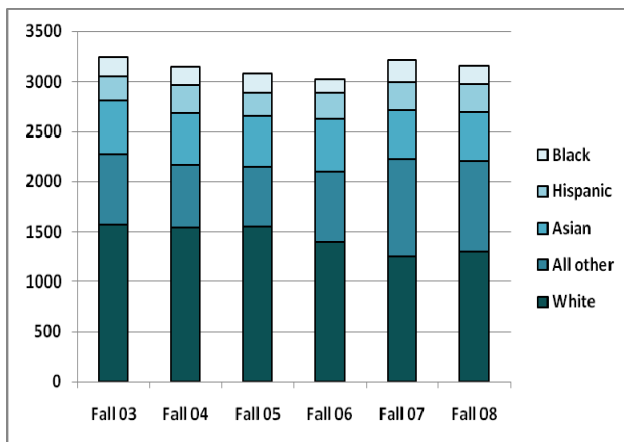


## Looking at New Students

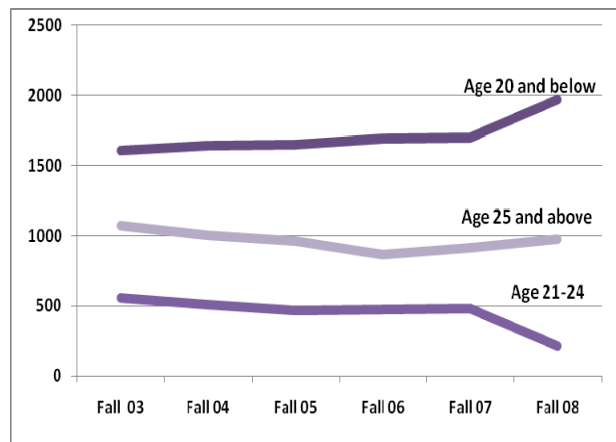
*Change Matters*, Oakton’s strategic plan, calls for the College to reach out to underserved populations and to increasing course enrollments at the Skokie campus by 20 percent. The College is partnering with Noel-Levitz, a national enrollment consulting firm, to develop a strategic enrollment plan for communicating with potential students and serving them better. Research plays a significant role in this initiative because it is important to understand our current students and to track and measure changes in enrollments as the new plan is implemented. Consequently, we have taken a closer look at new students to gain insights into who comes to Oakton. This *In the Abstract* provides information about new students for the past six fall semesters. A “new student” is defined as a student in the fall semester whose first term at Oakton was that fall or the prior summer. The student may have attended another college or university before enrolling at Oakton. We exclude dual credit students, who are still in high school. (Numbers for Fall 2008 may increase slightly when students enrolled in late start courses are added in.)

What did we learn?

**Figure 1: New Students by Race/Ethnicity**



**Figure 2: New Students by Age**



**Figure 3: New Students by Program**

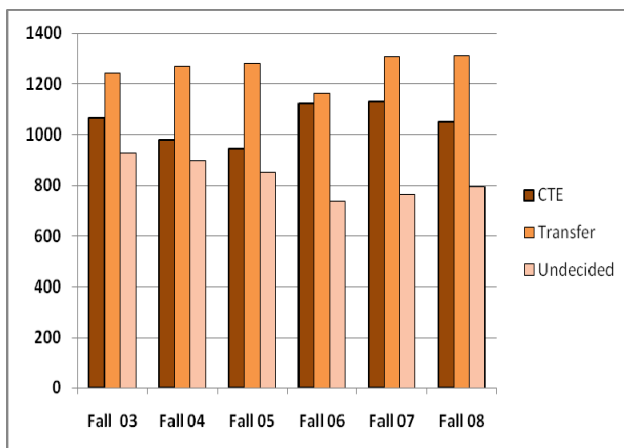


Figure 1 presents the number of new students by race/ethnicity. As we see, there are few changes in the numbers over time, including both the total number of new students and the distribution by race/ethnicity. Figure 2 depicts new students by age. Again, results are very stable, though we do see an increase in younger students and a dip in young adults (ages 21-24) in Fall 2008. Figure 3 presents new students by program (Career and Technical Education, or CTE; Transfer; and Undecided). The number of students in transfer students remains relatively stable, with modest fluctuations in the numbers in CTE programs and who are undecided. These data suggest remarkable similarities among new Oakton students over time. With unprecedented economic volatility and a new enrollment management initiative, it will be interesting to learn whether we see changes in the future.