

OAKLAND COMMUNITY COLLEGE GIFT CAMPAIGN ENVIRONMENTAL STRENGTHS AND WEAKNESSES

GENERAL DEMOGRAPHICS

The 1990 population of Oakland County was 1,083,592, a 7.1% increase from 1980. Total population is expected to grow by 25% in the next twenty years.

Over half the population of the county is less than 35 years of age, with the median age being 33.8 years. Just under one quarter (24.7%) of the population is under 18 years of age. The average age of county residents has risen slightly since 1980.

In 1990 there were 410,977 households in Oakland County. Forty-one percent of these have children, while 24% are homeowners who live alone.

The average selling price of single-family homes range from \$25,000 to over \$2,000,000. Furthermore in the seven county region (Southeast Michigan) in

Per capita income in the county rose 87.2% by 1990. Per capita income in 1990 was \$41,459, representing a 22% increase in level of per-capita income than any other area in the state. Oakland County is the 10th highest percent of counties in the nation.

In terms of educational achievement, Oakland County leads the state. In 1990, the percentage of county residents, age 25 and over, who had attained a high school diploma, totaled 25.7%. Those who had attained an Associate's Degree, while 18.9% attained a Bachelor's Degree. Oakland County accounts for 12.3% of all high school graduates.

ENVIRONMENT & RECREATION

Oakland County attracts considerable numbers of people for recreation and leisure pursuits which it offers. Community and outdoor play frequently and outdoor theaters typically draw large numbers. Regional malls, specialty shops and boutiques in busy areas, restaurants are available as well as access to year-round recreational activities, 44 public golf courses and a number of ski areas, the county offers potential for Oakland Community College related retail and hospitality programs.

**We appreciate
your interest.**

Thank you for contacting the Oakland County Economic Development Office. We are pleased to provide you with the information you requested. Please call if you need additional information or assistance.



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ENROLLMENT

Enrollment at OCC in Fall 1992 totaled 29,363 students. OCC draws students from a wide area and currently serves over 53,000 students annually. Enrollment figures for Fall 1992 indicate that the largest cohorts of students are drawn from the zip code areas of Troy, Rochester, Rochester Hills, Royal Oak, Oak Park, Madison Heights, Waterford, and Ferndale. These areas tend to represent very different economic groupings, with the first three comprising affluent suburbs. Royal Oak is usually considered a transitional area and the remaining four tend to be lower income areas.

Since 1982 Fall enrollment has increased 14.3%. Projected growth at a conservative rate of one half the average increase/decrease (0.007) over the past ten years would result in an enrollment of 30,405 in Fall 1997.

BUSINESS AND INDUSTRY

A large number of manufacturing companies are located within Oakland County, including many of the automobile and supplier companies, such as Ford Motor, General Motors, Chrysler Corporation, Borg Warner, Dupont Automotive Products, ITT Automotive, Lucas Industries, GKN Automotive Components and Molmec, Inc.

Oakland Technology Park, located in Auburn Hills, is one of the top five research parks in the nation in terms of size. Over 35% of Michigan's R&D firms are located in the county including the Chrysler Technical Center, BASF, Fanuc Robotics North America Inc., GKN Automotive and Siemens Automotive.

Oakland County is home for twenty major corporate headquarters with more than one thousand employees. Among them are Michigan National Corporation, Perry Drug Stores, K Mart Corporation, Alexander Hamilton Life Insurance, PMH Corporation, and Ameritech Publishing, Inc.

There are over 400 foreign firms representing over 20 countries, currently operating in Oakland County. Canada, France, Germany, Italy, Japan, and the United Kingdom all have a significant number of companies operating within the county.

Other employers in the county include eleven general medical and surgical hospitals. William Beaumont (1,118 beds), St. Joseph Mercy (528 beds) and Providence (462 beds) hospitals are among the largest in Michigan. In addition, Henry Ford and Sinai hospitals, based in Detroit, have satellite facilities in Oakland County. OCC maintains links between its Allied Health programs and several of these institutions.

During the decade of the eighties, Oakland County's work force grew more rapidly than that of any major economic area in Michigan, also greatly exceeding the national average. The resident labor force in the county, in 1990, totalled well over one half million (592,000) people. Analysis by type of industry indicates that the Service sector employment increased 73% from 1980, while total employment rose 38% in the same period. Thirty-four percent of all jobs in Oakland County are in the Service sector, followed by 21% in Retail and 20% in Manufacturing. Significant gains in the Service sector occurred in Business and Professional occupations, which almost doubled in share, from 8.6 to 16.6%. These occupations are expected to enjoy substantial employment gains during the 1990's. The 1990 U.S. Census indicates an increase in the number of Oakland County residents working in executive, professional, technical support and Sales occupations between 1980 and 1990. In addition, a slight decrease in Machine Operators has occurred over this period.

The unemployment rate in the county has typically been 1.5% below that of the state and the same or slightly above that of the nation. Average unemployment in 1991 was 7.3%. The county unemployment rate in September 1992 was 7.1%, while the state's was 8.5%.

There are over 55 million square feet of office space in the county, in buildings having 18,000 or more square feet of space. The City of Southfield leads the county with 20 million square feet of office space, followed by the City of Troy with approximately 13 million.

New business activity within the county is particularly lively, with new incorporations totalling 6,174 in 1991, representing 25% of Michigan's 27,000 annual incorporations. In 1991, proprietorship and partnership filings totalled 13,247.

OCC currently enjoys a close relationship with many of these county business organizations as a result of links forged by the College vocational programs and the activities of the Business and Professional Institute, which offers custom designed training for industry.

EDUCATION

Eleven institutions of higher education with a total combined fall enrollment of over 52,000 students are located in the county. The largest degree granting institutions other than OCC, are Oakland University and Lawrence Technological University. Central Michigan, Wayne State and Michigan State Universities all have graduate studies and programs in the county. Cranbrook Academy of Art, a nationally recognized private arts institution, offers advanced degrees in art. Walsh College offers the final two years of a Bachelor's Degree in business, graduate programs in business and professional education programs.

As one of the largest educational institutions and by virtue of its community involvement, OCC is recognized as an integral part of the community in Oakland County. The OCC Oakland County Public Opinion Poll (1991), conducted by Moore & Associates, found that the image of the College in the county is favorable. It is favored for its many convenient campuses, educational quality, good faculty, variety of classes offered, and affordable tuition. The recent Economic Impact Study, conducted by the Office of Institutional Planning & Analysis, demonstrated that the College provides a direct tangible impact of \$145 million dollars on the economy of the county. The indirect impact on the economy totals \$290 million dollars while OCC also generates, by virtue of increased economic activity within the county, a total of 5,816 full-time equated jobs.

TRANSPORTATION

Oakland County is fortunate to possess very good transportation facilities and ease of access which are usually regarded as key factors for economic growth and prosperity.

A total of 87 miles of toll-free interstate freeways serve the county. They include I-75 and I-275 which link it with Florida, and I-94, I-96 and I-696, major east-west freeways in the state. Transportation links to Canada are provided by bridges and a tunnel.

Detroit's international port facilities with full U.S. Customs and warehouse space, are located within an hour's drive at the Port of Detroit, where a Free Trade Zone operates.

Freight service by rail is provided by Grand Trunk and the CSX and industrially zoned rail sites are available.

Detroit Metropolitan International Airport, a 35-minute drive from the center of the county, is an airline passenger hub which provides rapid service to Boston, New York, Washington D.C., Chicago and Minneapolis. World markets are easily accessed by passenger and freight service provided by 27 airlines. Within the county, the Oakland Pontiac Airport is a hub for corporate flights and cargo shipments, and is home base for many corporate fleets. In addition, Big Beaver, Oakland-Troy and New Hudson are small general aviation airports located in the county.

CONCLUSIONS

In many ways, OCC is well positioned for a Major Gift Campaign:

- OCC's size and dominating presence within the county provide visibility.
- The existing close relationship with many Oakland County companies is a strength.
- OCC's community links and reputation for delivering quality education at reasonable cost is another positive factor. Evidence of the public opinion poll supports this claim.
- Continuing Education programs, artistic presentations and community events offered by OCC forge links with some sections of the community.
- OCC's five campus locations provide maximum geographic impact throughout the county.
- Oakland County is well positioned in "the group of large suburban economies nationwide which are outperforming the rest of the country by a wide margin" (Grimes, and Fulton, 1992). It has a higher level of per-capita income than any other area in the state.

HOWEVER:

- Challenges to meet include perceptions about tax support; only 32% (\$23,305,944) of total revenue was received from local property tax in 1991-92. Twenty-five percent of total revenue (\$17,938,787) was received in State Aid by OCC in 1991-92.
- Within Oakland County the average total tax rate was \$54.86 per \$1,000 State Equalized Value (SEV). Of this tax levy, 65% is used for local school district funding.
- Fund raising activities by other educational institutions within the region might be a negative factor due to multiple requests for limited funds.
- A negative image of community colleges in general, might be detrimental to fund-raising.
- Given Oakland County's strong links with the automobile industry, the economic condition of that industry at the time when the campaign is launched could be critical.
- OCC has failed in the past to cultivate strong links with area C.E.O.s and major philanthropists. Development of such links could enhance the College's ability to raise funds.

*Oakland Community College
Environmental Audit
February, 1993*

SOURCES:

- Fulton, George & Grimes, Donald. (1992) Economic Outlook for Oakland County 1992-1993.
- Oakland County Department of Community and Economic Development. (1993) Oakland County Economic Summary 1993.
- Oakland Community College, Office of Institutional Planning & Analysis. (1992) Economic Impact Study.
- Moore & Associates, Inc. (1992) Oakland Community College Oakland County Public Opinion Poll.