

orchard ridge campus

INSTITUTIONAL REPORTS

STUDENT PROFILE DATA

Fall, 1974

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Orchard Ridge Campus
Oakland Community College

STUDENT PROFILE DATA

Fall, 1974

During the regular registration period for the Fall, 1974 semester, the following data was collected from 1,223 students on a random basis. The purpose of the survey was to determine student response to several critical aspects of the Orchard Ridge program. Also, the instrument was designed to provide certain profile data on the Orchard Ridge student body.

Of the total Fall, 1974 enrollment, (6,242), 1,959 students registered by mail. The data below represent responses from both day and evening students; it does not include those who went through Late Registration.

It should be emphasized that the responses (TABLE I) are representative of only about 18 percent of the total student body enrolled for the Fall semester. All observations must be considered from this vantage point.

Because some students did not complete all items on the survey instrument, individual questions will include a "no response" category.

Observations

On the basis of the following data, these observations can be made in two specific categories: A. Student Characteristics and B. Reaction to Orchard Ridge.

A. Student Characteristics

A profile that may be drawn from the collected data would show that a typical Orchard Ridge student is an Oakland County resident who is single, lives with parents, within 10 miles of the campus. Because of an almost equal sex distribution, the student would just as likely be male as female and would fall in the 20 - 24 year age range. Although carrying almost a full-time credit load, the student is employed over 16 hours per week.

Most of the respondents were first-time College students (50%), new to the O.R. Campus (46%), and decided to enroll because of the influence of an O.C.C. student or friend.

Choosing to enroll primarily in day classes (47%), the respondents either believed that sufficient evening sections of courses were offered or were uninterested (26%) in taking night classes.

Regarding objectives, a large portion of the respondents (34%) stated that their primary reason for attending Orchard Ridge was to qualify for admission to a four-year institution. Almost one-half (47%) revealed aspirations for completing a bachelor's degree or beyond.

B. Reaction to Orchard Ridge

Regarding admissions procedures at Orchard Ridge, the respondents (47%) found them either "quick" or "uncomplicated." While the majority (64%) had not participated in Mail Registration, 43% reported that the regular process was "easy to handle." They also indicated (73%) that counselors were available to assist with the process. It was possible for a large percentage (67%) of the respondents to obtain their desired schedule of classes.

In response to the question on pre-college orientation programs, a majority indicated that they were "not offered" (30%) or "not needed" (25%). Also, respondents were not familiar with the cognitive style test: 58% either did not know what it is, had never taken it, or, if taken, had not had the results explained.

Some additional observations to be noted from the survey include the following:

1. While 20 percent of the students were not employed, one-half indicated they worked more than 16 hours per week. Also, 27% were carrying a full-time-plus academic load for the semester.
2. Students' decisions to attend Oakland Community College were not the result of contacts with high school counselors (only 4% indicated this influencing factor) or from newspaper information (1%).
3. As part of the admissions process, only 4 percent of the respondents felt that counselors were "unavailable."
4. The survey results seem to support the need for evening programs, as 28 percent of the respondents had classes mostly evenings.
5. Regarding primary reasons for attending Oakland Community College, Orchard Ridge, 21 percent chose the earning a 2-year degree category. However, almost one-fifth (19%) were taking courses just for "general interest."

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Dean of Students

DDN:mk

ORCHARD RIDGE CAMPUS
STUDENT PROFILE DATA

TABLE I

<u>QUESTION</u>	<u>RESPONSE</u>	<u>NUMBER</u>	<u>PERCENT</u>
1. Please indicate your sex.	A. Man	484	40
	B. Woman	542	44
	C. No response	197	16
2. Age last birthday	A. Under 18	67	5
	B. 18-19	336	27
	C. 20-21	179	15
	D. 22-24	142	12
	E. None of the above	266	22
	F. No response	233	19
3. Age at last birthday.	A. 25-29	154	13
	B. 30-35	81	7
	C. 36-40	45	4
	D. 41 or older	49	4
	E. None of the above	493	40
	F. No response	401	32
4. What is your marital status?	A. Single	693	57
	B. Married	278	23
	C. Divorced	39	3
	D. Widowed	8	1
	E. Separated	15	1
	F. No response	190	15
5. In which County do you currently have legal residence?	A. Oakland County	818	67
	B. Wayne County	139	11
	C. Macomb County	8	1
	D. Elsewhere in Michigan	11	1
	E. Outside of Michigan	3	0
	F. No response	244	20
6. What is the distance from your home to the campus you attend?	A. 1-10 miles	605	49
	B. 11-20 miles	287	23
	C. 21-30 miles	70	6
	D. 31-40 miles	11	1
	E. More	4	0
	F. No response	246	21
7. With whom do you presently reside?	A. Parents	554	45
	B. Relatives	34	3
	C. Friend or friends	67	5
	D. Spouse	257	21
	E. Alone	65	5
	F. No response	240	20
8. How many hours per week will you be employed during the coming semester?	A. Not employed	249	20
	B. 1-15	112	9
	C. 16-30	201	16
	D. 31-40	256	21
	E. More than 40	165	13
	F. No response	240	20

<u>QUESTION</u>	<u>RESPONSE</u>	<u>NUMBER</u>	<u>PERCENT</u>
9. For how many credits are you currently enrolled?	A. Less than 6	289	24
	B. 6-8	234	19
	C. 9-11	129	11
	D. 12-15	281	23
	E. More than 15	55	4
	F. No response	235	19
10. How many previous terms have you completed at Orchard Ridge?	A. None	558	46
	B. One	133	11
	C. Two or more	280	23
	D. No response	252	20
11. What influenced you to attend OCC/Orchard Ridge Campus?	A. High School counselor	52	4
	B. Newspaper	14	1
	C. OCC students or friend	289	24
	D. Relative	115	9
	E. Other	589	43
	F. No response	164	14
12. Admissions procedures were	A. Quick	355	29
	B. Uncomplicated	225	18
	C. Tolerable	304	25
	D. Slow	114	9
	E. Complicated	47	4
	F. No response	178	15
13. Registration processes were	A. Easy to handle	523	43
	B. Tolerable	368	30
	C. Complicated	138	11
	D. No response	194	16
14. I have participated in "Mail Registration."	A. Yes	254	21
	B. No	786	64
	C. No response	183	15
15. I was able to obtain my desired schedule of classes.	A. All	621	51
	B. Most	193	16
	C. Some	143	12
	D. None	75	6
	E. No response	191	15
16. My pre-college orientation program at OCC/Orchard Ridge was	A. Good	130	11
	B. Fair	92	8
	C. Of no help	61	5
	D. Not needed	306	25
	E. Not offered	364	30
	F. No response	270	21
17. My cognitive map (style) was	A. Well understood	201	16
	B. Not understood	61	5
	C. Never explained	137	11
	D. Never taken	151	12
	E. Do not know what it is	431	35
	F. No response	242	21

<u>QUESTION</u>	<u>RESPONSE</u>	<u>NUMBER</u>	<u>PERCENT</u>
18. When needed, counselors are	A. Readily available	287	23
	B. Available	611	50
	C. Unavailable	54	4
	D. No response	271	23
19. When do you have your classes?	A. Mostly mornings	275	22
	B. Mostly afternoons	81	7
	C. Mornings and afternoons	219	18
	D. Mostly evenings	344	28
	E. Days and evenings	73	6
	F. No response	231	19
20. How many previous terms have you completed at a college other than OCC?	A. None	617	50
	B. One	123	10
	C. Two or more	200	16
	D. No response	283	24
21. Do you feel there are sufficient <u>evening sections</u> of the courses in which you are interested?	A. Yes	388	32
	B. No	227	19
	C. Don't take evening class	320	26
	D. No response	288	23
22. What is your primary reason for attending OCC/Orchard Ridge Campus?	A. Earn a 2-year degree	255	21
	B. Qualify for a 4-year institution	419	34
	C. Gain skills for immediate employment	115	9
	D. Take courses for general interest	238	19
	E. No response	196	17
23. How many years of college do you eventually plan to complete?	A. One year certificate	55	4
	B. Two year technical, Liberal Arts or career degree	281	23
	C. Bachelor's (four year) degree	369	30
	D. Master's	125	10
	E. Doctorate (Ph.D., M.D., D.D.S.)	90	7
	F. No response	303	25