

Journal



OAKLAND
COMMUNITY
COLLEGE

**Sign Language
Demographic Analysis
Spring 2003 – Winter 2004**

Preliminary Report

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EXECUTIVE SUMMARY

Methodology

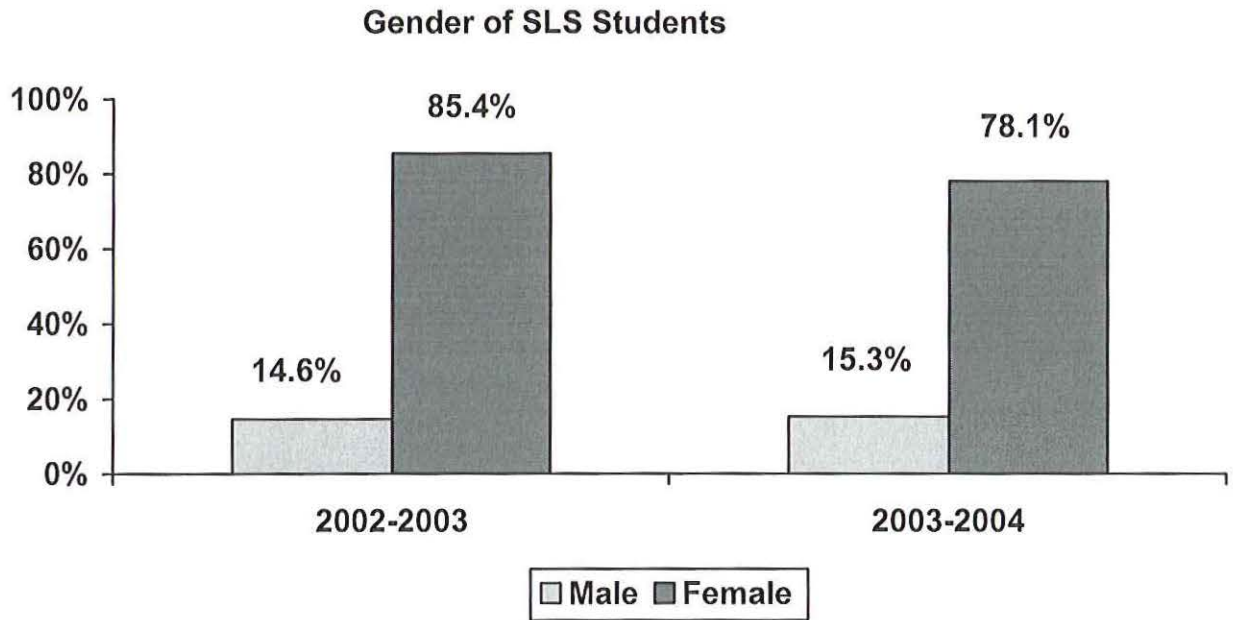
The purpose of this study is to disclose a demographic profile of Sign Language (SLS) students attending OCC between Spring 2003 and Winter 2004. The information obtained in this report is based upon the One-Tenth Day data during the previously stated terms (Spring 2003, Summer 2003, Fall 2003 and Winter 2004). The study includes all students who took at least one Sign Language (SLS) course during any of the specified terms.

Overall Key Findings

- Three hundred and one (301) students took at least one Sign Language course at OCC between Spring 2003 and Winter 2004, an increase of seventy-nine students (26%) over the previous year (Spring 2002 through Winter 2003 there were 222 students taking at least one SLS course).
- Demographic analysis of these students revealed the following:
 - Majority female (78.1%)
 - Fairly young (53.9% age 18-24); Mean age 30; Median age 23; Modal age 21
 - White/Caucasian—68.8%; African American—15.9%
 - Highest Educational Attainment: High School or GED—70.8%
- Slightly over one third (33.9%) of SLS students had not declared an area of concentration. Another 9.6% declared General Studies as their major, and 9.3% cited Liberal Arts as their major.
- The top cities where these students reside include Farmington/Farmington Hills (9.9), Southfield (6.0%), Troy (5.0%), Rochester Hills (4.0%), Pontiac (4.0%), Waterford (3.7%), West Bloomfield (3.7%) and Royal Oak (3.7%).

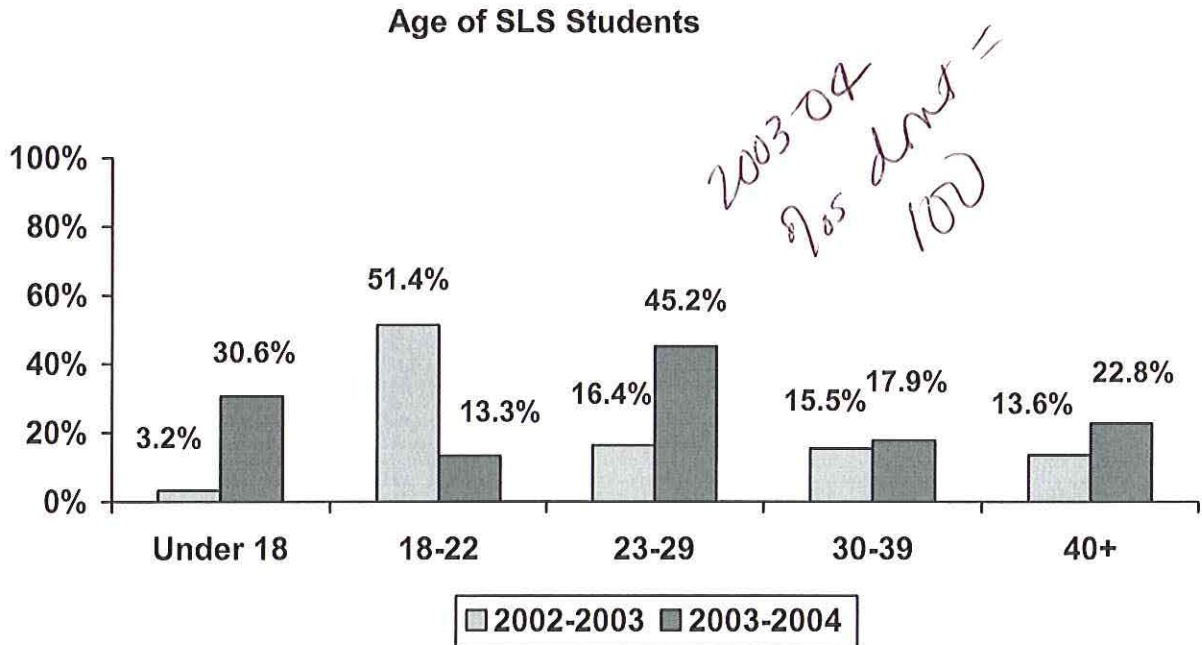
DETAILED FINDINGS

Gender



- The majority (78.1%) of students who took at least one Sign Language (SLS) course between Spring 2003 and Winter 2004 were female.
- Last year's gender gap was very similar to the current year: Spring 2002 to Winter 2003, Female, 85.4%; Male, 14.6%.

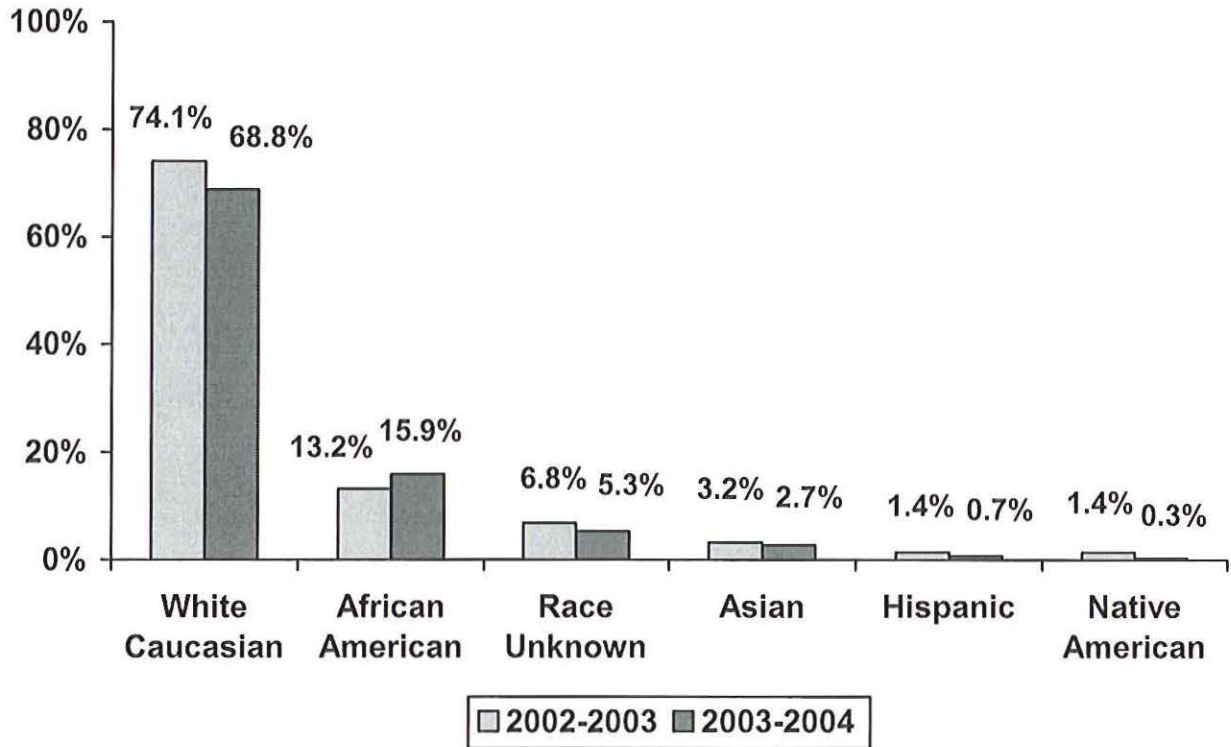
Age Group



- Forty-five percent (45.2%) of students taking SLS courses were “traditional students,” age 18-22 years, representing a difference of about 6 percentage points below the previous year. The mean, median and modal ages were 30 years, 23 years and 21 years, respectively.
- Last year (2002-2003), about half (51.4%) of the students in SLS courses were “traditional students,” aged 18-22 years. The mean, median, and modal ages were 27 years, 22 years, and 19 years, respectively.

Race/Ethnicity

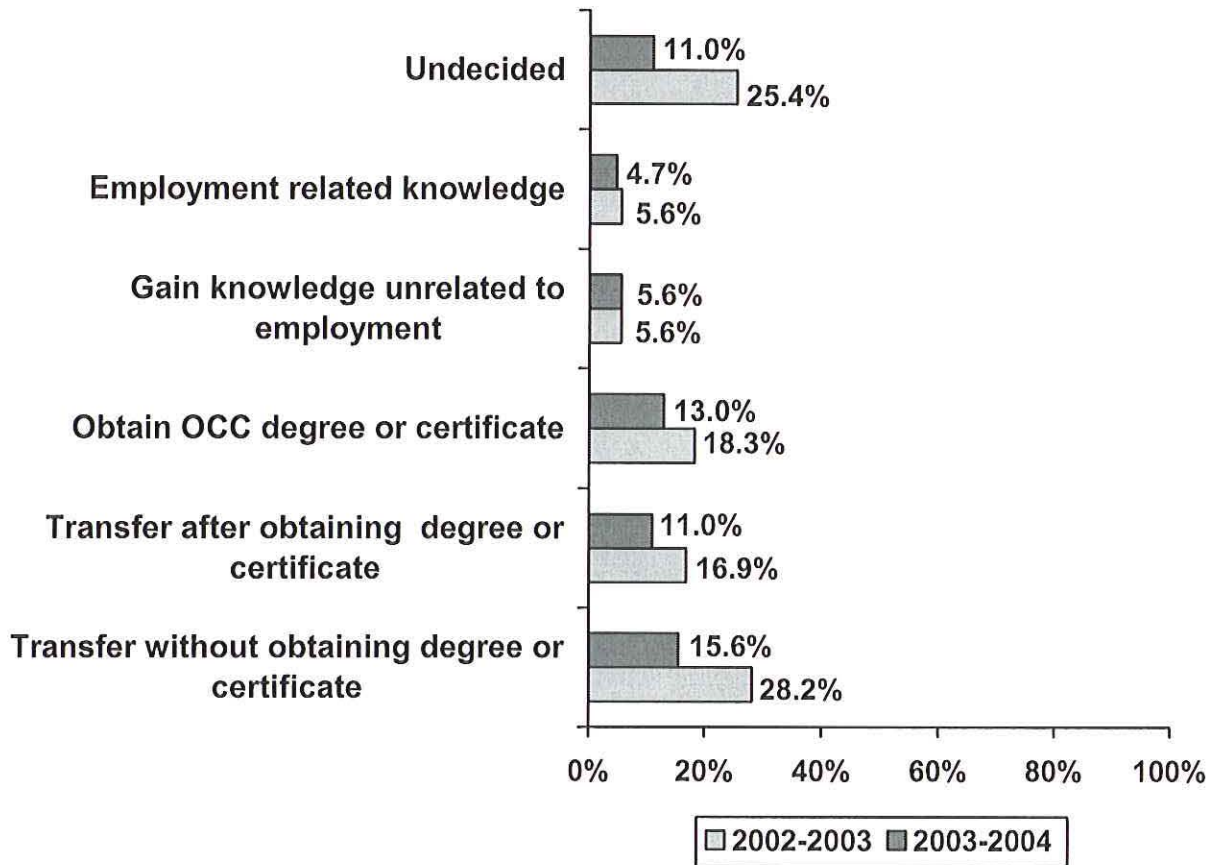
Race/Ethnicity of SLS Students



- Nearly seventy percent (68.8%) of 2003-2004 students in SLS courses were White/ Caucasian, and sixteen percent (15.9%) were African American, an increase of 3 percentage points (2.7%) over the previous year. All other racial/ethnic groups generated a cumulative percentage of 9%.
- Similarly, the majority of 2002-2003 respondents identified themselves as White/Caucasian (74.1%). African American followed with thirteen percent (13.2%). All other racial/ethnic groups generated a cumulative percentage of 12.8%.

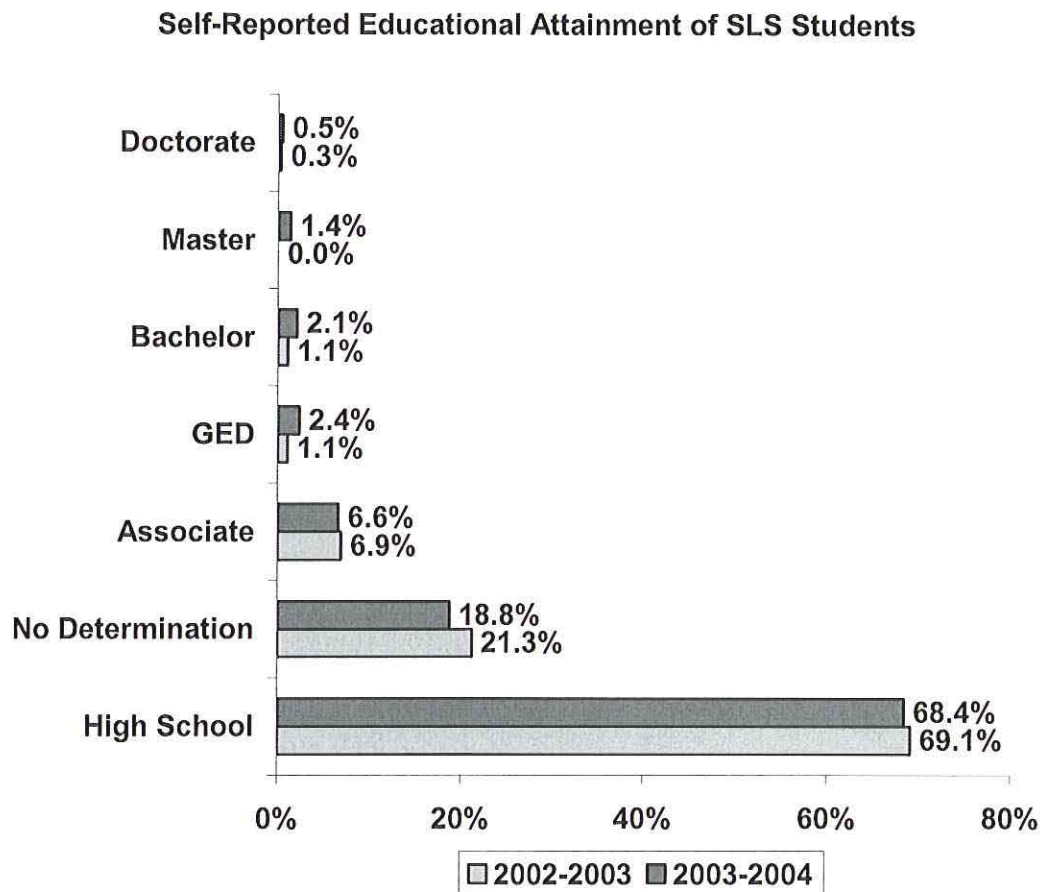
Educational Intent

Educational Intent of SLS Students



- Similar to 2002-2003, most respondents (15.6%) indicated on their admissions application that they plan to transfer to another institution without obtaining a degree or certificate. Another thirteen percent (13.0%) indicated that they plan to obtain a degree or certificate from OCC. Eleven percent (11.0%) indicated that they plan to transfer after obtaining a degree or certificate from OCC. The same percentage (11.0%) were undecided about their educational intent, a decline of 14 percentage points from the previous year.
- In 2002-2003, twenty-eight percent (28.2 %) of respondents planned to transfer to another college without obtaining a degree or certificate from OCC, thirteen percentage points higher than the current year. Another 25.4% were undecided about their intent, and 18.3% planned to obtain an OCC degree or certificate.
- Overall, fewer students are undecided about their areas of concentration (14 percentage points fewer undecided) since the previous year.

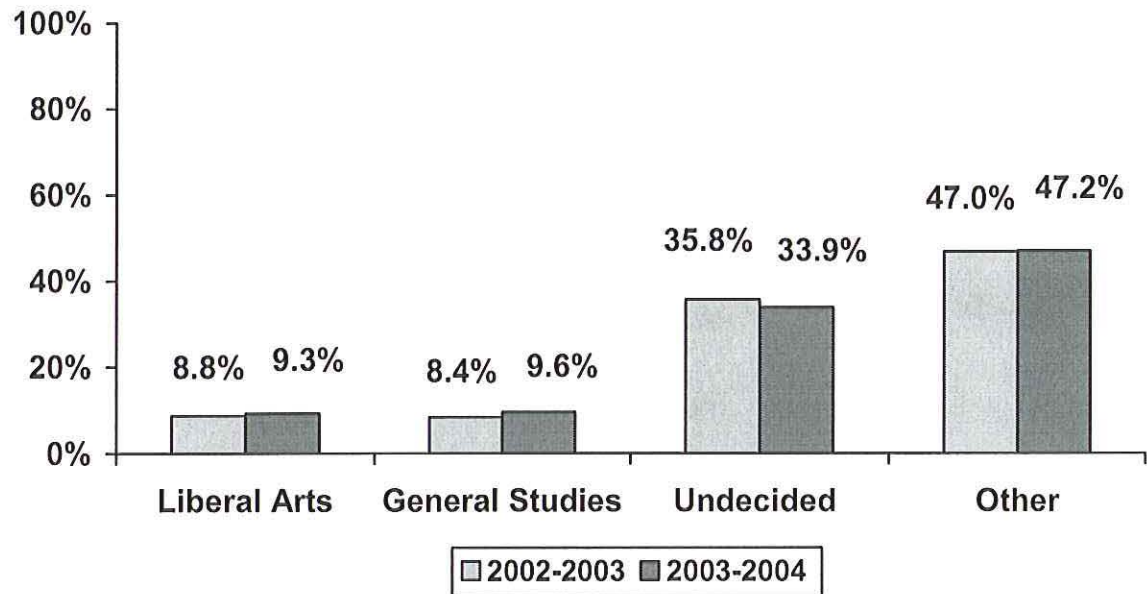
Educational Attainment (Self-Reported)



- Of the 288 SLS students responding to this questioning in 2003-2004, 71% (70.8%) reported that their highest educational attainment was a high school diploma (68.4%) or GED (2.4%). Students with a college degree represented 10% (10.4%) of respondents.
- One hundred eighty-eight (188) students responded to this question last year (2002-2003). Seventy percent (70.2%) reported that their highest level of educational attainment was a high school diploma or GED.
- Although the number of respondents increased over one year (188 to 288), the results were very similar, the majority of respondents for both years had a high school diploma or a GED (2003-2004, 70.8%; 2002-2003, 70.2%).

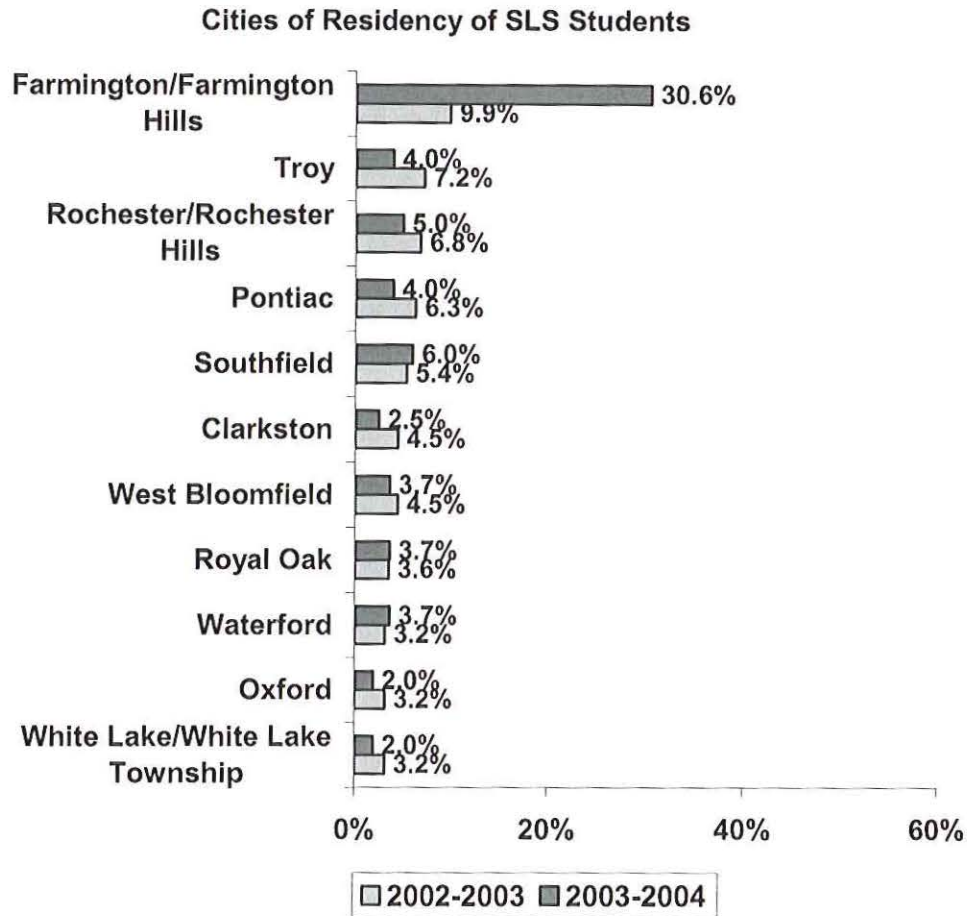
Most Declared Credit Program (Curriculum)

Cited Credit Program of SLS Students



- In 2003-2004, approximately one third (33.9%) of SLS students had not declared a major. Liberal Arts and General Studies students accounted for 9.3% and 9.6% of SLS students, respectively.
- The previous year's data (2002-2003) results were very similar to the current year. Over one-third (35.8%) of SLS students had not declared a major. Liberal Arts and General Studies students accounted for 8.8% and 8.4% of SLS students, respectively.

Cities of Residence



- In 2003-2004, the majority of students (30.6%) were residents of Farmington/Farmington Hills. Six percent (6%) of SLS students were residents of Southfield. The city of Troy followed with 5% of SLS students claiming residency. Pontiac and Rochester were each mentioned by 4% of SLS students claiming residency for these cities. Waterford, West Bloomfield, and Royal Oak were all mentioned by close to 4% (3.7%) of SLS students claiming residency.
- Last year (2002-2003), one-tenth (9.9%) of students in SLS courses resided in Farmington or Farmington Hills. Yet, this year more than three times that number 31% (30.6%) of the students surveyed were from Farmington or Farmington Hills.
- Other cities mentioned last year (2002-2003), but not mentioned amongst the top cities this year (2003-2004), include Clarkston (4.5%), Oxford (3.2%), and White Lake/White Lake Township (3.2%).

Office of Institutional Research
Project Summary:

Sign Language Demographic Analysis 2004

ID:	2279	IR Category:	Marketing
Requester	Orlowski, Marty	Project Type:	Ad Hoc
Date Requested	13-Sep-04	Status:	Active
Expected Completion	09-Oct-04	Assigned To:	Tucker, K.
Actual Completion:			
Description:	Update information from previous demographic analysis with Fall 2004 OTD data.		

Redo this report graphs, etc. only comparing Fall '03 to Fall '04.

Due mid to end January.

Methodology:

Major Findings:

OCC SLS Student Zip Codes Spring 2003 thru Winter 2004








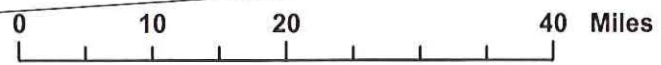
Legend

-  Roads
-  Campuses
-  Southeast MI Counties
-  Michigan Counties



Number of Students

-  1 - 2
-  3 - 4
-  5 - 6
-  7 - 11
-  12 - 18



Source: OCC; Office of Institutional Research