



**Monitoring Report on Achieving  
the College's ENDS:  
Student Access**

May 18, 2015



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# 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 four core indicators used to measure student access in the College’s FY 2014 Annual Plan. Based on the latest available information, performance on these targets is:

<u>Target</u>	<u>Performance<sup>1</sup></u>	<u>Trend</u>
Full-Time Equivalent credit hour (FTE =30 hours) market share will be at or above 46.7%. The most recent market share rate was 48.4%.		↑
FTE enrollment will be at or above the three-year average of 9,445. FY14 was 8,507. However, enrollment has increased in FY15.		↑
Students graduating from the OKC-Go high schools attending OCCC will be at or above the prior three-year average of 424 students. Currently the number is 440 students		↑
The number of students completing FAFSA will be at or above the prior three-year average of 10,852. Although FY14 was 10,845, it was higher than the previous year.		↑

During the last several years, the College has demonstrated strength in the following areas:

- OCCC’s market share increased since last year.
- The number of students who graduated from OKC-Go high schools and enrolled at OCCC increased compared to the three-year average.

Areas for improvement include the following:

- The percent of Oklahoma City Public School graduates who attended OCCC the subsequent semester declined.
- The number of Cooperative Alliance students declined.

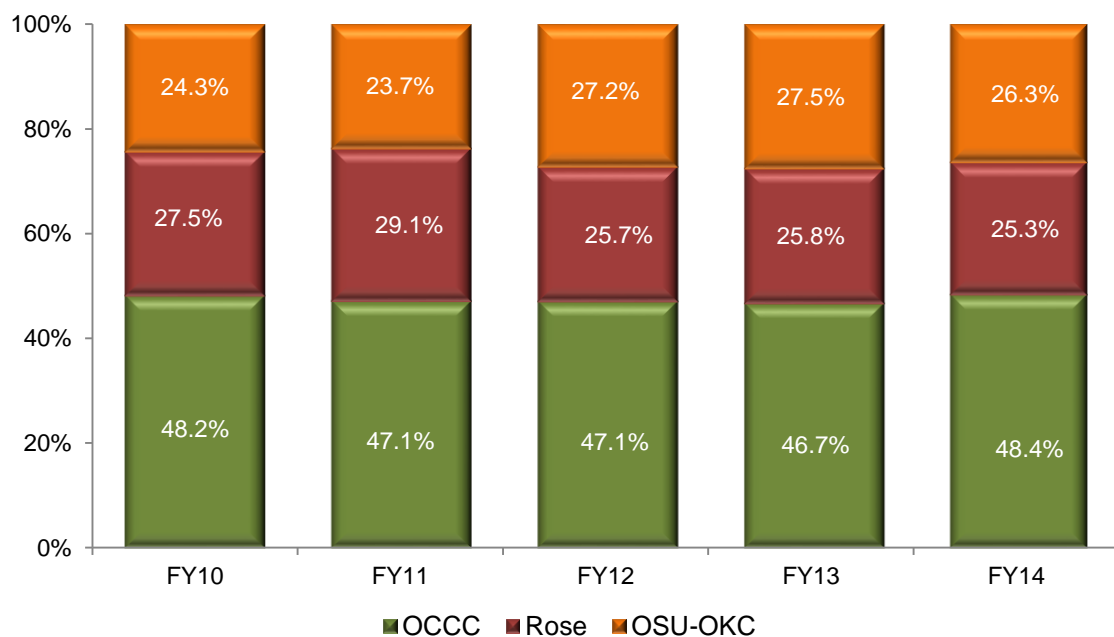
<sup>1</sup> Performance indicators are as follows: ● (green) denotes at or exceeding target, ● (yellow) denotes slightly below target requiring monitoring, ● (red) denotes significantly below target

# Market Share

**Target:** Total FTE market share will be at or above 46.7%.

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**



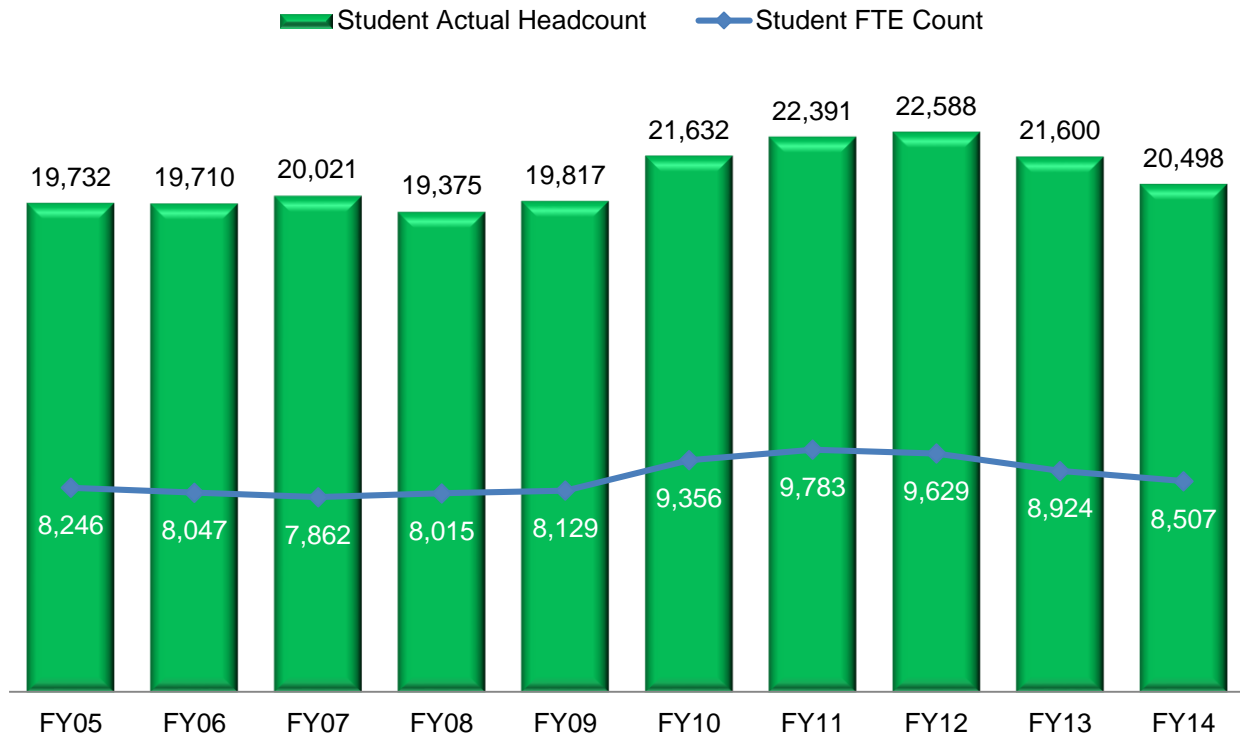
Source: OSRHE

- The OCCC FTE market share is determined by adding the FTE's of Rose, OSU-OKC and OCCC and dividing each one by the total. The College's FTE market share increased by 1.7 percentage points from FY2013 to FY2014. OSU-OKC decreased 1.2 percentage points and Rose decreased 0.5 percentage points. For headcount market share see page 11 in the appendix.

# Enrollment

**Target:** FTE enrollment will increase over the target of 9,445 (prior three-year average).

**Headcount and FTE - Fiscal Years 2005 through 2014**

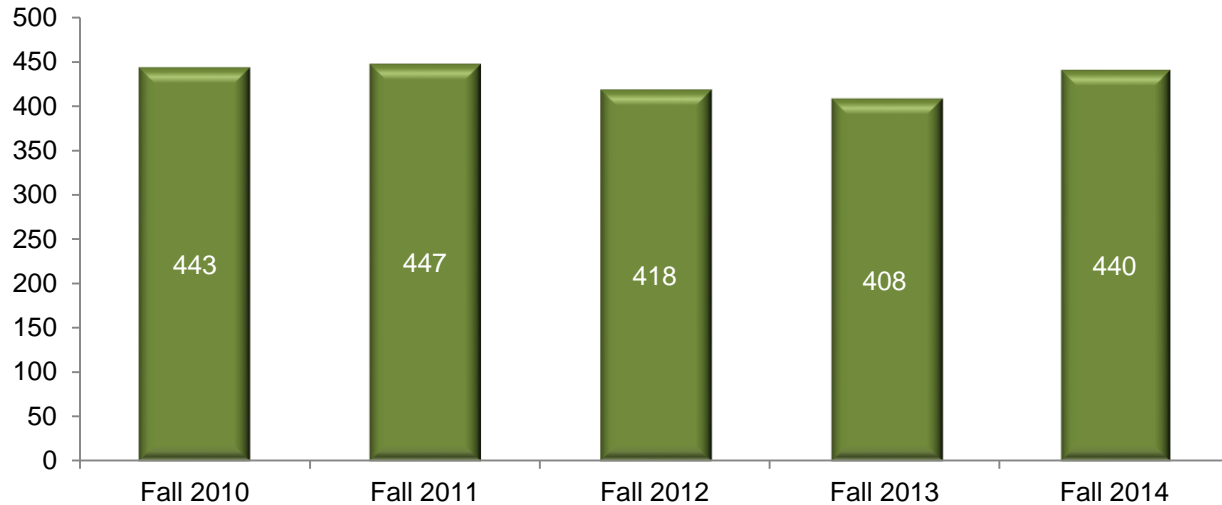


- FTE enrollment was 8,507 in FY14, which was lower than the three year average of 9,445. The College's headcount also decreased in FY2014. Both credit hours and headcount have increased since then and we are anticipating an increase next year.

*Source: Office of Institutional Effectiveness*

# Number of Students from OKC-Go Schools

**Target:** The number of students graduating from the OKC-Go high schools (OKCPS and Western Heights) will be at or above the prior three years of 424.

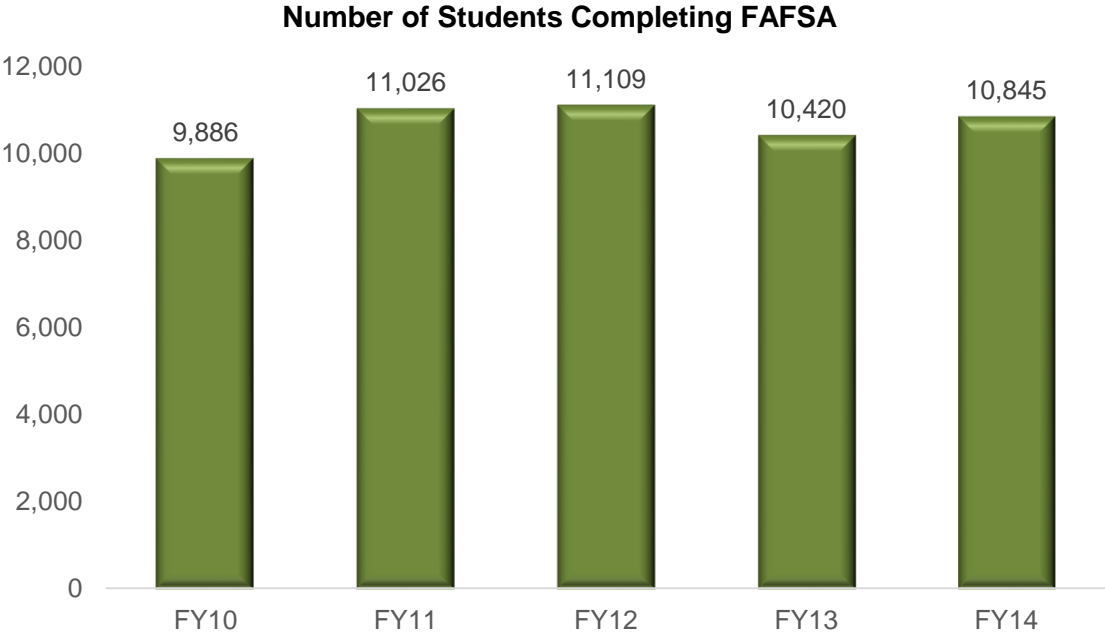


*Source: OCCC Office of Institutional Effectiveness*

The current OKC-Go information is based on the number of students who graduated from one of the designated OKC-Go high schools in the previous year. The number is above the three-year average and increased 32 students or 7.8% since the Fall of 2013.

# Students Completing Free Application for Federal Student Aid

**Target:** The number of students completing Free Application for Federal Student Aid (FAFSA) will be at or above the prior three years of 10,852.



The number of applicants in FY2014 was less than the target of the three-year average even though the number of applicants increased by 425 or 4.1% from FY2013.



# Improvement Strategies

## Update on Improvement Strategies Since the last Monitoring Report

- 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.
  - CORE researchers met to exchange data from their educational institutions.
  - Academic representatives met to identify ways to improve curriculum alignment.
- The new Business Division Dean will be tasked to provide the College with increased employer visibility and strengthen ties with area businesses.
  - Dr. Anne DeClouette, the new Business Division Dean:
    - Attended numerous local business activities to network with business representatives who now serve on the recreated Business Advisory Committee. Some of these business people also made a commitment to support future programs.
    - Invited the Professional Development Institute to collaborate with the newly developed Business Advisory Committee.
    - Obtained increased General Motors donations due to multiple press releases to recognize previous donations. Press releases resulted in two Journal Record articles, which resulted in a feature in a GM publication.
    - Attended the Fall and Spring Automotive Technology Advisory meetings (first to do so in over a decade). As a result, the Dean developed a Vehicle Service Advisor Certificate which was well received by GM professionals and advisory board members at the meeting.
    - Developing a Division promotional brochure.
    - Developing an Entrepreneurship event to attract more local businesses to OCCC.
- 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 favorably with other community colleges.
  - In Spring 2014, the executive officers of OCCC and OCCC Foundation participated in a video conference with Milwaukee Area Technical College (MATC) to discuss how MATC's Foundation and Governing Board work together to set scholarship goals to ensure students receive scholarships who are in financial need and part of a minority group. With this information, the Foundation held a day long retreat to create a strategic plan. Six strategies were developed, with one focusing on "support the annual and long-term goals of Oklahoma City Community College." The plan also stated that the Foundation will "establish an evaluation process to ensure scholarship recipients are diverse and are not duplicative." This draft was reviewed at the joint OCCCF and OCCC Boards retreat in Fall 2014 to discuss how to work together to focus on retaining minority populations. The Foundation's Strategic Plan will be evaluated in Fall 2015 by the Foundation's Board of Directors to determine if they have made progress in reaching their ultimate goals.





# Improvement Strategies (continued)

- 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.
  - A pilot section was taught in the summer of 2013. Preliminary results show the class was successful and another section will be taught this summer. Any plans to add more sections will await the course's Title III redesign.
- The College will begin the implementation of the Enrollment Management Plan (EMP).
  - The EMP has been presented to President's Cabinet and implementation has begun.

## Response to Long 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.
  - The new OCCC Capitol Hill Center remodeling process is currently in progress. The goal is to offer credit instruction as soon as the facility is available.
- Increase concurrent enrollment within the Oklahoma City Public School system.
  - As reported in last month's College Readiness Monitoring Report, Student Services staff are taking a more hands-on approach to reach out to high school students rather than relying on high school counselors.
- The College will monitor the impact of the changes the Higher Learning Commission is requiring of our relationship with Technical Centers. These changes will take effect in FY2016.
  - To maintain access, the College entered into a contract with Francis Tuttle to retain the Respiratory Care program.
- Activities mitigating the factors of low income at risk students:
  1. Leveraged tuition fee waivers and scholarship dollars.
  2. Provided additional work opportunities for students on campus.
  3. Provided second dollar scholarship funds for OKC-Go students.
  4. Provided need based tuition waiver for all students.
  5. Offered the Single Mother Academic Resource Team to create systematic change in the lives of single parents through education.
  6. Continued to offer vouchers for students to obtain books if they have not yet received their financial aid.
  7. Provided emergency support for student unexpected expenses.
  8. Increased bus services from once an hour to every 20 minutes.
  9. Provided bus service on evenings and weekends.
  10. Worked with the Christmas Connection to provide wrap around services to students such as food, clothing and other daily living essentials.



# New Improvement Strategies

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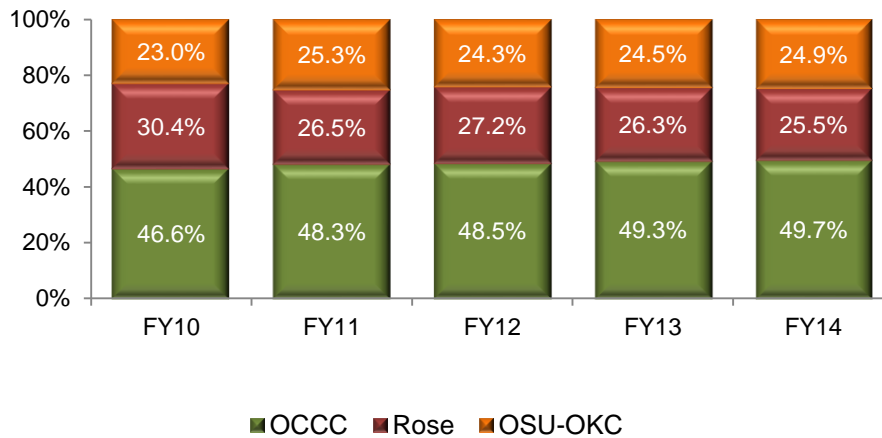
- Continue to implement Title III advisement and academic planning strategies.
- Implement the Prior Learning Assessment (PLA) process for students enrolled in Cooperative Alliance courses through one of the following identified below. (Students would take 15 OCCC credit hours to earn their degree.)
  - Nationally recognized licensure or exam.
  - A third-party certification such as Automotive Service Excellence (A.S.E.) for Automotive certification or a Microsoft Office Specialist (MOS) certification for Business.
  - An internal exam developed by the College's faculty.



# Appendices

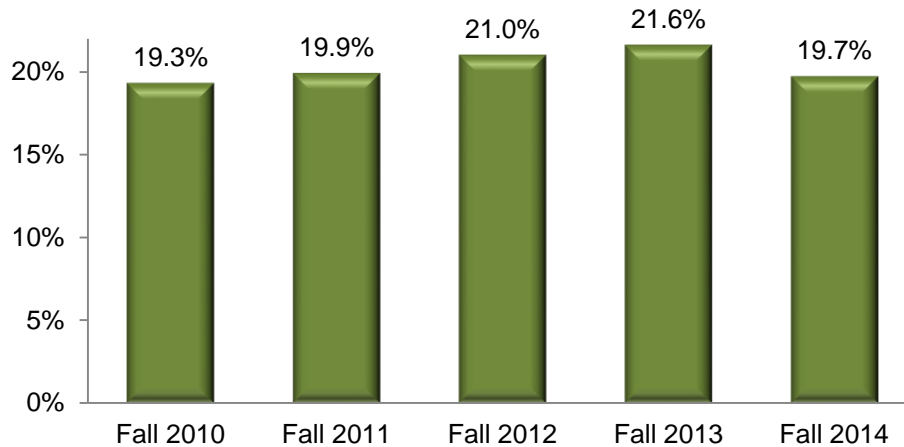
# Unduplicated Headcount Market Share

**Local Market Share of Annual Unduplicated Headcount**



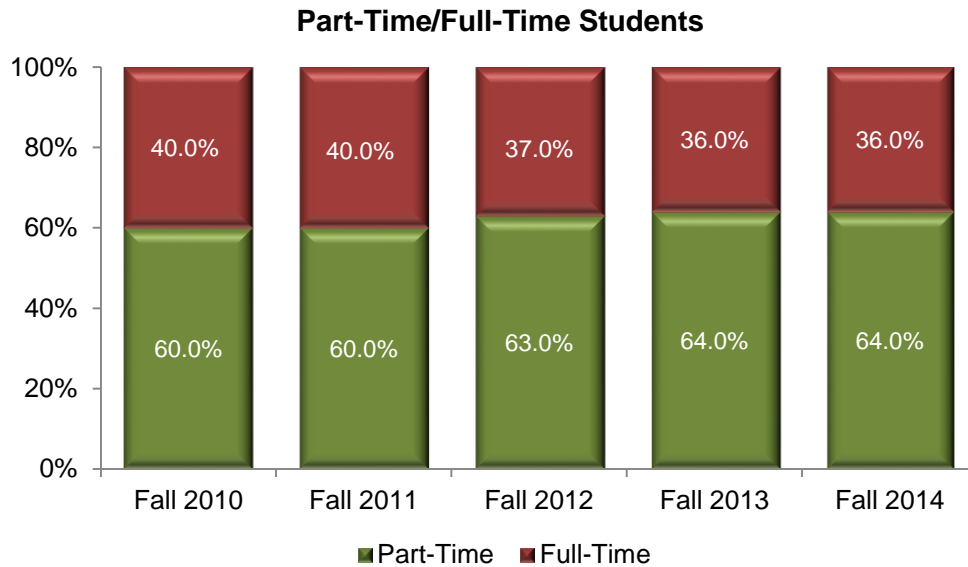
Comment: The unduplicated headcount OCCC market share increased slightly.

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

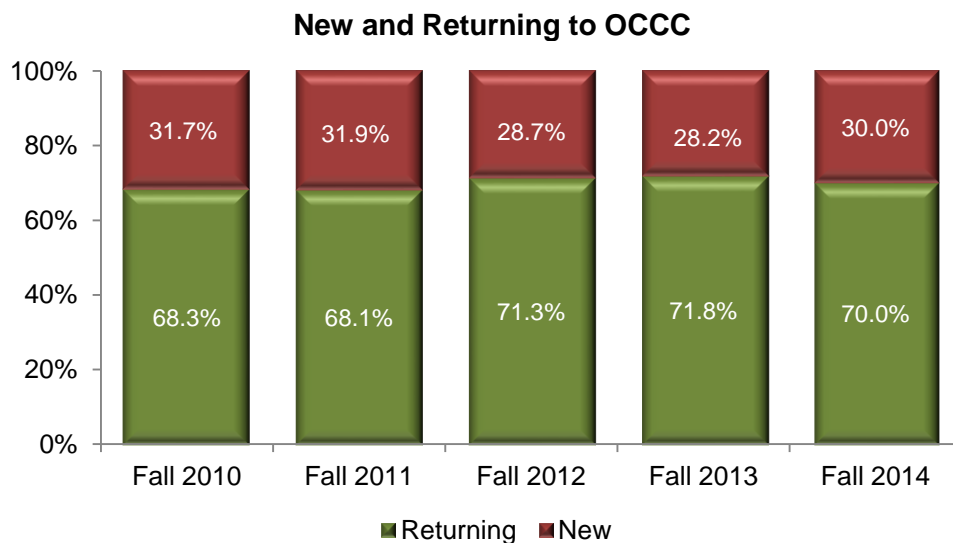


Comment: After three years in a row of increasing the percentage of Oklahoma City Public School graduates who attend OCCC, the percentage of attending graduates declined slightly.

# Part/Full-Time Students & New/Returning Students



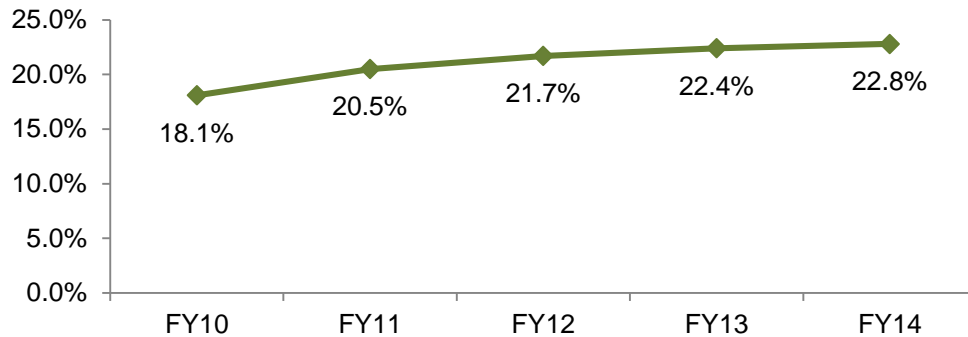
Comment: The percentage of part-time students (those who take less than 12 hours in a semester) remained the same from Fall 2013 to Fall 2014.



Comment: Returning students as a percentage of the student body declined slightly between Fall 2013 and Fall 2014 though it remains within historical ranges.

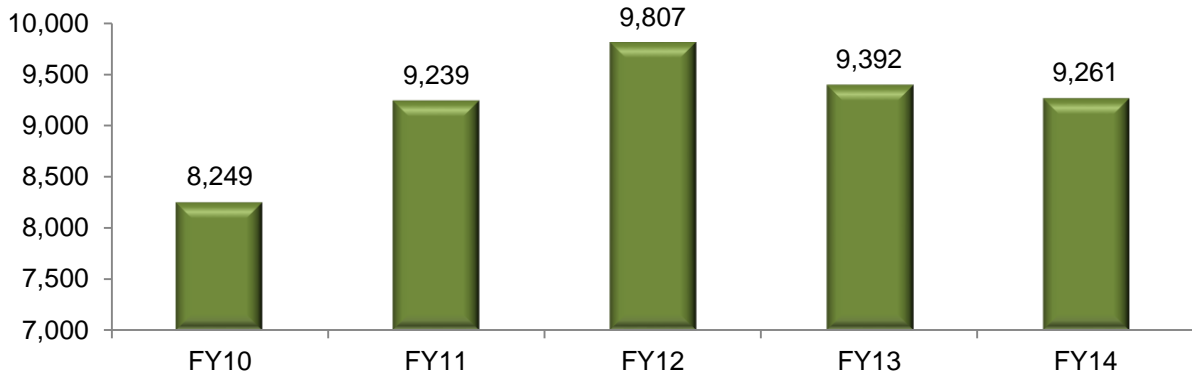
# Online Enrollment

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



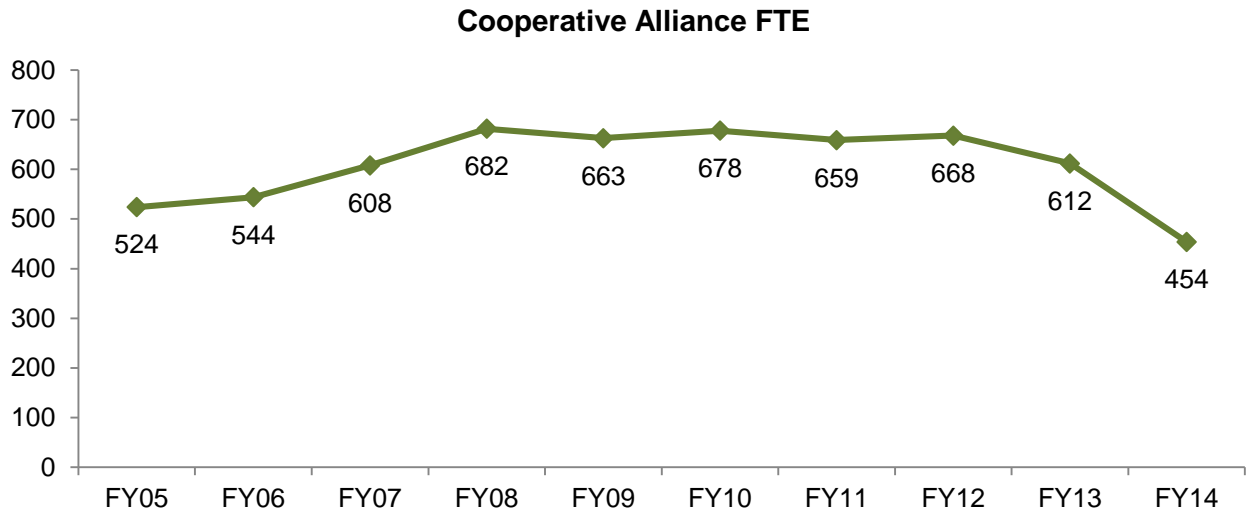
Comment: Online course credit hours as a percent of the total continue to increase.

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



Comment: The number of students who took at least one online course declined with the overall decline in enrollment. However the percentage of students who took courses exclusively online continued to increase from 15.4% in FY 2013 to 16.5% in FY 2014.

# Cooperative Alliance



Comment: There is an expectation that Cooperative Alliance FTE's will significantly decline again next year as the courses offered will diminish due to HLC regulations.

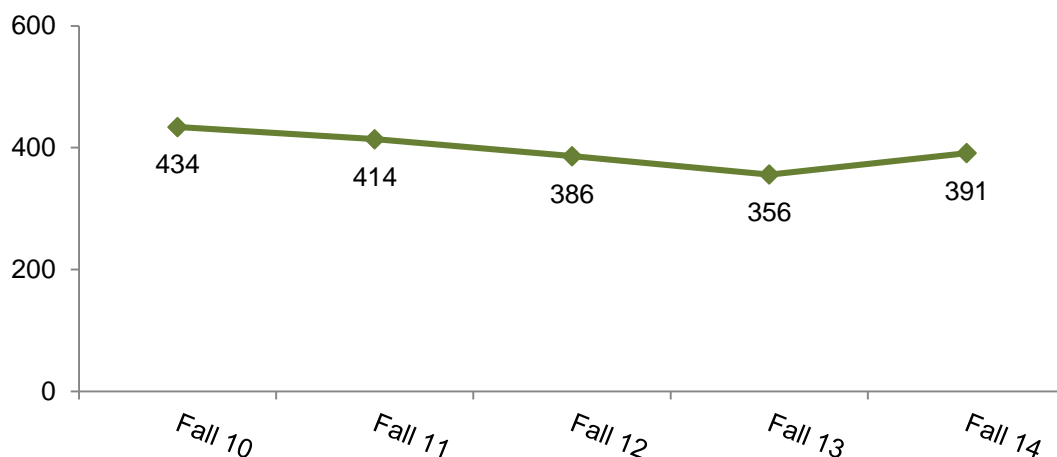
## Headcount

	<u>#</u>	<u>%</u>
Moore Norman	460	41.0%
Francis Tuttle	439	39.2%
Metro Tech	172	15.3%
Mid America Tech	50	4.5%
<b>Total</b>	<b>1,121</b>	<b>100</b>

*Source: Office of Institutional Effectiveness*

# International Students

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



Comment: The number of International students increased for the first year in the past five years. Chinese students account for the largest percentage of the College's international student population.

## Top 10

Country	Number
China	85
Saudi Arabia	42
Vietnam	39
Nepal	35
South Korea	26
Kenya	18
Cameroon	12
Ivory Coast	11
Bangladesh	9
Gabon	9
India	9

*Source: Office of Recruitment and Admissions*



# Geographical Distribution

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

	Fall 2010	Fall 2014	% of Total	% Change
SW	3,090	2,899	40.1%	-6.2%
NW	2,730	2,406	33.3%	-11.9%
SE	1,762	1,571	21.7%	-10.8%
NE	444	359	5.0%	-19.1%
Total	8,026	7,235	100%	-9.9%

Comment: The College experienced its most significant percentage decline in enrollment from the Northeast quadrant of the Metro. The Southwest quadrant continues to account for the largest number of students to the College.

# 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 2010 & attended OCCC in Fall 2010	# of Students graduated HS in 2014 & attended OCCC in Fall 2014	# Diff	% Diff
Harding Charter	13	25	12	<b>92.3%</b>
Yukon High School	19	33	14	<b>73.7%</b>
Blanchard High School	19	32	13	<b>68.4%</b>
Putnam City North High School	23	34	11	<b>47.8%</b>
Bridge Creek School	20	25	5	<b>25.0%</b>
Mustang High School	55	62	7	<b>12.7%</b>
Oklahoma City Public Schools	234	259	25	<b>10.7%</b>
<i>Capitol Hill High School</i>	29	39	10	34.5%
<i>Northwest Classen High School</i>	31	46	15	48.4%
<i>Santa Fe South High</i>	28	35	7	25.0%
<i>Southeast High School</i>	65	55	-10	-15.4%
<i>Ulysses S Grant High School</i>	81	84	3	3.7%
Norman North High School	84	87	3	<b>3.6%</b>
Putnam City High School	25	24	-1	<b>-4.0%</b>
Moore High Schools	337	308	-29	<b>-8.6%</b>
Moore High School	92	95	3	3.3%
Southmoore High School	98	108	10	10.2%
Westmoore High School	147	105	-42	-28.6%
Newcastle High School	29	25	-4	<b>-13.8%</b>
Putnam City West High School	27	23	-4	<b>-14.8%</b>
Western Heights High School	58	45	-13	<b>-22.4%</b>
Norman High School	81	58	-23	<b>-28.4%</b>

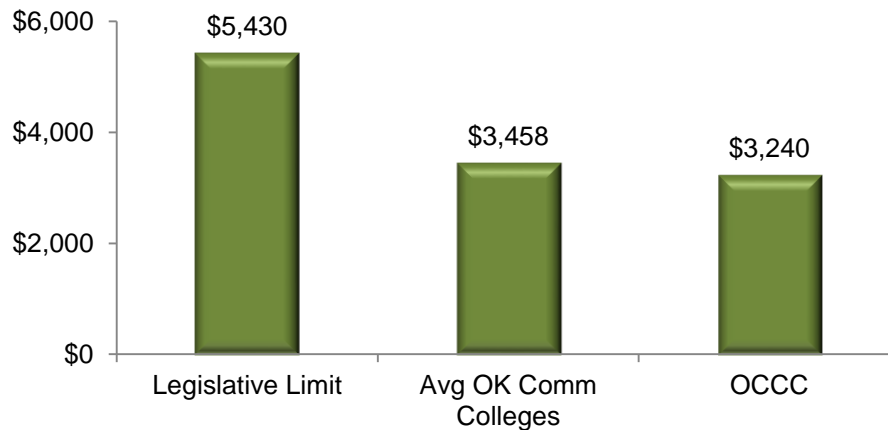
Note: The table is sorted by the highest percentage change in the number of students.

Comment: Southmoore and Westmoore High Schools contributed the largest number of students to OCCC.

Source: Office of Institutional Effectiveness

# Affordability

**Comparison of Tuition and Mandatory Fees for 30 Credit Hours in 2014**



Source: OSRHE

Comment: The College's tuition continues to be among the lowest in the State with OCCC's tuition 59.7% of the legislative limit.

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

		FY11	FY12	FY13	FY14
# Students	9,842	11,367	11,532	11,193	11,285
\$ Value (millions)	\$44.8	\$60.8	\$60.8	\$47.1	\$49.9

Comment: The total number of students served and dollars provided increased from last year after declining in the previous year.

Source: OCCC Office of Financial Aid

## Scholarships

	FY2013	FY2014	# Change	% Change
Scholarship recipients	130	153	23	17.7%
Dollars awarded	\$60,077	\$205,058	\$144,981	241.3%

Source: OCCC Institutional Advancement

The number of students receiving scholarships and the amount of dollars awarded increased significantly from FY2013 to FY2014.

# Enrollment within Academic Divisions

## Enrollment Change by Academic Division Over Five Years

DIVISION	FY2010	FY2014	Diff	% Diff
Health Professions	6,244	6,283	39	0.6%
Math, Engineering and Physical Science/Chemistry and Biological Science*	25,262	24,160	-1,102	-4.4%
Social Sciences	18,475	16,120	-2,355	-12.7%
Information Technology	4,856	3,728	-1,128	-23.2%
English and Humanities/Arts*	26,271	18,925	-7,346	-28.0%
Business	9,402	6,751	-2,651	-28.2%

\*Divisions were reorganized in FY2014.

*Source: Office of Institutional Effectiveness*

Comment: The highest number of enrollments was in the combination of the Math, Engineering and Physical Science/Chemistry and Biological Science Division. Forty-four percent of the student decline in the Business Division and 64% of the student decline in the Information and Technology Division was due to the reduced Cooperative Alliance enrollments.

# Projected Highest Growing Jobs

## Top 15 Highest Growing in OKC Metro with Some Post High School Education Required

Description ( <i>italicized text related to OCCC programs - either directly or indirectly</i> )	OCCC Related Programs	2014 Jobs	2014 - 2024 Change	2014 - 2024 % Change
Dental Hygienists		1,014	379	37%
<b><i>Physical Therapists</i></b>	<b><i>PTA</i></b>	<b>685</b>	<b>256</b>	<b>37%</b>
<b><i>Petroleum Engineers</i></b>	<b><i>Pre-Engineering</i></b>	<b>1,392</b>	<b>492</b>	<b>35%</b>
Meeting, Convention, and Event Planners		624	211	34%
<b><i>Emergency Medical Technicians and Paramedics</i></b>	<b><i>EMT</i></b>	<b>819</b>	<b>266</b>	<b>32%</b>
<b><i>Market Research Analysts and Marketing Specialists</i></b>	<b><i>MKT</i></b>	<b>1,167</b>	<b>376</b>	<b>32%</b>
<b><i>Medical Secretaries</i></b>	<b><i>Medical Office Admin</i></b>	<b>3,022</b>	<b>897</b>	<b>30%</b>
Dental Assistants		1,607	471	29%
Industrial Machinery Mechanics		1,330	375	28%
<b><i>Automotive Body and Related Repairers</i></b>	<b><i>Automotive Technology</i></b>	<b>830</b>	<b>234</b>	<b>28%</b>
Firefighters		668	186	28%
<b><i>Medical and Clinical Laboratory Technicians</i></b>	<b><i>Clinical Research Coordinator &amp; Biotechnology</i></b>	<b>679</b>	<b>189</b>	<b>28%</b>
Service Unit Operators, Oil, Gas, and Mining		1,063	290	27%
Roustabouts, Oil and Gas		1,116	300	27%
Cement Masons and Concrete Finishers		1,162	298	26%

Source: EMSI

Comment: Seven of the 15 fastest growing jobs are included in programs offered at OCCC.