



*I can  
file with my response!*

*dg*

MEMORANDUM



TO: C. Gram - A.H.  
J. Davis - S.E.

N. Brodbeck - H.L.  
D. Jaksen - O.R.

FROM: R. Stephen Nicholson, *RSN*  
Chancellor

SUBJECT: RETENTION STUDY

DATE: August 8, 1986

Here is a study from the Auburn Hills campus. Have you any suggestions for action that we may take based on any of these findings?

RSN/AH

Attachment

- cc: R. Thompson
- W. O'Mahoney
- G. Cartsonis
- J. Kobran - A.H.
- J. Warner - H.L.
- D. Nichols - O.R.
- B. Stuart - O.R.
- G. Keith - S.E.
- G. Mitchell - A.H.
- P. Ryan - H.L.
- C. Yeramian - O.R.
- J. Gural - S.E.

RETENTION STUDY

Auburn Hills Campus  
Fall Semester, 1985

Admissions Office  
Carlos L. Olivarez, Ph.D.

RECEIVED  
JUN 30 1986  
DEPT. OF...

RECEIVED  
JUN 19 1986  
OFFICE OF...  
ADMISSIONS...

*By design  
or random?*

*small sample  
not representative*

PROCEDURES

Between October 1, 1985, and October 14, 1985, a student survey was conducted by the Admissions Office of Auburn Hills. Six different classes were randomly selected for this study. Half of the classes selected are considered to be technical courses; specifically, CAD 110, TED 103, and TEM 102. The other three were BUS 101, POL 151, and PSY 251. The times the classes selected met ranged from 8 a.m. to 6 p.m., Monday through Thursday.

Two different surveys were used. One was for first time students at OCC. The other was for students who had been enrolled at OCC prior to the Fall, 1985 term. The specific titles of these surveys were Entering Student Survey and Student Opinion Survey. These surveys were purchased from the American College Testing Program.

The total number of Entering Student Survey forms completed was 55. The total number of Student Opinion Survey forms completed was 89.

Every student in attendance at the specific class selected to participate in the survey completed either the Entering Student Survey or the Student Opinion Survey. In the one case where a student happened to be enrolled in two of the classes selected, the appropriate survey was completed only once. The results of each survey is reported separately. A third part of the report groups similar items together and is reported as "All Students".

The narrative summarizes the raw data. The raw data can be found in the index.

Entering Student Survey

Of the Entering Student population for the Fall, 1985, 36.7% are 18 years of age or under. The next largest age group is 19 years of age, which is comprised by 18.4% of the students. Two other age groups, the 23-25 and the 30-39, each make up 12.2% of the new student population. The Mean Age for entering students is 23.12.

*MAIN FRM  
DATA ON  
REG/APP  
FORM?*

There are more male than female new students at Auburn Hills, 54% to 46%. Of the new students, 75.5% are unmarried, 72.2% attended high school just prior to entering OCC, and 41.2% were enrolled in a college preparatory program in high school. Fifty-one percent (51.1%) rank themselves in the second quarter of their graduating class, with 51.9% indicating their overall high school grade average between 2.50-3.49. Of the Entering Students, 5.8% ranked themselves between the 3.5-4.0 high school grade average and 36.5% between the 2.0-2.4 range. The Mean self reported high school grade average for the Entering Student at Auburn Hills is 2.69.

*ASSET  
PLANNING  
FORM  
INFO*

In response to their planned college residence, 46.7% live in their own home, 37.8% live with parents or relatives, and 11.1% live in an apartment.

Employed between 31 to 40 hours per week are 31.4%, with 23.5% employed between 21 to 30 hours, 17.6% employed for over 40 hours, 13.7% employed between 11 to 20 hours, and 11.8% not employed or only working occasional jobs.

4 Only 19.2% of the Entering Student receives any type of federal, state or college sponsored financial aid. The most often stated major sources of funds for their post secondary education are: 1) employment while attending college (including work-study), 2) personal savings, and 3) parents/relatives.

5 The most often stated major reasons for continuing their education are: 1) to meet educational requirements for my chosen occupation, 2) to increase my earning power, 3) to qualify for a high-level occupation, and 4) to become a better-educated person.

6 The most often stated purposes for attending OCC are: 1) to obtain an Associate Degree and 2) to take courses necessary for transferring to another college.

7 The most preferred types of classes to attend are: 1) morning classes and 2) evening classes. The most preferred types of class format are 1) lecture format and 2) small-group format.

8 The most often stated areas of special help needed are: 1) improving test-taking skills, 2) improving public speaking skills, 3) developing better study skills and habits, 4) improving mathematics skills, 5) increasing reading speed, and 6) improving reading comprehension.

9 The most often stated extracurricular activities they would like to participate in while attending OCC are: 1) special interest groups (sailing club, dance club, judo club, etc.), 2) intramural athletics, 3) varsity athletics, and 4) fraternity or sorority.

10 The most often stated factors that helped them decide to attend OCC are: 1) location of the college, 2) cost of attending the college, 3) availability of a particular program of study, 4) variety of courses offered, 5) type of community in which the college is located, and 6) opportunity for part-time work.

11 The ratings of OCC at the time they applied for admission were: 1) it was my first choice - 63.3%, 2) it was my second choice - 24.5%, 3) it was my third choice - 8.2%, and 4) it was my fourth choice or lower - 4.0%.

12 As to when they decided to attend OCC, 61.2% decided after completing high school, 32.6% decided during 12th grade, and 6.1% decided during 11th grade.

13 The most stated major sources of information about OCC are: 1) parents or relatives, 2) college brochure or pamphlet, 3) college catalog, 4) friends at the college, 5) high school counselors, 6) visit(s) to the campus, 7) high school teachers, 8) high school classmates, college representative's visit to high school (college night, etc.), and articles in newspapers and magazines, 9) high school administrators (principal, etc.), 10) college alumni, and 11) announcements on radio and television and high school library materials.

### Returning Students

The Student Opinion Survey for returning students indicates that 45.3% are 21 years of age or younger, 19.8% are between the ages of 30-39, and 15.1% are between 26-29. The Mean Age for returning students for the Fall Term, 1985 is 26.6.

The major purposes for entering OCC are: 1) to obtain an Associate Degree (35.0%), 2) to take courses necessary for transferring to a 4-year college or university (22.9%), 3) to take a few job-related or job-required courses (15.7%), and 4) to complete a vocational technical program.

The overall college grade average ranges, in order of occurrence, are: 1) 3.00-3.49 (31.2%), 2) 3.50-4.00 (23.7%), 3) 2.50-2.99 (21.2%), and 4) 2.00-2.49 (21.2%). The Mean overall college grade average for returning students for the Fall Term, 1985 is 3.04.

Males make up 59.6% of the returning student population, 69.8% are unmarried, and 73.0% have no dependent children.

Of those currently employed, 34.1% work over 40 hours per week, 30.7% work 31 to 40 hours and 13.6% work 21 to 30 hours. Only 13.6% do not work or work only occasional jobs.

Part-time students make up 66.3% of this population. As to the number of years they have attended OCC, 52.9% have attended 1 year, 29.4% have attended 2 years, 12.9% have attended 3 years, and 3.5% have attended 4 or more years.

At the time they first entered OCC, 32.1% entered after working for a period of time, 28.6% entered directly from high school and 13.1% transferred from another 2-year college.

Forty-three percent (43%) of returning students live 6-10 miles from Auburn Hills, while 26.8% live 1-5 miles from the campus. Only 21.3% receive any type of federal, state, or college-sponsored student financial aid.

The most often indicated major reasons for selecting OCC, in order of occurrence, were: 1) could work while attending, 2) convenient location, 3) offered the courses I wanted, and 4) low cost of attending.

At the time they applied for admission, 72.7% indicated that OCC was their first choice and 20.4% indicated that OCC was their second choice. If they could start college again, 41.6% indicated they would probably choose OCC, 25.8% definitely would, 16.8% are uncertain, and 15.7% probably would not.

As to their overall impression of the quality of education, 67.0% rated OCC as good, 18.2% as average, and 14.8% as excellent.

On college services, the services or programs most often rated as very satisfied are the library/learning resource center facilities and services and

parking facilities and services. Also, the services or programs most often rated as dissatisfied or very dissatisfied are the parking facilities and services.

In regards to college environment, the following were most often rated as very satisfied: 1) general condition and appearance of the buildings and grounds, 2) this college in general, 3) attitude of the teaching staff toward students, 4) class size relative to the type of course, 5) quality of instruction in the major area of study, 6) variety of courses offered at OCC, 7) flexibility to design their own program of study, 8) college bookstore, 9) availability of the courses they want at times they can take them, 10) billing and fee payment procedures, and 11) college catalog/admissions publications.

Most often rated as dissatisfied or very dissatisfied were availability of the courses they want at the time they can take them and general registration procedures.

#### All Students

The combined Mean Age for new and returning students at Auburn Hills is 25.2. Males comprise 57.5% of the student population and 71.7% of all students are unmarried.

Currently working more than 40 hours per week are 28% of Auburn Hills students. Also, 30.9% are employed 31 to 40 hours. Only 12.9% are not currently employed or work only occasional jobs.

Of all students enrolled for the Fall Term, 1985, 79.4% do not receive any type of federal, state, or college-sponsored financial aid.

Oakland Community College was the first choice for 69.3% of the students at the time of applying for admissions. OCC was the second choice for 21.9% of the students.