Reading the Tea Leaves:

Analyzing the 2013 Environmental Scan Data

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Objectives

- Review purpose and outcomes of environmental scans
- Summarize data from 2013 Madrid Environmental Scan
- Analyze implications from environmental scan data

Environmental Scans: What are they?

- Include social, economic, labor and business data of the college's service area
- Provide strategic information to stimulate ideas and dialogue in contexts of planning and decision-making
- Encourage college to be informed, responsive and proactive
- Data are informational – ***not*** prescriptive

Typical Outcomes from Scan Data

- Establish enrollment baselines and targets
- Evaluate program offerings
- Determine demand in labor markets
- Develop marketing plans
- Target underserved students
- Cultivate partnerships and resources
- Assess other higher education institutions
- Identify areas for further study and analysis

Demographics

Demographics: Population

- While there is an overall forecasted 35% population increase through 2022…

- …there is a forecasted 13% decline in number of high school graduates (assuming a 25% dropout rate) through 2024…

- …and a projected 35% growth in number of high school graduates between 2024 and 2028 ***alone***.

- Implications?

Demographics: Ethnicity

- 49% of CHC service area population identifies as Hispanic
- Crafton has increased in Hispanic students every year since Fall 2003 by a total of 18%
- As of Fall 2013:
  - 42% of Crafton Students were Hispanic
  - 51% were Hispanic, African American, or Native American

- Implications?

Demographics: Age

- CHC service area has a slightly higher average and median age than SBVC
  - 17% of projected population are between the ages of 14 and 25 through 2017
  - 62% of projected population will be 30 years old or older by 2017
- Average age of CHC students in Fall 2013 was 24, and 73% of CHC students are 24 years old or younger; median age was 21

- Implications?

Demographics: Housing & Income

- 35% of the population in the CHC service area rent rather than own their home
- 12% of housing in CHC service area is vacant
- CHC service area has lower median household income ($54,853) than San Bernardino ($56,703) and Riverside ($59,109) counties.

- Implications?

Demographics: Education Levels

- 22% of adults 25 years or older in CHC service area have _less than_ a high school diploma
- 27% have a HS diploma or GED
- 24% have some college, but no degree

- Implications?

Neighborhood Psychographics

Psychographics: What is it?

- Study of personality, values, attitudes, interests, and lifestyles
- Data are merged with demographics to develop group profiles of otherwise seemingly dissimilar individuals
- Profiles are used by businesses and political campaigns for predicting consumer/voter habits and microtargeting advertisements

Neighborhood Psychographics

- Environmental scan provides neighborhood psychographics, which are aggregated global profiles, within the CHC service area
- CHC service area is comprised generally of two major neighborhood profiles:
  - Espaniola (44%)
  - Urban Cliff-Climber (22%)

Espaniola

- Consists of predominantly Hispanic neighborhoods with numerous complicated subsegments
  - Median age ranges from the 20s to 40s
  - Some high school to little-to-no college education
  - Blue collar workers
  - Rely on some level of public assistance
  - Many households are married-with-children, but have high number of single-parent households

- Implications?

Urban Cliff-Climbers

- Represents young working class in pursuit of their individual dreams
  - Characterizing truism: "…you don't have to be rich or have a college education to live a relatively good life."
  - Median age is 20-to-30-something
  - Majority graduated from high school
  - Some have gone to college (2 & 4 year); others used on-the-job-training to advance
  - Employed in white- and blue-collar professions (management, protective services, sales, office administration, construction, maintenance, and healthcare)
  - Comfortable middle-class urban lifestyle
  - Married with some children under 13 years old

- Implications?

Employment

Industries

- Top 5 industries employing residents in CHC service area:
  - Educational, health and social services (309,436)
  - Wholesale and retail trade (240,164)
  - Manufacturing (147,322)
  - Agriculture, forestry, fishing and hunting, mining and construction (142,727)
  - Arts, entertainment, recreation, accommodation and food service (130,870)

- Implications?

Employers

- Top 10 employers in SB/Riverside Counties
  - Stater Bros. Holdings Inc (16.5k)
  - Prime Healthcare Svc Inc (15k) *Chino Valley Medical Center*
  - Ontario Intl Airport (6k)
  - Kaiser Permanente Medical Care (5k) *Insurance*
  - Restoration Technologies Inc (5k)
  - Jacuzzi Brands Corp (4.9k)
  - San Manuel Indian Bingo & Casino (3k)
  - Kaiser Permanente (3k) *Medical Centers*
  - ESRI (2.7k)
  - Del Taco (2.3k)

- Implications?

Occupations

- Top 5 projected fastest growing occupations in SB/Riverside Counties, 2010-2020
  - Home Health Aides *($20.2k, Less than HS diploma)*
  - Veterinary Techs *($30.6k, 2-yr degree)*
  - EMT/Paramedics *($29.2k, Certificate)*
  - Market Research Analyst/Specialist *($56.6k, 4-yr degree)*
  - Meeting, Convention & Event Planners *($43.4k, 4-yr degree)*

- Implications?

Commute Time

- 60% of workers (16 or older) in CHC service area commute less than 30 minutes one way to work
- 88% of workers commute less than 60 minutes
- 95% of workers commute less than 90 minutes

- Implications?

Unemployment

- Unemployment in San Bernardino County has significantly decreased in the past year from 12% in 2012 to 9.6% in 2013 (with a high of 14.2% in 2010).

- Unemployment in Riverside County tends to track slightly higher than San Bernardino County.

- Implications?

CHC Market Share

Market Share by Zip Code

- CHC captured the following percent of community college students in 2011-2012:
  - Yucaipa (92399) – 68.5%
  - Mentone (92359) – 67%
  - Calimesa (92320) – 66.7%
  - Redlands (92373/4) – 50.2%
  - Beaumont (92223) – 32.7%
  - Highland (92346) – 32.7%

- Implications?

Market Share by Study Area

- In 2011-2012, CHC served 4.4% of the community college students living within the CHC study area
  - RCC – 16%
  - Chaffey – 14.4%
  - Mt. San Jacinto – 12.3%
  - Victor Valley – 10.3%
  - SBVC – 9.9%

- Implications?

Implications

Based on the environmental scan, what are the implications for Crafton?

Based on the environmental scan, are there any programs that Crafton should create or expand?

Questions, Comments, Thoughts?