

Community Development—Monitoring Report FY09

OCCC has a long standing commitment to the communities we serve by offering a wide range of programming. Community Development is comprised of Community Outreach and Education, which offers non-credit adult continuing education, adult basic education and College for Kids and Teens classes; the Capitol Hill Center, which develops and implements bilingual programs predominately 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 students with family responsibilities acquire employment; the Cultural Arts Series featuring artists from around the world; and Arts Festival Oklahoma, an annual festival, sponsored by OCCC, Women of the South, the South Oklahoma City Chamber of Commerce and Central Arts Association, held on campus labor day weekend.

FY09 Total Non-Credit Enrollment: In FY09, there were approximately 8,000 enrollments in non-credit classes offered by Community Development this includes ABE/GED/ESL; Adult Community Education; Youth Community Education; Adult Recreation and Youth Recreation. The increase in enrollment is attributable to a \$600,000 Adult Basic Education grant received through the Oklahoma State Department of Education and an increase in enrollment in all programming through Recreation and Fitness.

Community Outreach and Education

ABE/GED/ESL Enrollment: The increase in the Adult Basic Education (ABE), General Educational Development (GED), and English as a Second Language (ESL) enrollments from FY08 to FY09 is due to a \$600,000 grant awarded to Community Outreach and Education by the Oklahoma State Department of Education to establish an Adult Learning Center through the Adult Education and Family Literacy Act Title II of the Workforce Investment Act. In FY 2009, 2,041 students (headcount) were served by the grant. Classes were provided at OCCC and several other site locations including: Latino Community Development Agency, Choctaw Library, Francis Tuttle- Reno, Kay Martin Center, Rose State College, Crooked Oak High School, Western Oaks Middle School, Putnam City Education Center, Putnam City Academy, Southern Nazarene University, Mid-Del Technology Center, Eastern County Technology Center, Edmond Public Library, Lake View Park Church of the Nazarene, Midwest City Library, Edmond Public Library, Edmond Central Middle School, Francis Tuttle – Rockwell, Exchange Avenue Baptist Church and Warr Acres Library.

Adult Community Education Enrollment: Enrollment includes adult educational activities in personal enrichment classes such as language, ballroom dance, AARP driver safety, financial literacy, music, and computer classes. (This includes Non-credit/Parallel courses offered through Arts and Humanities.) The increase in the Adult Community Education enrollment from FY08 to FY09 is due to the restructuring of Community Development which placed an increased emphasis on adult education and expanded senior citizen programming. Additional senior citizens programming includes computer labs at Andrews Square, Hillcrest Senior Center, Reding Senior Center and Shartel Towers. These classes had 2,720 visitors in FY08 and 2,544 visitors in FY09.

Youth Community Education Enrollment: In the Spring of 2009, Community Outreach & Education contracted a market research firm to do a review of the program offerings and the needs of the community which the program serves. Through the market research, parents expressed a desire for a greater focus on academic programs in the College for Kids courses. To accommodate teaching and learning, the classes were then increased from 55 minutes to 1 hour 45 minutes each, reducing the number of daily sections or periods available for scheduling from 6 to 4. After limiting program capacity to only two-thirds of the previous summer, College for Kids still posted strong numbers. The market research also resulted in a change to the existing fee structure, allowing the program to increase revenue, with decreased enrollment. Teen Camps are no longer offered separate from the College for Kids program schedule and are included in the College for Kids enrollments.

Capitol Hill Center

In the fiscal year 2009, the Oklahoma City Community College Capitol Hill Center received 4,160 visitors to the Computer Lab. Currently, the Center resides at the Latino Community Development Agency. Once necessary renovations have been made to the future location of the Capitol Hill Center, located at 325 Southwest 25th street, the center will expand the current six week Information Technology program and offer remedial academic courses in math, language and science and gateway credit classes. Community meeting space will also be available.

Career Transitions Program

Career Transitions increased to 112 students due to changes in the economy that forced many people to turn to temporary assistance. Students are projected to increase again in FY10. For FY09, the program received an 8.5% increase in the budget

allocation from the Oklahoma State Regents for Higher Education for student's tuition, fees, books and supplies.

Cultural Program Activities

OCCC provides two relatively large cultural arts activities – Arts Festival Oklahoma and the Cultural Arts Series.

Arts Festival Oklahoma: ????

Cultural Arts Series: Cultural Programs presented eight programs, as part of the OCCC Cultural Arts Series 2008-2009, which provided cultural and aesthetic development experiences for OCCC students, faculty, alumni and community members. The series featured productions by The Lark Chamber Artists (String Quartet Ensemble), The Romeros (Classical Guitar Ensemble), The Jerusalem Lyric Trio (Voice, Flute and Piano ensemble), The Four Freshmen (Jazz Vocal/Instrumental Quartet), The Texas Gypsies (Western Swing Ensemble), Rosario Andino (Piano), Best of Broadway (Music of Andrew Lloyd Webber) and by the Brad Richter/Victor Uzur Duo (Guitar and Cello). Attendance to Cultural Arts Series programs declined for FY 2009 due in part to a cancelation/reschedule of one of the concerts due to bad weather.

Improvement strategies implemented for FY 2010

The Office of Cultural Programs purchased and implemented the Vendini software. This powerful ticketing software and customer relations manager will enable the Cultural Arts Series to:

1. Track ticket sales more accurately, by demographics, type of sale and programming preference
2. Track all CAS patrons in one database platform
3. Create targeted marketing campaigns to patrons via e-mail
4. Provide both a web-based and point of sale ticket purchasing platform controlled by OCCC, capable of processing cash, check or credit card sales.
5. Control how tickets are tagged and disseminated for the purpose of accurate reporting
6. Move from a general admission ticket sales format to an assigned seating ticket format which will allow the Cultural Arts Series to zone different sections of the Bruce Owen Theater for more controlled sales

7. Generate a wealth of monitoring reports to track trends and changes in programming and audience needs.

New marketing methods

The Office of Cultural Programs has begun to implement a targeted marketing plan utilizing social media services. Individuals using such technology represent a demographic currently in participation at Cultural Arts Series events. Social media tools being used include Facebook and Twitter.

Recreation and Fitness

Adult recreation includes water aerobics, land aerobics, health & safety, and water safety. A significant portion of the increase occurred in health and water safety.

Youth recreation includes Youth Sports Leagues, Sport Camps, Swim Team and Swim Camps, and Learn to Swim. The enrollment increase from FY08 to FY09 is attributed to a spring youth basketball league and an additional session of Learn to Swim classes in the summer.

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. There was a 21% increase in memberships and 1-day passes over FY08.

Community users in FY09 included the FBI SWAT Team, Oklahoma City Fire Department, Oklahoma City Police Department, Oklahoma Highway Patrol, U.S. Border Patrol, Middle School Boat Races, Scout Swim Tests/Merit Badge Work, Pauline Mayer Shelter and Navy Seals Fitness Challenge. Through these groups alone the College saw an additional **2,223 visitors**.

Economic Impact

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.

Community Development Partnerships

Recreation and Fitness

Continued Partnerships

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

New partnerships

Oklahoma Foundation for the Disabled

OKC Kayak

W.I.T.S.

Partnerships in Development for FY10

OKC Boathouse Foundation

NBA Fit/WNBA Fit Youth Program

NFL Flag Football

Community Outreach and Education

Continued Partnerships

Crooked Oak School District

Mid-Del Career Tech Center

Del City Community Center

Midwest City Library

Eastern Oklahoma County Tech Center

Putnam City School District

Edmond Public School District

Rose State College

Edmond Public Library

Southern Nazarene University

Exchange Avenue Baptist Church

Warr Acres Library

Francis Tuttle

Latino Community Development Agency

Lake View Park Church of the Nazarene

Oklahoma City Housing Authority

Moore Community Center

Greater Oklahoma City Hispanic Chamber of Commerce

Oklahoma Diversity Practitioners Consortium

Oklahoma City Metro Literacy Coalition

Central Oklahoma Adult Education Alliance.

Capitol Hill High School

New Partnerships

Santa Fe South
Western Oaks Middle School
Choctaw Library
AARP

Career Transitions
Continued Partnerships

A1 Staffing
OCCC Academic Affairs
Albertson's
Oklahoma Blood Institute
APAC
Oklahoma City Animal Shelter
AT&T
Oklahoma County Community Sentencing
Blinds on Sale
Oklahoma Department of Mental Health
Bob Estep Automotive
Oklahoma Housing Authority
Buy 4 Less Pharmacy
Oklahoma Indian Clinic
Calm Waters
Oklahoma Land Office
Care for Change
Oklahoma Rx
Carson's Catering
Oklahoma Tax Commission
Carter Hospice
OU Health Science
Cingular
Picture People
City Rescue Mission
Preferred Hospice
Click It
Reliable Discount Pharmacy
Community Action Agency
Rug Rats Daycare
Community Hospital
Crossroads Hospice
Sequoyah Mortgage
Deaconess Hospital
Shell's Lil Lighthouse
DELL Computers
Sister's Angel Daycare
Department of Corrections Juvenile Center
Smicklas Chevrolet
Department of Human Services

South Chamber of Commerce
Downtown Consortium
South Park Healthcare
Dr. Leroy Young
Southern Oaks Public Library
EMSA
Sprint
FAA
St. Anthony's Hospital
FAA Credit Union
Stephanie Wendt Dental Office
Galt Foundation
Suited for Success
Goodwill
Sunbelt Industrials
Liberty Tax Services
Teleflora
Lion's Hospice
Tiny Town Daycare
Marcus Garvey
Leadership Charter School Totally 4 Kids
Mercy Hospital
Tuboscope
Midwest City Newspaper
United Way of Central Oklahoma City
Midwest City Regional Hospital
UPS
Neighborhood Alliance
Urban League
New Frontiers
VA Hospital
North East Resource Center
Walgreens
OCCC Admissions
Weed & Seed
OCCC Biology Lab
Western Phone Strategy
OCCC Career Services
Westminster Pharmacy
OCCC Safety & Security
Williams Pharmacy
OCCC Student Store
OCCC Testing & Assessments

New Partnerships

Norman Library

Langston University OKC Campus Small Business Development Department

Therapy in Motion, Norman

Don G. Pop & Associates

David M. Dunlap Law Firm

Allied Medical Center

Brand Senior Center, Moore

Brian Loughrin, Attorney at Law

First Glance Medical Spo

Kids-R-Us Day Care

Varangon Academy

Cultural Programs

Continued Partnerships

KCSC

Tyler Media

OPBUCCO

Fox/CW