OCCC

**Monitoring Report on
Achieving the College's ENDs:
Community Development**
March 2009

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Background and Summary

Arts programming and community education form the foundation of linkages with external stakeholders.

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.

There are three core indicators used to measure student success 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
Successful season of cultural/arts programming (number)	🟡	⬇️
Increase enrollment in community education and business development programs	🟡	⬇️
Value-added impact of community outreach and community service activities	🟢	⬆️

During the last several years, the college has demonstrated the following strengths in achieving its Community Development END:

Community Development
- Numerous new activities implemented have provided opportunities for adults and youths.
- In FY08 Community Development began calculating the economic impact to Oklahoma City as a result of competitive events held at the aquatics facility with an estimated impact of over $3 million.
- In FY08, Community Development began focusing on recreation and facility usage.
- Community Development continued to partner with community agencies to enrich our community by providing access to our customers.

Corporate Learning
- The wind energy non-credit program was added over the past year and has received national recognition.
- AS and AAS programs were implemented in Electrical Construction Management in partnership with the Western Oklahoma Electrical Joint Apprenticeship and Training Committee.

Areas for Improvement include the following:

Community Development
- The OCCC Capitol Hill Center visits have declined significantly due to its current location. A future location is in the planning stages.

- The college is currently understaffed in several recreational areas.
- Educational training for senior adults.
- Preventive care wellness management program.
- Participation by student body in cultural education activities.
- Enrollment in Career Transition Program. (The Career Transitions Program is designed to assist single parents in acquiring employment that will contribute to their self-sufficiency.)
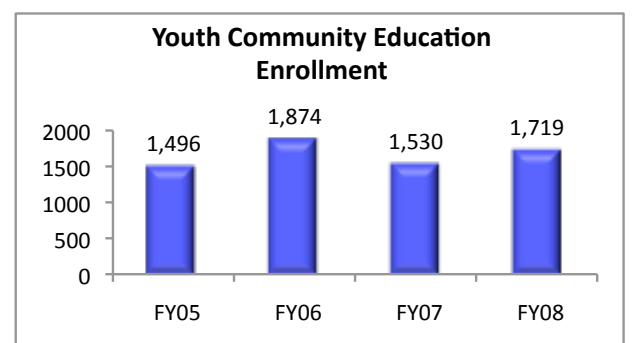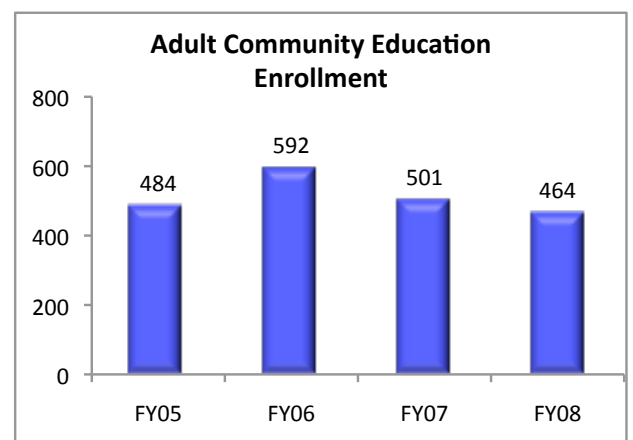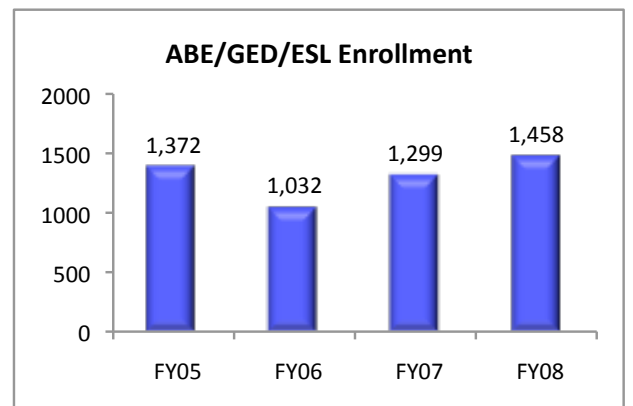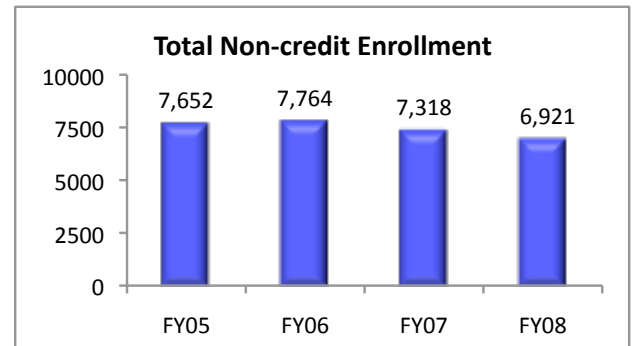
Corporate Learning
- The need to develop certification programs in Health Care and Human Resources.
- Expand training opportunities in traditional and alternative energy technologies.

* 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—It's in Our Name

- OCCC has long demonstrated its commitment to the communities we serve by offering a wide array of programs. Community Development is comprised of Community Outreach, which offers non-credit adult continuing education classes; OCCC Capitol Hill Center, which develops and implements programs in English and Spanish to enhance access to and use of technology, Recreation and Fitness, which provides access to recreation, fitness, and aquatic facilities and programs; The Career Transitions Program designed to assist single parents in acquiring employment; The Cultural Arts Series featuring artists from around the world; and Arts Festival Oklahoma.

- In FY08, there were approximately 7,000 enrollments in non-credit classes offered by Community Development. The decline in enrollment is mostly attributable to finding instructors and adjuncts.

- The increase in the Adult Basic Education, General Education Diploma, and English as a Second Language enrollments from FY07 to FY08 is due to additional ESL courses taught at the two offsite locations of Latino Community Development Agency and the Lakeview Center.

- The recent restructuring of Community Development placed increased emphasis on Adult Education, a growing demographic. Community Education was removed from Recreation and Fitness and aligned with Community Outreach and Education effective January 1, 2008. Enrollment includes adult educational activities available in Arts and Humanities, computer site services, and computer classes.

- In FY08 OCCC added computer classes at Andrews Square, Hillcrest Senior Center, Reding Senior Center and Shartel Towers. These classes had 2,720 visits.

- Youth community education includes programs for children, youth, and teens. Programs include College for Kids, Musical Theatre Camps, Teen Academics and Pro-Teens. Enrollment has fluctuated over the last several years.

Total Non-credit Enrollment

FY05	FY06	FY07	FY08
7,652	7,764	7,318	6,921

ABE/GED/ESL Enrollment

FY05	FY06	FY07	FY08
1,372	1,032	1,299	1,458

Adult Community Education Enrollment

FY05	FY06	FY07	FY08
484	592	501	464

Youth Community Education Enrollment

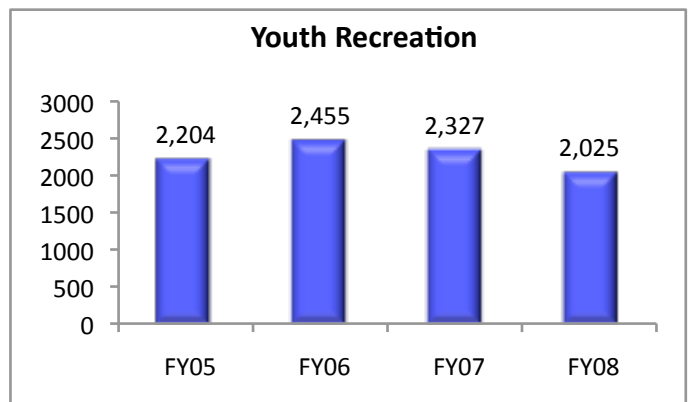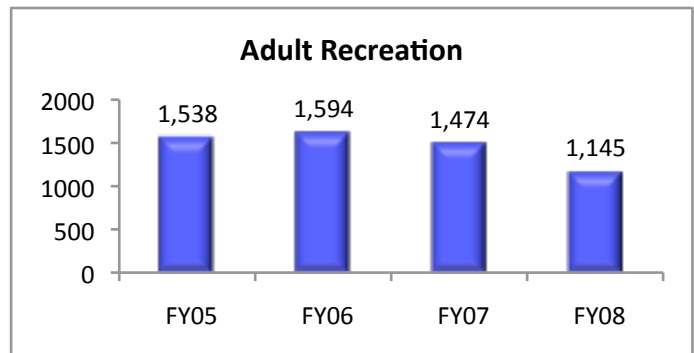| FY05	FY06	FY07	FY08
1,496	1,874	1,530	1,719

Other Non-credit Attendance

- The Capitol Hill Center is currently in temporary quarters on the second floor of the Latino Community Development Agency, which has affected the number of people served. We expect this number to dramatically increase when we are in our new facility.

Visits to OCCC Capitol Hill Center

FY05	FY06	FY07	FY08
10,374	9,930	7,749	3,954

- The recent decline in Career Transitions Program students has been due to restrictions in marketing the program.

- The Oklahoma State Regents of Higher Education recently approved a new policy, which provides for people in Career Transitions to enroll in 2-year degree programs. Previously, students could only enroll in short-term training. This change, along with the change in marketing rules, should increase the number of students in the program.

Career Transitions Program Students

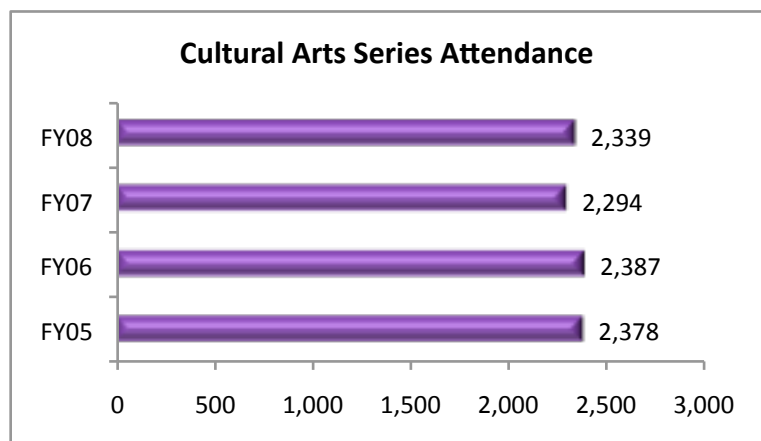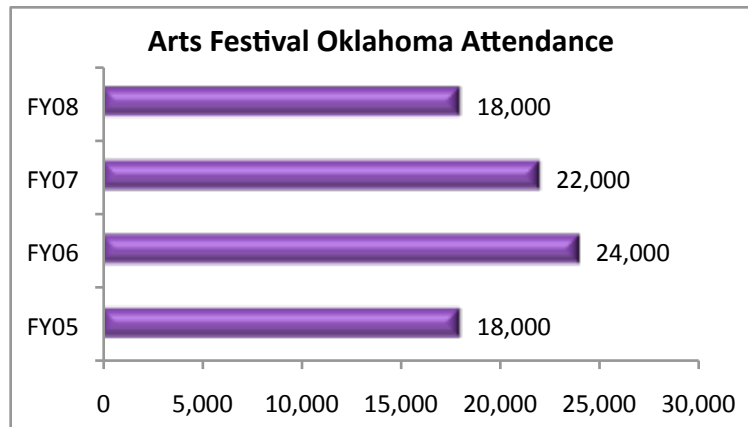| FY05	FY06	FY07	FY08
97	121	107	76
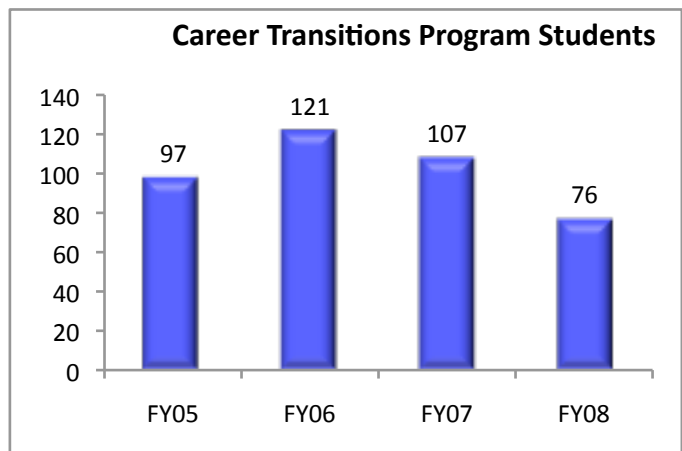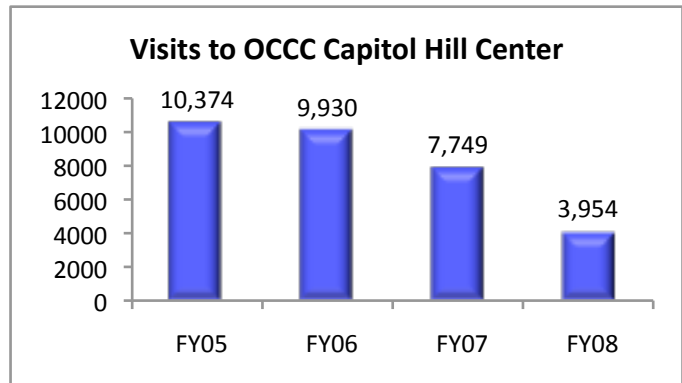
Community Development Recreation Programs

- Adult recreation includes water aerobics, land aerobics, health & safety, and water safety. A significant portion of the decline occurred in the land aerobics program due to a shortage of qualified instructors. This issue will be addressed in upcoming months.

- Youth recreation includes Youth Sports Leagues, Sport Camps, Swim Team and Swim Camps, and Learn to Swim. The enrollment decline from FY07 to FY08 is attributable to cancellation of the Moore Community swim lessons due to a shortage of qualified lifeguard staff. Enrollment declines also occurred in the T-Ball and soccer programs due to limited program offering for ages 4 through 8. As with Adult Recreation, the college is working on a recruitment plan to add new capacity and a redesign of the programs to draw new participants.

- Groups who regularly use OCCC's Recreation and Fitness facilities include students, community members, faculty, staff, and community organizations. The Aquatic Center accounted for slightly more than two-thirds of the usage, with the Wellness Center accounting for the remaining third. More than 2,600 individuals who had memberships visited an average of four times a year.

- Community users in FY08 included the OKC Fire Department, OKC Police Department, Oklahoma Highway Patrol, Border Patrol, Middle School Boat Races, Scout Swim Tests/Merit Badge completion, Girl Scouts of America, Pauline Mayer Shelter, Piedmont Boys Home, and Navy Seals Fitness Challenge.

Adult Recreation

	FY05	FY06	FY07	FY08
	1,538	1,594	1,474	1,145

Youth Recreation

	FY05	FY06	FY07	FY08
	2,204	2,455	2,327	2,025

Activity	Participants
BIRTHDAY PARTIES	560
SCUBA (Rentals and SCUBA Tuesday)	794
LAP/OPEN SWIM	11,025
LEARN TO SWIM	6,819
SWIM TEAM	7,760
WATER CLASSES	3,325
DIVING PARTICIPANTS	573
SPECIAL GROUPS/OTHERS	16,263
TOTAL AQUATIC CENTER ATTENDANCE	68,363
STUDENT USE	19,307
MEMBER USE	6,215
ADULT LEAGUES	1,060
YOUTH LEAGUES	4,900
INTRAMURALS	971
OTHER	200
TOTAL WELLNESS CENTER ATTENDANCE	32,653
TOTAL RECREATION & FITNESS ATTENDANCE	101,016

Cultural Program Activities

- There are two relatively large cultural arts activities at OCCC, Arts Festival Oklahoma and the Cultural Arts Series. The number of Arts Festival participants declined in 2008 due to severe weather, which caused the cancellation of some activities.

- The Cultural Arts Series included performances by Edgar Cruz, Anuna, Tres Vidas, Gabriel Monterro, Hot Club San Francisco, Salvage Vanguard Theatre, Renaissonics and Allegresse. For the first time ever, the college sponsored an event - Anuna - at an off-campus venue to accommodate the large number of patrons.

Arts Festival Oklahoma Attendance

FY08	18,000
FY07	22,000
FY06	24,000
FY05	18,000

0   5,000   10,000   15,000   20,000   25,000   30,000

Cultural Arts Series Attendance

FY08	2,339
FY07	2,294
FY06	2,387
FY05	2,378

0   500   1,000   1,500   2,000   2,500   3,000

Economic Impact* of Competitive Events in FY08

Competitive Event	Athletes	Coaches	Officials	Volunteers	Spectators	Total	Days	Economic Impact
11 High School Events	2,566	168	49	269	2,320	5,372	14	$266,760.79
2 College Events	358	55	7	104	630	1,154	8.5	$842,300.00
14 Age Group Events	4,080	284	98	375	3,730	8,567	31	$1,908,316.05
SuperSprint & Lifeguard Games	450	20	20	50	330	870	2	$13,549.50
Totals	**7,454**	**527**	**174**	**798**	**7,010**	**15,963**	**56**	**$3,030,926.34**

- There were also several community service projects and events including training for the Central Oklahoma Officials Association, lifeguard training, a Special Olympics basketball tournament, job fairs, promotional activities, student club activities, and assisting with the Arts Festival Oklahoma.

* Economic impact is computed based on data obtained from Destination Marketing Association Int'l. 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 in-town delegates (or day trip visitors)—those who attend an event each day but are not staying in a hotel/motel.
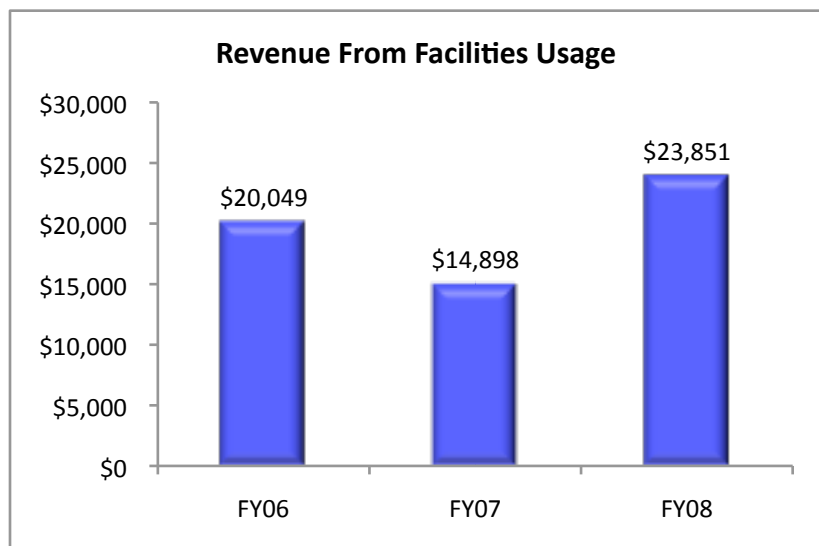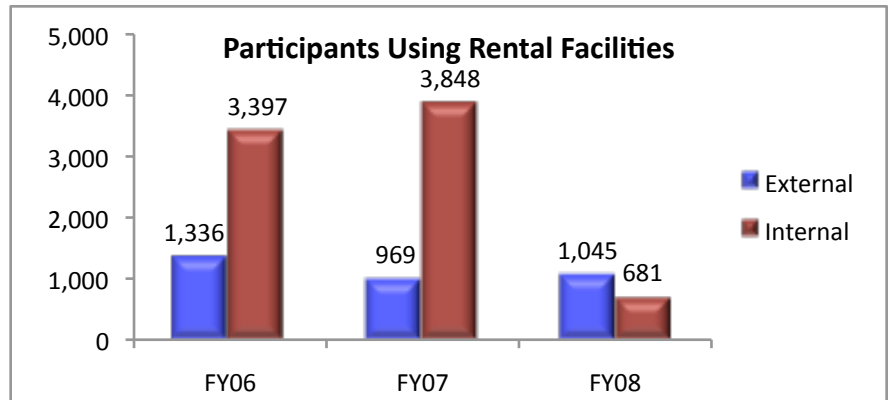
Key Corporate Learning Revenue and Enrollments

- Corporate Learning develops unique and innovative solutions for the lifelong learning needs of employees in business, government, and not-for profit organizations. Services include credit and non-credit classes delivered on campus, on site or online.

- Non-credit education continues to be the largest source of revenue from Corporate Learning. This revenue experienced a slight decline, less than one percent, from FY07 to FY08. One major contract with FAA for Designated Manufacturer Inspector Representative (DMIR) Online Training ended December of 2006. In addition, the college closed its north Oklahoma city training center, which was sponsored by Avaya. However, through February, we are running 36% above where we were last year.

- The conclusion of the FAA pre-engineering program caused the credit enrollment to decline significantly from FY06 to FY07. However the non-credit enrollment has increased by 36% from FY07 to FY08.

Corporate Learning Revenue

	FY06	FY07	FY08
FAA List-Serve	$3,000	$3,000	$3,000
Facilities rental	$20,049	$14,898	$23,851
Credit	$70,858	$39,788	$26,415
Non-credit	$249,276	$212,044	$211,681
TOTAL	$343,182	$269,730	$264,947

Corporate Learning Enrollments

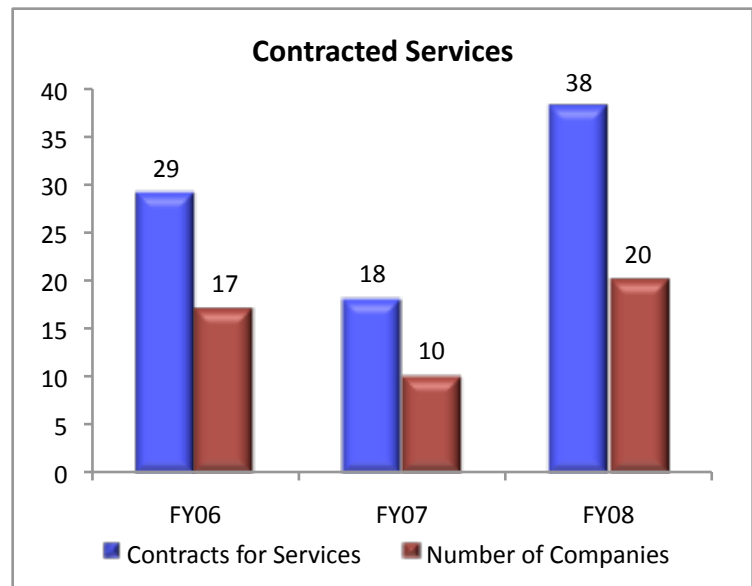|	FY06	FY07	FY08
Credit	160	91	92
Non credit	2,383	1,110	1,515
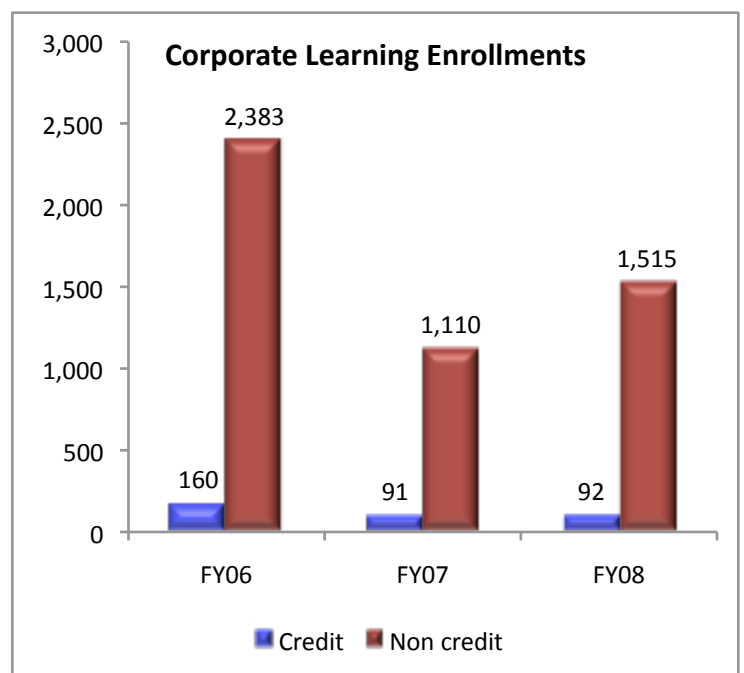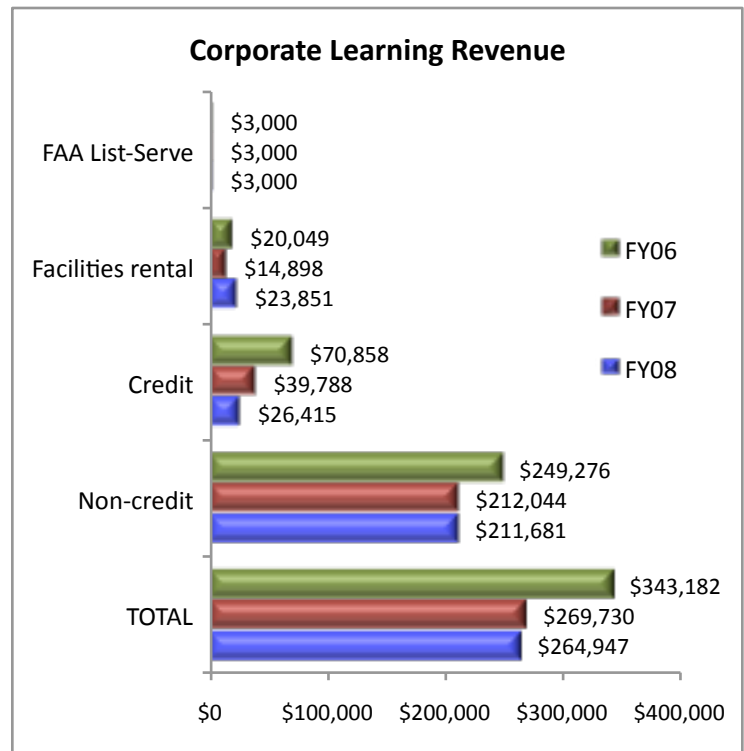
Corporate Learning Facilities Usage

- The number of participants using rental facilities declined significantly between 2007 and 2008 due to the loss of the two library classrooms. However, revenues actually increased because the library classrooms were used primarily by OCCC staff; the facilities at the John Massey Center are rented to external clients. The Massey facilities are also in use on the weekends.

Participants Using Rental Facilities

	External	Internal
FY06	1,336	3,397
FY07	969	3,848
FY08	1,045	681

Revenue From Facilities Usage

|	Revenue
FY06	$20,049
FY07	$14,898
FY08	$23,851

Corporate Learning Contracted Services

- Both the number of contracts for services and the number of client companies doubled between FY 2007 and FY 2008.

Contracted Services

A grouped bar chart comparing Contracts for Services (blue) and Number of Companies (red) across fiscal years:

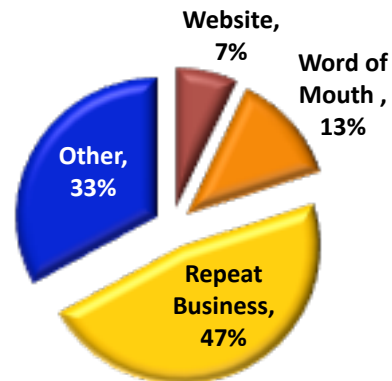|	FY06	FY07	FY08
Contracts for Services	29	18	38
Number of Companies	17	10	20

Business Satisfaction

- Those companies engaging in contracts with the college were satisfied with the training they received.

  - 93.5% of the business customers were satisfied or very satisfied with the services they received.

  - 80.0% of the business customers noticed a positive change in their employees.

  - 87.0% indicated the range of services offered met their needs.

  - 94.0% indicated services were cost effective.

- Corporate Learning also recognizes how important contacts are since repeat business accounts for 47% of the company contracts.

Business Level of Satisfaction

Dissatisfied, 0%

Very Dissatisfied, 0%

Satisfied, 6.5%

Neutral, 6.5%

Very Satisfied, 87.0%
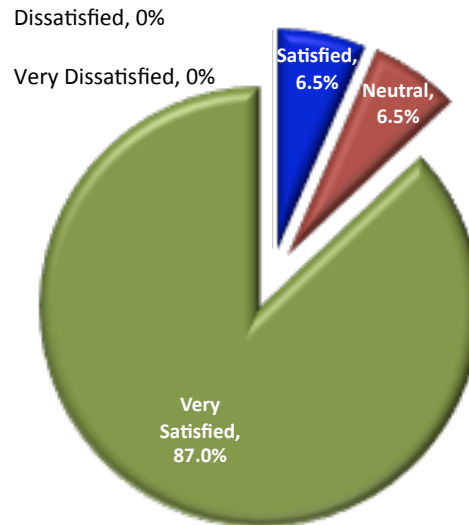
How Did You Hear About Corporate Learning Services

Website, 7%

Word of Mouth , 13%

Other, 33%

Repeat Business, 47%

Improvement Strategies

COMMUNITY DEVELOPMENT

Improvements
- The OCCC Capitol Hill Center enrollment has declined significantly due to its current location. A future location is in the planning stages.

Activities will be focused on:
- Developing new educational training programs for senior adults.
- Offering a preventive care wellness management program.
- Increasing participation by student body in cultural education activities.
- Increasing enrollment in Career Transition Program.
- Developing a strategy to recruit qualified personnel to increase capacity.

Grant Activities
- Community Development received a $600,000 grant for FY09 to implement an Adult Literacy program.

CORPORATE LEARNING

Grant Activities
- Corporate Learning is currently working with the Oklahoma Department of Commerce on a US Department of Energy grant addressing safety training in the wind energy industry. Additional grant opportunities are anticipated through the American Recovery and Reinvestment Act.

New product developments
- **Financial Literacy** programs for personal and workplace issues are offered in contract and open-enrollment options.
- **Boomer Institute** offering a variety of programs designed for this specific demographic. May include Mapping Your Retirement (financial, wellness, second career), College-4-A-Day, Encore Careers.
- **Small business training program** would include courses designed specifically for entrepreneurs – current and prospective.
- **Corporate Learning** will be offering the only authorized REVIT AutoCAD architectural/building program. This is a new standard for the industry.
- **Solar Energy Technician program**
- OCCC is poised and ready to take advantage of available opportunities as a result of the stimulus package.

Community Development Partnerships (APPENDIX)

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 Mustang
City of Oklahoma City
Extreme Aquatic Team
National Intramural Recreational Sports Association (NIRSA)

Oklahoma Recreation & Parks Society (ORPS)
Oklahoma Soccer Association
Oklahoma Swimming
Oklahoma University
Pathways
Putnam City Schools
Rose State College
Safe-Kids Coalition
Schools for Healthy Lifestyles
South Oklahoma City Chamber of Commerce
Tinker Air Force Base
University of Central Oklahoma
Water Safety Committee

OKC Fire Department
OKC Tri
OKC Visitors Convention Bureau
Oklahoma Lake Patrol

Westmoore High School
White Water Bay
Xcel Scuba
YMCA

New Partnerships

Mustang High School   Sooner Dive Club   Xcel Scuba

Partnerships in Development

OKC Boathouse Foundation
OKC Kayak

Oklahoma Foundation for the Disabled
W.I.T.S.

Adult Learning Center

Crooked Oak City Schools
Del City Community
Eastern Oklahoma County
Edmond City Schools
Edmond Public Libraries
Exchange Baptist Church
Francis Tuttle

Mid-Del Career Tech Center
Midwest City
Putnam City Schools
Rose State College
Southern Nazarene University
Warr Acres

Community Development Partnerships (APPENDIX) continued

Career Transitions

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
Liberty Tax Services
Lion's Hospice
Marcus Garvey Leadership Charter School
Mercy Hospital
Midwest City Newspaper
Midwest City Regional Hospital
Neighborhood Alliance
New Frontiers
North East Resource Center

OCCC Academic Affairs
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
Reliable Discount Pharmacy
Rug Rats Daycare
Security Services/Contract with Dayton Tires
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
Totally 4 Kids
Tuboscope
United Way of Central Oklahoma City
UPS
Urban League
VA Hospital
Walgreens

Community Development Partnerships (APPENDIX) continued

OCCC Admissions
OCCC Biology Lab
OCCC Career Services (temp)
OCCC Safety & Security
OCCC Student Store (temp)
OCCC Testing & Assessments

Weed & Seed
Western Phone Strategy
Westminster Pharmacy
Williams Pharmacy

CORPORATE LEARNING

Contracted Companies

Alliance for Employee Growth & Development
Arvin Meritor
Career Transitions Program
Chickasaw Nation, Inc.
Delta Dental
EWF International
FAA
Foundation Surgery Affiliates
Integris Health
McKinney Partnership

Mount Saint Mary's High School
Mutual Assurance Administration
OCCC – Government Relations/Language Arts
Oklahoma City Public Schools
PETRA Industries
Prime Recruiting
State Farm Insurance
University of Central Oklahoma
Wood Group ESP

Cooperative Projects

Emergency Medical Services – OCCC
Early Childhood Development - OCCC

Open Enrollment

American Fidelity Assurance Co.
Auto Craft Industries
Career Transitions
FAA
Georgia Gulf Corporation

IFC International
Oklahoma Farm Bureau
Oklahoma University
Plaza Medical Group
Tinker Air Force Base