



OAKLAND
COMMUNITY
COLLEGE®

Oakland

LIVINGSTON COUNTY ANALYSIS

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Compare to other counties ~~to~~ charts

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- Top ten cities make up almost half of the student enrollment at OCC

- ~~page 21 data by education~~

COMPETITOR ANALYSIS

Other educational institutions with a presence in Livingston County include: Mott Community College, Lansing Community College, Washtenaw Community College and Eastern Michigan University.

Key Findings

-
- *just bullets*
-

Analysis by School

MOTT COMMUNITY COLLEGE (Started 2000)	
INTRODUCTION	Mott Community College has an extension campus in Livingston County located in Howell. The extension campus is actually an M-Tech Center. The M-Tech Center offers non-credit short courses and certifications in several areas.
CREDIT COURSES	There are no credit courses, however those courses are offered mainly through the distance learning program.
NON-CREDIT COURSES	The courses offered at the M-Tech Center are mainly non-credit courses.
REGISTRATION	Students can register by phone, mail, fax, or using the walk-in services provided by the M-Tech center.
CAREER COUNSELING	No indication of career counseling at the M-Tech Center.
ACADEMIC COUNSELING	No indication of academic counseling at the M-Tech Center.
CHILD CARE	There is no indication of child care services at the M-Tech Center, however much emphasis is placed on flexible scheduling and distance learning.
FINANCIAL AID	There is no indication of financial aid availability at the M-Tech Center, however there is a refund policy for students who drop courses and for courses which experience insufficient enrollment.
SUPPORT SERVICES	Open computer lab available 20 hours per week.
BUSINESS OPERATIONS	The M-Tech Center's hours of operation are M-W-F 8-5 and T-Th 8-8.
GROUPS/CLUBS	The Livingston Region M-Tech Center is supported by donors who help to sustain the growth and development of the center.

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Analysis by School (cont.)

LANSING COMMUNITY COLLEGE	
INTRODUCTION	Lansing Community College has an extension campus in Livingston County located in Howell. The Livingston County Center extension campus offers primarily general education courses. The Livingston County Center is a full service center.
CREDIT COURSES	Most of the courses offered at the Livingston Count Center are credit courses which range from 0.25 to 4 credit courses.
NON-CREDIT COURSES	There was no indication of non-credit courses available at the Livingston County Center.
REGISTRATION	Registration is available by telephone, the web, or walk-in services.
CAREER COUNSELING	Career counseling is available.
ACADEMIC COUNSELING	Academic counseling is available.
CHILD CARE	There was no indication of child care services.
FINANCIAL AID	Financial aid services are available.
SUPPORT SERVICES	There were other student services available such as computer lab services, tutoring services, library services, and test proctoring services as well.
BUSINESS OPERATIONS	Hours of operation are Monday - Thursday 8-10, Fridays 9-3, and Saturdays 8-1.
GROUPS/CLUBS	There was no indication of financial support from any other organizations other than Lansing Community College.

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courses*

Analysis by School (cont.)

WASHTENAW COMMUNITY COLLEGE	
INTRODUCTION	Washtenaw Community College has two extension campuses in Livingston County. The campuses are located in Brighton and Howell. The campuses are called the Brighton Center and the Hartland Center.
CREDIT COURSES	Each extension campus offers credit courses. Mainly general education courses. In the Fall schedule there is a notation indicating that the courses are individualized instruction and held off campus. Brighton High School may be the off campus location.
NON-CREDIT COURSES	Each extension campus offers non-credit courses. Most of the non-credit courses are held at the Hartland Center Extension Center.
REGISTRATION	Registration is only available by the WEB.
CAREER COUNSELING	Counseling is only available during the registration period. There is no mention of career counseling however.
ACADEMIC COUNSELING	Counseling is only available during the registration period.
CHILD CARE	There was no indication of child care services available at the extension campuses.
FINANCIAL AID	There was no indication of financial aid services available at the extension campuses.
SUPPORT SERVICES	There was no indication of additional student support services available to the students at the extension campuses.
BUSINESS OPERATIONS	Brighton Center Office Hours: Monday through Thursday 10 to 8 Hartland Center Office Hours: Monday through Friday 8:30 to 12:30 and Monday through Thursday 5 to 9.
GROUPS/CLUBS	There was no indication of financial support from any other organizations other than Washtenaw Community College.

Counselors

Analysis by School (cont.)

EMU BRIGHTON	
INTRODUCTION	Eastern Michigan University has an extension campus in Livingston County. It is located in Brighton and offers several Bachelors, Masters, and Certificate programs.
CREDIT COURSES	There are credit courses available at the Brighton Extension Campus.
NON-CREDIT COURSES	There are non-credit courses available.
REGISTRATION	Registration is done by mail or by the WEB.
CAREER COUNSELING	Little information is provided about career counseling.
ACADEMIC COUNSELING	Little information is provided about academic counseling
CHILD CARE	There was no indication of child care services.
FINANCIAL AID	There was no indication of financial aid services available.
SUPPORT SERVICES	There was no indication of additional student support services available to the students.
BUSINESS OPERATIONS	There was no indication of hours of operations.
GROUPS/CLUBS	There was no indication of financial support from any other organization other than Eastern Michigan University.

courses

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Competitor Analysis (continued)

can we find out?

When did these first begin? (Give sense of commitment, success, resident awareness, resident loyalty). This may be difficult to ascertain only from a search of services on the schools' respective websites.

How many students do each of the competitors serve in Livingston County? (over past 12 months). Difficult to determine unless competitors are directly contacted.

What can we find out about these people e.g. age, gender, ethnicity, reason for attendance, courses taken? Difficult to determine unless competitors are directly contacted.

Zip code penetration analysis by site. (What zip codes within our county do we draw to each campus?) What is the percentage of students from each zip code attending each campus? WHERE IS THIS? Steph?

What zip codes in Oakland County are under-represented at OCC?

Oakland County Cities Under-represented at OCC 2004					
City	Population by City	# of Students per City	% of Population by City in Oakland County	% of OCC Students by City	% Difference
Bloomfield Twp	43023	9	3.60%	0.04%	3.57%
Brandon Twp	13230	1	1.11%	0.00%	1.10%
Groveland Twp	6150	0	0.52%	0.00%	0.52%
Holly Twp	3902	0	0.33%	0.00%	0.33%
Independence Twp	32581	0	2.73%	0.00%	2.73%
Lyon Twp	11041	0	0.92%	0.00%	0.92%
Milford Twp	8999	0	0.75%	0.00%	0.75%
Oxford Twp	12485	0	1.05%	0.00%	1.05%
Rose Twp	6210	0	0.52%	0.00%	0.52%
Royal Oak Twp	5446	0	0.46%	0.00%	0.46%
Springfield Twp	13338	0	1.12%	0.00%	1.12%

(not including townships)

- ⊕ Nine cities in Oakland County have zero students attending OCC. When compared to the populations in these cities student attendance at OCC is under-represented. A total of 10 students attend OCC from the eleven cities shown in Table 8(a).

Which cities need Twps?

Spent

Top Ten Cities Represented at OCC 2004

City	Population by city	# of students from each city	% of population by city in Oakland County	% of OCC students by city	% Difference
Waterford Twp	71981	1560	6.03%	6.42%	-0.39%
Southfield	78322	1542	6.56%	6.35%	0.21%
Troy	80959	1504	6.78%	6.19%	0.59%
Rochester Hills	68825	1451	5.76%	5.97%	-0.21%
Royal Oak	60062	1234	5.03%	5.08%	-0.05%
Farmington Hills	82111	1200	6.88%	4.94%	1.94%
West Bloomfield Twp	64860	984	5.43%	4.05%	1.38%
Pontiac	67506	852	5.65%	3.51%	2.15%
Clarkston	962	852	0.08%	3.51%	-3.43%
Oak Park	29793	733	2.49%	3.02%	-0.52%

- ⊕ The cities are listed in the table above. When combining all of the top ten cities, the total number of students makes up almost half of the student enrollment at OCC (total student headcount for Fall 2004 was 24,296; the top ten cities combined totaled 11,912).

How many Livingston County residents have attended OCC during the past 5 years? What types of courses/programs did these people take? WHERE IS THIS DATA IN REPORT?

Insert Map
 • Data 650 students
 • The top 5 program of study UND,

Of these, how many have taken online classes at OCC? Since the total number of students attending OCC from Livingston County over the past five years is a relatively small number (N = _____), we can assume that the number taking online courses is also small. In addition, this information would need to be obtained from an IT query, which is somewhat time consuming.

MCCVLC enrollment by county and institution. (How many have taken online classes at other MCCVLC institutions?) This data was available and an MCCVLC Annual Report that might contain this information was not readily available.

Population projections by age group. (From high school census data for Livingston County: how many graduating seniors over the next four years projected?) (SEMCOG, LC Planning) **NEED 4-YEAR PROJECTION FOR 18-19 YEAR OLDS!**

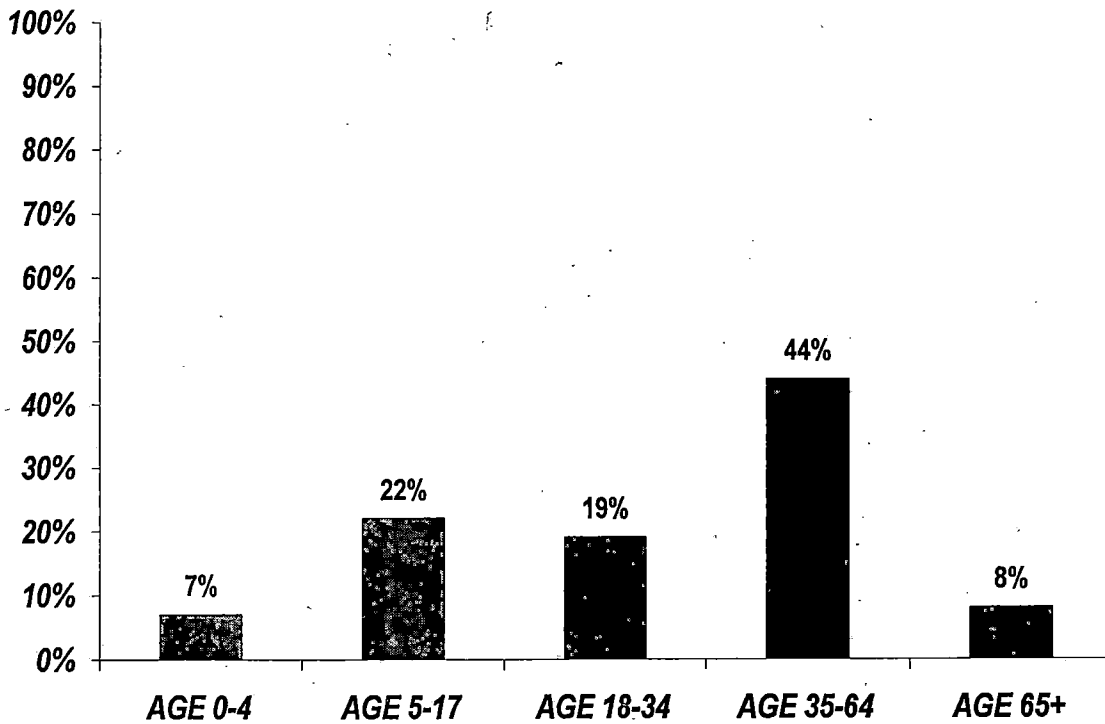
(B) not good unless we call

Livingston City Data

(A)

The following charts illustrate the socio-demographic make-up of Livingston County, Michigan. This data was provided by the Southeast Michigan Council of Government.

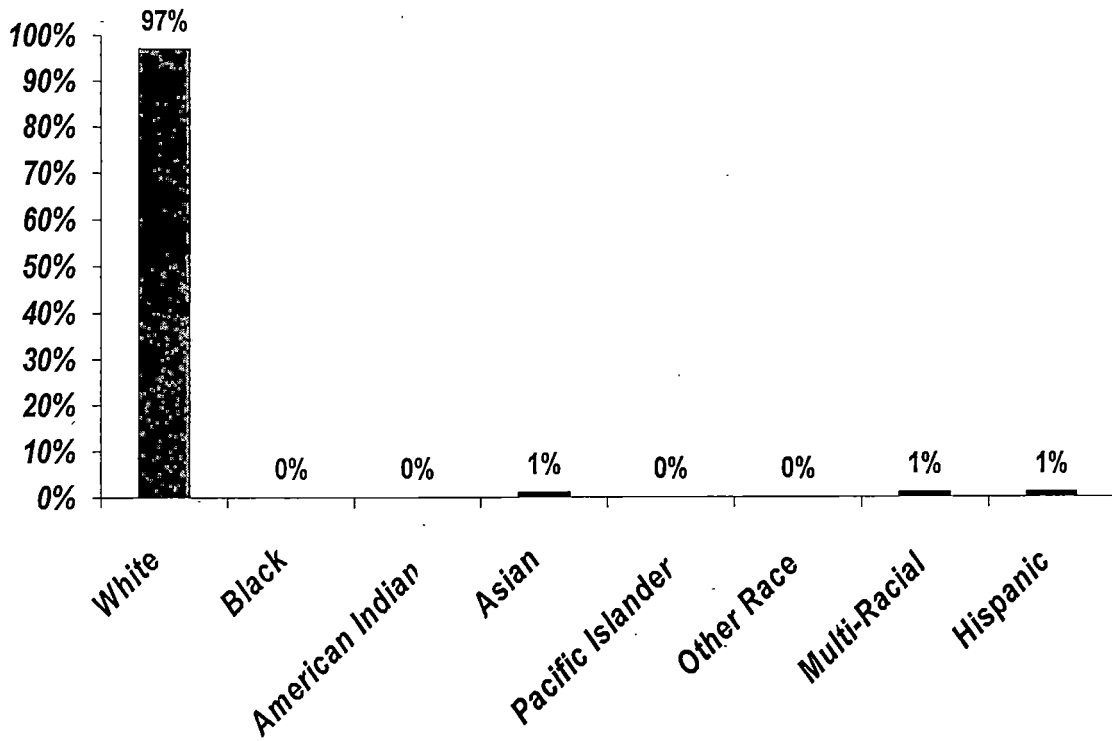
**POPULATION BY AGE GROUP
2000 CENSUS
N=156,951**



- ★ Over sixty percent of the residents in Livingston County are between the ages of 18 and 64.
- ★ By 2030, 58% of the residents will be between the ages of 18 and 64.

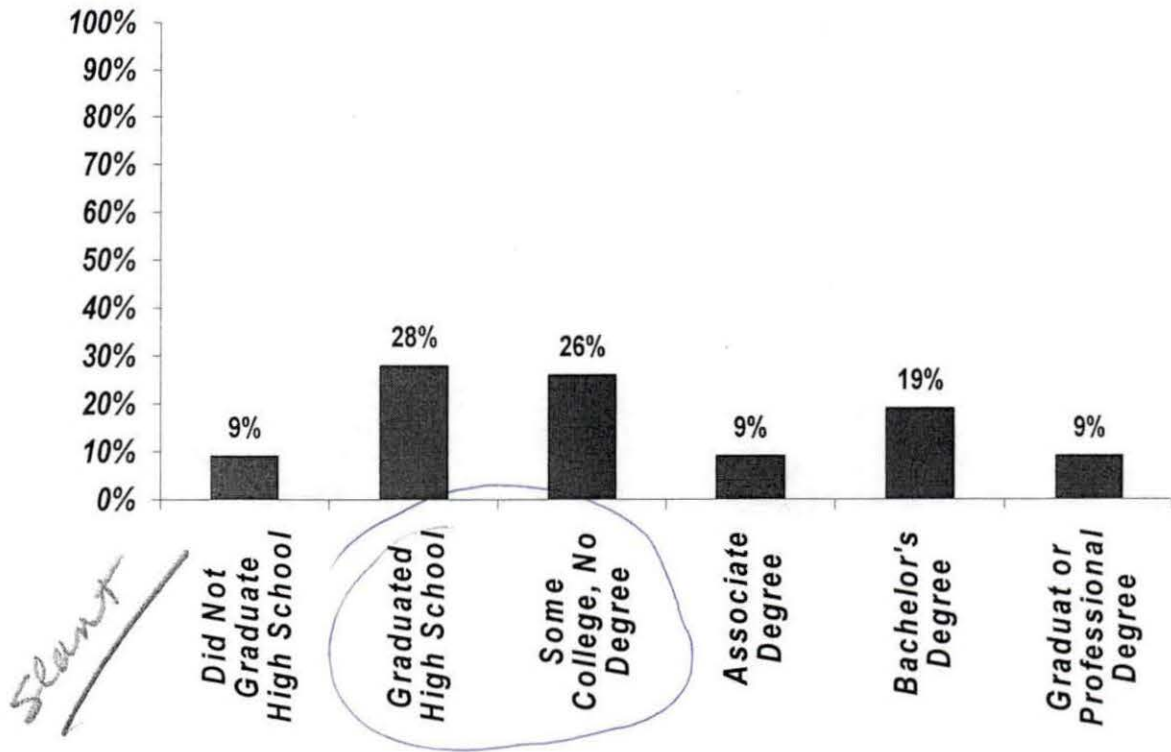
annuity

**POPULATION BY RACE AND HISPANIC ORIGIN
CENSUS 2000
N=156,951**



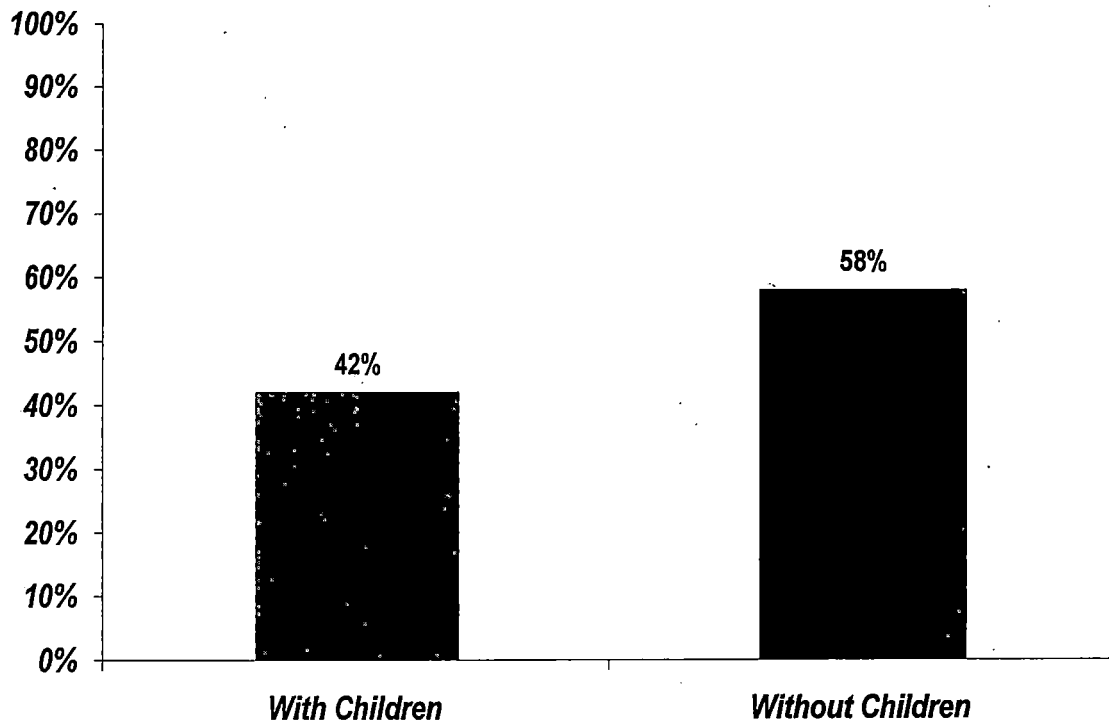
- ★ An overwhelming majority of the residents are Caucasian.
- ★ The ethnic categories are expected to remain constant by 2030.

**POPULATION AGE 25 OR OLDER BY EDUCATION
CENSUS 2000
N=101,395**



★ Fifty-four percent of the 25 and older residents in Livingston County have graduated from high school or have had some college, but no degree (compared with 44% for Oakland County, Michigan).

**HOUSEHOLDS BY TYPE
CENSUS 2000
N=55,377**



- ✦ Fifty-eight percent of the residents do not have children.
- ✦ In Oakland County, 60% of the residents do not have children.

College attendance rate. What percentage of graduating high school seniors in L.C. matriculate on to any college in the subsequent fall semester? (LC ISD) - *still?*
Where is? *not done (see B)*

Census data on educational attainment. (1990, 2000 --> projections) Can we identify among county residents the percentage of degree holders (AA and/or BA) for Oakland County, Washtenaw County, Livingston County, and Kent County? (U of M will skew the data) *Still need Washtenaw, Oakland and Kent*

Educational Attainment 2000 (Livingston County)		
	Number	Percent
Population 25 years and over	101,381	100
Less than 9th grade	1,701	1.7
9th to 12th grade, no diploma	7,030	6.9
High School Graduate (includes equivalency)	28,702	28.3
Some College, no degree	26,479	26.1
Associate degree	8,929	8.8
Bachelor's degree	19,206	18.9
Graduate or professional degree	9,334	9.2

¹ Put this information in bibliography

⊛ In 2000, 91.3 percent of people 25 years and over had at least graduated from high school and 28.1 percent had a bachelor's degree or higher. Among the population of 25 and over 8.6 percent were dropouts; they were either not enrolled in school or had not graduated from high school.

How many graduating high school seniors over each of the next four years in Livingston County? In Oakland County? (Apply historical trend to future grads to get estimate)
Examine OCC High School Penetration report. Where is? Need to look at HS Penetration report. Can we find out for Livingston County (estimate)?

Add Table 1 & 2 of H.S. Pen Report

Historical population projections. (What was the population in Livingston County according to the 2000 Census?)

The population for Livingston County according to the 1990 Census was 115,645. In 2000, the county's population rose to 156,951, which is a 35.7 percent increase over a ten year period. The Census Bureau estimated that Livingston County's population in July 2003 would rise to 172,881. This is a 10.1 percent increase from 2000.

¹ Table 1 Information obtained from the U.S. Census Bureau, Census 2000. *Biblio*

Annual housing starts for past five years: (How many new housing starts did Livingston County have in 2003, 2002, 2001, 2000?)

Annual Housing Starts by County (2000-2003)

New Housing Units Authorized by County							
County	2000	2001	2002	2003	% Change		
					00-01	01-02	02-03
Livingston	2,062	1,998	2,086	1,983	-3%	4%	-5%
Oakland	5,548	5,150	5,412	5,712	-7%	5%	6%
Washtenaw	5,567	4,403	5,108	5,269	-21%	16%	3%

2

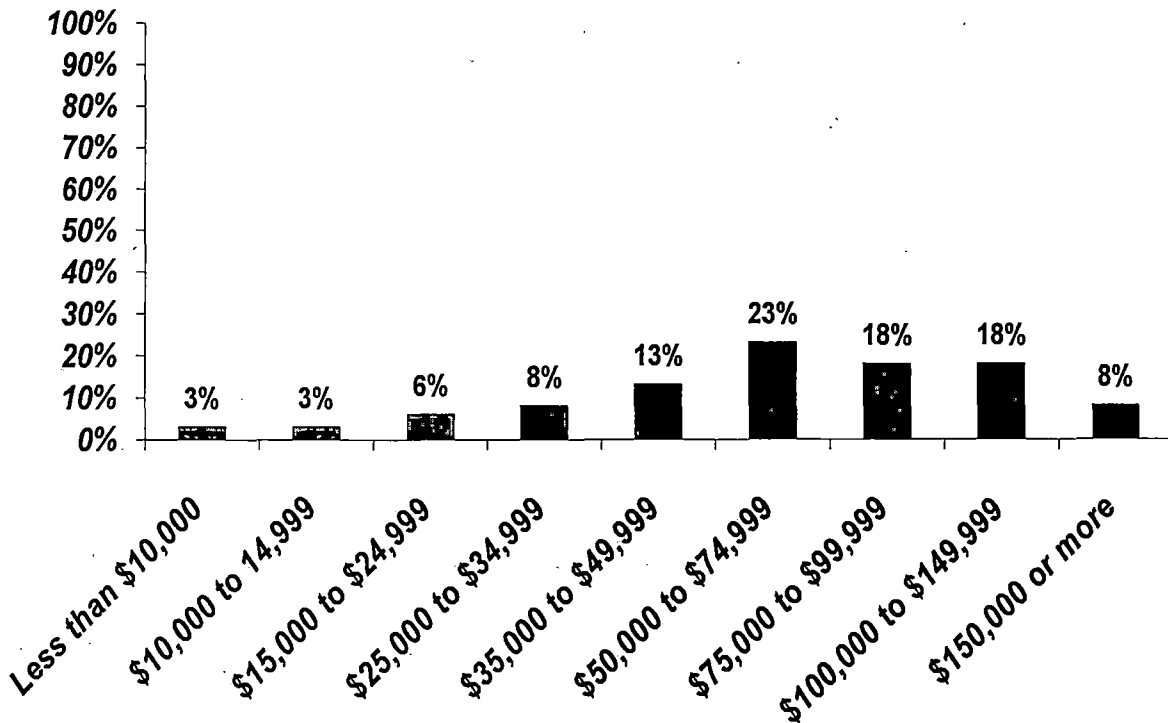
- ★ New housing units in Livingston County for 2002 totaled 2,086. Percent change from 2002 to 2003 was negative five percent or 103 more homes were built in 2002.

Does SMART have any bus routes to/from Livingston County that may make their residents more accessible to our campuses? SMART does not offer a bus service to and from Livingston County that would make their residents more accessible to our campuses.

² Table 2 Information obtained from Southeast Michigan Council of Governments (SEMCOG).

Median income in Livingston County? (compared to Oakland) Livingston County has a median income of \$67,400, which when compared to Michigan's median income (\$44,667) is above average. Oakland County also has a median income above the average Michigan income of \$61,907.

**HOUSEHOLD INCOME
CENSUS 2000
N=55,384**



⊛ 72% of the residents have an income between \$35,000 and \$150,000.

Population density areas in Livingston County?

Population Density by County (2000)				
County	Population	Housing Units	Density per square mile (Population)	Density per square mile (Housing Units)
Livingston	156,951	58,919	276.1	103.7
Oakland	1,194,156	492,006	1,368.60	563.9
Washtenaw	322,895	131,069	454.8	184.6

- 3
- ⊛ Oakland County has the densest population compared to Livingston and Washtenaw.

Major manufacturing facilities/industries in Livingston County? (types of businesses, number of employees, etc.)

Major Manufacturing Employers (Livingston County) 1998			
Firm	Location	Employees	Product
Ogihara America Corp.	Howell	650	Metal Stampings
Versatrim	Howell	420	Automobile interior
Uni Boring Co. Inc.	Howell	400	Precision machining, boring
Varity Kelsey-Hayes	Brighton	400	Anti-lock brakes
Varity Kelsey-Hayes	Fowlerville	340	Anti-lock braking systems
Hayes Lemmerz Intl. Inc.	Howell	300	Aluminum wheels
Pepsi-Cola Co.	Howell	300	Soft drink bottling
Gilreath Manufacturing Inc.	Howell	250	Plastic injection molding
Libralter Plastics Inc.	Howell	250	Plastic injection molding
Brighton Millwork	Brighton	225	Wood, aluminum doors, & windows
MascoTech Tubular Products	Hamburg	225	Steel fabricating & tube bending

4

- ⊛ The major employers in Livingston County are mainly manufacturing companies who specialize in the automotive field. Table 4 shows that ten of the eleven employers are producing products for the automotive field; Pepsi-Cola Co. is the only company that does not manufacture some type of automotive product.

³ Table 3 Information obtained from the U.S. Census Bureau, Census 2000.

⁴ Table 5 Data obtained from the Michigan Economic Development Corporation.

Other Major Employers (Livingston County) 2004			
Firm	Location	Employees	Product
Citizens Insurance Co. of America	Howell	950	Insurance
Mercy Health Services	Howell	718	Health Care
Pinckney Community Schools	Pinckney	600	School/Education
Hartland Consolidated Schools	Hartland	600	School/Education
County of Livingston	Howell	580	Executive Offices
Meijer Inc.	Brighton	519	Department Stores
Wal-Mart Stores Inc.	Howell	500	Stores
Gordon Food Service Inc.	Brighton	410	Groceries

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- ★ Livingston County's other major employers include insurance companies, health care companies, school/educational systems, executive offices, department stores, and grocery stores. These companies provide employment for 4,877 individuals in Livingston County.

What is the adult participation rate (college attendance) for Oakland County? for Livingston County? for Washtenaw County? for Kent County? Is the adult participation rate higher in one county than another? If so, why? Where?

Can we identify trends in population growth over the last 5 years and make projections for the next 5 to 10 years in Oakland C? in cities within the County? (What areas might be underserved by higher education or degree attainment?) in Oakland County? (yes, SEMCOG, look at percent of population) Where?

⁵ Table 5 Data obtained from the Michigan Economic Development Corporation website.

BIBLIOGRAPHY

Need to note all sources used.