



**OAKLAND
COMMUNITY
COLLEGE**

**Oakland Community College
Official Enrollment Report Survey Findings**

Preliminary Report

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Purpose of the Survey

The Office of Institutional Research (IR) conducted a survey to obtain feedback regarding the official enrollment reports generated by the IR Department. These reports are produced and distributed each term for the First Day of Session, One-Tenth Day of Session, and the End of Session. The survey was conducted to assure that these reports provide valuable information for the audience receiving them. The survey gathered information about the following:

- Types of Official Enrollment Reports used;
- Information derived from each report;
- Types of data users require; and
- Additional comments and suggestions.

Methodology

An eight-question survey was sent via email to thirty-seven OCC staff members who receive the Official Enrollment Reports regularly. The survey was comprised of both multiple choice and open-ended questions. The survey was sent out on Wednesday, July 23, 2003. The responses were requested to be returned by Thursday, August 7, 2003.

Key Findings

The IR Department received a 37.8% (n=14) response rate for the survey. The following is a summary of the key findings:

- The survey results indicate that ten of the fourteen survey participants use one or more of the Official Enrollment Reports produced by IR.
- The following outlines the number of respondents cited using each report:
 - First Day of Session – 11
 - One-Tenth Day of Session – 12
 - End of Session – 11

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Table One (below) illustrates respondents' use of information derived from each individual report (n=14):

Table 1 - Number of Respondents			
	Information Used from 1st Day of Session Report	Information Used from 1/10th Day of Session Report	Information Used from End of Session Report
Actual Student Credit Hours	10	12	12
Actual Student Headcount	10	12	12
Projected Student Credit Hours	5	5	12
Credit Hours per Student	7	8	12
Projected Student Headcount	4	3	3

- Results indicate that the majority of respondents do not use projections from the First Day of Session and One-Tenth Day of Session Official Enrollment Reports.
- Further, survey results indicate that projected student headcount is the least used information from the Official Enrollment Reports, regardless of session.
- Respondents cited that they use the Official Enrollment Reports for the following reasons:
 - Indicate enrollment status and trends;
 - Registration traffic;
 - Help with scheduling and future planning;
 - Compare performance with competitors;
 - Other reports; and
 - Provide general information.

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- When asked what types of trend or historical data they were interested in receiving, most respondents indicated they would like to see one-year and five-year trends and percent changes.

- When asked what additional enrollment information they would like to see, respondents indicated they would like:
 - More specific enrollment information related to courses and sections;
 - Number of cancelled classes in the One-Tenth Day report; and
 - Indication of how quickly specific sections are filling.

Some of the additional comments respondents made regarding the Official Enrollment Reports include:

- Reports provide excellent information when trying to determine resource distribution.
- The enrollment reports give informative information every semester.
- Information from the reports is given to legislators, donors, and others with whom the college has relationships.

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Next Steps

After reviewing the survey results, the IR Department intends to make the following changes to the Official Enrollment Reports:

- Eliminate reporting projections on the First Day of Session and One-Tenth Day of Session Reports. As stated previously, results indicate that the majority of respondents do not use these projections on these reports.
- Include high and low enrollment records since 1988* in the First Day of Session Official Enrollment Reports.
- Focus on the following for each specific Enrollment Report:
 - First Day of Session – Compare current First Day of Session figures to historical highs and lows from the past ten years.
 - One-Tenth Day of Session – Compare One-Tenth Day of Session figures to First Day of Session figures.
 - End of Session – Compare End of Session figures (including non-credit) to overall projections.

* This is the earliest year of enrollment figures in the IR database.

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Appendix A:

Open-Ended Responses

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How do you use the information you derive from each report?

First Day of Session - Official Enrollment Report

- All reports are used as macro view to gauge trends and monitor long term shifts in enrollment.
- These are useful reports in understanding where the college is at any point in time with regards to enrollment.
- Annual class scheduling. (determining number of sections to offer/add) – curriculum planning.
- College size evaluation; registration counter check.
- Comparisons to previous year, work with Chairs/Coordinators on next year's schedule.
- Enrollment trends.
- Personal review.
- Reporting; future planning; strategizing.
- Status of enrollment.
- To compare trends from past years.
- To get idea of our registration traffic.
- To track enrollment college wide.

How do you use the information you derive from each report?

One-Tenth Day - Official Enrollment Report

- Annual class scheduling.
- Comparison of other campuses.
- Comparisons to previous year/work with Chairs/Coordinators on next year's schedule.
- General Information, Chancellor's Council discussions and decisions.
- Official statement of school enrollment aspects.
- Reporting; future planning; strategizing.
- Share with campus planning council and senate.
- To get idea of our registration traffic.
- Updates.

How do you use the information you derive from each report?

End of Session - Official Enrollment Report

- Annual class scheduling.
- Comparison of prior years.
- Comparisons to previous year/work with Chairs/Coordinators on next year's schedule.
- Final status of enrollment by individual campus and college-wide.
- General Information, Chancellor's Council discussions and decisions.
- Keep campus chart for trend purposes.
- This gives us an idea about numbers for the next semester. Enrollment numbers affect staffing needs in my area. The busier the registration period, the more staff needed to work.
- To get idea of our registration traffic.

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To whom do you forward these reports?

Forwarded to Internal Parties

- Academic staff.
- Administration, Faculty, Enrollment Services staff.
- All SSS's – (Student Service Specialist).
- Chairs/Coordinators
- Deans
- Department chairs
- End of session to SSS (Student Service Specialist) staff.
- My assistant, to compile campus charts.

Forwarded to External Parties

- Marketing consultants

What types of trend or historical data are you interested in (for example, percent change, from first-year, five-year, and ten-year data)?

- One-year differences; comparing trends against other campuses and college.
- Five-year and index with high and lows historically.
- Annual change; five-year change (year-to-year).
- Changes from previous year.
- College comparisons to enrollment at other institutions.
- For annual scheduling purposes; I'm usually looking at three-year trends and graphs of year-to-year behavior.
- I am interested in trend data for one, five and ten years.
- Percent changes from one-year and five-year.
- Programs that students apply for and classes that are most/least popular.
- These are good. Would like to see campus stats and % of whole college.

Is there additional enrollment information that you would like to see on any of these reports?

- An indication of classes that were cancelled with the one-tenth day report.
- The number of students attending OCC from the recent graduating class of area high schools.
- Enrollment information that is more specific with regard to enrollment in courses and sections in particular campuses; as well as how rapidly specific sections are filling.
- Interested in number of sections enrolled. We have count of students, and total of credits, but not sum of students-in-sections (I'm not a significant user)
- Far too many to list here.

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Additional Comments

- Deregistered students by campus.
- Not on this particular report; however, the same type of data on specific disciplines, etc. would be useful.
- Great work with these reports. Provides excellent information when trying to determine resource distribution.
- I believe it is an outstanding report that gives me very informative information every semester.
- I do not send the reports themselves to anyone outside of OCC, but I do give the information from the reports to legislators, donors and others with whom the College has relationships.
- Please keep printing and distributing the First Day of Session and One-Tenth Day of Session reports.
- Trend analysis.
- We once published the College Data Set which went into detailed analysis on the One-Tenth Day of enrollment. A continuation of that electronically would make it possible to continue.