

# Institutional Research Report

**Marketing Profile Report**  
**July 2001 – June 2003**



**OAKLAND  
COMMUNITY  
COLLEGE**



OAKLAND  
COMMUNITY  
COLLEGE

---

**MARKETING PROFILE REPORT**  
July 2001 – June 2003

Prepared by:  
The Office of Institutional Research  
Eleanor Swanke Fox, Primary Researcher  
December 2003

Oakland Community College  
Marketing Profile (July 2001 – June 2003)  
December 2003

**TABLE OF CONTENTS**

**Introduction** .....2

**Major Findings**.....2

    College-Wide .....2

    By Age Categories.....2

    By Campus .....3

    By Total Credit Hour Categories.....3

**Limitations** .....3

**Appendix A:** College-wide Student's Home Campus Designation .....4

**Appendix B:** Demographics by Age Categories .....5

**Appendix C:** Demographics by Home Campus .....6

**Appendix D:** Demographics by Total Credit Hour Categories .....7

**Oakland Community College  
Marketing Profile (July 2001 – June 2003)  
December 2003**

## **INTRODUCTION**

The Marketing Department of Oakland Community College (OCC) requested student demographic information to assist in their efforts to market OCC in the region. Elements such as age, home campus, credits, and gender were specifically mentioned as being of interest to the Marketing Department. This study reviewed college-wide data from 2001-02 and 2002-03 academic years.

## **MAJOR FINDINGS**

### **COLLEGE-WIDE**

- During both 2001-02 and 2002-03, college-wide average age of students was 28 years. In 2001-02 the most frequent (mode) age was 20 years, while in 2002-03 the most frequent (mode) age was 22 years.
- College-wide, women's average age during the two-year period was 29 years, while men's average age was 27 years. Regardless of gender, the most frequent age (mode) listed during the two years was 20 years of age.
- More students indicated that Auburn Hills was their home campus for both 2001-02 and 2002-03 than any other location. The least mentioned campus was Highland Lakes (17% during 2001-02 and 18% during 2002-03).<sup>1</sup> (See Appendix A)
- The average total credit hours registered college-wide during the academic year decreased from 11.15 during 2001-02 to 8.27 during 2002-03. However, the most frequent amount of total credits registered for both years remained consistent at four total credit hours.

### **BY AGE CATEGORIES**

- Regardless of age group and academic year, women registered at OCC at a higher percent than men. (See Appendix B).
- Regardless of academic year, students between the ages of 16 to 22 registered for more total credits than did those in older age categories. (See Appendix B).
- Generally speaking, regardless of age group and academic year, more students indicated that Auburn Hills was their home campus than the other locations.<sup>2</sup> (See Appendix B).

---

<sup>1</sup> Southfield was combined with Royal Oak during 2001-02. Please see limitation section of report for more details.

<sup>2</sup> Southfield was combined with Royal Oak during 2001-02. Please see limitation section of report for more details.



Oakland Community College  
Marketing Profile (July 2001 – June 2003)  
December 2003

**BY CAMPUS**

- Over the last two academic years, average age has not fluctuated very much for the different campuses. For most campus locations, the average age has been approximately 28 years. Royal Oak / Southfield campuses are made up of slightly older students. (See Appendix C).
- When looking at gender broken down by campus, Highland Lakes seemed to have the largest gap between men and women. In 2002-03, woman made up 70 percent of the Highland Lakes student body, while men made up 29 percent. (See Appendix C).

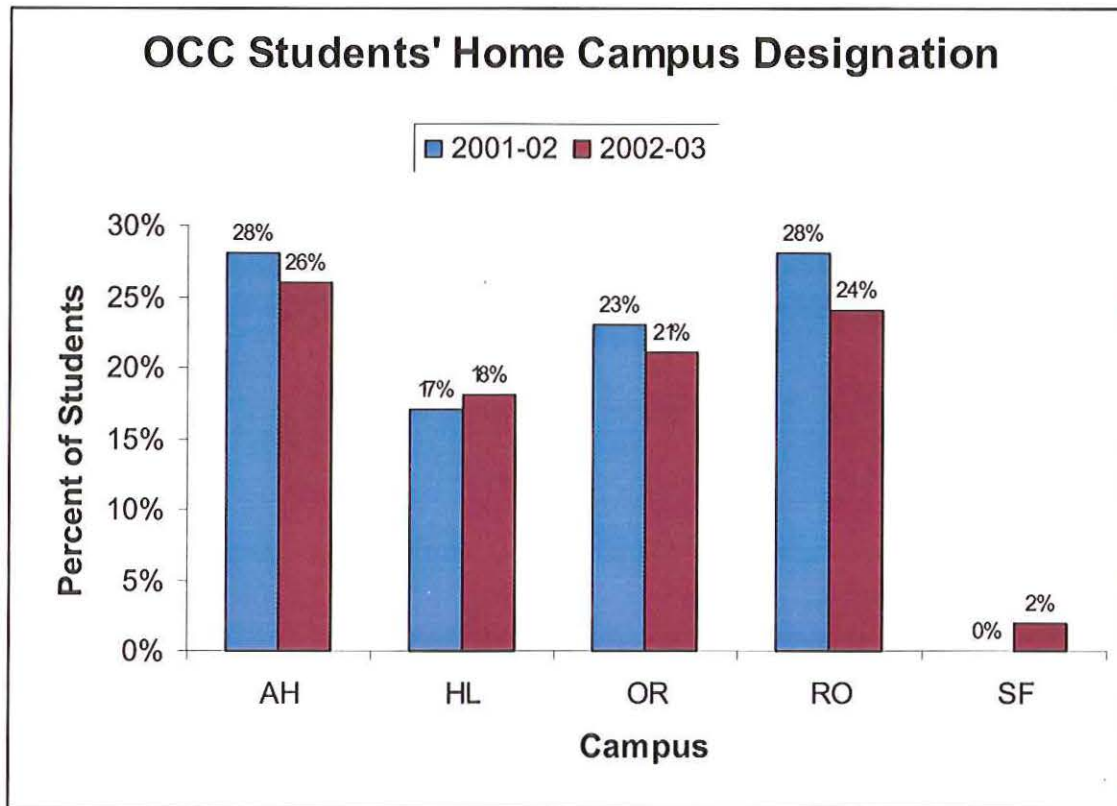
**BY TOTAL CREDIT HOUR CATEGORIES**

- Generally speaking, women made up the majority of students who enrolled at OCC, regardless of total credit hour category. (See Appendix D).
- Younger students on average seemed to register for more credit hours. (See Appendix D).
- Auburn Hills and Royal Oak / Southfield home campuses seem to support students with more total credit hours. (See Appendix D).

**LIMITATIONS:**

During 2001-02, Royal Oak and Southfield campuses were labeled as 'Southeast' campus. With the conversion of Colleague, Enrollment Services decided to convert Southeast campus to Royal Oak campus. As a result, it seems that students are designating Royal Oak as their home campus disproportionately compared to Southfield. During the 2002-03 academic year, new applicants were able to indicate their home campus to be Southfield. However, current students who were placed in Royal Oak as a default and who did not adjust their home campus in 2002-03 continue to reside under the Royal Oak campus.

**APPENDIX A: College-wide Student's Home Campus Designation**



\* Note that Southfield's low percentage rates are due to the Colleague conversion processing issues.

Oakland Community College  
Marketing Profile (July 2001 – June 2003)  
December 2003

### APPENDIX B: Demographics by Age Categories

<b>16 – 22 years of age profile</b>	<b>2001-02</b>	<b>2002-03</b>
Female	55 %	52 %
Male	45 %	46 %
Average Total Credits for Students	13.74	10.37
Most frequent Total Credits (mode)	4	12
AH Home Campus	28 %	30 %
HL Home Campus	18 %	20 %
OR Home Campus	24 %	25 %
RO Home Campus	24 %	23 %
SF Home Campus	0 %	2 %

<b>23 - 29 years of age profile</b>	<b>2001-02</b>	<b>2002-03</b>
Female	59 %	59 %
Male	41 %	40 %
Average Total Credits for Students	11.06	8.33
Most frequent Total Credits (mode)	4	4
AH Home Campus	28 %	28 %
HL Home Campus	16 %	18 %
OR Home Campus	23 %	23 %
RO Home Campus	30 %	29 %
SF Home Campus	0 %	2 %

<b>30 + years of age profile</b>	<b>2001-02</b>	<b>2002-03</b>
Female	67 %	68 %
Male	33 %	30 %
Average Total Credits for Students	8.78	6.74
Most frequent Total Credits (mode)	4	4
AH Home Campus	28 %	27 %
HL Home Campus	17 %	20 %
OR Home Campus	21 %	22 %
RO Home Campus	31 %	28 %
SF Home Campus	0%	3 %

Oakland Community College  
Marketing Profile (July 2001 – June 2003)  
December 2003

### **APPENDIX C: Demographics by Home Campus**

<b>Auburn Hills:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	51 %	51 %
Male	46 %	47 %
Average Age of Students	28.20	27.84
Most frequent Age (mode)	20	20

<b>Highland Lakes:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	67 %	70 %
Male	31 %	29 %
Average Age of Students	27.84	27.94
Most frequent Age (mode)	20	20

<b>Orchard Ridge:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	57 %	58 %
Male	41 %	41 %
Average Age of Students	28.05	28.03
Most frequent Age (mode)	20	20

<b>Royal Oak:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	61 %	61 %
Male	36 %	38 %
Average Age of Students	29.26	29.18
Most frequent Age (mode)	20	20

<b>Southfield:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	53 %	69 %
Male	13 %	24 %
Average Age of Students	28.42	28.57
Most frequent Age (mode)	19	19



**APPENDIX D: Demographics by Total Credit Hour Categories**

<b>1 – 12 Total Credits in Academic Year:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	58 %	54 %
Male	38 %	34 %
Average Age of Students	29.84	29.44
Most frequent Age (mode)	20	20
AH Home Campus	28 %	26 %
HL Home Campus	15 %	17 %
OR Home Campus	22 %	21 %
RO Home Campus	29 %	24 %
SF Home Campus	0 %	2 %

<b>13 – 24 Total Credits in Academic Year:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	60 %	55 %
Male	40 %	43 %
Average Age of Students	26.37	23.94
Most frequent Age (mode)	20	20
AH Home Campus	27 %	29 %
HL Home Campus	22 %	22 %
OR Home Campus	23 %	24 %
RO Home Campus	28 %	23 %
SF Home Campus	0 %	3 %

<b>25 - 36 Total Credits in Academic Year:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	55 %	58 %
Male	45 %	40 %
Average Age of Students	23.13	25.45
Most frequent Age (mode)	20	20
AH Home Campus	30 %	30 %
HL Home Campus	21 %	10 %
OR Home Campus	26 %	26 %
RO Home Campus	24 %	31 %
SF Home Campus	0 %	2 %

<b>37 and Higher Total Credits in Academic Year:</b>	<b>2001-02</b>	<b>2002-03</b>
Female	60 %	17 %
Male	40 %	83 %
Average Age of Students	24.23	23.83
Most frequent Age (mode)	20	Could not be determined, all ages were different w/ N=6
AH Home Campus	28 %	17 %
HL Home Campus	15 %	0 %
OR Home Campus	28 %	0 %
RO Home Campus	30 %	83%
SF Home Campus	0 %	0 %