



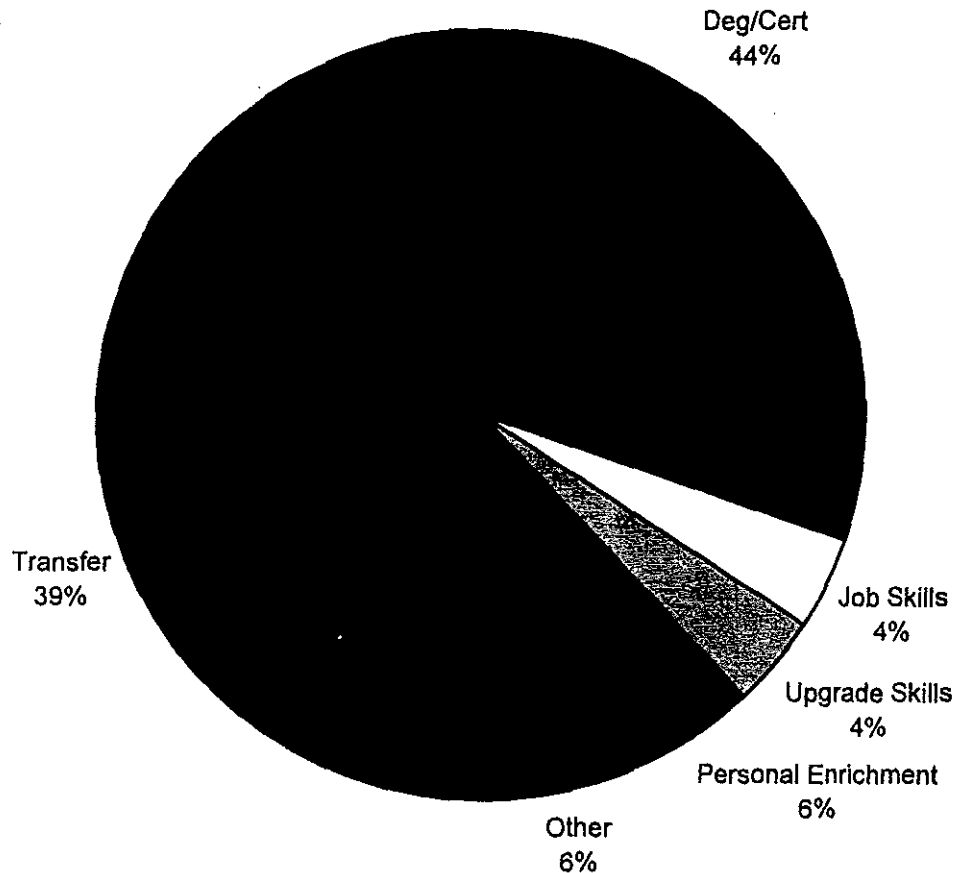
OAKLAND
COMMUNITY
COLLEGE

1998/99 EFFECTIVENESS REPORT ON THE COLLEGE'S TRANSFER PURPOSE

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

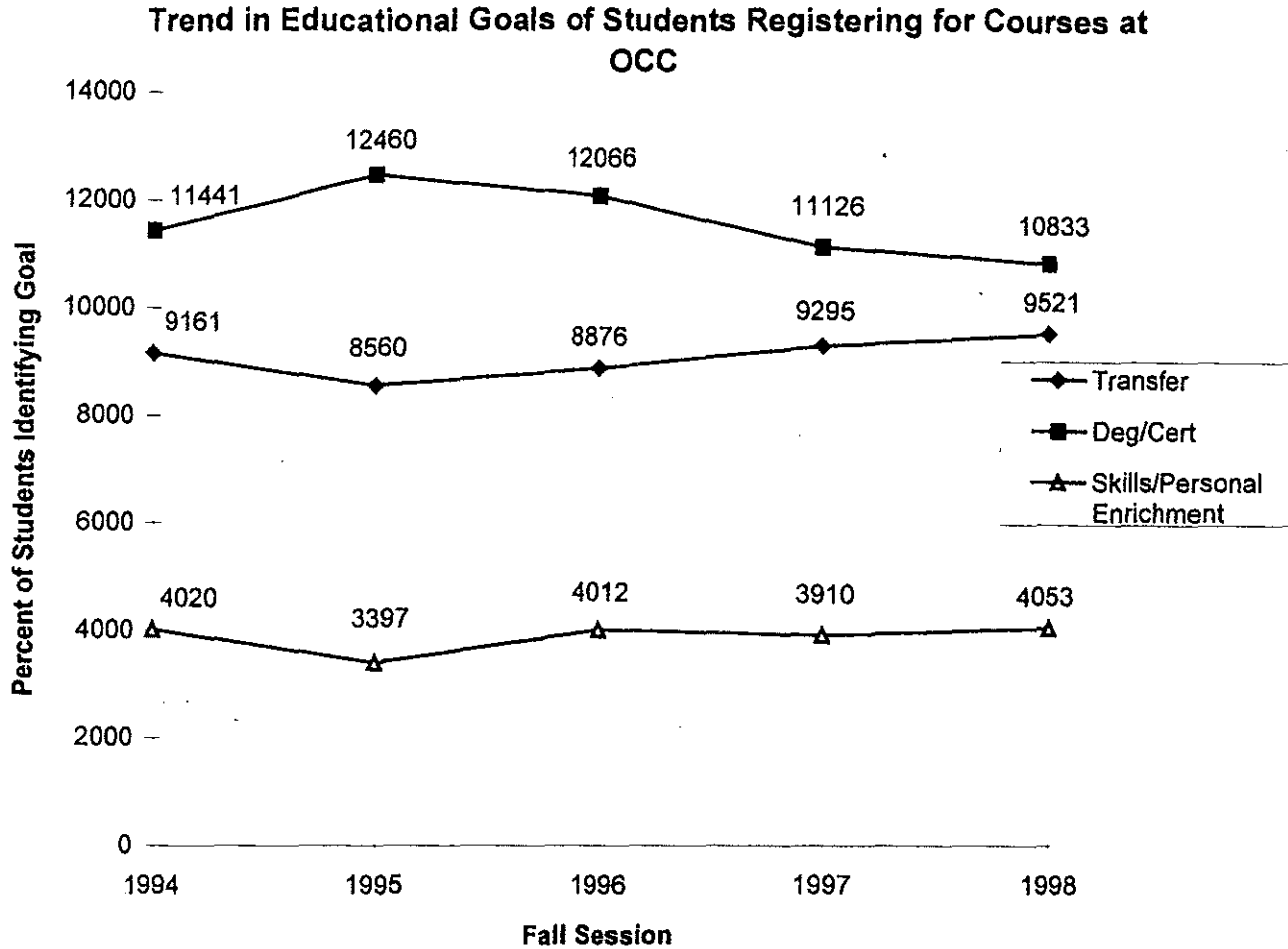
Oakland Community College
1998/99 Effectiveness Report on Transfer

Percentage of Students Identifying Educational Goals When
Registering for Fall 1998 OCC Courses



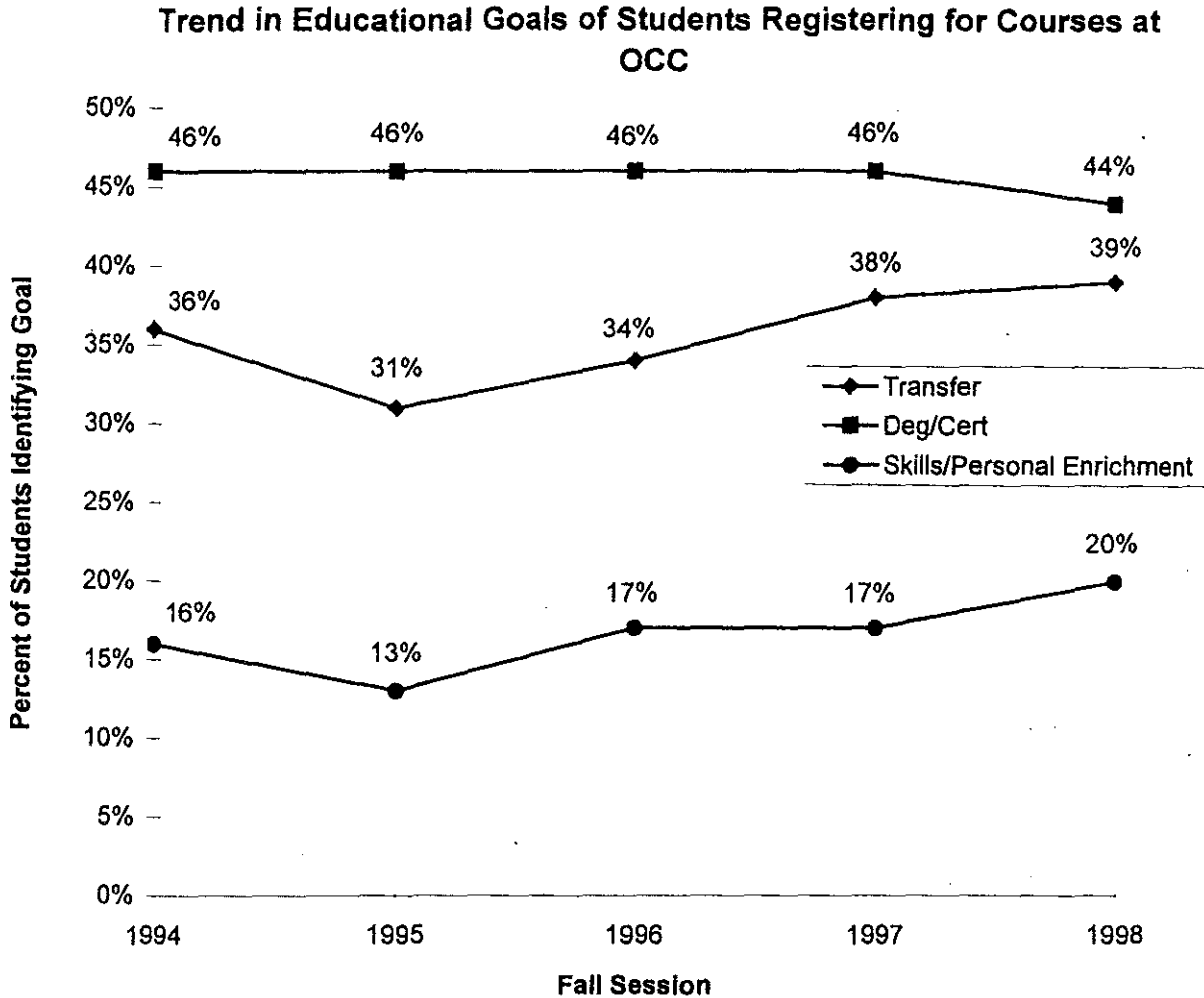
Analysis: When compared with other reasons for enrolling, there has been a slight increase in the percentage of OCC students who identify transfer as their most salient motivation for attending the college. Nearly 40% of students registered in the Fall Session of 1998 identified transfer as their primary educational goal, in contrast with 31% of students from the same Session in 1995. This increase in the percentage of students identifying the transfer goal is not due to a single source, but rather small declines in the other reasons for attending OCC. Students indicating their primary educational goal was to obtain a degree or a certificate at OCC decreased by 2% from 1994 to 1998. Students identifying obtaining or updating job skills as their primary educational goal increased by only 1% during this time period. There was no overall change in the percentage identifying personal enrichment as their most salient goal. These percentages point to the increasing significance of transfer for the college.

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Analysis: Since the Fall of 1995, an increasing number of OCC students are registering for courses at the college identifying their primary educational goal as transfer to another post-secondary institution. Over the past five years, however, the primary goal identified by registering OCC Students has been earning an OCC Degree or Certificate. The increase in the number of potential transfer students occurred despite the overall decrease in enrollment at OCC. For example, in the Fall Session of 1995, there were 27,129 students registered, whereas in 1998 there were 24,455 students registered during the same Session. Yet, there were almost 1,000 more students identifying transfer as their primary educational goal. These data indicate the increasing importance of transfer at OCC.

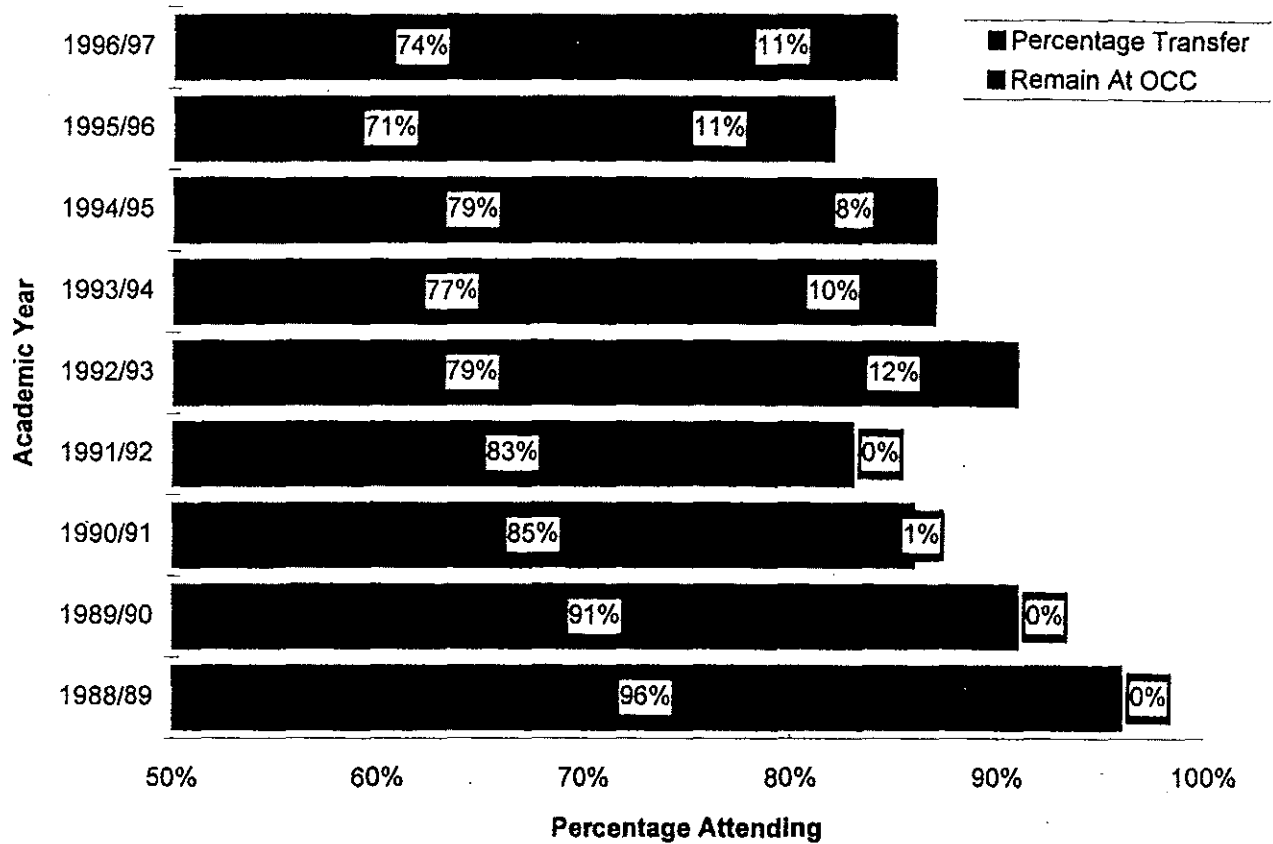
**Oakland Community College
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Analysis: Since the Fall of 1995, an increasing percentage of OCC students are registering for courses at the college identifying their primary educational goal as transfer to another post-secondary institution. Over the past five years, however, about 45% of registering students indicated their primary reason for attending has been earning an OCC Degree or Certificate. The gap between the transfer and degree/certificate-seeker percentage has been closing. In Fall 1998, 39% of registering students indicated transfer as their primary reason for attending OCC. The increase in the number of potential transfer students occurred despite the overall decrease in enrollment at OCC. For example, in the Fall Session of 1995, there were 27,129 students registered, whereas in 1998 there were 24,455 students registered during the Fall Session. Yet, there were almost 1,000 more students identifying transfer as their primary educational goal. These data indicate the increasing importance of transfer at OCC.

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**Trend in Percentage of OCC Graduates Who Intended to Transfer
Attending Another Post-Secondary Institution or OCC**



Analysis: A substantial majority of OCC graduates who reported transfer as their primary reason for attending OCC have been in fact attending another post-secondary institution. This percentage has been on the decline over the past nine academic years. A smaller percentage reporting the transfer reason actually do so in the year following their graduation from OCC. With the strong labor market in the Oakland County area over the last five years, perhaps students intending to transfer found promising employment opportunities prompting them to forgo additional post-secondary work. Over the past five academic years, a greater percentage of OCC Graduates have chosen to continue their education at OCC. Approximately 10% of those OCC Graduates reporting that they intended to transfer decided to attend OCC during the academic years 1992-93 to 1996-1997. Prior to that point few opted to attend OCC in the year following their matriculation.

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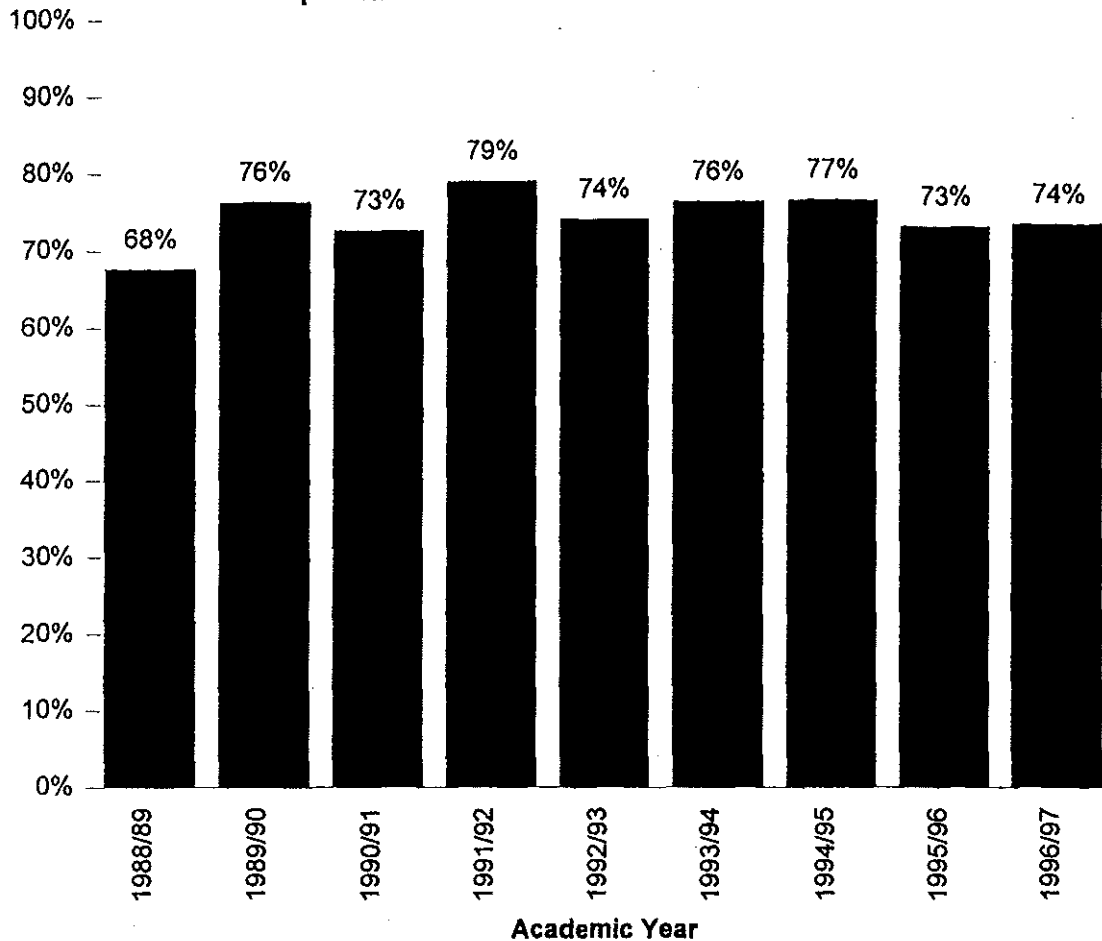
Preliminary Findings

**Trend in the Institutions to Which OCC Graduates
are Most Likely to Transfer**

	<u>1988/89</u>	<u>1989/90</u>	<u>1990/91</u>	<u>1991/92</u>	<u>1992/93</u>	<u>1993/94</u>	<u>1994/95</u>	<u>1995/96</u>	<u>1996/97</u>	<u>Total</u>
Oakland	35	41	47	68	57	34	45	19	32	378
Wayne State	31	53	47	47	38	32	24	28	29	329
Walsh	46	34	48	47	21	16	23	13	13	261
Eastern	25	24	20	21	18	25	18	12	17	180
OCC	0	0	4	0	35	25	21	19	23	127
U of M Dearborn	10	14	18	20	8	13	10	6	8	107
Michigan State	18	17	10	9	10	5	5	5	7	86
Lawrence Tech	13	7	15	9	5	4	9	5	9	76
U of M	12	9	9	7	7	7	1	2	7	61
U of M Flint	8	0	10	11	9	6	10	6	0	60
Central	7	6	13	10	5	5	2	1	5	54
Madonna	4	7	4	10	5	7	4	5	4	50
Western	2	8	7	5	4	3	6	2	2	39
U of Detroit	1	0	0	0	0	6	7	4	1	19
<u>Total N Students</u>	212	220	252	264	222	188	185	127	157	

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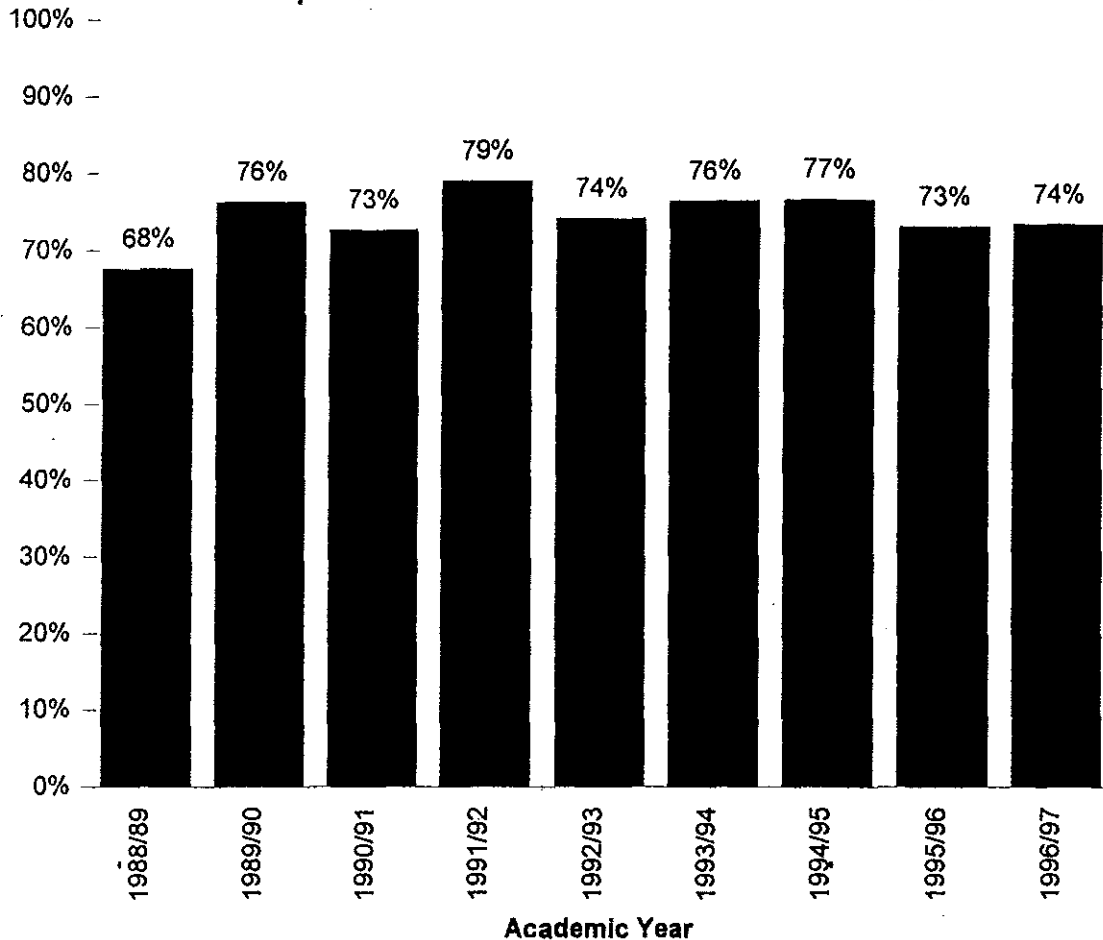
Trend in Percentage of OCC Graduates Rating Academic Preparation for Transfer as Good or Excellent



Analysis: OCC graduates are quite satisfied with their overall preparation for transfer to a post-secondary institution. Over the past nine academic years, the percentage of graduates reporting good or excellent preparation for transfer by OCC has stabilized in the mid to low seventy percent range. From academic year 1988-89 to the last year reported here, 2% or less of the graduates indicated they felt their preparation for transfer was inadequate. An average of 17% of graduates indicated adequate preparation for transfer over the specified ten year period.

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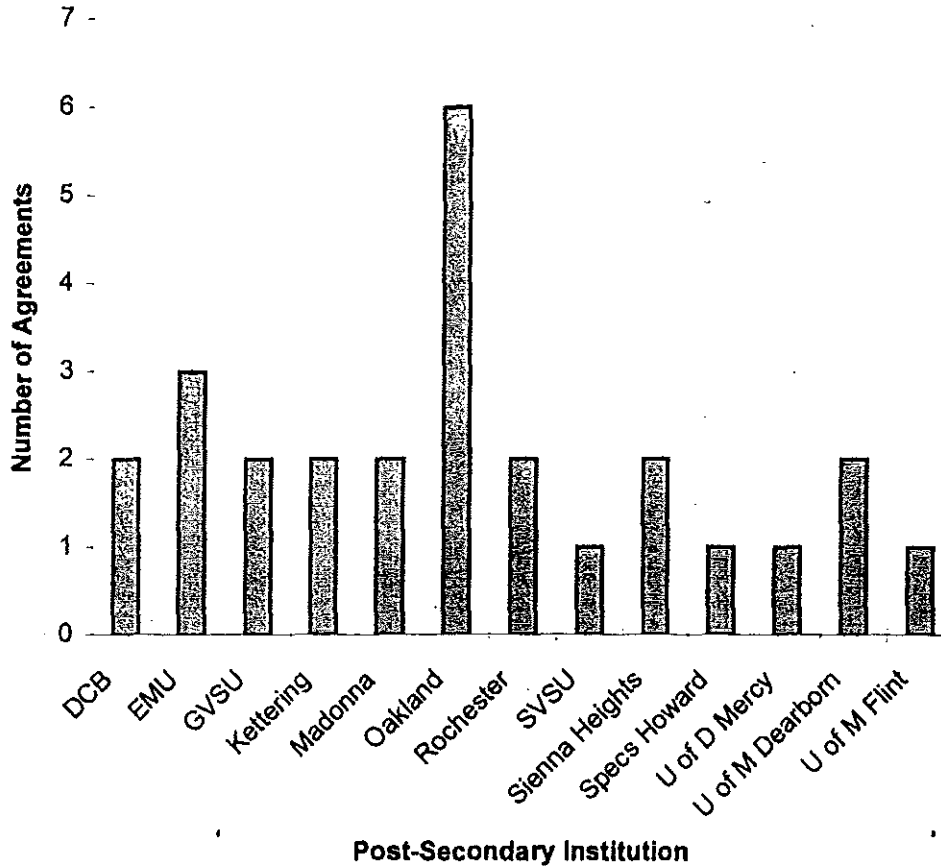
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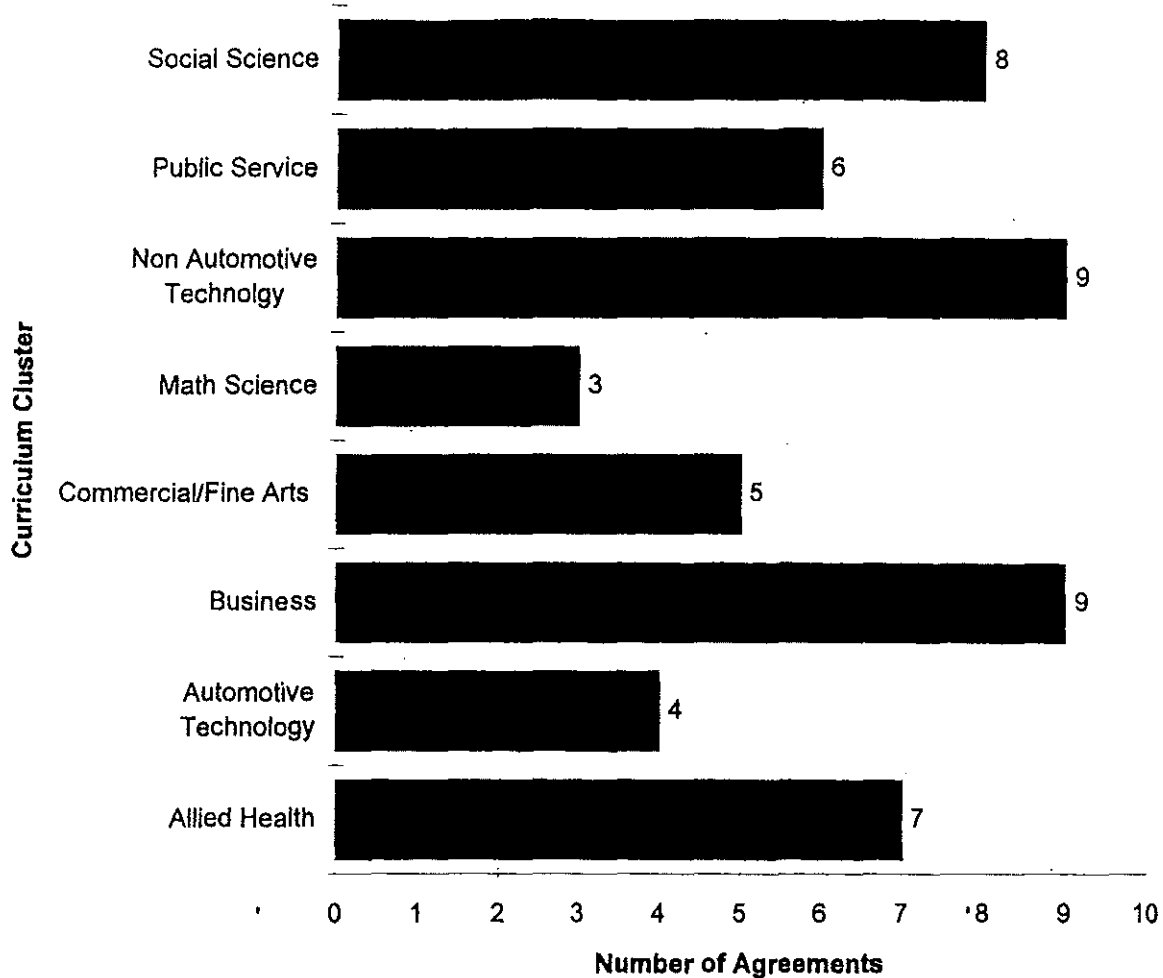
Number of Post-Secondary Institutions That Have Formal
Articulation Agreements with OCC



Analysis: OCC has formal articulation agreements with 13 local post-secondary institutions ranging from small private colleges to large state institutions. These agreements specify specific coursework to be taken both at OCC and at the transfer institution. OCC has agreements with several institutions whereby a student in any Occupational and Technical program at OCC may obtain a four-year degree. These institutions include Lawrence Technological University, Sienna Heights College, and the University of Michigan, Flint.

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Number of Formal Articulation Agreements by OCC Curriculum Cluster



Analysis: A large number of OCC Occupational and Technical Programs have formal articulation agreements with area colleges and universities. In this graphic, each articulation agreement represents a degree which is earned at the transfer institution. Several programs are included under a single agreement. A complete list of all the specific OCC programs and their corresponding agreements is included as an appendix to these monitoring reports. Over the course of the next measurement periods, additional information about articulation agreements may be added to this indicator which have a trend orientation.