

Oakland Community College Focus Group with OCC Volunteer Supporters

On November 4, Public Sector Consultants conducted a focus group with seven volunteer supporters of Oakland Community College. The focus group participants were asked to discuss their impressions of the college and their reactions to OCC's effort to seek a millage increase. The results are qualitative and cannot be imputed to all OCC supporters. They nevertheless highlight issues to consider in planning the millage campaign.

Key Findings

1. **OCC has a number of strengths that can be communicated to voters.** These include:
 - OCC's role in providing job training and an alternative to four-year schools
 - OCC's emphasis on professional development
 - advanced technology
 - low cost
 - convenient campus locations
 - varied curriculum options
 - flexible class hours
 - transferable credits
 - facilities for public use

2. **Voters need to hear the "story" of OCC through data and testimonials.** These include figures relating to:
 - number of students served
 - number of graduates
 - number of retrained employees
 - tuition rates
 - millage impact on individual homeowners

3. **Campaign themes could focus on the future and OCC's contributions to the community.** Participants suggested a "Sponsor OCC: Advance the Future" campaign that would focus on how OCC prepares students to meet today's challenges and how students and faculty contribute to Oakland County through the college. One participant pointed out that OCC alumni may tap OCC resources throughout their lives and can be approached with an appeal to give something back.

4. **OCC should familiarize secondary school students, faculty with the college.** This would help prepare students in advance for the opportunities beyond high school and promote OCC to an important audience, focus group participants said. It would also help dispel any lingering perceptions of OCC as "only chance college." Some OCC/K-12 programs are already under way.

5. **The volunteers see their role as carrying the message.** Focus group participants said they based their support for OCC's millage request on figures provided by OCC's leadership group. Participants said they agreed with the figures but said some staff may not. Their role, they said, is to carry the message to staff and to friends and relatives outside the school. Flyers to community groups and mailings to students can also help get the message across, they said. Support from the business community is also important.
6. **Building maintenance is the most pressing need faced by the college, according to focus group participants.** Several participants said buildings, fixtures, and furniture are "falling apart." Some buildings are quite old and OCC has no plan for renovation, they said. Participants also expressed concern about class size and outdated technology, tuition increases, a potential loss of financial support for student tutors, and an inability to replace experienced faculty who are availing themselves of OCC's early retirement program. One participant said OCC cannot hold its own and grow at the current millage rate.
7. **OCC administration could improve communication between the district office and the campuses.** One participant said each of the campuses is becoming more isolated. Another noted a lack of direction from the district office on the building maintenance and K-12 liaison issues.

OCC ALUMNI SURVEY RESULTS

- During the last two weeks of October we contacted 411 former OCC students who were randomly selected from the alumni database. All those contacted live in Oakland county and are registered, likely voters.
- xx The average age of surveyed alumni is 44.5 years. Mean GPA is 3.03. On average these respondents have 26 cumulative credit hours. Forty-three percent of the group were male, 57% female. Four percent were minority. Sixteen percent had received a degree from OCC.
- When asked how they would vote on the millage issue, 15% would definitely vote for it, 53% would probably vote for it, 5% would definitely vote against, while 20% would probably vote against it. The remaining 7% were "don't knows" who were split between leaning for and against the proposal.
- Major reasons why respondents would vote this way were "*support for education*" (25%), "*good experience at OCC/ support for OCC*" (13%), and "*affordable education should be available to all*" (6%). Opposition to the millage was centered on "*opposition to increased property tax*" (13%). In addition, 17% of respondents were "*not sure/needed more information.*"
- When asked how likely they were to vote next March, 65% of voters indicated they were "*very likely*" to do so, 31% were "*likely*" to do so.
- Comparison of "yes" and "no" voters demonstrated no significant differences between the two groups in age, levels of GPA or cumulative credits. There was a significant correlation between those who rated their experience at OCC highly and those who would probably vote for the millage. Those who rated their experience at OCC highly were also supportive of community college education.
- xx When asked which social issue was of greatest concern to them personally, 38% of the sample chose "*Crime and drugs*", 12% chose "*Health care*", and 14% chose "*Education*". "Yes" voters followed this pattern while analysis of "No" voters indicated that although "*Crime and drugs*" was also the major issue for them (29%), their next highest concern was "*state taxes and government*" (27%).

● Seven potential campaign themes were tested as part of the survey. The preferences of "yes" voters are indicated below:

Themes	Percent Rating Very Convincing	Percent Rating Very Unconvincing
The additional revenue will go towards providing job specific training for OCC students.	37%	10%
The revenue will be used to maintain the integrity of existing OCC buildings and to upgrade them to meet increasing safety and access regulations.	29%	9%
The revenue will be used to offset tuition costs in order to keep them as low as possible and in the range of low and moderate income students.	47%	9%
A healthy OCC keeps Oakland County businesses competitive.	27%	13%
Over the last five years, OCC has engaged in an aggressive cost cutting effort but now needs the help of the community.	29%	12%
OCC helped me get where I am today.	29%	29%
My OCC experience was very important to me and the millage increase is a small price to pay to ensure that others get the same chance that I did.	44%	18%

OCC ALUMNI SURVEY RESULTS

- At the beginning of October we contacted 200 former OCC students who were randomly selected from the alumni database. All those contacted live in Oakland county and are registered, likely voters.
- The average age of surveyed alumni is 44.5 years. Mean GPA is 3.03. On average these respondents have 26 cumulative credit hours. Thirty-five percent of the group were male, 65% female. Four percent were minority. Sixteen percent had received a degree from OCC.
- When asked how they would vote on the millage issue, 13% would definitely vote for it, 60% would probably vote for it, 8% would definitely vote against, while 9% would probably vote against it. The remaining 10% were "don't knows" who were split between leaning for and against the proposal.
- Major reasons why respondents would vote this way were "*support for education*" (28%), "*good experience at OCC/ support for OCC*" (17%), and "*affordable education should be available to all*" (10%). Opposition to the millage was centered on "*opposition to increased property tax*" (14%). In addition, 14% of respondents were "*not sure/needed more information.*"
- When asked how likely they were to vote next March, 71% of "yes" voters and 68% of "no" voters indicated they were "*very likely*" to do so.
- Comparison of "yes" and "no" voters demonstrated no significant differences between the two groups in age, levels of GPA or cumulative credits. There was a significant correlation between those who rated their experience at OCC highly and those who would probably vote for the millage. Those who rated their experience at OCC highly were also supportive of community college education.
- When asked which social issue was of greatest concern to them personally, 29% of the sample chose "*Crime and drugs*", 20% chose "*Health care*", and 15% chose "*Education*". "Yes" voters followed this pattern while analysis of "No" voters indicated that although "*Crime and drugs*" was also the major issue for them (29%), their next highest concern was "*state taxes and government*" (27%).

- Seven potential campaign themes were tested as part of the survey. The preferences of "yes" voters are indicated below:

Themes	Percent Rating Very Convincing
The additional revenue will go towards providing job specific training for OCC students.	47%
The revenue will be used to supplement teachers' salaries in order to retain the current high level of faculty expertise.	25%
The revenue will be used to offset tuition costs in order to keep them as low as possible and in the range of low and moderate income students.	59%
A healthy OCC keeps Oakland County businesses competitive.	38%
Over the last five years, OCC has engaged in an aggressive cost cutting effort but now needs the help of the community.	37%
OCC helped me get where I am today.	38%
My OCC experience was very important to me and the millage increase is a small price to pay to ensure that others get the same chance that I did.	55%

OCC ALUMNI SURVEY RESULTS

Stratified sample by city

- At the beginning of October we contacted 200 former OCC students who were randomly selected from the alumni database. All those contacted live in Oakland county and are registered, likely voters.
- The average age of surveyed alumni is 44.5 years. Mean GPA is 3.03. On average these respondents have 26 cumulative credit hours. Thirty-five percent of the group were male, 65% female. Four percent were minority. Sixteen percent had received a degree from OCC.
- When asked how they would vote on the millage issue, 13% would definitely vote for it, 60% would probably vote for it, 8% would definitely vote against, while 9% would probably vote against it. The remaining 10% were "don't know" who were split between leaning for and against the proposal.
- Major reasons why respondents would vote this way were "*support for education*" (28%), "*good experience at OCC/ support for OCC*" (17%), and "*affordable education should be available to all*" (10%). Opposition to the millage was centered on "*opposition to increased property tax*" (14%). In addition, 14% of respondents were "*not sure/needed more information.*"
- When asked how likely they were to vote next March, 71% of "yes" voters and 68% of "no" voters indicated they were "*very likely*" to do so.
- Comparison of "yes" and "no" voters demonstrated no significant differences between the two groups in age, levels of GPA or cumulative credits. There was a significant correlation between those who rated their experience at OCC highly and those who would probably vote for the millage... Those who rated their experience at OCC highly were also supportive of community college education. *Very satisfied, 57% - 32% somewhat satisfied.*
- When asked which social issue was of greatest concern to them personally, 29% of the sample chose "*Crime and drugs*", 20% chose "*Health care*", and 15% chose "*Education*". "Yes" voters followed this pattern while analysis of "No" voters indicated that although "*Crime and drugs*" was also the major issue for them (29%), their next highest concern was "*state taxes and government*" (27%).

*Also supportive of community college = "yes" vote
Correlation.*

*Database. 89.5% white }
10.5% minority }*

*53% Female }
46% Male }*

12.5% have degrees.

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Over the last five years, OCC has engaged in an aggressive cost cutting effort but now needs the help of the community.	37%
OCC helped me get where I am today.	38%
My OCC experience was very important to me and the millage increase is a small price to pay to ensure that others get the same chance that I did.	55%



*DG FBI
Orwig*

November 3, 1994

TO: Dan Jakeson
 FROM: Craig Ruff, Rick Sykes, and George Cartsonis
 RE: Campaign Messages

What follows are various succinct messages targetted to key, likely-to-support groups. As we discussed earlier, we should suppress every temptation to deploy a short and pithy message for general voters.

Target: Undecided Alums
 Message:

For 3 decades, Oakland Community College has served the people of Oakland County. That's 300,000 people who found knowledge and skills—close to home, at a price they could afford. Oakland Community College was there for you.

(Educational) On Friday, March 17, Oakland County voters will decide on a millage to keep OCC affordable and give others the same chance for a better future. Please remember to vote on Friday, March 17.

(Promotional) Now, Oakland County and our Community College need you. Please remember to vote YES on Friday, March 17 to secure educational quality and affordability in Oakland County . . . for all of us.

Target: Likely to Vote YES Alumni
 Message:

Along with 300,000 others, you counted on Oakland Community College for educational excellence, close to home. Oakland Community College was there for you.

(Educational) On Friday, March 17, Oakland County voters will decide on a millage to maintain affordable tuition and give others the same chance of obtaining a good education. Please remember to vote on Friday, March 17.

(Promotional) Now, Oakland County and our Community College need you. Please remember to vote YES on Friday, March 17 to maintain educational quality and affordability in Oakland County . . . for all of us.

Target: Current Students

Message:

You and 28,000 other students depend on Oakland Community College for education that is affordable, of high quality, and close to home. Maintaining low tuition and state-of-the-art, convenient facilities and labs is the number one mission of Oakland Community College. OCC is here for you.

(Educational) On Friday, March 17, Oakland County voters will decide on a millage to maintain affordable tuition for a high quality education. Please remember to vote on Friday, March 17.

(Promotional) Now, OCC needs you. Please remember to vote YES on Friday, March 17, to keep tuition affordable and your educational experience the finest possible.

Target: Faculty and Staff

Message:

For 3 decades, Oakland Community College has provided educational quality to 300,000 people. The value of our academic and technical programs contributes every day to Oakland County being first in economic growth . . . first in skills . . . and first in educational quality. Oakland Community College is our best investment in preparing people for the next 3 decades. Thanks to you, Oakland works.

(Educational) On Friday, March 17, Oakland County voters will decide whether to approve a millage to maintain educational excellence at Oakland Community College. Please remember to vote on Friday, March 17.

(Promotional) Now, more than ever, Oakland County and our students need you. Please remember to vote YES on Friday, March 17, to keep Oakland Community College First in educational excellence and affordability.

Optional messages to our OCC family:

YES on Friday March 17 for Oakland's Progress:
Affordability, Educational Excellence, Our Economic Promise depend on
it.

OCC: Preparing people today for the jobs of tomorrow.

Oakland Community College is our best investment in preparing people for the
next 3 decades.

OCC: Your best buy.

The OCC Family is Counting On You on Friday, March 17.

One mill for the first 30 years; another one for the next 30.

Updated February 21, 1995

Voter Data Base (CAOF)
Code Book

Variable	Length	Description/Codes
ID	1-9	Unique ID Number (Actual number)
LNAME	10-29	Last name (Last name up to 20 characters)
FNAME	30-45	First name (First name up to 16 characters)
MNAME	46-61	Middle name (Middle name up to 16 characters)
STREET	62-94	Street address (Street number, name and apartment #)
CITY	95-114	City of residence (Post Office city)
STATE	115-116	State of residence (Two digit initials of state)
ZIP	117-126	Zip + 4 (including dash)
AREACODE	127-129	Area code for phone number (Actual three digit number)
PHONE	130-136	Phone number (No dash)
TYPE	137	Type of potential voter. 1=Former student 2=Current student (Winter 1995 term) 3=Current OCC employee 4=Retired OCC employee 5=Adult Learning Institute member 6=Family/friend of OCC 7=Advisory committee member 8=Short course participant
PRECINCT	138-147	Precinct code (Actual 10 digit number includes, county, city, ward, precinct, and extension)
COUNTY	138-139	County 63=Oakland
TOWNSHIP	140-141	Township/City 1-49=Township within county 50-99=City within county

WARD	142-143	Ward 00=No ward
PPP	144=146	Voter precinct number (Actual precinct code)
PFLAG	147	Precinct flag A or B=Divides precinct into two sections ?=Registered to vote, but appeared to be a temporary address -=Avoid, was registered to vote but no longer at address
GENERAL	148-149	Vote in General election (most recent time person voted) (Last two digits of year)
PRIMARY	150-151	Vote in Primary election (most recent time person voted) (Last two digits of year)
PRES	152-153	Vote in Presidential election (most recent time person voted) (Last two digits of year)
MAYOR	154-155	Vote in Mayoral/City Council election (most recent time person voted) (Last two digits of year)
SCHOOL	156-157	Vote in School Board election (most recent time person voted) (Last two digits of year)
TAX	158-159	Vote in Millage/Tax (special Election) election (most recent time person voted) (Last two digits of year)
ABSENTEE	160	Voted absentee (persons age 60 and older more consistent) A=Voted absentee once B=Voted absentee twice
DEMOCRAT	161	Democrat D=Assumed Democrat (phone survey) X=Declared Democrat (voting booth)
REPUBLICAN	162	Republican R=Assumed Republican (phone survey) X=Declared Republican (voting booth)
INDEPENDENT	163	Independent (use in conjunction with Democrat and Republican) I=Assumed Independent (phone survey) X=Declared Independent (voting booth)
TRACT	164-169	Census Tract number (1990) (Six digit number)
BLOCK	170-173	Census Block number (1990) (Four digit number)
VALUE	174-176	Average value of housing on block (1990 census) (In thousands)
OWNERS	177-180	Number of owner occupied houses on census block (Actual number)

RENTERS	181-184	Number of renters on census block (Actual number)
ROUTE	185-188	Postal carrier route number (Determined by post office)
BIRTH	189-194	Date of birth (Year, Month, Day)
RACE	195	Race/Ethnicity 1=White 2=Black 3=American Indian 4=Asian 5=Hispanic 6=Foreign 7=Other 9=Unknown
GENDER	196	Gender 0=Female 1=Male 9=Unknown
CUMGPA	197	Cumulative Grade Point Average 6=4.000 to 3.501 5=3.500 to 3.001 4=3.000 to 2.501 3=2.500 to 2.001 2=2.000 to 1.501 1=1.500 to 0.000
CLUSTER	198-200	Curriculum Cluster (Declared filed of study while at OCC) AUT=Automotive Technology BUS=Business CFA=Commercial & Fine Arts HEA=Allied Health HUL=Humanities & Language MTS=Math & Science OTH=Other PUB=Public Service SOC=Social Science TCH=Technology
FYRSES	201-203	First year/session attended at OCC (Format: YYS) 1=Winter 2=Spring 4=Summer 5=Fall
HSCODE	204-208	High school code (See attached list)

HSDATE	209-212	High school graduation date (Month, Year)
PYRSES	213-215	Previous term attended (Format: YY/S) 1=Winter 2=Spring 4=Summer 5=Fall
PROGRAM	216-218	Degree program (blank if no degree from OCC) (See attached list of program codes)
DEGREE	219-221	Degree AAS= Associates in Applied Science ABA= Associates in Business Administration AGS= Associates in General Studies ALA= Associates in Liberal Studies ASC= Associates in Science CER= Certificate
DEGDATE	222-225	Degree date (Month, Year)
CUMCRED	226	Cumulative credits 7=60 or more 6=59 to 48 5=47 to 36 4=35 to 24 3=23 to 12 2=11 to 6 1=5 to 0
FERPA	227	Current FERPA status 0=OK to release 1=Do not release this term 2=Never release
REGISTER	228	Registered to vote in Oakland county (survey). 0=No 1=Yes
VOTE	229	How they will vote on the millage (survey). 6=Definitely vote for 5=Probably vote for 4=Lean towards voting for 3=Lean towards voting against 2=Probably vote against 1=Definitely vote against

Updated: February 21, 1995

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BIRTH	189-194	Date of birth (Year, Month, Day)
RACE	195	Race/Ethnicity 1=White 2=Black 3=American Indian 4=Asian 5=Hispanic 6=Foreign 7=Other 9=Unknown
GENDER	196	Gender 0=Female 1=Male 9=Unknown
CUMGPA	197-201	Cumulative Grade Point Average (Example: 3.501)
CLUSTER	202-204	Curriculum Cluster (Declared filed of study while at OCC) AUT=Automotive Technology BUS=Business CFA=Commercial & Fine Arts HEA=Allied Health HUL=Humanities & Language MTS=Math & Science OTH=Other PUB=Public Service SOC=Social Science TCH=Technology
FYRSES	205-207	First year/session attended at OCC (Format: YYS) 1=Winter 2=Spring 4=Summer 5=Fall
HSCODE	208-212	High school code (See attached list)
HSDATE	213-216	High school graduation date (Month, Year)

PYRSES	217-219	Previous term attended (Format: YY/S) 1=Winter 2=Spring 4=Summer 5=Fall
PROGRAM	220-222	Degree program (blank if no degree from OCC) (See attached list of program codes)
DEGREE	223-225	Degree AAS= Associates in Applied Science ABA= Associates in Business Administration AGS= Associates in General Studies ALA= Associates in Liberal Studies ASC= Associates in Science CER= Certificate
DEGDATE	226-229	Degree date (Month, Year)
CUMCRED	230-234	Cumulative credits (Example: 060.0)
FERPA	235	Current FERPA status 0=OK to release 1=Do not release this term 2=Never release
REGISTER	236	Registered to vote in Oakland county (survey). 0=No 1=Yes
VOTE	237	How they will vote on the millage (survey). 6=Definitely vote for 5=Probably vote for 4=Lean towards voting for 3=Lean towards voting against 2=Probably vote against 1=Definitely vote against

IRI RES; UNIT D; SPO P; EXIT;

To: Ron
From: Jim
LaVallee

IRI STM 132; SLPP 66; SLS 46; EXIT;
Structure for database: L:\OCC\OCCHH.DBF
Number of data records: 157578
Date of last update : 01/03/95
Code Page : 0

Field	Field Name	Type	Width	@	Dec	Index	Collate
1	HHID	Numeric	6	@	1	Asc	Machine
2	VID	Numeric	1		7	Asc	Machine
3	HHCNT	Numeric	1		8		
4	GENDER2	Character	1	9	sex		
5	ID	Character	9	10	SSNO		
6	SURNAME	Character	20	19			
7	GIVEN	Character	16	39			
8	MIDDLE	Character	16	55			
9	SUFNAME	Character	5	71			
10	ADDRESS	Character	50	76			
11	PRIM_RANGE	Character	10	126			
12	PRE_DIR	Character	2	136			
13	PRIM_NAME	Character	28	138			
14	STSUFFIX	Character	4	166			
15	POST_DIR	Character	2	170			
16	UNIT_DESIG	Character	10	172			
17	SEC_RANGE	Character	8	182			
18	CITY	Character	17	190			
19	STATE	Character	2	207			
20	ZIP	Character	5	209			
21	ZIP4	Character	4	214			
22	CART	Character	4	218			
23	DPBC	Character	2	222			
24	ACODE	Character	3	224			
25	PHONE	Character	7	227		Asc	Machine
26	VTTYPE	Character	1	234		Asc	Machine
27	NCOUNTY	Character	3	235			
28	COUNTY	Character	2	238			
29	TWNSHIP	Character	2	240			
30	WARD	Character	2	242			
31	PPP	Character	3	244			
32	PFLAG	Character	1	247			
33	GENERAL	Character	2	249			
34	PRIMARY	Character	2	254			
35	PRES	Character	2	253			
36	MAYOR	Character	2	254	5		
37	SCHOOL	Character	2	250	7		
38	TAX	Character	2	258	9		
39	ABSENTEE	Character	1	264			
40	DEM	Character	1	262			
41	REP	Character	1	263			
42	IND	Character	1	264	4		
43	TRACT	Character	6	264	5		
44	BLOCK	Character	4	274			
45	VALUE	Character	3	274	5		
46	OWNERS	Character	4	270	8		
47	RENTERS	Character	4	282			
48	ROUTE	Character	4	286			
49	BIRTH	Character	6	290	7 M D		
50	RACE	Character	1	296			
51	GENDER	Character	1	296	7		
52	CUMPGA	Character	1	299			

157,578 Records
as of 1/26/95

53	CLUSTER	Character	3	2909
54	FYRSSES	Character	3	3002
55	HSCODE	Character	5	3005
56	HSDATE	Character	4	3100
57	PYRSHS	Character	3	3104
58	PROGRAM	Character	3	3107
59	DEGREE	Character	3	3108 320
60	DEGDATE	Character	4	323
61	CUMCRED	Character	1	3207
62	FERPA	Character	1	3208
63	REGISTER	Character	1	3209
64	VOTE	Character	1	324 330
65	CHK_DIGIT	Character	1	3301
66	REC_TYPE	Character	2	332
67	ERR_STAT	Character	4	3304
68	CNT	Numeric	10	3308
** Total **			347	

IRI RES; UNIT D; SPO P; EXIT;

BLKSIZE = 22902

LRECL = 347

CYL = 5,2

517-351-6680
2

call

Oakland Community College Students, crossed with Michigan Drivers file and voter registration status and history.

Supplied by Practical Political Consulting - Mark Grebner & Alan Fox / PGMK

Tape is 6250 bpi, EBCDIC, unlabelled, 9-track.
Records are 200 characters.
Blocks are 40 records = 8000 characters/block.

SYSDA
VOL=SER=800000
unit=tape

Label=(,NL)

Structure for database: OCC2
Number of data records: 217239
Date of last update : 07/24/94

DCB = (RECFM=FB
LRECL=200
BLKSIZE=8000
BLKSIZE=22800

Field	Width	Notes
1 NUM	5	house #
2 DIR	1	E/N/S/W/blank
3 STREET	20	apt # if any, is flush right
→ 4 POSTOFFICE	15	"City name" may not be the same as the political jurisdiction
5 ZIP	5	
6 PLUS4	4	some are blank
7 LNAME	15	surname
8 FN1	10	given name (& middle initial if room)
9 YOBI	6	date of birth in YYMMDD format
10 ID	8	PPC file number
11 CRT	4	postal carrier route - some are blank
→ 12 PRECINCT	10	format: CCJJWWPPPX

SPACE=(CYL,(55,27),RLSE)
BLKSIZE=22800
unit=SYSDA
RECFM=FB

PSN=OCCRON-Planning,
alumni.consult.data

1520
freq on individual fields

verify =

CC=county (01-83, alphabetical order, assigned by Secretary of State. 63=Oakland, 50=Macomb, 25=Genesee, 82=Wayne, 81=Washtenaw, 44=Lapeer, 47=Livingston)

JJ=twp/city code (supplied on enclosed floppy)
twps are 01-49, within county, alpha.
cities are 50-99.

WW=ward (00 except in cities with wards)

PPP=precinct number (001-140)

X=precinct extension or flag

1 alpha characters represent divisions of precincts (A is common, scattering of other letters)

2 ? means the address listed is not the same as the voter address listed by the twp or city clerk. Our address generally comes from the drivers tape, and is more reliable than voter registration.

7 - means that the person WAS registered to vote at that address, but is not listed by the twp or city clerk any longer - suggests a move, name change, or clerical error. The person is still listed at that address on the drivers file.

13 General

- 1 Most recent general election, where PPC has acquired the information. Presence of the information is significant, but absence may not be meaningful.
Code for all elections:
E=1994
D=1993
C=1992
B=1991
A=1990
9=1989
8=1988
7=1987
6=1986
5=1985

President

- 4=1984
- 3=1983
- 2=1982
- 1=1981
- 0=1980

Primary

- 14 P ~~election~~ 1 Most recent August primary election.
- 15 PP ~~Primary~~ 1 Presidential primary (C=1992 - only election held)
- 16 C ~~council~~ 1 Most recent city council/mayoral election
- 17 SCH ~~School~~ 1 Most recent school board election
- 18 M millage 1 Most recent millage or statewide tax special election.
- 19 A absentee 1 A or B = voted absentee at least once. Should be considered in connection with year of birth - persons under 60 years old are generally not consistent absentee voters.

mayoral

party merge

- 20 D Democrat 1 D/d = Democrat. Various sources, mainly declarations on voter forms.
- 21 R Republic 1 R/r = Republican
- 22 I no party 1 I/i = no party preference. May be mixed with D or R.
- 23 MF Gender 1 Sex.
- 24 AC 3 Area code
- 25 PHONE 7
- 26 GROUP 2 Coding of quality of match.

- 1=Democrate
- 2=Independant
- 3=Republican

100% 10=clearly same person. (Overwhelming majority of matches.)

11=couldn't match your student, but this is another member of same household with same surname.

12=a person of same household with same date of birth as your student, but apparently different name given name. Twin? Nickname? Misspelling?

14=miscellaneous problems with match. (Wrong middle initial with missing date of birth, etc.)

- 27 OCCID 6 OCC "unique" ID number. Problem: about 17,000 numbers are duplicated, in the range from 000001 to 019000. Had me really puzzled, until I figured out that it wasn't my code which had created the duplicates, but they were on your original file. To post the changes back to your file, I have found that OCCID concatenated with the first ten characters of the OCC-supplied surname (OCCNAME) plus the OCC-supplied date of birth (OCCYOB1, converted to YYMMDD format, rather than the format in which it was supplied to me) yields a unique key into your file. Omitting the date of birth results in about 6 incorrect pairs.

- 28 OCCNAME 10 truncated to 10.
- 29 OCCYOB1 6 Format: YYMMDD.
- 30 COUNTY 3 FIPS code - not identical to the CC part of the precinct number above. Some are blank.
- 31 TRACT 6 Census tract. Some are blank.
- 32 BLOCK 4 Census block.
- 33 VAL 3 Average value per owner occupied dwelling on the block.
- 34 OWNERS 4 Number of owner-occupied dwellings on census block.
- 35 RENTERS 4 Number of renters. on census block
- 36 ETHNIC 1 B=Black, H=Hispanic, P=Polish. Others can be assumed to be non-hispanic, non-Polish white.

37 padding 27
173

Total ** 200

Table of ~~the~~ townships/cities for
Oakland county - from PPC floppy

cont'd

Twp of	Addison	Oakland	6302
Twp of	Bloomfield	Oakland	6306
Twp of	Brandon	Oakland	6308
Twp of	Commerce	Oakland	6310
Twp of	Groveland	Oakland	6314
Twp of	Highland	Oakland	6316
Twp of	Holly	Oakland	6318
Twp of	Independence	Oakland	6320
Twp of	Lyon	Oakland	6322
Twp of	Milford	Oakland	6324
Twp of	Novi	Oakland	6326
Twp of	Oakland	Oakland	6328
Twp of	Orion	Oakland	6330
Twp of	Oxford	Oakland	6332
Twp of	Rose	Oakland	6336
Twp of	Royal Oak	Oakland	6338
Twp of	Southfield	Oakland	6340
Twp of	Springfield	Oakland	6342
Twp of	Waterford	Oakland	6344
Twp of	West Bloomfield	Oakland	6346
Twp of	White Lake	Oakland	6348
City of	Auburn Hills	Oakland	6351
City of	Berkley	Oakland	6352
City of	Birmingham	Oakland	6353
City of	Bloomfield Hills	Oakland	6354
City of	Clarkston Vlg	Oakland	6355
City of	Clawson	Oakland	6356
City of	Farmington	Oakland	6358
City of	Farmington Hills	Oakland	6359
City of	Ferndale	Oakland	6360
City of	Hazel Park	Oakland	6362
City of	Huntington Woods	Oakland	6364
City of	Keego Harbor	Oakland	6366
City of	Lake Angelus	Oakland	6367
City of	Lathrup Village	Oakland	6368
City of	Madison Heights	Oakland	6370
City of	Northville	Oakland	6372
City of	Novi	Oakland	6374
City of	Oak Park	Oakland	6376
City of	Orchard Lake	Oakland	6378
City of	Pleasant Ridge	Oakland	6380
City of	Pontiac	Oakland	6382
City of	Rochester	Oakland	6384
City of	Rochester Hills	Oakland	6385
City of	Royal Oak	Oakland	6386
City of	Southfield	Oakland	6388
City of	South Lyon	Oakland	6390
City of	Sylvan Lake	Oakland	6392
City of	Troy	Oakland	6394
City of	Walled Lake	Oakland	6396
City of	Wixom	Oakland	6398

by momish

inc


```

====>
|...+....1....+....2....+....3....+....4....+....5....+....6....+....7...
00025 DATA PERFECTS (KEEP = SSNO ALL_OTH);
00026   INFILE PERFECT;
00027   INPUT @1 SSNO $9. @10 LNAME $16. @26 FNAME $15. @41 MNAME $10.
00028         @51 STREET $25. @76 CITY $15. @91 STATE $2. @93 ZIP $10.
00029         @103 AREACODE $3. @106 PHONE $7. @113 BIRTH $6.
00030         @113 YYA $2. @115 MMA $2. @113 YYN 2. @115 MMN 2.
00031         @113 BIRTHY $2. @115 BIRTHM $2. @117 BIRTHD $2.
00032         @119 RACES $1. @120 SEX $1. @121 CNTY $2. @123 TOWN $2.
00033         @125 WARD $2. @127 PPP $3. @130 PFLAG $1. @131 GENERAL $2.
00034         @121 PCCJJ $4. @133 PRIMARY $2. @135 PRES $2. @137 MAYOR $2.
00035         @139 SCHOOL $2. @141 TAX $2. @143 ABS $1.
00036         @144 DEM $1. @145 REP $1. @146 IND $1.
00037         @147 TRACT $6. @153 BLOCK $4. @157 VALUE $3. @160 OWNERS $4.
00038         @164 RENTERS $4. @168 ROUTE $4. @10 ALL_OTH $162. ;
00039 * IF N GT 1000 THEN STOP;
00040 OUTPUT;
00041 RUN;
00042
00043 DATA DEGR (KEEP=FMTNAME TYPE START LABEL);
00044   INFILE CCDTAB VSAM;
00045   INPUT @2 CURR2 $3. @5 COL46 $3. @9 CUR_NAME $34. @48 DEGREE $3.

```

*credit 724
student data
include classes
include all
employee classes
type = include*

*tables
alumni
high school name
employee survey table
city/township table*

```

00215 |...+....1....+....2....+....3....+....4....+....5....+....6....+....7...
00216 PROC SORT DATA=SIS;
00217   BY SSNO;
00218 RUN;
00219 DATA NULL;
00220 MERGE SIS (IN=A) FAMU (IN=B);
00221   BY SSNO;
00222   IF A
00223   THEN DO;
00224     FORMAT OTH AID $1. ;
00225     IF OTH AID=' ' THEN OTH AID='1';
00226     FILE OUTFILE LRECL=215 BLKSIZE=22790 RECFM=FB;
00227     PUT @1 SSNO @10 ALL_OTH @172 CUM GPA Z6.3 @177 CURRIC
00228     @180 FYRSES @183 HSCODE @188 HSDATE @192 PYRSES
00229     @195 PROJ @198 DEGR1 @201 DEGDTE1 @205 RACE
00230     @206 CUM_CRED Z6.1 @212 TYPE @213 OTH_AID;
00231   END;
00232 DELETE;
00233 RUN;
00234 //
00235

```

DEFINITIONS FOR THE FOLLOWING COLUMNS:

1. FREQ: IS THE NUMBER OF CITY/TOWNS IN OAKLAND COUNTY.
2. TOWN: IS THE CODE WHICH REPRESENTS EACH CITY/TOWN IN OAKLAND COUNTY.
3. N-1: IS THE SAMPLE SIZE TO EXTRACT (WHICH IS HALF OF N-2).
NOTE: THAT I USED THIS AS A TEST TO VERIFY FORMULAS.
4. N-2: IS THE FULL SAMPLE YOU WANTED (WHICH I USED TO EXTRACT).

FREQ	TOWN	N-1	N-2
0155	02	016	032
0871	06	088	176
0316	08	032	064
1168	10	120	240
0104	14	012	024
0543	16	056	112
0062	18	008	016
1030	20	104	208
0119	22	012	024
0451	24	056	112
0250	28	024	048
0948	30	096	192
0420	32	044	088
0074	36	008	016
0043	38	004	008
0427	40	044	088
0367	42	036	072
2788	44	284	568
1903	46	196	392
0854	48	088	176
0612	51	064	128
0862	52	088	176
0739	53	076	152
0069	54	008	016
0037	55	004	008
0618	56	064	128
0395	58	040	080
2800	59	284	568
0689	60	072	144
0514	62	052	104
0365	64	028	056
0045	66	004	008
0023	67	004	008
0088	68	008	016
0867	70	088	176
0028	72	004	008
0983	74	100	200
0886	76	092	184
0066	78	008	016
0092	80	008	016
1505	82	152	304
0335	84	036	072
4079	85	416	832
3850	86	392	784
5458	88	216	432
0043	90	004	008
0062	92	008	016
2869	94	292	584

INSTITUTIONAL PLANNING AND ANALYSIS

15:12 Thursday, September 29, 1994

ALUMNI MASTER REPORT
FREQUENCY DISTRIBUTION ON STUDENTS CITY

TOWN	Frequency	Percent	Cumulative Frequency	Cumulative Percent
02	155	0.4	155	0.4
06	871	2.2	1026	2.6
08	316	0.8	1342	3.4
10	1168	3.0	2510	6.4
14	104	0.3	2614	6.7
16	543	1.4	3157	8.1
18	62	0.2	3219	8.2
20	1030	2.6	4249	10.8
22	119	0.3	4368	11.1
24	561	1.4	4929	12.6
28	250	0.6	5179	13.2
30	948	2.4	6127	15.6
32	420	1.1	6547	16.7
36	74	0.2	6621	16.9
38	43	0.1	6664	17.0
40	427	1.1	7091	18.1
42	367	0.9	7458	19.0
44	2788	7.1	10246	26.1
46	1903	4.9	12149	31.0
48	854	2.2	13003	33.2
51	612	1.6	13615	34.7
52	862	2.2	14477	36.9
53	739	1.9	15216	38.8
54	69	0.2	15285	39.0
55	37	0.1	15322	39.1
56	618	1.6	15940	40.7
58	395	1.0	16335	41.7
59	2800	7.1	19135	48.8
60	689	1.8	19824	50.6
62	514	1.3	20338	51.9
64	265	0.7	20603	52.6
66	45	0.1	20648	52.7
67	23	0.1	20671	52.7
68	88	0.2	20759	53.0
70	867	2.2	21626	55.2
72	28	0.1	21654	55.2
74	983	2.5	22637	57.8
76	886	2.3	23523	60.0
78	66	0.2	23589	60.2
80	92	0.2	23681	60.4
82	1505	3.8	25186	64.3
84	335	0.9	25521	65.1
85	4079	10.4	29600	75.5
86	3850	9.8	33450	85.3
88	2125	5.4	35575	90.8
90	43	0.1	35618	90.9
92	62	0.2	35680	91.0
94	2869	7.3	38549	98.3
96	128	0.3	38677	98.7
98	521	1.3	39198	100.0