



High School Connections!

Presented by:

Eileen Brennan

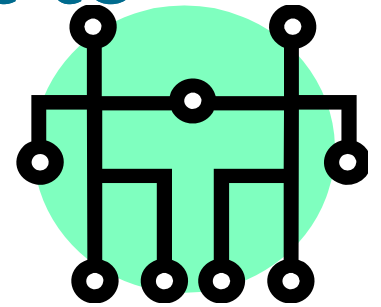
Oakland Community College

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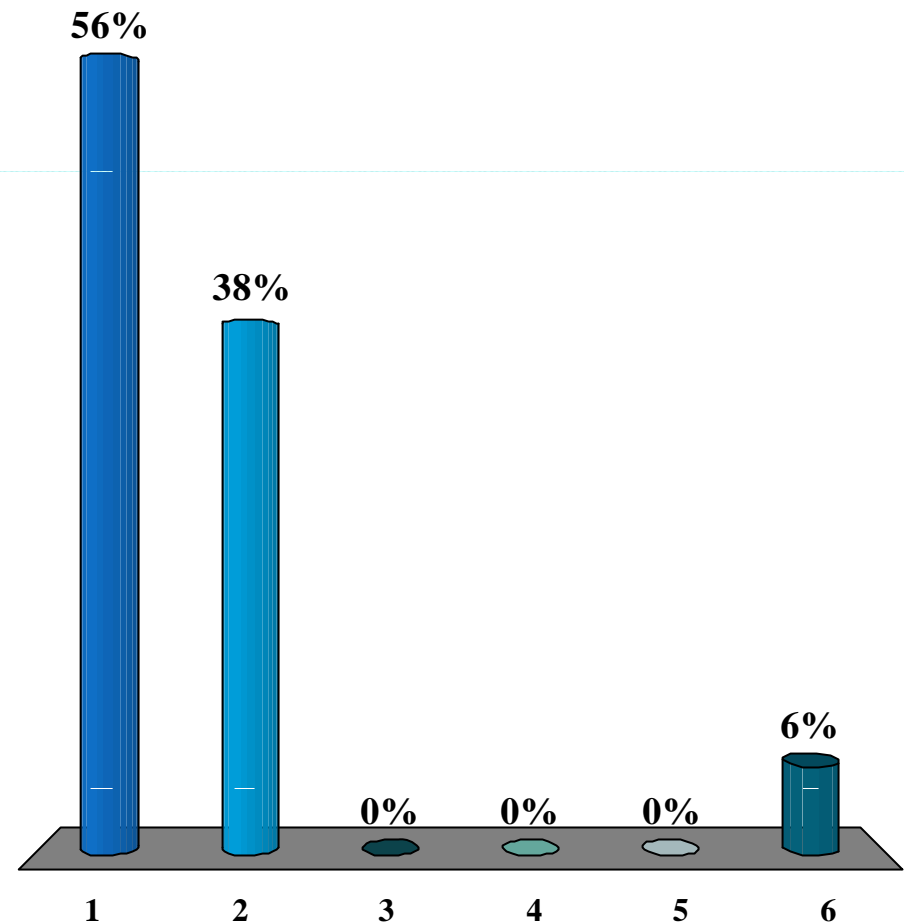
What are high school connections and why are they important to two-year postsecondary institutions?



- What ways do Postsecondary Institutions connect with Secondary schools?
- What policy implications exist about these connections?
- How do researchers explore these High School connections?

What was your percentage increase in Fall enrollment this year?

1. 0-5%
2. 6-25%
3. 26-50%
4. Beyond measurement
5. Enough already about Fall enrollment
6. Don't Know

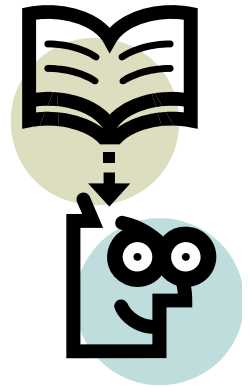




Connecting to OCC ...

- Oakland Community College is a multi-campus community college, with five campuses located across Oakland County.
- A total of 28,123 students are enrolled in the Fall 2009 term.
 - The average age is 28, while the most common age is 19.
 - 64% attend part-time.
 - The five most popular programs of study are Nursing, General Studies, Liberal Arts, Business Administration, and Science. (And of course Undecided tops them all).
 - The Office of Institutional Research has been studying High School Connections since the late 1980's.

Connections according to the literature ...



- Students who earn college credits prior to enrolling in college seem to complete course work, persist in enrollment, and attain their educational goals at a higher rate.
- Outreach efforts as early as middle school seem to enhance student participation and success in postsecondary endeavors earlier.
- Studies show that for every increase in level of education there is a commensurate increase in earnings.

Policy Connections



- Federal emphasis on education beyond the secondary level...
 - No Child Left Behind.
 - Current Presidential Administration policies promoting secondary education, particularly at two-year institutions.
- Carl D. Perkins Career Technical Education efforts include the Tech Prep continuum of secondary through four-year postsecondary.



More Policy Connections

- State of Michigan...
 - Participant in Perkins Tech Prep initiatives.
 - ACT, a postsecondary test, is used for MEAP.
- Local School Districts
 - Emphasize Advanced Placement courses ... number of students taking AP classes is a measure in accreditation and rankings.
 - Encourage High School Dual and Guest Enrollment at participating Postsecondary Institutions.



Connections!

- Marketing— What high schools feed our institution? What area is our target?
- Service –What do we provide? Do these students want career/technical degrees or education for transfer to a four-year institution?
- Preparation -- Do we provide advancement and accelerated educational opportunities for students still enrolled in high school? Middle school?

The Market Connection

- Is there a natural geographic target? Is there a mandated geographic target? Is there a target implied in our funding, charter, and planning?
- Who are those students attending for the first time? What proportion of these are recent high school graduates or attendees?



The Service Connection



- Are we providing career/technical education opportunities?
- Are we primarily providing transfer education?
- Are we providing opportunities for students still enrolled in high school?
- Are we providing sufficient numbers of courses at their level of preparation?

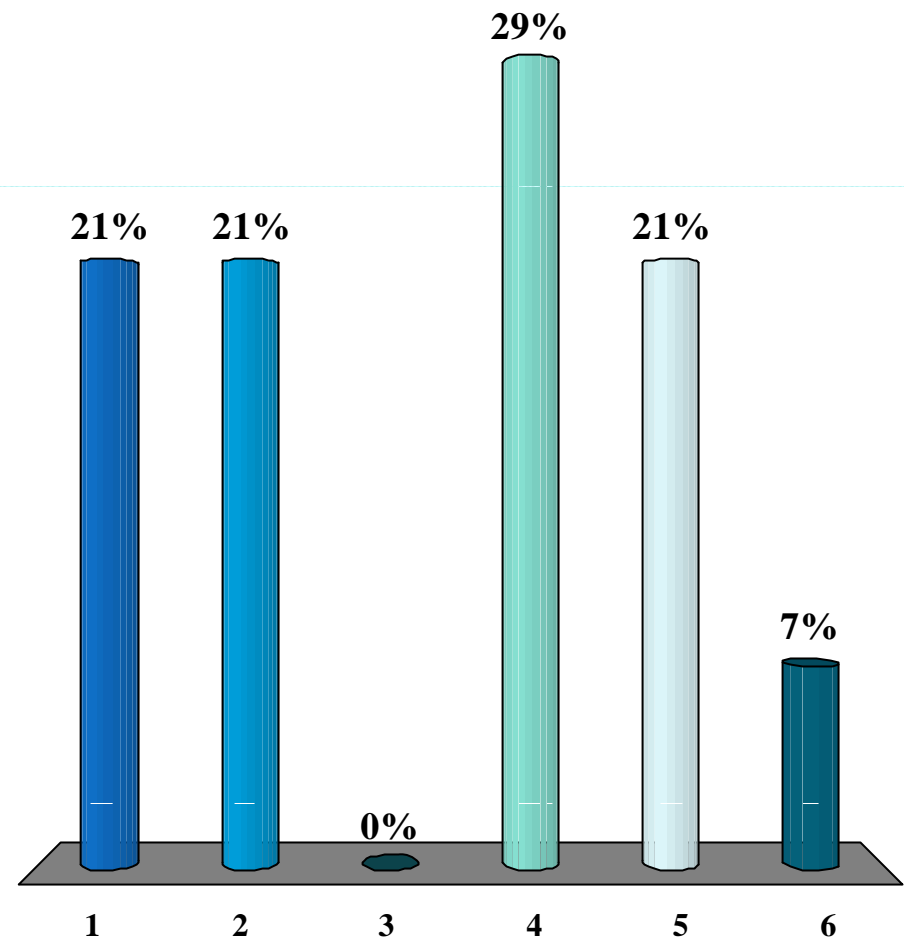
The Early Link Connection



- How many of our students are High School Dual Enrolled or Guest?
- How many and what type of early learning opportunities do we provide?
- What about seamless education efforts such as Tech Prep?
- Do we begin sowing the seeds of preparation earlier than high school?

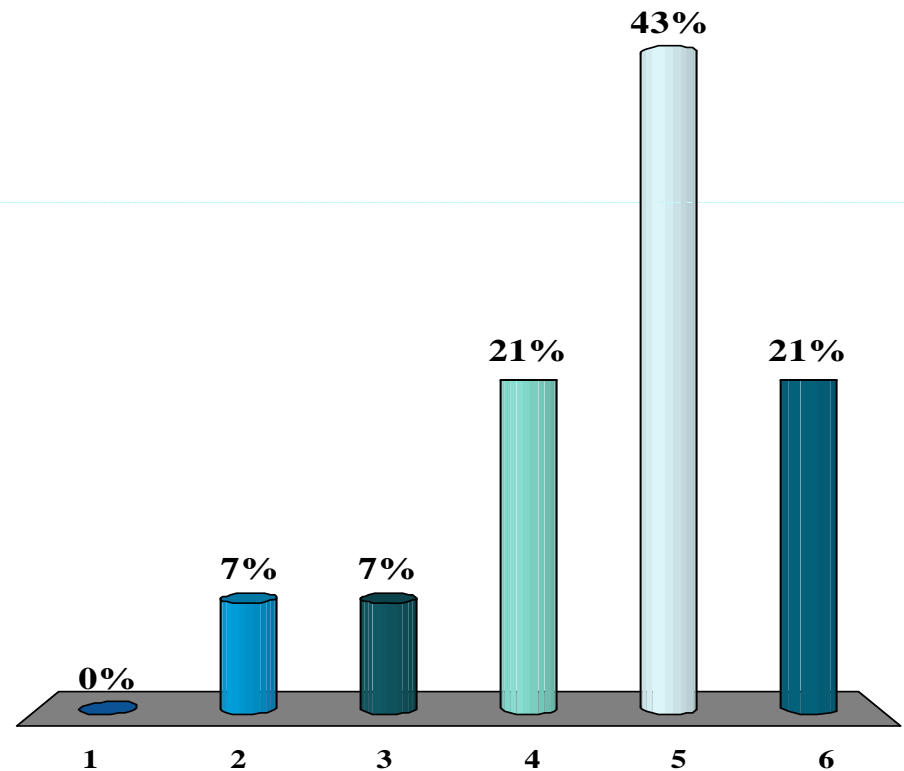
What percentage of your entering Fall population (never enrolled at your Institution before) are recent high school graduates?

1. 0 – 10%
2. 11 – 25%
3. 26 – 50%
4. 51 – 75%
5. 76 – 100%
6. Don't Know



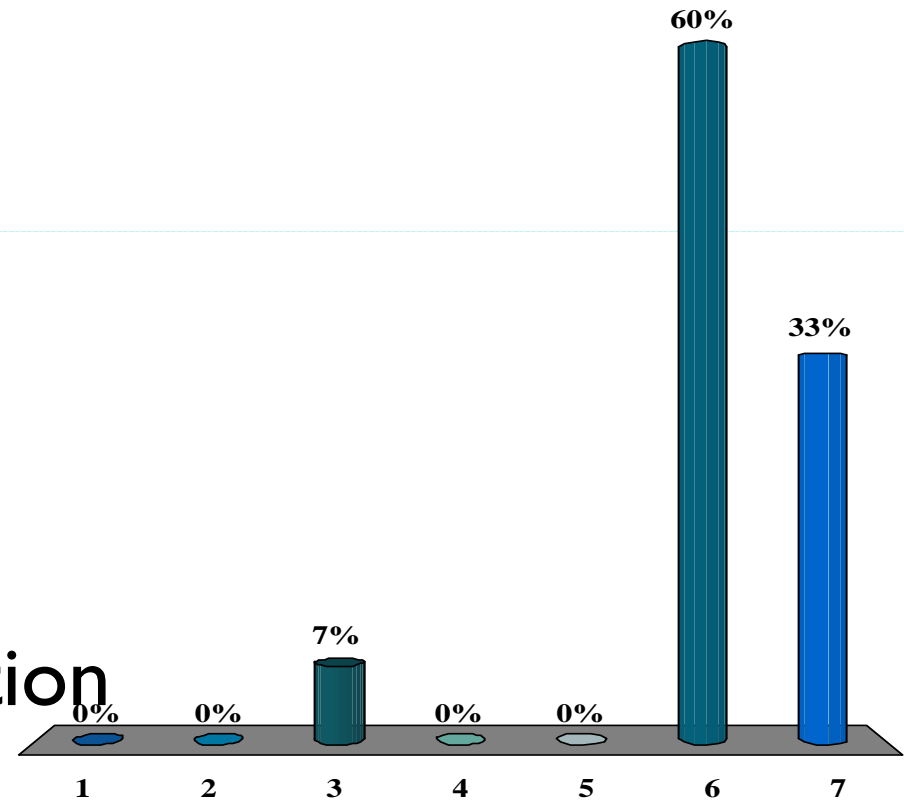
How many high schools operate in your service area?

1. Under 5
2. 6 – 10
3. 11 - 25
4. 26 – 50
5. More than 50
6. Don't Know



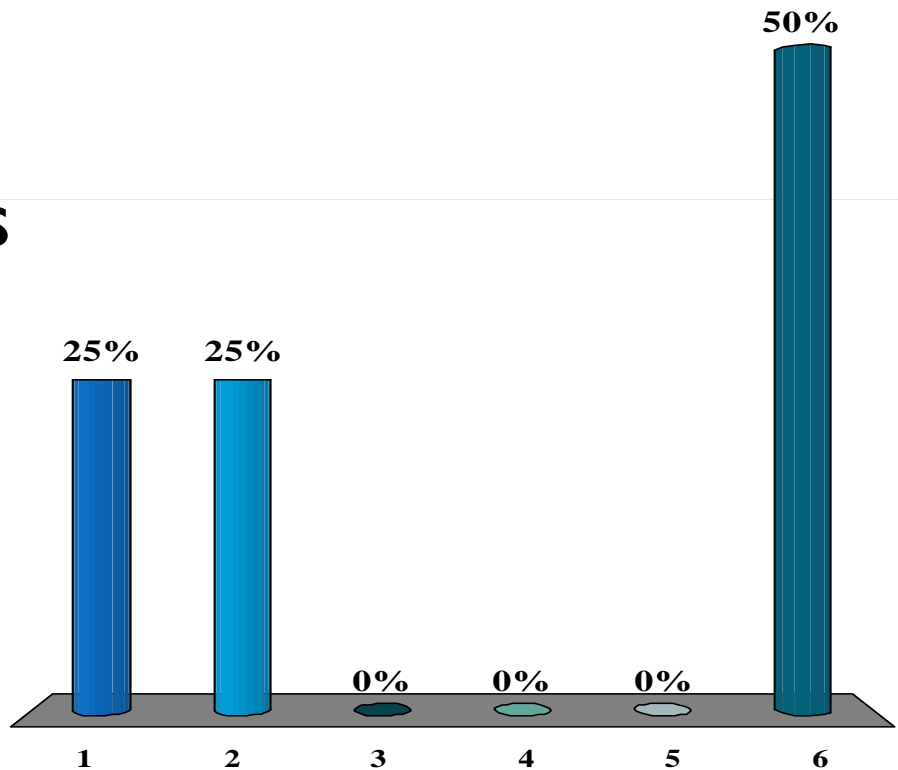
What level of growth do you anticipate in the next five years for the K-12 age range in your service area?

1. 50 – 100%
2. 25 – 50%
3. 10 – 25%
4. 6 – 10 %
5. 0 – 5%
6. Declining population
7. Don't Know



How many formal connective initiatives do you have in place with area High Schools?

1. More than 5
2. At least 2 but less than 5
3. One
4. None
5. Informal only
6. Don't Know



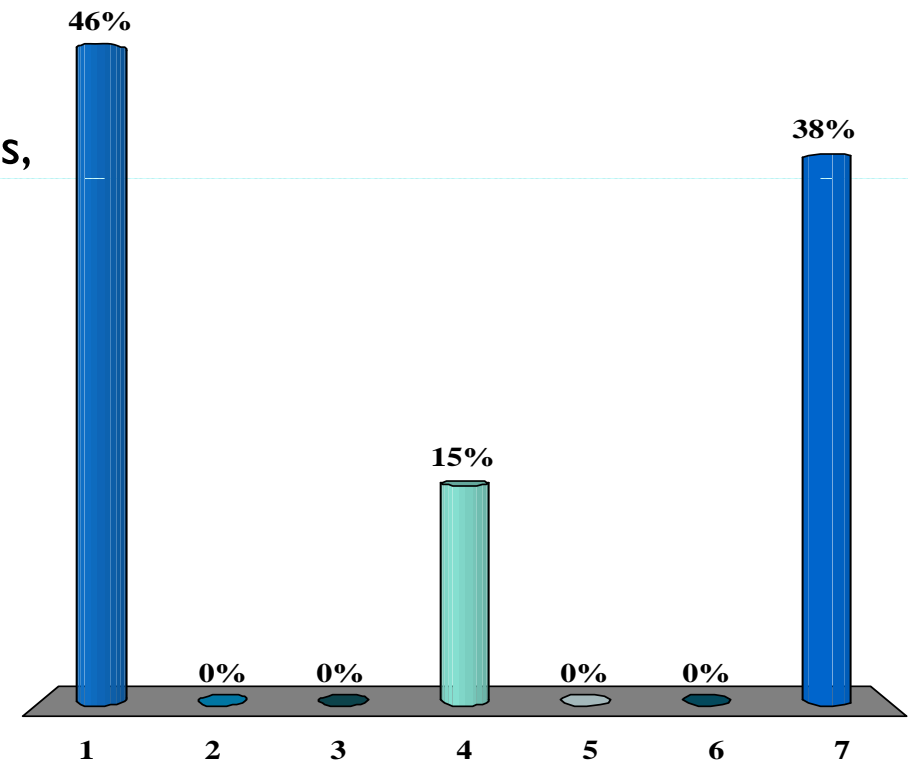


Connections ...How to Explore Them

- Marketing – Who graduated from secondary, what were their postsecondary plans, and did they come to us?
- Service – In what programs and courses did these students enroll?
- Early Link – What do we provide prior to eligible (18 and over) enrollment?

What type of “connection” studies do you currently conduct?

1. Marketing (Number of area students entering our college)
2. Service (Matching programs, outcomes, availability of courses)
3. Early Link (Longitudinal studies of early placement students)
4. More than one
5. All three types
6. None
7. Don't Know



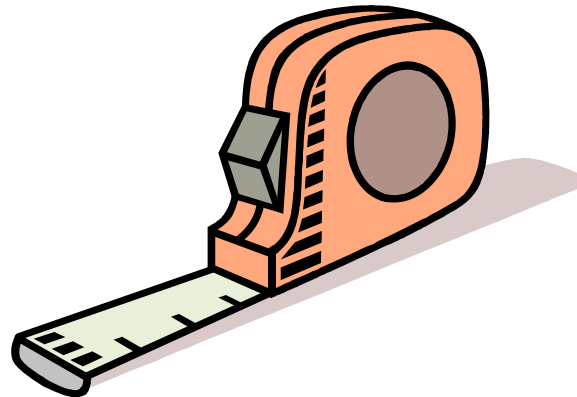


Connections ... Potential Measures

- Numbers enrolled, increases and decreases.
- Initial preparedness – Placement scores, Number of AP and other college-level credits.
- Outcomes such as course success, retention, and eventual program completion.
- Self-reported satisfaction of students, and secondary and postsecondary staff.

Connections ... Who to Measure

- Measurement at the Postsecondary level requires identification of a cohort.
- Identification of the cohort requires some level of data from the Secondary level.
- How do you obtain Secondary level data?





Connections ... OCC Data Gathering

- At OCC, the Data Collection Center calls 83 area public and private high schools and obtains the number of graduates for the school year prior to the Fall study term.
- Another Option: The number of graduates by school is available through the Michigan Center for Educational Performance and Information (CEPI). (Note – this data is not available for one year, so the study would lag by a year).

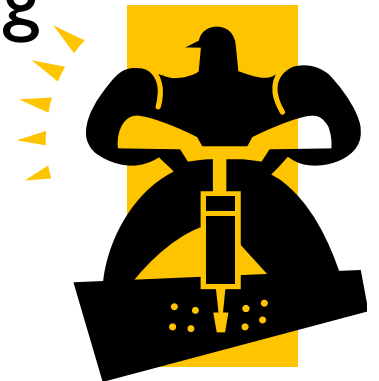


How Oakland Community College Studies Connections

- Since the 1980's IR has provided a report to internal constituents about the number of graduates in Oakland County (our natural service area) and the number of students entering from the 83 identified public and private high schools.
- Within the past few years have attempted to flesh out the report with state and federal context about the numbers of graduates, their intents and expectations.

The OCC service connection ...in construction

- Plans to include more information – English and Math Placement, declared majors, educational intent, number of students submitting ACT scores.
- Other studies and reports to be integrated – State mandated Tech Prep reporting, studies on early learning initiatives.



Connections ... a national context

- “A Profile of the American High School Senior in 2004: A First Look,” published by the National Center for Education Statistics (NCES), provides data about a sample of 13,420 of the approximately 3 million High School Seniors in the United States during 2004.



Connections ... Nationally, of the 13,240 high school seniors in 2004

Postsecondary education plans	
Don't plan to continue	1.7%
Don't know if will continue	6.2%
Four-year institution	61.6%
Two-year community college	22.5%
Vocational, technical, or trade school	8.0%

SOURCE: "A Profile of the American High School Senior in 2004: A First Look – Initial Results From the First Follow-up of the Education Longitudinal Study of 2002 (ELS:2002)." National Center for Education Statistics.

Connections, nationally ... the percentage of college-bound high school seniors who reported various features of postsecondary institutions were "VERY IMPORTANT" TO THEIR CHOICE OF A COLLEGE

Factor	Don't know if will continue	Four-year institution	Two-year community college	Vocational, technical, or trade school
Degree in chosen field	68.2	77.6	70.1	70.4
Availability of financial aid	56.0	55.8	62.5	54.3
Availability of specific courses or curriculum	54.0	69.1	61.4	61.5
Good job placement record for its graduates	48.1	60.5	54.8	61.5
Low expenses	40.6	31.4	47.3	34.4
Strong academic reputation	33.3	65.4	43.3	39.8
Living at home	27.4	16.5	39.6	29.4
Good graduate school placement	34.2	45.9	39.3	28.7
Low crime	41.3	35.3	38.5	34.0



Connections, nationally ... Other factors listed as important to college choice

- Easy admissions standards
- Acceptance of college credit
- Active social life
- Away from home

- Geographic location
- Racial/ethnic makeup
- Athletic program
- School size
- Same school as one parent attended

SOURCE: “A Profile of the American High School Senior in 2004: A First Look – Initial Results From the First Follow-up of the Education Longitudinal Study of 2002 (ELS:2002).” National Center for Education Statistics.



Connections, nationally ... What the high school seniors surveyed in 2004 did.

- Nationally, 63% of 2004 High School Seniors enrolled in a postsecondary institution immediately after high school. Of this group:
 - 30% enrolled in community colleges
 - 45% enrolled in public, four-year institutions
 - 21% enrolled in private, not-for-profit four year institutions

SOURCE: "Community Colleges -- Special Supplement to The Condition of Education 2008, Statistical Analysis Report August 2008." National Center for Education Statistics.



Connections ... News Flash

- About 70 percent of 2008 high school graduates enrolled in a college or university. Here is a snapshot of college attendance among recent grads:
- **Total grads: 3.1 million**
- **Enrolled in College: 2.2 million**
- **Enrolled in 2-year college: 871,000**
- **Enrolled in 4-year college: 1.3 million**

SOURCE: U.S. Bureau of Labor Statistics, Cited in Community College Week, November 2, 2009, Volume 22, No. 6.

Connections ... a state context

School Type	Enrollment Statewide	Oakland County	Oakland County Percent	Wayne County	Macomb County
Public High Schools	116,774	15,059	13%	19,211	10,465
Non Public High Schools	8,078	2,000	22%	1,132	441
Home School	69	9	13%	14	4
Total	124,921	17,068	13%	20,357	10,910

Source: The Center for Educational Performance and Information (CEPI)
2006-2007 Pupil Headcount Data, Public, Nonpublic, and Home-Schooled



Connections ... Some projection thoughts for OCC

- The seven Intermediate School Districts in Southeast Michigan will have 142,000 less children aged 5-17 in 2015 compared to 2005. **Long-term**, it is projected that there will be an **increase** of 24,000 children (**3%**) **between 2015 and 2035** due to a stabilized economy and growth.
- The **state and national share of school-aged children is projected to decrease by 2% between 2000 and 2015.**
 - SE MI is experiencing a faster decline in school-aged children due to out-migration, which increased from 1,832 in 2000 to 45,529 in 2007.
 - Oakland Co. ISD is projected to decline by 12%.

SOURCE: Southeast Michigan Council of Governments (2009). *SEMCOG 2035 Forecast: Population by Age Group by School District*. Detroit, MI: Southeast Michigan Council of Governments, Information Center.



Connections ... Existing Study Resources

NATIONAL DATA

“A Profile of the American High School Senior in 2004: A First Look – Initial Results From the First Follow-up of the Education Longitudinal Study of 2002 (ELS:2002).” National Center for Education Statistics.

“Community Colleges -- Special Supplement to The Condition of Education 2008 Statistical Analysis Report August 2008.” National Center for Education Statistics.



Connections ... Existing Study Resources

STATE DATA

The Center for Educational Performance and Information (CEPI) Pupil Headcount Data, Public, Nonpublic, and Home-Schooled



Connections ... Web Resources

- <http://www.michigan.gov/cepi> --
 - The Center for Educational Performance and Information (CEPI) , Michigan Department of Education
- <http://nces.ed.gov> –
 - National Center for Education Statistics

Connections ... Michigan State Planning and Development Regions

Southeast Michigan Council of Governments	West Michigan Regional Planning Commission
Region 2 Planning Commission	Northeast Michigan Council of Governments
Southcentral Michigan Planning Council	Northwest Michigan Council of Governments
Southwestern Michigan Commission	Eastern Upper Peninsula Regional Planning and Development Commission
GLS Region V Planning Commission	Central Upper Peninsula Planning and Development Commission
Tri-County Regional Planning Commission	Western Upper Peninsula Planning and Development Regional Commission
East Central Michigan Planning & Development Regional Commission	West Michigan Shoreline Regional Development Commission

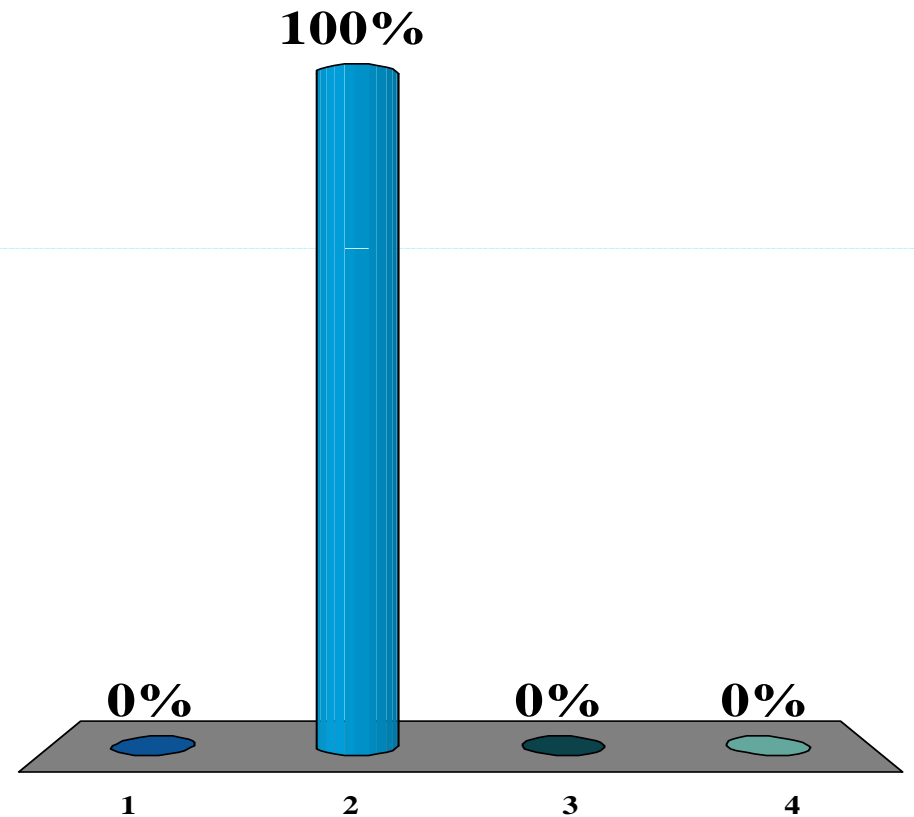


The Future for studying Connections

- CEPI/Universal student ID will be invaluable in providing more information to faculty and staff on how to provide relevant and appropriate services.
- New initiatives provide a wealth of opportunity for study. For example, do accelerated programs foster desired outcomes?

After this presentation what are your plans for studying High School Connections!

1. I didn't formally study them before, but plan to now.
2. I learned some new ways to enhance my existing studies.
3. I do a very comprehensive study and plan to present it at MI –AIR next year.
4. This was an interesting presentation, but it has no relevance for my office.



Questions?

Eileen Brennan

Oakland Community College
Office of Institutional Research

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(248) 232-4527

embrenna@oaklandcc.edu

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