Complete College OCCC

Fall 2013 AtD Cohort Retention

September 23, 2014
DEFINITION OF AtD COHORT AND RETENTION

• AtD Cohort consists of students who are new to OCCC in the fall semester.
  – New to higher education (OCCC first college attended)
  – New Transfer (transferring credit hours from one or more other higher education institutions to OCCC for the first time)

• Retention – student from AtD Cohort enrolls in following fall semester
HEADCOUNT and RETENTION of AtD COHORTS

Beginning of steep increase – 12.2% increase in headcount

Highest OCCC Total Enrollment – Fall 2011
14,972

Fall 2004 | Fall 2005 | Fall 2006 | Fall 2007 | Fall 2008 | Fall 2009 | Fall 2010 | Fall 2011 | Fall 2012 | Fall 2013
---|---|---|---|---|---|---|---|---|---
3,353 | 38.5% | 34.6% | 33.8% | 35.7% | 37.8% | 37.8% | 36.8% | 34.2% | 33.4% | 35.6%
Retention of AtD COHORTS
Ten Year Look - GENDER

10-year decline of 4.2 pts.

10-year decline of 1.4 pts.

Females

Males

40.5% 36.2% 35.5%

36.3% 36.2% 34.8%

0% 10% 20% 30% 40% 50% 60%

10-year decline of 4.2 pts.

0.8 pt. increase

3.9 pt. increase

30.9%
Retention of AtD COHORTS
Ten Year Look – AGE GROUP

These three age groups comprise 88%-91% of the total AtD Cohort in any given year:
1) 18-24 year olds approximately 70%
2) 25-29 year olds approximately 11%
3) 30-34 year olds approximately 9%

Largest group, 18-24 year olds, declined the most in retention – 4 pts. 25-29 year olds increased 1.7 pts.
Retention of AtD COHORTS
Ten Year Look – ETHNICITY/RACE

Under Represented – Ten Year Decline of 3.9 pts
Caucasian – Ten Year Decline of 2.3 pts

Under Represented – 2.9 pt. increase
Caucasian – 2 pt. increase

38.3% 38.8%

Fall 2004 Fall 2005 Fall 2006 Fall 2007 Fall 2008 Fall 2009 Fall 2010 Fall 2011 Fall 2012 Fall 2013

Under Represented Ethnicity/Race  Caucasian
Composition & Retention of AtD COHORTS
Ten Year Look – UNDER REPRESENTED ETHNICITY/RACE

Under represented percent of total Cohort has increased 13.7 percentage points while retention has declined 3.9 percentage points
Retention of AtD COHORTS
Ten Year Look – UNDER REPRESENTED ETHNICITY/RACE

Black/African American 10-year decline of 6.9 pts.
Hispanic/Latino 10-year decline of 3.3 pts.
Native American/Alaskan 10-year decline of 3.3 pts.
Two or More Races 5-year decline of 0.8 pts.
Composition & Retention of AtD COHORTS
Ten Year Look – HISPANIC/LATINO

Percent of total Cohort has increased over 6 percentage points while retention has declined 3.3 percentage points.
Composition & Retention of AtD COHORTS
Ten Year Look – BLACK/AFRICAN AMERICAN

Percent of total Cohort has increased over 3 percentage points; however, this population has been in decline for 3 years. Retention has declined 6.9 percentage points.
Composition & Retention of AtD COHORTS
Ten Year Look – Native American/Alaskan

Percent of total Cohort has decreased 1.6 percentage points while retention has also declined 3.3 percentage points.
Retention of AtD COHORTS
Ten Year Look – EFC GROUPS

$7,501-$10,000 experienced the greatest percentage decline in retention over 10 years – 12.9 percentage points.
Retention of AtD COHORTS
Ten Year Look – Applied FinAid vs. Not Applied

Higher percentage point decline in those who did apply for Financial Aid – 4.8 vs. 3.2 pts.
Composition & Retention of AtD COHORTS
Six Year Look – ENROLLED 0-LEVEL MATH

Percent of total Cohort has increased by almost 3 percentage points while retention has decreased 3.6 percentage points.
Retention of AtD COHORTS
Six Year Look – ENROLLED 0-LEVEL ENGLISH*

Percent of total Cohort has remained basically flat and retention has

* 0-Level Reading & Writing were combined for Falls 2008 to 2012 and then compared with 0-Level English in Fall 2013
Retention of AtD COHORTS
Seven Year Look – Enrolled in SCL & Successful

Enr SCL
Successful in SCL
Composition & Retention of AtD COHORTS
Seven Year Look – ENROLLED SCL

Percent of total Cohort has declined over 8 percentage points and retention has declined 2.3 percentage points.

Composition & Retention of AtD COHORTS - Fall 2007 to Fall 2013
- Fall 2007: 36.4% Composition, 45.1% Retention
- Fall 2008: 38.1% Composition, 38.1% Retention
- Fall 2009: 38.1% Composition, 48.1% Retention
- Fall 2010: 48.1% Composition, 42.8% Retention
- Fall 2011: 42.8% Composition, 42.8% Retention
- Fall 2012: 28.0% Composition, 28.0% Retention
- Fall 2013: 42.8% Composition, 42.8% Retention
Composition & Persistence of AtD COHORTS
Seven Year Look – SUCCESSFUL IN SCL

Percent of Cohort enrolled in SCL who were successful has decreased 3.7 percentage points while retention has increased 2.6 percentage points.
<table>
<thead>
<tr>
<th>Fall 2013 Retention Rates that increased more than 1 percentage point From the Overall Retention Rate of 35.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 Year Old &amp; Under – 51.3%</td>
</tr>
<tr>
<td>45-49 Year Old – 36.7%</td>
</tr>
<tr>
<td>50-54 Year Old – 42.4% *</td>
</tr>
<tr>
<td>Asian – 51.3%</td>
</tr>
<tr>
<td>Hispanic/Latino – 37.7%</td>
</tr>
<tr>
<td>Full Time – 45.7%</td>
</tr>
<tr>
<td>Applied for Financial Aid – 37.7%</td>
</tr>
<tr>
<td>All EFC Groups Except $0-$1,500 – 42.3% to 50.4% *</td>
</tr>
<tr>
<td>Academic Standing Good – 36.6%*</td>
</tr>
</tbody>
</table>

Green text indicates 3 or more percentage point increase from Overall retention

* Indicates an increase for 2 or more consecutive years
Retention of Fall 2013 AtD Cohort

<table>
<thead>
<tr>
<th>Category</th>
<th>Persistence Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-34 Year Old – 32.1%</td>
<td>Did Not Apply for Financial Aid – 31.4%</td>
</tr>
<tr>
<td>35-39 Year Old – 32.6%</td>
<td>GED – 27.7%</td>
</tr>
<tr>
<td>40-44 Year Old – 25.0%</td>
<td>No High School Credential – 29.5%</td>
</tr>
<tr>
<td>Black/African American – 24.0%</td>
<td>Academic Standing Probation – 31.7%</td>
</tr>
<tr>
<td>Native American/Alaskan – 29.6% *</td>
<td>Academic Standing Suspension – 23.1%</td>
</tr>
<tr>
<td>Part-time – 27.9%</td>
<td>Enrolled in two 0-Level Courses – 31.1%</td>
</tr>
<tr>
<td>New Transfer – 28.5%</td>
<td>Enrolled in 0-Level English – 30.8%</td>
</tr>
</tbody>
</table>

Red text indicates 3 or more percentage point decrease from Overall retention

* Indicates a decline for 2 or more consecutive years
WE DID IT!!! WE DID IT!!! WE DID IT!!!

Persistence increased 1.1 percentage points!
Retention is up 2.2 percentage points!

We turned a 3 year trend into the beginning of a new trend!!
Leader College

YOU ROCK, OCCC!!

We did it!
We did it!