From Recruitment to Graduation: Using ACT and NSC resources to meet SEM goals.

Tuesday, July 16, 2019

Dr. Rick Edgington
The history of Northern Oklahoma College began in 1901 when the Honorable James Wilkin realized the need for a college in the Tonkawa, Oklahoma area. Thus, the sixth Territorial Legislature passed an appropriation bill on March 1, 1901 for the establishment of the University Preparatory School at Tonkawa. The doors opened to 217 students and 7 faculty.

During the first two decades, the school served primarily as a “feeder” institution for the University of Oklahoma and paralleled the university curriculum of music, foreign languages, business, literature, and military science. In addition, the school served as a cultural center for performing arts.

Of utmost importance was the school’s first accreditation by the North Central Association of Colleges and Universities in 1948. Then, with the passage of the Higher Education Code in 1965, the institution received its present name, Northern Oklahoma College, and the three-person Board of Regents was expanded to 5 members. During the last two decades, Northern has expanded its physical plant, broadened its curriculum, increased its student enrollment, and developed campuses in Enid and Stillwater.
Campus Locations

- **Tonkawa**: Established in 1901, serves as the administrative center for Northern. All program oversight in academic, financial, student service, personnel, development, physical plant, and information technology is housed in Tonkawa. Some 1,700 students attend class on campus, by ITV, via online or at technology centers. Northern distinguishes itself as a leading community college in Oklahoma. Tonkawa is also the principle hub for service to the 6 north central Native American tribes, the Tonkawa, Ponca, Osage, Otoe-Missouria, Kaw, Pawnee.

- **Enid**: Established in 1999 in conjunction with the Oklahoma State Regents for Higher Education and the City of Enid. This campus has grown in offering multiple two-year liberal arts degree programs to some 1,100 students annually. The Enid campus continues to expand its faculty, curriculum and numerous clubs and activities. The college has outreach to a significant number of Marshallese students given a significant number in the Enid community.

- **Stillwater**: Established in 2003, serves multiple missions to area students. The NOC/OSU Gateway Program creates open access to higher education for students in Stillwater and equips them to be academically prepared through individualized services that support students both in and out of the classroom with the goal of helping them successfully transfer and complete a four year degree at Oklahoma State University. The campus also admits students seeking general education courses that transfer to other comprehensive colleges and universities. NOC Stillwater serves over 2,000 students each academic year.
Northern Oklahoma College

Mission

Northern Oklahoma College, The State’s oldest community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

Vision

Northern Oklahoma College will be recognized as a model institution and leader in academic quality and cultural enrichment, promoting student success, collaborative learning, creative and forward thinking, and community responsiveness.

Tagline

Life Changing.
Tonkawa Campus

- NOC Tonkawa has 6 residence halls with approximately 325 students living on campus.
- NOC Tonkawa has 6 NJCAA teams that include: Men’s and Women’s Basketball, Men’s and Women’s Soccer, Softball and Baseball.
- Mascot: Mavericks Colors: Red & White
- 23 clubs and organizations for students on the Tonkawa campus
Enid Campus

• NOC Enid has 3 residence halls with approximately 140 students living on campus.
• NOC Enid has 4 NJCAA teams that include: Men’s and Women’s Basketball, Softball and Baseball. The Jets Baseball team won the 2019 World Series.
• Mascot: Jets   Colors: Red & Black
• 10 clubs and organizations to students on the Enid campus
Beginning fall 2018, the Northern Oklahoma College Stillwater Classroom Building opened. The new four-story, 78,000 square foot structure houses two computer labs, six science labs, four interactive television studios and 22 classrooms. With an approximate 25 percent increase in room capacity, Northern Oklahoma College will be able to offer additional sections of classes at times that our students need them the most and better serve students in our partnership with Oklahoma State University.

The completed Georgian style building complements other classroom buildings on the OSU campus. NOC Stillwater hosts the Gateway Program in collaboration with Oklahoma State University, allowing those that do not meet the admission requirements a way to prepare for OSU. The Gateway Program, established in 2003, is celebrating its 15th year in 2018. NOC Stillwater serves 450 full-time students enrolled in at least 12 hours and 1,475 part-time students who are enrolled in at least one course. Northern Oklahoma College will continue to offer the classes and services that allow students to meet their academic goals, with an emphasis on Finishing Orange.
Wallet Hub

• NOC Ranked #1 in the nation for Highest Return on Educational Investment and #1 Highest scoring of Oklahoma community colleges
• In order to determine the best community colleges in the U.S., WalletHub’s analysts compared 728 such institutions across three key dimensions, including:


State Appropriations as a percent of Total Higher Education Budget

- 1988: 74.2%
- 2007: 50.8%
- 2012: 39.9%
- 2013: 39.5%
- 2014: 38.7%
- 2015: 37.2%
- 2016: 35.1%
- 2017: 31.6%
- 2018: 30.4%
- 2019: 28.6%
• The goal of Complete College America is to add an additional 20,400 degrees, an increase of 67%
• Oklahoma has been selected as a role model for the country
• Governor Fallin has lent her support
• Northern Oklahoma College must add an additional 21 degrees each year to our previous year total.

Oklahoma CCA: A Plan for Increasing Degrees and Certificates to Fuel the State’s Economy
1. Focus on Readiness
2. Transform Remediation
3. Build Bridges to Certificates and Degrees
4. Reach Higher for Adult Completion
5. Track and Reward Progress and Completion
2018 Fall Enrollment Report

Total Enrollment: 4175
Recruitment

• ACT Enroll – All students in OK take ACT as juniors
  o Purchase all names in service area who did not send a score report – broken into composite score bands
  o Purchase all names who do not meet admission criteria to OSU who want to attend a large comprehensive university
  o Purchase names of students who want to major in astronomy or meteorology and live in the surrounding contiguous states
  o Purchase names of students interested in veterinary medicine and whose state does not have a school of vet med
• ACT College Ready – HS, non-traditional, and CLEP preparation
• NSC cohort stop-outs
NOC provides access to First Generation Students

• 57% of new NOC students this past fall were first generation students

A student with neither parent having any education beyond high school," we define a first-generation college student as "neither parent having received a college degree."
The President’s Leadership Council scholarship is the most prestigious scholarship offered by Northern Oklahoma College and was designed to recognize and reward academic excellence.

Qualifications to Apply:

1. 3.60 GPA or Higher
2. ACT 25 or Higher
3. Two Recommendation Letters
4. Applicant must also interview with the Scholarship Committee
Recruitment Next Steps

- CRM implementation – purchase Pre-ACT, develop strategic communication plan
- ACT College Ready – replace Accuplacer, encourage summer preparation and 2nd testing
- NCS – continue yearly cohorts
- Institution and campus-specific recruitment committees
Academic Placement

• ACT is primary placement – 19 in each subscore
• Accuplacer is secondary placement
• HS gpa used for holistic placement
• Math Pathways – Math Applications, Math Functions, Statistics, or Algebra for STEM
Academic Placement Next Steps

• ACT College Ready vs. Accuplacer
• *** Meeting with area high school personnel to develop action plan to increase high school to college rate – 1 school has a 38% rate: they are being recruited by 2 comprehensives, 3 regional, and 3 community college, at the very least, so what happens to the remaining 62%?
• ICAP (Individual Career Action Plans) to assist in planning
Retention

- ACT Engage – Orientation, Transfer Suspended – lists of flagged students sent to Retention Specialists and faculty advisors
- Tonkawa 78% of 2018, Enid 75% of 2018, and Stillwater 56% of 2018
Retention Next Steps

• ACT Tessera – piloted in Fall 2018
• *** Orientation pre-event for first time college and transfers
  o Registrar – schedules, advisors, majors, degree maps
  o Bursar/Financial Aid/Scholarships – review charges, review status, outstanding documents, apply
  o IT – logins to MyNOC and Blackboard, print syllabi
  o Student Services – dorms and community resources, i.e. food insecurity
Graduation

- No Graduation Application fee
- Contact those who did not apply (didn’t know, didn’t want to participate in graduation, didn’t think it was important) 78 this past spring
- Reverse Transfer 38 – 43% each semester – student paid, IPEDS graduation rate, students deserve (OSU, OU, UCO)
- NSC – cohort evaluations: transfers still enrolled, transfers who left next institution without degree
## Degrees Awarded

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<thead>
<tr>
<th>Semester</th>
<th># Students</th>
<th># Degrees</th>
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<tbody>
<tr>
<td>Summer 2017</td>
<td>115</td>
<td>122</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>195</td>
<td>217</td>
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<tr>
<td>Spring 2018</td>
<td>446</td>
<td>480</td>
</tr>
<tr>
<td><strong>17-18 Academic Year Total:</strong></td>
<td><strong>756</strong></td>
<td><strong>819</strong></td>
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Retention Next Steps

- Retention Specialist to focus on OSU students, assist with reverse transfers
- NSC Student Tracker premium
- NSC Reverse Transfer agreement
- NSC annual cohort submissions and review
Northern Oklahoma College
Questions?
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