OCCC

**Monitoring Report on Achieving the College's ENDs:
Access**
May 19, 2014

Table of Contents

Background and Summary

- The College's Access END, established by the OCCC Board of Regents, states:
  Our community has broad and equitable access to both highly valued certificate and degree programs and non-credit educational opportunities and events.

- There are three core indicators used to measure student access in the College's FY 2013 Annual Plan. Based on the latest available information, performance on these targets is:

Target	Performance[1]	Trend Yr/Yr
Full-Time Equivalent credit hour (FTE =30 credit hours) market share will be at or above 47.1%. The most recent market share rate for FY 2013 was 46.7%.	(yellow)	⬇
FTE credit hour enrollment will be 9,589 or higher. OCCC's FTE enrollment for FY 2013 was 8,924.	(yellow)	⬇
OCCC's racial and ethnic composition of the student body will be at or above the five-county area's composition of 34.7%. OCCC's Fall 2013 racial and ethnic composition was 40.0%.	(green)	⬆

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.
- Based on OCCC's affordability 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 has declined slightly.
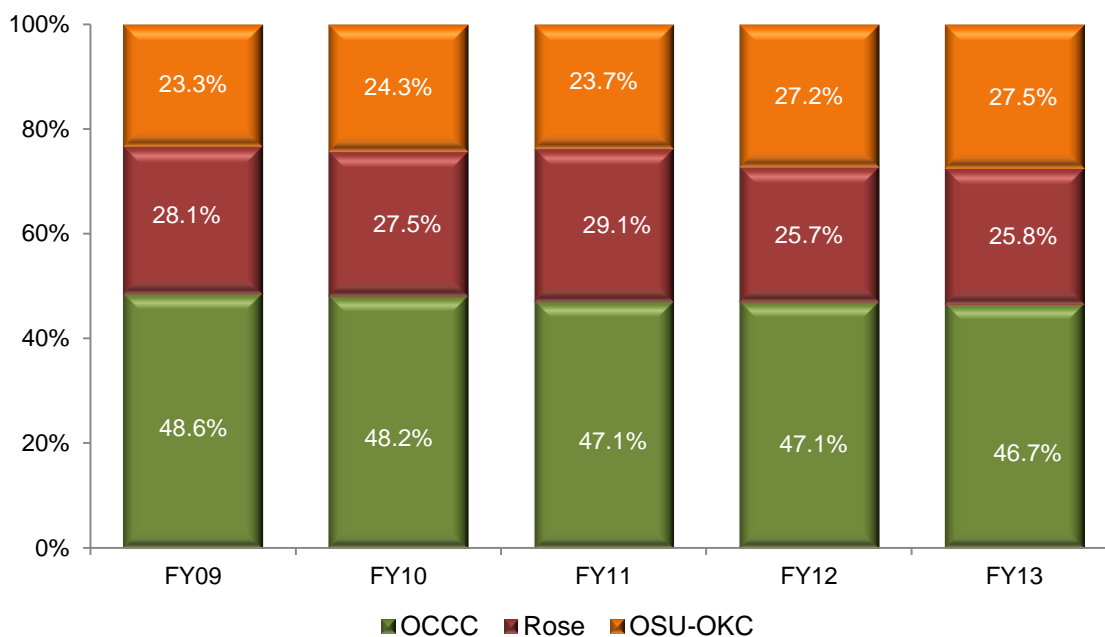- FTE enrollment has declined.

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[1] 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 be at or above 47.1%.

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.

Local FTE Market Share

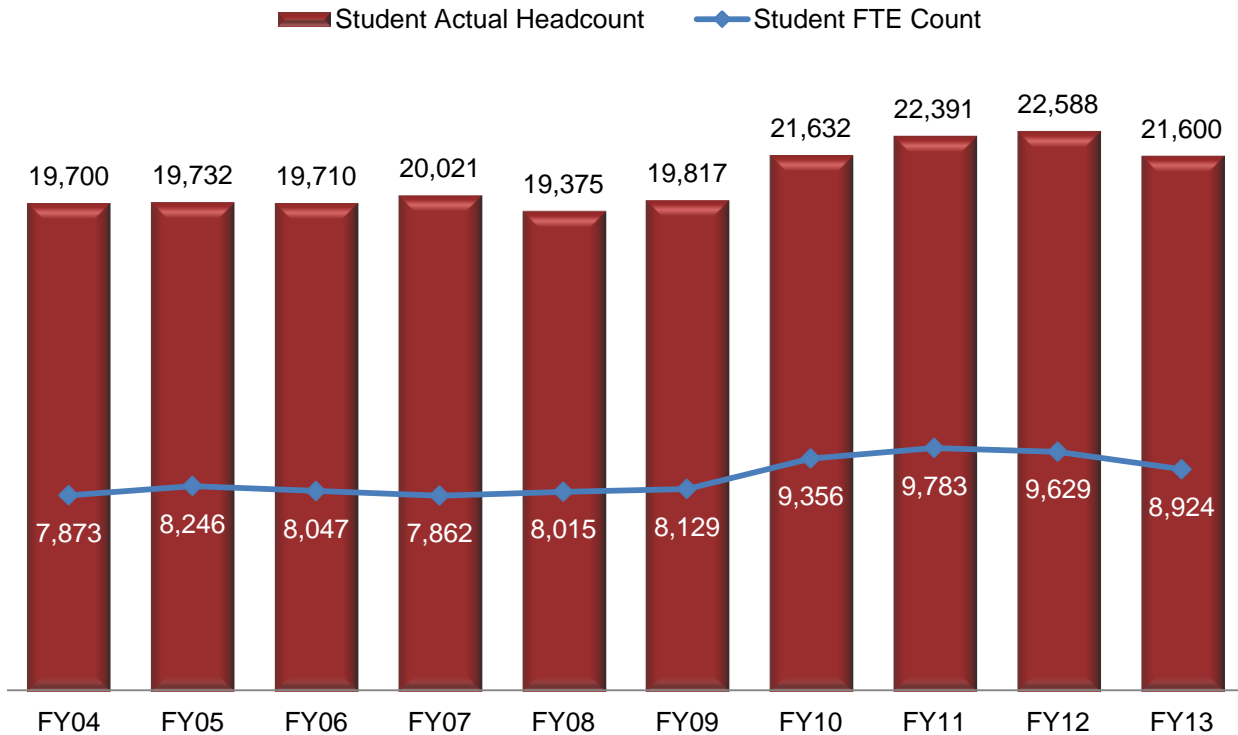|	FY09	FY10	FY11	FY12	FY13
OSU-OKC	23.3%	24.3%	23.7%	27.2%	27.5%
Rose	28.1%	27.5%	29.1%	25.7%	25.8%
OCCC	48.6%	48.2%	47.1%	47.1%	46.7%

Legend: ■OCCC ■Rose ■OSU-OKC

- OCCC's community college market is defined as the credit hours of Rose, OSU-OKC, and OCCC during an academic year. The College's FTE (FTE =30 credit hours) market share declined slightly from FY2012 to FY2013. OSU-OKC increased 0.3 percentage points and Rose gained 0.1 percentage points. However, the College's unduplicated headcount market share (see Appendix, page 10), which is another good measure of the College's access mission, remained essentially flat during the year at nearly half of the market. The principal difference was the higher average credit hour per student at OSU-OKC (27.5% of the credit hours with 25.8% of the students). This discrepancy might be accounted for by the fact that OSU-OKC has a different demographic profile than OCCC i.e. OSU-OKC has more full time students.

Enrollment

Target: FTE enrollment will increase over the target of 9,589 (prior three-year average).

Headcount and FTE - Fiscal Years 2004 thru 2013

■ Student Actual Headcount   ◆ Student FTE Count

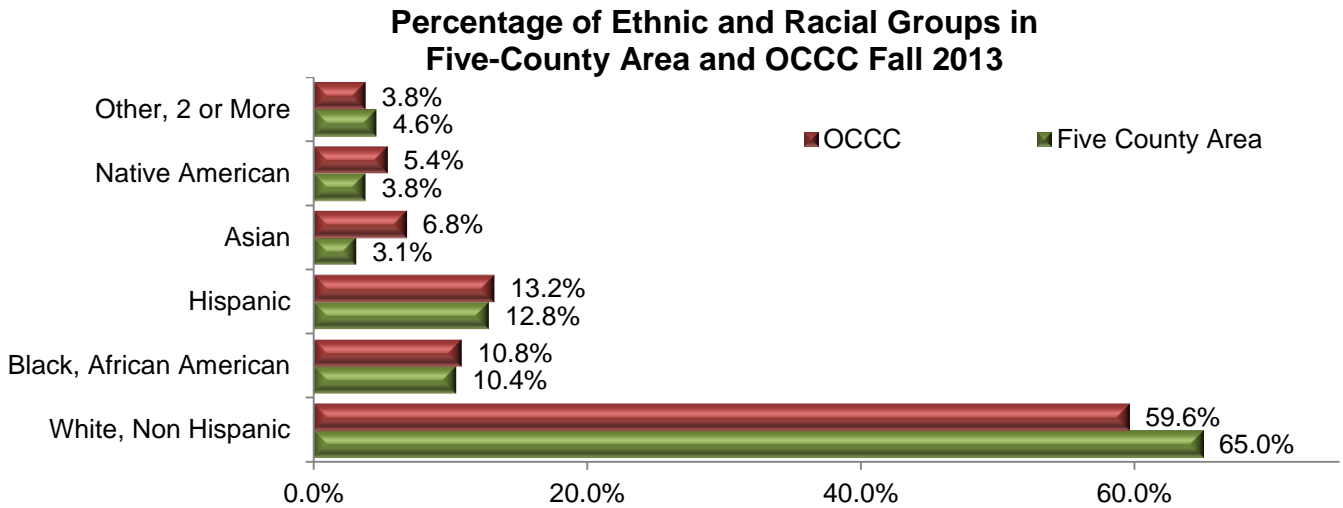|	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13
Student Actual Headcount	19,700	19,732	19,710	20,021	19,375	19,817	21,632	22,391	22,588	21,600
Student FTE Count	7,873	8,246	8,047	7,862	8,015	8,129	9,356	9,783	9,629	8,924

- FTE enrollment was 8,924 in FY13 which was lower than the three year average of 9,589 therefore leading the College to not meet the FTE enrollment target. The College's Headcount also decreased. During the 10-year period unduplicated headcount grew 9.6% while credit hour enrollment 13.3%.

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 34.7%.

Percentage of Ethnic and Racial Groups in Five-County Area and OCCC Fall 2013

■ OCCC   ■ Five County Area

Group	OCCC	Five County Area
Other, 2 or More	3.8%	4.6%
Native American	5.4%	3.8%
Asian	6.8%	3.1%
Hispanic	13.2%	12.8%
Black, African American	10.8%	10.4%
White, Non Hispanic	59.6%	65.0%

- OCCC's student population has a greater ethnic and racial diversity than the five-county area from which we draw 93% of our students. 40.0% of the OCCC student population was racially and ethnically diverse compared to the five-county region of 34.7%. This has been a continued trend for a number of years.

Source: OCCC Office of Institutional Effectiveness

Results from FY2013 Improvement Strategies

- The new Enrollment Management Committee will analyze groups and areas where the College has experienced attrition and recommend/implement an integrated set of interventions to increase enrollment. Particular areas of emphasis will include increasing OKC-Go enrollment, increasing the number of students from certain geographical areas (Northwest and North Oklahoma City especially) and finding ways to appeal to adult students. Below are initiatives enacted to aid in recruitment of populations identified as declining or flat in enrollment:
  o Hired a Coordinator of International Student Services and made adjustments to the International program to address customer service, efficiency of processes, policies, and laws.
  o Assigned an Admissions and Outreach Advisor to the NE and NW Oklahoma City Schools. We have increased school visits to these schools by 20.5% in FY14.
  o Revamped and reintroduced the OKC-Go program to the community with a specific emphasis placed on underrepresented groups.
  o Targeted new transfer summer enrollment by more heavily promoting to out of the metro institutions (OSU, SWOSU, NEOSU, etc.).
  o Promoting summer enrollment through the Concurrent Momentum program, encouraging students who will graduate in May and who are concurrently enrolled to keep the momentum and enroll for the summer.
  o Actively using targeted tuition waivers for adult students. These include the BADNAP Booster, Degree Completion, Career Development, Generation GO (new name for OGO Too).

- A task force of faculty has been commissioned to analyze and propose recommendations for increasing online enrollment in that increasingly competitive market. This analysis will investigate best practices in course design, course delivery and content promising formats such as hybrid courses.
  o Some projects addressing online improvements to be implemented this summer include: 1) reduced cost or free course required software for students, 2) developing a website to show students what they need to take an online course, 3) provide an online advising system which would include a call back process, and 4) reaching out to faculty and staff to let students know that tutors are available online.
  o Future projects include mandating that all faculty who teach online be trained, identify a 3rd party vendor for Internet and computer sales, develop a plan to review all online courses every three years, and expand online degree programs.

- Academic Affairs will investigate and implement new degree programs and certificates for both the traditional classroom and online, and recommend new improvements designed to increase business enrollment.
  o The Science program was redesigned to offer multiple specifically identified programs to facilitate advising and ease the transfer process for students.
  o Little progress was made with the business enrollment. We will redouble our efforts this year.

Improvement Strategies for FY 2014

- As part of the Central Oklahoma Regional Educational network or CORE (A team of administrators, faculty and IR staff from OCCC, OKC Public Schools, and UCO) the College will work to remove barriers to student success, create new programs to respond to the needs of local employers and provide a venue for sharing best practices in teaching and learning.

- The new Business Division Dean will be tasked to provide the College with increased employer visibility and strengthen ties with area businesses.

- In conjunction with the OCCC Foundation the scholarship program will be evaluated to determine if it reflects the College's mission priorities and whether the program competes favorable with other community colleges.

- Academic Affairs and Enrollment & Student Services will explore the possibility of offering a form of the Success in College and Life course for pre OKC-Go students in the Spring and Summer as a concurrent course for seniors in the Oklahoma City School District and Western Heights.

- The College will begin the implementation of the Enrollment Management Plan which is anticipated to be completed in June of 2014.

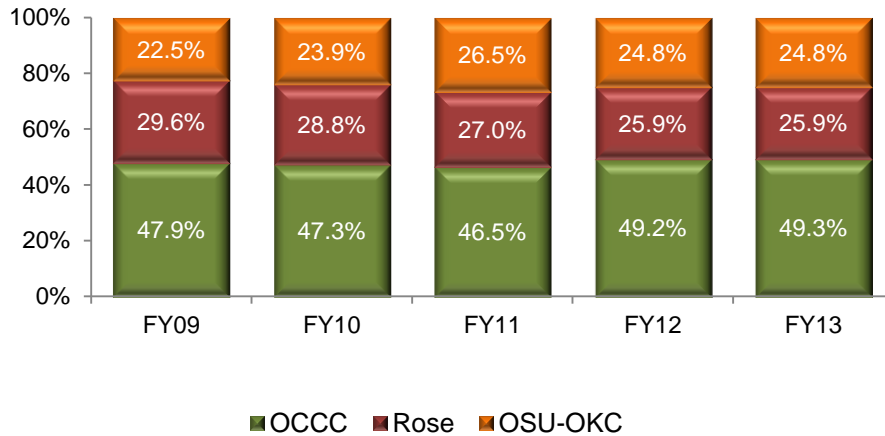**Longer Term Improvement Strategies**

- The OCCC Capitol Hill Center will provide credit instruction which will serve as the entry point for community college students, many of whom are from Oklahoma City's fastest growing demographic group, the Latino community.

- Increase concurrent enrollment within the Oklahoma City Public School system.

- The College will monitor the impact of the changes the Higher Learning Commission will require of our relationship with Technical Centers. These changes will take effect in FY2016.

Appendices

Market Share

Local Market Share of
Annual Unduplicated Headcount

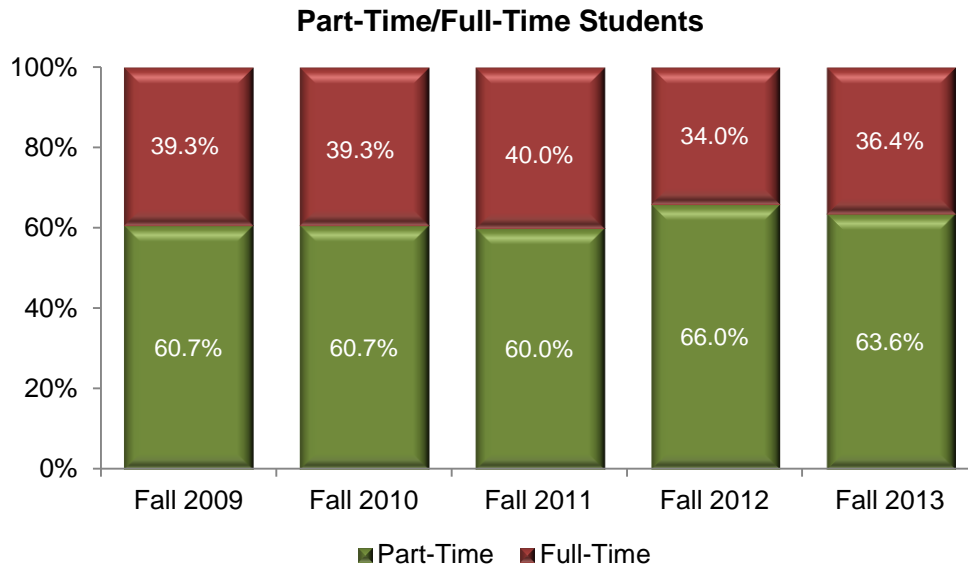| FY	OSU-OKC	Rose	OCCC
FY09	22.5%	29.6%	47.9%
FY10	23.9%	28.8%	47.3%
FY11	26.5%	27.0%	46.5%
FY12	24.8%	25.9%	49.2%
FY13	24.8%	25.9%	49.3%

■OCCC ■Rose ■OSU-OKC

Comment: While the FTE OCCC market share declined, the unduplicated headcount market share increased slightly.

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

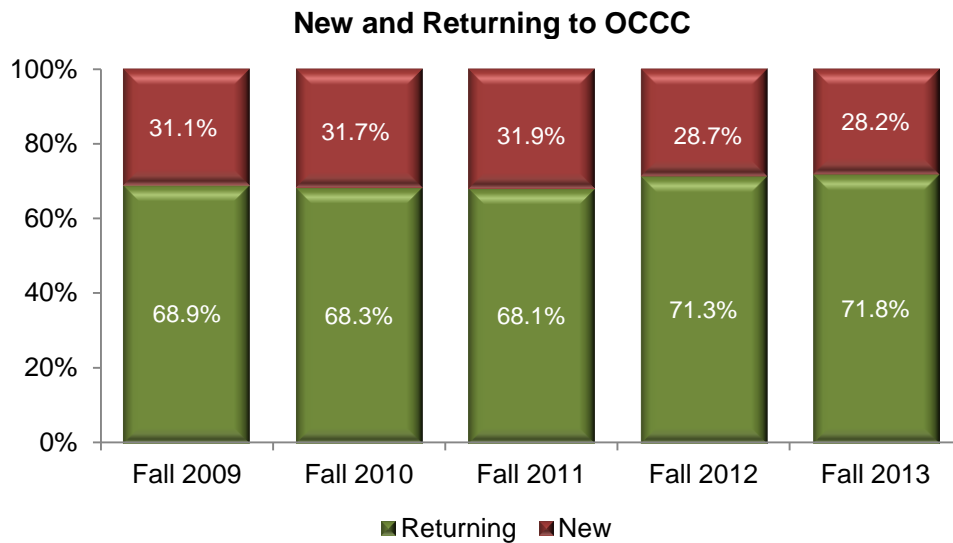| Term	Percentage
Fall 2009	21.8%
Fall 2010	19.3%
Fall 2011	19.9%
Fall 2012	21.0%
Fall 2013	21.6%
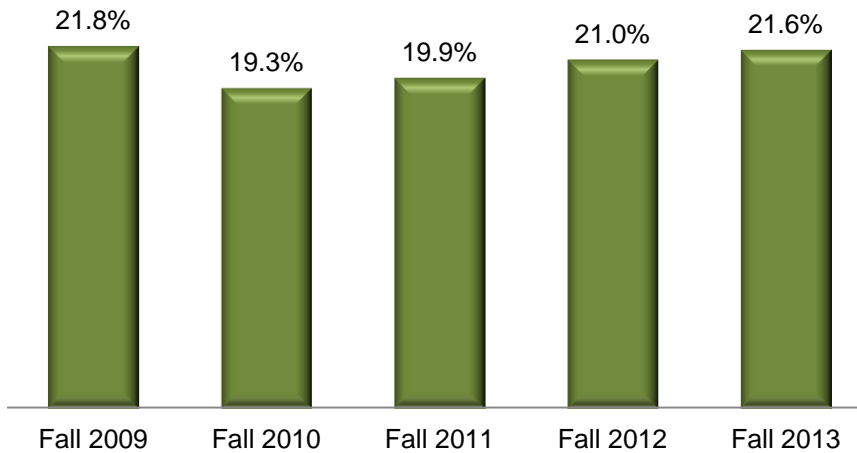
Comment: This is the third year in a row that the College's share of Oklahoma City Public School graduates attending OCCC in the subsequent semester increased.

Part/Full-Time Students & New/Returning Students

Part-Time/Full-Time Students

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
Full-Time	39.3%	39.3%	40.0%	34.0%	36.4%
Part-Time	60.7%	60.7%	60.0%	66.0%	63.6%

■ Part-Time ■ Full-Time

Comment: The percentage of part-time students (those who take less than 12 hours in a semester) decreased slightly from Fall 2012 to Fall 2013.

New and Returning to OCCC

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013
New	31.1%	31.7%	31.9%	28.7%	28.2%
Returning	68.9%	68.3%	68.1%	71.3%	71.8%

■ Returning ■ New

Comment: There was a very slight increase in the percentage of returning students.

Online Enrollment

Online Credit Hours as a Percent of Total OCCC Credit Hours

|	FY09	FY10	FY11	FY12	FY13
	17.1%	18.1%	20.5%	21.7%	22.4%
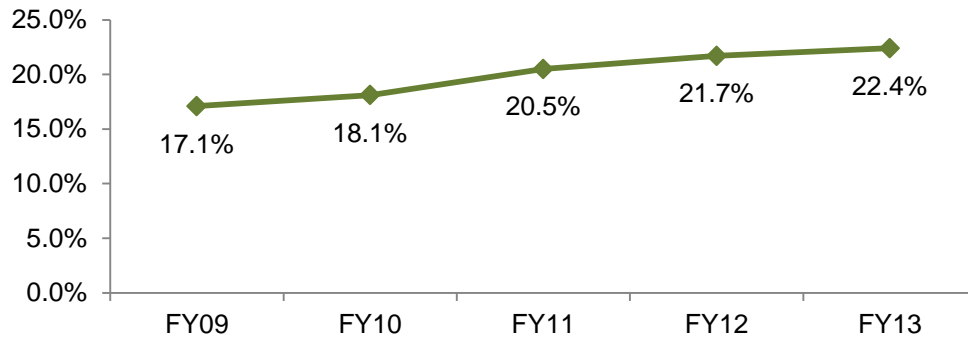
Comment: For the fourth consecutive year the online course credit hours as a percent of the total number of credit hours increased.

Students Who Took at Least One Online Course

FY07	FY08	FY09	FY10	FY11	FY12	FY13
5,884	6,583	7,170	8,249	9,239	9,807	9,392
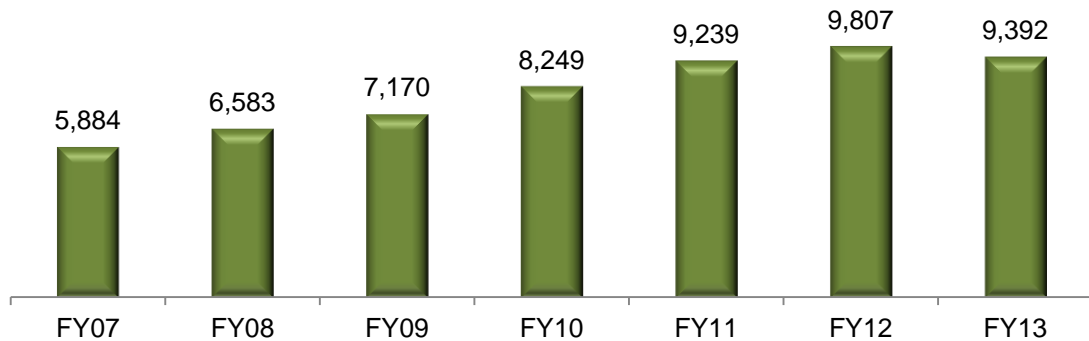
Comment: One-in-seven students took courses exclusively online as a percent of the total unduplicated headcount. For the first time in the last seven years the number of students who took at least one online course at the College declined between 2012 and 2013. The market for online students has become very competitive.

Cooperative Alliance

Cooperative Alliance FTE
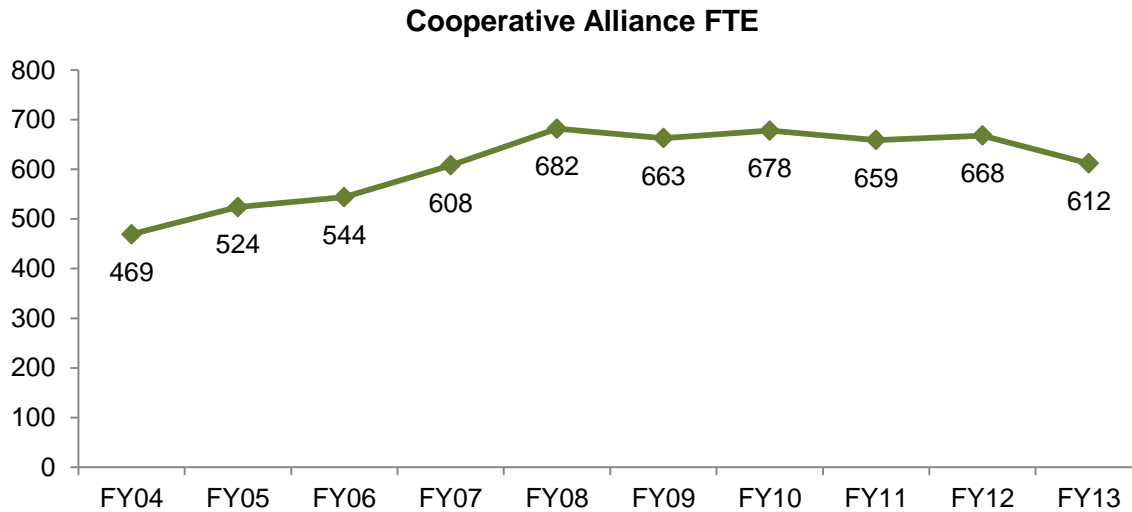
Comment: OCCC partners with area Technology Centers to provide technical training to area residents. There was a slight decline in the number of FTEs.

Headcount

	#	**%**
Moore Norman	464	41.0%
Francis Tuttle	407	36.0%
Metro Tech	149	13.2%
Mid America Tech	112	9.9%
Total	**1132**	

Source: Office of Institutional Effectiveness

- The Higher Learning Commission has recently determined that we can no longer call our relationship with the technology centers "other locations." Instead, they have determined that if we continue to partner with them for college credit, we need to establish a contract with them. In addition, in FY2016, we will no longer be able to count enrollment or graduates from the technology centers unless we have a contract. Our OCCC Director of Cooperative Alliances, Director of Curriculum and Assessment, and the Associate Vice President for Academic Affairs have been working with other community colleges and the OSRHE to develop a plan to address these issues. The new plan will go into effect during FY 2016 so it is unknown what the total impact will be on the College's enrollment or number of graduates.

International Students

**Number of International Students Enrolled
At OCCC in the Fall**
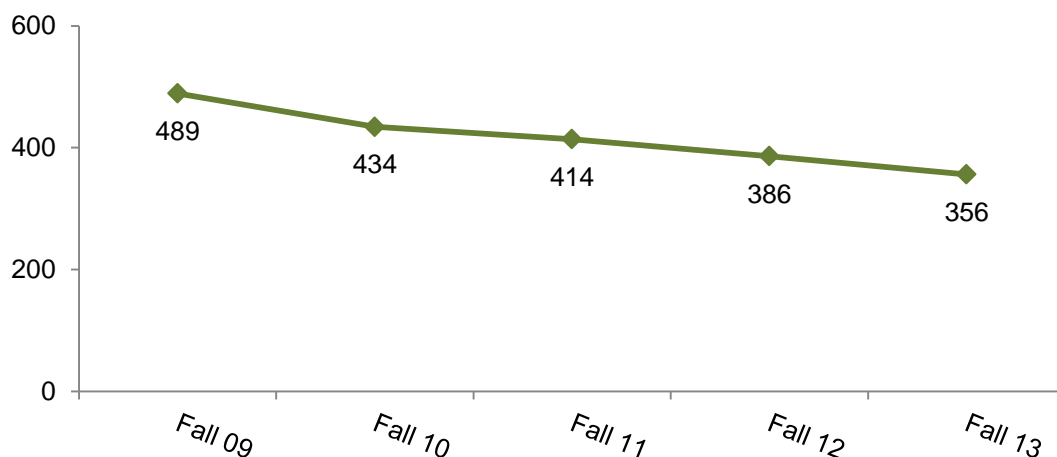
Comment: The number of International students continues to decline. The number of Chinese students accounts for the largest number of the College's international student population with 97 which is a significant increase from the 2009 population of 18. Nepal students declined markedly from a high of 145 in 2009 to a low of 26 this year. South Korea also declined from 53 to 32, Kenya 30 students to 21 students and India 21 students to 9 students.

| Country	Fall 2013
China	97
Vietnam	33
South Korea	32
Nepal	26
Kenya	21
Cameroon	14
South Africa	14
Ivory Coast – Cote d`Ivoire	11
India	9
Canada	8
Gabon	8
Ghana	8
Nigeria	8

Source: Office of Recruitment and Admissions

Geographical Distribution

Percent of Total OCCC Headcount From the 731XX Zip Codes (OCCC Metro)

	Fall 2009	Fall 2013	# Change	% Change
SW	2,986	2,874	-112	-3.8%
NW	2,630	2,260	-370	-14.1%
SE	1,608	1,572	-36	-2.2%
NE	419	370	-49	-11.7%
PO inside 731xx zip code	111	45	-66	-59.5%
Total 731xx zip codes	7,754	7,121	-633	-8.2%
Outside 731xx zip codes	6,094	5,770	-324	-5.3%
No zip code	276	201	-75	-27.2%
TOTAL Headcount	14,124	13,092	-1032	-7.3%

Comment: The southwestern portion of the metropolitan area continues to dominate the headcount enrollment. However, it is interesting to note that the decline in the 731 area code is higher than the headcount in the area outside of the 731 area code. As you can see in the chart below, neither Edmond nor Norman are included in this population.
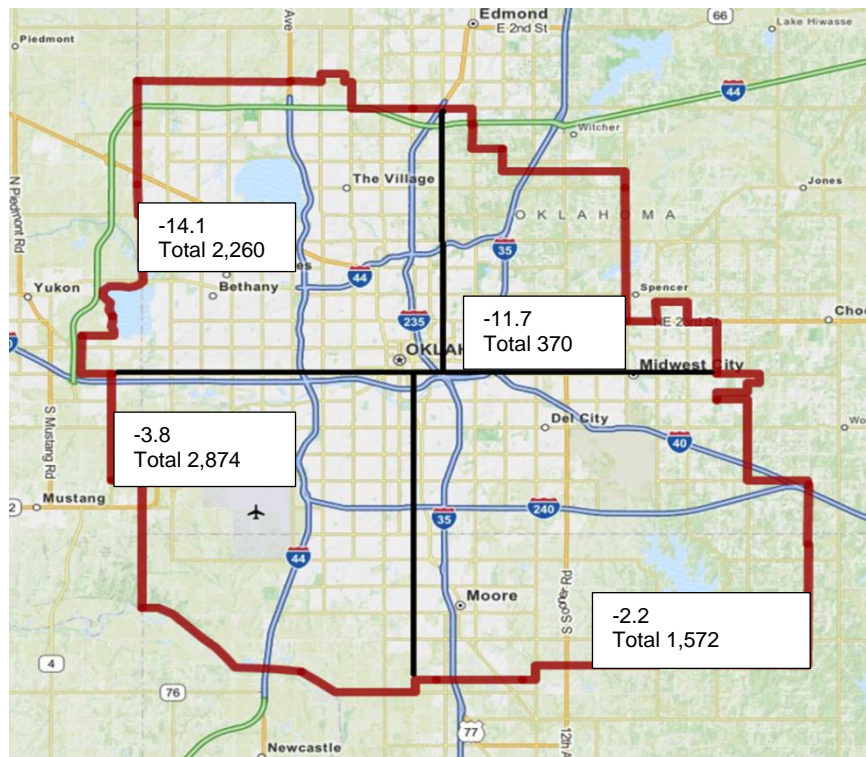
High School of Origin

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

High School	# of Students graduated HS in 2009 & attended OCCC in Fall 2009	# of Students graduated HS in 2013 & attended OCCC in Fall 2013	# Diff	% Diff
Blanchard High School	20	29	9	45.0%
OKC Charter Schools	37	41	4	10.8%
Astec High School	17	20	3	17.6%
Harding Charter	20	21	1	5.0%
Norman High Schools	141	154	13	9.2%
Norman High School	73	63	-10	-13.7%
Norman North High School	68	91	23	33.8%
Mustang High School	77	77	0	0.0%
Oklahoma City Public Schools	257	247	-10	-3.9%
Capitol Hill High School	22	29	7	31.8%
Classen School Advanced Students	14	22	8	57.1%
Northwest Classen High School	51	37	-14	-27.5%
Santa Fe South High	48	37	-11	-22.9%
Southeast High School	50	46	-4	-8.0%
Ulysses S Grant High School	72	76	4	5.6%
Noble High School	26	25	-1	-3.8%
Western Heights High School	60	55	-5	-8.3%
Putnam City High Schools	45	40	-5	-11.1%
Putnam City North High School	24	21	-3	-12.5%
Putnam City West High School	21	19	-2	-9.5%
Newcastle High School	33	29	-4	-12.1%
Moore High Schools	349	303	-46	-13.2%
Moore High School	115	84	-31	-27.0%
Southmoore High School	60	101	41	68.3%
Westmoore High School	174	118	-56	-32.2%
TOTAL	**1,045**	**1000**	**-45**	**-4.3%**

Comment: The high school contributing the largest number of students continues to be Westmoore High School.

Affordability

**Comparison of Tuition and Mandatory Fees for
30 Credit Hours in 2013**
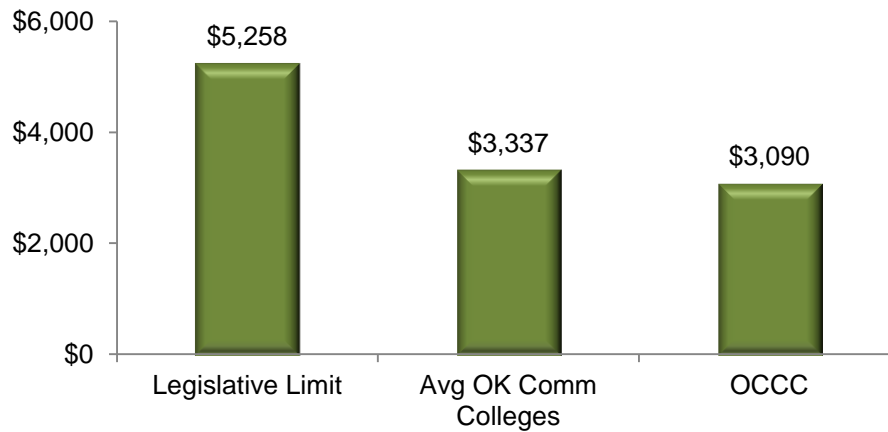
Source: OSRHE

Comment: The College's tuition continues to be among the lowest in the State with OCCC's tuition 59% of the legislative limit.

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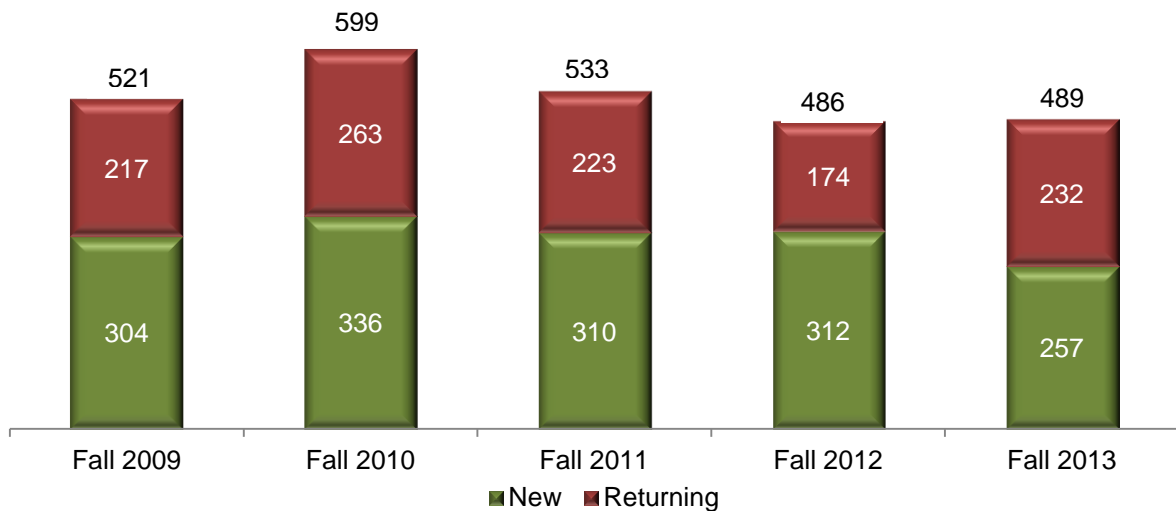Financial Aid for OCCC Students**

	FY09	FY10	FY11	FY12	FY13
# Students	8,053	9,842	11,367	11,532	11,193
$ Value (millions)	$33.3	$44.8	$60.8	$60.8	$47.1

Comment: The total amount of financial aid and the number of students receiving financial aid declined year-over-year in 2013 – the first time in five years. Some of this decline was due to the decline in enrollment while some of it was undoubtedly due to more federal financial aid regulations.

Source: **OCCC Office of Financial Aid**

OKC-Go Students

Number of OCCC Students Participating in OKC-Go

Source: OCCC Office of Financial Aid

Comments: The number of students receiving free or reduced tuition through OCCC's OKC-Go increased slightly due to returning students. The Oklahoma Promise students declined from 893 in Fall 2009 to 838 in Fall 2013. In the years ahead, there could be pressure on the number of students that take advantage of Oklahoma Promise scholarships because of recent legislation mandating 30 hours a year full-time status. The vast majority of the Oklahoma Promise students at OCCC take less than 30 hours a year.

Enrollment Within Academic Divisions

Enrollment Change by Academic Division
Over Five Years

DIVISION	FY2009	FY2013	Diff	% Diff
Science & Mathematics	72,757	86,424	13,667	18.8%
Social Sciences	47,588	51,897	4,309	9.1%
Arts and Humanities	60,516	63,308	2,792	4.6%
Information Technology	13,645	15,910	2,265	16.6%
Health Professions	22,063	24,112	2,049	9.3%
Business	27,078	24,392	-2,686	-9.9%

Source: Office of Institutional Effectiveness

Comment: The highest number of enrollments was in the Science and Mathematics Division.

Projected Top Growing Jobs for Associate Degree Graduates

Top 15 Job Producers That Require an Associate's Degree
(2013-2023, Five-County Area)

Within the Five-County Area	2013 Jobs	2023 Jobs
Registered Nurses	*11,162*	*13,761*
Preschool Teachers, Except Special Education	*2,181*	*2,760*
Computer Support Specialists	*2,369*	*2,651*
Appraisers and Assessors of Real Estate	1,567	1,788
Paralegals and Legal Assistants	1,091	1,344
Radiologic Technologists and Technicians	*1,053*	*1,316*
Electrical and Electronics Engineering Technicians	*968*	*963*
Dental Hygienists	650	878
Respiratory Therapists	*544*	*690*
Medical and Clinical Laboratory Technicians	*578*	*658*
Physical Therapist Assistants	*484*	*623*
Architectural and Civil Drafters	595	586
Veterinary Technologists and Technicians	411	584
Mechanical Drafters	*482*	*533*
Geological and Petroleum Technicians	523	500

Associate's Degree* - Green, bold, and italicized text indicates programs offered at OCCC.

Source: EMSI

Comment: Nine of the fifteen fastest growing jobs requiring an associate's degree are included in the programs offered at OCCC.