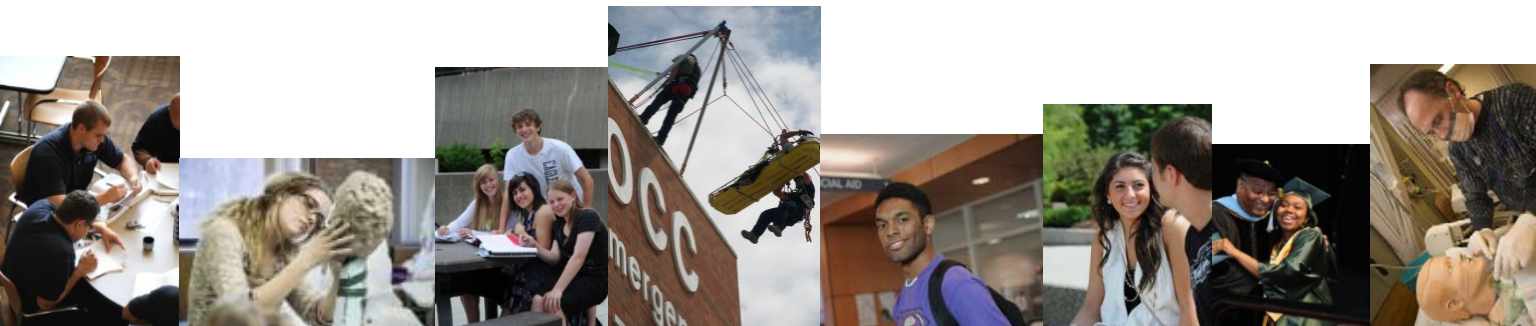


OAKLAND COMMUNITY COLLEGE

Board of Trustees Enrollment June 16, 2015

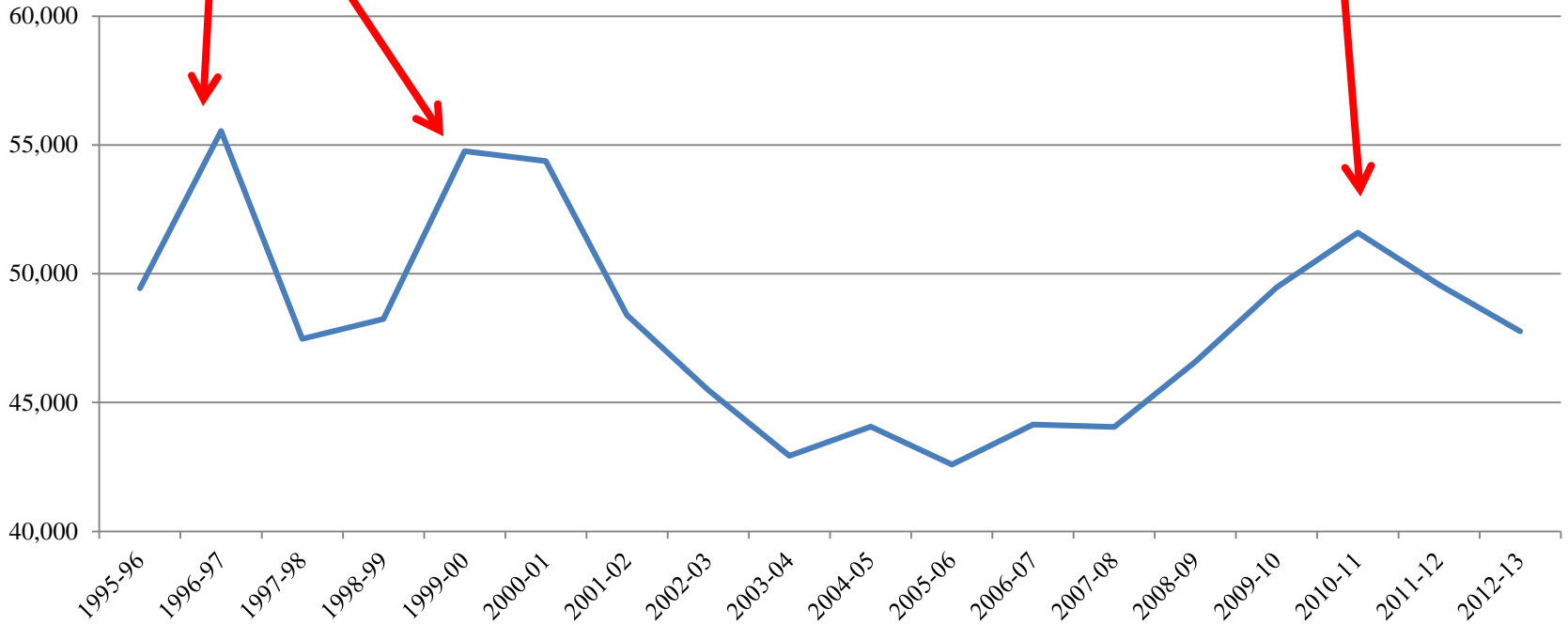
Presented By: Kelly Perez-Vergara
Academic Effectiveness



Non-credit initiatives.

Recession-driven increase.

Figure 1. Unduplicated Headcount (Credit and Non-Credit)
Source: michigancc.net



No spike....

Recession-driven increase.

Figure 2. Credit Hours
Source: michigancc.net

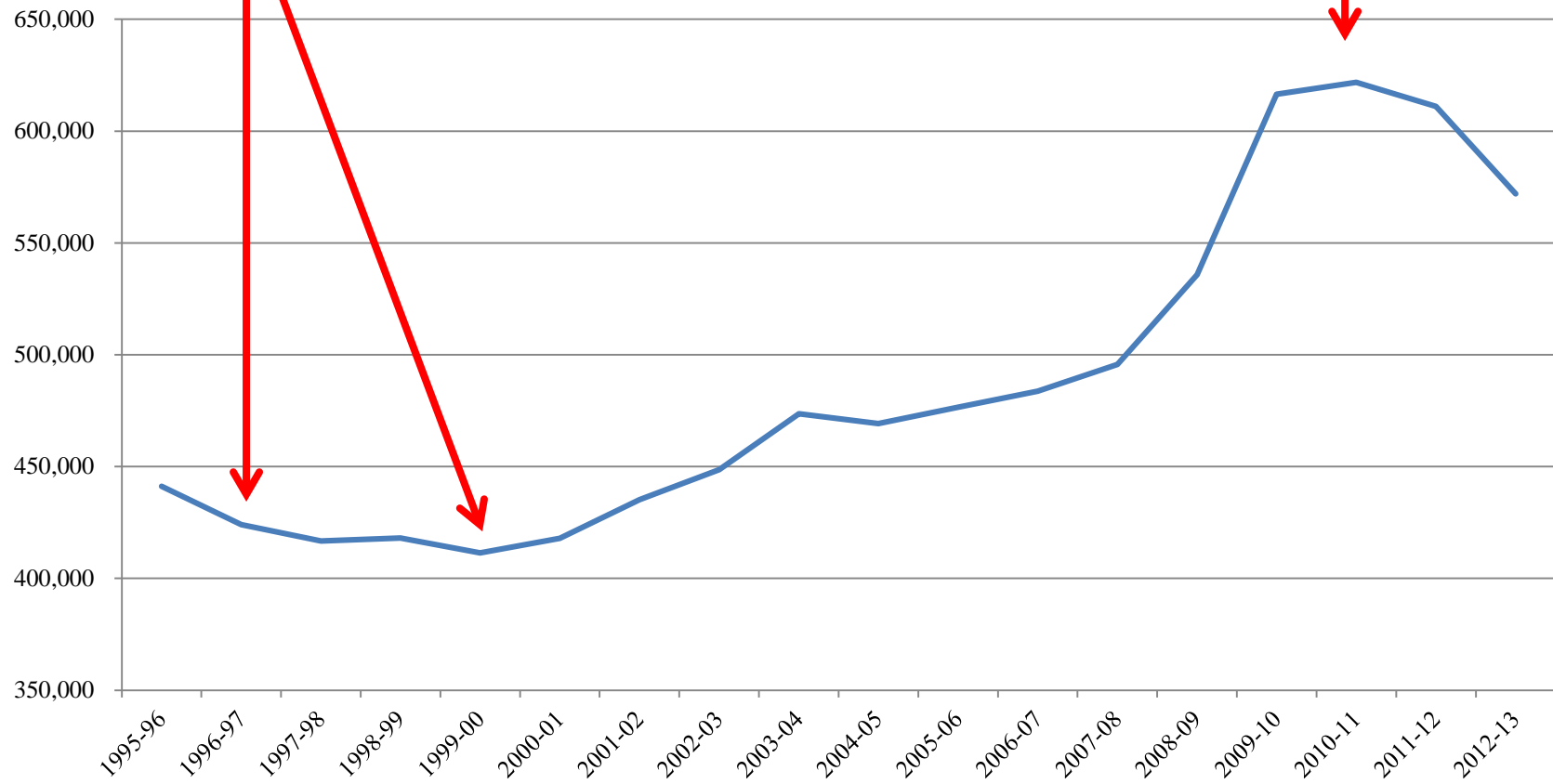


Figure 2. Credit Hours (Credit and Non-Credit)

Source: michigancc.net

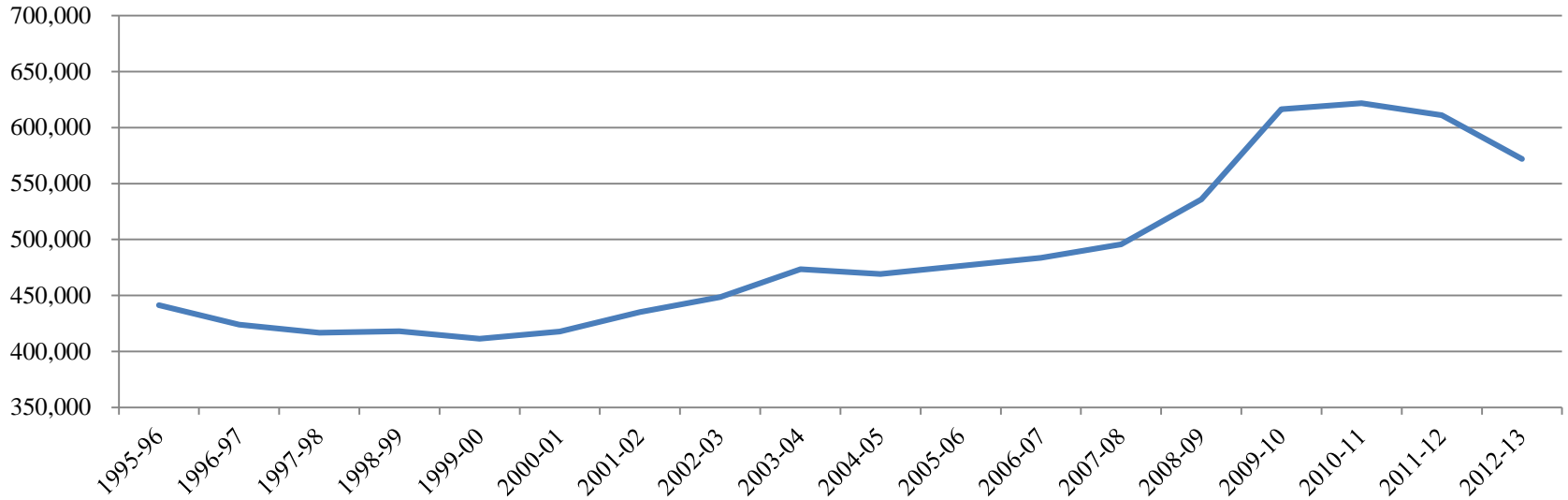
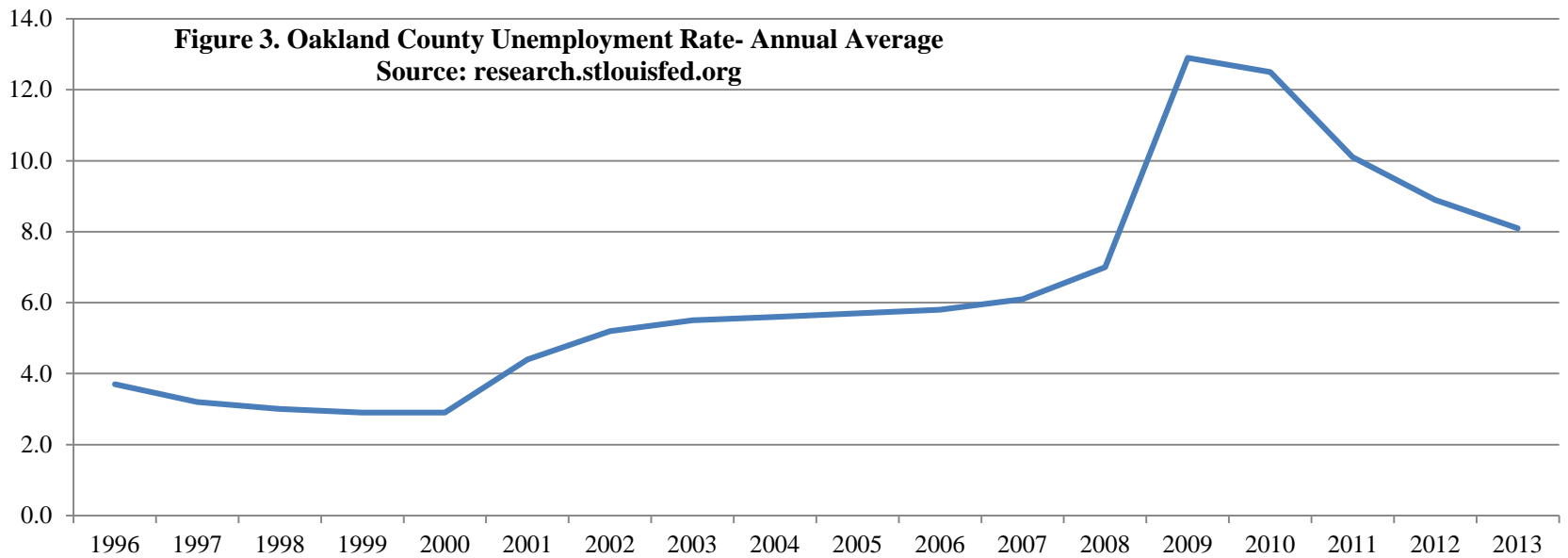
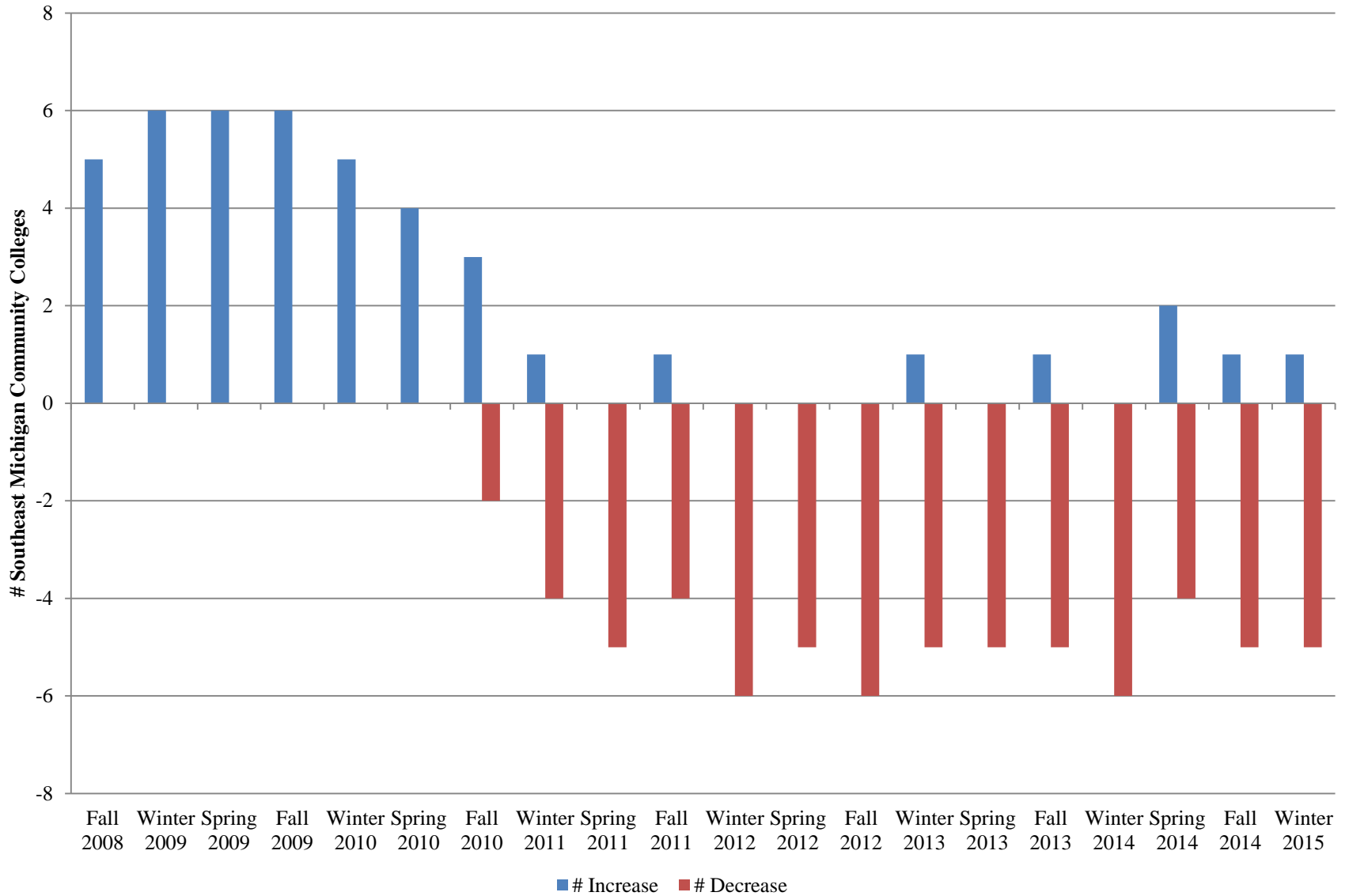


Figure 3. Oakland County Unemployment Rate- Annual Average

Source: research.stlouisfed.org

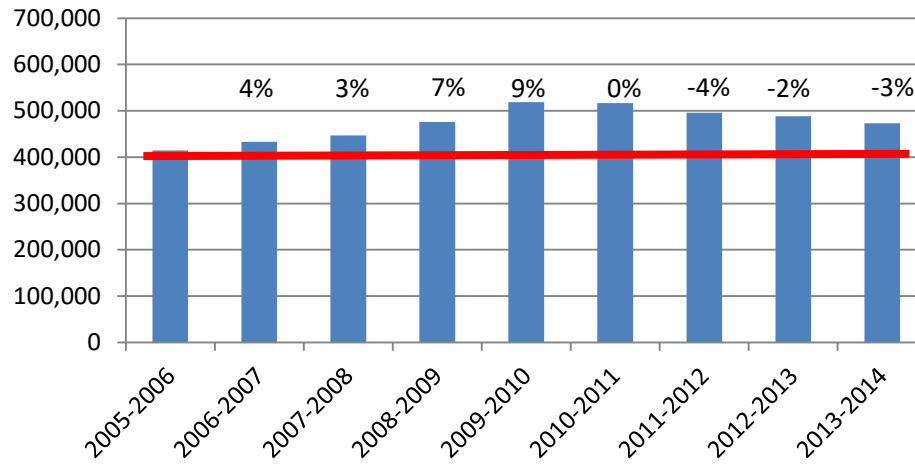


**Figure 4. Percent Change in Headcount (Compared to Prior Year Term):
 Southeast Michigan Community College Enrollment Since Fall 2008**
 Source: MACRAO.org



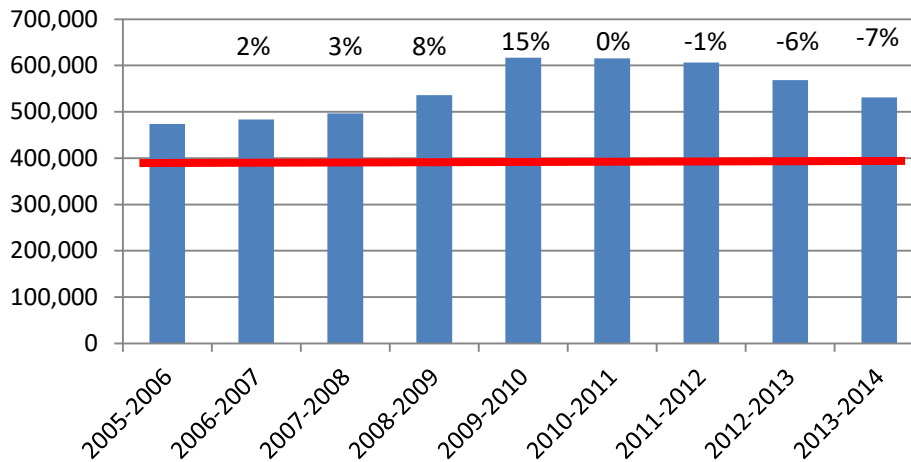
Change
05-06 to
13-14:
Credits up
14%

MCC Credits



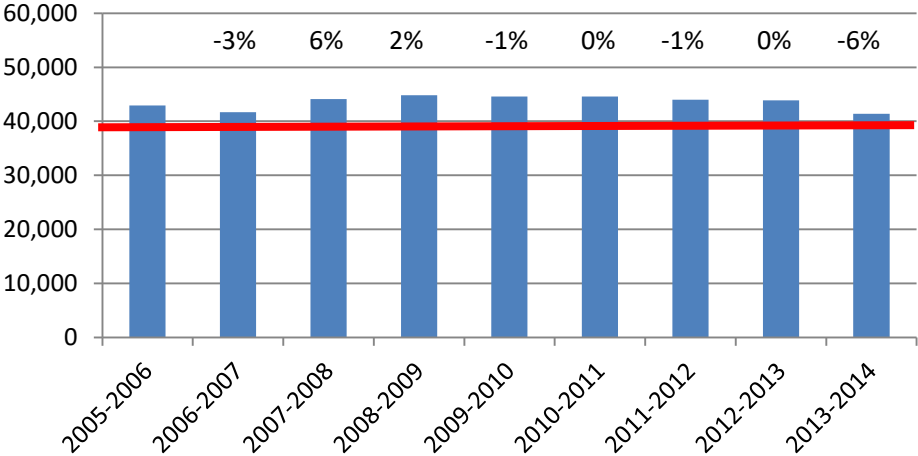
Change
05-06 to
13-14:
Credits up
12%

OCC Credits



Change
05-06 to
13-14:
Headcount
down 4%

MCC Headcount



Change
05-06 to
13-14:
Headcount
up 6%

OCC Headcount

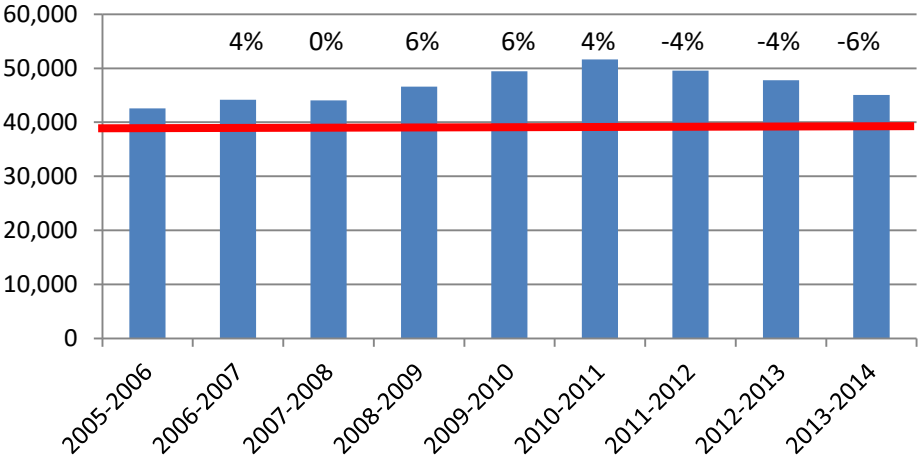
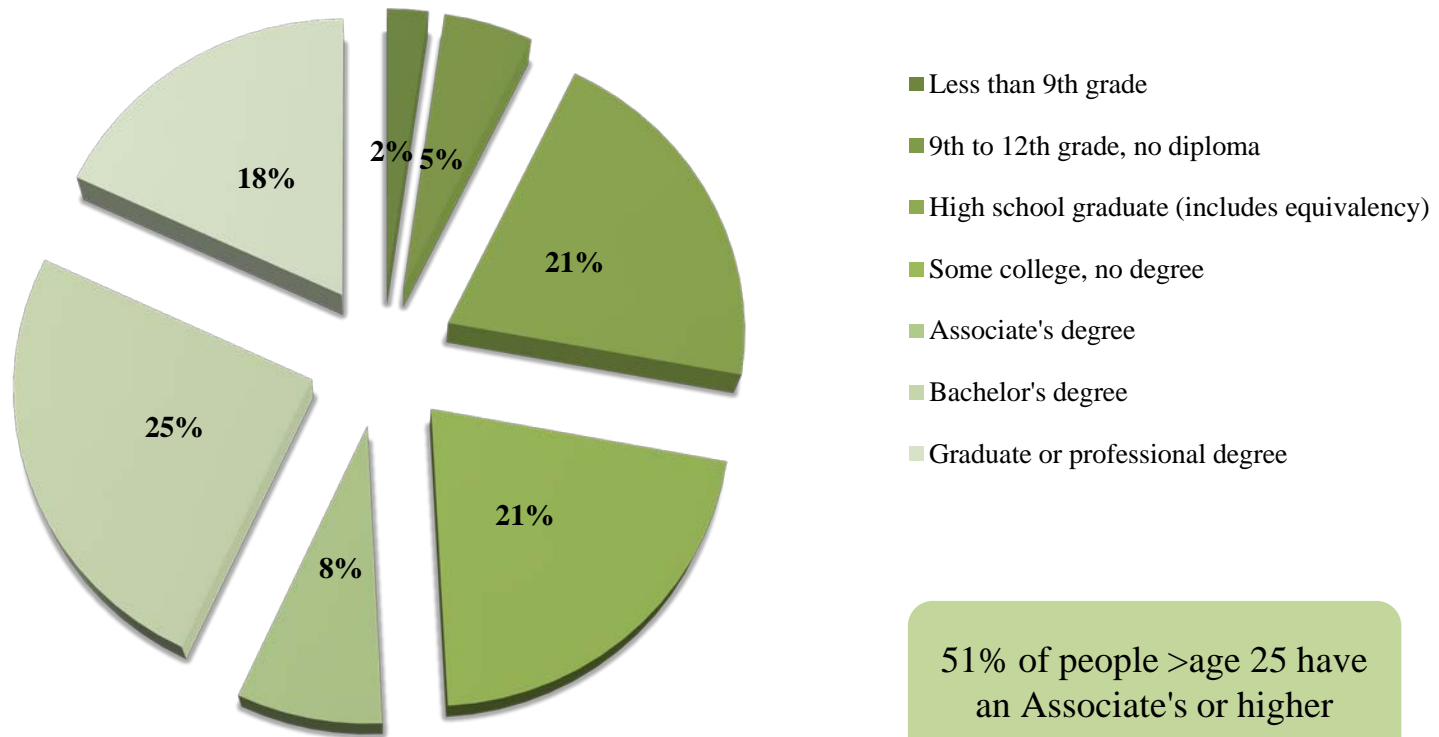


Figure 5. Percent Educational Attainment Oakland County 2013

Source: American Community Survey



51% of people >age 25 have an Associate's or higher

WAYNE COUNTY:
28% of people >age 25 have an Associate's or higher

Figure 6a. Number Students K-12 Oakland Schools 2014-15

Source: MISchools.org

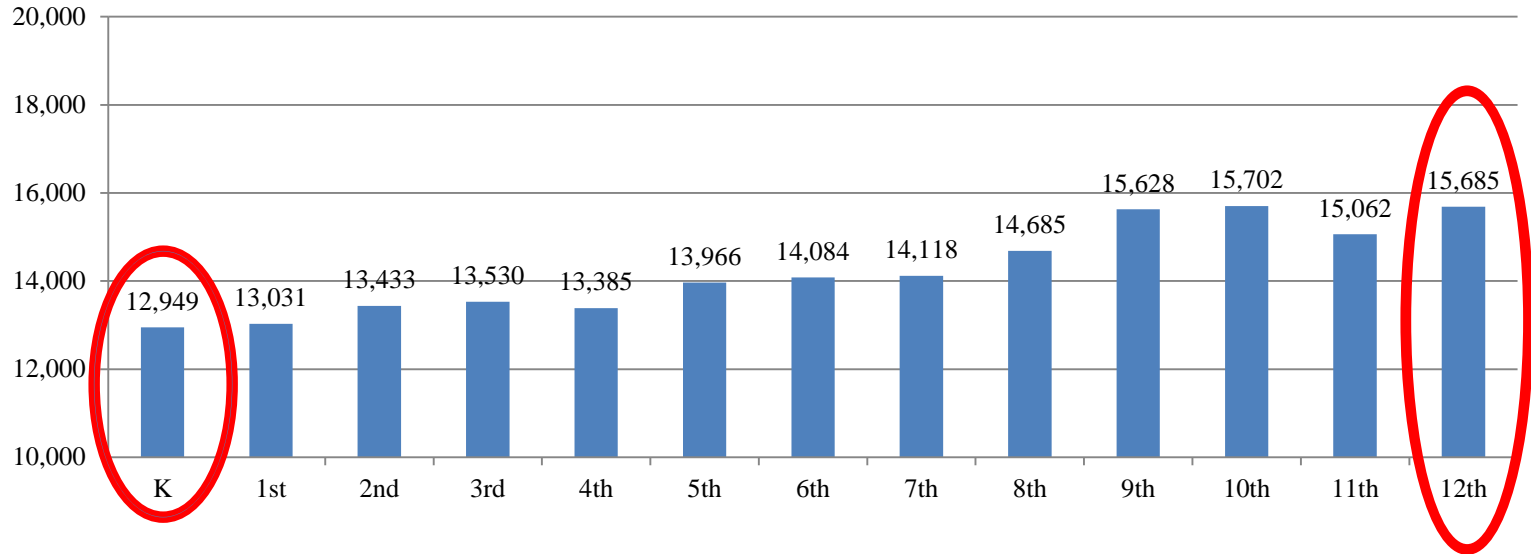


Figure 6b. Number Students K-12 Wayne Schools 2014-15

Source: MISchools.org

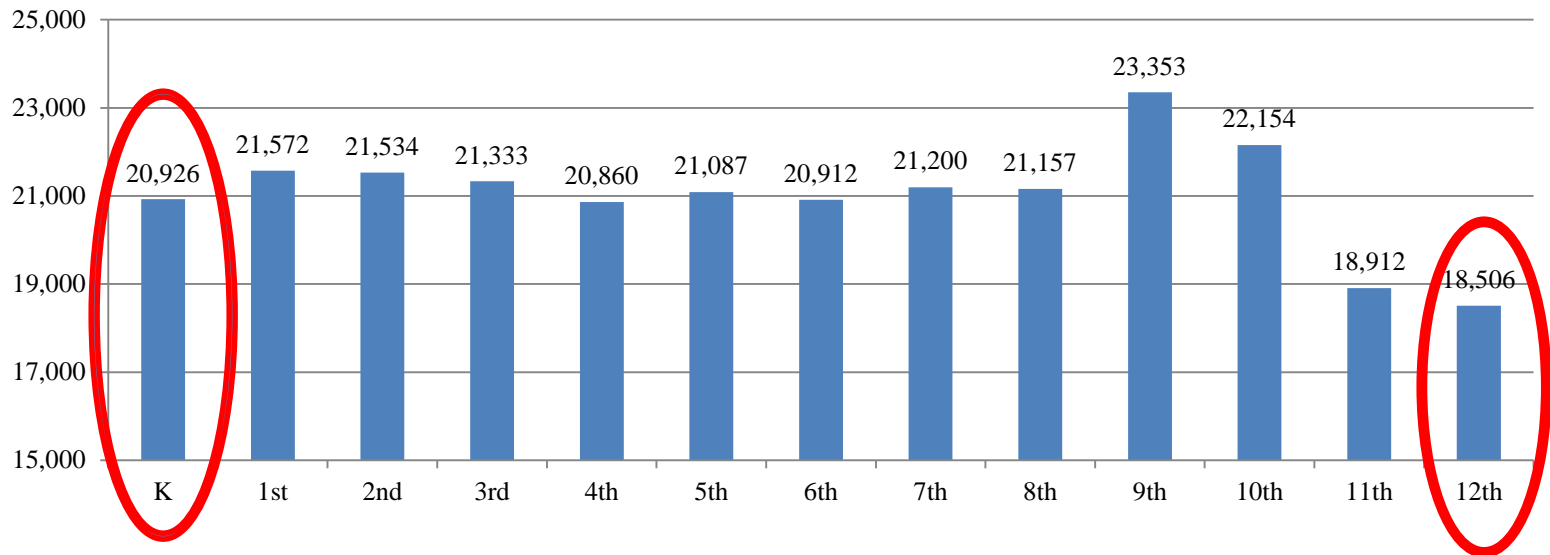
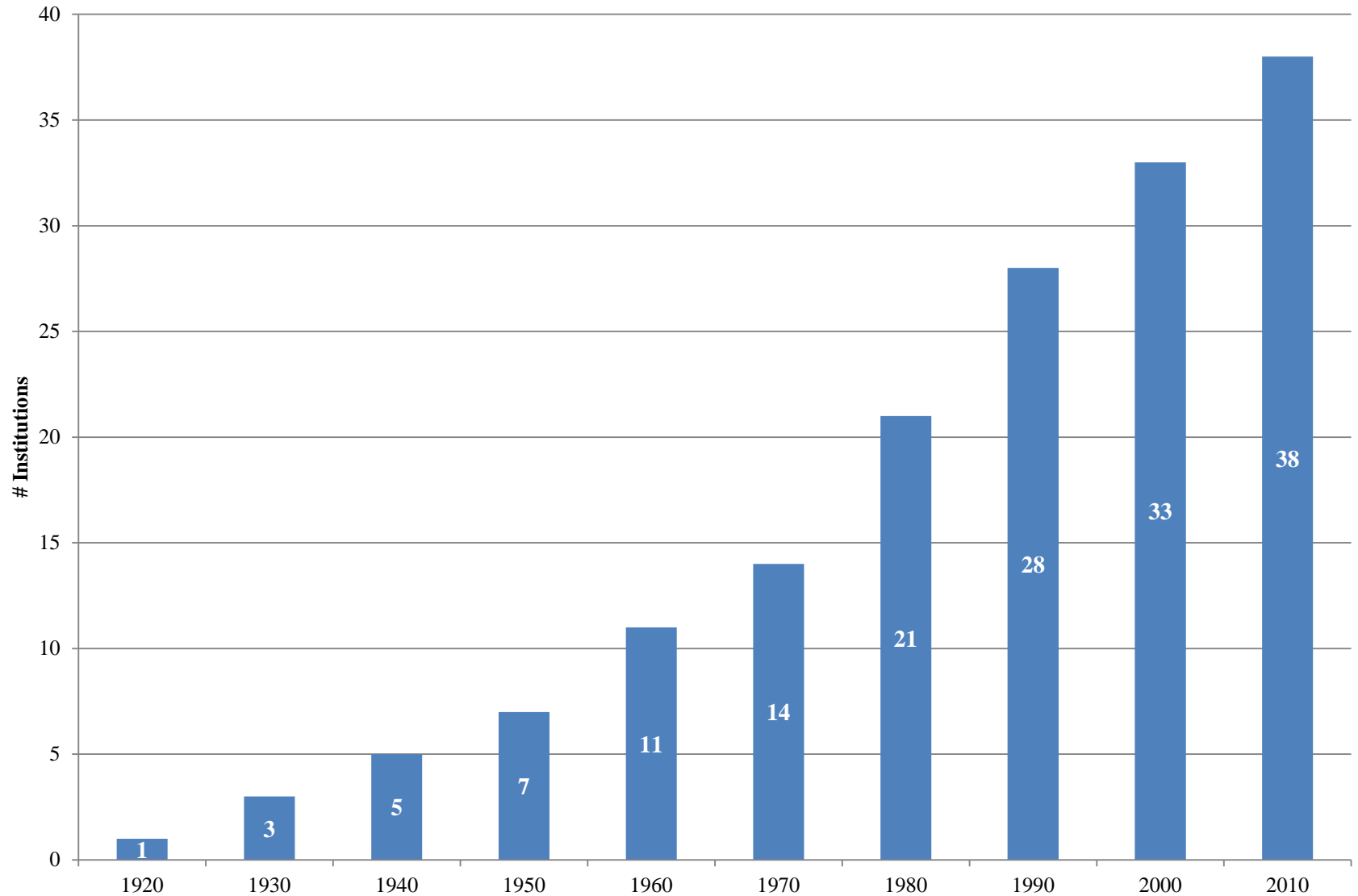


Figure 7. Number of Post-Secondary Institutions in Oakland County by Decade
Source: Council for Higher Education Accreditation



Next Steps

- Not all programs are decreasing in enrollment
 - Institutional effectiveness is researching factors that impact enrollment
- Recruitment Task Force
 - Drs. Shadko and Sims have organized a team of 15 faculty and staff to review our current efforts and make recommendations on continuing efforts