central Oklahoma
- University of Oklahoma
- Water Safety Committee
- Westmoore High School
- White Water Bay
- Xcel Scuba
- YMCA

## Recreation – New Partnerships

- Oklahoma Foundation for the Disabled
- OKC Kayak
- W.I.T.S.

## Recreation Partnerships in Development

- NBA Fit/WNBA Fit Youth Program
- NFL Flag Football
- OKC Boathouse Foundation

## Community Outreach and Education

### Continued Partnerships

- Capitol Hill High School
- Central Oklahoma Adult Education Alliance.
- Crooked Oak School District
- Del City Community Center
- Eastern Oklahoma County Tech Center
- Edmond Public Library
- Edmond Public School District
- Exchange Avenue Baptist Church
- Francis Tuttle
- Greater Oklahoma City Hispanic Chamber of Commerce
- Lake View Park Church of the Nazarene
- Latino Community Development Agency
- Mid-Del Career Tech Center



# Community Development Partnerships

## **Community Outreach and Education Continued Partnerships (continued)**

- Oklahoma Diversity Practitioners Consortium
- Putnam City School District
- Rose State College
- Southern Nazarene University
- Warr Acres Library

## **Community Outreach and Education New Partnerships**

- AARP
- Choctaw Library
- Santa Fe South
- Western Oaks Middle School

## **Career Transitions**

### **Continued Partnerships**

- A1 Staffing
- Albertson's
- APAC
- AT&T
- Blinds on Sale
- Bob Estep Automotive
- Buy 4 Less Pharmacy
- Calm Waters
- Care for Change
- Carson's Catering
- Carter Hospice
- Cingular
- City Rescue Mission
- Click It
- Community Action Agency
- Community Hospital
- Crossroads Hospice
- Deaconess Hospital
- DELL Computers
- Department of Corrections Juvenile Center
- Department of Human Services
- Downtown Consortium

- Dr. Leroy Young
- EMSA
- FAA
- FAA Credit Union
- Galt Foundation
- Goodwill
- Leadership Charter School Totally 4 Kids
- Liberty Tax Services
- Lion's Hospice
- Marcus Garvey
- Mercy Hospital
- Midwest City Newspaper
- Midwest City Regional Hospital
- Neighborhood Alliance
- New Frontiers
- North East Resource Center
- OCCC Academic Affairs
- OCCC Admissions
- OCCC Biology Lab
- OCCC Career Services
- OCCC Safety & Security
- OCCC Student Store
- OCCC Testing & Assessments
- Oklahoma Blood Institute
- Oklahoma City Animal Shelter
- Oklahoma County Community Sentencing
- Oklahoma Department of Mental Health
- Oklahoma Housing Authority
- Oklahoma Indian Clinic
- Oklahoma Land Office
- Oklahoma Rx
- Oklahoma Tax Commission
- OU Health Science
- Picture People
- Preferred Hospice
-





# Community Development Partnerships

## **Career Transitions**

### **Continued Partnerships (continued)**

- Reliable Discount Pharmacy
- Rug Rats Daycare
- Sequoyah Mortgage
- Shell's Lil Lighthouse
- Sister's Angel Daycare
- Smicklas Chevrolet
- South Chamber of Commerce
- South Park Healthcare
- Southern Oaks Public Library
- Sprint
- St. Anthony's Hospital
- Stephanie Wendt Dental Office
- Suited for Success
- Sunbelt Industrials
- Teleflora
- Tiny Town Daycare
- Tuboscope
- United Way of Central Oklahoma City
- UPS
- Urban League
- VA Hospital
- Walgreens
- Weed & Seed
- Western Phone Strategy
- Westminster Pharmacy
- Williams Pharmacy

## **Career Transitions**

### **New Partnerships**

- Allied Medical Center
- Brand Senior Center, Moore
- Brian Loughrin, Attorney at Law
- David M. Dunlap Law Firm
- Don G. Pop & Associates
- First Glance Medical
- Kids-R-Us Day Care
- Langston University OKC Campus Small Business Development Department

- Norman Library
- Therapy in Motion, Norman
- Varangon Academy

## **Cultural Programs**

### **Continued Partnerships**

- Fox/CW
- KCSC
- OPBUCO
- Tyler Media



# Corporate Learning Contracts and Partnerships

## **CORPORATE LEARNING**

### **Contracted Companies**

- Alliance for Employee Growth & Development
- Boardman, Incorporated
- Career Transitions Program
- Chesapeake Energy
- Coppermark Bank
- FAA
- FAA/ASRC
- Faulkner State Farm Insurance
- International Environment Cooperation
- Integris Health
- Oklahoma Blood Institute
- Oklahoma City Community College – Safety & Security
- Oklahoma City Public Schools
- Oklahoma Medical Research Foundation
- Society for Marketing Professionals
- University of Central Oklahoma

- Service Quality Institute
- SpiritBank
- Western Oklahoma Electrical Joint Apprenticeship and Training Committee

### **Cooperative Projects**

- Emergency Medical Services

#### **Open Enrollment**

- Chickasaw Nation
- FAA
- First Capital
- Future Foam
- ICF International
- Oklahoma Safety Council
- Remington Park
- Sonic Corporation
- Tinker Air Force Base
- University of Central Oklahoma

#### **Partnerships**

- Financial Educators Network
- Global Corporate College
- Human Capital Academy
- Practice Management Institute
- Professional Development Institute