

**San Bernardino Community College District
District Strategic Planning Committee
Strategic Issues Subcommittee Report**

Subcommittee Member: Matthew

Date of Report: January 27, 2010

Subcommittee Topic

1. Competition for Students

Highlights

1. Real competition for students comes not just from other community colleges, but also from “private educational and training providers capitalizing upon a student’s willingness to commute”—including four-year universities, vocational schools and colleges, liberal arts colleges, institutes of technology, trade schools, and career colleges, all of which may offer degrees or certificates “indistinguishable to the average consumer of higher education” from those offered by SBCCD.
2. The following table shows the numbers of various types of private educational institutions within San Bernardino and Riverside Counties that represent potential competition for SBCCD students for at least some courses and/or programs:

<u>Type of Institution</u>	<u>SB Co.</u>	<u>Riv. Co.</u>
Sports and Recreation Instruction	143	165
Fine Art Schools	88	117
Cosmetology and Barber Schools	31	60
Business and Secretarial Schools	39	38
Computer Training	11	15
Flight Training	14	12
Professional and Management Development Training	14	11
Other Technical and Trade Schools	12	6
Language Schools	2	1
TOTALS	354	425

3. Including Los Angeles and Orange County institutions in the mix in these categories adds 4,055 competitors, many of which are well within a 60-minute driving radius.

Most Important Implications

- 1-3. In positioning the Colleges and EDCT with respect to market competitors, in planning for new programs and courses (which of course are intended to attract students), and in considering alternative configurations of existing programs and courses, the District must consider not just neighboring community colleges, but also proprietary institutions within a reasonable commuting distance.

Source: Center of Excellence, *Competitive Analysis of Inland Empire Community Colleges Based on Drive Time Proximity*, January 2010.