

Demographics

Age

The two largest age groups which were surveyed were those between the ages of 18-35 (25 percent) and 36-45 (24 percent). Almost half of the respondents were from these two age cohorts. The smallest percentage of individuals interviewed were those aged 76-88 (8 percent). The median age of all residents, according to SEMCOG, in Oakland County was 33.8 in 1989.

Gender

When segmented for gender purposes, females constituted 63 percent of the interviewees while males only accounted for 36 percent of those interviewed. Oakland County 1995 population projections indicated that females accounted for 49 percent of the county's population.

Income

The two largest income ranges of those surveyed were those who reported their incomes between \$ 80,000 and higher (23 percent) and from \$20,000 to \$40,000 (20 percent). The lowest income range were those who had income less than \$20,000. It is important to note that 18 percent of the respondents either did not give a response or refused to answer. SEMCOG has estimated that 32% of county residents have incomes greater than \$60,000 and 26% have earnings within the \$20,000 to \$40,000 range.

Ethnic/Racial Identity

The ethnic/racial identity of the respondents were mostly White (87 percent). The largest minority group which responded to the survey were African-Americans who constituted six percent of the survey. Hispanic and Other was two percent, Asian-American equaled one percent and Caldians only comprised .3 percent of those surveyed.

Zip Codes

The analysis indicates that 37 percent of the individuals who answered the survey lived in nine Oakland County communities; Troy (n=24), Rochester (n=24), Royal Oak (n=23), Southfield (n=22), Waterford (n=14), Madison Hts. (N=11), West Bloomfield (n=11), and Farmington (n=10). The communities represented were aggregated by their various zip codes. The other respondents were disperse throughout the county.

Previous College Experience

Who Attended

The vast majority of the respondents (79 percent) stated that they have attended a two year or four year institution. When asked if they were currently enrolled in a postsecondary institution, 87 percent indicated that they were not presently attending a college or university.

College Attended

Individuals were assessed on where they had previously attended college. Each person had the opportunity to list up to four institutions. Wayne State, Michigan State, OCC, and Oakland University were mentioned most frequently.

<i>Institutions</i>	<i>Percentage Who Attended</i>
OCC	19
Wayne State	11
Michigan State	8
Oakland University	7
University of Michigan, Ann Arbor	4

Currently Enrolled

Of the 41 individuals who stated that they were enrolled in an institution of higher education, 13 were attending OCC, six were enrolled at Michigan State, and five were at Wayne State.

Reasons Given for attending a post-secondary institution of those currently enrolled

Respondents were asked why they chose to attend college. Fifty percent of those responding suggested they attended college in order to move up in the company or organization in which they are employed. Sixty-one percent stated that they attended in order to get a different job, and 95 percent indicated that they went to college for personal improvement or enrichment.

When asked if one of their primary reasons was to earn a high school diploma, only 21 percent the respondents agreed with the question. When questioned if they went to college to earn an associate degree, 33 percent suggested that they did intend to earn a two year diploma, whereas, only ten percent indicated they went to a four year school to earn a bachelors degree. Individuals were also asked to provide other reasons why they may have attended a postsecondary institution. Other reasons given were to earn more money, personal growth, social/cultural benefits.

It should be noted that about 90 percent of the sample either did not respond to the question or the data was coded as missing.

Motivation to Go to College

Consider attending a community college if not currently enrolled

Residents were asked if they would ever consider attending a community college. Responses were almost evenly divided. Fifty-one percent stated that they would not consider attending, while 49 percent suggested that they would consider attending a two-year institution.

Reasons Given for attending a post-secondary institution of those not currently enrolled

When assessed why they would attend a college or university, 30 percent of those responding indicated they would attend to earn a high school diploma. However, 76 percent suggest they would enroll to move up in their present job, and 80 percent stated they would attend a college to obtain a different job. An overwhelming 91 percent of those responding would attend a postsecondary institution for personal enrichment and improvement.

When asked if they would attend college to earn an associate degree, 51 percent suggested they would enroll to acquire a two year degree, whereas 74 percent indicated they would attend college to obtain a four year or bachelors degree.

Individuals were also asked to suggest other reasons they would attend a college or university. The majority of those who gave a response suggested that they would enroll because of their love of learning. In addition five individuals indicated they would enroll for technical or specialized courses to either enhance their skills or acquire new ones.

College Choice Decision

Residents were asked to rate a series of questions on the importance of certain issues if they were thinking about attending a college or university. Their responses could include, not important (NI), somewhat important (SI), very important (VI) or no response. The table below gives the percentages of their responses. Note: May not add up to 100% because of rounding.

<i>Issue</i>	<i>NI</i>	<i>SI</i>	<i>VI</i>
Cost	6	35	59
Financial Aid	28	34	38
Reputation of the Faculty	10	32	58
Reputation of the College	6	32	63
Quality of Instruction	1	15	83
Personal Attention	5	42	53
Ability to get a Job	14	19	66
Social Life	52	35	13
Students	33	55	12
Cultural Atmosphere	29	50	21
Distance from Home	11	32	57
Intellectual Atmosphere	10	45	46
Availability of evening and weekend classes	13	20	68
Quality of Degree Program	3	15	82
Highest Degree Offered	10	23	68

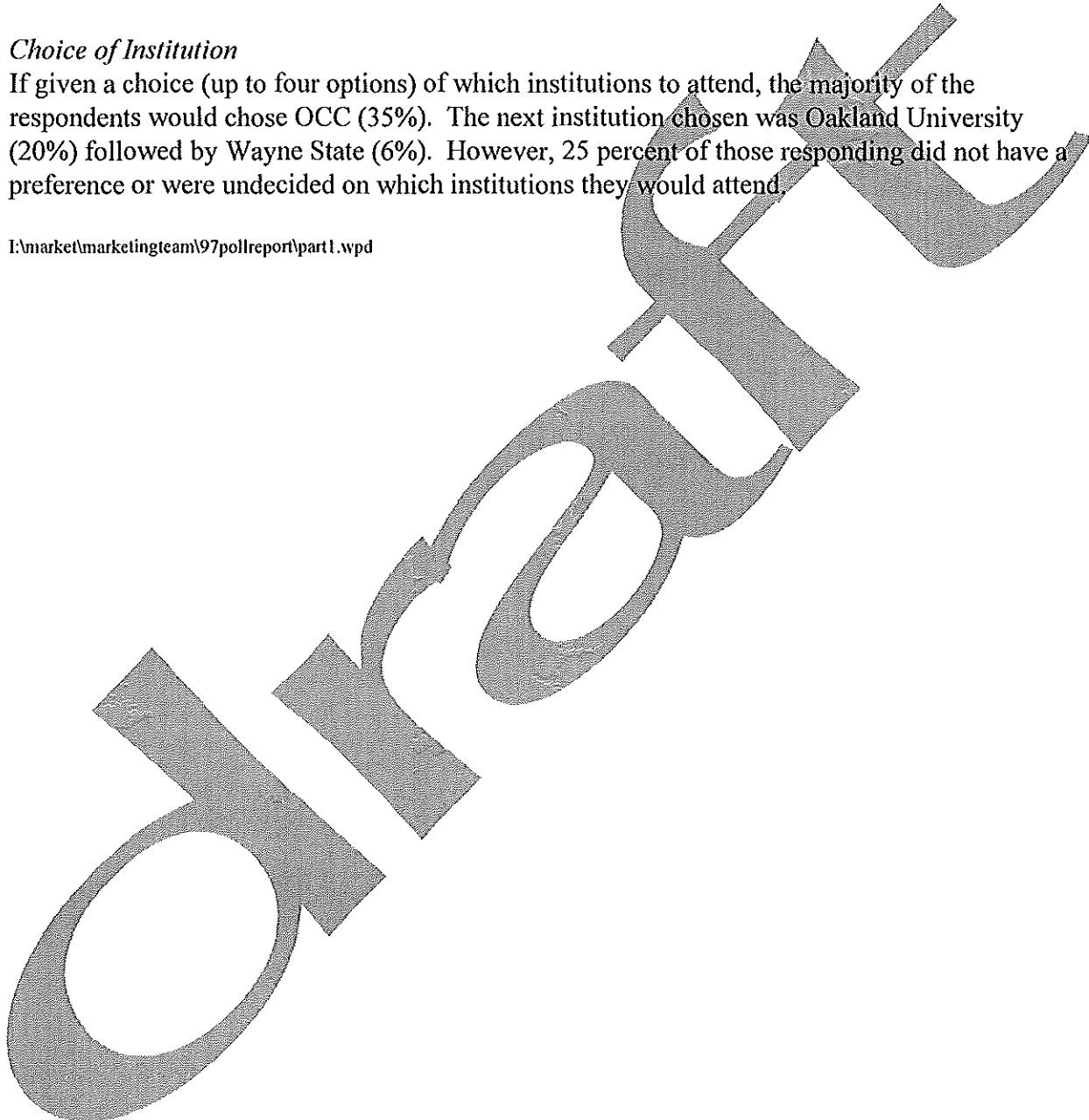
Those who responded seemed to suggest that the quality of instruction (83%) would be the most

important variable if they were going to choose a college to attend. Other issues which were considered very important included the availability of classes (68%), highest degree offered (68%), ability to get a job (63%), and the reputation of the faculty (63%). Conversely, the social life of the institution did not seem to be quite important for those who responded to the questions.

Choice of Institution

If given a choice (up to four options) of which institutions to attend, the majority of the respondents would chose OCC (35%). The next institution chosen was Oakland University (20%) followed by Wayne State (6%). However, 25 percent of those responding did not have a preference or were undecided on which institutions they would attend.

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Visibility

County residents who have attended OCC

Forty-eight percent (48%) of the respondents who attended college have attended OCC at some point in their collegiate careers. Thirteen percent of those who are currently enrolled in a community college, four-year college, or university at the time of the survey. Of those, thirty two percent (31.7%) of those are enrolled at OCC.

Almost half of the sample (48%) stated that they or someone in their household has taken a course for credit at OCC.

County residents who use OCC's facilities and services

Library	17.8%
Concert, play, or art show	22.0%
Workshop, short course, or seminar	11.3%
Recreational facilities	12.8%

Almost half of the respondents (49.3%) stated that OCC was mentioned in a conversation they have had within the last three months.

Awareness of campus system

An overwhelming majority of residents (93.3%) were aware that OCC has more than one campus. Only 6.3% were not aware.

Those residents who knew there was more than one campus were asked to identify the general location of each campus. Only 2% incorrectly named Madison Heights/Warren as a campus location. The percent of respondents who correctly identified each individual campus is reported below:

Auburn Hills	60.5%
Highland Lakes	40.8%
Orchard Ridge	71.7%
Royal Oak	49.6%
Southfield	26.1%

The Orchard Ridge campus was most often identified and the Southfield campus was the campus least identified by those surveyed.

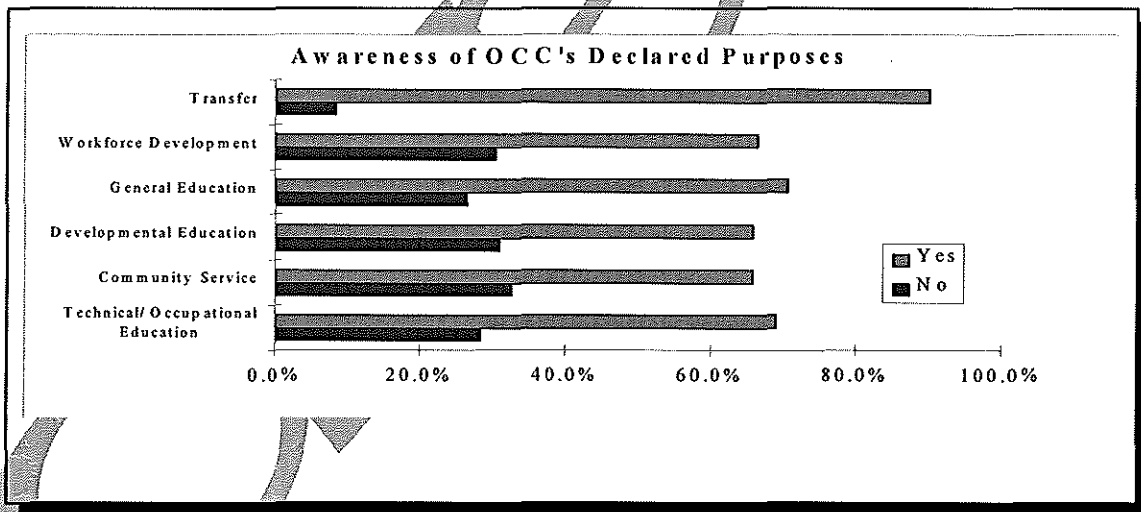
Awareness of OCC's Declared Purposes

OCC states that it provides quality:

- ◆ Educational experiences enabling students to transfer to other institutions of higher education.
- ◆ Occupational and technical learning opportunities to improve students' employability.
- ◆ Community services, including cultural, social, and enrichment opportunities for lifelong learning.
- ◆ Opportunities in developmental education to prepare students for college-level studies.
- ◆ Workforce development training and learning opportunities to meet the needs of business and industry.
- ◆ General education opportunities enabling students to learn independently and develop skills for personal and career success.

Out of the six purposes, residents were the most aware of transfer education experiences (90.2%), followed by general education opportunities (70.7%), and then occupational and technical learning opportunities (69.0%). Community services is the least known; 32.6% of the respondents were not aware that OCC provides this purpose. The following graph compares awareness levels of the six purposes.

Figure 1



Sources of information

The most common ways that surveyed county residents get information about OCC are from general word of mouth (37.5%, mostly from friends and relatives), various publications produced by OCC (30.3%, such as flyers, mailings, and class or event schedules), an individual's own observations or personal involvement (26.0%), and newspapers (21.6%, most often the Oakland Press and the Detroit Free Press). The media, radio and television, were not very strong sources of information for county residents. Only 2.3% get information from the radio and 3.0% from television. Thirteen percent (13.3%) said OCC students were a source of information.

Credibility

Satisfaction

Of those respondents currently enrolled at OCC (3% of the sample), 54% were satisfied with their experience and 46% were very satisfied with their experience.

Choosing OCC

Respondents who were not currently enrolled in a community college, four year college, or university were asked if they would ever consider attending a higher education institution, and if so, which schools they would attend. Respondents were not asked if they would consider attending OCC specifically. Twenty six percent (26.2%) chose OCC as an option. Other schools chosen include Oakland University (16.5%), Wayne State University (6.3%), and the University of Michigan (3.4%). About 19% of the respondents were undecided.

A large majority of residents (87.5%) would recommend OCC to a friend or family member. About 10% were unsure, and only 2.5% said they would not recommend OCC.

Importance of OCC's Declared Purposes

A large majority of respondents felt that each purpose is very important. The most important purpose (it had the highest individual rating and was selected the most important) was preparing students to transfer to other colleges and universities. Less than 1% of the sample thought that providing quality community services was the most important purpose. The table below shows the mean score for each purpose and the percent of respondents who felt each purpose was "very important."

PURPOSE	SCORE (OUT OF 3)	VERY IMPORTANT
Transfer	2.92	93.3%
Workforce Development	2.85	85.8%
Occupational/Technical Education	2.85	85.6%
General Education	2.83	84.2%
Developmental Education	2.80	82.3%
Community Services	2.57	60.5%

Quality

Comparison to other schools

When asked what differences respondents noticed between OCC and other colleges, the most common responses included:

- ◆ 13.5% Strong academics at OCC/Courses offered/Selection/OCC's Accessibility
- ◆ 13.5% Good locations/Close to home/Less commute at OCC
- ◆ 11.8% Individual attention at OCC/Tutoring/Smaller classrooms/Quality instructors/Smaller campus

See the Coding for Question 12 for the variety of responses given.

OCC's Declared Purposes

The highest average "quality" rating of OCC's six purposes went to general education, with a rating of 4.145 out of 5.000. Community service had the lowest rating of 4.000. The quality scale for this question asked for ratings of "terrible," "poor," "OK," "good," and "great." Preparing students to transfer, the most important purpose of those surveyed, had an average score of 4.100. While this is not the highest quality rating of all the purposes, 26% of respondents thought the quality of the transfer purpose was "great." The following table shows the percent of respondents who felt the quality of OCC's purposes were "great" along with the percent of respondents who felt the purposes were "very important."

PURPOSE	VERY IMPORTANT	GREAT QUALITY
Transfer	93.3%	26.0%
Workforce Development	85.8%	22.3%
Occupational/Technical Education	85.6%	22.0%
General Education	84.2%	24.2%
Developmental Education	82.3%	23.8%
Community Services	60.5%	17.8%

Recommend OCC

The reasons behind recommending OCC varied immensely. Regardless of whether a respondent would or would not recommend OCC (although 87.5% said they would), the following are popular reasons for respondents determining if they would or wouldn't recommend OCC:

REASON	PERCENT
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Convenient location	22.4%
Good reputation in the community/Heard good things	17.1%
Good value/Affordable	11.2%
Good programs/Quality education	11.2%

Reasons for not recommending OCC include "OCC does not do a good job of preparing students for a four year institution" and "I question the level of academic training."

Of those who weren't sure if they would recommend OCC, common reasons cited were that it depends on the student's needs, it's not competitive/respondent prefers four year institutions/OCC has a lower level of education, and it is close to home.

See the Coding for Question 27 for the various responses given.

General impression

About half of respondents (48.8%) "strongly agreed" that at least one campus was conveniently located to them. And almost a quarter of respondents (24.1%) "strongly agreed" that OCC provides good value to students. Thirteen percent (13.0%) of the respondents "disagreed" or "strongly disagreed" with the statement that OCC should emphasize meeting the needs of county residents over meeting the needs of others, compared to the one to three percent of respondents (1.2% to 2.3%) who "disagreed" or "strongly disagreed" with the other statements. The table below shows the percent of respondents who "strongly agreed" with each statement.

STATEMENT	STRONGLY AGREED
Campuses are conveniently located	48.8%
Good value to students	24.1%
Reasonable tuition	23.6%
Good value to taxpayers	23.1%
Source of community pride	21.6%
Convenient times for programs	21.2%
Should meet county's needs over others	17.2%

Seventy one percent (71%) of those who have had a recent conversations regarding OCC said that the college was mentioned positively. Only 5% said that it was mentioned negatively.

Personal Experiences with OCC

When respondents said that they or someone in their household took a course for credit at OCC, a majority (57.3%) rated that experience as "great," the highest rating on a five point "quality" scale. The average rating was 3.935 out of 5.000.

Overall Impression

The average "quality" rating of OCC as compared to other schools was 3.921 out of 5.000 on the same scale as above. Respondents were asked which schools they were thinking of in comparison. The table below shows the average "quality" score and the distribution of responses for each comparison.

	Overall (Regardless of Comparison)	Compared to Other Community Colleges	Compared to Other Colleges in the Area
Mean	3.921	4.068	3.771
Great	15.6%	20.4%	10.5%
Good	61.5%	66.0%	57.1%
OK	22.4%	13.6%	31.4%
Poor	0.6%	0.0%	1.0%
Terrible	0.0%	0.0%	0.0%

Respondents were asked to make additional comments about OCC at the end of the survey. There was a mix of positive and negative comments covering issues that were discussed throughout the survey, including transfer, quality of educational experiences, economic value to students, and general impressions. See the attached comments for Question 29.