



OAKLAND  
COMMUNITY  
COLLEGE

OAKLAND COMMUNITY COLLEGE  
1998 SPRING-SUMMER STUDENT PROFILE

*Prepared by:*

*The Office of Institutional Research  
October 1998*

**From:** Office of Institutional Research

**Date:** November, 1998

**Project:** Profile of Spring/Summer OCC students

**Summary:** Data from students enrolled during Winter, Spring, Summer, and Fall 1998 was compiled in order to conduct a descriptive analysis of the college's students across terms. Per the request for a profile of Spring/Summer students, various demographic information from the one-tenth data file was utilized. The following is a summary of the similarities and differences between Spring/Summer students compared to Fall/Winter students. Information concerning demographics, course selection and educational goals is included.

- Spring/Summer students do not differ significantly on gender, ethnicity, citizenship, type of tuition paid (residency) or course selection compared to Fall/Winter students.
- The college has more college guests in the Spring term than any other term; 2-3 times as many than Fall, Winter, or Summer terms.
- Summer students tend to be younger than students for any other term with 50% of total enrollment for Summer 22 years of age or younger compared to 38, 40, and 44% for Winter, Spring, and Fall respectively.
- A greater number of students are completing courses for transfer in the Summer term (55%) compared with those in Winter, Spring, and Fall (38, 42, and 39% respectively).
- Related to the above, the long-term educational goals of Summer students differ from Winter, Spring, and Fall in the percentage seeking a Bachelor's degree or higher; 61% vs 55, 54, and 56% respectively.
- In addition, fewer Summer students report OCC being their first choice of college (61%) than Winter, Spring, or Fall students (68, 68, and 67% respectively).

**Recommendations:**

Given the age, educational goals, and course selection of Summer students, the data in this report suggest some potential marketing strategies briefly mentioned below.

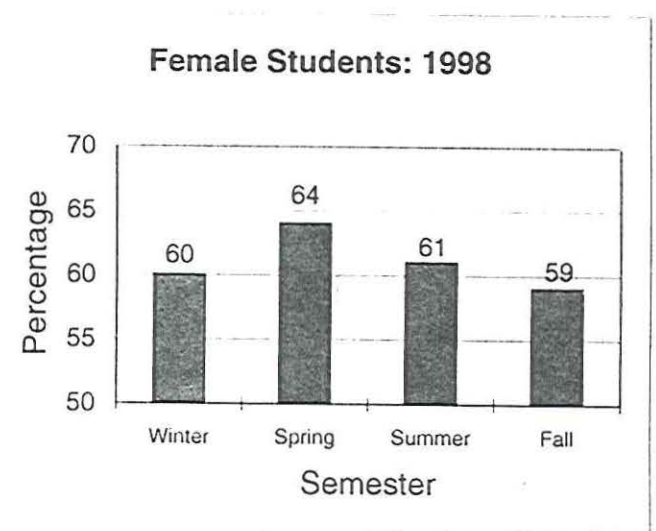
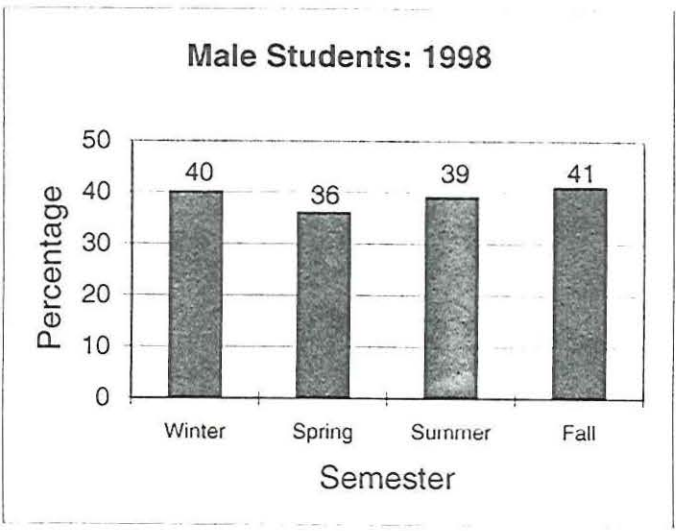
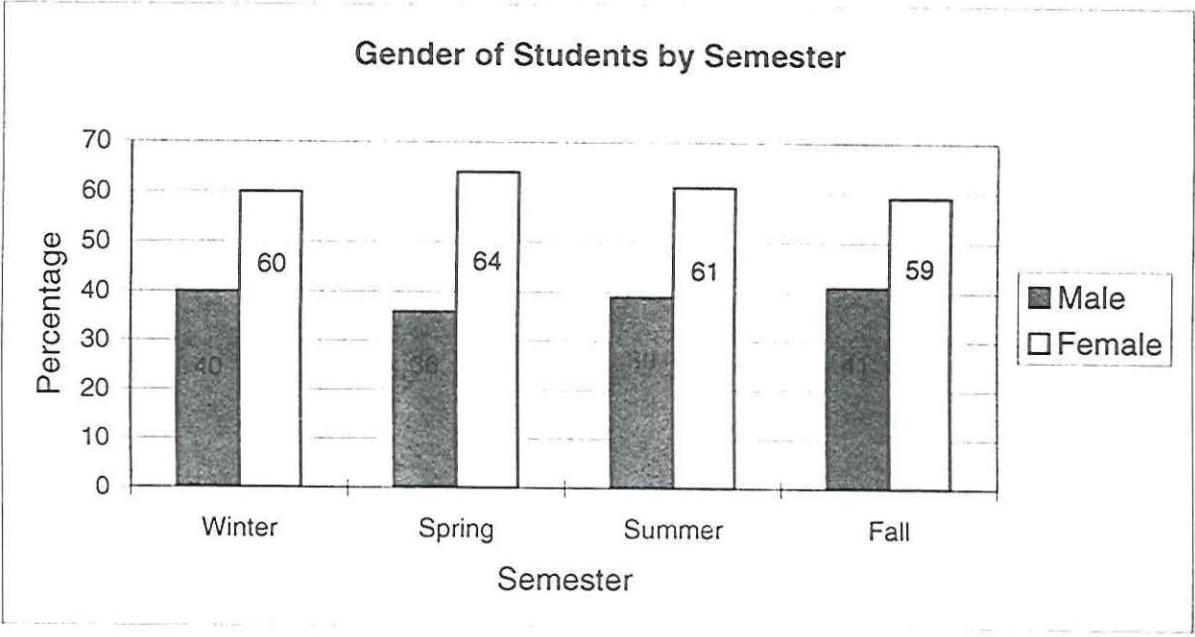
- A letter directed to the parents of students aged 15-17 announcing the opportunity for their child to get a "head start" on college requirements by taking general education courses during the summer term that are transferable to other institutions.

- Advertisements placed in college newspapers advertising courses for Spring and Summer terms which emphasize the opportunity to “catch up” or “get ahead” by taking courses at OCC which transfer to their institution.
- Contact counseling departments at local high schools during the Winter term to make them aware of the opportunities in Spring and Summer terms for their college-bound juniors and seniors.
- Targeted mailings sent to households (within specified zip codes) that have someone aged 18-22 who may not currently attend college but might be interested in enrolling. For example, households with the highest educational attainment or other specific demographic or socio-economic characteristics could be selected.

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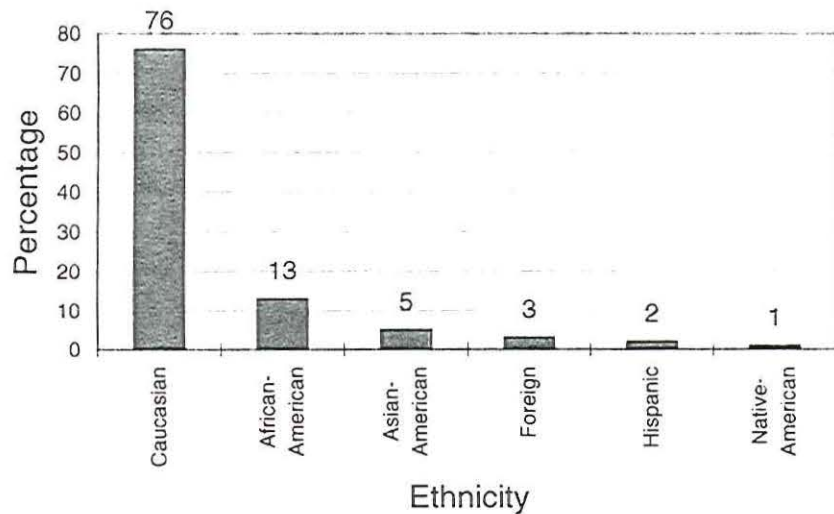
Oakland Community College  
Gender of Students - Calendar year 1998



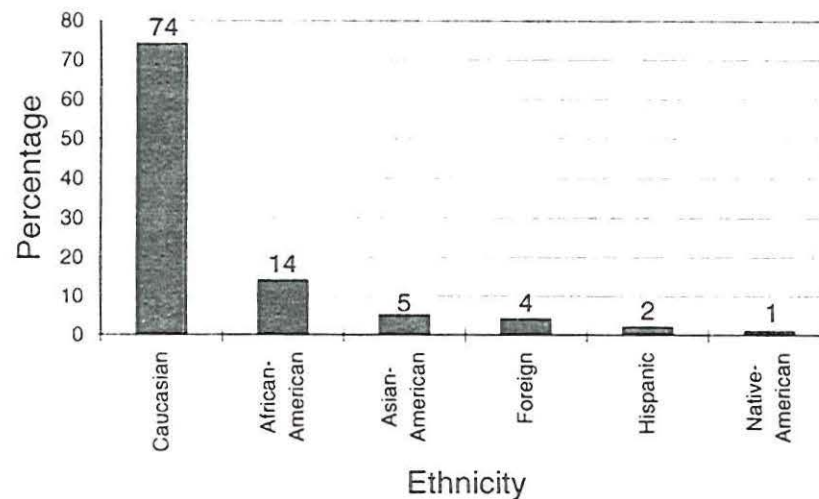


Oakland Community College  
 Ethnicity of Students by Term - 1998

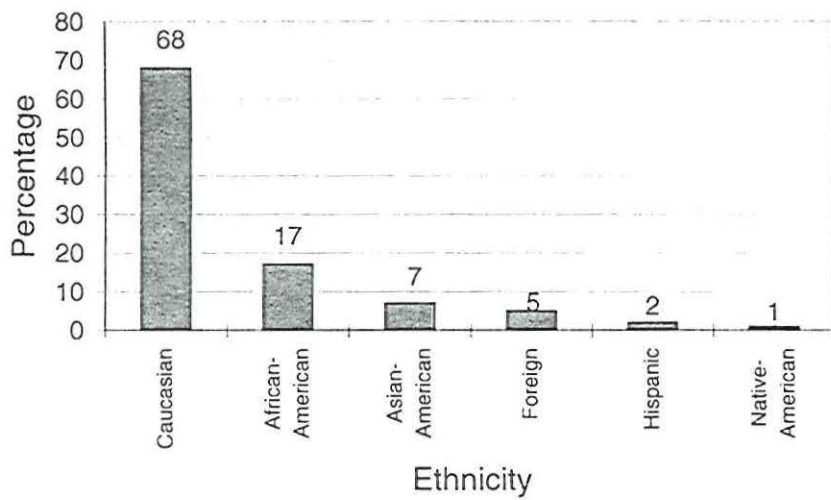
Ethnicity of Winter 1998 Students



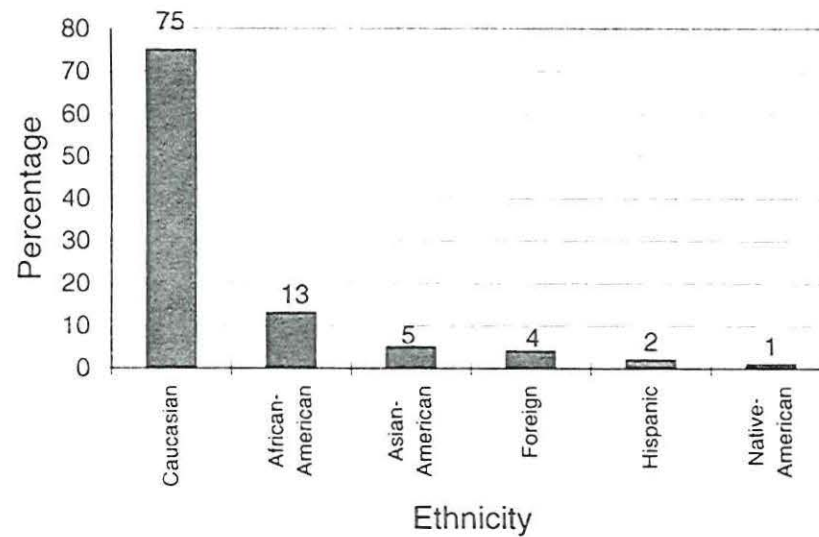
Ethnicity of Spring 1998 Students



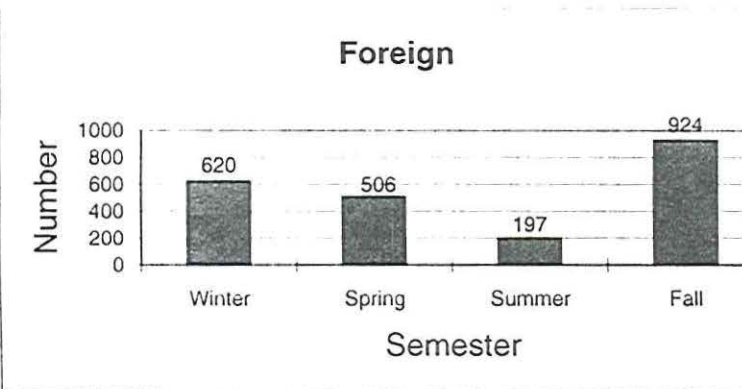
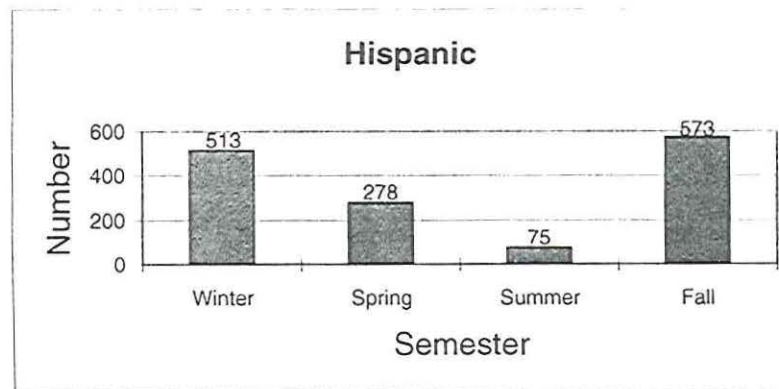
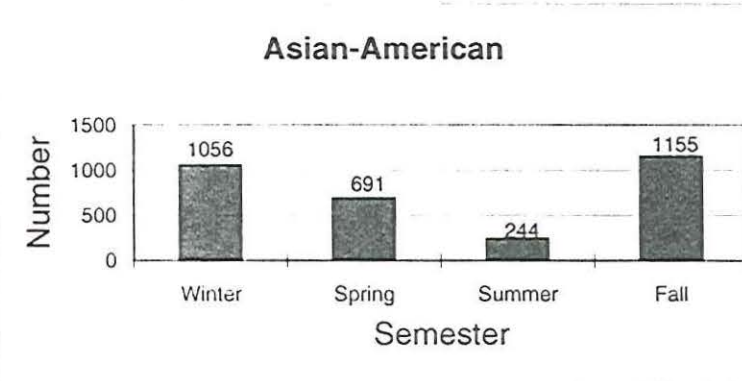
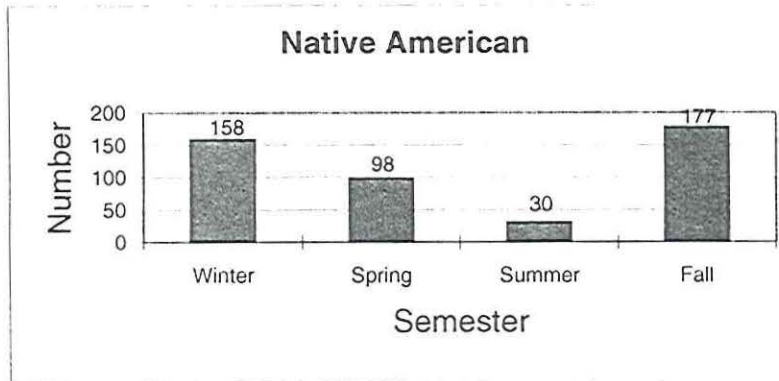
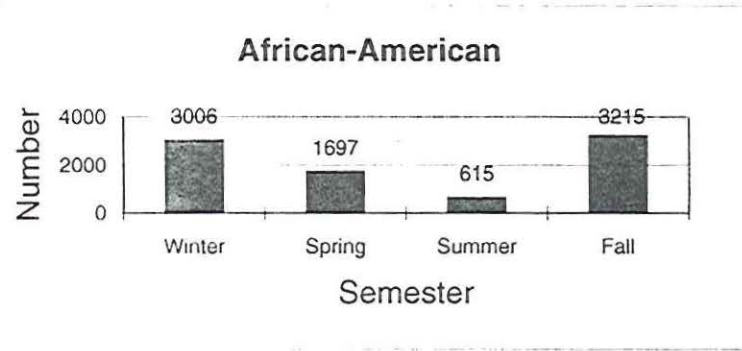
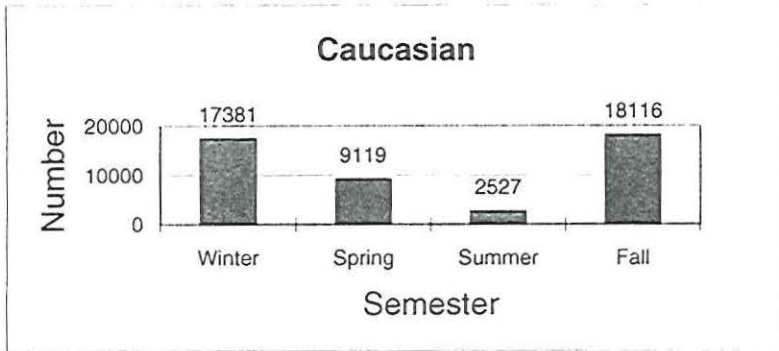
Ethnicity of Summer 1998 Students

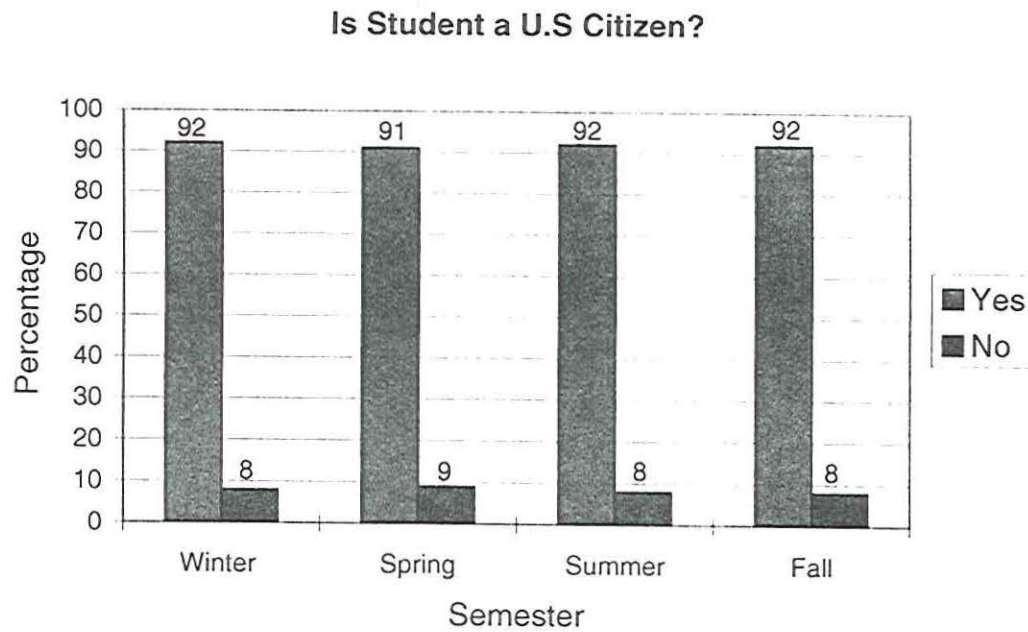


Ethnicity of Fall 1998 Students



Oakland Community College  
 Ethnicity of Students (raw count) - 1998

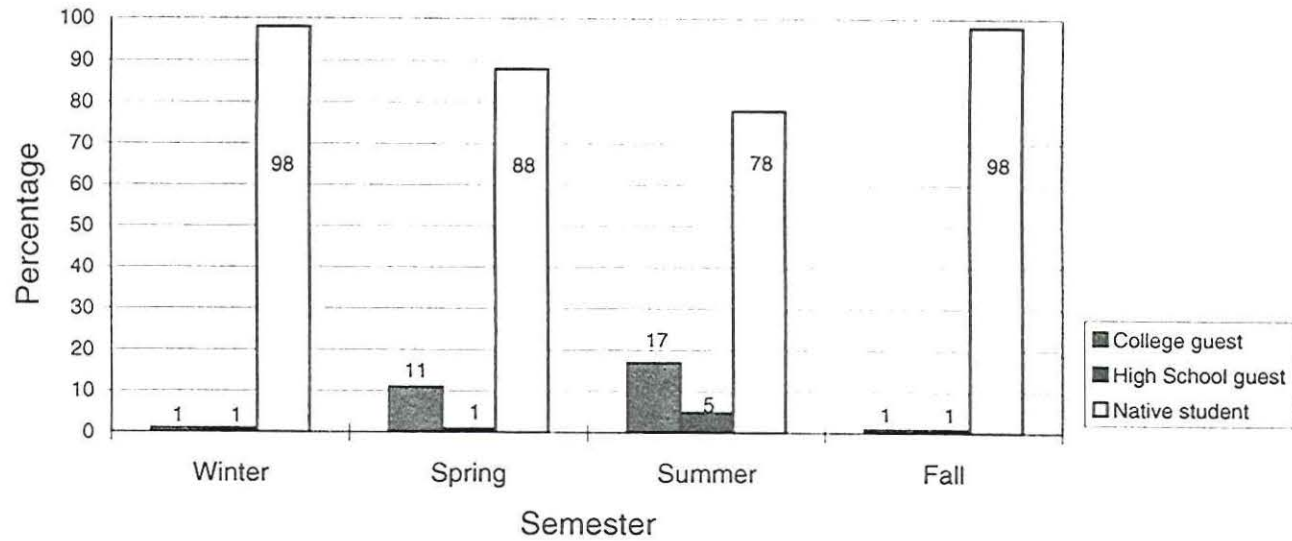






Oakland Community College  
Enrollment Status - 1998

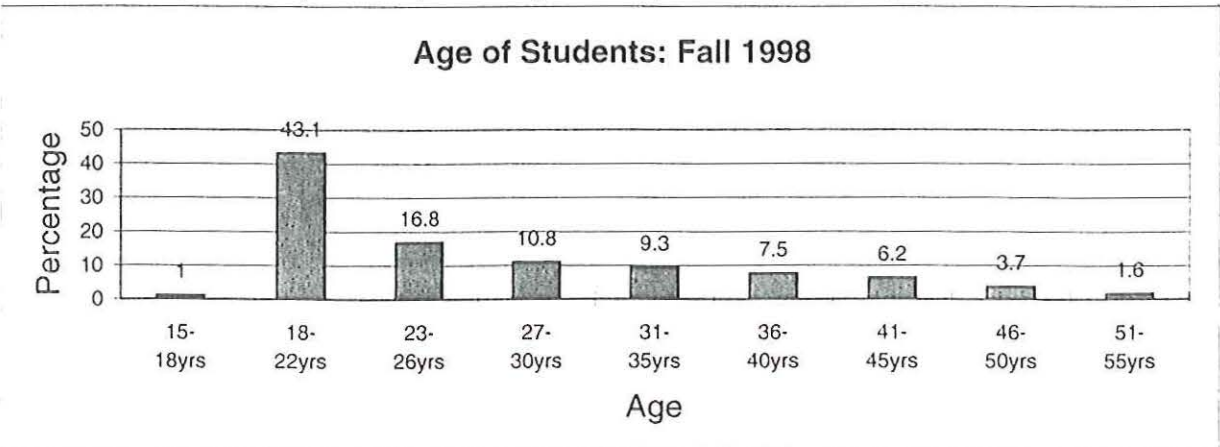
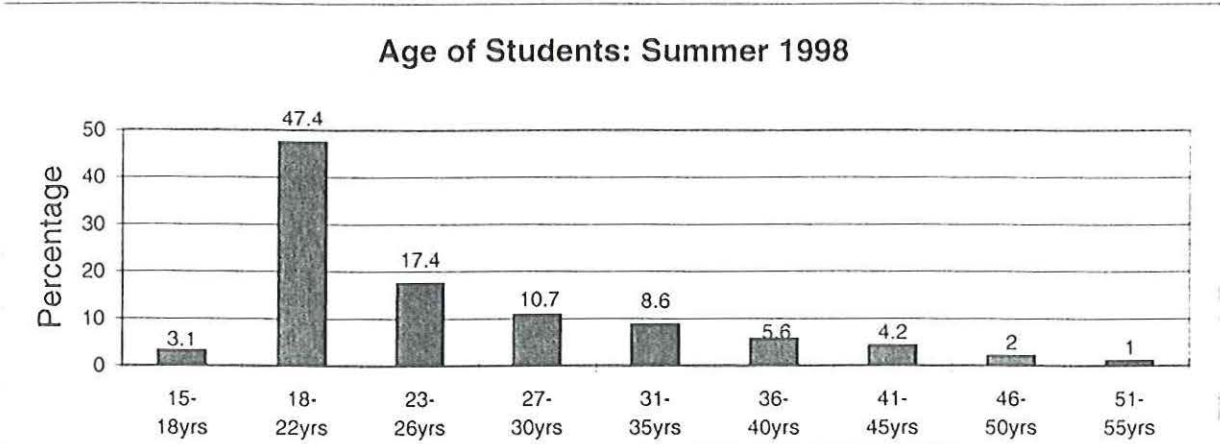
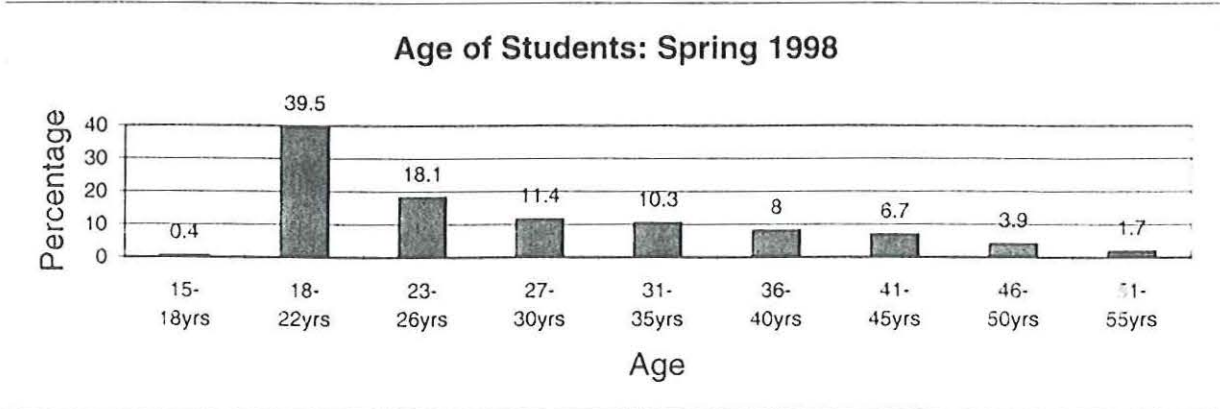
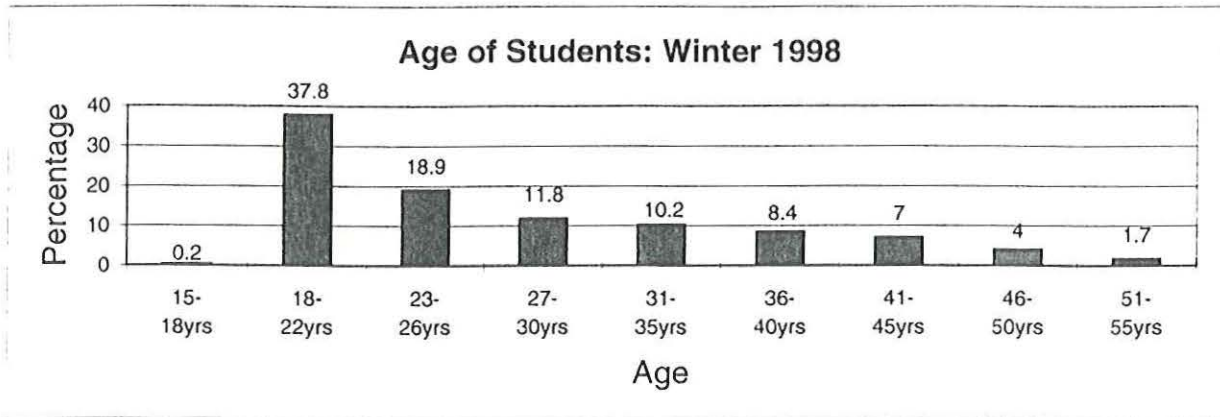
**Enrollment Status of Students**



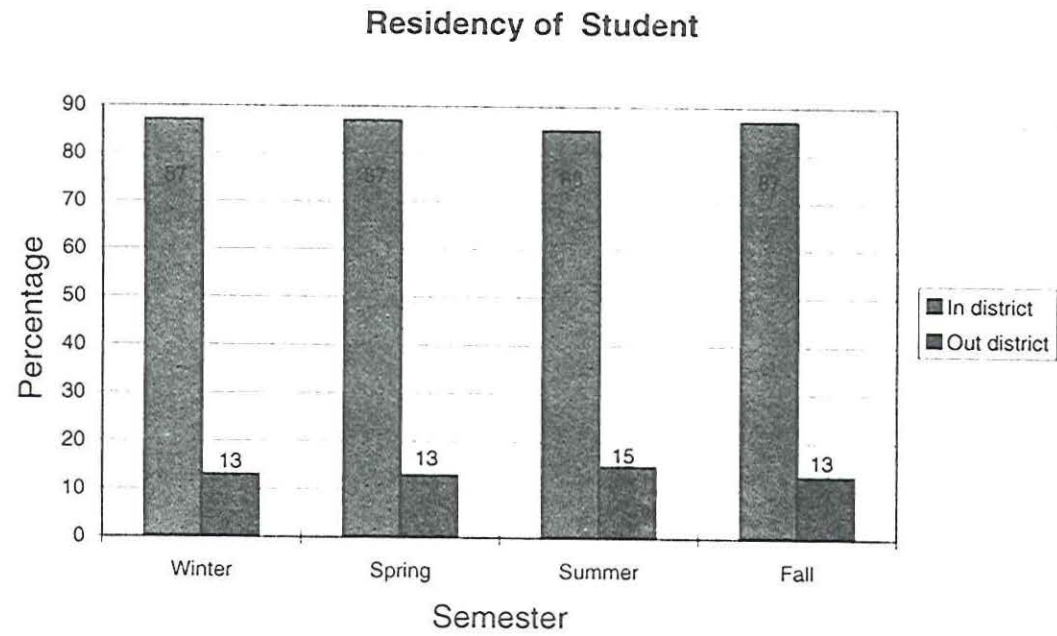
Increases in the percentage of College and High School guest students for Spring and Summer semesters are a function of the decrease in the number of Native students enrolled those semesters. Raw numbers are as follows:

	Winter	Spring	Summer	Fall
College guest:	324	1371	623	317
High School guest:	233	87	178	228
Native student:	22,461	11,111	2934	23,910

Oakland Community College  
Age of Students - 1998

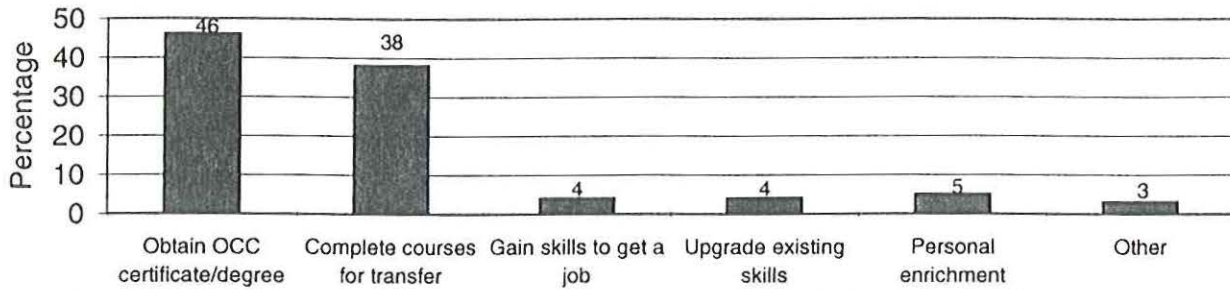


Oakland Community College  
Residency of Student - 1998



Oakland Community College  
 Primary Reason for Attending OCC - 1998

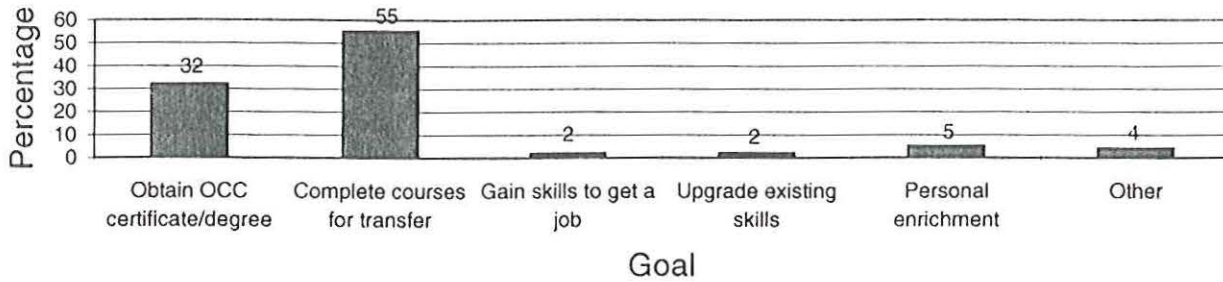
**Primary Reason for Attending OCC: Winter 1998 Students**



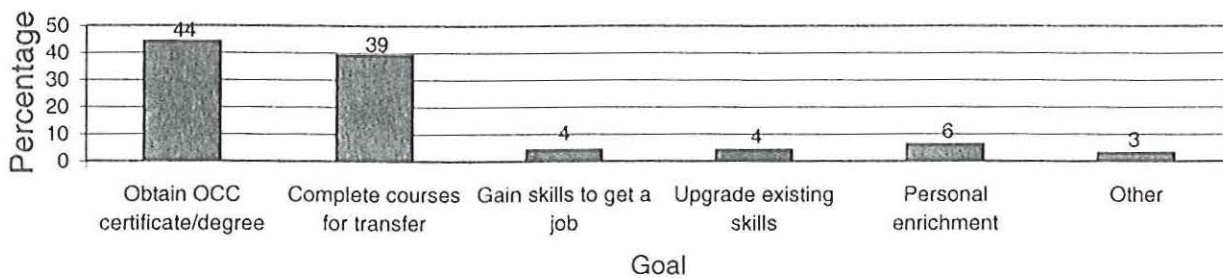
**Primary Reason for Attending OCC: Spring 1998 Students**



**Primary Reason for Attending OCC: Summer 1998 Students**

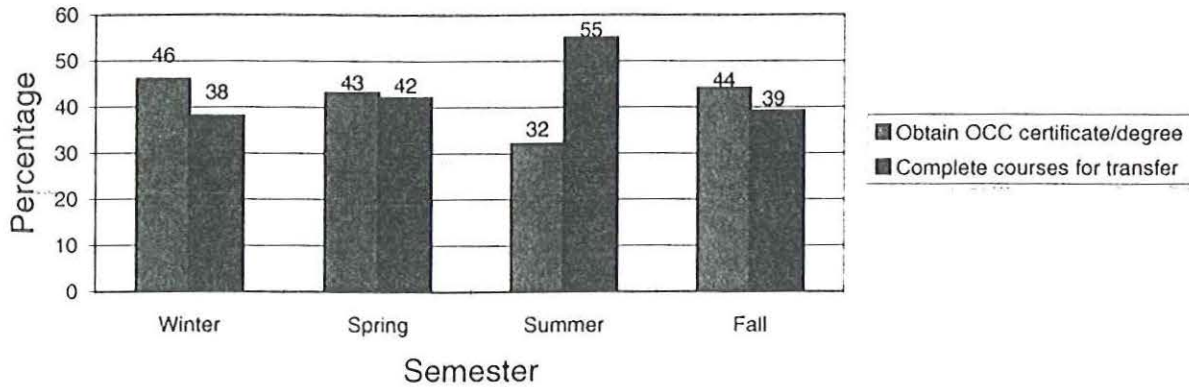


**Primary Reason for Attending OCC: Fall 1998 Students**

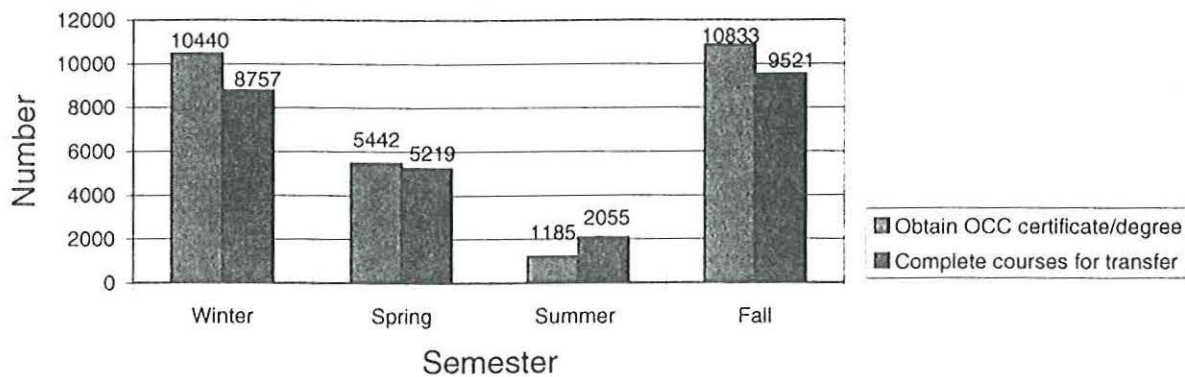


Oakland Community College  
 Primary Reason for Attending OCC - 1998

Primary Reason for Attending OCC



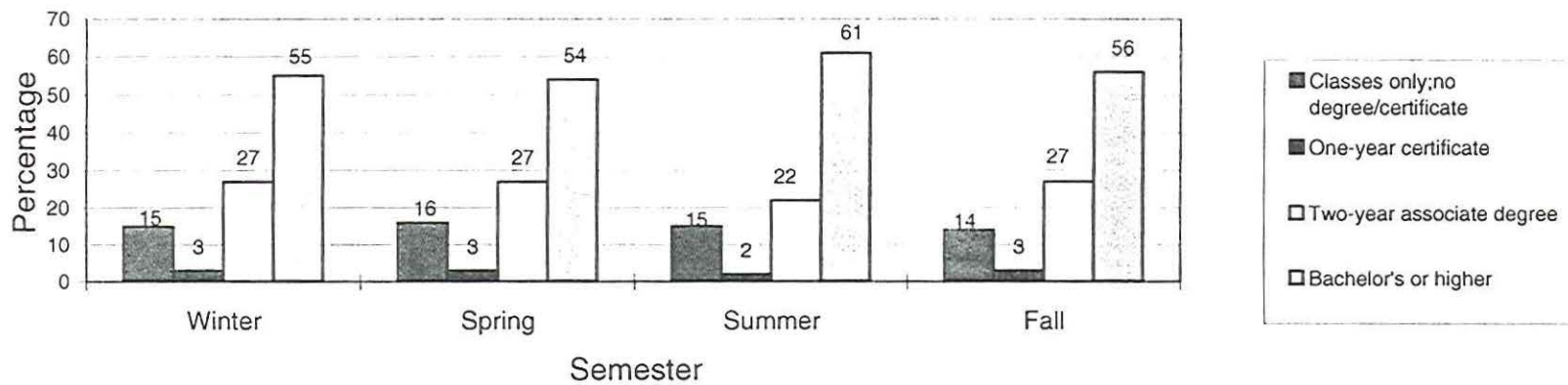
Total Count of Students Seeking OCC certificate/degree or Transfer



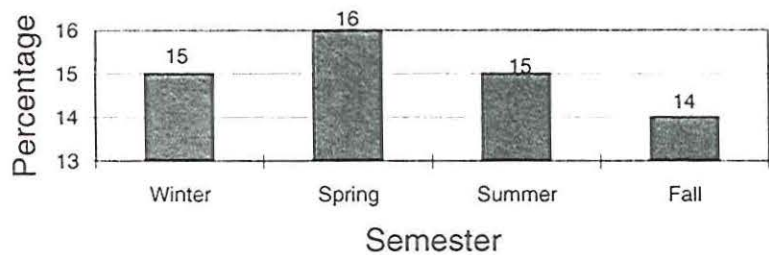


Oakland Community College  
Long-Term Educational Goals - 1998

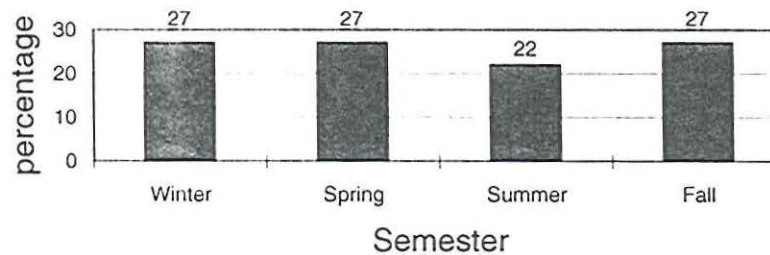
### Long-Term Educational Goals



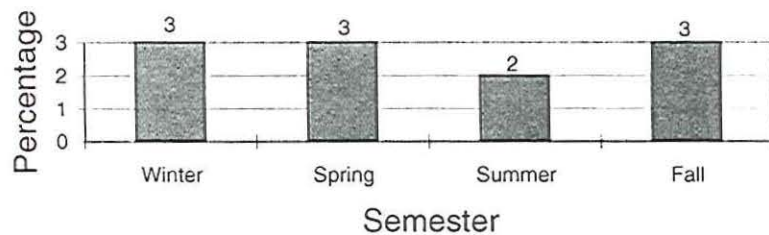
#### Classes only;no degree/certificate



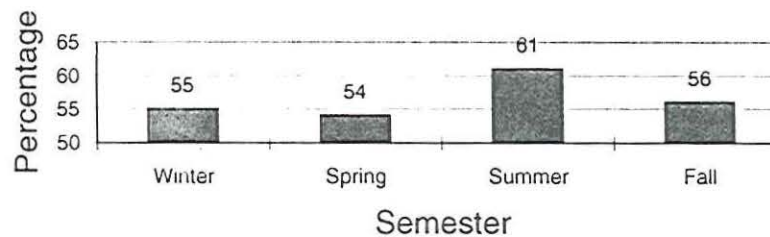
#### Two-year associate degree



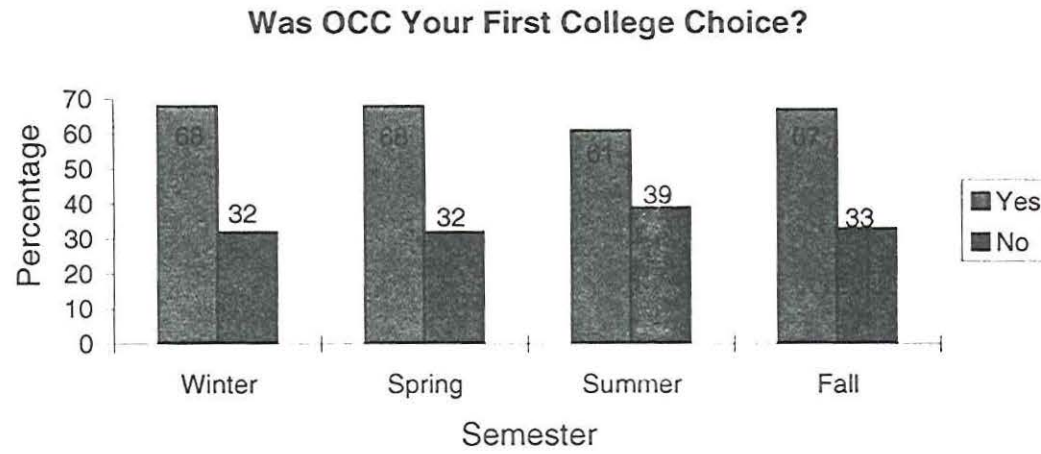
#### One-year certificate



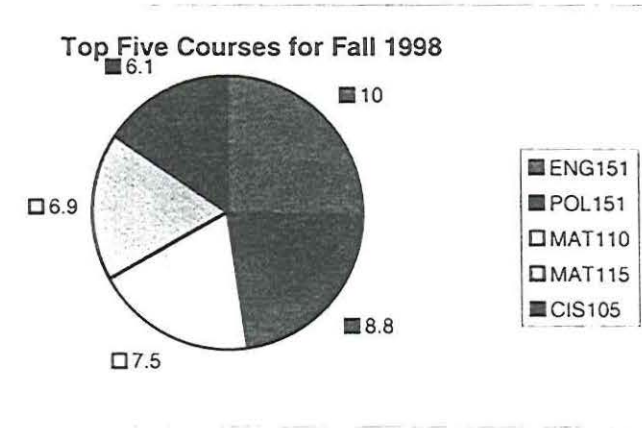
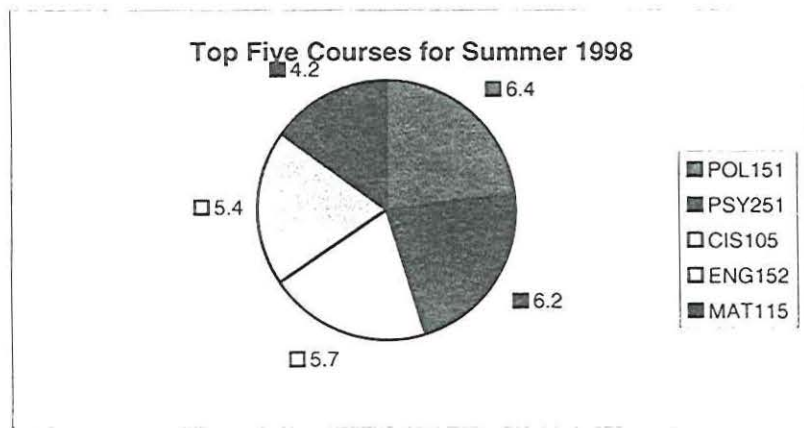
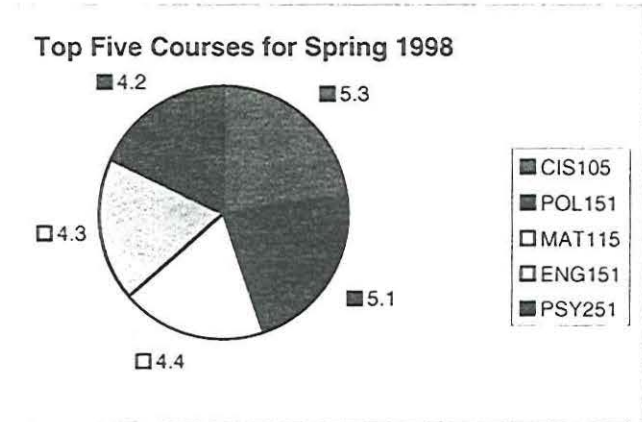
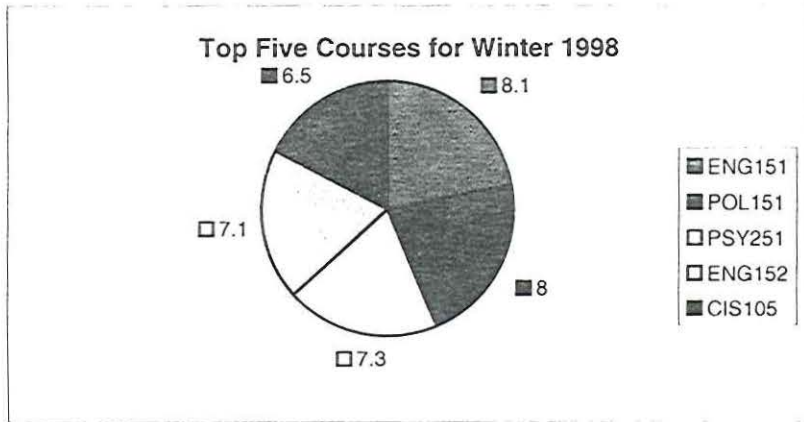
#### Bachelor's or higher



Oakland Community College  
Responses to "Was OCC your First Choice of College?" - 1998



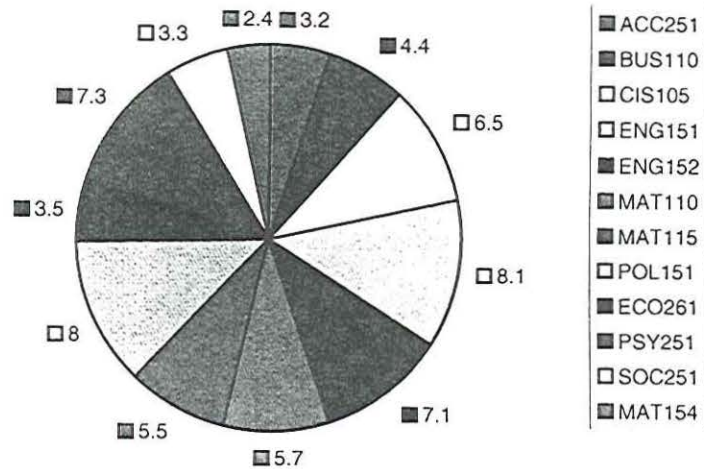
Oakland Community College  
 Top Five Courses by Term - 1998



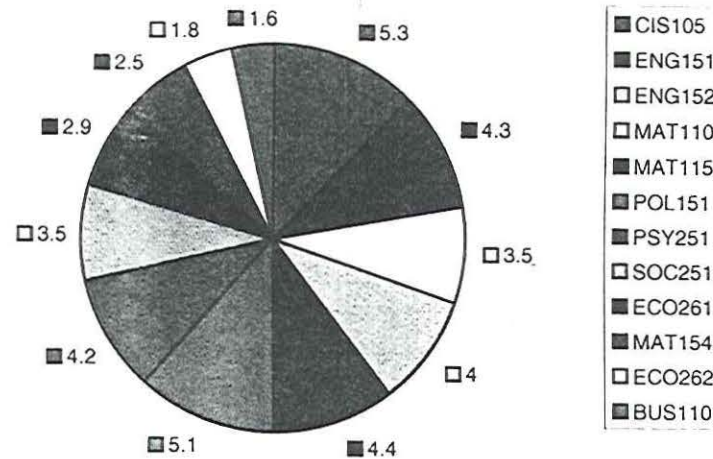
Numbers indicate the percentage of students for that semester enrolled in each course.

Oakland Community College  
Top Twelve Courses by Term - 1998

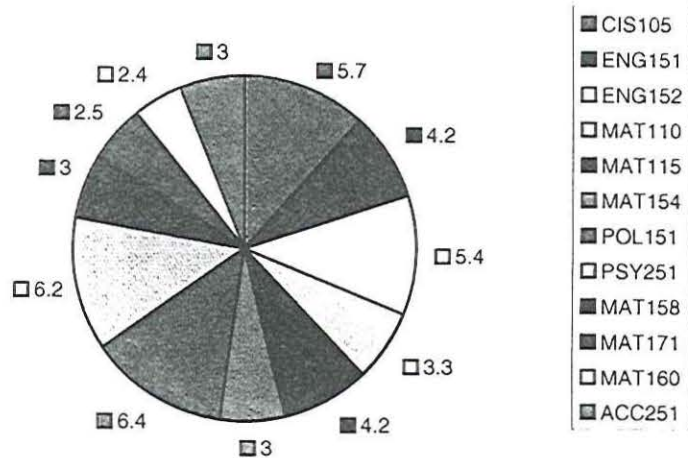
Top Twelve Courses for Winter 1998



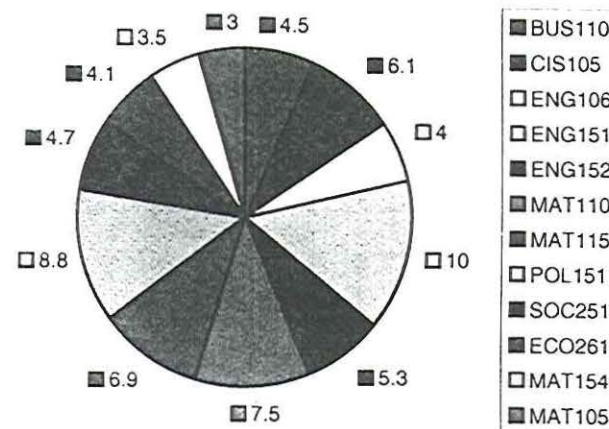
Top Twelve Courses for Spring 1998



Top Twelve Courses for Summer 1998

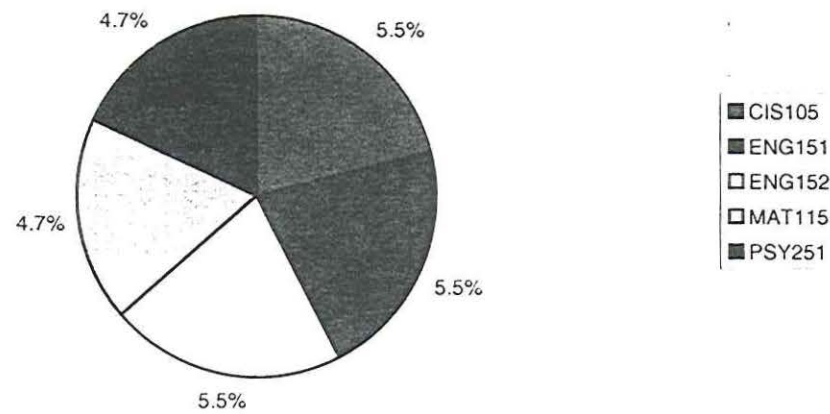


Top Twelve Courses for Fall 1998



Numbers indicate the percentage of the students for that semester enrolled in each of the courses listed.

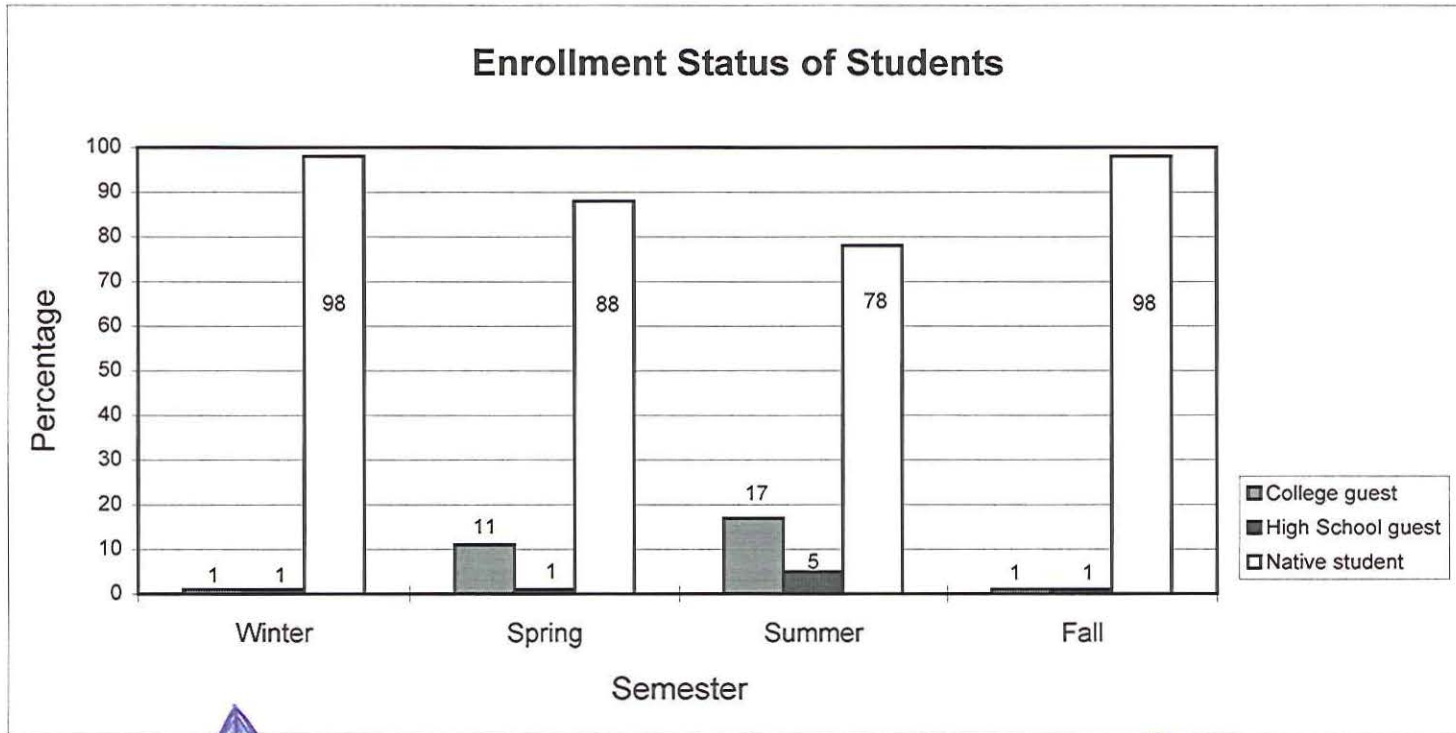
Oakland Community College  
Top Five Courses for Students age 15-17 - 1998



Numbers indicate the percentage of students enrolled in each of the course.



Status



College S. - 324  
 HS S - 233

College 1371  
 HS S 87

College 623  
 HS S 178

College 317  
 HS S - 228

COURSE1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21	16.5	16.5	16.5
ACC251	2	1.6	1.6	18.1
ACC270	1	.8	.8	18.9
ANT154	1	.8	.8	19.7
APP816	3	2.4	2.4	22.0
ART151	2	1.6	1.6	23.6
BIO150	1	.8	.8	24.4
BIO153	1	.8	.8	25.2
BIO164	1	.8	.8	26.0
BIS101	2	1.6	1.6	27.6
CIS100	1	.8	.8	28.3
CIS105	5	3.9	3.9	32.3
DMS102	1	.8	.8	33.1
ECO261	5	3.9	3.9	37.0
ECO262	1	.8	.8	37.8
ENG131	2	1.6	1.6	39.4
ENG151	6	4.7	4.7	44.1
ENG152	6	4.7	4.7	48.8
ESL141	1	.8	.8	49.6
GEO151	1	.8	.8	50.4
HEA151	1	.8	.8	51.2
HIS251	4	3.1	3.1	54.3
HUM151	1	.8	.8	55.1
HUM171	3	2.4	2.4	57.5
HUM190	1	.8	.8	58.3
LGL205	1	.8	.8	59.1
LSC151	3	2.4	2.4	61.4
MAT110	1	.8	.8	62.2
MAT115	5	3.9	3.9	66.1
MAT150	3	2.4	2.4	68.5
MAT154	2	1.6	1.6	70.1
MAT156	3	2.4	2.4	72.4
MAT158	1	.8	.8	73.2
MAT160	2	1.6	1.6	74.8
MAT163	2	1.6	1.6	76.4
MAT171	2	1.6	1.6	78.0
MKT252	1	.8	.8	78.7
PER1681	1	.8	.8	79.5
PER174	3	2.4	2.4	81.9
PER1746	1	.8	.8	82.7
PER1862	1	.8	.8	83.5
PER201	1	.8	.8	84.3
PER254	1	.8	.8	85.0
PHI151	2	1.6	1.6	86.6
PHY162	3	2.4	2.4	89.0
POL151	4	3.1	3.1	92.1
PSY251	6	4.7	4.7	96.9
SOC251	2	1.6	1.6	98.4
SPE129	1	.8	.8	99.2
THE190	1	.8	.8	100.0
<b>Total</b>	<b>127</b>	<b>100.0</b>	<b>100.0</b>	

7(5.5%)

7(5.5%)  
7(5.5%)

6(4.7%)

6(4.7%)

COURSE2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	103	81.1	81.1	81.1
CIS105	2	1.6	1.6	82.7
ECO262	1	.8	.8	83.5
ENG131	1	.8	.8	84.3
ENG151	1	.8	.8	85.0
ENG152	1	.8	.8	85.8
ENG171	1	.8	.8	86.6
GEO151	1	.8	.8	87.4
HIS252	1	.8	.8	88.2
HUM171	1	.8	.8	89.0
MAT115	1	.8	.8	89.8
MAT171	1	.8	.8	90.6
MAT172	1	.8	.8	91.3
PER174	1	.8	.8	92.1
PER1841	4	3.1	3.1	95.3
PER1862	1	.8	.8	96.1
PER192	1	.8	.8	96.9
PHI161	1	.8	.8	97.6
PSY251	1	.8	.8	98.4
SOC251	1	.8	.8	99.2
SPE161	1	.8	.8	100.0
<b>Total</b>	<b>127</b>	<b>100.0</b>	<b>100.0</b>	

# Frequencies

## Statistics

		PREFIX1	PREFIX2
N	Valid	23434	23434
	Missing	0	0

# Frequency Table

## PREFIX1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ACC	945	4.0	4.0	4.0
	ADT	29	.1	.1	4.2
	AET	1	.0	.0	4.2
	ANT	104	.4	.4	4.6
	APD	15	.1	.1	4.7
	APM	54	.2	.2	4.9
	APP	19	.1	.1	5.0
	ARC	55	.2	.2	5.2
	ART	716	3.1	3.1	8.3
	ATA	59	.3	.3	8.5
	ATF	15	.1	.1	8.6
	ATM	54	.2	.2	8.8
	ATW	44	.2	.2	9.0
	BIO	1156	4.9	4.9	13.9
	BIS	314	1.3	1.3	15.3
	BUS	1060	4.5	4.5	19.8
	CAD	575	2.5	2.5	22.3
	CER	164	.7	.7	23.0
	CHE	534	2.3	2.3	25.2
	CIM	9	.0	.0	25.3
	CIS	2202	9.4	9.4	34.7
	CNS	67	.3	.3	35.0
	COM	1	.0	.0	35.0
	DDT	146	.6	.6	35.6
	DHY	54	.2	.2	35.8
	DMS	18	.1	.1	35.9
	ECD	107	.5	.5	36.3
	ECO	527	2.2	2.2	38.6
	ECT	60	.3	.3	38.8
	EDU	17	.1	.1	38.9
	EEC	110	.5	.5	39.4
	EGR	47	.2	.2	39.6
	ELT	31	.1	.1	39.7
	EMT	91	.4	.4	40.1
	ENG	2696	11.5	11.5	51.6
	ESL	414	1.8	1.8	53.4
	ETT	30	.1	.1	53.5
	EXL	52	.2	.2	53.7
	FFT	41	.2	.2	53.9
	FLT	33	.1	.1	54.0
	FRE	104	.4	.4	54.5
	FSH	54	.2	.2	54.7
	FSN	20	.1	.1	54.8
	FSS	13	.1	.1	54.9

PREFIX1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FSI	131	.6	.6	55.4
GCA	57	.2	.2	55.7
GEO	38	.2	.2	55.8
GER	85	.4	.4	56.2
GRN	24	.1	.1	56.3
GSC	152	.6	.6	56.9
HCA	25	.1	.1	57.0
HEA	125	.5	.5	57.6
HIS	502	2.1	2.1	59.7
HPT	16	.1	.1	59.8
HUM	395	1.7	1.7	61.5
IIC	35	.1	.1	61.6
ITA	16	.1	.1	61.7
JOR	3	.0	.0	61.7
JPN	40	.2	.2	61.9
LGL	66	.3	.3	62.2
LIB	35	.1	.1	62.3
LSC	66	.3	.3	62.6
LST	98	.4	.4	63.0
MAT	3041	13.0	13.0	76.0
MDA	52	.2	.2	76.2
MEC	22	.1	.1	76.3
MED	91	.4	.4	76.7
MHA	116	.5	.5	77.2
MKT	106	.5	.5	77.6
MUS	140	.6	.6	78.2
NUR	356	1.5	1.5	79.8
PER	518	2.2	2.2	82.0
PHI	280	1.2	1.2	83.2
PHO	388	1.7	1.7	84.8
PHY	161	.7	.7	85.5
PLS	289	1.2	1.2	86.7
POL	679	2.9	2.9	89.6
PSC	7	.0	.0	89.7
PSY	1053	4.5	4.5	94.2
QAT	9	.0	.0	94.2
RAD	18	.1	.1	94.3
RET	4	.0	.0	94.3
ROB	64	.3	.3	94.6
RSP	23	.1	.1	94.7
SLS	44	.2	.2	94.8
SOC	348	1.5	1.5	96.3
SPA	341	1.5	1.5	97.8
SPE	220	.9	.9	98.7
SSC	99	.4	.4	99.2
TED	18	.1	.1	99.2
TER	62	.3	.3	99.5
THE	68	.3	.3	99.8
VBT	37	.2	.2	99.9
WOD	14	.1	.1	100.0
<b>Total</b>	<b>23434</b>	<b>100.0</b>	<b>100.0</b>	



PREFIX2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8795	37.5	37.5	37.5
ACC	343	1.5	1.5	39.0
ADT	17	.1	.1	39.1
ANT	55	.2	.2	39.3
APD	6	.0	.0	39.3
APM	11	.0	.0	39.4
APP	24	.1	.1	39.5
ARC	17	.1	.1	39.5
ART	409	1.7	1.7	41.3
ATA	37	.2	.2	41.5
ATF	7	.0	.0	41.5
ATM	14	.1	.1	41.5
ATW	20	.1	.1	41.6
BIO	497	2.1	2.1	43.7
BIS	179	.8	.8	44.5
BUS	663	2.8	2.8	47.3
CAD	204	.9	.9	48.2
CER	23	.1	.1	48.3
CHE	245	1.0	1.0	49.4
CIM	6	.0	.0	49.4
CIS	1106	4.7	4.7	54.1
CNS	49	.2	.2	54.3
DDT	142	.6	.6	54.9
DHY	57	.2	.2	55.2
DMS	18	.1	.1	55.2
ECD	35	.1	.1	55.4
ECO	398	1.7	1.7	57.1
ECT	12	.1	.1	57.1
EDU	11	.0	.0	57.2
EEC	43	.2	.2	57.4
EGR	33	.1	.1	57.5
ELT	6	.0	.0	57.5
EMT	45	.2	.2	57.7
ENG	1601	6.8	6.8	64.6
ESL	279	1.2	1.2	65.7
ETT	9	.0	.0	65.8
EXL	30	.1	.1	65.9
FFT	24	.1	.1	66.0
FLT	8	.0	.0	66.0
FRE	49	.2	.2	66.3
FSH	36	.2	.2	66.4
FSN	13	.1	.1	66.5
FSS	12	.1	.1	66.5
FST	115	.5	.5	67.0
GCA	44	.2	.2	67.2
GEO	33	.1	.1	67.3
GER	15	.1	.1	67.4
GRN	8	.0	.0	67.4
GSC	80	.3	.3	67.8
HCA	14	.1	.1	67.8
HEA	95	.4	.4	68.2
HIS	466	2.0	2.0	70.2
HPT	16	.1	.1	70.3
HUM	392	1.7	1.7	72.0
IIC	24	.1	.1	72.1

PREFIX2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
IND	7	.0	.0	72.1
ITA	9	.0	.0	72.1
JPN	20	.1	.1	72.2
LGL	59	.3	.3	72.5
LIB	13	.1	.1	72.5
LSC	62	.3	.3	72.8
LST	55	.2	.2	73.0
MAT	1779	7.6	7.6	80.6
MDA	38	.2	.2	80.8
MEC	26	.1	.1	80.9
MED	59	.3	.3	81.2
MHA	82	.3	.3	81.5
MKT	74	.3	.3	81.8
MUS	111	.5	.5	82.3
NUR	348	1.5	1.5	83.8
PER	551	2.4	2.4	86.1
PHI	250	1.1	1.1	87.2
PHO	128	.5	.5	87.7
PHY	75	.3	.3	88.1
PLS	200	.9	.9	88.9
POL	634	2.7	2.7	91.6
PSC	8	.0	.0	91.7
PSY	894	3.8	3.8	95.5
QAT	4	.0	.0	95.5
RAD	18	.1	.1	95.6
RET	3	.0	.0	95.6
ROB	30	.1	.1	95.7
RSP	19	.1	.1	95.8
SLS	22	.1	.1	95.9
SOC	357	1.5	1.5	97.4
SPA	160	.7	.7	98.1
SPE	243	1.0	1.0	99.1
SSC	109	.5	.5	99.6
TED	4	.0	.0	99.6
TER	15	.1	.1	99.7
THE	70	.3	.3	100.0
VBT	5	.0	.0	100.0
WOD	3	.0	.0	100.0
<b>Total</b>	<b>23434</b>	<b>100.0</b>	<b>100.0</b>	