



**Monitoring Report on Achieving the  
College's ENDS:  
Student Access**  
May 21, 2012









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# 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 2012 Annual Plan. Based on the latest available information, performance on these targets is as follows:

<u>Target</u>	<u>Performance<sup>1</sup></u>	<u>Trend</u>
Full-Time Equivalent credit hour (FTE =30 hours) market share will be 48.2% or higher. The most recent market share rate was 47.1%		
FTE enrollment will be 8,501 or higher. OCCC’s FTE enrollment for FY 2011 was 9,783.		
OCCC’s racial and ethnic composition of the student body will be at or above the five-county area’s composition of 33.7%. OCCC’s Fall 2011 baseline was 37.2%.		

- During the last several years, the College has demonstrated strength in the following areas:
  - Historically underserved racial and ethnic groups are represented in the student population in higher percentages than the overall population in the five-county area.
  - Financial aid assistance has continued to rise.
  - 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 from 2010 to 2011.

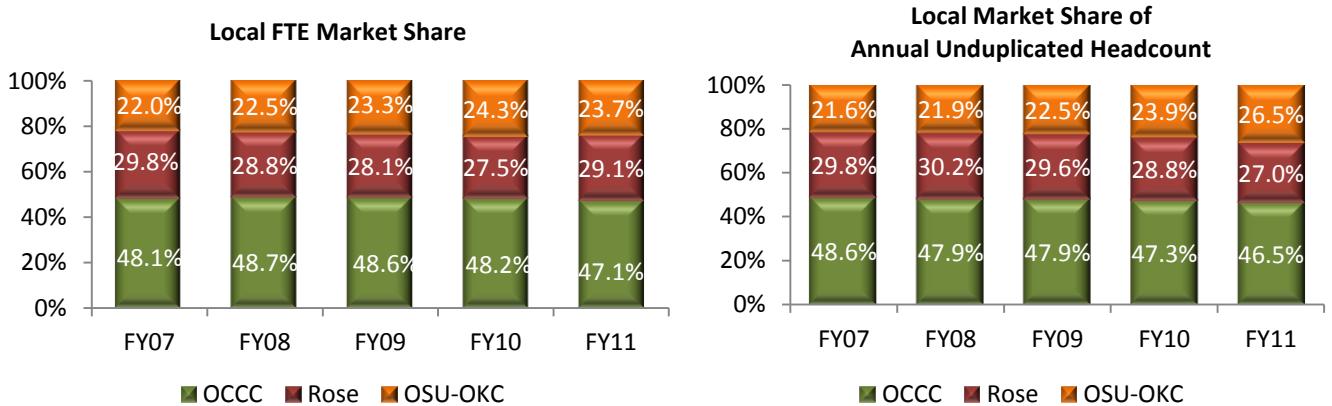
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<sup>1</sup> Performance indicators are as follows: ● (green) denotes at or exceeding target, ● (yellow) denotes slightly below target requiring monitoring, ● (red) denotes significantly below target

# Market Share

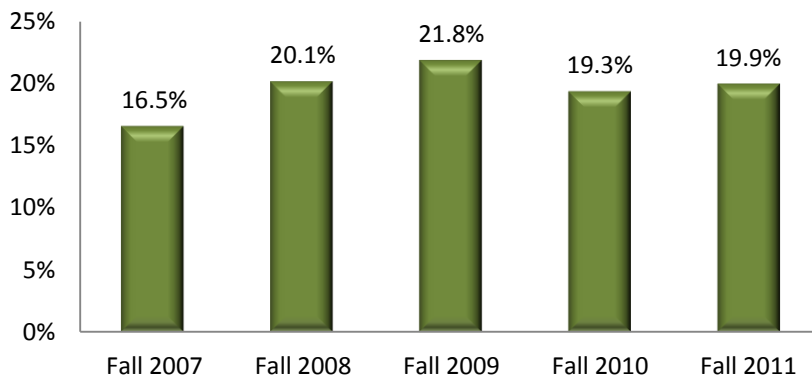
**Target:** Total FTE market share will exceed 48.2%.

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 from 2010 to 2011. The decrease was attributable to an increase in Rose's market share. Headcount market share also declined from 47.3% to 46.5% due to increases in OSU-OKC's relative share.

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

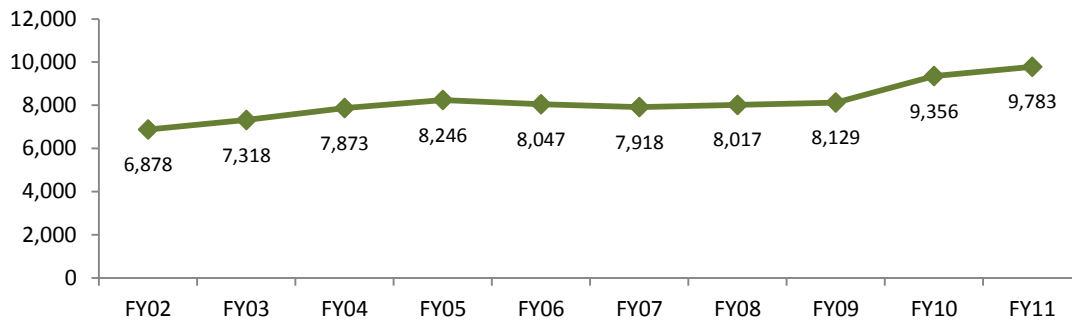


- The College's share of Oklahoma City Public School graduates increased slightly from the Fall of 2010 to the Fall of 2011.

# Enrollment Changes Over Prior Years

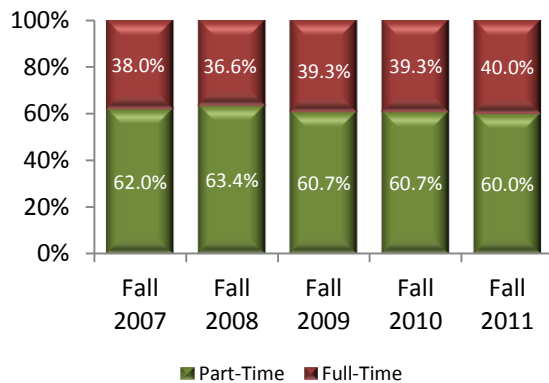
**Target:** FTE enrollment will increase over the target of 8,501 (prior three-year average).

**FTE Enrollment**



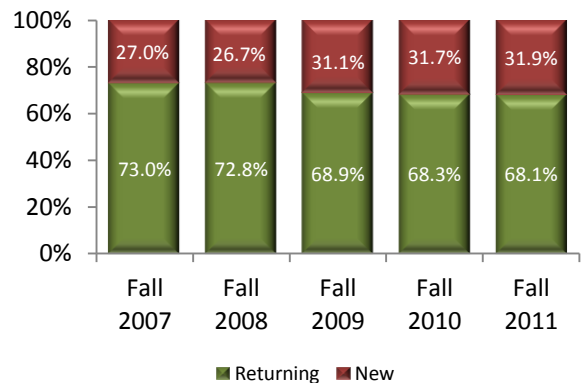
- FTE enrollment continued to rise with an increase of 4.6% from FY10 to FY11, which exceeded the target of the prior three year average.

**Part-Time/Full-Time Students**



- The percentage of part-time students (those who take less than twelve hours in a semester) at OCCC decreased from the Fall of 2010 to the Fall of 2011.

**New and Returning to OCCC**



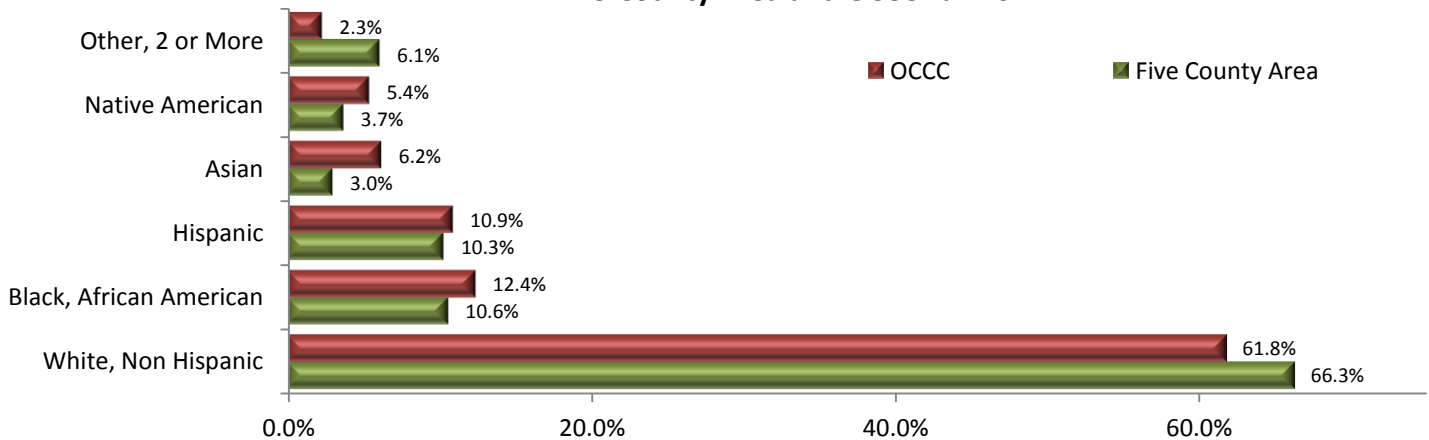
- The percentage of students who are new to OCCC increased slightly for the third year in a row.

*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 2011**

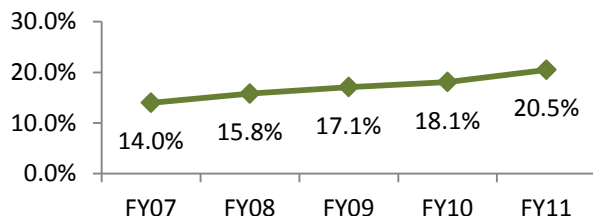


- OCCC’s student population has a greater ethnic and racial diversity than the five-county area from which we draw more than 90% of our students. 37.2% of the student population was racially and ethnically diverse compared to the five county region of 33.7%.

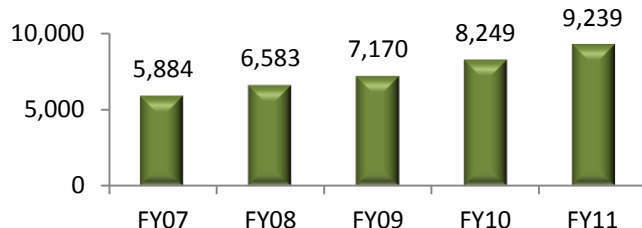
*Source: OCCC Office of Institutional Effectiveness*

# Online Enrollment and Cooperative Alliance

**Online Credit Hours as a Percent of Total OCCC Credit Hours**

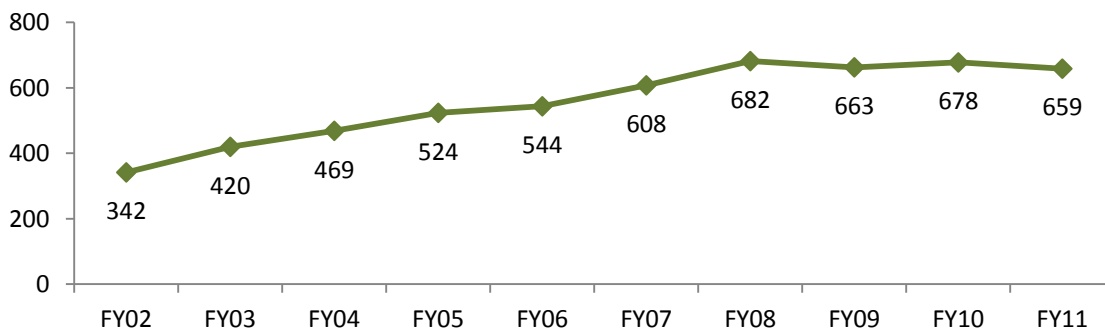


**Students Who Took at Least One Online Course**



- Online course credit hours as a percent of the total number of credit hours increased by more than 2 percentage points from FY2010 to FY2011. Online enrollment is anticipated to continue its upward trend.
- The number of OCCC students who took at least one online course increased by 12.0% from the previous year.
- One in eight students took courses exclusively online as a percent of the total unduplicated headcount.

**Cooperative Alliance FTE**



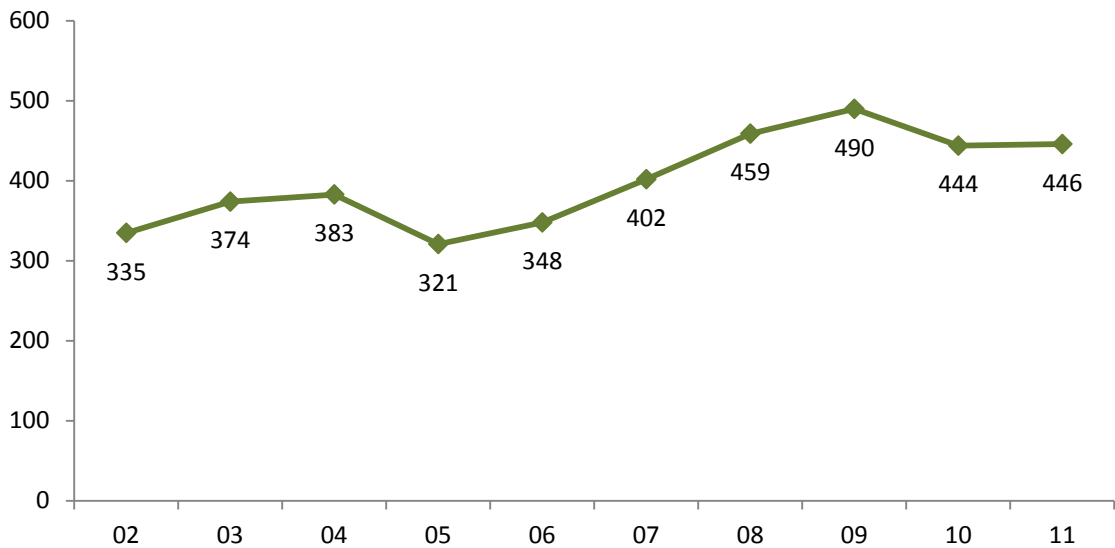
- OCCC partners with area Technology Centers to provide technical training to area residents. Many of these have the opportunity to complete their education at the Centers. Declines in enrollment are due to the increasing number of students who have had holds (unpaid balances, transcripts, language requirements, etc.) on their ability to enroll and the recent change in personnel at one of our campuses.” The Fall 2011 headcount by technology center is as follows.

	#	%
Francis Tuttle	477	39.9%
Moore Norman	370	30.9%
Metro Tech	270	22.6%
Mid America Tech	79	6.6%
<b>Total</b>	<b>1196</b>	

Source: Office of Institutional Effectiveness

# International Students

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



- The number of International students increased slightly from Fall 2010 to Fall 2011.
- 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	79
South Korea	52
Vietnam	47
China	37
India	24
Kenya	23
Cameroon	23
Nigeria	13
Pakistan	9
Gabon	8
Indonesia	8
Morocco	8

*Source: Office of Institutional Effectiveness*



# Geographical Distribution and High School of Origin

**Percent of Total OCCC Headcount From the 731XX Zip Codes**

	Fall 2007	Fall 2011	% Change
SW	2549	3255	27.7%
NW	2080	2614	25.7%
SE	1705	2332	36.8%
NE	82	149	81.7%
Total	6416	8350	30.1%

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

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

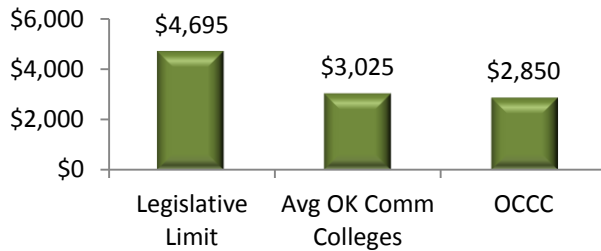
High School	# of Students who graduated HS in 2006 and attended OCCC in 2007	# of Students who graduated HS in 2010 and attended OCCC in 2011	# Diff	% Diff
Harding Charter Preparatory High School	7	23	16	228.6%
Astec High School	10	31	21	210.0%
Western Heights High School	22	65	43	195.5%
Oklahoma City Public High Schools	154	223	69	44.8%
Classen School of Advanced Studies	7	20	13	185.7%
Ulysses S. Grant High School	41	93	52	126.8%
Southeast High School	41	44	3	7.3%
Capitol Hill High School	25	26	1	4.0%
Northwest Classen High School	40	40	0	0.0%
Total Moore High Schools	253	309	56	22.1%
Moore High School	96	89	-7	-7.3%
Southmoore High School		111		
Westmoore High School	157	109	-48	-30.6%
Putnam City North High School	25	28	3	12.0%
Putnam City West High School	20	21	1	5.0%
Noble High School	25	26	1	4.0%
Edmond Santa Fe High School	18	18	0	0.0%
Mustang High School	59	57	-2	-3.4%
Newcastle High School	25	24	-1	-4.0%
Blanchard High School	20	19	-1	-5.0%
Norman High School	77	73	-4	-5.2%
Santa Fe South High School	41	38	-3	-7.3%

- The high school contributing the largest number of students is Southmoore High School. The largest percentage increase came from Harding Charter Preparatory High School with 229%, while the greatest numerical increases came from Ulysses S. Grant High School and Western Heights High School.

*Source: Office of Institutional Effectiveness*

# Affordability

**Comparison of Tuition and Mandatory Fees for 30 Credit Hours in 2012**



Source: OSRHE

- The College's tuition continues to be among the lowest in the State.

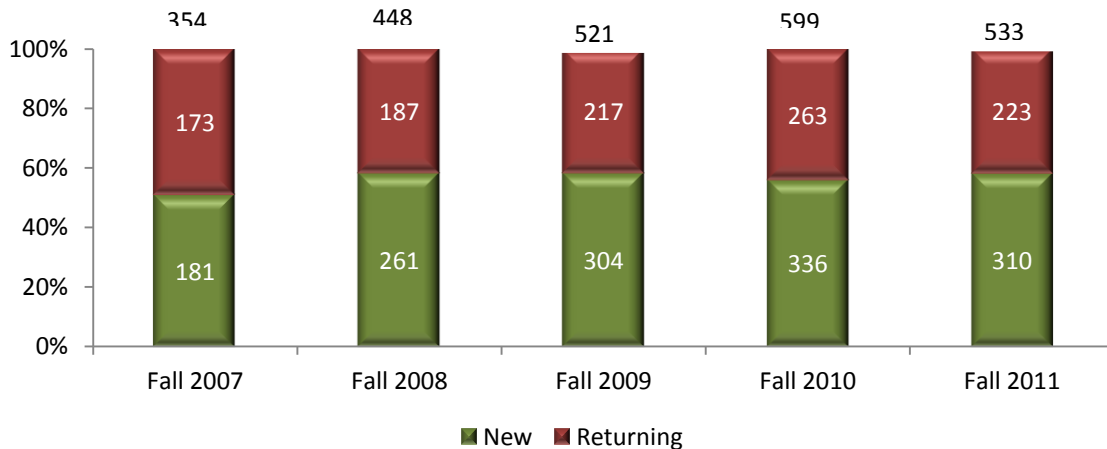
**Number of Students and Dollar Value Financial Aid for OCCC Students**

	FY07	FY08	FY09	FY10	FY11
# Students	7,820	8,830	8,053	9,842	11,367
\$ Value (millions)	\$18.0	\$27.4	\$33.3	\$44.8	\$60.8

Source: OCCC Office of Financial Aid

- For the second consecutive year, the total number of part-time and full-time students who receive some type of financial assistance at the College increased. For the fourth consecutive year the amount of dollars provided to students on financial aid increased. The increase of these dollars since FY2007 was \$42.8 million or 237.8%.

**Number of OCCC Students Participating in OKC-GO**



Source: OCCC Office of Financial Aid

- The number of students receiving free or reduced tuition through OCCC's OKC-GO declined slightly from the Fall of 2010 (66 or 11.0%). Both the new and returning number of students declined. The Oklahoma Promise program more than doubled from Fall 2007 to Fall 2011 with an increase from 492 to 1031 or 539.

# Courses and Alignment with Economy

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

DIVISION	FY 2007	FY 2011	Diff	% Diff
Health Professions	18,148	24,113	5,965	32.9%
Science & Mathematics	57,422	76,155	18,733	32.6%
Arts and Humanities	72,558	90,555	17,997	24.8%
Social Sciences	47,854	58,796	10,942	22.9%
Information Technology	14,088	16,235	2,147	15.2%
Business	27,053	27,587	534	2.0%

Source: Office of Institutional Effectiveness

- The highest credit hour growth rate by academic division over the last five years has been Science and Mathematics followed by Arts and Humanities.

Projected Top Growing Jobs That Require an Associate Degree  
(2011-2021, Five-County Area)

	2011 Jobs	2021 Jobs
<i>Registered nurses (SOC 29-1111)</i>	11,935	13,839
<i>Computer support specialists (SOC 15-1041)</i>	2,838	3,058
Paralegals and legal assistants (SOC 23-2011)	1,270	1,537
<i>Medical records and health information technicians (SOC 29-2071)</i>	1,285	1,434
Geological and petroleum technicians (SOC 19-4041)	1,109	1,405
Appraisers and assessors of real estate (SOC 13-2021)	1,209	1,384
<i>Electrical and electronic engineering technicians (SOC 17-3023)</i>	1,118	1,103
<i>Radiologic technologists and technicians (SOC 29-2034)</i>	976	1,084
<i>Legal secretaries (SOC 43-6012)</i>	817	936
Dental hygienists (SOC 29-2021)	682	895
<i>Computer specialists, all other (SOC 15-1099)</i>	801	831
<i>Physical therapist assistants (SOC 31-2021)</i>	511	669
<i>Medical and clinical laboratory technicians (SOC 29-2012)</i>	544	606
<i>Respiratory therapists (SOC 29-1126)</i>	511	606
Veterinary technologists and technicians (SOC 29-2056)	471	583

Associate's Degree\* - Green text indicates programs offered at OCCC.

Source: CC Benefits

- 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 fastest growing jobs requiring an associate's degree are included in the programs offered at OCCC.



## Response to 2012 Improvement Strategies

- Implement recruiter software to increase enrollment.
  - *OCCC is in the process of implementing the Recruiter software module and expects to start producing some limited results for fall 2012. There will be full functionality and impact on enrollment in the fall of 2013.*
- Due to instructional capacity constraints, it may be difficult to increase market share in the near term.
  - *Market share declined from the previous year because the number of course sections offered was limited by the number of available adjunct faculty. Because of anticipated decreases in enrollment due to a strengthening economy there should be capacity available for growth in FY 2013.*



# Challenges for the Future

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- State funding remains flat, presenting challenges to adding or expanding services to address recruitment and retention-related enrollment issues.
- Over the past two years, changes to federal financial aid guidelines, such as the formula for calculating satisfactory academic progress, create additional barriers to accessing higher education for many current and prospective OCCC students.
- Lower enrollment at several of OCCC's technology partner sites translates into flat or lower enrollment in Cooperative Alliance enrollments.
- The Oklahoma State Regents for Higher Education has discontinued fee waivers for qualifying high school students in Cooperative Alliance, which has limited enrollment.
- Additionally, the loss of administrative and advising capacity at certain technology centers has increased the number of students who have not prepared the necessary paperwork for enrollment.
- The OU-OCCC Collaborative BSN (CBSN) Program will be discontinued at the end of the Spring 2012 semester which will affect 21 students.
- The Information Technology Division is in the process of filling three faculty openings.



# Improvement Strategies for 2013

- Initiate the Pre OKC-GO Orientation (POGO) program. This new requirement for new OKC-GO scholarship students is starting in Fall 2012. POGO is a one-time orientation program designed to foster a deeper connection to OCCC and develop the foundation for student success through career and personal exploration, goal setting, personal efficacy, and study strategies. Students who attend in POGO will also sign the OKC-GO Contract for Success, a learning initiative designed to give students a more personal stake in their educational experience.
- Implement GED Gateway to Success. The Gateway program will provide GED orientation sessions on the OCCC campus so that newly admitted students after July 1, 2012, who do not have a high school diploma or GED and need financial aid, will have a seamless pathway to achieve their GED and enroll in college courses with the opportunity to receive federal financial aid.
- Initiate special population marketing campaigns.
  - Home schooled groups.
  - Adult students (emphasizing evening, weekend and online courses).
- Expanded efforts to work with Putnam City Public Schools; including the offering of concurrent enrollment.
- Develop special programming and outreach to students not accepted into our health professions application processes (Nursing, Physical Therapist Assistant, Occupational Therapy Assistant, and Speech Language Pathology Assistant).
- Broaden implementation of the scholarship application process.
- Implement large recruitment events.
  - Oklahoma City Public School College Fair (1,800 potential students on campus).
  - Senior Shift Event (1,200 high school juniors on campus).
- Expand concurrent tuition fee waiver program to include high school juniors.
- Explore opportunities to offer ACT preparation workshops on campus to familiarize prospective students with the College.
- In order to maximize recruiter time, high schools assigned to each admissions advisor are being realigned so that more time can be spent with larger “feeder” high schools.
- Implement strategies to improve student success, persistence and retention.
  - Speech Language Pathology Assistant is expanding to accept more students each year.
  - Curricular and teaching strategy improvements will occur within developmental reading and writing.
  - Continued efforts are being implemented to align curriculum patterns for seamless transferability of programs.



# Improvement Strategies for 2013 (continued)

- Arts and Humanities
  - Create three certificates for Graphic Communications.
  - Continue to promote the Film and Video Production program to area high school students.
  - Invite local middle and high school students to theatre productions as a recruitment tool and community development opportunity.
- Business Division:
  - Create a certificate in advanced automotive technology.
  - Work with a local farmers' cooperative to create courses in exporting agricultural products.
  - Create a Division of Business marketing brochure.
- Health Professions Division:
  - Market Speech Language Pathology Assistant program to school superintendents and special services directors.
  - Market the College's nursing Bachelor to Associate Nurse Accelerated Pathway (BADNAP) to increase visibility of the program.
  - Anticipate activating Occupational Therapy Assistant Flex-Track option in spring 2014 to provide a spring entry point for Occupational Therapy Assistant students and a 3-year, part-time curriculum pattern.
- Science and Math Division:
  - Develop undergraduate research opportunities, which will help recruit better prepared students with an interest in science.
- Information Technology Division:
  - Visit area high schools to promote the IT Division to juniors and seniors.
- Social Sciences
  - Expand online assistance for Psychology 1113 students in hybrid format.
  - Increase contacts between Political Science, Psychology, and History full-time and adjunct faculty making clear department goals and outcomes assessment objectives.
- Marketing and Public Relations:
  - Implement the newly designed College website to provide better access to academic program and admissions information.
  - Develop and implement a new marketing campaign to increase awareness and enhance the image of OCCC.