

OCC works to retain, recruit new students

By Tim Richard
staff writer

Attracting and keeping students are recurring themes at Oakland Community College.

Like most two-year colleges, OCC has a high turnover rate. In part, surveys show, it's because students take a class or two they want and are satisfied. But in part it's because they are dissatisfied.

"Studies show that if you have a good first night, you're more likely to complete the course," said Dr. Chris Gram, president of OCC's Auburn Hills Campus, where many high-tech programs are offered.

SO AS THE 1988 winter semester began, she assigned two staff to telephone 500 students who failed to show up for the first night of class. Results haven't been fully tallied,

but one problem that stood out was job conflicts, she said.

A second problem was finding one's way around campus, for which the calling staff members offered help.

"Only two said, 'Why did you call me?'" Gram said. "We will see if this improves our retention."

THE BOARD of trustees, for the second year, recently approved the \$19,000 purchase of Campus Voice magazine to distribute to seniors in 58 public and private high schools.

"Counselor, teacher and student reaction was shown to be overwhelmingly positive," said Chancellor R. Stephen Nicholson in his recommendation.

Campus Voice is a 48-page magazine published in spring. OCC will have an overprint front cover saying "compliments of Oakland Communi-

ty College."

"It is a target marketing device that enables us to directly reach one of our most significant recruitment populations," Nicholson said.

Publisher is Whittle Communications of Knoxville, Tenn.

THE SOUTHFIELD Campus, where many health programs are offered, has a new bookstore for the first time, said Dr. James Davis, president of the Southeast Campus System.

"I had five calls from staff saying we're like a real college now," he told the board of trustees.

Carol Williams, student president of the Auburn Hills Campus, told the board that the student council on Feb. 18 will sponsor a luncheon for area high school counselors.

"The student council is concerned about how counselors perceive OCC," she said.

Gram added that the students are putting together their own presentation, adding, "OCC is more of a premier school than the counselors have indicated."

In other business, the board awarded a \$12,760 contract to low bidder Inco Graphics, a Lansing-area printer, for 85,000 spring schedules of 40 pages and 93,000 summer schedules of 24 pages.

Keep 2-year nurses — OCC

It would be a bad idea for the state to license only people with a bachelor's degree as registered nurses, according to officials of Oakland Community College.

If House Bill 4911 becomes law, the state would allow only people with a four-year degree to take the RN exam. Trustees at OCC, which grants a two-year associate degree, unanimously oppose the bill.

"The OCC nursing program has a history of quality, and its graduates have done better on these exams, in some cases, than four-year graduates taking the same exam," Chancellor R. Stephen Nicholson said.

"FOUR-YEAR nurses are oriented toward administration and teaching. Two-year nurses are oriented toward bedside care."

"The number of nurses is in critical supply. We need to maintain the flow," he said.

Nicholson offered an economic

reason for licensing associate degree (two-year) RNs: They can begin earning incomes faster and support themselves, particularly if they choose to continue on to a four-year degree.

SANDRA RITTER, chairwoman of the board, agreed. "The likelihood of a low-income person going onto a four-year institution is remote," she said.

Community colleges tend to attract older students into nursing programs, Nicholson said, while four-year colleges recruit recent high-school graduates.

Besides the associate degree in nursing, OCC offers programs in practical nursing, medical records, medical secretarial, dental assisting, dental hygiene, medical laboratory technician, diagnostic medical sonography and health care administration.

OU lecture topic: viruses

Dr. Kenneth L. Berns, president-elect of the American Society for Virology, will present a free public lecture at Oakland University Tuesday, Feb. 23, on "Adeno Associated Virus: A Model of Latent Infection."

The researcher will lecture from noon in Room 350 Hannah Hall of

Science by invitation of the OU department of biological sciences. Medical personnel from area hospitals will attend.

Berns is professor of microbiology and pediatrics at Cornell University Medical College. He is an authority on cancer research.

Landscapers visit Disney

Landscape students at Oakland Community College will be studying the art and science of gardening at Walt Disney World in Florida on Feb. 28 during a special three-day field trip.

Part of the study, and students will take part in a tree planting ceremony at the resort. Two credits in landscape technology will

be earned.

The \$275 fee for the tour includes a three-day passport to the Magic Kingdom and Epcot Center and special tours. There will be seminars before and after the trip.

A \$75 deposit is required. Registration is limited. Final payment is due Feb. 19.

Phone OCC at 853-4322 for registration.



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