

# OUR W♥RK CONTINUES

ODESSA COLLEGE

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## Maintaining Momentum in the Pandemic

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- **Kim McKay**

- Vice President of Student Services and Enrollment Management

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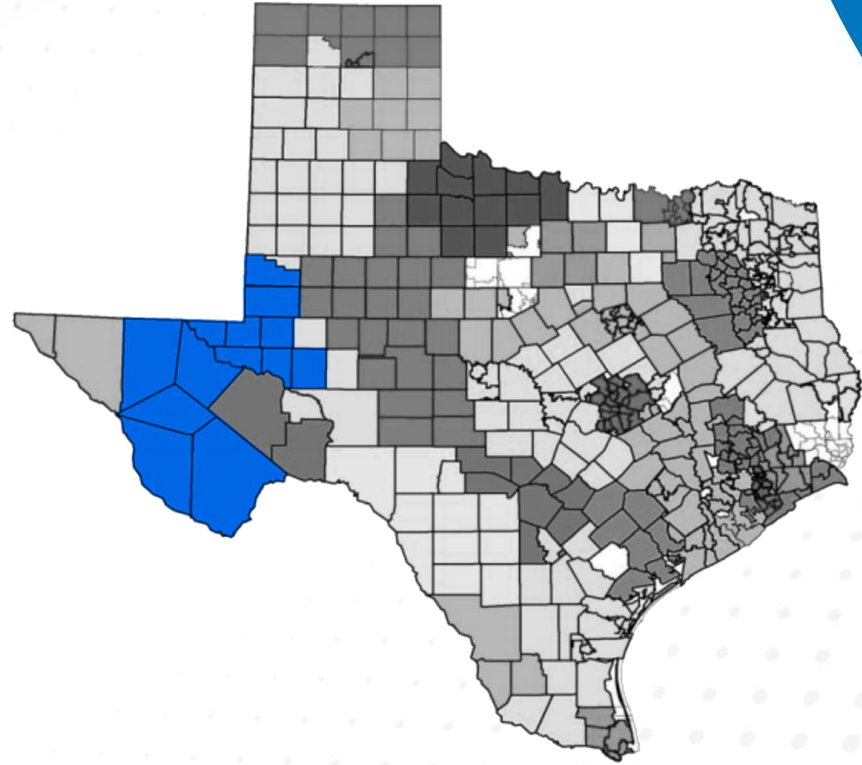
# VISION

ODESSA COLLEGE STRIVES TO BECOME  
THE **TOP-RATED COMMUNITY COLLEGE**  
IN THE NATION FOR STUDENT SUCCESS.

# SERVICE AREA

## ODESSA COLLEGE

Serving a  
**COMMUNITY**  
stretched over 33,000  
square miles.



# ODESSA COLLEGE...BY THE NUMBERS

**1946**

STUDENTS ANNUALLY

**16%**

BACHELOR DEGREE HOLDERS

**76%**

HIGH SCHOOL GRADUATES

**9,200**

STUDENTS ANNUALLY

**1,100**

FULL AND PART-TIME  
EMPLOYEES

**\$51**

MILLION

## ENROLLMENT

**7,044**  
FALL 2020

**9,200**  
ANNUAL

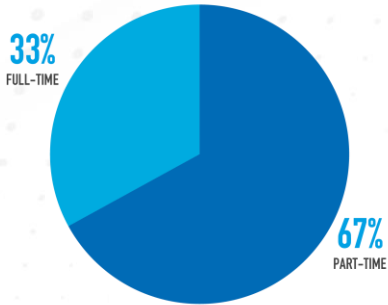
**950** FIRST TIME  
IN COLLEGE

## GENDER

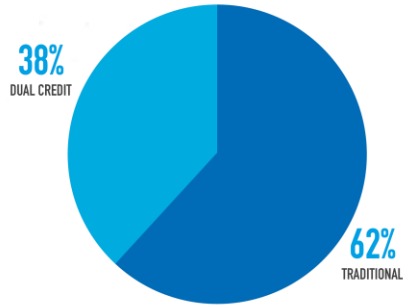
**61%**  
FEMALE

**39%**  
MALE

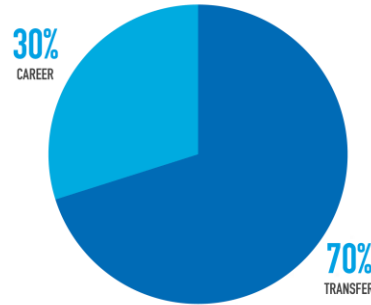
**20%** TRANSFER  
RATE



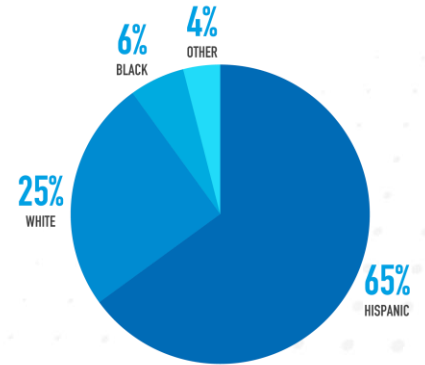
STATUS



TYPE



PATHWAYS



ETHNICITY

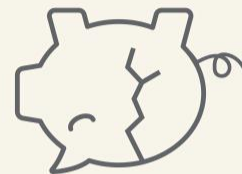
Age = <18 (37%), 18-21 (30%), 22-29 (18%), 30 and up (15%)

Understanding the connection between student finances and student success is essential to supporting the 21st century student.



**73%** of students  
**WORRY ABOUT HAVING ENOUGH MONEY**  
to pay for school

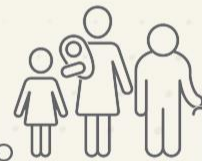
**68%** of students have  
**RUN OUT OF MONEY**  
3 or more times  
in the past year **x3**



**62%** of students show  
**SIGNS OF HOUSING INSECURITY**  
(struggling to pay rent/utilities or the need to move frequently)



**64%** of students indicate that  
it is important to them to  
**SUPPORT THEIR FAMILY FINANCIALLY** while in school



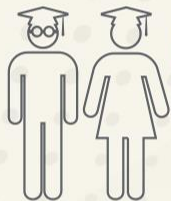
**74%** of students said their  
**FAMILY'S FINANCES HAVE WORSENE**  
since before the COVID-19 pandemic



**29%** of students show signs of  
**VERY LOW FOOD SECURITY**  
according to the USDA scale  
(skipping meals, eating less or less nutritious food)







**58%** of **STUDENTS ARE LESS THAN CONFIDENT** they will be able to **pay off the debt** they acquired while in school

**86%** of students reported that the **COVID-19 PANDEMIC ADDED TO THEIR LEVELS OF STRESS, ANXIETY, OR DEPRESSION**



**53%** find their **TOTAL DEBT** amount to be **OVERWHELMING** (credit card, car loan, money owed to family/friends)

**29%**



of students pay for college with **CREDIT CARDS**

**75%**

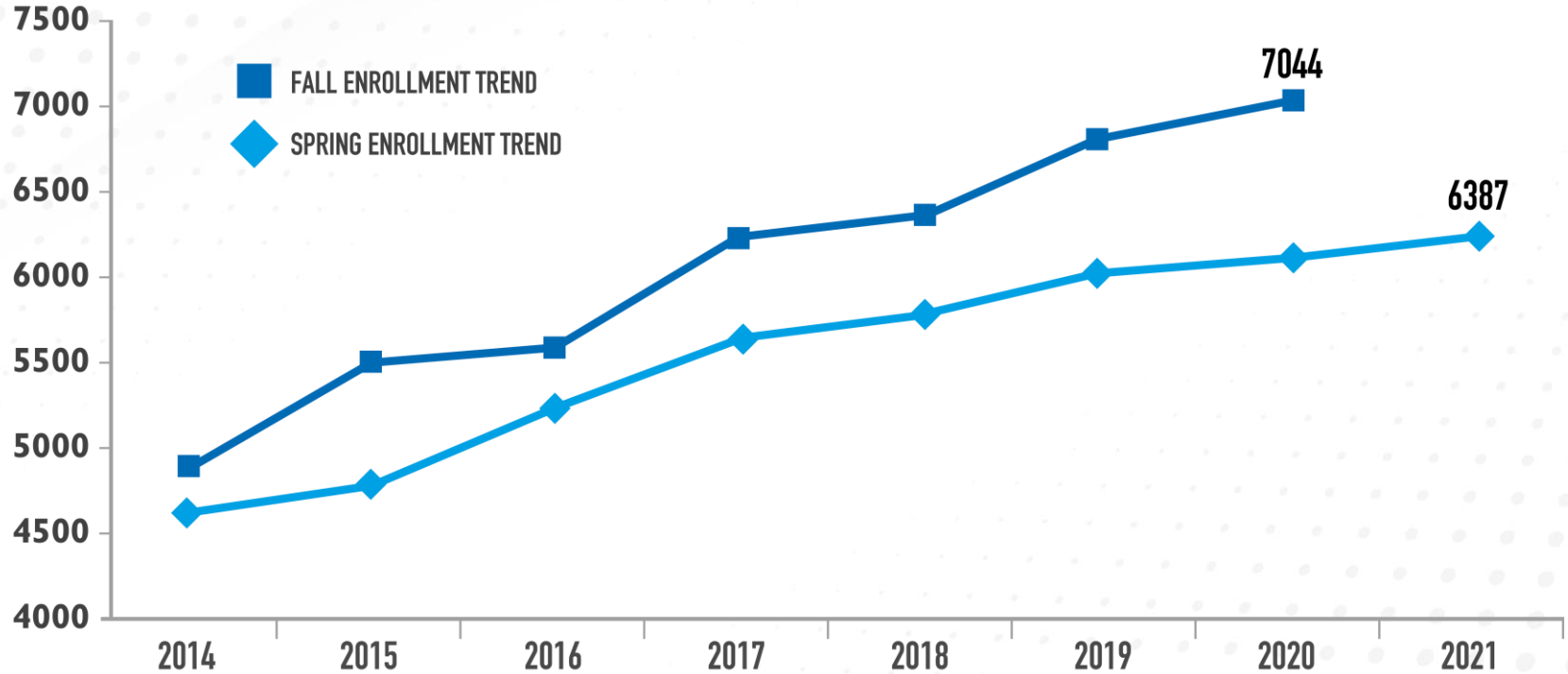
of students say they **WOULD USE FINANCIAL SUPPORT** services if offered by their school



**72%** of students say they would have **TROUBLE GETTING \$500** in cash or credit to meet an unexpected need within the next month

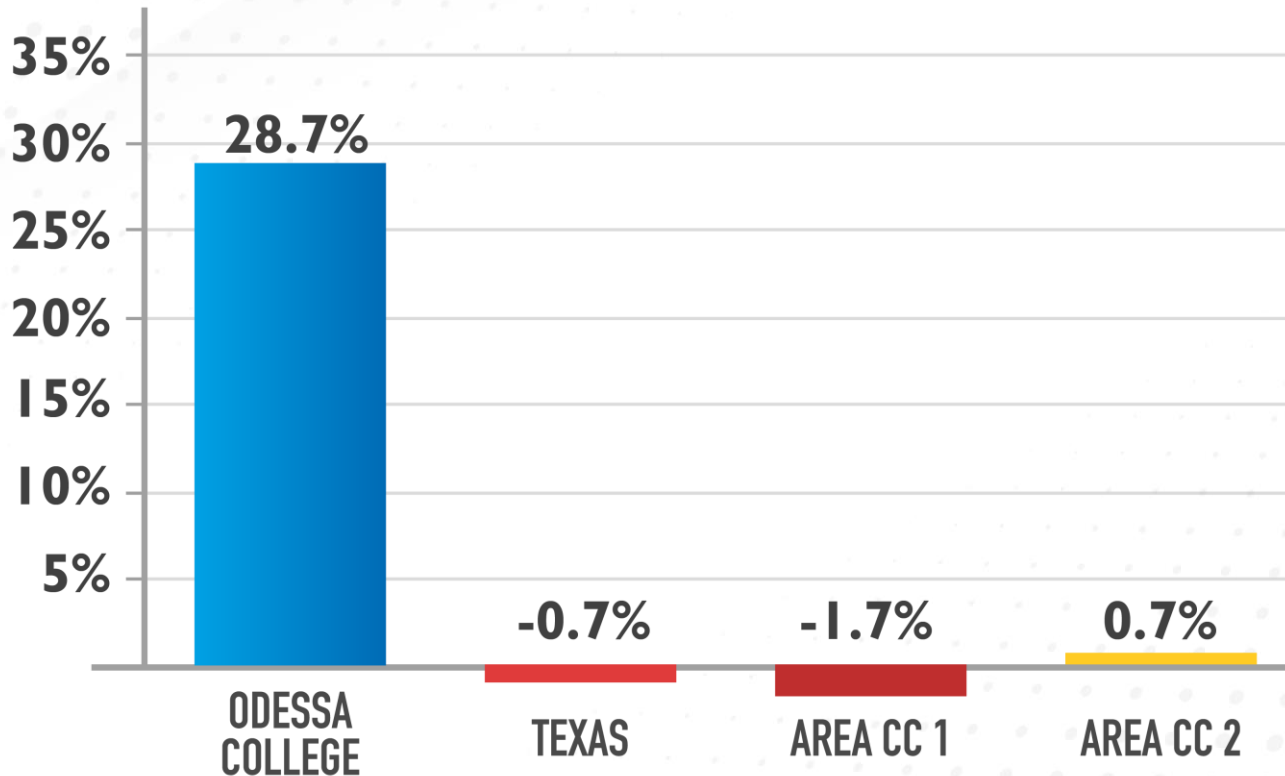
# ODESSA COLLEGE

## ENROLLMENT TRENDS



# 5 YEAR FALL ENROLLMENT GROWTH PERSPECTIVE

2012 - 2017 | TEXAS PUBLIC HIGHER EDUCATION ALMANAC | 2018



**“HIGHER EDUCATION IS NOT  
DOING ENOUGH GOOD  
FOR ENOUGH PEOPLE”**



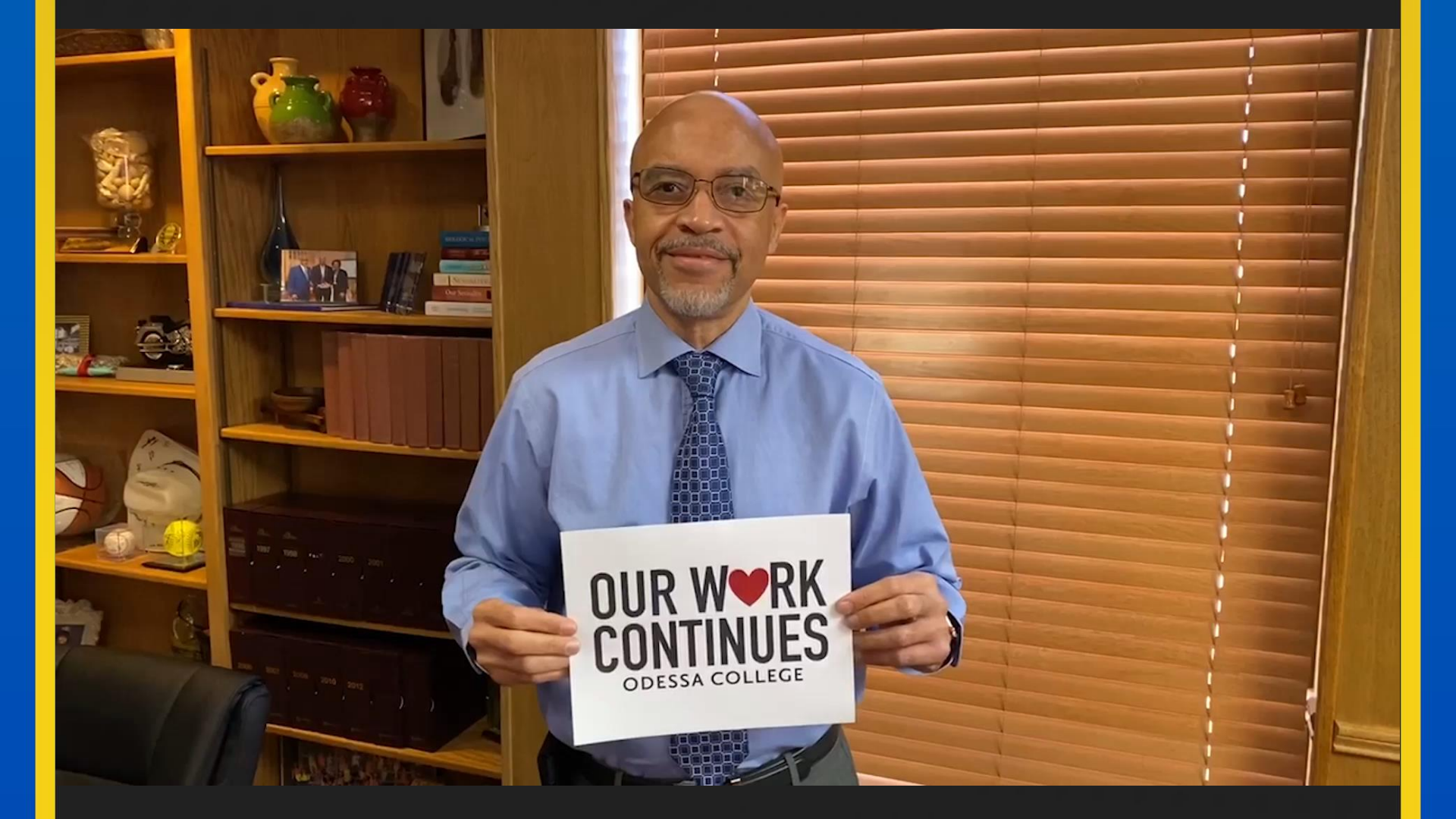
COVID-19

ODESSA COLLEGE

COVID-19

**“NEVER LET A  
GOOD CRISIS  
GO TO WASTE.”**



A middle-aged man with glasses and a goatee, wearing a light blue dress shirt and a patterned tie, stands in an office. He is holding a white sign with both hands. The sign has the text 'OUR WORK CONTINUES' in large, bold, black letters, with a red heart symbol replacing the letter 'O' in 'WORK'. Below this, 'ODESSA COLLEGE' is written in smaller, black, all-caps letters. The background features a wooden bookshelf filled with books, vases, and other items, and a window with closed horizontal blinds. The entire image is framed by a yellow border.

**OUR WORK**  
**CONTINUES**  
ODESSA COLLEGE

# OUR W ORK CONTINUES

ODESSA COLLEGE





**spring 2  
Tuesday,  
March  
17<sup>th</sup>**

**delay for  
one  
week**

**safe  
learning  
&  
student  
support**

**fully  
remote  
(exception  
of essential  
personnel)**

**ODESSA COLLEGE**  
**FACILITIES CLOSED**

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**INSTRUCTION  
MOVED ONLINE**

Visit [www.odessa.edu](http://www.odessa.edu) for  
more information & updates



STATUS	Level of Concern	Operation Guidelines
LEVEL BLUE	Low concern	<ul style="list-style-type: none"> <li>• Classes meet as scheduled</li> <li>• No restrictions on campus gatherings</li> <li>• Standard sanitization</li> <li>• Maintain social distancing</li> </ul>
	Full Campus Access & Activity	

**LEVEL RED**

Severe Concern  
 Restricted Campus Access & Activity

- Reduce operational hours as appropriate
- Transition instruction to remote learning
- Designate and schedule essential employees
- Increase remote employee access
- Suspend non-essential travel

<https://www.odessa.edu/announcements/CoronaVirusFAQ.html>

	<p>Transition instruction to remote learning</p> <ul style="list-style-type: none"> <li>• Designate and schedule essential employees</li> <li>• Increase remote employee access</li> <li>• Suspend non-essential travel</li> </ul>
<p><a href="https://www.odessa.edu/announcements/CoronaVirusFAQ.html">https://www.odessa.edu/announcements/CoronaVirusFAQ.html</a></p>	



**staff  
returned  
May 18<sup>th</sup>**

**remote  
summer  
2020**

**fall  
registra-  
tion began**

**virtual  
engage-  
ment and  
support**

ODESSA COLLEGE

# DROP RATE IMPROVEMENT PROGRAM

**DECREASED**  
DROP RATES FOR  
ALL STUDENTS

**INCREASED**  
SUCCESS FOR  
ALL STUDENTS

ALL STUDENTS  
**EQUITY GAPS**  
GONE OR REDUCED

ODESSA COLLEGE  
FIVE YEARS AFTER  
INTRODUCING  
EIGHT-WEEK  
COURSES

**25%** INCREASE IN  
ENROLLMENT

**31%** INCREASE IN  
FTIC ENROLLMENT

**6%** INCREASE IN  
COURSE COMPLETION

**7%** INCREASE IN  
C OR BETTER SUCCESS

**12%** DECREASE IN  
RETURN OF FEDERAL  
FUNDS FOR NON-COMPLETION

**65%** INCREASE IN  
CREDENTIALS AWARDED

**OPEN  
EDUCATIONAL  
RESOURCES**

**STUDENTS SAVE  
\$800,000  
PER SEMESTER**

# ODESSA COLLEGE

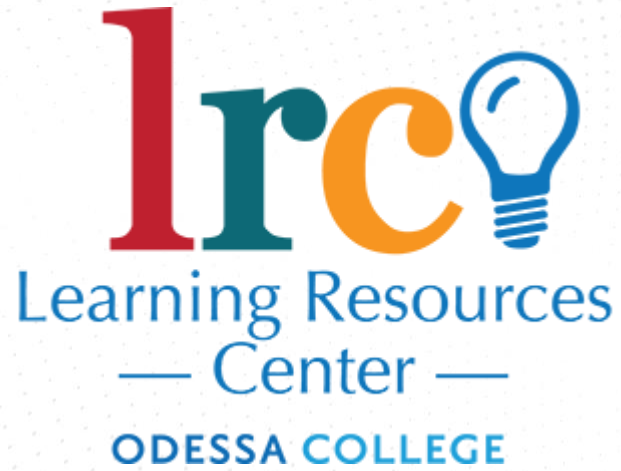


High **engagement** strategies

Focus on answering “what have your students learned and **how do you know?**”

Learning framed around **outcomes** rather than textbook chapters





Blackboard



ODESSA COLLEGE  
**professional**  
learning center

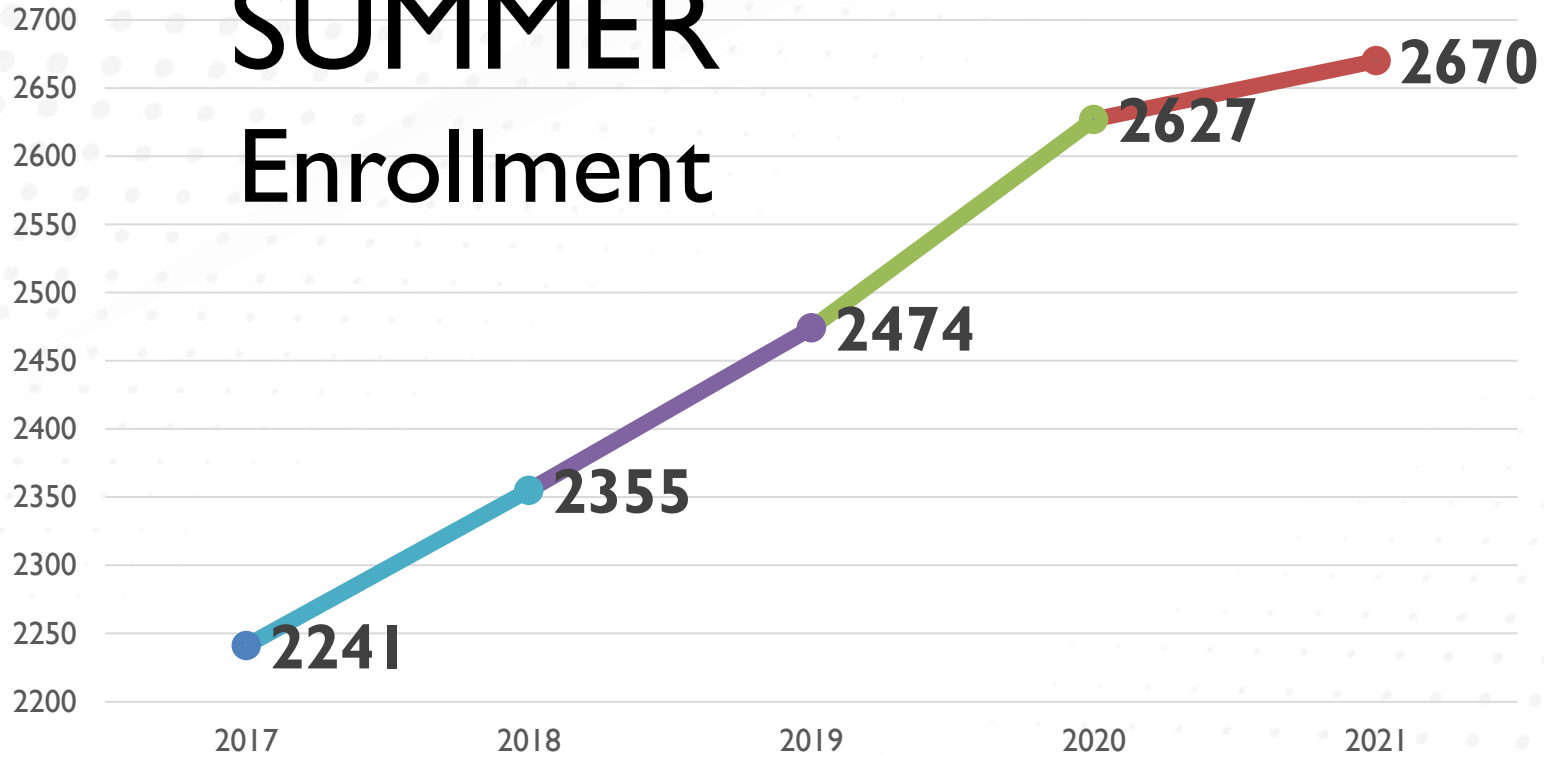


imagine  
more  
at ODESSA COLLEGE

**REGISTER TODAY!**  
**MAYMESTER & SUMMER TERMS**  
**WWW.ODESSA.EDU**



# SUMMER Enrollment





# SAFE LEARNING AT ODESSA COLLEGE



# SAFE LEARNING @ ODESSA COLLEGE

Our efforts to protect our community, our students, and our employees continue. For more information regarding Odessa College's ongoing mask mandate, please visit

[www.odessa.edu/MaskMandate](http://www.odessa.edu/MaskMandate)



**WEAR FACE COVERINGS**



**COMPLETE DAILY HEALTH SCREENING**



**KEEP YOUR DISTANCE**  
(SOCIAL DISTANCING)



**SANITIZE WORK, LEARNING, AND SUPPORT SPACES**

TUESDAY, MARCH 2, 2021

virtual  
engagement,  
hybrid  
support

July 2020  
LOW fall  
ENROLL-  
MENT

enrollment  
taskforce

faculty  
returned  
August 2020

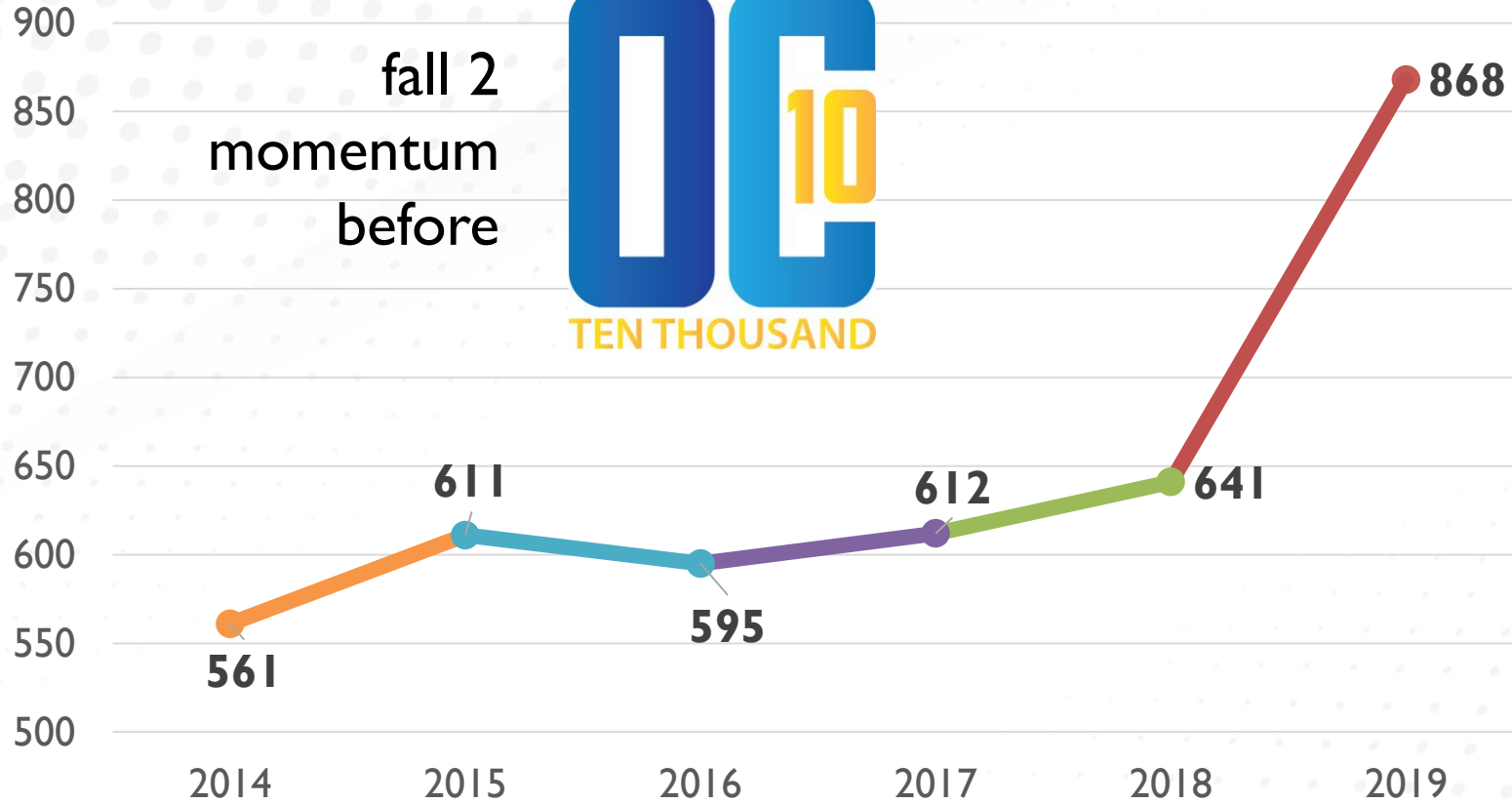
A stylized logo consisting of three large, rounded characters. The first character is a '0' with a blue-to-white gradient. The second character is a '0' with a blue-to-white gradient, containing a smaller '10' in a yellow-to-orange gradient. The third character is a '0' with a blue-to-white gradient. The background features a white field with a pattern of small grey dots, a yellow curved border at the top, and a blue curved border at the bottom.

100

TEN THOUSAND

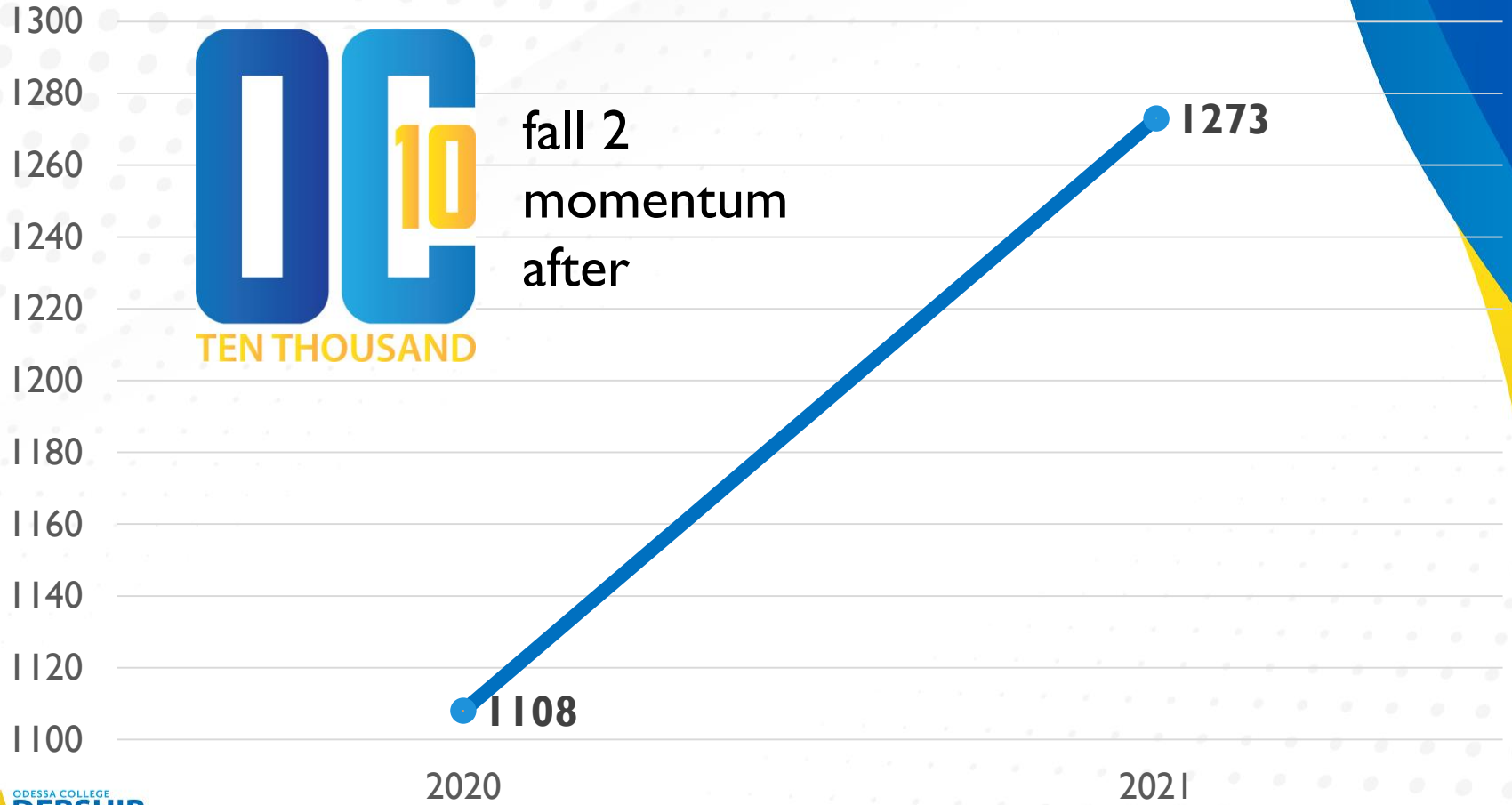


fall 2  
momentum  
before





fall 2  
momentum  
after



**ODESSA COLLEGE**

**THERE'S STILL  
TIME!**

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**CLASSES BEGIN AUGUST 24, 2020**

**[WWW.ODESSA.EDU](http://WWW.ODESSA.EDU) | (432) 335-6400**



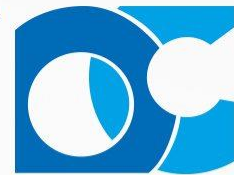
**20**

**DAYS**

**FALL 2020**

**CLASSES BEGIN  
AUGUST 24, 2020**

[www.odessa.edu](http://www.odessa.edu) | (432) 335-6400



ODESSA COLLEGE

**1** DAY  
FALL 2021

CLASSES BEGIN AUGUST 23, 2021

WWW.ODESSA.EDU | (432) 335-6400





# ODESSA COLLEGE EDUCATION STIMULUS

**THIS FALL, ALL ELIGIBLE STUDENTS WILL RECEIVE AN EDUCATION STIMULUS GRANT TO PAY FOR TUITION, FEES AND OTHER EXPENSES RELATED TO EDUCATION.**

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**ELIGIBLE STUDENTS WILL RECEIVE A \$500 AWARD. GRANTS ARE AWARDED FIRST-COME, FIRST-SERVE UNTIL FUNDS ARE DEPLETED.**

[www.odessa.edu](http://www.odessa.edu)

ODESSA COLLEGE

POSITIVELY 

PRESIDENTIAL SCHOLARSHIP



[WWW.ODESSA.EDU](http://WWW.ODESSA.EDU)

ODESSA COLLEGE  
*REGISTRATION*

*RUSH*

*AUGUST 14 - 20, 2021*

[WWW.ODESSA.EDU](http://WWW.ODESSA.EDU)





INVITE

A FRIEND

ODESSA COLLEGE



**NEW 4-WEEK COURSES**  
*BE TRANSFER-READY IN ONE YEAR!*



# VIRTUAL ADVISING

MEET WITH AN ADVISOR ONLINE!  
REGISTER TODAY FOR MIDWINTER  
AND SPRING 2021 TERMS.

[WWW.ODESSA.EDU](http://WWW.ODESSA.EDU)



**REGISTRATION FOR MIDWINTER & SPRING  
TERMS OPENS NOVEMBER 2, 2020**



imagine  
**more**  
at ODESSA COLLEGE

**REGISTER TODAY!**

**FALL 2 TERM BEGINS  
OCTOBER 19, 2020**

**WWW.ODESSA.EDU**



***EXTENDED!***

ODESSA COLLEGE

**STRONG  
START**

***FIRST 2 CLASSES  
FREE!***



ODESSA COLLEGE  
**select**



 **YOU'RE ELIGIBLE!**

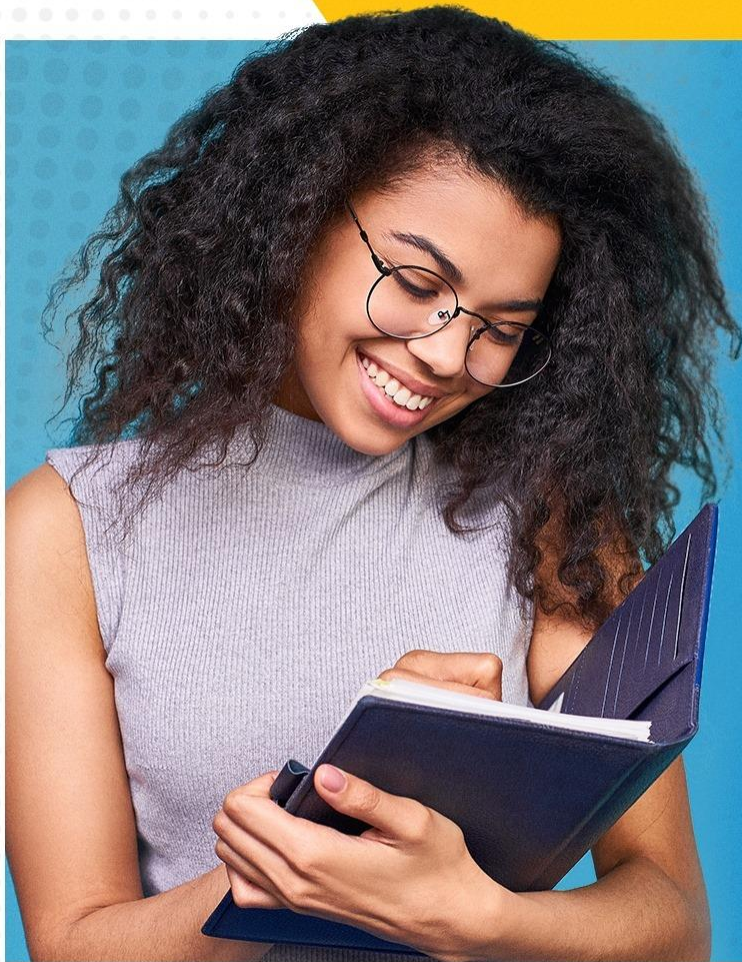
**TUITION DISCOUNTS**

**COMPLETION BONUS**

**PRIORITY FINANCIAL AID**

**PRIORITY REGISTRATION**



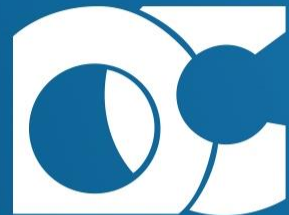


# WEEKEND S M T W T H F S COLLEGE

**MAINTAIN WORK, FAMILY, OR OTHER  
WEEK-DAY COMMITMENTS WHILE YOU  
GO TO COLLEGE ON THE WEEKEND.**

**NEXT SESSION BEGINS OCTOBER 15, 2021**

**(432) 335-6400 | [www.odessa.edu](http://www.odessa.edu)**



**ODESSA  
COLLEGE**

# **4-WEEK COURSES**

**FALL 1 TERM 4-WEEK COURSES  
START SEPTEMBER 20, 2021**

**[WWW.ODESSA.EDU](http://WWW.ODESSA.EDU)**







ODESSA COLLEGE

FIRST CLASS  
**Free**  
SCHOLARSHIP

IF YOU ARE A FIRST-TIME OC STUDENT,  
YOUR FIRST CREDIT CLASS IS ON US!

[www.odessa.edu](http://www.odessa.edu)



ODESSA COLLEGE

# First@Free

ECTOR COUNTY DUAL CREDIT SCHOLARSHIP

ECTOR COUNTY STUDENTS CAN TAKE THEIR  
FIRST 2 DUAL CREDIT CLASSES **FREE!**

[www.odessa.edu](http://www.odessa.edu)

**\$75K**

**DASH**

**TO SUCCESS**



**CONGRATULATIONS TO OC \$75K DASH TO SUCCESS  
3RD DRAWING SCHOLARSHIPS & LAPTOP RECIPIENTS**



**STUDENTS REGISTERED FOR FALL TERM 2 AFTER OCTOBER 5TH**

**LAPTOPS**

1. *Dyana E*
2. *Fernanda G*

**SCHOLARSHIPS**

1. *Michelle I*
2. *Jorge C*

**STUDENTS REGISTERED FOR FALL TERM 2 PRIOR TO OCTOBER 5TH**

**LAPTOPS**

1. *Jocelyn S*
2. *Shannon G*
3. *Gizelle V*
4. *Carolina R*
5. *A'raeya C*
6. *Hector P*

**SCHOLARSHIPS**

1. *Aidan A*
2. *Angel N*
3. *Douglas L*
4. *Kazandra C*
5. *Alana C*
6. *Lacey M*



ODESSA COLLEGE  
**INNOVATION**  
GRANTS

# ODESSA COLLEGE



150+

PARTICIPANTS  
SINCE 2012



# OUR W♥RK CONTINUES

ODESSA COLLEGE

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## **Maintaining Momentum in the Pandemic**