



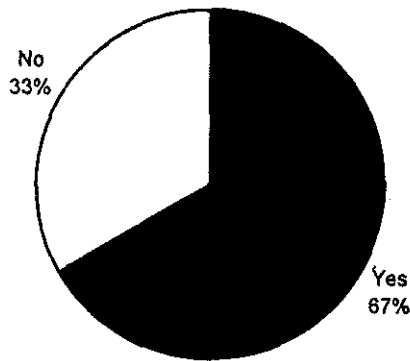
OAKLAND  
COMMUNITY  
COLLEGE

**1998/99 EFFECTIVENESS REPORT ON THE COLLEGE'S  
COMMUNITY SERVICE PURPOSE**

**Prepared by:  
The Office of Institutional Research  
June, 1999**

**Oakland Community College  
1998/99 Effectiveness Report on Community Service**

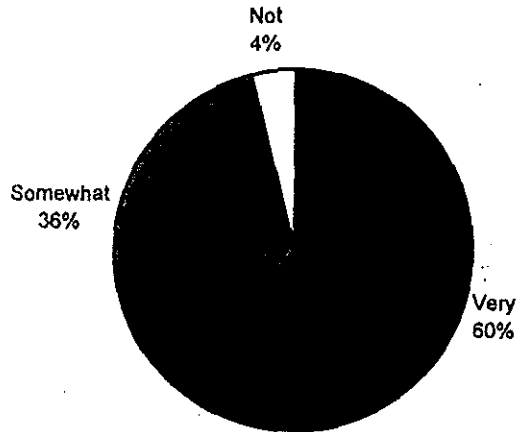
**Public Awareness of Community Services Offered by OCC.**



A majority of Oakland County residents, are aware of OCC's commitment to serving the community. An analysis of the data indicates that relative to those living elsewhere in the county, residents located in the southern and central regions are more likely to know about the cultural, social, enrichment and other community-directed opportunities offered at OCC. Nevertheless, when compared to OCC's other Purposes, Community Service (along with Developmental Education) experiences the lowest level of public awareness. Most members of the community (90%) indicate that they are most familiar with OCC's Transfer function.

**Oakland Community College  
1998/99 Effectiveness Report on Community Service**

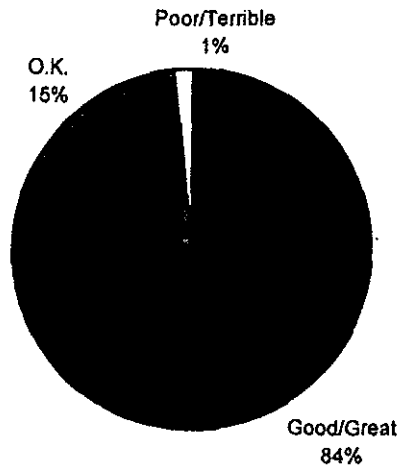
**Importance of Community Services.**



Overall, most residents of Oakland County believe that the provision of community services by OCC is at least, moderately important. Only 4% of those surveyed felt that this was not an important function of the College. However, the other declared Purposes of OCC (especially Transfer and Occupational/Technical Education), seem to be of greater significance to area residents. Relative to Community Service, a greater number of people found Transfer, Workforce Development, General, Developmental and Occupational/Technical Education, to be somewhat or very important. Furthermore, when individuals were asked which of the six Purposes was most important, Community Service was selected less than 1% of the time.

**Oakland Community College  
1998/99 Effectiveness Report on Community Service**

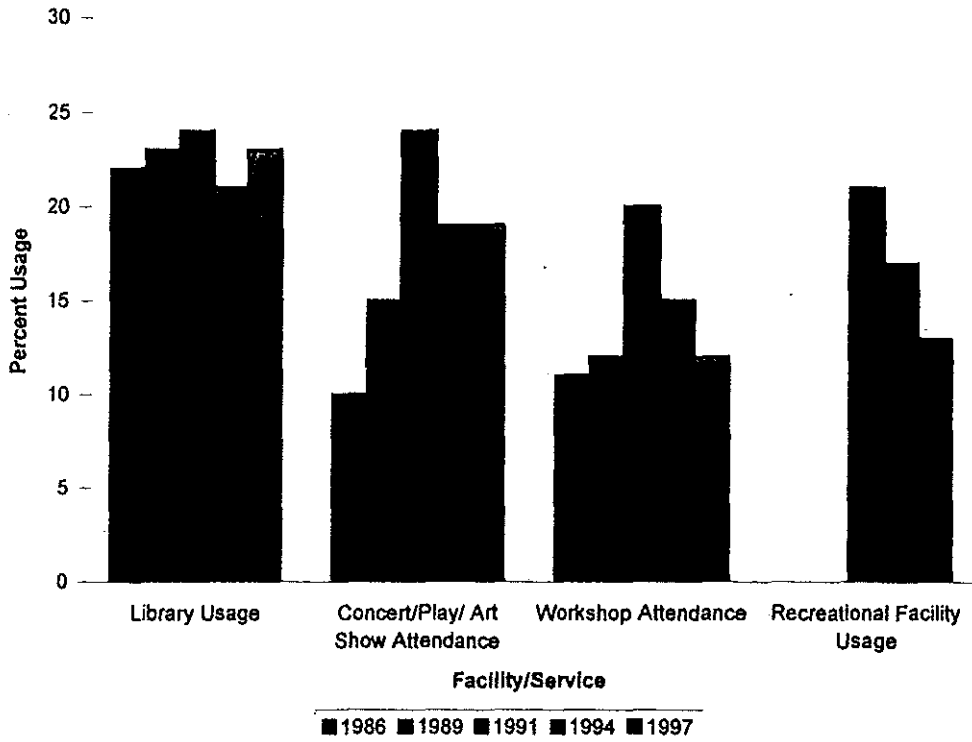
**Public Satisfaction with Community Services Offered by OCC.**



According to those surveyed, community satisfaction with the quality of life-long learning services offered by OCC is remarkably high. Generally, the residents of Oakland County feel that OCC is doing a good job at providing the community with ongoing educational opportunities through the various social, cultural and enrichment experiences that it offers.

**Oakland Community College  
1998/99 Effectiveness Report on Community Service**

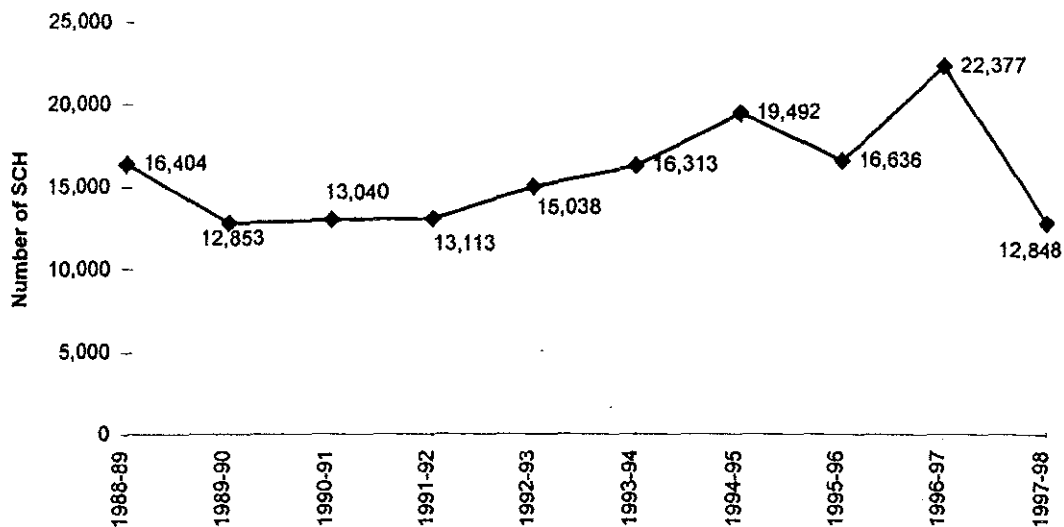
**Use of OCC Facilities & Services.  
(1986, 1989, 1991, 1994 & 1997)**



Public use of OCC facilities and services has fluctuated over the past 11 years. A surge in usage occurred in 1991, with Oakland County residents reporting unusual levels of attendance at OCC sponsored workshops, plays, concerts/art shows, and utilization of OCC recreational facilities and libraries. With the exception of 1991 activities, OCC library usage has remained at relatively constant levels. Attendance of concerts, plays or art show at OCC has risen steadily over the last 11 years, from a low of 10% to a high of 19%. According to respondents, public participation in OCC workshops grew until 1991, when it was 20%. However following this high, workshop had fallen to 12% by 1997. Community utilization of OCC's recreational facilities (e.g., pools, gyms) has also progressively declined since 1991. Consistently, the College libraries have been the most popular of the College's facilities and services.

**Oakland Community College**  
**1998/99 Effectiveness Report on Community Service**

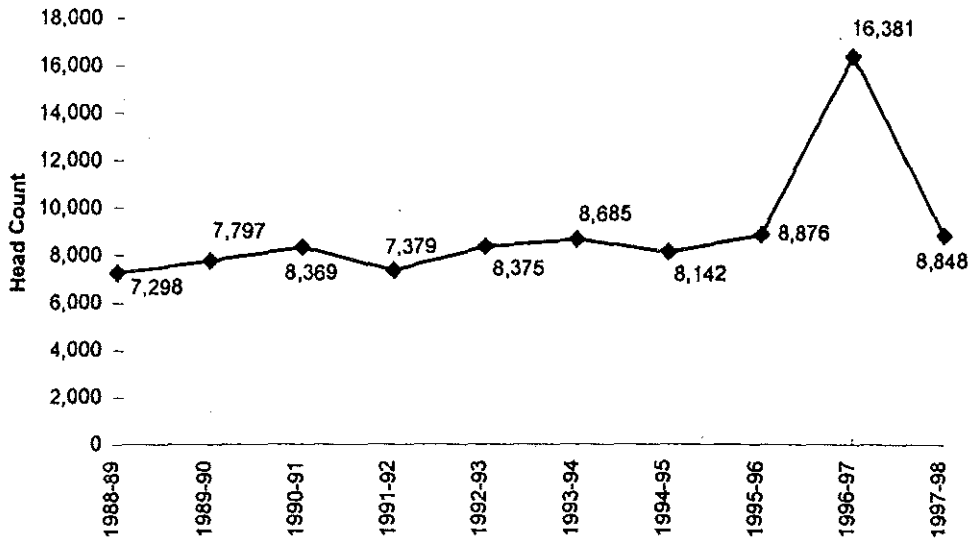
**Enrollment in Non-Credit Courses – Student Credit Hours  
(1988-1998)**



Continuing education courses serve the Community Service Purpose at OCC by extending to members of the community, learning opportunities which fall outside the traditional realm. These types of classes, along with workforce training courses, constitute the non-credit courses offered at the College. Until 1995-96, there was a general upward trend in the number of student credit hours in non-credit courses. However, since then the pattern has shifted. A 15% decline in the volume of non-credit, credit hours during 1995-96, was followed by a 35% increase in these credit hours in 1996-97. By 1997-98, the number of non-credit, credit hours had dropped by 43%, to its lowest level in a ten year period. These fluctuations were largely driven by the presence (1996-97), then absence (1997-98) of a substantial Employee Job Training contract in Workforce Development.

Oakland Community College  
1998/99 Effectiveness Report on Community Service

Enrollment In Non-Credit Courses -- Student Head Count  
(1988-1998)



As would be expected, the student head count distribution for continuing education and workforce development (non-credit) courses is similar to the trend found for student credit hours from 1988/89 - 1997/98. The number of students enrolled in non-credit courses remained relatively stable, during the period from 1988/89 to 1995/96. Then, in 1996/97, the number of students enrolled in non-credit courses jumped by 85% (due to heightened Workforce Development activities previously mentioned in section 1.2.5). Enrollment returned to normal levels the following year.

While the patterns in head count and student credit hours are similar, there is a slight amount of divergence. Overall, where head count remained relatively steady from 1989/90 to 1994/95, there was an increase in the number of student credit hours for non-credit courses. Thus, over this 5 year period there was an increase in the number of credits taken per student, for non-credit classes. Nonetheless, since 1994/95 student headcount and credit hour trends for non-credit courses have paralleled, indicating that the per student credit hour ratio has stagnated.