



**Monitoring Report on Achieving the  
College's ENDS:  
Student Access  
May 16, 2011**



# Table of Contents

---

Background and Summary .....	3
Market Share .....	4
Enrollment Changes Over Prior Years .....	5
Race and Ethnicity .....	6
Online and Cooperative Alliance .....	7
International Students .....	8
Geographical Distribution of Students .....	9
Affordability .....	10
Courses and Alignment with Economy .....	11
Improvement Strategies .....	12

# 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 2011 Annual Plan. Based on the latest available information, performance on the targets is as follows:

<u>Target</u>	<u>Performance</u> <sup>1</sup>	<u>Trend</u>
Full-Time Equivalent credit hour (FTE =30 hours) market share will be 48.6% or higher. The most recent market share rate was 48.2%	●	➡
FTE enrollment will be 8,021 or higher. OCCC’s FTE enrollment for FY 2010 was 9,356.	●	➡
OCCC’s racial and ethnic composition of the student body will be at or above the five-county area’s composition of 31.2%. OCCC’s Fall 2010 baseline was 34.9%.	●	➡

- During the last several years, the College has demonstrated strength in the following areas:
  - The College has continued to experience increases in enrollment.
  - Historically underserved racial and ethnic groups are represented in the student population in higher percentages than the overall population.
  - Cooperative Alliance FTE enrollment increased in FY2010.
  - After the number of students receiving financial aid declined from FY2008 to FY2009, financial assistance at the College increased by 22.2% between 2009 and 2010. The amount of financial aid dollars also increased by 34.5% from FY 2009.
  - Based on OCCC’s affordability, increased enrollment, and the diversity of its student population, we believe the College is providing broad and equitable access to a college education.
- Areas for improvement include the following:
  - FTE market share declined slightly in 2009 and 2010.

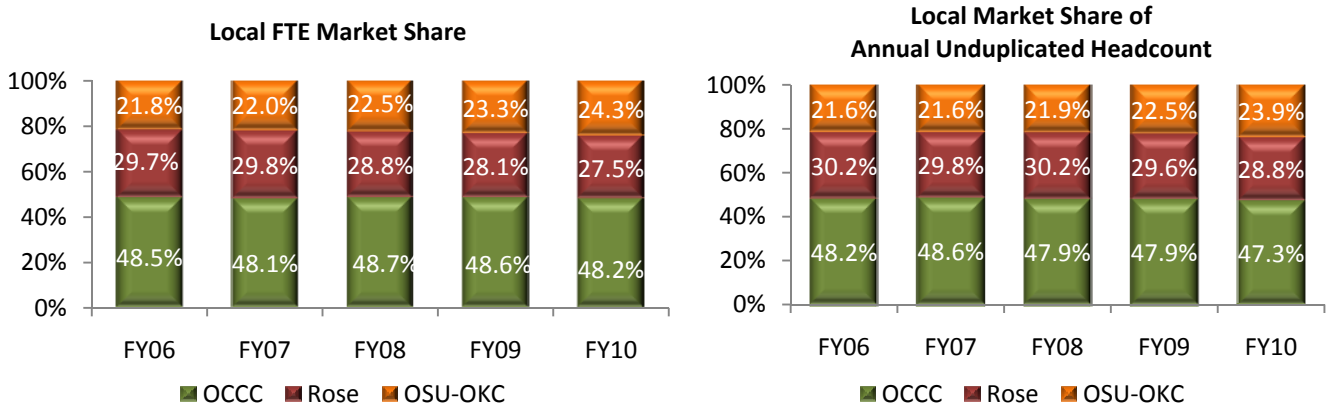
---

<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

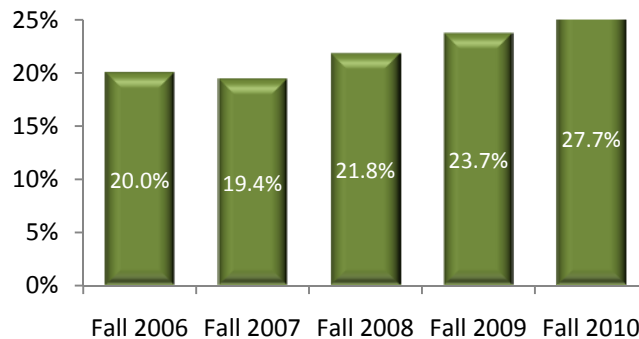
**Target:** Total FTE market share will exceed 48.6%.

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 2009 to 2010. The decrease was attributable to a slight increase in OSU-OKC’s market share. Headcount market share also declined slightly. FTE at all 3 colleges increased: Rose 626 (13.3%); OCCC 1,200 (14.8%); and, OSU-OKC 798 (20.5%).

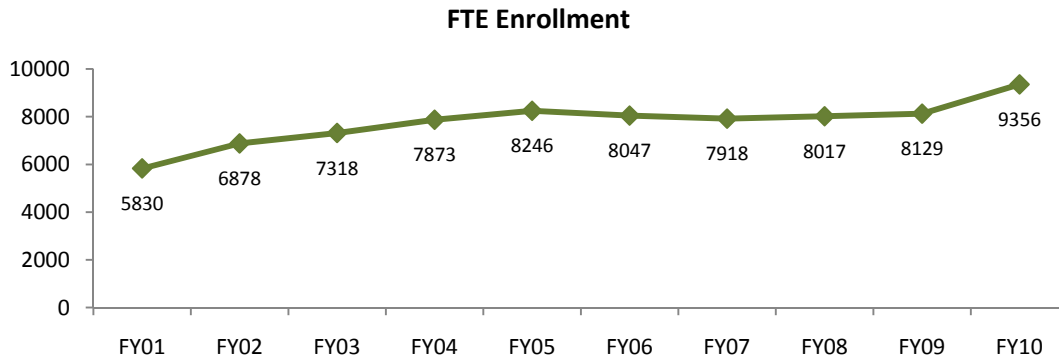
**Percentage of Oklahoma City Public School Graduates Who Attended OCCC the Subsequent Semester**



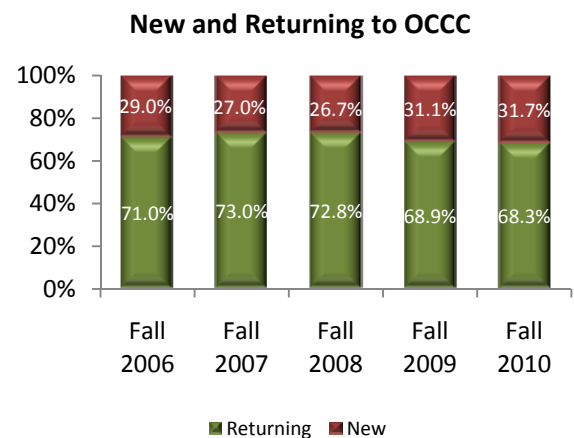
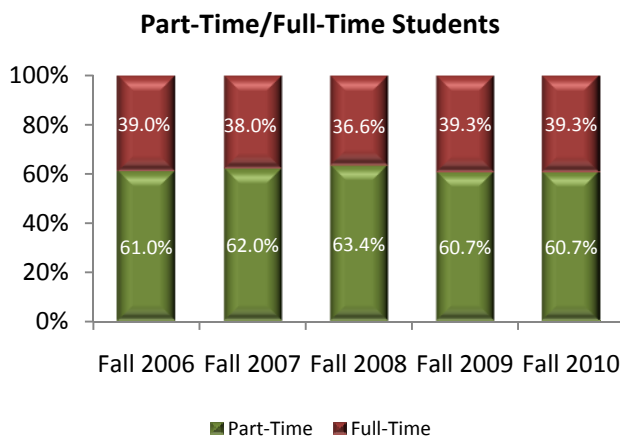
- The College’s share of Oklahoma City Public School graduates has continued to increase. From the Fall of 2009 to the Fall of 2010, graduates from OKC high schools increased by 4 percentage points.

# Enrollment Changes Over Prior Years

**Target:** FTE enrollment will increase over the target of 8,021 (prior three-year average).



- FTE enrollment continues to rise with an increase of 15.1% from FY09 to FY10.



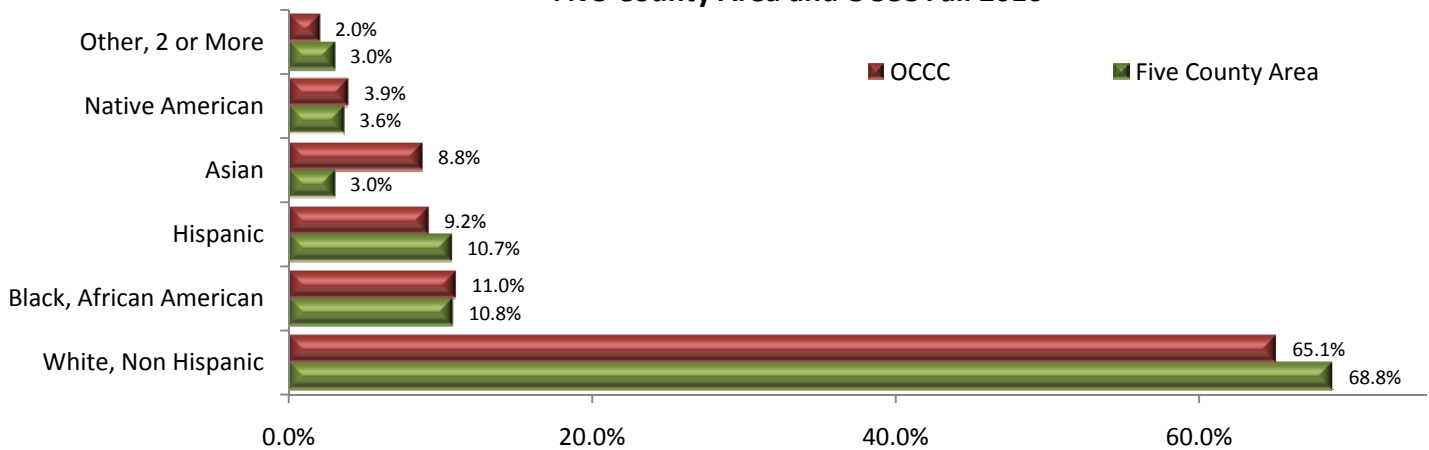
- The percentage of part-time students (those who take less than twelve hours in a semester) at OCCC remained the same from the Fall of 2009 to the Fall of 2010
- The percentage of students who are new to OCCC increased for a second year in a row.

*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 31.2%.

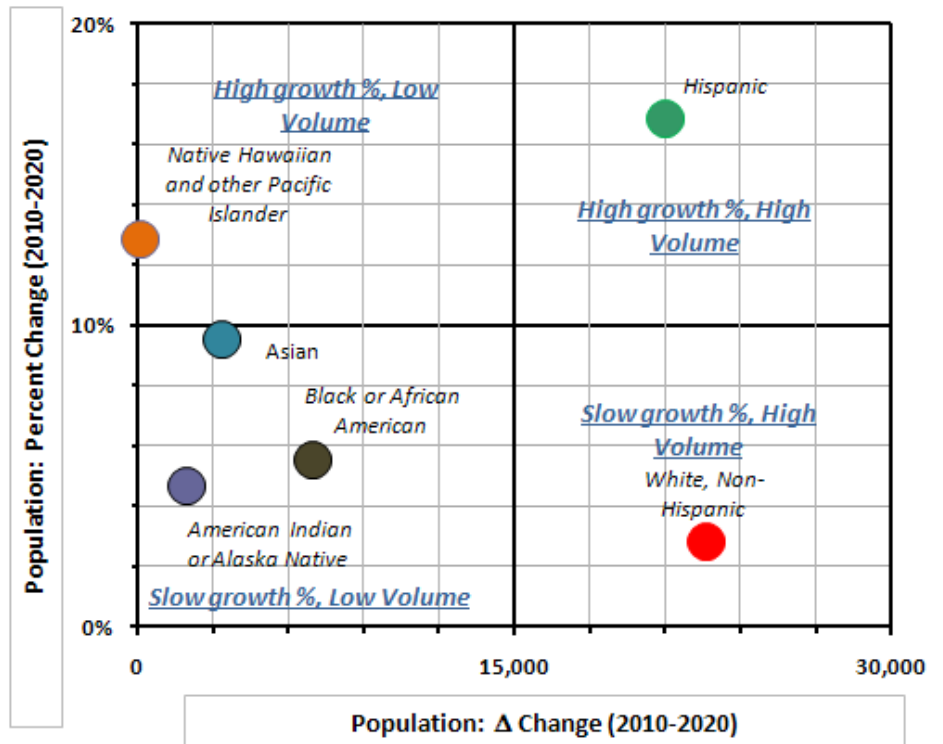
**Percentage of Ethnic and Racial Groups in Five-County Area and OCCC Fall 2010**



- OCCC’s student population has a greater ethnic and racial diversity than the five-county area from which we draw more than 90% of our students. 34.9% of the student population was racially and ethnically diverse.

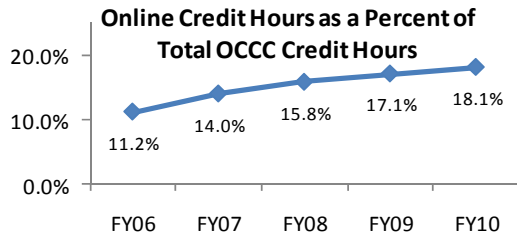
## Percentage Population Growth of Selected Groups in Five-County Area 2009-2019

- 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.

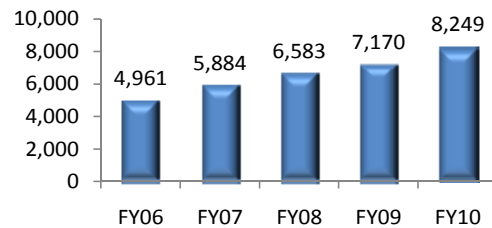


Source: OCCC Office of Institutional Effectiveness

# Online Enrollment and Cooperative Alliance

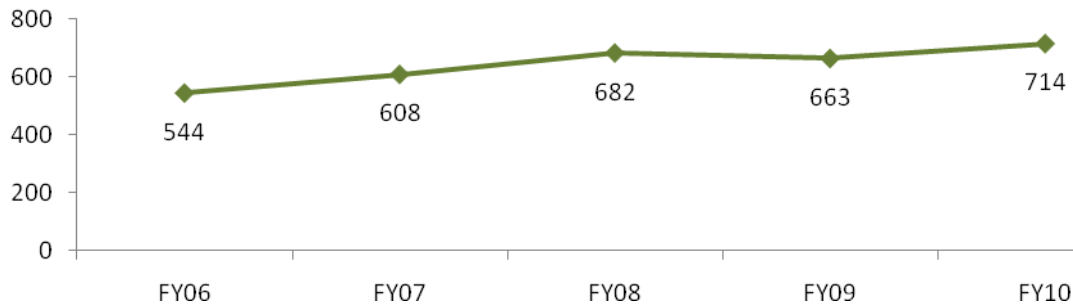


Students Who Took at Least One Online Course



- Online enrollment is anticipated to continue its upward trend.
- Online course credit hours as a percent of the total number of credit hours increased by 1 percentage point from FY2009 to FY 2010.
- The number of OCCC students who took at least one online course increased by 15.0% from the previous year.
- One in eight students took courses exclusively online as a percent of the total unduplicated headcount.

Cooperative Alliance FTE



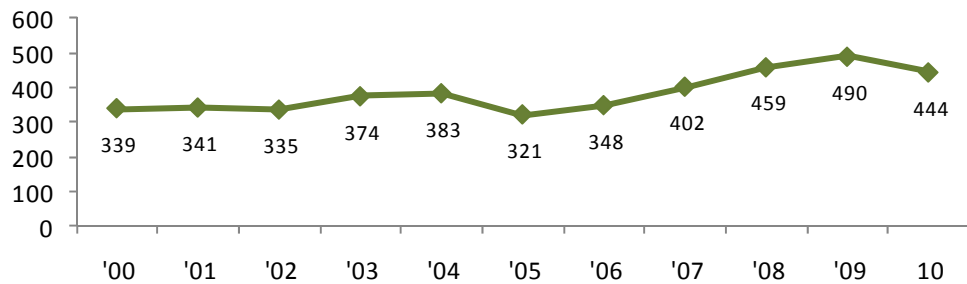
- OCCC partners with area Technology Centers to provide technical training to area residents. Many of these have the opportunity to complete their education at the Centers. The number of FTE increased from 663 to 714, an increase of 7.7%. The number of OCCC students attending the Technology Centers increased from 1,325 students to 1,333. The Fall 2010 headcount is as follows.

	#	%
Francis Tuttle	513	38.5%
Moore Norman	439	32.9%
Metro Tech	270	20.3%
Mid America Tech	111	8.3%
<b>Total</b>	<b>1,333</b>	<b>100.0%</b>

Source: Office of Institutional Effectiveness

# International Students

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



- The number of International students decreased from Fall 2009 to Fall 2010.
- Of the top ten countries of origin, Nepalese students continue to account for the largest percentage of the College's international student population.

Country	Number
Nepal	99
South Korea	44
Vietnam	43
Kenya	33
India	23
China	22
Cameroon	17
Pakistan	13
Malaysia	9
Japan	9

*Source: Office of Institutional Effectiveness*



# Geographical Distribution and High School of Origin of Students

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

	Fall 2006	Fall 2010	% Change
SW	4,503	5,256	16.7%
NW	3,448	3,966	15.0%
SE	3,039	3,639	19.7%
NE	999	1,134	13.5%
Total	11,989	13,995	16.7%

- The largest number of students who enroll at OCCC come from the southwestern portion of the metropolitan area, even though the largest percentage increase was from the southeastern portion.

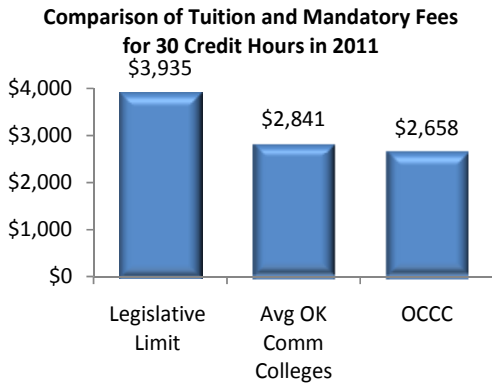
## Top 20 High Schools of Origin who Graduated in Spring Immediately Preceding Fall Semester (Five Year Comparison)

High School	# of Students who graduated HS in 2005 and attended OCCC in 2006	# of Students who graduated HS in 2009 and attended OCCC in 2010	# Diff	% Diff
Astec High School	5	20	15	300.0%
Edmond Memorial High School	9	21	12	133.3%
Western Heights High School	26	56	30	115.4%
Southmoore High School		90	90	100.0%
Putnam City West High School	13	23	10	76.9%
Noble High School	16	27	11	68.8%
Newcastle High School	17	28	11	64.7%
Southeast High School	41	59	18	43.9%
Capitol Hill High School	24	29	5	20.8%
Norman High School	64	77	13	20.3%
Ulysses S Grant High School	52	60	8	15.4%
Norman High School North	76	79	3	3.9%
Mustang High School	61	52	-9	-14.8%
Westmoore High School	165	136	-29	-17.6%
Putnam City North High School	29	21	-8	-27.6%
Moore High School	119	83	-36	-30.3%
Putnam City High School	35	23	-12	-34.3%
Northwest Classen High School	46	30	-16	-34.8%
Santa Fe South High	39	25	-14	-35.9%

- The high school contributing the largest number of students is Westmoore High School. The largest percentage increase came from Astec High School with 300%, while the greatest numerical increases came from Southmoore High School and Western Heights High School, which doubled.

Source: Office of Institutional Effectiveness

# Affordability



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

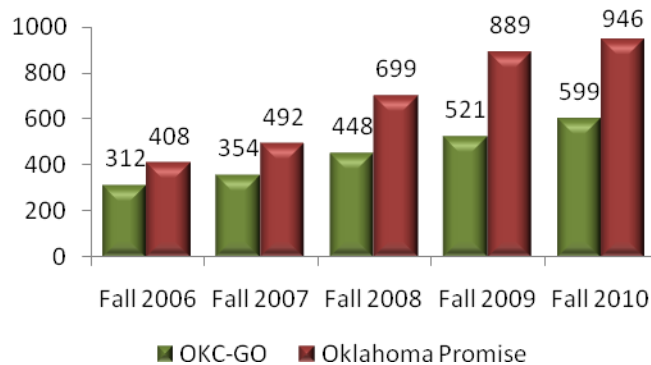
	FY06	FY07	FY08	FY09	FY10
# Students	6,515	7,820	8,830	8,053	9,842
\$ Value (millions)	\$17.2	\$18.0	\$27.4	\$33.3	\$44.8

Source: OCCC Office of Financial Aid

Source: OSRHE

- The College's tuition continues to be among the lowest in the State.
- The total number of part-time and full-time students who receive some type of financial assistance at the College increased by 22.2% between 2009 and 2010. The amount of dollars provided to students on financial aid increased by 34.5% from FY 2009.

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



- 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 2009 to the Fall of 2010. OKC-GO increased by 6.4% and Oklahoma Promise by 15.0%.

# Courses and Alignment with Economy

**Enrollment Change by Academic Division  
(5-Yr Credit Hour Change)**

Division*	# Diff Cr Hrs	% Diff Cr Hrs
Science & Mathematics	11,731	15.9%
Arts & Humanities	9,788	16.5%
Social Sciences	8,493	16.8%
Health Professions	7,263	42.6%
Business	2,053	7.8%
Information Technology	518	3.5%
<b>Total</b>	<b>39,846</b>	<b>16.5%</b>

\*Categories were adjusted in FY01 division to reflect FY10 divisions.

Source: Office of Institutional Effectiveness

- The highest credit hour growth rate by academic division over the last five years has been the Health Professions, followed by Social Sciences.

**Projected Top Growing Jobs That Require an Associate Degree  
(2010-2020, Five-County Area)**

	2010 JOBS	2020 JOBS
<b>Associate's degree</b>	55,348	61,759
<i>Registered nurses (SOC 29-1111)</i>	<i>11,872</i>	<i>13,847</i>
<i>Computer support specialists (SOC 15-1041)</i>	<i>2,867</i>	<i>3,126</i>
Geological and petroleum technicians (SOC 19-4041)	1,285	1,775
Paralegals and legal assistants (SOC 23-2011)	1,278	1,520
<i>Medical records and health information technicians (SOC 29-2071)</i>	<i>1,290</i>	<i>1,448</i>
<i>Radiologic technologists and technicians (SOC 29-2034)</i>	<i>977</i>	<i>1,088</i>
<i>Electrical and electronic engineering technicians (SOC 17-3023)</i>	<i>1,113</i>	<i>1,083</i>
Dental hygienists (SOC 29-2021)	681	879
<i>Computer specialists, all other (SOC 15-1099)</i>	<i>813</i>	<i>869</i>
<i>Physical therapist assistants (SOC 31-2021)</i>	<i>520</i>	<i>684</i>
<i>Medical and clinical laboratory technicians (SOC 29-2012)</i>	<i>547</i>	<i>608</i>
<i>Respiratory therapists (SOC 29-1126)</i>	<i>505</i>	<i>601</i>
Veterinary technologists and technicians (SOC 29-2056)	484	600
<i>Engineering technicians, except drafters, all other (SOC 17-3029)</i>	<i>423</i>	<i>432</i>
<i>Civil engineering technicians (SOC 17-3022)</i>	<i>377</i>	<i>430</i>
<i>Biological technicians (SOC 19-4021)</i>	<i>326</i>	<i>356</i>
Industrial engineering technicians (SOC 17-3026)	311	349

Source: EMSI

- 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. Ten of the fifteen growing jobs are included in the programs offered at OCCC.



# Improvement Strategies

## Results of the Spring of 2010 Improvement Strategies

- Develop strategies to increase enrollment within the Business Division.
  - Implemented a fundamentals of investment class.
  - Implemented an international business certificate.
  - Introduced international Skype programs.
  - Working on business lab and mentors.
- Develop strategies to increase enrollment within the Information Technology Divisions.
  - Faculty presentations to local high schools and Career Tech centers.
  - Hosting local high schools and Career Tech center classes on tours of the IT division.
  - Increased the number of IT related stories in the Pioneer.
  - Begun implementation of a mobile computer curriculum.
- Increase the number of Cooperative Alliance FTE by working with students to improve their paperwork and develop strategies to increase the number of instructors.
  - The number of FTE's in Cooperative Alliance increased from 663 to 714, an increase of 7.7%. Enrollment has increased due to a fully staffed Cooperative Alliance office at OCCC in FY2011 and the commitment of the Technical Center campus advisors who assist students in enrolling.
- Increase participation in OKC-Go program, more specifically, new and returning students.
  - OKC-Go students increased from 521 in Fall 2009 to 599 in Fall 2010.

## New Improvement Strategies

- Implement recruiter software to increase enrollment.
- Due to physical capacity and instructional capacity constraints, it may be difficult to increase market share in the near term.