

Institutional Research Report/Project Summation

Fill-in the information on this form in spaces provided and print a copy for the file.

Analyst:

Report/Project Name: HPT-Sponsored Career Day Effectiveness **Date Completed:** Mar-04

Requested by: Program Marketing **Purpose/Objective:** Determine effectiveness (enrollment) of HPT Career Day Event Sponsored by Health Professions Technical Department (HPT)

Audience/Report Destination Check list *(Highlight your choices and use column on right for additional information)*

- Administration
- CASSC
- Chancellor's Council
- Cluster
- Curriculum Committee
- CPC
- CRC
- Deans
- Department Chairs
- Enrollment Services
- External
- Faculty
- Gen Ed
- Marketing and/or Institutional Effectiveness
- Presidents
- Recruitment
- Resource Development
- SOAC
- Workforce Development
- Other:

Methodology: Institutional Effectiveness provided a list of attendees at Career Day Event held in June 2003. Data were gathered using Colleague. **Sources: (I Drive files, websites, etc)** Colleague

File Pathway: I:\Ad Hoc Studies\Ad Hoc Archive\HPT Career Day Event

Syntax: **Additional comments on data usage:**



OAKLAND
COMMUNITY
COLLEGE

HPT-Sponsored Career Day Effectiveness 2004

Final Report

Requested by

Program Marketing
Oakland Community College

Prepared by

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The Office of Institutional Research

March 2004

**Oakland Community College
HPT-Sponsored Career Day Effectiveness
2004**

Executive Summary

In June 2003, a Career Day Event for the Health Professions Technical Department was held at the Orchard Ridge Campus. From this event, a list of names was generated of those who attended (n=159).

HPT Sponsored Career Day

(N= 159)	Attended	
Enrolled for Fall 2003	53	33.3%
First Attended Fall 2003	7	4.4%
Last Semester Winter 2004	40	25.2%
Attended any term	69	43.4%
Programs		
Liberal Arts	5	3.1%
Business Administration	5	3.1%
Dental Hygiene	4	2.5%
Diagnostic Medical Sonography	6	3.8%
Nursing	12	7.5%
Undecided	14	8.8%
Not Listed	77	48.4%
Non-Credit	10	6.3%
Heard Through:		
Detroit News	31	19.5%
Free Press	5	3.1%
Friend	16	10.1%
Mail	33	20.8%
Radio	28	17.6%
On campus	28	17.6%

- As noted in the above table, 33.3% enrolled for Fall 2003, 4.4% of whom attended OCC for the first time in Fall 2003. Of those in attendance, 25.2% last attended OCC in Winter 2004.
- Of those in attendance, 12 were enrolled in a Nursing program (7.5%), with 14 Undecided (8.8%) and six in Diagnostic Medical Sonography (3.8%). A large proportion of students (48.4%) was not listed as having any degree program.
- Most attendees (20.8%) received word of the event via mail, though nearly as many heard of the event from newspaper (19.5% Detroit News), on the radio (17.6%), or on campus (17.6%).