

DATA ELEMENTS

A QUARTERLY REPORT ON INSTITUTIONAL EFFECTIVENESS AND INSTITUTIONAL RESEARCH

FROM THE EDITOR



Dena Stephenson

WHERE DO CALHOUN STUDENTS COME FROM? FOR STUDENTS WHO COME TO CALHOUN DIRECTLY UPON THEIR GRADUATION FROM HIGH SCHOOL, FROM WHICH HIGH SCHOOLS DO THEY COME? FOR STUDENTS WHO ARE RETURNING TO SCHOOL AFTER SOME TIME IN THE WORKFORCE, FROM WHAT COUNTIES DO THEY COME? WHAT ABOUT INTERNATIONAL STUDENTS? OUT-OF-STATE STUDENTS? ANSWERS TO THESE QUESTIONS HELP DEFINE THE TYPICAL CALHOUN STUDENT AND HELP IDENTIFY POTENTIAL AREAS FOR GROWTH IN OUR STUDENT POPULATION. THESE QUESTIONS AND ANSWERS WILL BE EXPLORED IN THIS EDITION OF DATA ELEMENTS.

THE SOURCE OF CALHOUN STUDENTS

Information regarding the residency status and high school origin for Calhoun students is available through many resources. The Alabama Commission on Higher Education maintains a student database including an intricate tracking system that records a student's migration from high school through college. This database is accessed through the ACHE website at www.ache.state.al.us. The Alabama Department of Postsecondary Education also includes aggregate data on students by location on their website at www.acs.cc.al.us. This data includes the total number of credit students in the Alabama College System classified as in-state, out-of-state, foreign, or unknown. Of course, Calhoun maintains its own internal database of student records which includes geographic location of students. Consulting data from all these resources allows the College to carefully analyze the geographic origin of its student body to determine geographical shifts in incoming students and develop appropriate recruiting strategies.

High School Origin

The service area of Calhoun includes all of Limestone County and portions of Morgan, Madison, and Lawrence counties. Within those counties are approximately 60 public and private high schools that graduate students who choose to attend Calhoun. The Champions for Student Success, comprised of a 7-member team of recruiters, have divided the schools among the team members to ensure that each high school receives appropriate

communication from Calhoun. The Office of Planning and Research monitors the number of students from area high schools who select Calhoun as their choice for higher education. The following table shows the number of students from area public high schools who graduated in Spring 2005 and enrolled in Calhoun for Fall 2005. This table includes only those schools who had 10 or more students who selected Calhoun. The ACHE website reveals that an additional 30 schools had less than 10 graduates who enrolled in Calhoun.

2004-2005 Alabama Public High School Graduates Who Enrolled in Calhoun for the Fall Semester of 2005

High School	School System	Grads
Bob Jones	Madison City	81
Sparkman	Madison County	71
Grissom	Huntsville City	68
Athens	Athens City	54
Austin	Decatur City	51
Decatur	Decatur City	38
East Limestone	Limestone County	38
Hazel Green	Madison County	30
West Morgan	Morgan County	30
Buckhorn	Madison County	28
East Lawrence	Lawrence County	27
Huntsville	Huntsville City	25
Lawrence County	Lawrence County	24
Madison County	Madison County	24
West Limestone	Limestone County	24
Lee	Huntsville City	21
Ardmore	Limestone County	20
Brewer	Morgan County	20
Hartselle	Hartselle City	20
New Hope	Madison County	19
Butler	Huntsville City	17
Priceville	Morgan County	16
Clements	Limestone County	14
Elkmont	Limestone County	13
Danville	Morgan County	12
URY Tech. Demo	Huntsville City	12
Speake	Lawrence	10

Source: ACHE Website

THE SOURCE OF CALHOUN STUDENTS, cont.

To assist the College in developing recruiting strategies, an analysis of high school graduate enrollment requires a look at high schools that enroll the largest *percentage* of their graduates at Calhoun. The following table depicts both the number and percent of high school graduates choosing a 2-year college in Alabama who selected Calhoun. The table includes only those schools for which at least 50 percent of their graduates selected Calhoun.

2004-2005 Alabama Public High School Graduates Who Elected to Attend a 2-yr College and Chose Calhoun

High School	Graduates Attending 2-yr	# Attending Calhoun	% Attending Calhoun
Elkmont	13	13	100%
Bob Jones	83	81	98%
East Limestone	39	38	97%
West Limestone	25	24	96%
Ardmore	21	20	95%
Athens	58	54	93%
URY Tech Demo	13	12	92%
West Morgan	33	30	91%
Lee	23	21	91%
Decatur	44	38	86%
Sparkman	85	71	84%
Grissom	82	68	83%
Huntsville	31	25	81%
Buckhorn	35	28	80%
Priceville	20	16	80%
Clements	18	14	78%
Austin	66	51	77%
Hazel Green	39	30	77%
New Hope	25	19	76%
Madison County	32	24	75%
East Lawrence	39	27	69%
Tanner	9	6	67%
Butler	27	17	63%
The Seldon Center	5	3	60%
Speake	17	10	59%
Johnson	12	7	58%
Lawrence County	45	24	53%

Source: ACHE Website

County of Origin

Some Calhoun students enter college immediately upon graduation. However, the average age of Calhoun students is 28, which indicates that many Calhoun students have either delayed their education or are returning to college after entering the workforce. Analyzing the county of origin for all students gives the College a better indication of those counties that provide the largest percentage of overall enrollment. ACHE data include information on Alabama students only. At the time this Data Elements was published, ACHE data was available through Fall 2005 only. Data relative to county of origin for Fall 2006 reflect all students enrolled in Calhoun according to Calhoun's RISC database system.

Fall 2006 enrollment includes 8641 students from 35 different counties across Alabama and Tennessee. The following table includes the counties from which at least ten students enrolled at Calhoun.

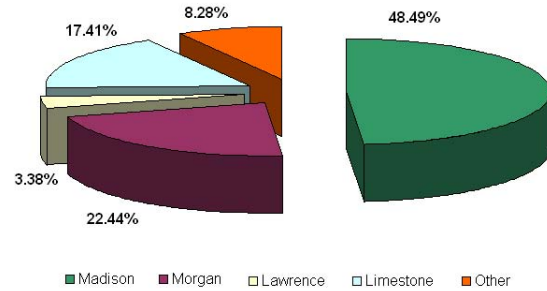
Fall 2006 Students by County (Represents Counties from which at Least 10 Students Enrolled)

County Name	Number of Students	Percentage of Overall Enrollment
Colbert	14	0.16%
Cullman	27	0.31%
Lincoln, TN	30	0.35%
Jackson	34	0.39%
Others	43	0.50%
Giles, TN	55	0.64%
Marshall	80	0.93%
Lauderdale	100	1.16%
Unknown	224	2.59%
Lawrence	292	3.38%
Limestone	1504	17.41%
Morgan	1939	22.44%
Madison	4249	48.49%

Source: Calhoun RISC System

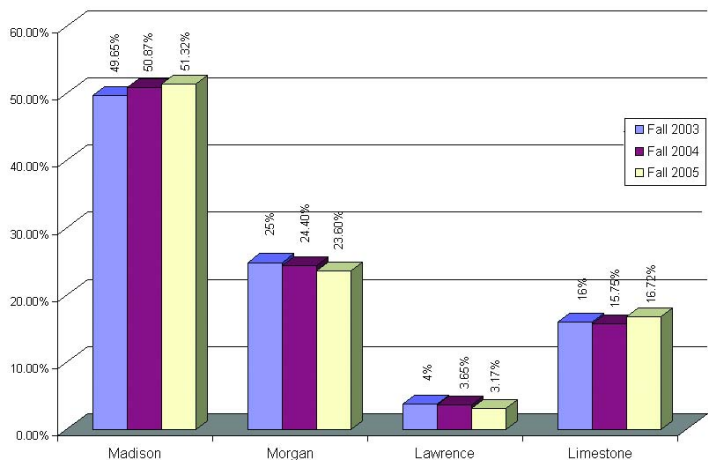
The following table represents the percentage of overall enrollment from counties in Calhoun's service area: Madison, Morgan, Lawrence, and Limestone.

PERCENT OF STUDENT BODY BY COUNTY Fall 2006



Source: Calhoun RISC System

PERCENT OF STUDENT BODY BY COUNTY Fall 2003 THROUGH FALL 2005

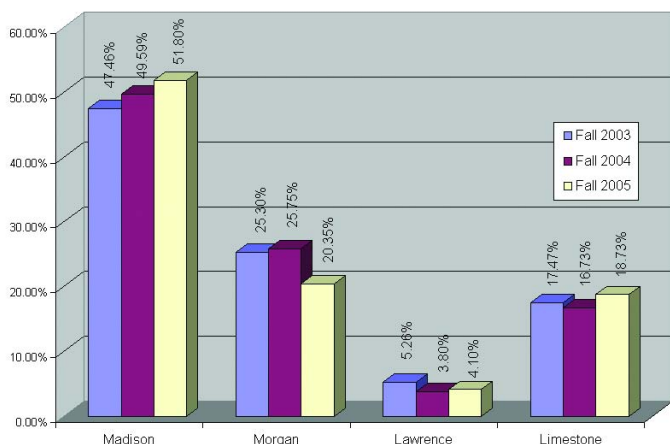


Source: ACHE Website

The three-year trends reflected in the table on page 2 reveal that a larger percentage of overall enrollment is coming from Madison and Limestone counties. Enrollment from both Morgan and Lawrence counties has decreased slightly over the last three years.

Whereas county of origin data presented here reflects all students enrolled, ACHE also maintains a database for first-time freshmen, as well. Segmenting first-time freshmen allows the College to determine from where the largest segment of new students is coming. The following table presents data from Fall 2003 through Fall 2006 regarding first-time freshmen from the College's four-county service area.

SOURCE OF FIRST-TIME FRESHMEN FROM ALABAMA BY COUNTY Fall 2003 through Fall 2005



Source: ACHE Website

One can easily see that fluctuation in enrollment of first-time freshmen by county is more dramatic than that for all students enrolled. Of particular interest is the fairly dramatic drop in first-time freshmen from Morgan County, from 404 (25.30% of first-time freshmen) students in Fall 2003 to 288 (20.35% of first-time freshmen) students in Fall 2005.

State Origin

The ACHE statewide student database tracking system also records information on all students enrolled in for-credit classes who have an out-of-state residency. Because of Calhoun's location, one would expect the majority of out-of-state students to come from Tennessee. The following table shows Tennessee as the contributor of most out-of-state students, but also shows out-of-state enrollment from other nearby states, as well.

Origin of All Out-of-State Credit Students Fall 2004 and Fall 2005

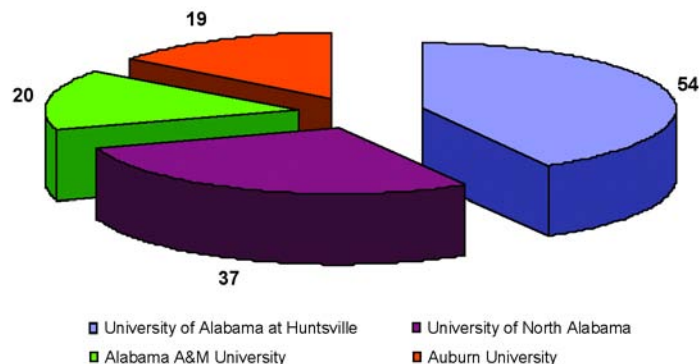
State	2004 Students	2005 Students
Florida	1	2
Georgia	2	6
Mississippi	0	2
Tennessee	110	106
Other US States and Territories	18	15
Total	131	131


Source: ACHE Website

College Origin

Finally, analyzing the origin of Calhoun students requires a look at students who begin their education at other educational institutions, but transfer to Calhoun for a myriad of reasons. In Fall 2005, ACHE data revealed that Calhoun enrolled 155 transfer students from 12 Alabama four-year institutions. The ACHE student tracking system maintains data on Alabama students only, so one can assume some out-of-state students transferred to Calhoun, as well. The following chart includes the four Alabama four-year institutions from which the majority of transfer students came.

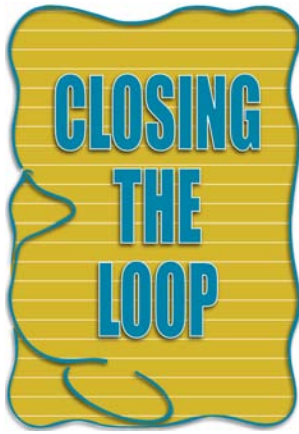
TRANSFERS FROM ALABAMA PUBLIC FOUR-YEAR INSTITUTIONS TO CALHOUN Fall 2005





THE MAY 2006 EDITION OF POSTSECONDARY EDUCATION OPPORTUNITY LISTS THE FOLLOWING FACTS ABOUT STUDENTS COMMUTING TO COLLEGE:

- THE MEDIAN DISTANCE TO COMMUNITY COLLEGE IN 1999 (THE LAST YEAR 2-YEAR COLLEGE DATA WAS COLLECTED) WAS 26 MILES.
- RELATIVELY FEW STUDENTS CROSS STATE LINES TO START COLLEGE IN A COMMUNITY COLLEGE. IN 2004, 13,697 STUDENTS DID SO, ABOUT 4.4 PERCENT OF ALL INCOMING FRESHMEN.
- EVERY STATE REPORTED ENROLLING FRESHMEN FOREIGN STUDENTS IN 2004. OF THE 20,549 FOREIGN STUDENTS WHO ENROLLED IN HIGHER EDUCATION INSTITUTIONS, 11 PERCENT WERE ENROLLED IN PUBLIC 2-YEAR COLLEGES.
- EACH YEAR, ABOUT ONE IN FIVE [20%] RECENT HIGH SCHOOL GRADUATES THAT CONTINUE DIRECTLY INTO HIGHER EDUCATION LEAVES HIS/HER HOME STATE TO ENROLL IN A COLLEGE/UNIVERSITY IN ANOTHER STATE.



THIS SEGMENT DESCRIBES INSTANCES WHEN INDIVIDUALS, DEPARTMENTS, OR DIVISIONS USED DATA TO MAKE DECISIONS THAT IMPROVED THEIR AREAS. EACH ITEM DETAILS HOW AN ISSUE OR PROBLEM WAS IDENTIFIED (THE ISSUE), WHAT METHODS WERE USED TO ADDRESS IT (THE SURROUNDING FACTS), AND HOW THE RESULTS WERE USED TO IMPROVE (THE ISSUE CLOSED). IF YOU WOULD LIKE TO SUBMIT AN ITEM, PLEASE CONTACT THE OFFICE OF PLANNING AND RESEARCH. THIS ISSUE FOCUSES ON OUT-OF-STATE STUDENTS.



Brennen Smith

The Issue

This issue of Data Elements reveals that a total of 131 out-of-state students attended Calhoun in fall 2004 and fall 2005. Although this is a relatively small percentage of the overall student population (approximately 1.5%), Calhoun's location makes it especially attractive to potential students living in southern Tennessee. The recruiting team known as the Champions for Student Success actively pursues students graduating from high school in the College's service area, but how does the College market its services and opportunities to others—particularly those who live outside the state?

The Surrounding Facts

Calhoun's current SGA President, Brennen Smith, is an out-of-state student who lived in Mississippi. He began his college studies in Mississippi at Itawamba Community College. After taking a few courses, he realized he was unsure which major he wanted to pursue, so he stopped taking classes until he could better define his focus. While working for his father's company, he decided he wanted to pursue a career in photography and film. Although many community colleges in his area offered *courses* in photography, he knew he wanted a degree in the field. Brennen used the internet to search for a college that provided the degree he wanted, and his search led him to a school in Atlanta and to Calhoun. After researching both schools, he decided to move to Alabama and enroll at Calhoun because he liked smaller classes that allowed him to develop relationships with faculty and students. Brennen successfully developed those relationships, which resulted in his currently serving as the College's SGA President, formerly serving as Secretary of the Photography Club, and currently working in 4CTV as a work study student. Brennen will graduate in May with an associate's degree in Photography and Film and says potential students should "never let distance deter one from pursuing a dream."

Many students, like Brennen, use the internet to research colleges and career fields. Calhoun monitors its web activity to determine from where "hits" to the web come. A recent study of the last 100 hits revealed 50% of them were initiated from out-of-state. Of the out-of-state hits, 18 came from Tennessee and 12 came from Georgia, which one might expect because of their proximity to Alabama. However, some hits originated in states such as New York, Washington, Illinois, Michigan, California, and Nebraska. Although there's no way to tell if the person accessing the website is doing so to determine whether they'd like to enroll, Brennen's story suggests its possibility.

To make the website attractive to all students, the Webmaster has implemented a feature that allows a visitor to view the website in Spanish as well as 13 other languages. This capability allows students from all over the country and outside the U.S. to easily see the programs and services the College offers.

The Issue Closed

Attracting out-of-state, or out-of-country students through the website will never be a "closed" issue. The Webmaster, Lanita Parker, continually strives to monitor, update, and improve access to the College through an inviting, student-friendly web environment. Rather than "closing the loop" on attracting out-of-state students through the website, Ms. Parker "continues the loop of evaluation" to ensure the website is easily accessed by all who want to consider Calhoun as their choice for higher education. Ms. Parker uses data such as analyses of website hits to help accomplish this goal.