



OAKLAND
COMMUNITY
COLLEGE

**Oakland Community College
Matriculation Survey**

Final Report

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May 2004

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Matriculation Survey Analysis
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**Oakland Community College
Matriculation Survey Analysis
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Introduction

In order to evaluate Oakland Community College's institutional effectiveness, a matriculation survey was administered by the Office of Institutional Research (IR) to prospective Oakland Community College (OCC) students who applied for the Fall 2003 semester, but did not enroll in classes. The purpose of the survey was to gather insight into the reasons why these potential students did not attend OCC. The data gathered from this survey will provide information to better assist the college in planning procedures and understanding the needs of its applicants.

Methodology

A fifteen-question telephone survey was conducted from January 22, 2004 through February 11, 2004. The survey was comprised of both multiple choice and open-ended questions. A total of 3,410 prospective students applied to OCC for the Fall 2003 semester, but did not enroll in courses. The final sample encompassed 1,006 responses. This report includes various demographic information about both the applicants who enrolled and the applicants that did not enroll. A copy of the survey in its entirety can be found in Appendix A of this report.

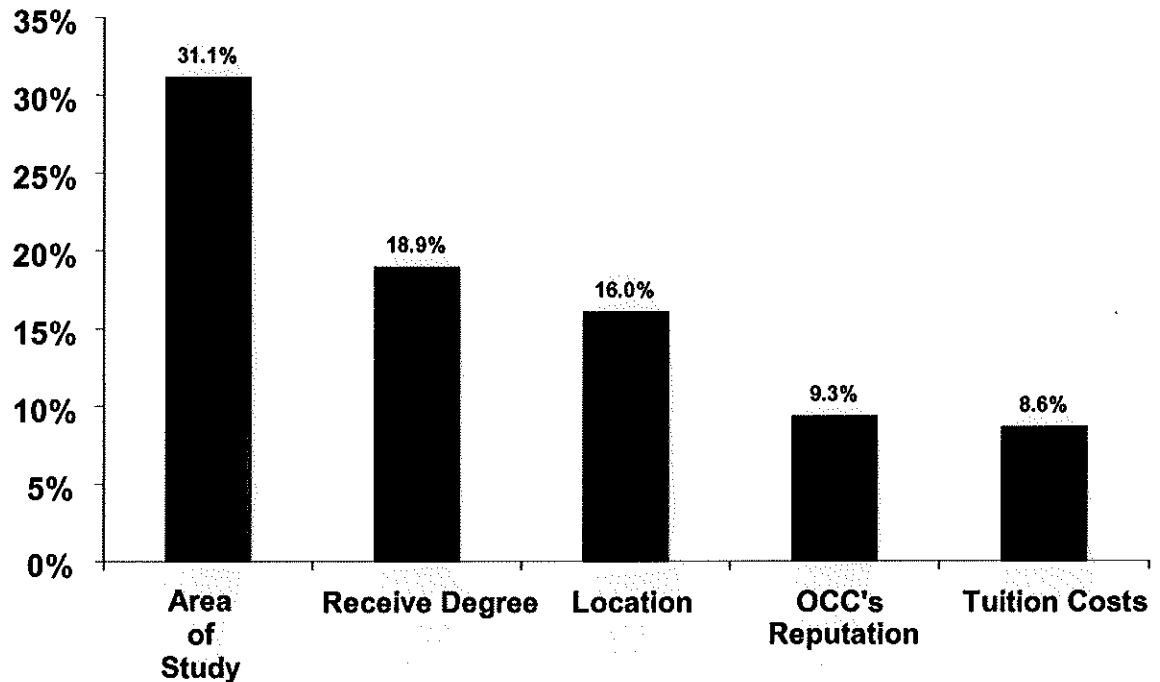
Key Findings

- Of the 1006 survey respondents, 618 (61.4%) were female, 359 (35.7%) were male and 29 (2.9%) did not report their gender.
- There were 169 surveyed applicants (19%) who delayed registering for classes at OCC until the Winter 2004 semester.
- There were 18 respondents (1.8%) who enrolled in courses at OCC for the Fall 2003 semester, but subsequently dropped their course(s).
- ✕ • Two of the 1006 respondents registered for classes, but the classes were then cancelled due to low enrollment.
- ✕ • In order to obtain transcripts from OCC, two respondents were required to register to acquire their records.
- Among the respondents, 43.9 % ranged in age from 16 to 21. The second largest age group (32.4%) were 30 years and over and the remaining group of 22-29 year olds comprised 23.7%.
- The majority of survey applicants (52.4%) live in the district. Sixteen percent (15.7%) still needed to submit residency verification. Twenty-one percent (20.9%) live outside of the district. Four percent (3.6%) reside out of state and six percent (6.3%) are international out of district applicants.

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- Respondents were asked the open-ended question; *"What was your primary reason for wanting to attend OCC?"* The following top 5 reasons were cited¹:

Top 5 Primary Reasons for Wanting to Attend OCC



- Other reasons respondents cited for wanting to attend OCC were:
 - Career development – 4.6%;
 - Flexible scheduling – 3.1%; and
 - Personal enrichment – 3.0%.

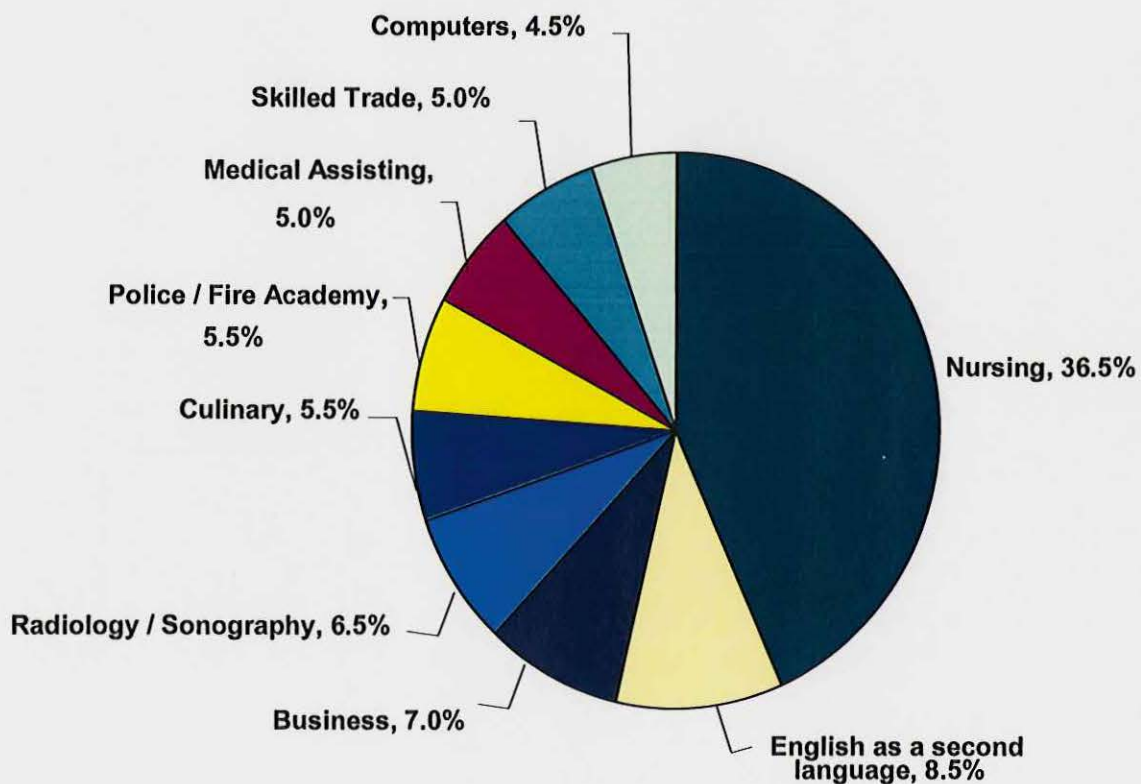
¹ A complete listing of open-ended responses can be provided by the Office of Institutional Research Department upon request.

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- Of those respondents who cited an "OCC Program" as their primary reason for wanting to attend OCC, the following programs were specifically mentioned:

- Nursing
- English as a Second Language
- Business
- Radiology / Sonography
- Culinary / Arts
- Police / Fire Academy
- Medical Assisting
- Skilled Trade
- Computers

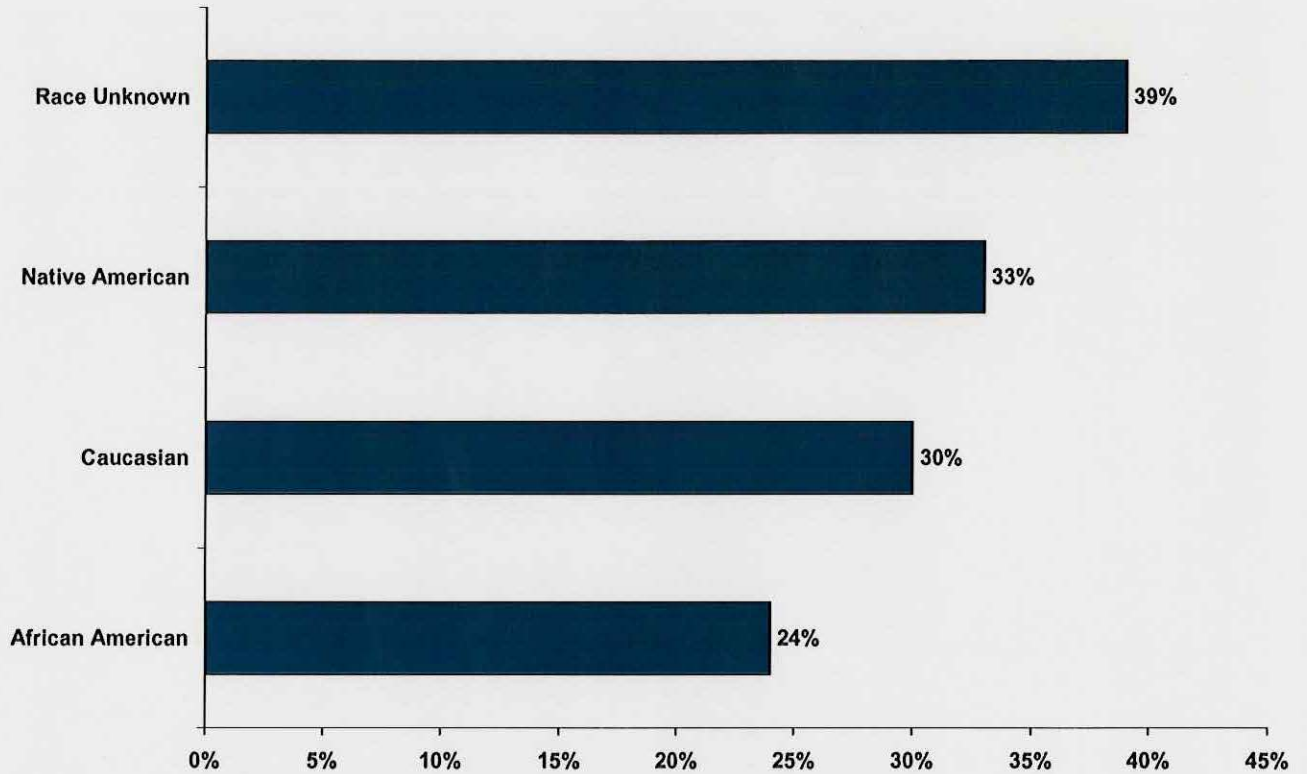
OCC Programs Mentioned



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- The following chart illustrates the percentage of surveyed applicants by ethnic group who were undecided about their program of study.

% Undecided about Program of Study

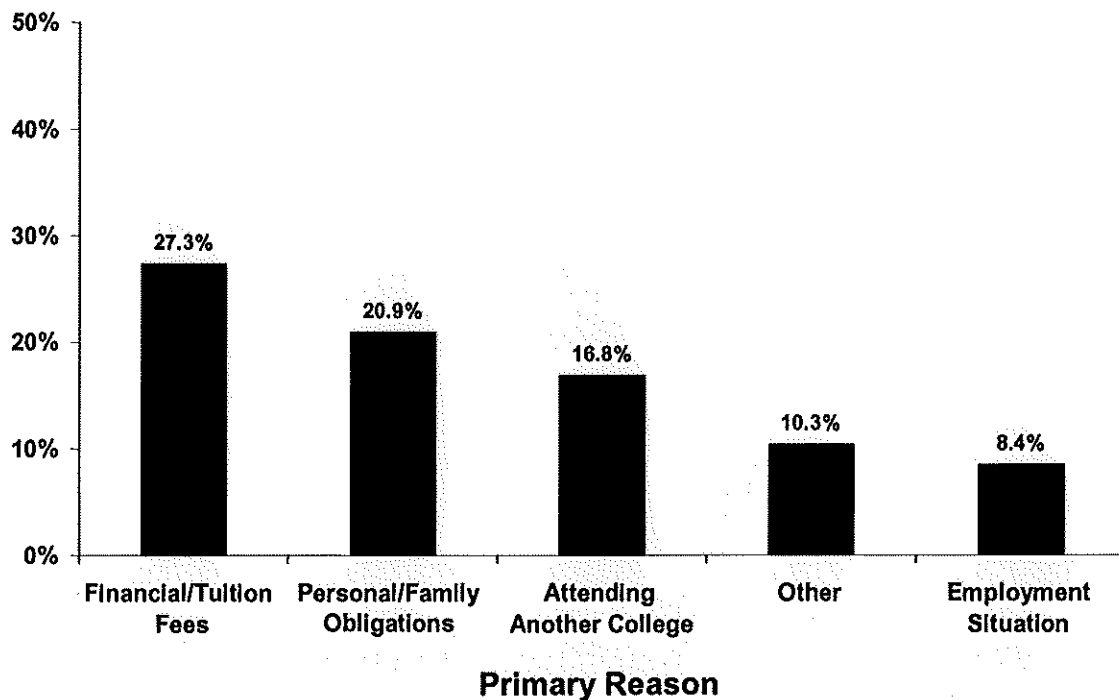


- More than half (52%) of Hispanics were undecided about their program of study when they applied at OCC.
- African Americans had the lowest percentage (24%) of applicants undecided about their program of study.

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- Respondents were asked the open-ended question "What was your primary reason for not attending OCC?" The following top 5 reasons were cited²:

Top 5 Primary Reasons for Not Attending OCC



- "Other" factors respondents stated that contributed to their decision not to attend OCC included:
 - Classes were full – 4.3%;
 - Paperwork not completed in time to register – 3.9%;
 - Started OCC in a later semester – 2.1%;
 - Location – 1.4%;
 - Program offerings – 1.3%; and
 - Placement tests – 1.1%.

² Upon request, a complete listing of open-ended responses can be obtained from the Office of Institutional Research.

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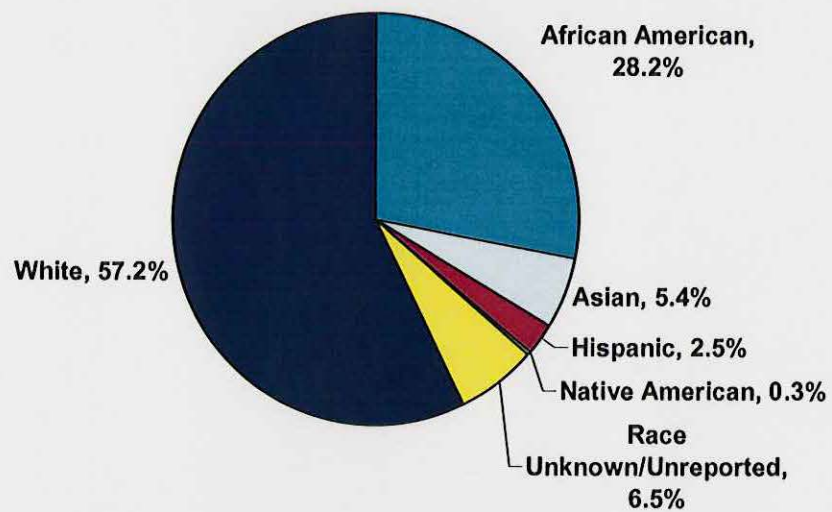
- The primary reason respondents stated for not attending OCC was “financial reasons”.
 - For those respondents stating financial reasons as the primary reason for not attending OCC:
 - 19% cited it was because their Financial Aid did not go through in time to register for classes.
 - 16% stated it was because their request for financial aid was denied.
 - 7% stated it was because of problems with OCC’s Financial Aid Department.

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Ethnic Background of Respondents

- The chart below illustrates the breakdown by percentage for the ethnicity of respondents:

Ethnic Background of Respondents

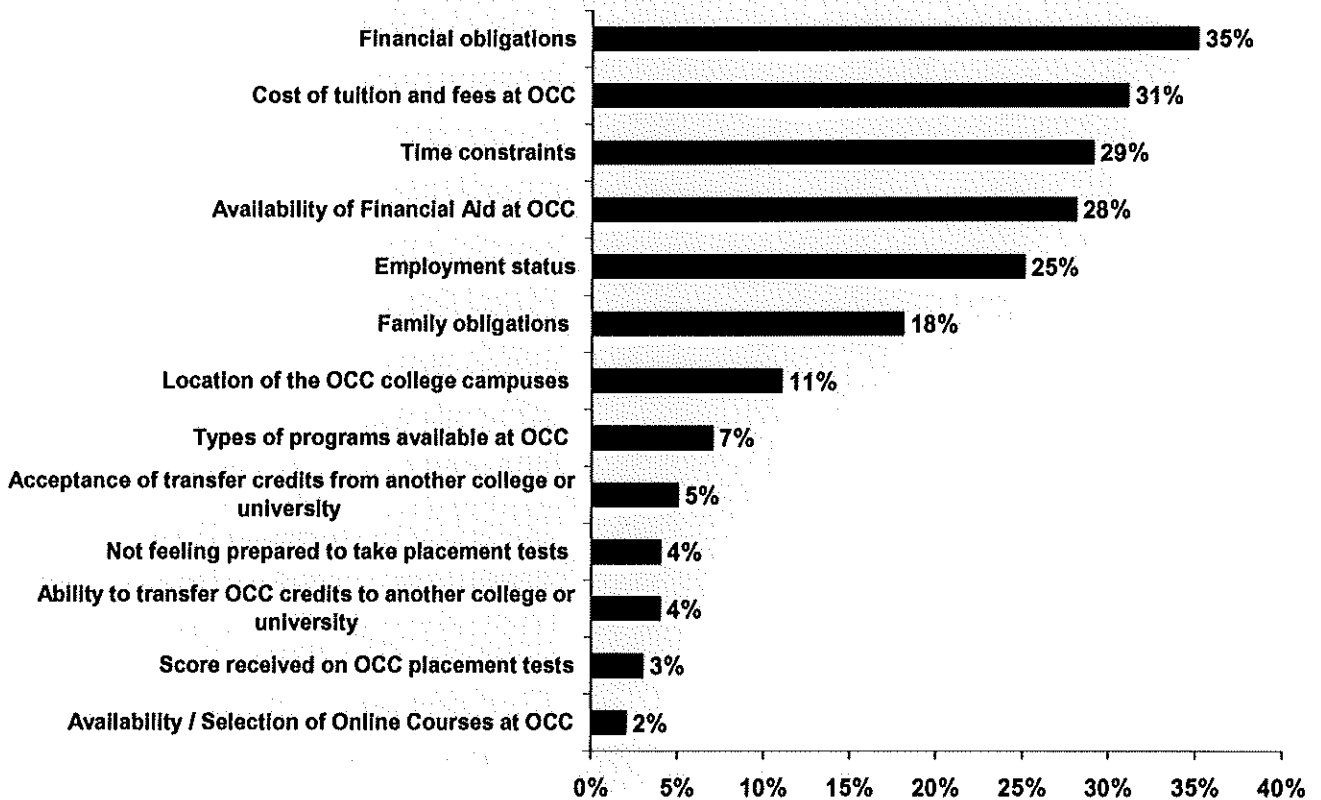


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Study Questions: Contributing Factors for Not Attending OCC

In addition to asking respondents about their primary reason for not attending OCC, a number of questions were developed to gain a more thorough understanding of other contributing factors about why students may not have enrolled. Listed in the following tables are responses to these questions by demographic categories. Noteworthy differences among demographic categories are documented in the bulleted items below each table.

Overall Results for Contributing Factors for Not Attending OCC



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Did financial obligations contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	728	35%
By Gender:		
Female	452	34%
Male	250	36%
By Age:		
16 to 21 years old	307	31%
22 to 29 years old	172	42%
30 years and over	243	35%
By Educational Goal:		
OCC Degree or Cert.	263	37%
Employment Not Related Knowledge	27	15%
Employment Related Knowledge	58	33%
Transfer After Degree	120	38%
Transfer Without Degree	119	35%
Undecided	127	32%
By Ethnic Background:		
African American	223	41%
Asian	37	35%
Caucasian	397	46%
Hispanic	18	16%
Native American	3	2 of 3 *
Race Unknown/ Unreported	49	41%
By Residency:		
In-District	397	37%
Out of District	215	30%

* Sample size too small to calculate percentage

- One third (35%) of respondents cited financial obligations as a contributing factor to their decision not to attend OCC.
- Only 15% of respondents stating their educational goal was to 'gain knowledge not related to employment' reported financial obligations as a contributing factor to their decision not to attend OCC. This was 20% lower than the overall responses.
- Almost one half of Caucasian respondents (46%) cited financial obligations as a contributing factor to their decision not to attend OCC.

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Financial Obligations continued

- Hispanics' responses were 15% to 30% lower compared to the other ethnic groups and 19% lower than the overall responses.
- The percentage responding "yes" for 22 to 29 years old was 7% to 9% higher than other age groups and 7% higher than the overall responses.

Did availability of financial aid contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	730	28%
By Gender:		
Female	453	27%
Male	251	28%
By Age:		
16 to 21 years old	308	30%
22 to 29 years old	173	32%
30 years and over	243	23%
By Educational Goal:		
OCC Degree or Cert.	264	33%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	58	28%
Transfer After Degree	121	28%
Transfer Without Degree	120	28%
Undecided	126	25%
By Ethnic Background:		
African American	223	37%
Asian	37	27%
Caucasian	399	23%
Hispanic	18	16%
Native American	3	2 of 3 *
Race Unknown/ Unreported	49	41%
By Residency:		
In-District	397	28%
Out of District	216	30%

* Sample size too small to calculate percentage

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Availability of Financial Aid Continued

- Thirty-seven percent of African Americans responded "yes" which was almost 10% higher than the overall responses (28%). The responses of the Hispanic ethnic group was 12% lower than the overall responses.
- The responses from the age group of 30 years and older was 7-9% lower than 16 to 29 year olds and was 5% lower than the overall responses.

Did the cost of tuition and fees contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	731	31%
By Gender:		
Female	453	33%
Male	253	26%
By Age:		
16 to 21 years old	307	32%
22 to 29 years old	172	35%
30 years and over	246	27%
By Educational Goal:		
OCC Degree or Cert.	265	35%
Employment Not Related Knowledge	27	15%
Employment Related Knowledge	58	34%
Transfer After Degree	119	31%
Transfer Without Degree	120	28%
Undecided	128	29%
By Ethnic Background:		
African American	223	32%
Asian	37	32%
Caucasian	401	31%
Hispanic	18	17%
Native American	3	1 of 3*
Race Unknown/ Unreported	48	29%
By Residency:		
In-District	399	31%
Out of District	217	32%

* Sample size too small to calculate percentage

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Cost of Tuition and Fees continued

- The responses by males was 7% lower than female respondents and 5% lower than the overall responses.
- Only 15% of respondents with the educational goal of "employment not related knowledge" cited cost of tuition and fees as a contributing factor to their not attending OCC.
- The responses for the Hispanic ethnic group was approximately 15% lower compared to the other ethnic groups.

Did time constraints contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	733	29%
By Gender:		
Female	455	31%
Male	252	26%
By Age:		
16 to 21 years old	310	27%
22 to 29 years old	173	36%
30 years and over	144	27%
By Educational Goal:		
OCC Degree or Cert.	265	29%
Employment Not Related Knowledge	27	33%
Employment Related Knowledge	59	31%
Transfer After Degree	120	34%
Transfer Without Degree	120	22%
Undecided	128	30%
By Ethnic Background:		
African American	222	24%
Asian	37	38%
Caucasian	404	32%
Hispanic	17	35%
Native American	3	1 of 3*
Race Unknown/ Unreported	49	20%
By Residency:		
In-District	399	33%
Out of District	217	25%

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** Sample size too small to calculate percentage*

Time Constraints continued

- Only 24% of African Americans cited "Time Constraints" as a contributing factor to their decision not to attend OCC. The responses were 8 to 14% lower than the other ethnic groups and 5% lower than the responses overall.

Did family obligations contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	731	18%
By Gender:		
Female	454	23%
Male	251	10%
By Age:		
16 to 21 years old	309	11%
22 to 29 years old	171	18%
30 years and over	245	27%
By Educational Goal:		
OCC Degree or Cert.	263	21%
Employment Not Related Knowledge	27	26%
Employment Related Knowledge	59	17%
Transfer After Degree	120	13%
Transfer Without Degree	119	9%
Undecided	129	19%
By Ethnic Background:		
African American	222	20%
Asian	36	22%
Caucasian	402	21%
Hispanic	18	28%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	8%
By Residency:		
In-District	397	19%
Out of District	217	16%

** Sample size too small to calculate percentage*

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Family Obligations continued

- Twenty-seven percent of respondents 30 years and older stated family obligations contributed to their decision not to attend OCC. In comparison only 11% of 16 to 21 year olds reported family obligations as a contributing factor to not enroll at OCC.
- The Hispanic ethnic group had the largest percentage (28%) of respondents stating family obligations as a contributing factor to their decision not to enroll at OCC. This was 10% higher than the overall responses.

Did employment status contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	732	25%
By Gender:		
Female	454	24%
Male	252	26%
By Age:		
16 to 21 years old	310	25%
22 to 29 years old	170	29%
30 years and over	246	22%
By Educational Goal:		
OCC Degree or Cert.	265	6%
Employment Not Related Knowledge	26	15%
Employment Related Knowledge	58	24%
Transfer After Degree	120	30%
Transfer Without Degree	120	20%
Undecided	129	30%
By Ethnic Background:		
African American	221	20%
Asian	37	27%
Caucasian	403	26%
Hispanic	18	28%
Native American	3	1 of 3*
Race Unknown / Unreported	49	37%
By Residency:		
In-District	400	29%
Out of District	217	22%

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** Sample size too small to calculate percentage*

Employment Status continued

- Only 6% of respondents indicating their educational goal was to 'obtain an OCC degree or certificate' cited employment status as a contributing factor to their decision not to attend OCC. This was nearly 20% lower than the overall responses.

Did the acceptance of transfer credits from another college or university contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	733	5%
By Gender:		
Female	455	4%
Male	252	6%
By Age:		
16 to 21 years old	309	4%
22 to 29 years old	173	6%
30 years and over	245	5%
By Educational Goal:		
OCC Degree or Cert.	266	6%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	59	2%
Transfer After Degree	120	7%
Transfer Without Degree	120	4%
Undecided	127	2%
By Ethnic Background:		
African American	221	4%
Asian	37	11%
Caucasian	404	3%
Hispanic	18	5%
Native American	3	1 of 3*
Race Unknown/ Unreported	49	6%
By Residency:		
In-District	399	4%
Out of District	217	5%

** Sample size too small to calculate percentage*

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- Responses for the Asian ethnic group was 5% to 8% higher than other ethnic groups and 6% higher than the overall responses.

Did the ability to transfer OCC credits to another college or university contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	727	4%
By Gender:		
Female	451	3%
Male	250	5%
By Age:		
16 to 21 years old	305	5%
22 to 29 years old	173	4%
30 years and over	243	3%
By Educational Goal:		
OCC Degree or Cert.	264	2%
Employment Not Related Knowledge	27	4%
Employment Related Knowledge	58	2%
Transfer After Degree	118	5%
Transfer Without Degree	120	4%
Undecided	126	6%
By Ethnic Background:		
African American	220	22%
Asian	37	8%
Caucasian	399	3%
Hispanic	18	11%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	4%
By Residency:		
In-District	393	5%
Out of District	217	2%

* Sample size too small to calculate percentage

- Responses of the African American ethnic group was approximately 10% to 20% higher compared to all other ethnic groups and 18% higher than overall responses.

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Did the types of programs available at OCC contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	732	7%
By Gender:		
Female	454	7%
Male	252	6%
By Age:		
16 to 21 years old	309	7%
22 to 29 years old	173	6%
30 years and over	244	7%
By Educational Goal:		
OCC Degree or Cert.	265	6%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	59	14%
Transfer After Degree	120	9%
Transfer Without Degree	120	2%
Undecided	127	8%
By Ethnic Background:		
African American	221	4%
Asian	37	5%
Caucasian	404	8%
Hispanic	17	18%
Native American	3	0 of 3*
Race Unknown/Unreported	49	6%
By Residency:		
In-District	398	9%
Out of District	217	3%

* Sample size too small to calculate percentage

- Fourteen percent of respondents indicating their educational goal was to gain 'employment related knowledge' cited the cost of tuition and fees as a contributing factor to their not attending OCC. This is 7% higher than the overall responses.

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- The Hispanic ethnic group was 10% to 14% higher compared to other ethnic groups

Did the schedule of class times contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	732	11%
By Gender:		
Female	455	11%
Male	251	13%
By Age:		
16 to 21 years old	308	9%
22 to 29 years old	172	14%
30 years and over	246	11%
By Educational Goal:		
OCC Degree or Cert.	265	10%
Employment Not Related Knowledge	27	11%
Employment Related Knowledge	59	10%
Transfer After Degree	120	8%
Transfer Without Degree	120	13%
Undecided	127	15%
By Ethnic Background:		
African American	222	10%
Asian	37	8%
Caucasian	402	11%
Hispanic	18	17%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	18%
By Residency:		
In-District	397	12%
Out of District	218	13%

* Sample size too small to calculate percentage

- No significant differences across demographic groups.

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Did the availability of weekend classes contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	730	3%
By Gender:		
Female	454	3%
Male	250	3%
By Age:		
16 to 21 years old	307	1%
22 to 29 years old	172	5%
30 years and over	245	4%
By Educational Goal:		
OCC Degree or Cert.	265	3%
Employment Not Related Knowledge	27	4%
Employment Related Knowledge	58	2%
Transfer After Degree	120	4%
Transfer Without Degree	119	4%
Undecided	126	2%
By Ethnic Background:		
African American	221	3%
Asian	37	8%
Caucasian	401	2%
Hispanic	18	6%
Native American	3	0 of 3*
Race Unknown/Unreported	49	8%
By Residency:		
In-District	396	4%
Out of District	217	2%

* Sample size too small to calculate percentage

- No significant differences across demographic groups.

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Did the availability of accelerated class times contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	729	1%
By Gender:		
Female	454	0%
Male	259	1%
By Age:		
16 to 21 years old	307	1%
22 to 29 years old	172	1%
30 years and over	244	1%
By Educational Goal:		
OCC Degree or Cert.	265	0%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	59	0%
Transfer After Degree	120	3%
Transfer Without Degree	119	0%
Undecided	125	2%
By Ethnic Background:		
African American	221	1%
Asian	37	0%
Caucasian	400	1%
Hispanic	18	6%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	2%
By Residency:		
In-District	396	1%
Out of District	217	0%

* Sample size too small to calculate percentage

- No significant differences across demographic groups.

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Did the availability/selection of online courses at OCC contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	728	2%
By Gender:		
Female	454	1%
Male	248	2%
By Age:		
16 to 21 years old	308	2%
22 to 29 years old	171	1%
30 years and over	243	2%
By Educational Goal:		
OCC Degree or Cert.	264	1%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	58	0%
Transfer After Degree	120	2%
Transfer Without Degree	119	4%
Undecided	127	2%
By Ethnic Background:		
African American	221	2%
Asian	37	0%
Caucasian	404	8%
Hispanic	18	0%
Native American	3	0 of 3*
Race Unknown/Unreported	49	6%
By Residency:		
In-District	395	2%
Out of District	216	1%

* Sample size too small to calculate percentage

- No significant differences across demographic groups.

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Did not feeling prepared to take placement tests affect your decision to attend OCC?

	N=Total Responses	% Responding Yes
Overall	729	4%
By Gender:		
Female	453	4%
Male	250	5%
By Age:		
16 to 21 years old	308	5%
22 to 29 years old	171	4%
30 years and over	245	3%
By Educational Goal:		
OCC Degree or Cert.	264	3%
Employment Not Related Knowledge	27	11%
Employment Related Knowledge	58	3%
Transfer After Degree	120	2%
Transfer Without Degree	120	4%
Undecided	126	6%
By Ethnic Background:		
African American	220	3%
Asian	37	11%
Caucasian	401	4%
Hispanic	18	0%
Native American	3	0 of 3*
Race Unknown/Unreported	49	4%
By Residency:		
In-District	395	5%
Out of District	217	2%

* Sample size too small to calculate percentage

- No significant differences across demographic groups.

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Did the score you received on placement tests affect your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	727	3%
By Gender:		
Female	452	3%
Male	250	4%
By Age:		
16 to 21 years old	307	4%
22 to 29 years old	171	2%
30 years and over	243	3%
By Educational Goal:		
OCC Degree or Cert.	263	3%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	58	3%
Transfer After Degree	120	1%
Transfer Without Degree	120	4%
Undecided	126	5%
By Ethnic Background:		
African American	220	1%
Asian	35	11%
Caucasian	402	3%
Hispanic	18	5%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	4%
By Residency:		
In-District	395	4%
Out of District	217	2%

* Sample size too small to calculate percentage

- Asians responses were 8% higher than the overall responses and 6 to 10% higher than the other ethnic groups.

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Did the location of the college campus affect your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	728	11%
By Gender:		
Female	454	12%
Male	250	9%
By Age:		
16 to 21 years old	307	11%
22 to 29 years old	171	12%
30 years and over	244	10%
By Educational Goal:		
OCC Degree or Cert.	264	13%
Employment Not Related Knowledge	27	0%
Employment Related Knowledge	58	15%
Transfer After Degree	120	10%
Transfer Without Degree	120	8%
Undecided	127	7%
By Ethnic Background:		
African American	221	10%
Asian	35	3%
Caucasian	402	12%
Hispanic	18	11%
Native American	3	2 of 3*
Race Unknown / Unreported	48	6%
By Residency:		
In-District	396	7%
Out of District	216	16%

* Sample size too small to calculate percentage

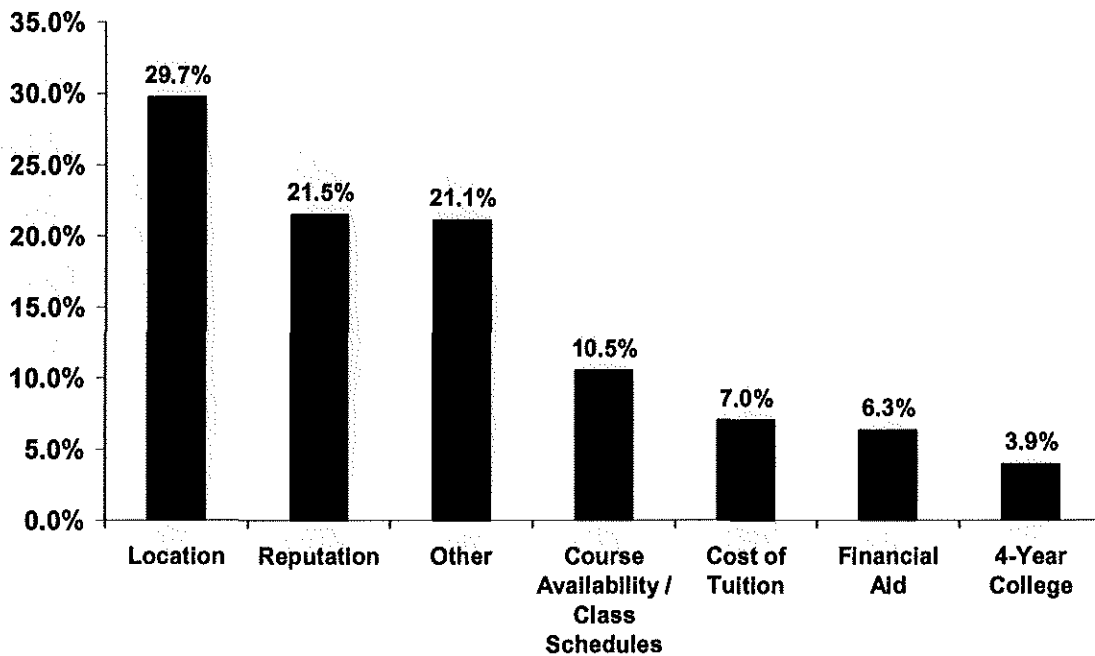
- None of the respondents stating their educational goal as "employment not related knowledge" cited the location of the college campus affected their decision not to attend OCC.

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Survey Findings (continued)

- Nearly forty percent (39.6%) of respondents are currently attending another college.
- The top five colleges respondents reported currently attending instead of OCC are:
 - Baker College – 14.2%;
 - Oakland University – 11.0%;
 - Schoolcraft Community College – 9.0%;
 - Wayne State University – 9.0%; and
 - Macomb Community College – 7.7%.
- Respondents were asked their primary reason for choosing the college they are currently attending instead of OCC. The main reasons they indicated include:

Primary Reason for Choosing Current College



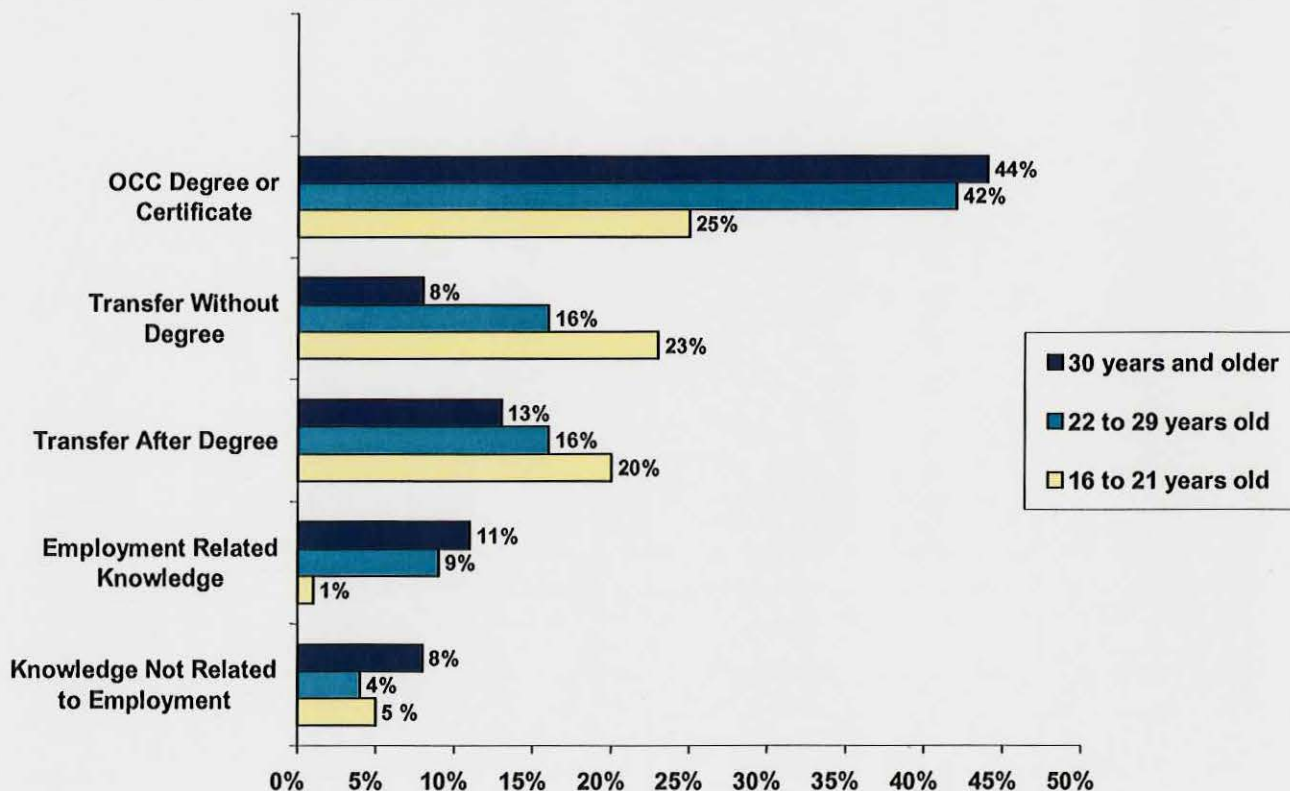
- 'Other' reasons included fewer electives required, personal reasons, employer required, friends attending, and smaller campus size.

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Educational Goals

- When asked the question "If you had enrolled at OCC, were the classes you needed offered at your preferred campus?" 75.4% of respondents replied "yes".
- The following charts represent the educational goal indicated by survey respondents on their OCC application.

Educational Goal by Age Group

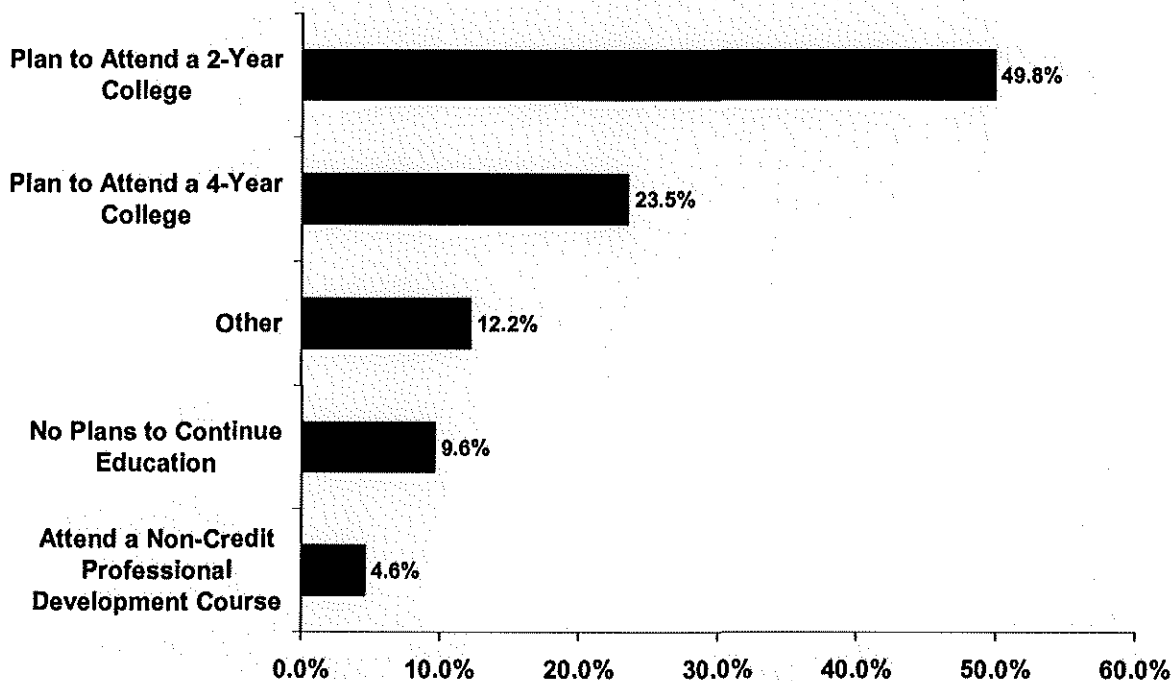


- Only one fourth of 16 to 21 year olds stated their educational goal was to obtain an OCC degree or certificate.
- Only eight percent of 30 years and older respondents planned on transferring without a degree.

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Educational Goals continued

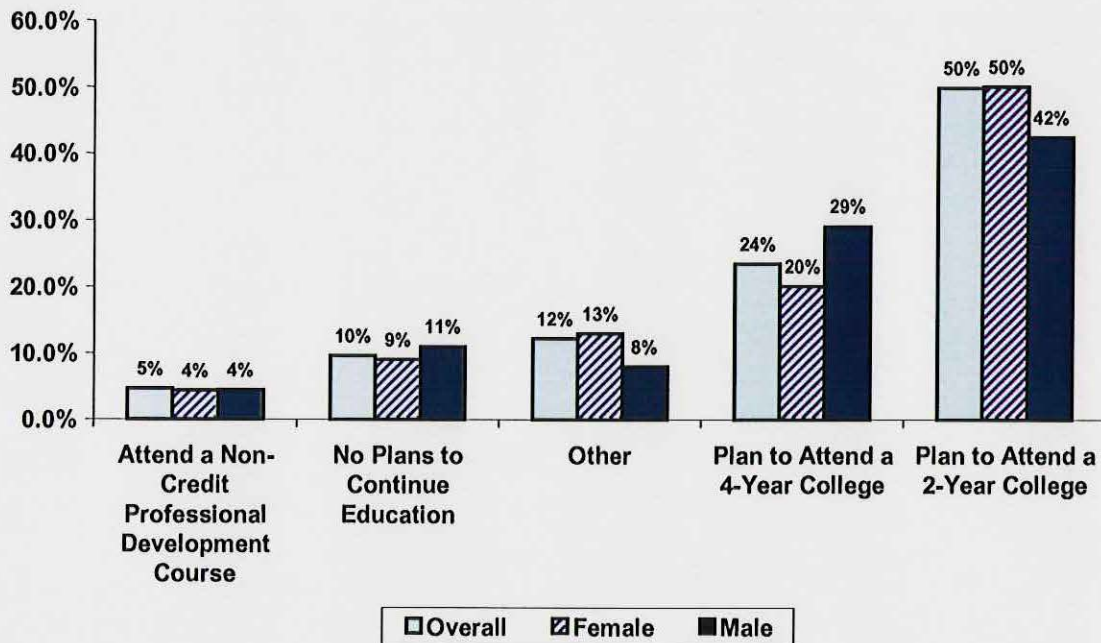
Please indicate which of the following best represents your future educational plans?



- 'Other' future educational plans included, certificate program, cosmetology school, military enlistment or respondents indicating they were unsure about their future plans.

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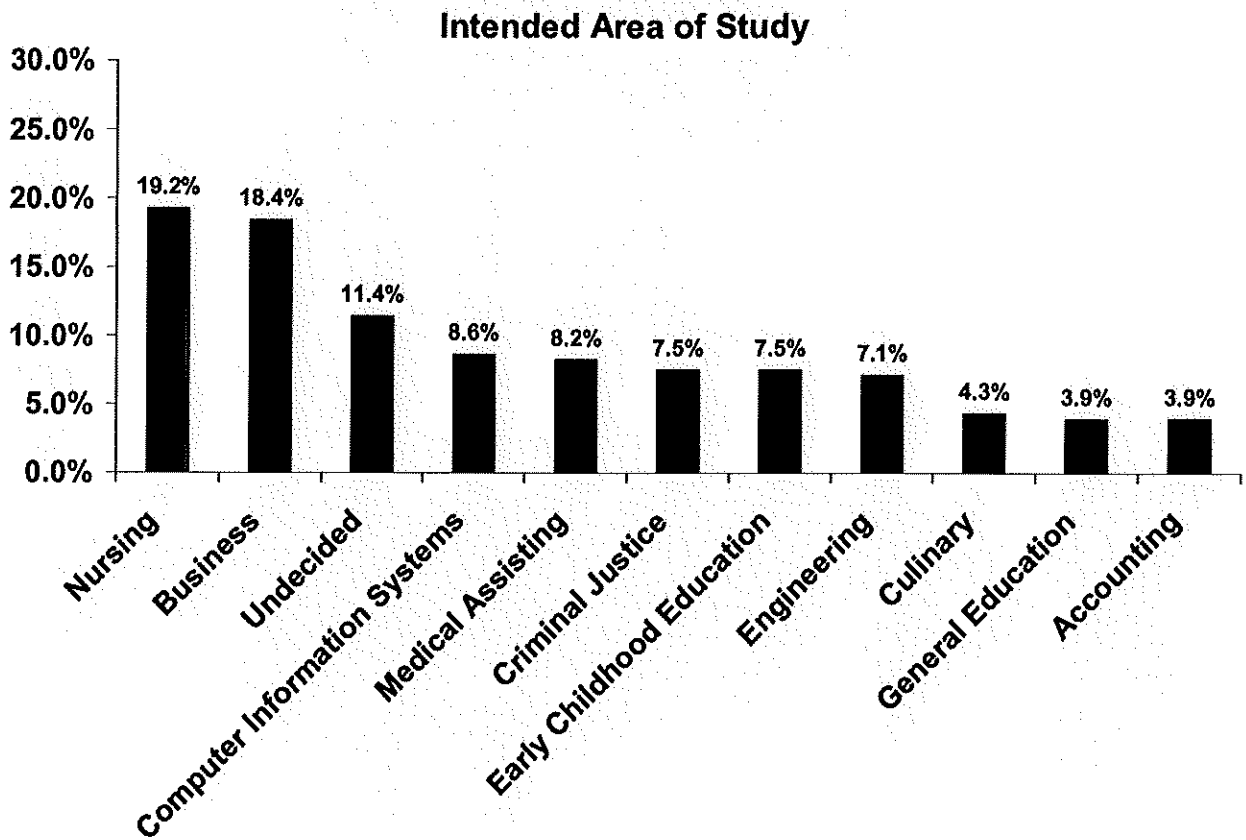
Future Educational Plans By Gender



- Almost 10% more males (29.1%) plan to attend a 4-year college than females (20.1%).
- Approximately 8% more females (50.0%) plan to attend a 2-year college than males (42.4%).

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- Respondents were asked "When you decide to attend school again, what will likely be your area of study?" The chart below illustrates the most frequently stated areas of study.

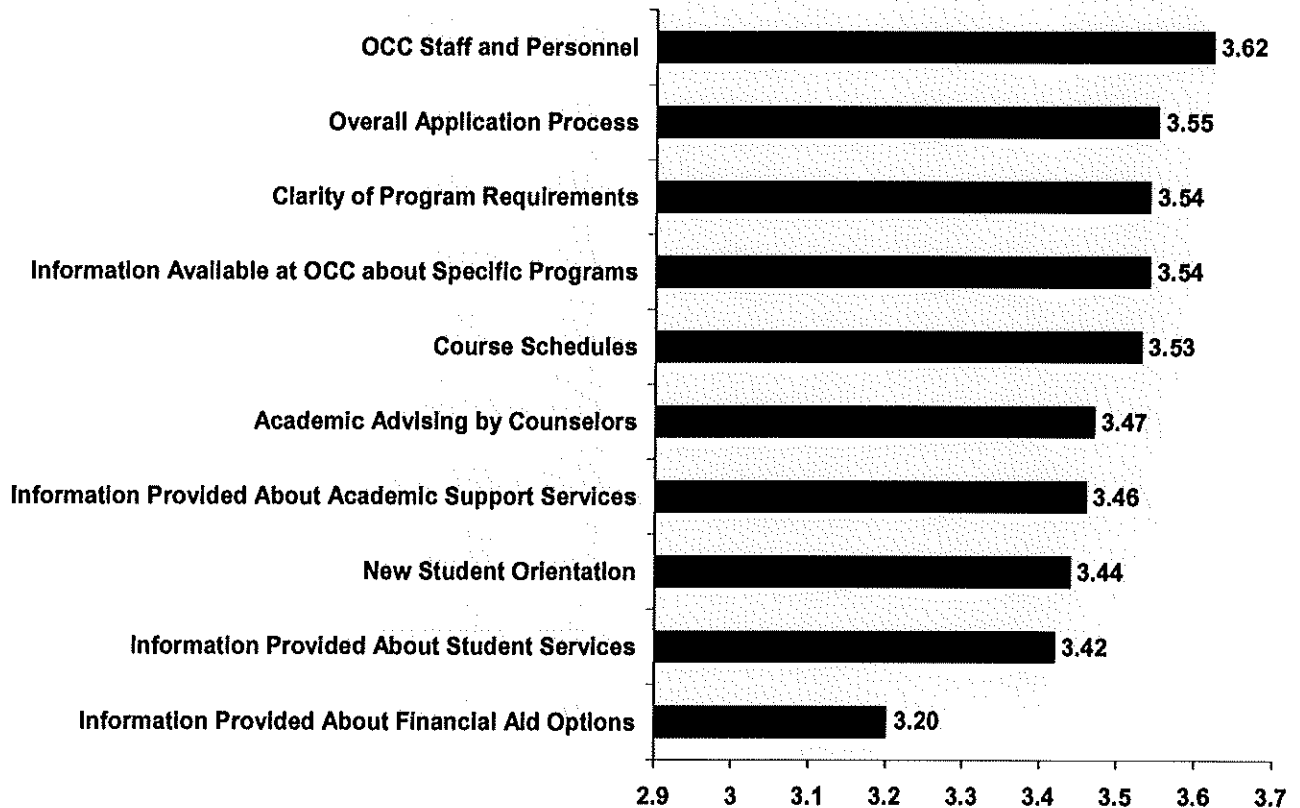


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Satisfaction with OCC's Application Process

Respondents were asked to rate their level of satisfaction with OCC's application process. For this analysis the following Likert Scale was utilized: 'Very Dissatisfied' = 1; 'Somewhat Dissatisfied' = 2; 'Somewhat Satisfied' = 3; and 'Very Satisfied' = 4. A score of 4.00 would indicate the highest level of satisfaction. As the following table shows, responses to the quality of various facets of the application process at OCC were favorable overall.

Respondents Satisfaction with OCC's Application Process



- Respondents were the most satisfied with OCC staff and personnel, with 67.6% reporting being 'very satisfied'.
- Respondents were least satisfied with the information provided about Financial Aid options, with 18.7 % reporting being 'somewhat satisfied' and 24.2% reporting being 'very satisfied'.

**Oakland Community College
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May 2004**

Satisfaction with OCC's Application Process Continued

- Using the Games-Howell method of comparison, statistical analysis between genders indicated a significant difference across age groups in their satisfaction with the:
 - Information provided about academic support services; and

Satisfaction with Information Provided About Academic Support Services			
	16-21 Year Olds	22-29 Year Olds	30 Years and Older
Very Dissatisfied	1%	0%	0%
Somewhat Dissatisfied	7%	4%	3%
Somewhat Satisfied	46%	40%	32%
Very Satisfied	46%	55%	63%

- Information provided about financial aid options.

Satisfaction with Programs Offered at OCC			
	16-21 Year Olds	22-29 Year Olds	30 Years and Older
Very Dissatisfied	0%	0%	1%
Somewhat Dissatisfied	6%	3%	3%
Somewhat Satisfied	34%	26%	26%
Very Satisfied	60%	70%	70%

**Oakland Community College
Matriculation Survey Analysis
May 2004**

Additional Comments About OCC's Application Process

Respondents were asked if they had any additional comments about OCC's application process. Nearly 50% of these comments were somewhat negative in nature; while a little more than 40% were complimentary. About 10% of these comments were neither negative nor positive.

- Some of the positive comments that several respondents stated included:
 - Application process was quick and easy to complete;
 - Staff was helpful and courteous;
 - Application process was simple; and
 - OCC has a nice variety of curriculum to choose from.

- Some of the reoccurring negative comments respondents stated were:
 - Long wait to see a counselor;
 - OCC staff was unable to answer questions;
 - OCC staff did not provide accurate information; and
 - OCC staff was rude.

**Oakland Community College
Matriculation Survey Analysis
May 2004**

**Appendix A:
Matriculation Survey Instrument**



OAKLAND
COMMUNITY
COLLEGE

MATRICULATION PHONE SURVEY

Please make any name and/or address changes below.

Hello, is _____ there? This is _____ calling from Oakland Community College.

(Interviewer: If person is not there, ask caller if there is a better time to reach the potential respondent. If caller replies no, thank them for their time and end the call. If caller (other than the potential respondent) asks what this is about reply "This is a courtesy call from Oakland Community College." If they are there to respond, then proceed with the survey.)

Our records indicate that you planned to attend Oakland Community College in the Fall 2003, but did not enroll. Is this correct?

Yes *(If yes, proceed);*

No *(If no, ask to explain and verify name and address above are correct)*

Do you have a few minutes to answer some questions? The survey will take approximately 15 minutes. Your answers will assist the college's efforts to better understand the needs of its applicants. All responses given will be kept confidential, only statistical averages will be reported. Throughout the survey, I will refer to Oakland Community College as "OCC."

1. When selecting a school to attend was OCC your first choice?

____ Yes

____ No

____ *Don't Know*

2. What was your primary reason for wanting to attend OCC in the Fall of 2003? _____

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3. What is the primary reason you decided not to enroll at OCC? _____

4. Did any of the following reasons contribute to your decision not to enroll at OCC?

(Read list and check all that apply. Interviewer: If "yes", ask if they would like offer any further explanation)

Contributing Factors	Yes	No	Explanation
Financial Obligations			
Availability of Financial Aid			
Tuition and Fees			
Time Constraints <i>(Interviewer: If they respond "yes" to this, ask them to "please be more specific")</i>			
Family Obligations <i>(Interviewer: If they respond "yes" to this, ask them to "please be more specific")</i>			
Employment Status <i>(Interviewer: If they respond yes to this, ask them to "please be more specific")</i>			
Acceptance of transfer credits from another college or university			
Ability to transfer OCC credits to another college or university			
Types of programs available at OCC <i>(Interviewer: If they respond yes to this, ask them to "please be more specific")</i>			
Class times			
Online course selection/availability			
Weekend class availability			
Accelerated class availability (courses less than 15 weeks)			
Did not feel prepared to take placement tests			
Did not score well on placement tests			
Location of college campus			
Other <i>(Interviewer: If they respond yes to this, ask them to "please be more specific")</i>			

5. If you had enrolled at OCC, were the classes you needed offered at your preferred campus?

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- Yes
 No
 Don't Know

6. Are you currently attending a college or university?

- Yes **(Interviewer: if yes proceed to question 7)**
 No **(Interviewer: if no proceed to question 11, page 4, skip questions 7-10)**

7. What is the primary reason you chose this college or university? _____

8. What School / Institution are you **currently attending**? **(Interviewer ask respondent to specify)**

9. What is your area of study at your current school? **(Interviewer ask respondent to specify)**

10. Did any of the following reasons contribute to your decision to attend this school?

(Read list and check all that apply. Interviewer: If "yes" ask if they would like to offer any further explanation)

Contributing Factors	Yes	No	Explanation
Financial Obligations			
Availability of Financial Aid			
Tuition and Fees			
Acceptance of transfer credits from another college or university			
Ability to transfer credits to another college or university			

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Types of programs available (<i>Interviewer: If they respond yes to this, ask them to "please be more specific"</i>)			
Class times			
Online course availability			
Weekend class availability			
Accelerated class availability (courses less than 15 weeks)			
Did not feel prepared to take placement tests			
Did not want to take placement tests			
Location of college campus			
Other (<i>Interviewer: If they respond yes to this, ask them to "please be more specific"</i>)			

Please indicate which of the following **best represents** your future educational plans?

- 1) _____ I plan to attend a 4-year college
- 2) _____ I plan to attend a 2-year college
- 3) _____ I plan to attend a non-credit professional development course/workshop
- 4) _____ I have no plans to continue my education (*If "yes", go to #14*)
- 5) _____ Other (*Interviewer: ask respondent to specify*) _____

12. When do you think you will begin taking additional classes?

- 1) _____ In the next six months
- 2) _____ Within the next year
- 3) _____ Within the next five years
- 4) _____ *Don't Know*

13. What school/institution do you think you will most likely attend?

(Please specify) _____

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14. When you decide to attend school again, what will likely be your area of study?

(Please specify) _____

We are just about finished. I have only a couple of more questions.

15. Now, I am going to ask you to rate your level of satisfaction with OCC's application process.

Please state your satisfaction using the following scale : 1 = "Very Dissatisfied", 2 = "Somewhat Dissatisfied", 3 = "Somewhat Satisfied", 4 = "Very Satisfied" or ("**Does Not Apply**" – **Don't Read**)

	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Does Not Apply
Overall Application Process	1	2	3	4	8
Information available at OCC about specific programs	1	2	3	4	8
Information provided about academic support services	1	2	3	4	8
Information provided about student services	1	2	3	4	8
Information provided about financial aid options	1	2	3	4	8
Programs offered at OCC	1	2	3	4	8
Clarity of program requirements	1	2	3	4	8
Academic advising by counselors	1	2	3	4	8
New student orientation	1	2	3	4	8
Course Schedules	1	2	3	4	8
OCC staff and personnel	1	2	3	4	8

16. Are there any other comments you wish to provide about OCC's Application process?

Finally, I'd like to verify your address. The address we have on file is: (**REFER TO The NAME/ADDRESS LABEL ON FRONT OF SURVEY**).

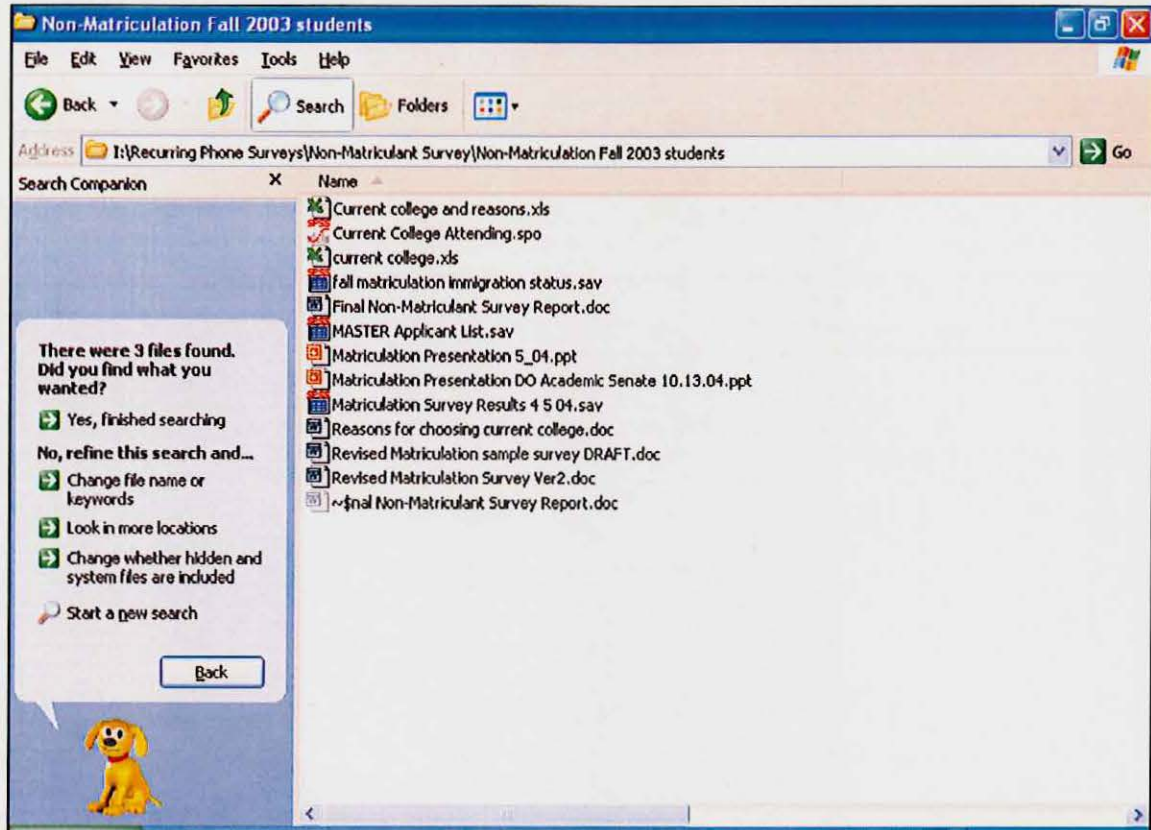
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January 2004

Thank you for your time in completing this survey.

Interviewer Signature

Date

Time



Oakland Community College Matriculation Survey

Report Findings



Prepared by:
Tammy J. Totton
Research Analyst
Office of Institutional Research

Introduction

- ❖ The Office of Institutional Research administered a survey to prospective OCC students who applied for the Fall 2003 semester, but did not enroll in classes.

Purpose of the Survey

- ❖ The purpose of the survey was to gather insight into the reasons why these potential students did not attend OCC.
- ❖ The data gathered will provide information to better assist the college in planning procedures and understanding the needs of its applicants.



Methodology

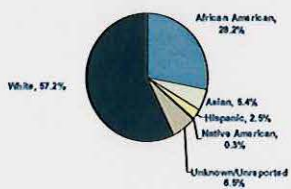
- ❖ The survey was conducted from January 22, 2004 through February 11, 2004.
- ❖ The survey was comprised of both multiple choice and open-ended questions.
- ❖ The final sample encompassed 1,006 responses.

Demographics of Respondents

- The gender of respondents was:
 - 61.4% female (n=618)
 - 35.7% male (n=359)
 - 2.9% unreported (n=29)
- The age of respondents is grouped as follows:
 - 43.9% (n = 438) (16 to 21 years old)
 - 32.4% (n = 237) (30 years and over)
 - 23.7% (n = 323) (22 to 29 years old)

Demographics of Respondents

Ethnic Background of Respondents

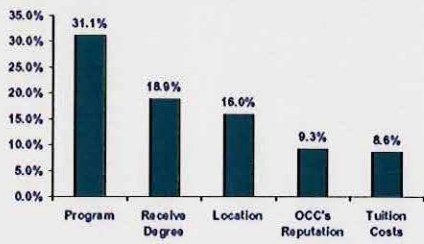


Survey Findings

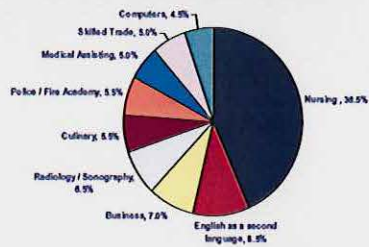
- ❖ 169 surveyed applicants (19%) delayed registering for classes at OCC until the Winter 2004 semester.
- ❖ There were 18 respondents (1.8%) who enrolled in courses at OCC for the Fall 2003 semester, but subsequently dropped their course(s).
- ❖ Only 2 of the 1006 respondents registered for classes, but the classes were then cancelled due to low enrollment.



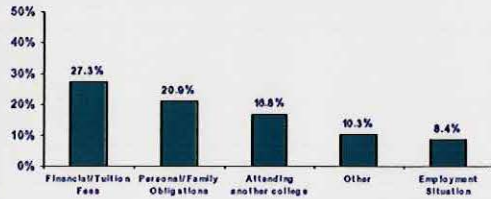
Primary Reason for Wanting to Attend OCC



OCC Programs Mentioned



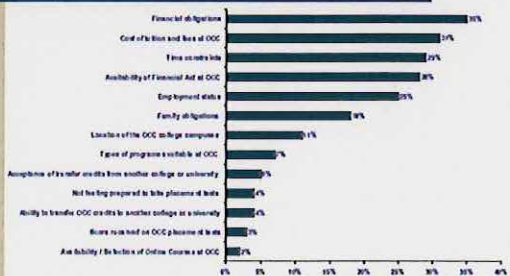
Top 5 Reasons for Not Attending OCC



Top Primary Reason for Not Attending OCC was Financial

- ❖ There were 265 respondents stating the primary reason they didn't attend OCC was because of financial reasons:
 - 134 of those respondents stated it was because of personal financial obligations or the cost of tuition
 - 131 of those respondents stated it was because of problems obtaining financial aid

Other Contributing Factors for Not Attending OCC



Analysis of Contributing Factors by Demographic Information

- Survey responses were analyzed by various demographic groups.
- The following slides highlight some of the major findings of this analysis.



Did financial obligations contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	728	35%
By Ethnic Background:		
African American	223	41%
Asian	37	35%
Caucasian	397	46%
Hispanic	18	16%
Native American	3	2 of 3*
Race Unknown/ Unreported	49	41%
By Residency:		
In-District	397	37%
Out of District	215	30%

* Sample size too small to calculate percentage

Did the ability to transfer OCC credits to another college or university contribute to your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	727	4%
By Ethnic Background:		
African American	220	22%
Asian	37	6%
Caucasian	399	3%
Hispanic	18	11%
Native American	3	0 of 3*
Race Unknown/ Unreported	49	4%

* Sample size too small to calculate percentage

Did the score you received on placement tests affect your decision not to attend OCC?

	N=Total Responses	% Responding Yes
Overall	727	3%
By Ethnic Background:		
African American	220	1%
Asian	35	11%
Caucasian	402	3%
Hispanic	18	5%
Native American	3	0 of 3*
Race Unknown/Unreported	49	4%

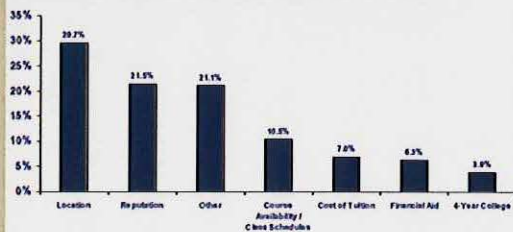
* Sample size too small to calculate percentage

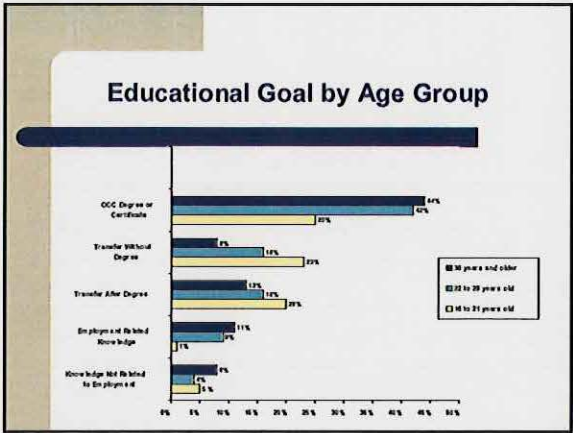
Survey Findings

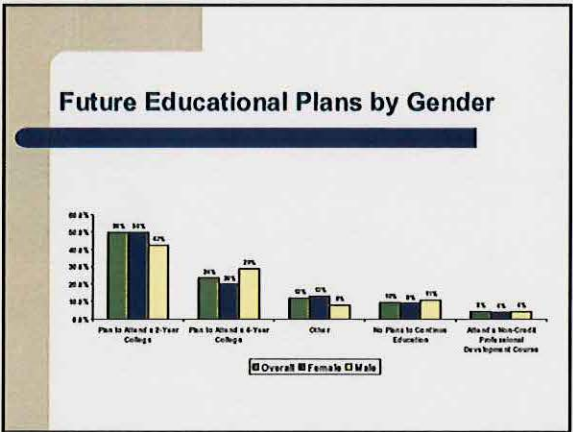
- Nearly forty percent (39.6%) of respondents are currently attending another college. (N=292/737)
- The top five colleges survey applicants reported currently attending instead of OCC are:
 - Baker College – 14.2%
 - Oakland University – 11.0%
 - Schoolcraft Community College – 9.0%
 - Wayne State University – 9.0%
 - Macomb Community College – 7.7%

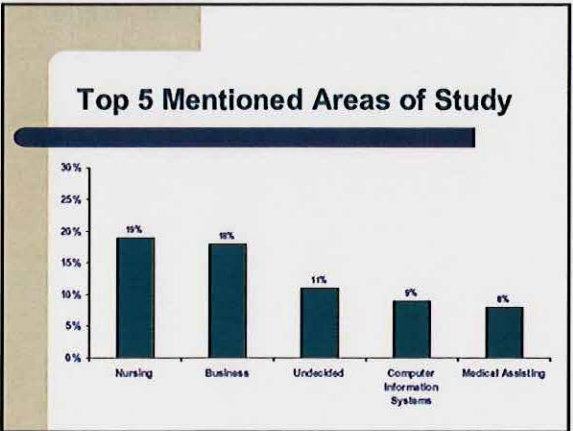


Primary Reason for Choosing Current College Over OCC









Satisfaction with OCC's Application Process

- Respondents were asked to rate their level of satisfaction with OCC's application process.
- For this analysis:
 - "Very Dissatisfied" = 1
 - "Somewhat Dissatisfied" = 2
 - "Somewhat Satisfied" = 3
 - "Very Satisfied" = 4



Respondents' Satisfaction with OCC's Application Process

	Score
OCC Staff and Personnel	3.62
Programs Offered at OCC	3.59
Overall Application Process	3.55
Clarity of Program Requirements	3.54
Information Available at OCC about Specific Programs	3.54

Respondents' Satisfaction with OCC's Application Process

	Score
Course Schedules	3.53
Academic Advising by Counselors	3.47
Information Provided About Academic Support Services	3.46
New Student Orientation	3.44
Information Provided About Student Services	3.42

Any Questions

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Thank You!
