2013

Environmental Scan
San Bernardino Community College District

Environmental Scan for San Bernardino Valley College and Crafton Hills College

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Introduction

Study Scope of Work

The Madrid Consulting Group, LLC (MCG) henry@madridcg.com has previously provided environmental scan studies for Crafton Hills College (CHC) and San Bernardino Valley (SBVC) Community colleges (approximately 2005-2006). These colleges are under the jurisdiction of the San Bernardino Community College District (SBCCD or Client). SBCCD requested MCG to update the previous environmental scan studies for each college. The major topics covered in this 2013 version include:

- Study Area delineation – for each college, SBVC and CHC
- Demographics – resident population
- Educational characteristics – resident population
- Employment characteristics – resident Population
- Study Area community colleges – all community colleges located within San Bernardino (SB) and Riverside (RS) counties
- Potentially competitive private schools - located within SB and RS counties
- Business establishments and related summaries
- Employment outlook by Industry - SB and RS counties
- Employment outlook by occupation - SB and RS counties
- Comparative Fiscal Abstract Report Information
- Comparative College Success Scorecard data

Definition of Environmental Scan
An Environmental Scan is generally defined as a collection of strategic information about the College's service area or external setting in which it functions. Study of this external setting includes such factors as its resident population, community college students, businesses, competitive educational institutions, local and regional labor market, and local and regional economic context. An Environmental Scan is not meant to be prescriptive, but rather to be instructive such that it raises issues, stimulates dialogue, generates ideas, provides data for further analysis and support for better decision making. Potential benefits and uses include:

Benefits of an Environmental Scan
- Ability to better meet the College's Economic Development Mission
- Better informed with regard to the local and regional economies
- Being more agile and market responsive in terms of curriculum planning
- Identifying the location of current and future job markets
- Identifying demand by highest growth and highest paying jobs
- Help meet programmatic, grant, and State reporting requirements
- Identifying opportunities for fee-based courses
- Better identifying and target potential student markets by population, age, ethnicity, educational attainment, etc.
- Better identifying the competition (private and public institutions)
- Compiling compelling data useful in competing for Federal Grants and execution of Bond Issue Campaigns
- Identifying potential business partners for training programs
- Identifying and better serve special industry clusters

- Identifying small businesses (by employees and sales)
- Conducting small area analysis at the zip code level
- Comparing selected metrics of competitive community colleges
- Providing baseline data for Strategic Reports
- Providing baseline demographic information for diversity compliance
- Providing listings of service area businesses for marketing college training programs

Suggested Uses and Next Steps:
- Designate a focus group or Task Force charged with studying the findings of this Environmental Scan
- Support a culture of evidence and data-driven decision-making with the use of this Scan
- Integrate planning for workforce education and economic development as a foundational to overall success of the Colleges based in part on this Scan data
- Utilize the Scan data in completing Accreditation self-studies, Program Review, Unit Planning, Facilities Master Planning, and the various forms of educational master planning, with particular attention to the Career Technical Education (CTE) and economic development needs of respective colleges
- Use relevant Scan data to assist with application for grants and other special public funding sources
- Facilitate an annual Economic Summit to obtain first-hand information from employers regarding unmet industry demands and emerging occupations using the employer database feature of this Environmental Scan for marketing and solicitations
- Establish or continue a Specialized Committee with the charge of integrating findings of the environmental scan into its marketing, budgeting, curriculum planning and other such efforts
- Explore the feasibility of expanding capacity to meet the training needs of occupations cited as being among the *fastest growing,* those with the *most job openings,* or those supporting *key industry sectors*
- Use the Scan database to target and strengthen outreach and marketing efforts to prospective students (employees) and stakeholders within the business and industry sector of the College service areas
- Continue to update on the data an annual or semi-annual basis to help understand and track dynamic changes in the population, market, and economy of the college service areas

Potential users of the Scan Report include: College Board, workforce development entities, teachers, deans, institutional researchers, curriculum developers, college marketing entities, facilities planners, grant-writers, administrators, Foundations, resource allocation staff, etc.

Deliverables

The deliverables for this engagement include a report summarizing the data that has been provided, summary tables, charts, and GIS mapping of selected data. In addition, the raw data and associated exhibits have also been provided as a separate electronic data folder as listed in the Appendix of the report in MS Excel format. For most exhibits, this data has been provided at the zip code level for small area and future analysis. In addition, an MS Access database application has been provided for easy manipulation of a large business database containing all establishments located in San Bernardino and Riverside Counties.

In addition, most major sections include a brief summary of potential uses and follow-up activities for the particular data under discussion in that section. These comments have been highlighted in a light maroon color for easy identification.

The last chapter also includes sample uses of the Environmental Scan data. The section describes how to research a particular industry sector, comparative analysis of a selected TOP code, and analysis of a selected single zip code.

The student, demographic, and other data has been collected on the basis of zip code units or geographies. The student and college zip code data has been obtained from a special State Community College Chancellor's Office (CCCCO) Datamart Department purchase. Other data was obtained from the private data vendor Synergos Technologies Inc. Pop Stats, California EDD Labor Market Information (LMI), US Census American Community Survey (ACS) and other publicly available data.

Disclaimer
All representations included in this report have been produced from a secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings. However, Madrid Consulting Group, LLC is not responsible for applications or decisions made by SBVCCD or their representatives based upon this Scan study.

I Study Areas

A. Study Areas Definition

The selected Study Areas serve as a geographic base of investigation and provide a uniform basis for data collection and analysis. The Study Area data is delineated by zip codes which comprise the general student service or market area for SBCCD colleges (Crafton Hills and San Bernardino Valley Colleges). Each zip code represents the residence zip code as reported by students for the academic year 2011-12.

There report contains and reviews data from 100% of the student residence zip codes for each SBCCD college located in San Bernardino and Riverside Counties. In addition the report contains aggregated data summaries, tables, and GIS maps for the "Core Study Area" zip codes. Core Study Area zip codes are those student residence zip codes that represent 90% of the SB and RS County enrollment for the academic year 2011-12 as reported by the CCCCO Datamart Division.

The Study areas were determined in consultation with SBCCD officials and its associated colleges. Since the colleges draw at least one student from very large areas, the selected zips only include those with students ranging from the maximum of 1,705 students to as little as 3 students for each zip code. GIS mapping revealed that these zip codes extend out and lie within a 30-mile radius from each college.

The detailed listing of the Study Area zip codes used this report are provided in Exhibits I-1 and I-2 located in the Appendix of this report.

A second focused Study Area was developed in addition to the full 100% zip code Study Area. These focused study area zip codes are known as the "Core Study Area Zip Codes" or (90% Study Area Zip Codes). These zip codes consist of those zip codes from which 90% of the 2011-12 student body derives for each college. A listing of the "**Core Study Area**" zip codes is contained in Chapter I of this report. For Exhibits contained in the Appendix, each of the Core Area Study Area zip codes has been colored in a light blue and the fonts have been bolded for easy identification.

In addition to providing uniform parameters for data collection, the zip code geographies can allow for long-term uniform tracking of population, economic, workforce, and college student trends within these same geographic areas. This GIS mapping and data have various uses such as visual depiction of density by geography, student capture by distance, competing colleges within primary service areas, capture and overlap by legal boundaries, and location of Core Study Area zip codes.

B. Study Area Community Colleges

In addition to data for the SBCCD colleges, this Scan Report also provides various data and analysis for all community colleges located in San Bernardino and Riverside Counties. This data is useful in strategic planning, curriculum planning, fiscal planning, and marketing and comparative outcome analysis with local or potentially competing colleges.

The following colleges were included in this report (Study Area Colleges).

- Victor Valley
- Chaffey
- SB Valley College
- Crafton Hills
- Copper Mountain

- Barstow College
- Norco College
- Moreno Valley
- Riverside CC- Riverside
- Mt San Jacinto-Riverside
- College of the Desert-Riverside
- Palo Verde- Riverside

Student Count By College and Percent Capture - 2011-2012 School Term													
San Bernardino and Riverside Counties													
	Riverside County Colleges						San Bernardino County Colleges						
	Desert	Moreno Valley	Mt. San Jacinto	Norco	Palo Verde	River-side	Barstow	Chaffey	Copper Mt.	Crafton Hills	SBVC	Victor Valley	Totals
Totals	13,635	16,367	20,795	13,989	4,712	28,849	6,149	24,526	3,192	7,698	16,767	18,045	174,724
Percent Capture	7.8%	9.4%	11.9%	8.0%	2.7%	16.5%	3.5%	14.0%	1.8%	4.4%	9.6%	10.3%	100.0%

C.   Study Area Statistical Analysis

Note: the use of averages of the aggregated or combined Study Area zip code data may result in results or averages that may not be consistent with observed conditions or be consistent with results based the zip codes from which the majority of students derive. Users must therefore be careful in the use of large sets of zip code data averages. For example, for CHC 100 zip codes were used to collect data from which at least 3 students derive- however 90% of students derive from only 23 zip codes (Core Area Zip Codes) - the other 10% of students are scattered among the other 77 zip codes. For SBVCC 90% of students derive from 30 Core Study Area zip codes out of a total of 88 study area zip codes. The student counts were obtained from the CCCCO Data Mart for the fiscal year 2011-12. Using averages or perhaps "the typical" is very appropriate when the distribution of data is symmetrical, and especially when it is "mound-shaped," considered a normal distribution. For a symmetrical distribution, the mean (average) is in the middle; if the distribution is also mound-shaped, then values near the mean are typical. But if a distribution is skewed, then the mean is usually not in the middle. A better measure of the center for this distribution would be solving for the *median*. The "median" is the "middle" value in the list of numbers.

Another important factor is selecting those zip codes of special interest or those that best reflect existing conditions or are most relevant to the query at hand. The Scan data therefore allows for selection and analysis of individual zip codes to account for this condition. For example, users can study the data from the zip codes from which 80% or 90% of the student body derives.

D.   Crafton Hills College Study Area

Exhibit I-1 located in the Appendix of this report provides a listing of the 100 CHC Study Area postal zip codes used in this report (100% Study Area Zip Codes). The exhibit also contains the student count per zip code, percent capture by zip code, parent city or place, and county in which each zip code is located.

The GIS map below shows the Study Area, student density by ranges and by color for each zip code, the 30-mile distance capture ring, and surrounding community colleges.

Map I-1CHC - Students – Density by Zip Code - 2011-12 – (100% Study Area Zip Codes)
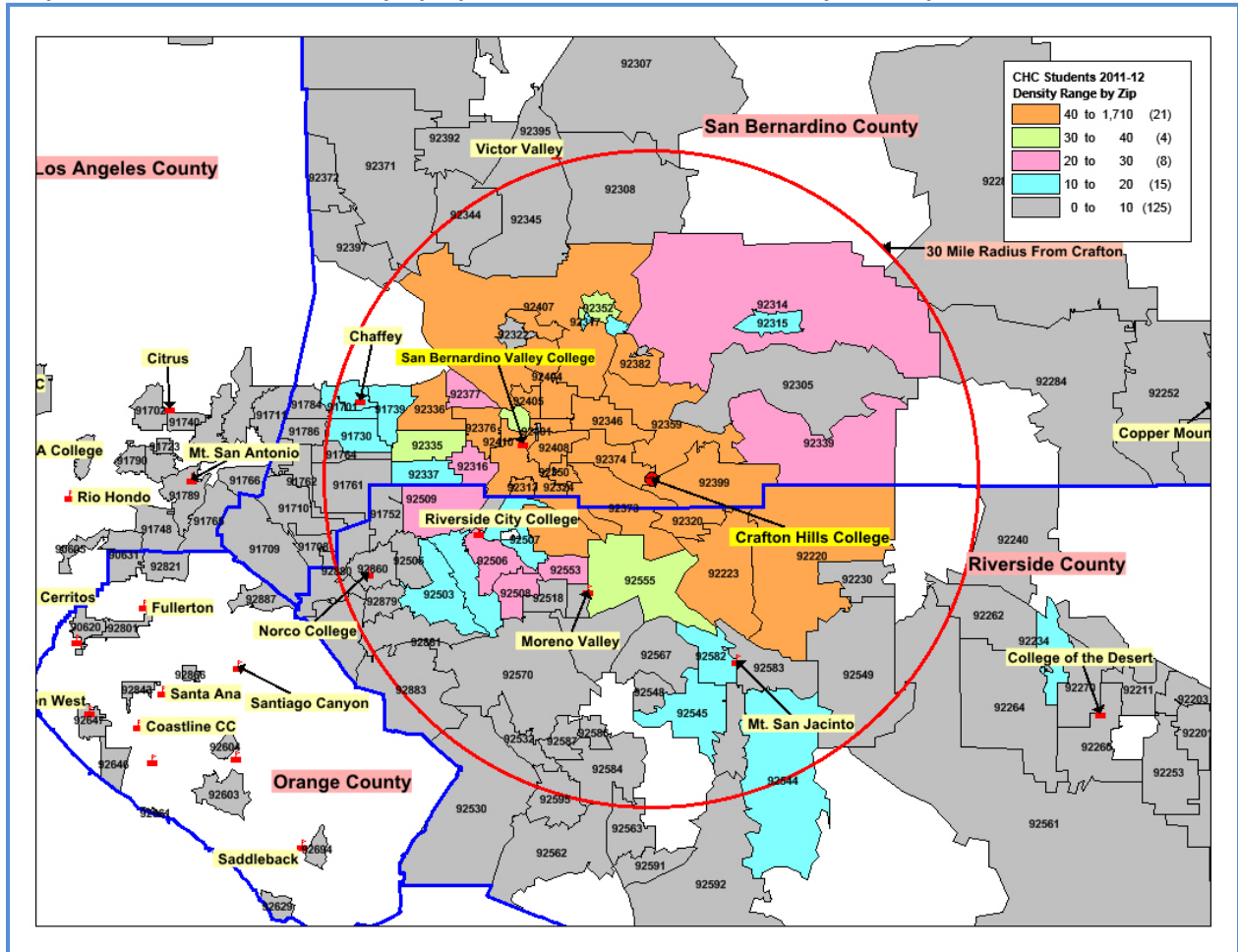
The map below depicts the CHC student density by color code by zip code overlaid with the legal college district boundaries. It shows that CHC students spill over into adjacent college districts such as Mt. San Jacinto and Victor Valley.

Map I-2 - CHC College Legal District Boundaries (100% Study Area Zip Codes)
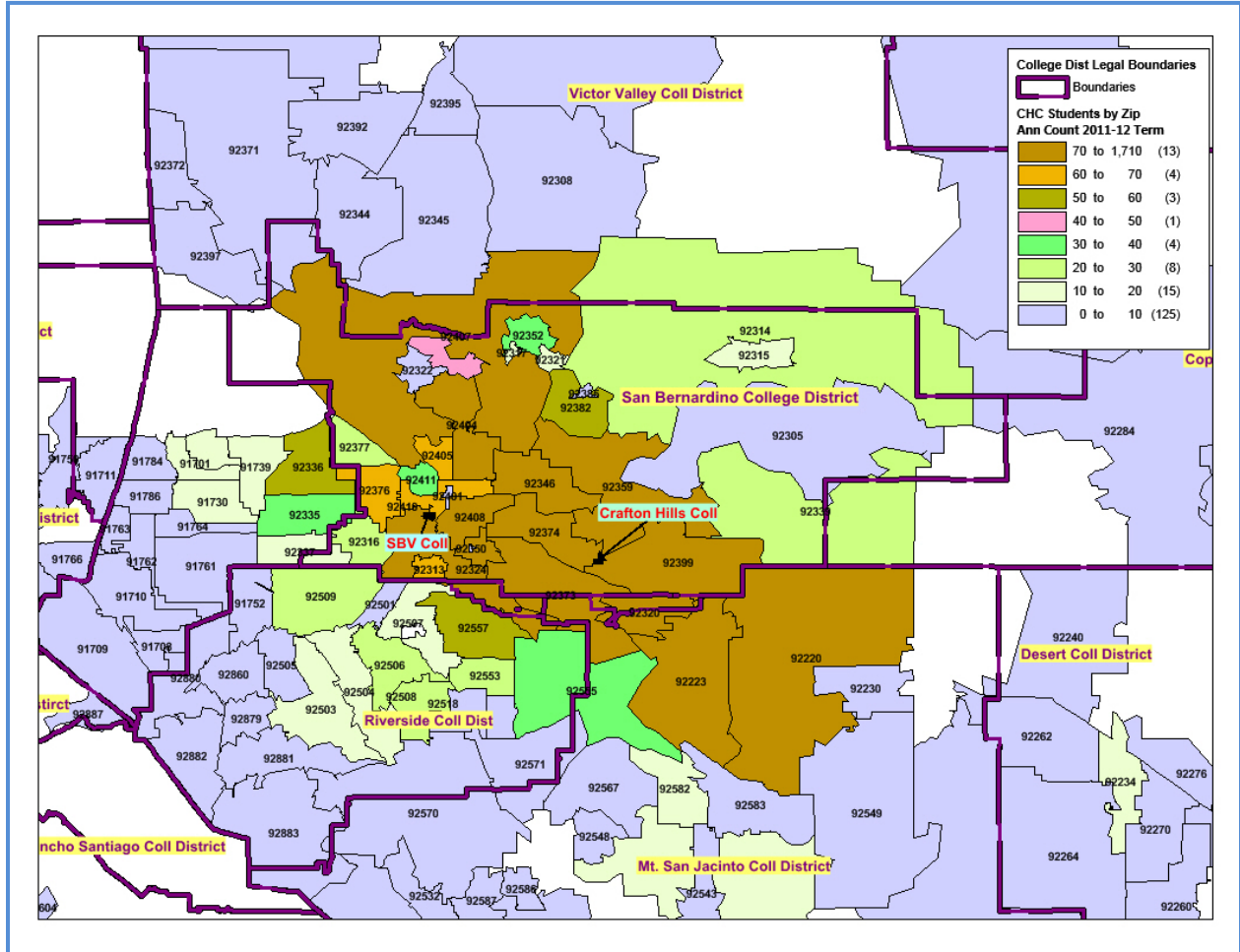
The GIS map below presents 30-mile radii areas for each CHC and SBVC representing the geography within which the Study area zip codes are contained. The map shows CHC and SBVC service areas that overlap and the proximity of potentially competitive community colleges. It also shows the Study Areas and their relationship to County boundaries.

Map I-3- CHC & SBVC 30-Mile Radius –and Overlap Areas

Map I-4 below presents a graphic of student concentration by color density for all colleges located within SB and RS counties for the school term 2011-12. This data is overlaid with a mapping by dot-density of CHC students (1 dot equaling 100 students). The mapping shows the highest concentrations of all community college students in relation to where CHC students are concentrated. This zip code data is derived from a special query obtained from the CCCCO Datamart Division databases for this Scan report.

Map I-4- CHC Student Capture by Zip Code (100% Study Area Zip Codes)
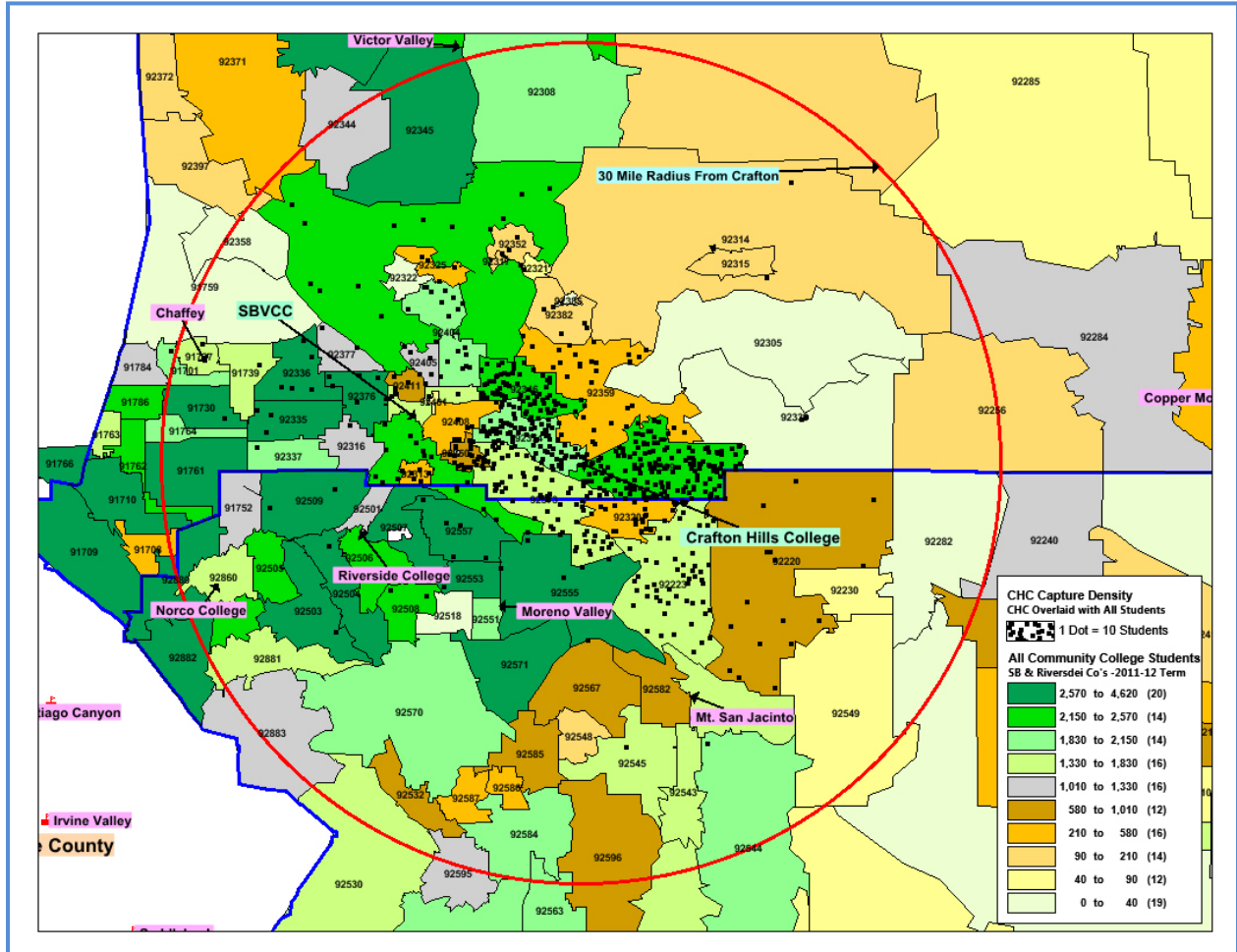
CHC Core Study Area Zip Codes List

A second focused Study Area was developed in addition to the full 100% zip code Study Area. These focused study area zip codes are known as the "Core Study Area Zip Codes" or (90% Study Area Zip Codes). These zip codes consist of those zip codes from which 90% of the 2011-12 student body derives for each college. The table below shows a listing of the Core Study Areas for each college 2011-12 Student Count and the percent capture of common study area zip codes.

Table I-1 – CHC Core Study Area Zip Codes List – Capture of Common Zips

No of CHC Zips	Combined Core SA Zip Codes	CHC Student Count 2011-12	CHC % Capture	SBVC Student Count 2011-12	SBVC % Capture	Total Student Count By Zip Code
1	92220	179	100%		0%	179
2	92320	196	100%		0%	196
3	92346	790	100%		0%	790
4	92352	37	100%		0%	37
5	92382	59	100%		0%	59
6	92555	39	100%		0%	39
7	92399	1,705	84%	324	16%	2,029
8	92223	579	77%	170	23%	749
9	92359	310	77%	92	23%	402
10	92373	733	65%	390	35%	1,123
11	92374	957	65%	512	35%	1,469
12	92354	266	41%	376	59%	642
13	92557	52	28%	133	72%	185
14	92313	62	24%	201	76%	263
15	92325	43	22%	157	79%	200
16	92408	73	18%	327	82%	400
17	92336	51	12%	366	88%	417
18	92404	179	11%	1,497	89%	1,676
19	92324	151	9%	1,500	91%	1,651
20	92407	146	9%	1,515	91%	1,661
21	92405	62	8%	756	92%	818
22	92410	66	5%	1,175	95%	1,241
23	92376	61	4%	1,465	96%	1,526
	91730		0%	61	100%	61
	92316		0%	365	100%	365
	92335		0%	502	100%	502
	92337		0%	187	100%	187
	92346		0%	1,080	100%	1,080
	92377		0%	294	100%	294
	92411		0%	624	100%	624
	92503		0%	79	100%	79
	92508		0%	64	100%	64
	92509		0%	113	100%	113
	92553		0%	121	100%	121

	92555		0%	64	100%	64
	92557		0%	130	100%	130
	Totals	**6,796**		**14,640**		**21,436**

GIS Map I-5 presents color mapping of only the 23 CHC "Core Study Area" zip codes or those from which 90% of the 2011-12 student body derives.

Map I-5 CHC Core Zip Code Study Area (90% Core Study Area Zip Codes)
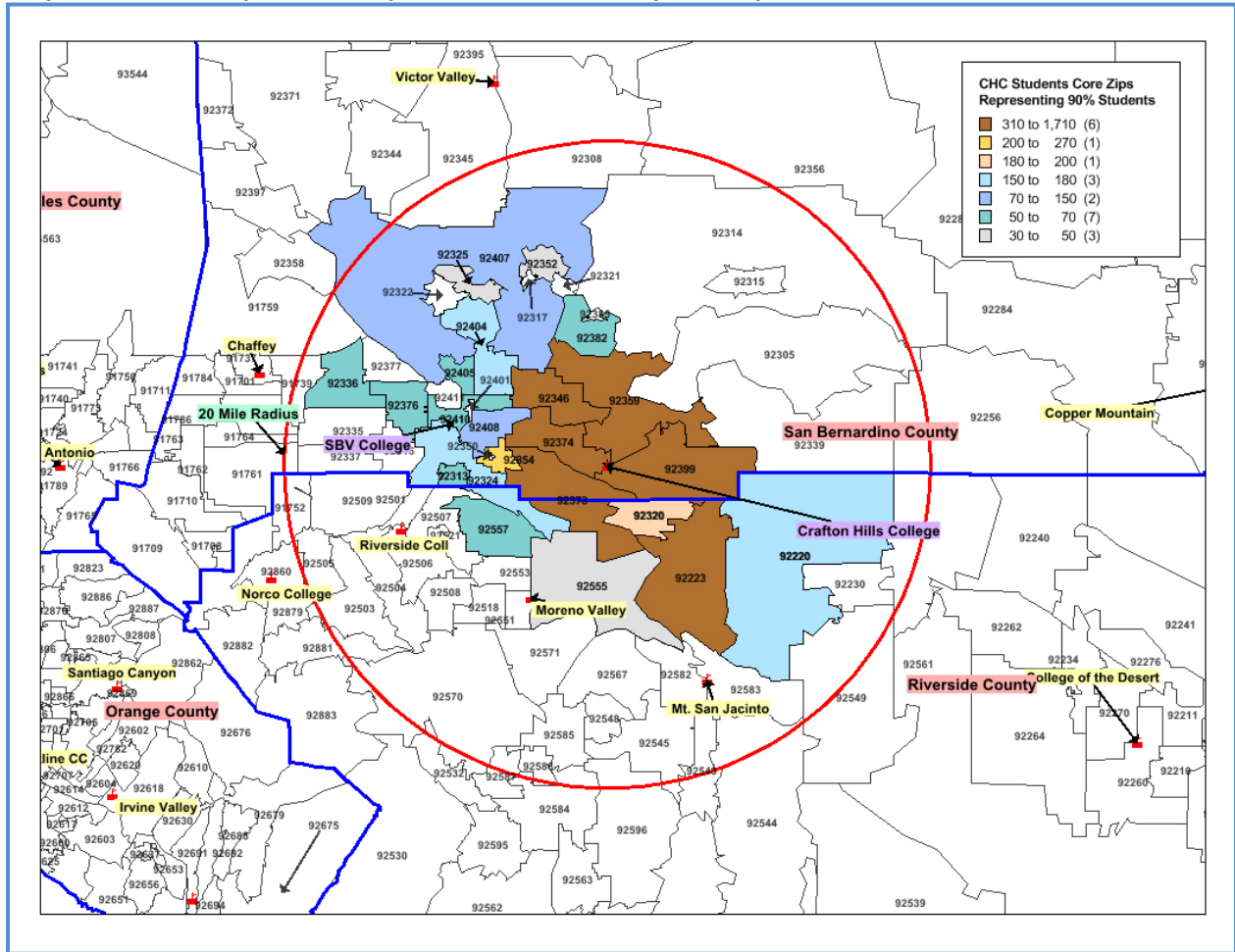
This GIS Map I-6 below shows a graphic of the CHC 100% Study Area with an outline by thick hatched line of the 90% Core Study Area Zips Codes.

Map I-6 CHC Students by - (100% and 90% Study Area Zip Codes)
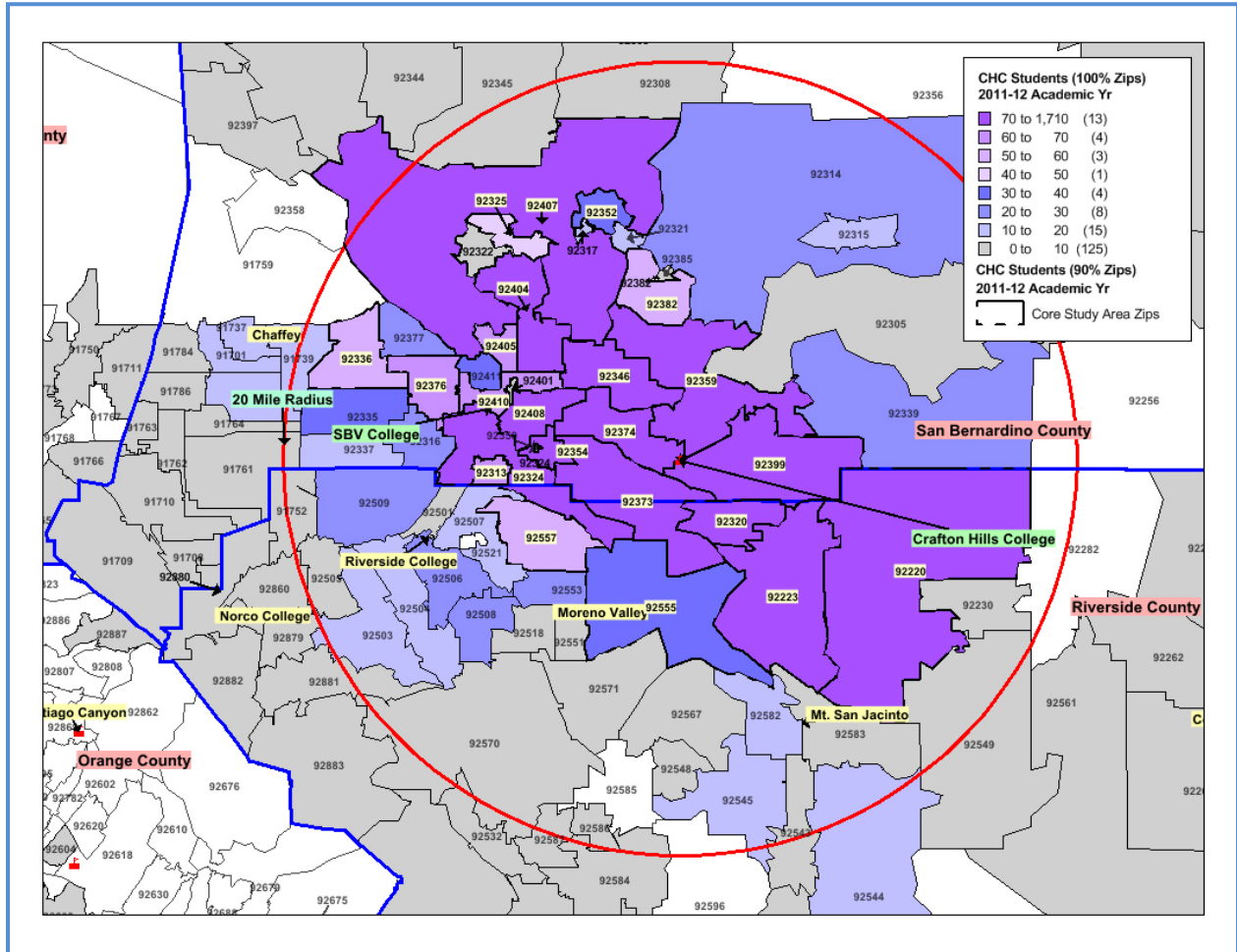
E. San Bernardino Valley College Study Areas

The San Bernardino Valley College (SBVC) Study Area was created in the same manner as the CHC Study Area described above. The subject Study Area is depicted in the following GIS Map I-7. The GIS map shows the Study Area zip codes, student density by numerical ranges and by color for each zip code, the 30-mile distance capture ring, and surrounding community colleges.

Map I-7- SBVC Students – Density by Zip Code - 2011-12 (100% Study Area Zip Codes)
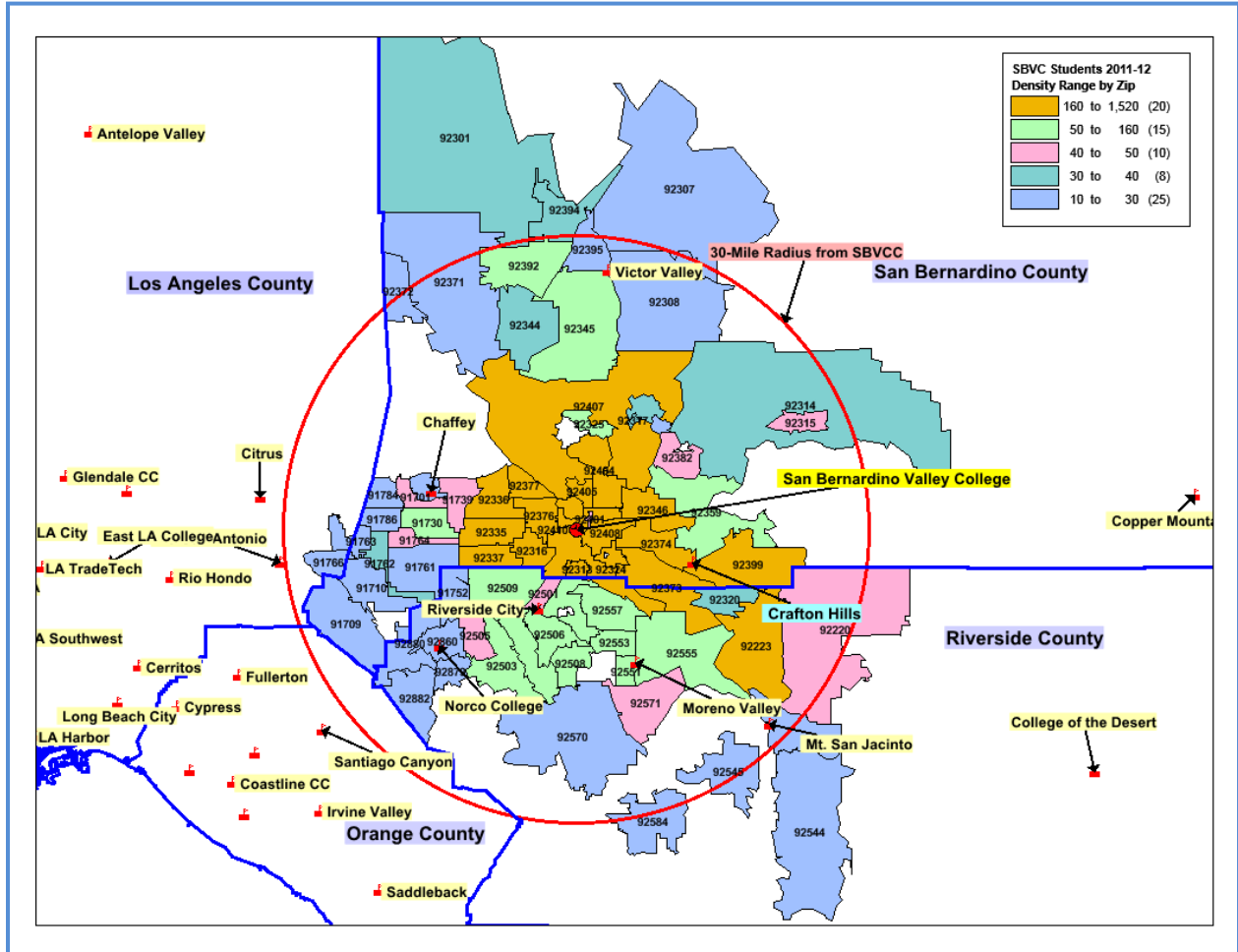
The GIS map below depicts the SBVC Study Area zips codes and student density with an overlay of the legal college district boundaries. It shows that SBVC students spill over into adjacent college districts such as Mt. San Jacinto, Riverside, Victor Valley, and Mt San Antonio.

Map I-8- College Legal District Boundaries (100% Study Area Zip Codes)
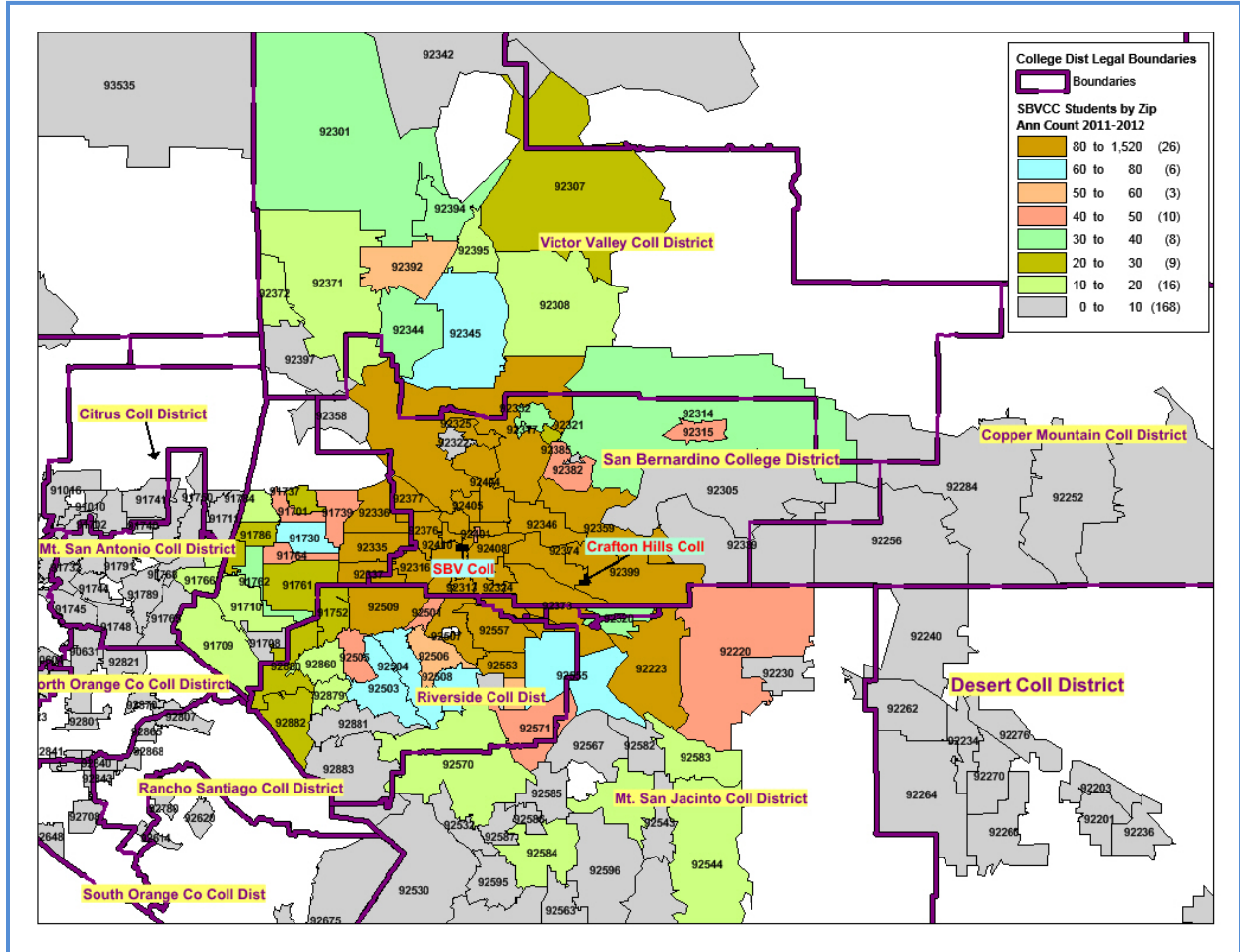
The map below shows that the highest student-capture rates appear to emanates from SBVC and spread out in a radial fashion. This pattern suggests that students tend to select the college of choice based on proximity, all else being equal. College district boundaries therefore appear to have little impact in terms of college choice.

MapI-9 - SBVC Student Capture by Zip Code (100% Study Area Zip Codes)
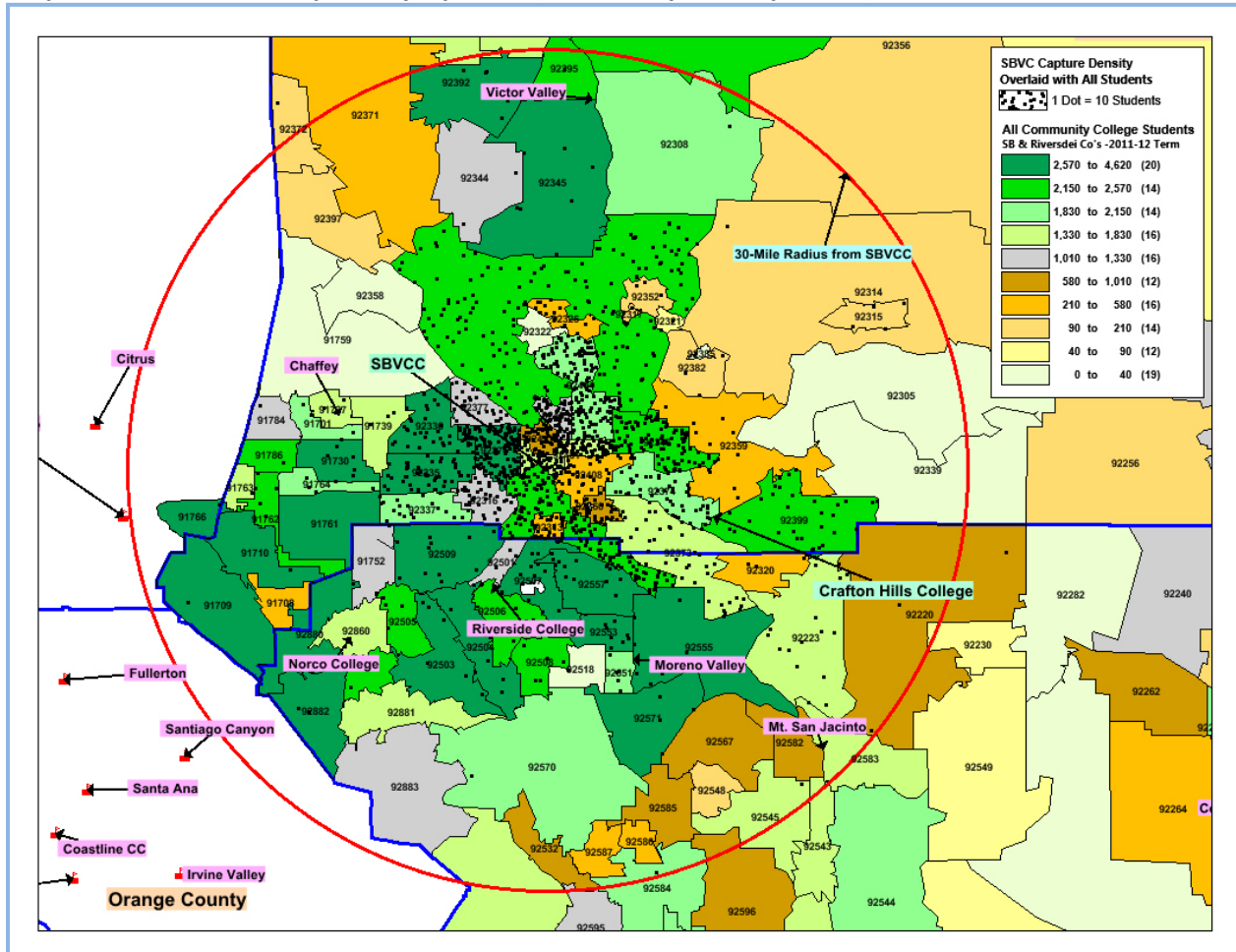
SBVC Core Study Area

As with CHC, a second focused Study Area was developed for SBVC in addition to the full 100% zip code Study Area. These focused study area zip codes are known as the "Core Study Area Zip Codes". These zip codes consist of those from which 90% of the 2011-12 student body derives for each college. The table below shows a listing of the Core Study Areas for each college student count and the percent capture of common study area zip codes.

Table I-2 – SBVC Core Study Area Zip Codes List – Capture of Common Zips

No of Zip Codes	Core SA Zip Codes	SBVC Student Count 2011-12	SBVC % Capture	CHC Student Count 2011-12	CHC % Capture	Total Count By Zip Code
1	91730	61	100%		0%	61

2	92316	365	100%		0%	365
3	92335	502	100%		0%	502
4	92337	187	100%		0%	187
5	92346	1,080	100%		0%	1,080
6	92377	294	100%		0%	294
7	92411	624	100%		0%	624
8	92503	79	100%		0%	79
9	92508	64	100%		0%	64
10	92509	113	100%		0%	113
11	92553	121	100%		0%	121
12	92555	64	100%		0%	64
13	92557	130	100%		0%	130
14	92376	1,465	96%	61	4%	1,526
15	92410	1,175	95%	66	5%	1,241
16	92405	756	92%	62	8%	818
17	92407	1,515	91%	146	9%	1,661
18	92324	1,500	91%	151	9%	1,651
19	92404	1,497	89%	179	11%	1,676
20	92336	366	88%	51	12%	417
21	92408	327	82%	73	18%	400
22	92325	157	79%	43	22%	200
23	92313	201	76%	62	24%	263
24	92557	133	72%	52	28%	185
25	92354	376	59%	266	41%	642
26	92374	512	35%	957	65%	1,469
27	92373	390	35%	733	65%	1,123
28	92359	92	23%	310	77%	402
29	92223	170	23%	579	77%	749
30	92399	324	16%	1,705	84%	2,029
	92220		0%	179	100%	179
	92320		0%	196	100%	196
	92346		0%	790	100%	790
	92352		0%	37	100%	37
	92382		0%	59	100%	59
	92555		0%	39	100%	39
	Totals	**14,640**		**6,796**		**21,436**

Map I-5 presents only the 30 SBVC "Core Study Area" zip codes or those from which 90% of the 2011-12 SBVC student body derives.

Map I-10 SBVC Core Zip Code Study Area (90% Core Study Area Zip Codes)
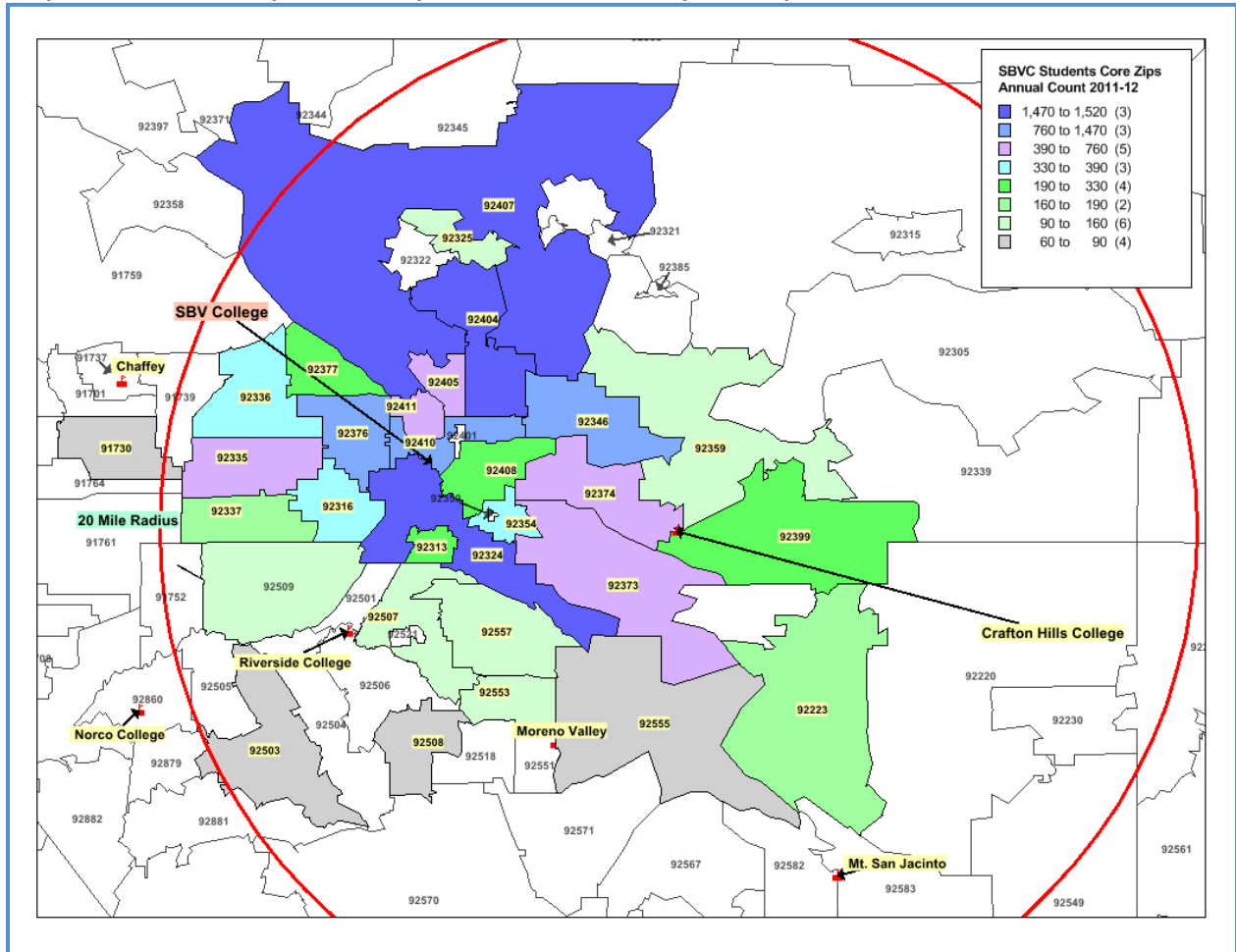
II   Demographics

A.   Population Trends and Projections – SBVC Study Area and Counties

Exhibits II-1 and II-1.1 located in the Appendix of this report presents population trends from 1990 to 2012 and projections for 2017 and 2022 for each college by Study Area zip code as well as for San Bernardino and Riverside Counties. The data is derived from the prominent national data vendor Synergos Technologies, Inc. - PopStats 3rd Qrt. 2012 vintage, and the US Census American Community Survey (ACS) series 2006-2010 (the latest census data available at the time of this study).

This data serves as a basis for understanding the current economic context in terms of businesses activity and conditions, workplace jobs, resident labor force characteristics, and relevant demographic factors related to the various uses of an Environmental Scan. This data also provides a basis for analysis such as; future college demand planning, programs and facilities planning and responses related to population factors. The data also allows for focused comparative analysis by zip code areas and correlation with other relevant metrics. This data can also be augmented with small area data such as census tracts to allow more targeted analysis and long-term tracking over time. In addition, this data may be cross tabulated with other data to identify possible correlations such as student capture rates, student output, awards, and the new *Student Success Scorecard* data.

Table II-1 Population – Core Study Area Zip Codes

Population	SBVC	CHC	SB County	RS County
2022 Forecast	1,796,709	1,049,534	2,459,802	3,197,348
2017 Projection	1,593,210	945,801	2,249,346	2,677,403
2012 Estimate	**1,420,146**	**858,766**	**2,061,630**	**2,249,398**
2010 Census	1,397,544	849,479	2,035,210	2,189,641
2000 Census	1,136,327	689,701	1,709,394	1,545,375
1990 Census	949,730	588,975	1,410,564	1,167,947
Growth 2022-2017	13%	11%	9%	19%
Growth 2017-2012	**12%**	**10%**	**9%**	**19%**
Growth 2012-2010	2%	1%	1%	3%
Growth 2010-2000	23%	23%	19%	42%

Source: Synergos Technologies PopStats 3rd Qrt 2012

B.   SBVC Population Projections

The GIS Map II-1 below depicts projected 2012 to 2017 population by color density by zip code in the context of the SBVC 30-mile ring Study Area. This Study Area includes all SBVC 88 Study Area zip codes. It reveals that the densest population occurs in the southwest quadrant of the 30-mile Study Area ring straddling San Bernardino and Riverside counties. The map also shows Riverside and San Bernardino community colleges in relation to these demographics.

Map II-1 – SBVC Study Area Population Projections 2017 (100% Study Area Zip Codes)
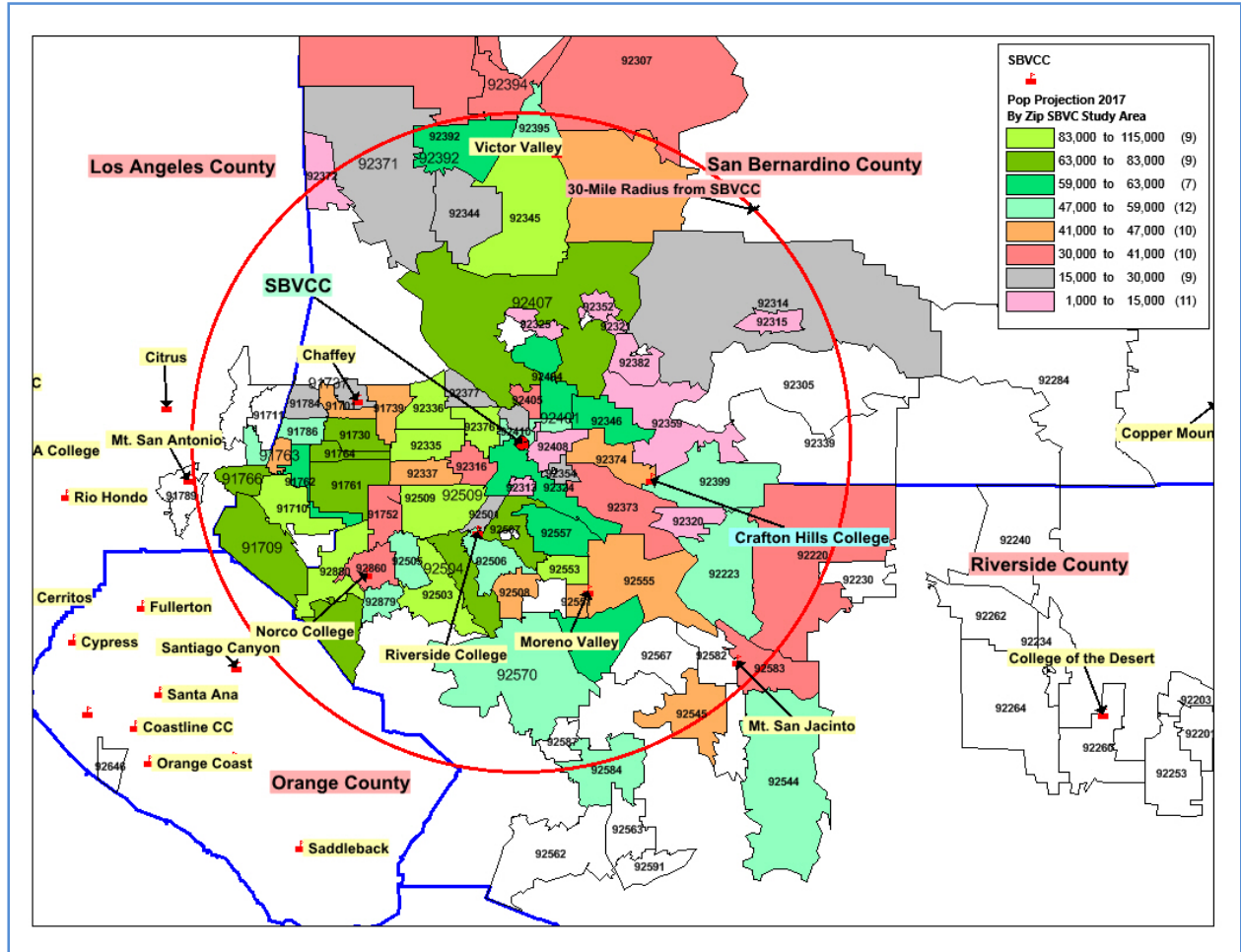
GIS Map II-2 presents the same data as Map II-1 except that it only includes the 30 "**Core Study Area**" zip codes or those zips from which 90% of the 2011-12 student body derives. This map also includes a dot density overlay of 2011-12 SBVC students (1 dot equaling 10 students- 100% study area zips).

Map II-2 SBVC Study Area Population Projections 2012-2017 (90% Core Study Area Zip Codes)
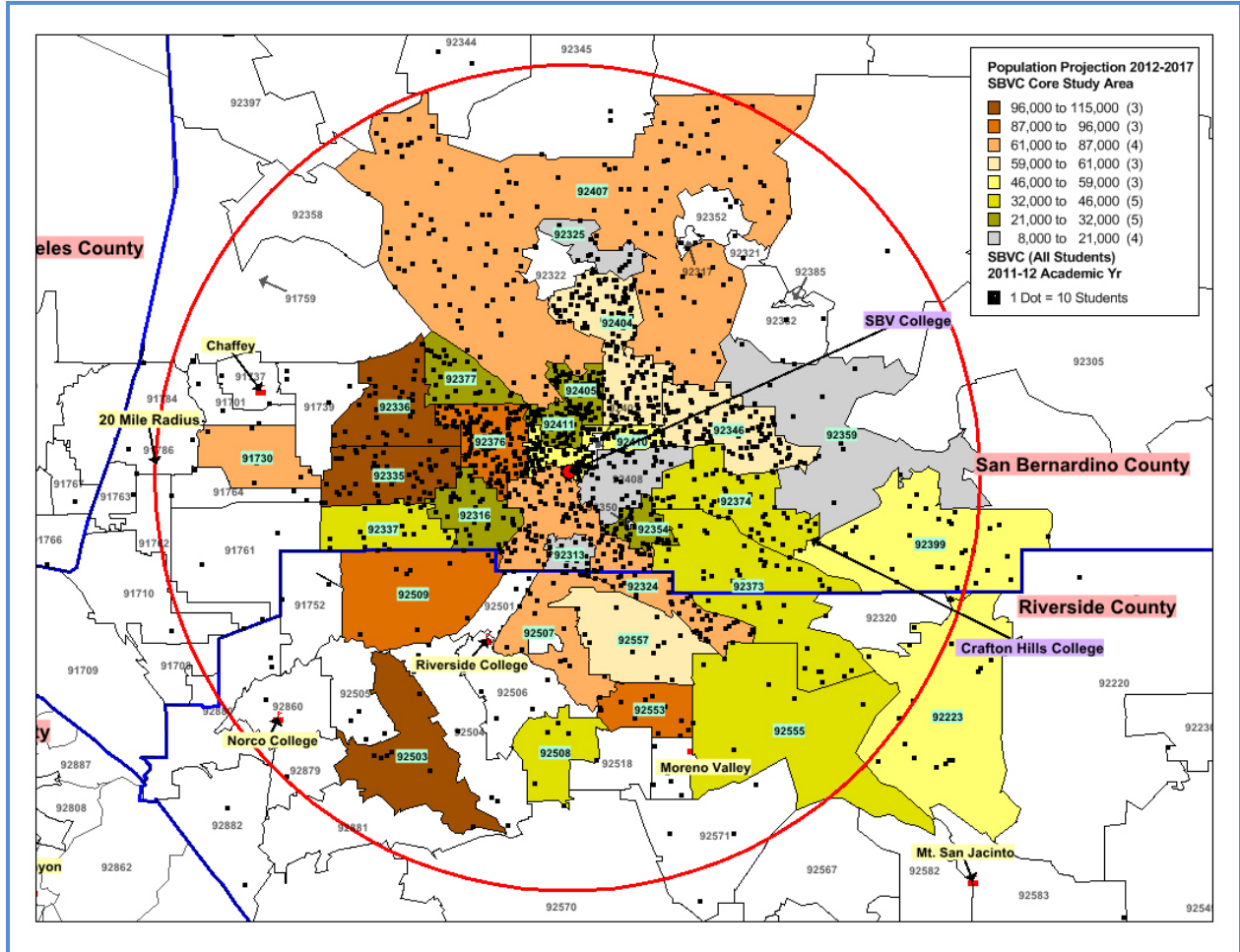
C.   CHC Population Projections

The GIS Map II-3 below depicts projected 2012 to 2017 population by color density by zip code in the context of the CHC 30-mile ring Study Area. This Study Area includes all CHC 100 Study Area zip codes. The map also shows Riverside and San Bernardino community colleges in relation to these demographics.

Map II-3 – CHC Study Area Population Projections 2017 (100% Study Area Zip Codes)
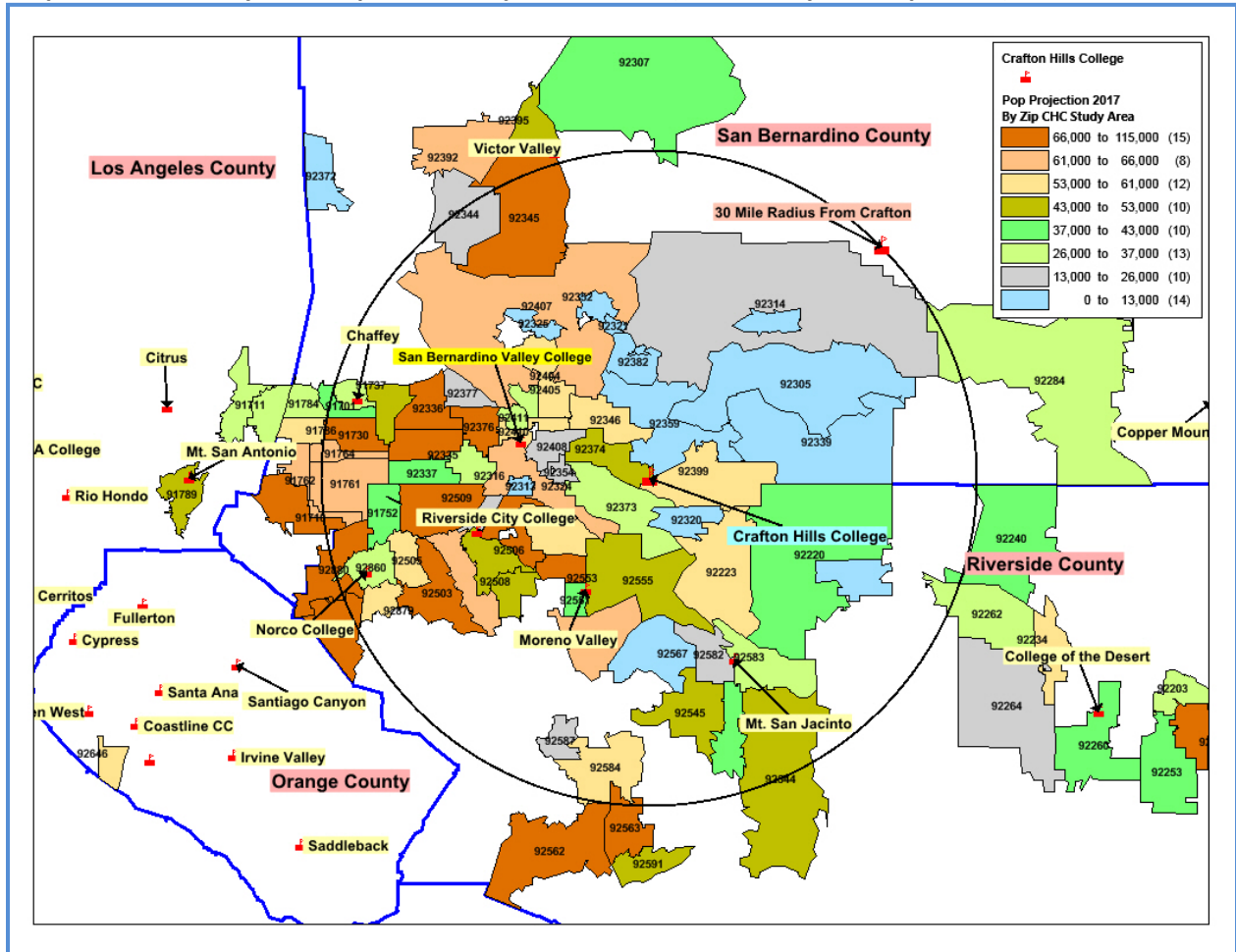
GIS Map II-4 presents the same data as Map II-2 except that it only includes the 23 "**Core Study Area**" zip codes or those from which 90% of the 2011-12 student body derives.

Map II-4 – CHC Study Area Population Projections 2017 (90% Core Study Area Zip Codes)
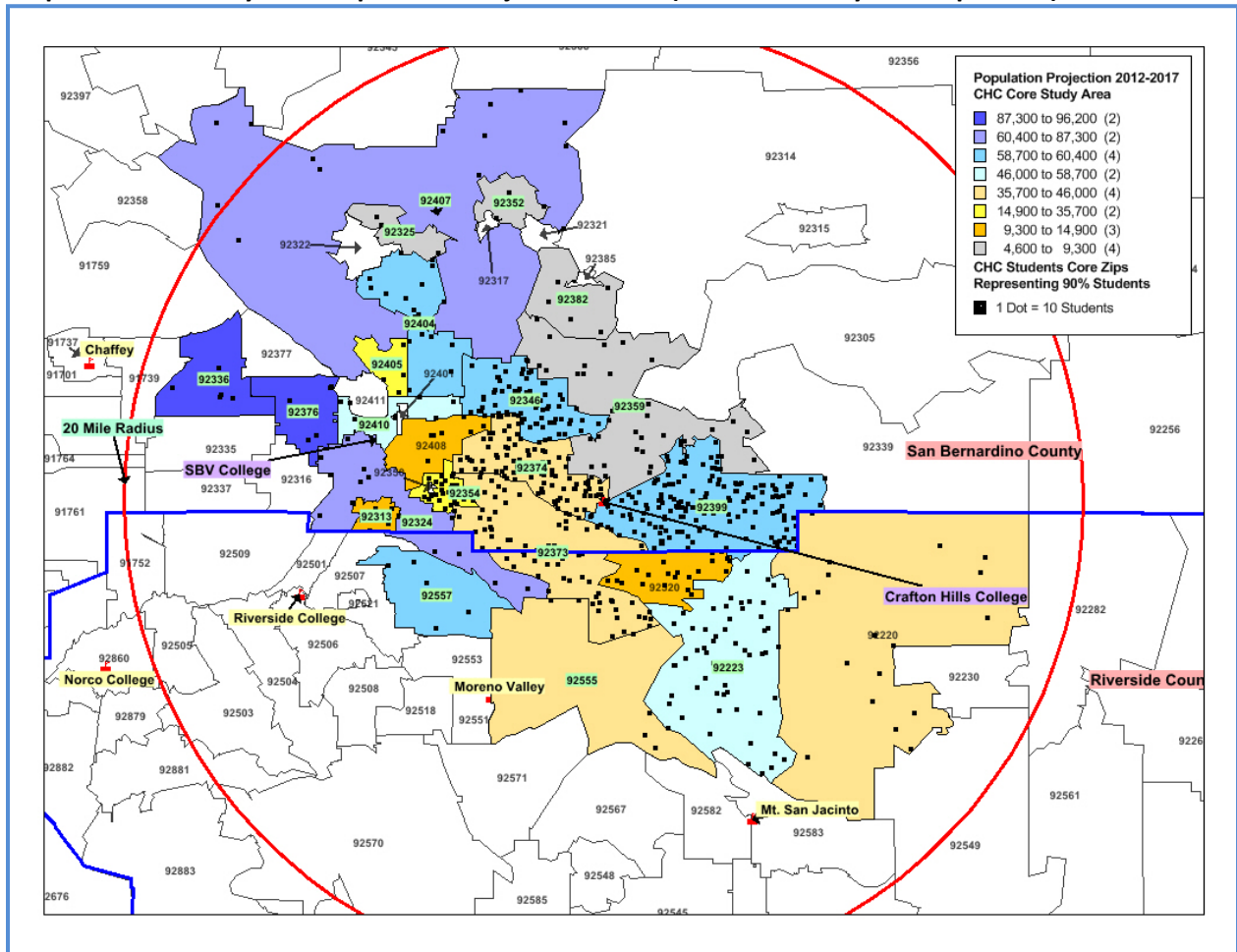
D.   Race & Ethnicity- SBVC Study Area and Counties

Exhibits II-2 and II-2.1 in the Appendix presents race and ethnicity characteristics of the SBVC Study Area by zip code and San Bernardino and Riverside Counties.

The SBVC Study Area population is comprised of the following race and ethnicity segments: White (not Hispanic) 31%, Hispanic 51%, Black 8%, Asian 7%, and other 3%. It is notable that the combined majority population is non-White at least 67% of the total.   These demographic characteristics may have important planning implications for the college.   Further details at the individual zip code level, combined areas, and San Bernardino County are contained in the Appendix.

This data delineates specific population segments that may have special needs and helps determine whether the college representation is matched by these segments in college enrollment. The data also provides a basis by which to better plan and response to these population segments with regard to meeting diversity goals.   The raw data also allows correlation of various factors such as education, income, and race and ethnicity. This data can be augmented with small area census tract level data to

allow more targeted analysis. The data also allows for continuous updating and monitoring trends over time. This data may also be useful in justification for grants – e.g., possible special needs groups.

The table and below presents aggregated study area population figures by race and ethnicity for each college and counties. The majority populations for SBVC Core Study Area are Hispanic at 55% and also for CHC Core area at 49% Hispanic.

Table II-2 - 2012 Population by Race & Ethnicity - Core Study Areas and Counties

2012 Population by Race & Ethnicity	SBVC		CHC		SB County		RS County	
	1,420,146	**%**	**858,766**	**%**	**2,061,630**	**%**	**2,249,398**	**%**
White	377,767	27%	271,363	32%	685,984	33%	893,126	40%
Black	137,706	10%	89,183	10%	172,454	8%	134,379	6%
Asian	83,719	6%	50,752	6%	125,718	6%	130,767	6%
Hispanic	**780,357**	**55%**	**420,296**	**49%**	**1,015,014**	**49%**	**1,020,521**	**45%**
Other	40,597	3%	27,172	3%	62,460	3%	70,605	3%

Source: CCCCO Data Mart

E.   Hispanic Population SBVC Study Area

The GIS Map II-5 below visually shows concentrations of the Hispanic population by zip code based on 2012 demographic data. It also shows Riverside and San Bernardino Study Area community colleges in relation to these demographics. It shows the highest concentrations in the west half of the 30-mile Study Area radius from SBVC.

Map II-5 – SBVC Study Area Hispanic Population by Zip Code (100% Study Area Zip Codes)
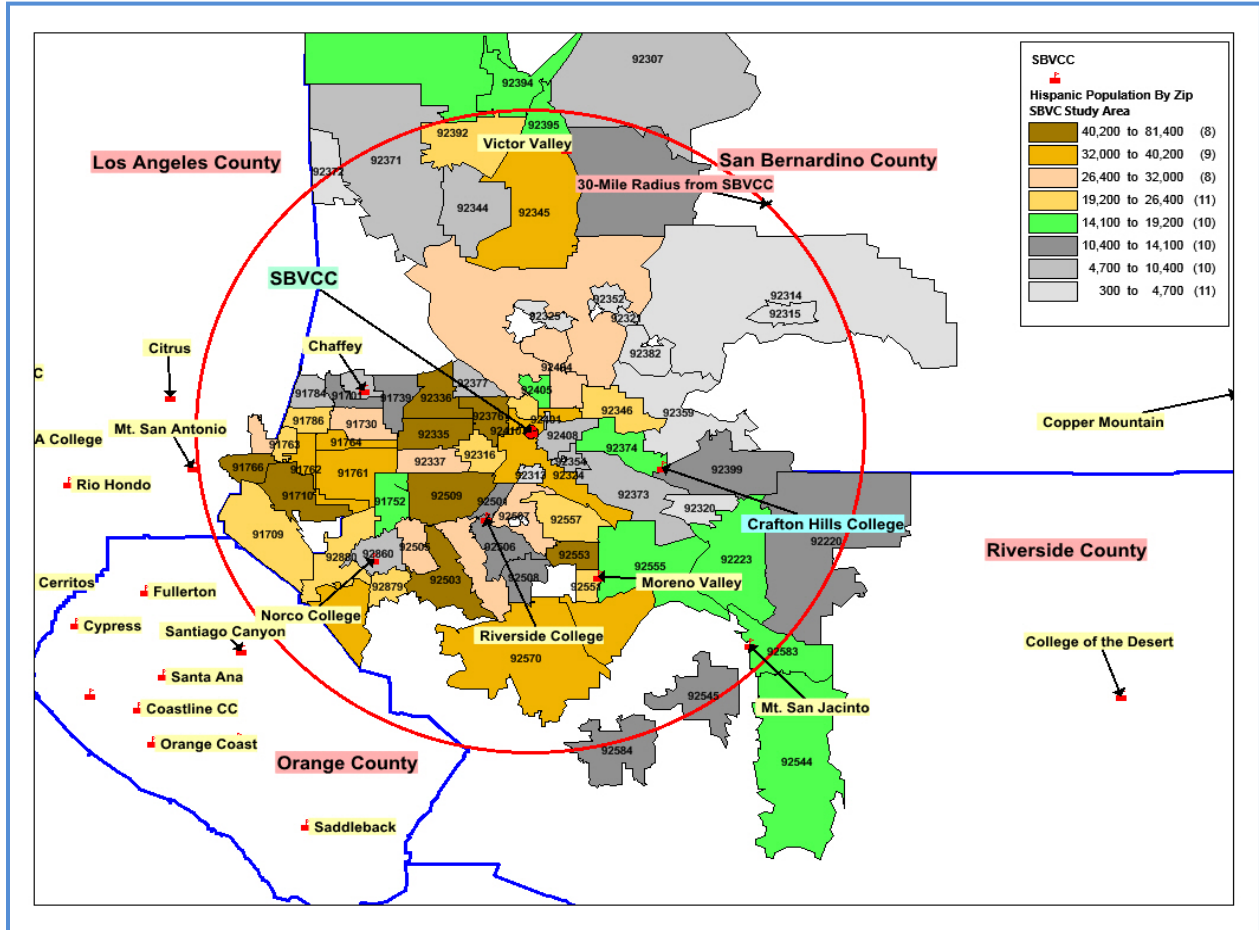
The GIS Map II-6 below visually shows concentrations of the Hispanic population by **Core Study Area zip codes** based on 2012 demographic data. It also shows Riverside and San Bernardino Study Area community colleges in relation to these demographics.

Map II-6 SBVC - Hispanic Population (90% Core Study Area Zip Codes)
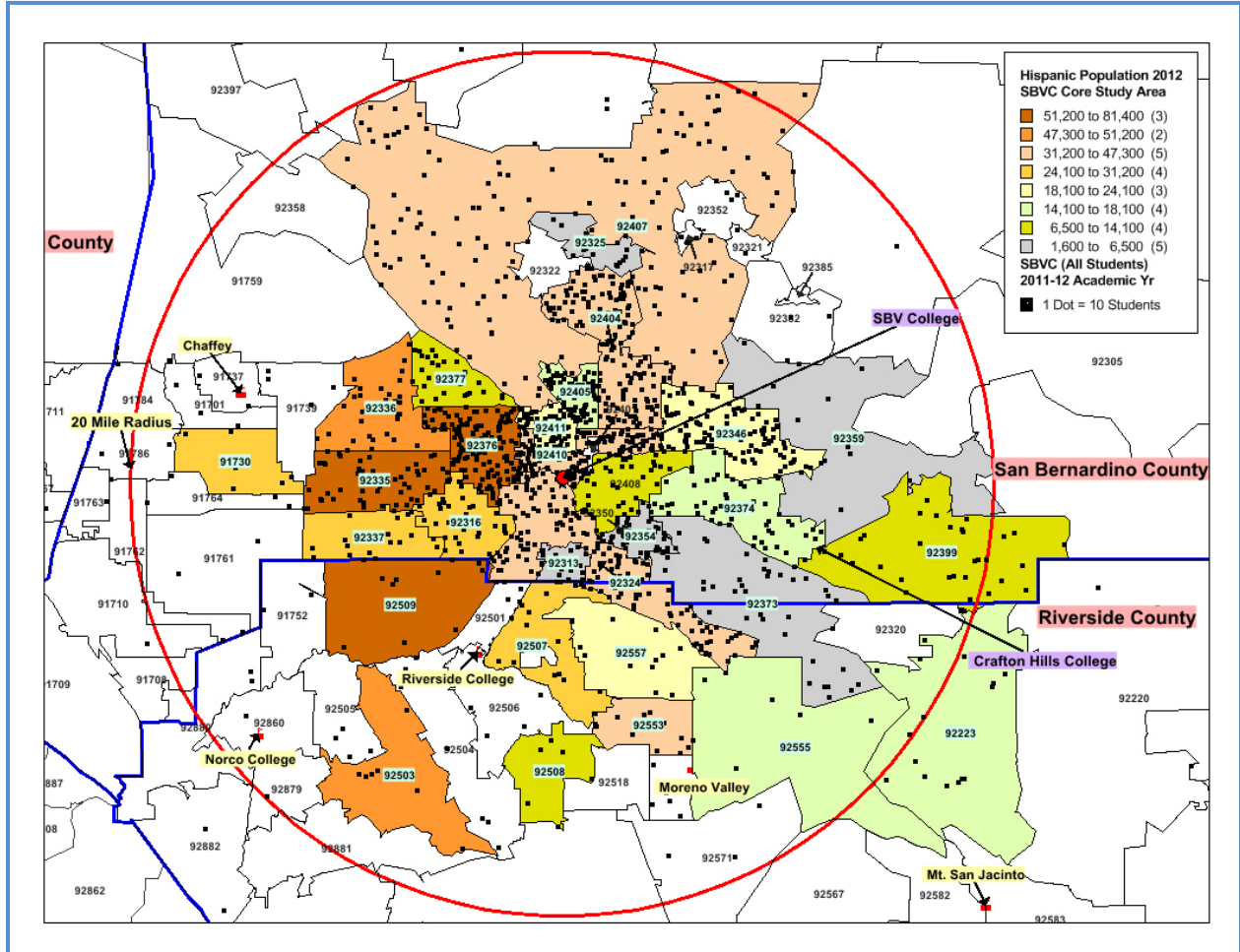
F. Hispanic Population CHC Study Area

The GIS Map II-7 below visually shows concentrations of the Hispanic population by zip code based on 2012 demographic data. It also shows Riverside and San Bernardino community colleges in relation to these demographics. It shows the highest concentrations is situated in the west half of the 30-mile ring from CHC.

Map II-7 CHC - Hispanic Population by Zip Code (100% Study Area Zip Codes)
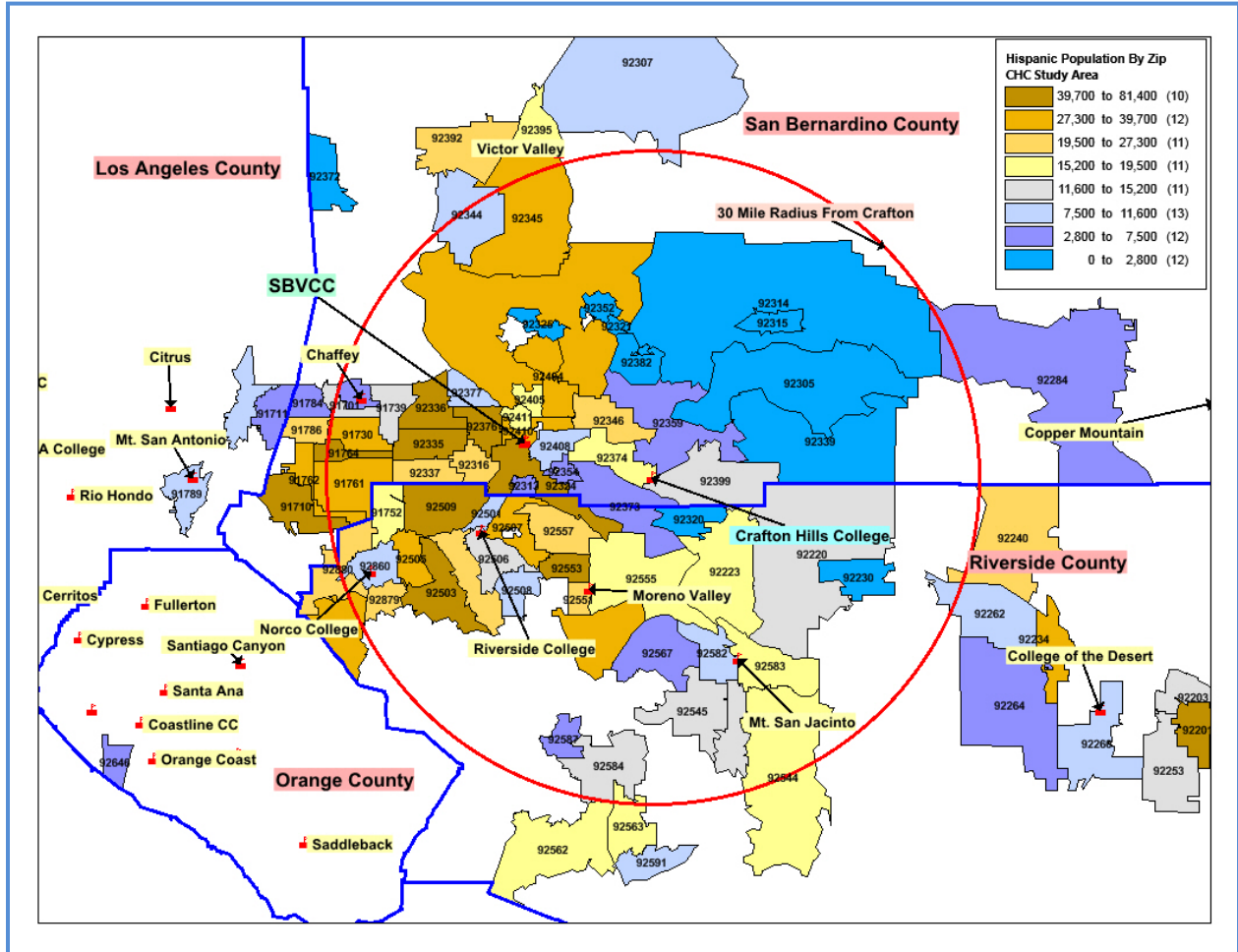
The GIS Map II-8 below visually shows concentrations of the Hispanic population by **Core Study Area zip codes** based on 2012 demographic data. It also shows Riverside and San Bernardino Study Area community colleges in relation to these demographics.

Map II-8 CHC - Hispanic Population (90% Core Study Area Zip Codes)
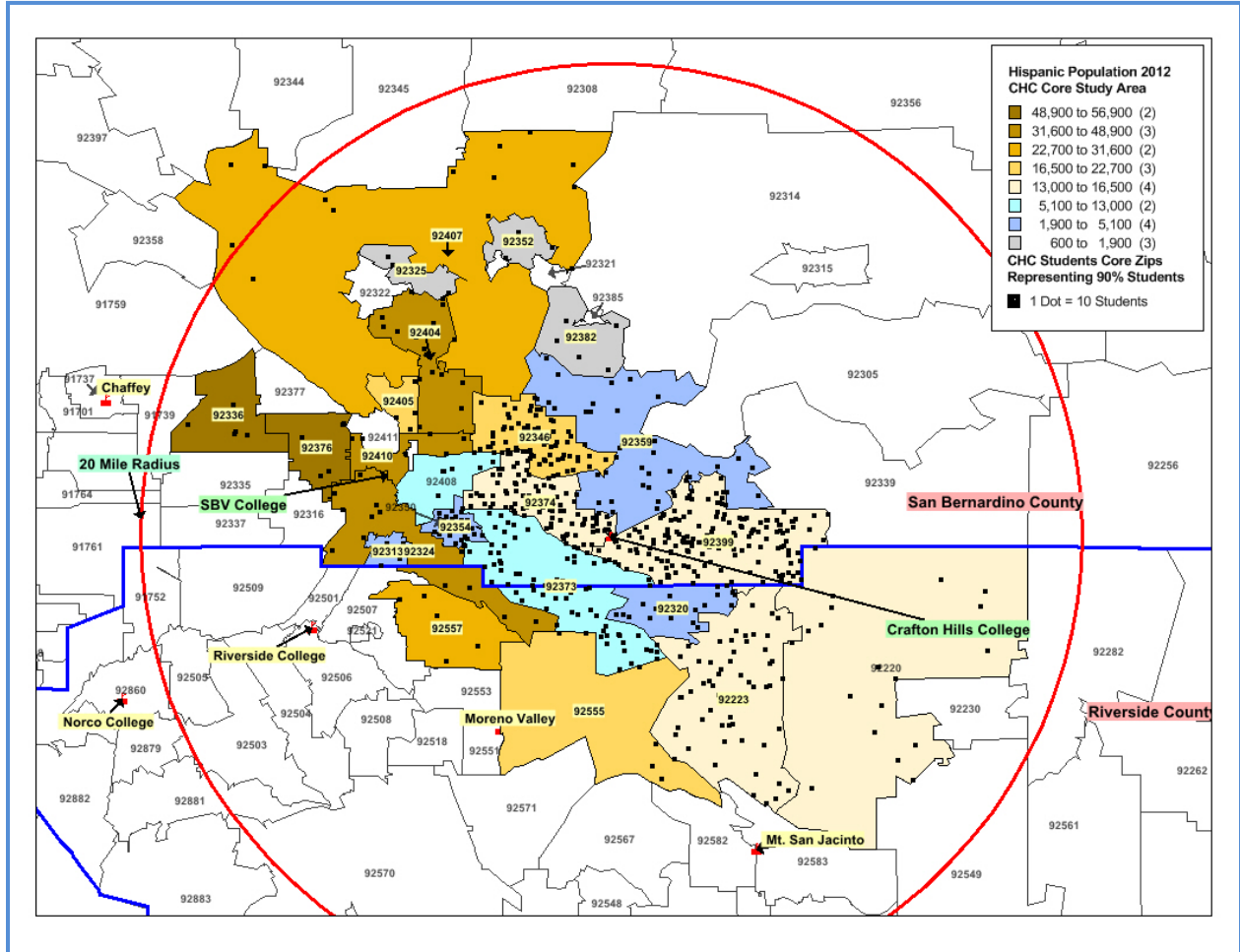
G.   Population by Age - Current 2012 – Colleges and Counties

Exhibits II-3 and II-3.1 located in the Appendix presents data with regard to age ranges, median age, and average ages by for each college and San Bernardino and Riverside Counties.

This data is useful in helping the Colleges understand demand for future educational services – when, where, and extent of demand. Possible follow-up activities include obtaining small area data at the tract or block level to permit more focused analysis and planning. This information may also be used to cross tabulate with such factors as student capture rates and other relevant data as required. The data also permits future updating and monitoring of trends by age factors.

Table II-5   2012 Population by Age Ranges – Core Study Areas

2012 Population By Age	SBVC	%	CHC	%	SB County	%	RS County	%
	1,420,146		858,766		2,061,630		2,249,398	
Age 0 to 4	108,852	8%	64,018	7%	152,001	7%	158,549	7%
Age 5 to 14	202,548	14%	118,897	14%	282,886	14%	302,383	13%
Age 14 to 18	98,006	7%	57,607	7%	139,472	7%	149,536	7%
Age 18 to 22	107,198	8%	60,175	7%	144,384	7%	151,159	7%
Age 22 to 25	69,516	5%	39,332	5%	95,500	5%	93,327	4%
Age 25 to 30	108,380	8%	62,353	7%	150,173	7%	148,933	7%
Age 30 to 35	97,926	7%	57,461	7%	138,755	7%	141,876	6%
Age 35 to 40	93,102	7%	54,754	6%	134,045	7%	142,543	6%
Age 40 to 45	92,345	7%	54,390	6%	134,936	7%	148,036	7%
Age 45 to 50	92,679	7%	55,624	6%	138,635	7%	152,117	7%
Age 50 to 55	89,158	6%	55,232	6%	136,041	7%	146,179	6%
Age 55 to 60	76,776	5%	49,101	6%	119,021	6%	125,956	6%
Age 60 to 65	60,092	4%	39,840	5%	95,028	5%	106,103	5%
Age 65 to 70	43,304	3%	30,072	4%	69,869	3%	87,510	4%
Age 70 to 75	29,605	2%	21,300	2%	48,590	2%	68,453	3%
Age 75 to 80	21,598	2%	16,027	2%	35,300	2%	52,983	2%
Age 80 to 85	15,383	1%	11,792	1%	25,086	1%	39,207	2%
Age 85 and over	13,679	1%	10,792	1%	21,908	1%	34,548	2%
Median Age	30.8		32.3		32.4		34.3	
Average Age	33.5		34.8		34.6		36.1	

Source: Synergos Technologies PopStats 3rd Qrt 2012

H.   SBVC Students and Persons 22-24 Years of Age

The GIS map below depicts thematic density mapping of SBVC students by zip code for the 2011-12 academic year. These zip codes have a population overlay of persons age 22 to 25 by dot density with one dot equaling 120 persons of this age. The population data is for the year 2012. This data is relevant for colleges in that the predominant average age for SBVC is 20-24 at 34% for the academic year 2011-2012.

Map II-9 – SBVC - Students and Population by Age (100% Study Area Zip Codes)
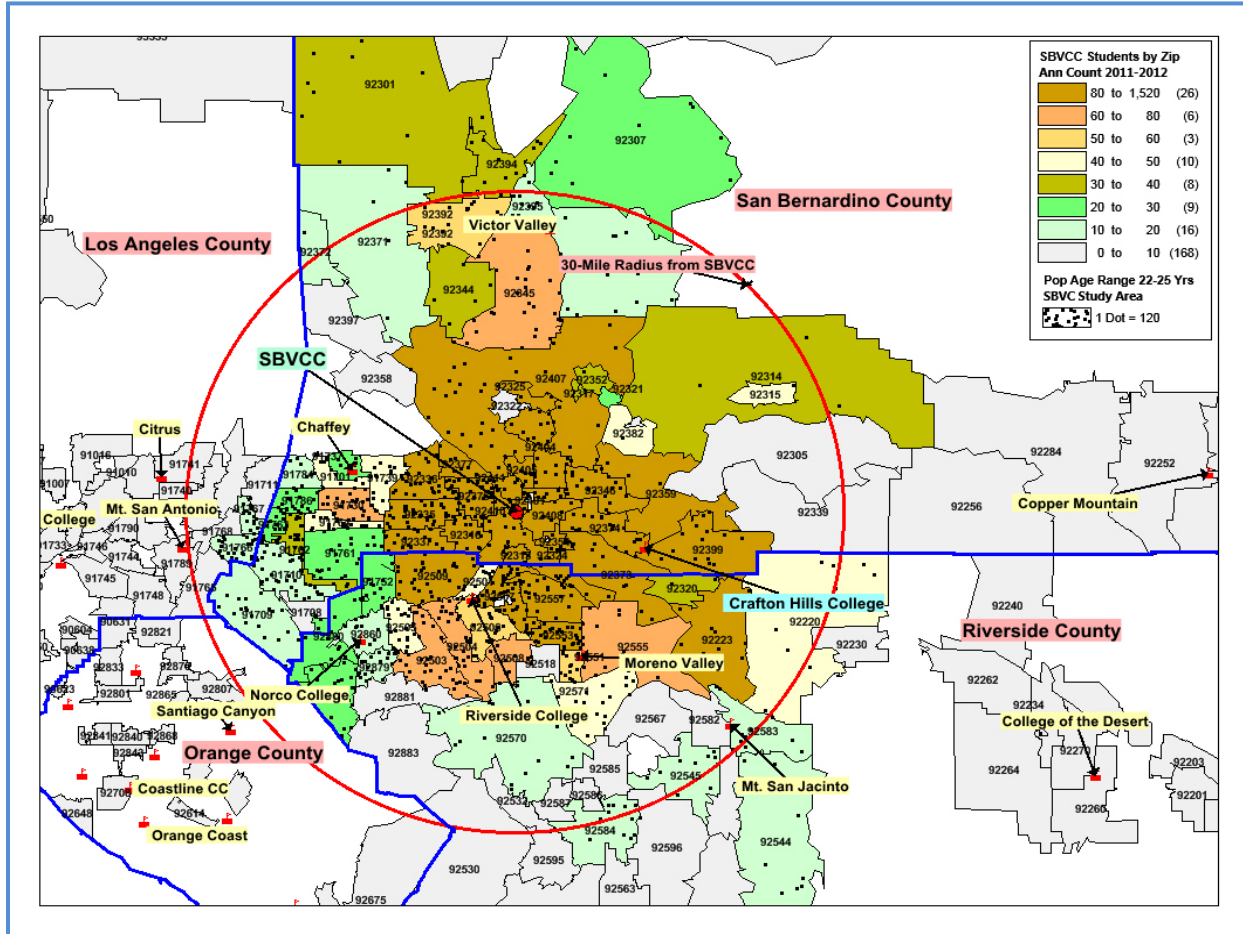
The GIS map below depicts thematic density mapping of SBVC students by **Core Study Area** zip code for the 2011-12 academic year.

Map II-10 – SBVC - Students and Population by Age (90% Core Study Area Zip Codes)
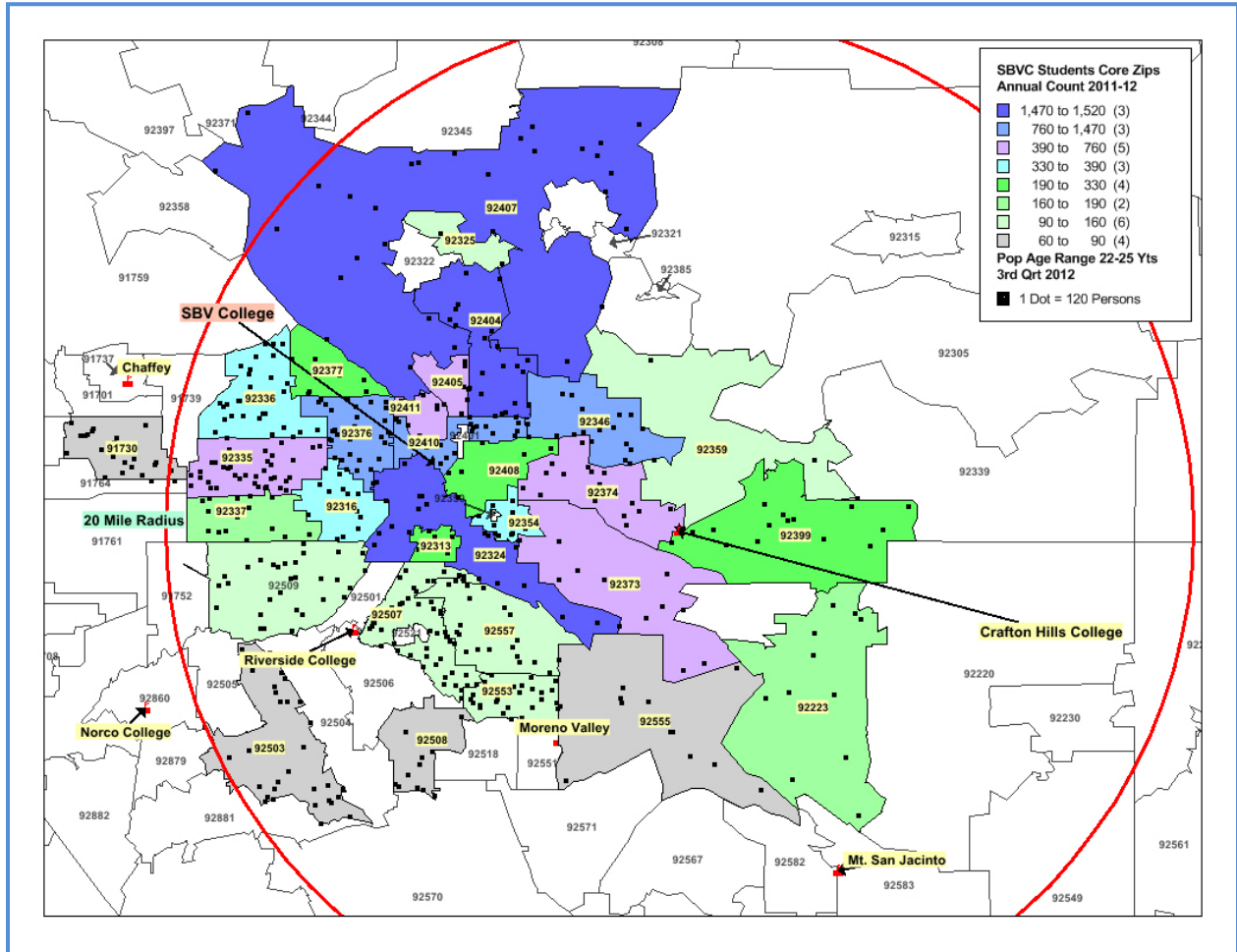
I.   CHC Students and Persons 22-24 Years of Age (100% Study Area Zip Codes)

The GIS map below depicts thematic density mapping of CHC students by zip code for the 2011-12 academic year. These zip codes have a population overlay of persons age 22-to 25 by dot density with one dot equaling 120 persons of this age. The population data is for the year 2012. The predominant average age for SBVC is 20-24 at 34% of the total for the academic year 2011-2012

Map II-11 CHC Students and Population by Age (100% Study Area Zip Codes)
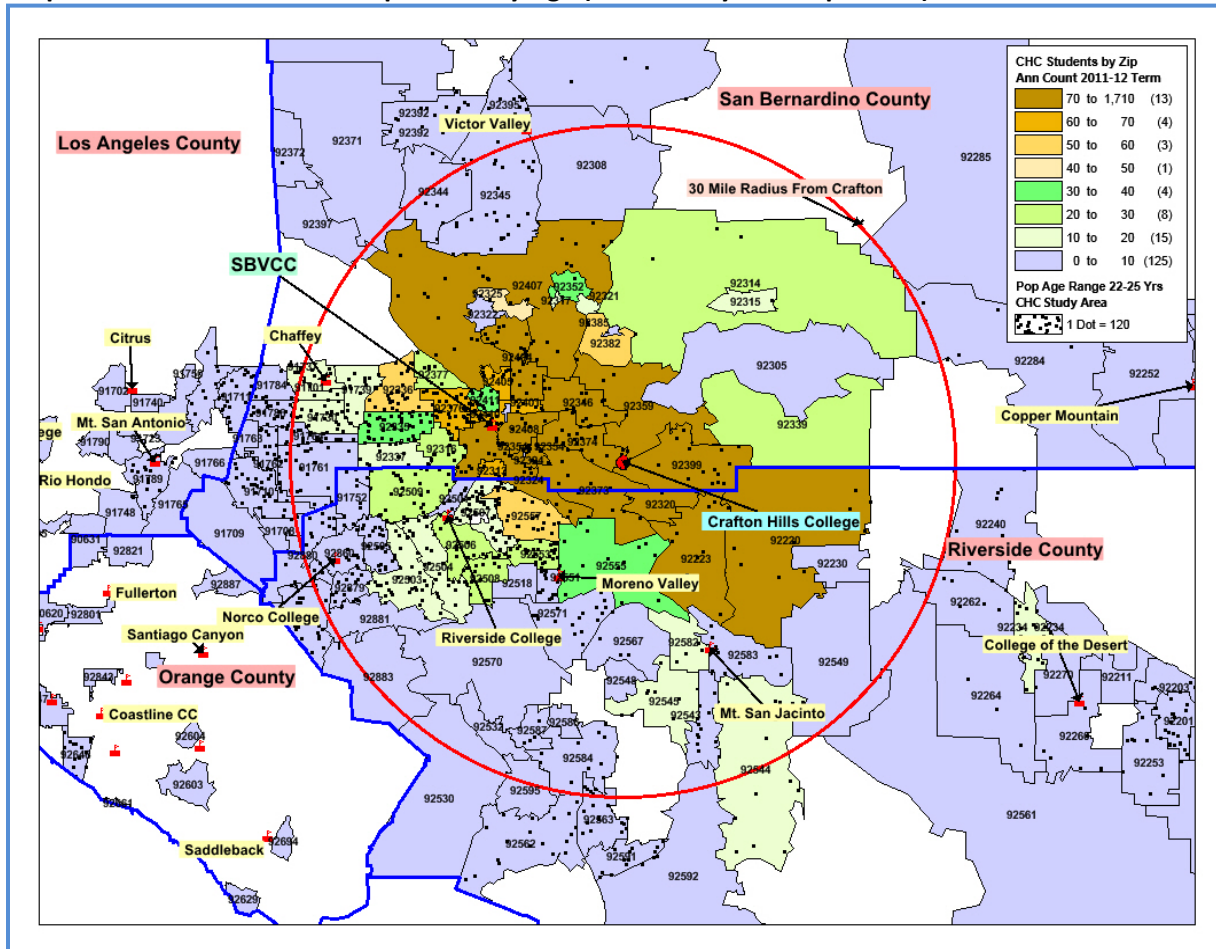
The GIS map below depicts thematic density mapping of CHC students by **Core Study Area** zip code for the 2011-12 academic year

Map II-12 CHC Students and Population by Age (90% Core Study Area Zip Codes)
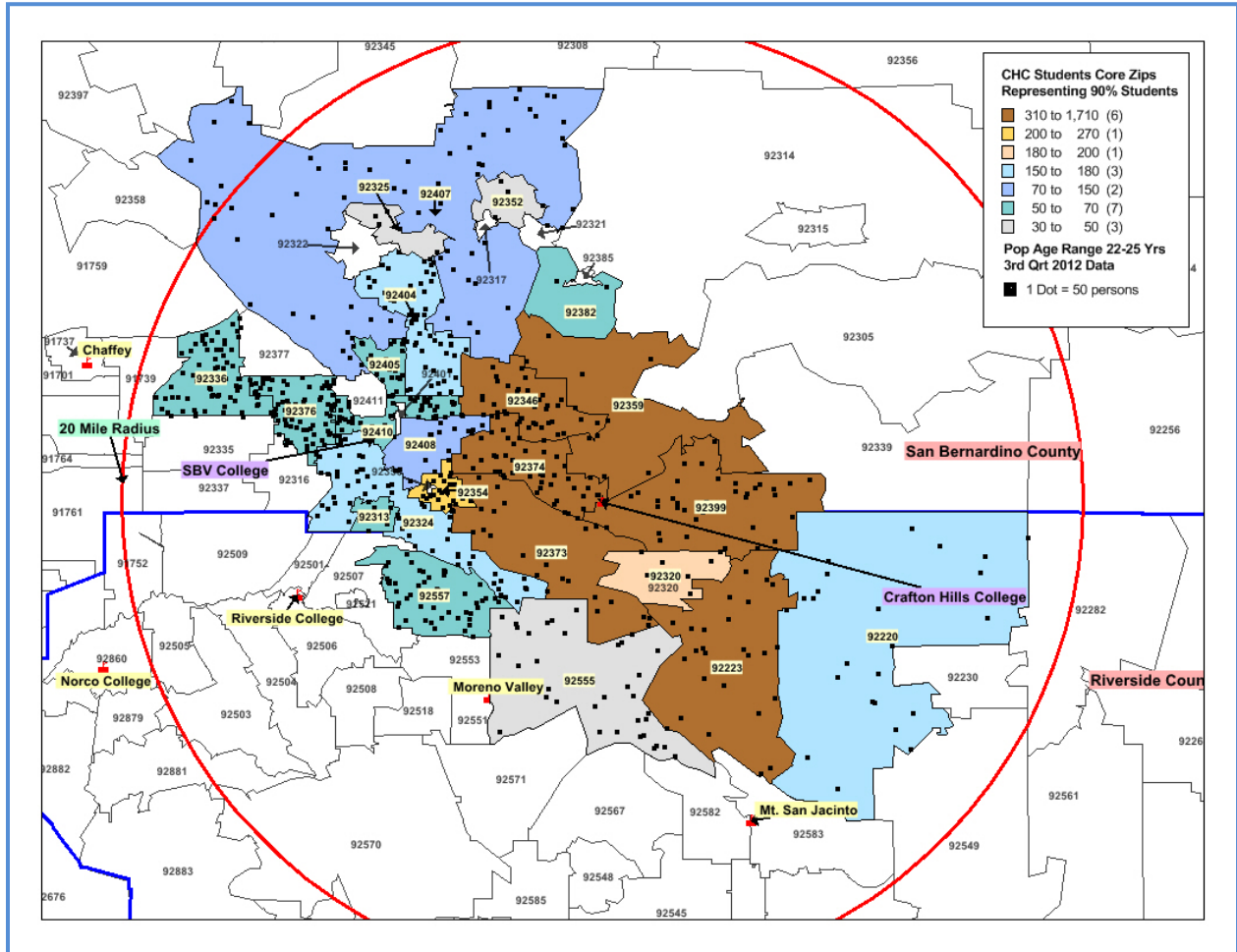
J. Population by Age – Projected to 2017 - Study Areas and Counties

Exhibits II-4 and II-4.1 in the Appendix presents projected age ranges, median and average ages for each college Study Area and San Bernardino and Riverside Counties by zip codes.

Anticipation of potential students by age groups is important for mid and long-term facilities planning efforts as well as for financial resource planning.

The table below shows the aggregated five-year projected population 2012- 2017 by age ranges for each college Core Study Area.

Table II-6   Population by Age – Projected from 2012- 2017 – Core Study Areas and Counties

	SBVC	%	CHC	%	SB County	%	RS County	%
Five Year (2012-2017) Projected Population	**1,796,709**	**%**	**1,049,534**	**%**	**2,459,802**	**%**	**3,197,348**	**%**
Age 0 to 4	129,641	7%	73,438	7%	170,119	7%	210,186	7%
Age 5 to 14	219,752	12%	125,367	12%	291,989	12%	366,068	11%
Age 14 to 18	101,696	6%	57,996	6%	135,152	5%	171,784	5%
Age 18 to 22	110,230	6%	60,930	6%	141,915	6%	186,720	6%
Age 22 to 25	**84,381**	**5%**	**48,166**	**5%**	**115,589**	**5%**	**145,369**	**5%**
Age 25 to 30	141,871	8%	81,011	8%	193,182	8%	241,795	8%
Age 30 to 35	137,335	8%	76,645	7%	181,659	7%	219,848	7%
Age 35 to 40	123,170	7%	68,780	7%	161,588	7%	194,265	6%
Age 40 to 45	111,327	6%	63,466	6%	149,366	6%	185,608	6%
Age 45 to 50	105,607	6%	60,421	6%	144,321	6%	186,012	6%
Age 50 to 55	103,778	6%	59,434	6%	143,737	6%	191,537	6%
Age 55 to 60	102,559	6%	59,823	6%	145,463	6%	194,300	6%
Age 60 to 65	97,227	5%	58,740	6%	141,150	6%	184,617	6%
Age 65 to 70	82,036	5%	51,605	5%	121,097	5%	157,272	5%
Age 70 to 75	61,379	3%	40,565	4%	92,395	4%	129,312	4%
Age 75 to 80	40,724	2%	28,778	3%	62,619	3%	100,958	3%
Age 80 to 85	24,413	1%	18,437	2%	38,093	2%	70,559	2%
Age 85 and over	19,582	1%	15,930	2%	30,368	1%	61,138	2%
Median Age	34		35.1		35		36.5	
Average Age	36.3		37.5		37.3		38.6	
Male Median Age	33		33.7		33.8		35.1	
Male Average Age	35.4		36.3		36.3		37.6	
Female Median Age	35.1		36.6		36.4		37.8	
Female Average Age	37.2		38.5		38.2		39.6	

Source: Synergos Technologies PopStats 3rd Qrt 2012

K.   Neighborhood Psychographics – College Study Area and Counties

Exhibits II-5 and II-5.1 in the Appendix presents population segmentation and psychographic data for the each College by zip as delineated by the data provider Synergos Technologies Inc. – PopStats Landscape.

The following section presents this same population segmentation and psychographic data for the each **College Core Study Area**. The table below presents population by segment (listed by group letter), title, percent of the total population, and a brief description for the Study area as compared with San Bernardino and Riverside Counties. The two top population segments are called: Espanola" and "Urban Cliff Climbers" and are detailed below.

This type of data is typically used by businesses to predict consumer-buying habits. However knowledge of the characteristics of these groups may also provide insight into demographic, household, neighborhood, and ethnicity, etc. factors that may be predictive or useful in college planning.

Espaniola

The Census definition of Hispanic is a person of Cuban, Mexican, Puerto Rican, South or Central America, or other Spanish culture or origin, regardless of race. Hispanics are the fastest growing population within the U.S. They have not only increased in numbers to become the largest ethnic minority population in the U.S., but their purchasing power has also increased — representing an estimated $1 trillion in 2010, a figure expected to increase to $1.5 trillion by 2015. As a result, marketing to the U.S. Hispanic sector is becoming a priority for many businesses. Yet, understanding the market can be challenging - income levels are difficult to categorize, and the mix of incomes and family compositions is diverse. In fact, the Hispanic markets are one of the most complex demographics to segment into neighborhoods.

The Espaniola category represents predominantly Hispanic neighborhoods and is the fastest-growing of all categories. According to the 2000 U.S. Census, 35.5 million residents were Hispanic. By 2010 there were 50.4 million, a 41% increase. Throughout the decade, the Hispanic population grew by 3.5% per annum — faster than any other group. If this growth rate continues, Hispanics will number around 130 million by 2060.

Hispanics tend to cluster geographically by country of origin. Most Latinos of Mexican heritage live in the Southwest. Among sub-segments there are distinctions are in age and income. The median age of two segments are in the 20s and low-30s, two are in the high-30s, and two are in the 40s. Few of the segments rank high with senior citizens.

Among the various sub-segments there is differentiation but more similarities. The distinctions include ages: The median age of two segments are in the 20s and low-30s, two are in the high-30s, and one is in the 40s. Few of the segments rank high with senior citizens. Further, some sub-segments are home to Hispanics with incomes in the high - $30,000s and $40,000, while the other three have median household incomes that are too broad to classify without being misleading. Among the similarities, across the board there are residents who have some high-school education, little-to-no college education, are blue-collar workers, and rely on some level of public-assistance (from slightly above-average to very-high). Also, while many of the residents are married-with-children, the majority of the segments rank higher on single-parent households.

Urban Cliff- Climbers

The second highest neighborhood segment or group is called "Urban Cliff Climbers" as discussed below.

Good old America — where you don't have to be rich or have a college education to live a relatively good life. This truism fully characterizes residents of neighborhoods in the Urban Cliff Climbers category, which represent the definitive "working class" — and residents who are still young and in pursuit of their individual dreams. Most of these citizens enjoy much of what this country has to offer in terms of a comfortable middle-class urban lifestyle, without necessarily having college educations, although the majority of people have graduated from high school. While some may have gone to a two-year or four-year college, others are just as likely to have attained their ability to earn a good income from on-the-job-training in a wide spectrum of the nation's middle-class, white- and blue-collar occupations.

Urban Cliff Climbers are home to 20- to 30-something residents whose income is generated mainly from wages and salaries. They are employed in a cross-section of America's white- and blue-collar professions, including management, protective services, sales, office administration, construction, maintenance, and healthcare. The income of the residents living in these segments also spans a wide range, from below $30,000 to the $60,000s. Some residents in the lower income levels may supplement their salaries with public assistance.

Besides their urban city residence, the six Urban Cliff Climbers segments share two other main qualities: they are married with some children under 13 years old. But that's where their similarities end. Although they are all in the same stage of life, each neighborhood segment has taken its own approach to life, making different educational and career choices — which also helps explain their diverse income levels.

Table II-7 Neighborhood Segments – College Core Study Areas and Counties

Neighborhood Segments	SBVC	%	CHC	%	SB County	%	RS County	%
Total Population	1,396,837		843,070		2,021,962		2,214,349	
A-Creme de la Creme	36,575	3%	35,980	4%	89,936	4%	69,121	3%
B-Urban Cliff Climbers	**242,465**	**17%**	**187,187**	**22%**	**340,129**	**17%**	**576,863**	**26%**
C-Urban Cliff Dwellers	28,782	2%	32,636	4%	84,124	4%	56,611	3%
D-Seasoned Urban Dwellers	3,137	0%	7,655	1%	18,701	1%	7,133	0%
E-Thriving Alone	4,853	0%	3,750	0%	7,056	0%	30,636	1%
F-Going it Alone	48,956	4%	32,071	4%	88,487	4%	71,870	3%
G-Struggling Alone	24,819	2%	22,320	3%	54,944	3%	44,577	2%
H-Single in the Suburbs	117,507	8%	67,112	8%	173,230	9%	145,659	7%
I-Married in the Suburbs	45,767	3%	28,568	3%	100,743	5%	124,520	6%
J-Retired in the Suburbs	13,183	1%	18,194	2%	27,531	1%	41,418	2%
K-Living with Nature	1,359	0%	1,732	0%	20,119	1%	13,035	1%
L-Working with Nature	3,038	0%	3,809	0%	16,459	1%	30,048	1%
M-Harlem Gateway	0	0%	0	0%	0	0%	0	0%
N-Espaniola	**790,189**	**57%**	**369,091**	**44%**	**928,609**	**46%**	**796,220**	**36%**
O-Specialties	36,209	3%	32,964	4%	71,894	4%	206,638	9%

Source: Synergos Technology Inc. PopStats

L.   Projected High School Graduates – Core College Study Area and Counties

Exhibits II-6 and II-7 located in the Appendix of this report presents population data by various age groups by zip code. Rough calculations are also provided by age group as to the projected year of high school graduation by zip code. Persons who will graduate from high school provide college planners a rough estimate of potential future college entry students.

The table II-8 below presents a <u>rough estimate</u> of the average number of persons who are expected to graduate from high school each year for the Core College Study Areas and Counties. The calculations also take into account a statewide average dropout rate which may be different for individual counties or individual schools.

Table II-8 – Projected High School Graduates – Core College Study Areas

Current 2012 Age Groups	0 to 4	5 to 14	14 to 18
Projected High-School Graduation Year	2025-2028	2015-2024	2013-2015
SBVC Study Area Population	**113,832**	**209,838**	**96,899**
Average Annual HS Graduates	28,458	20,984	24,225
Less assumed dropout rate of 25%	**21,344**	**15,738**	**18,169**
CHC Study Area Population	**65,659**	**121,340**	**55,927**
Average Annual HS Graduates	16,415	12,134	13,982
Less assumed dropout rate 20f 5%	**12,311**	**9,101**	**10,486**
Riverside County Population	158,549	302,383	149,536
Average Annual HS Graduates	39,637	30,238	37,384
Less assumed dropout rate of 25%	**29,728**	**22,679**	**28,038**
San Bernardino County Population	152,001	282,886	139,472
Average Annual HS Graduates	38,000	28,289	34,868
Less assumed dropout rate of 25%	**28,500**	**21,216**	**26,151**

Source: Synergos Technologies Inc. PopStats

M.   Housing Tenure – College Core Study Areas

A detailed zip-code based exhibit was not prepared for this housing tenure data- rather this data is provided in aggregated format below. The following table presents housing tenure for the SBVC and CHC **Core Study Areas** and counties. The data shows a fairly high occupancy rate of 91% for the SBVC Core Study Area as compared with SB County at 86% during the data collection period ACS Census 2006-2010 series. CHC at 88% occupancy is more consistent with the county figures. This data helps the colleges understand the impacts of the recent economic and foreclosure crisis and current occupancy factors as related to population stability and financial conditions of the service area.

Table II- 9 - Housing Tenure – College Core Study Area

	SBVC	%	CHC	%	SB County	%	RS County	%
Universe: Housing Units	**430,997**		**286,894**		**691,321**		**783,116**	
Occupied	393,881	91%	252,767	88%	596,125	86%	666,906	85%
Vacant	37,116	9%	34,127	12%	95,196	14%	116,210	15%
Universe: Occupied Housing Units	**393,881**	**%**	**252,767**	**%**	**596,125**	**%**	**666,906**	**%**
Owner Occupied	250,277	64%	165,234	65%	388,167	65%	467,086	70%
Renter Occupied	143,604	36%	87,533	35%	207,958	35%	199,820	30%

Source: 2006-2010 ACS: Tenure

N.   Household Incomes

A detailed zip-code based exhibit was not prepared for this household (HH) income data - rather this data is provided in aggregate format. The median HH income for the SBVC Study Area is $57,824 and $58,622 for CHC.

This data metric helps the Colleges understand local economic stability and the relative capacity of households to afford the cost of college. The data also allows for correlation to be made between educational attainment and other factors such as income and the demand for financial aid. It also provides an indicator of the need to train the local labor force for higher paying jobs. This data may also be used to cross tabulate with *Student Success Scorecard* and other relevant data. In addition, this data will also be useful in future updating and monitoring of these same trends over time.

Table II-10 – Household Income- Core Study Areas and Counties

	SBVC	%	CHC	%	SB County	%	RS County	%
2012 Households by Household Income	**407,093**		**259,863**		**619,378**		**704,637**	
Less than $10,000	20,889	5%	14,040	5%	31,730	5%	32,160	5%
$10,000 to $14,999	20,619	5%	13,986	5%	30,686	5%	32,999	5%
$15,000 to $19,999	19,664	5%	12,915	5%	30,153	5%	32,851	5%
$20,000 to $24,999	20,411	5%	13,001	5%	30,784	5%	37,096	5%
$25,000 to $29,999	20,626	5%	13,420	5%	30,738	5%	34,426	5%
$30,000 to $34,999	21,437	5%	13,420	5%	31,011	5%	34,915	5%
$35,000 to $39,999	20,743	5%	13,699	5%	30,177	5%	32,557	5%
$40,000 to $44,999	20,502	5%	12,819	5%	30,014	5%	32,834	5%
$45,000 to $49,999	19,339	5%	11,498	4%	28,226	5%	29,871	4%
$50,000 to $54,999	18,246	4%	11,469	4%	27,113	4%	29,357	4%
$55,000 to $59,999	17,624	4%	11,017	4%	26,592	4%	28,292	4%
$60,000 to $64,999	17,313	4%	10,418	4%	25,509	4%	27,906	4%
$65,000 to $69,999	15,529	4%	9,327	4%	22,789	4%	25,418	4%
$70,000 to $74,999	14,406	4%	8,689	3%	20,788	3%	23,590	3%
$75,000 to $79,999	13,284	3%	8,268	3%	20,169	3%	22,794	3%
$80,000 to $84,999	12,242	3%	7,617	3%	18,644	3%	20,942	3%
$85,000 to $89,999	11,277	3%	7,037	3%	17,153	3%	19,340	3%
$90,000 to $94,999	10,305	3%	6,465	2%	15,725	3%	17,793	3%
$95,000 to $99,999	9,464	2%	6,084	2%	14,575	2%	16,646	2%
$100,000 to $124,999	35,516	9%	22,524	9%	55,073	9%	66,749	9%
$125,000 to $149,999	19,812	5%	12,997	5%	32,207	5%	38,617	5%
$150,000 to $174,999	11,478	3%	7,542	3%	20,113	3%	25,279	4%
$175,000 to $199,999	10,037	2%	7,006	3%	17,440	3%	25,197	4%
$200,000 to $249,999	2,529	1%	1,841	1%	4,786	1%	6,821	1%
$250,000 to $499,999	3,507	1%	2,549	1%	6,608	1%	9,373	1%
$500,000 or more	295	0%	214	0%	575	0%	814	0%
Median Household Income	$55,304		$54,853		$56,703		$59,109	
Average Household Income	$68,139		$68,815		$70,731		$75,948	

Source: Synergos Technologies Inc. PopStats 3rd Qrt 2012

The following table presents household income by race and ethnicity for the **Core Study Areas**. It shows that Asians have the highest medina and average household incomes and Black household the lowest.

Table II-11 – Household Income by Race & Ethnicity - Core Study Areas and Counties

	SBVC	CHC	SB County	RS County
White Households	137,539	103,331	255,579	346,438
Median Household Income	**$63,278**	**$61,021**	**$60,798**	**$64,697**
Average Household Income	$72,983	$71,582	$75,710	$82,201
Black Households	41,034	25,593	50,417	39,014
Median Household Income	**$47,016**	**$44,921**	**$47,937**	**$55,246**
Average Household Income	$57,120	$56,866	$62,158	$71,412
Asian Households	21,650	13,494	33,119	34,516
Median Household Income	**$65,231**	**$67,658**	**$75,579**	**$71,316**
Average Household Income	$73,704	$76,031	$87,230	$87,126
Other Households	36,189	23,352	52,732	56,283
Median Household Income	**$57,506**	**$56,640**	**$57,152**	**$61,277**
Average Household Income	$64,721	$64,515	$69,586	$75,342
Hispanic (Ethnic) Households	170,681	94,093	227,531	228,386
Median Household Income	**$50,707**	**$49,742**	**$52,818**	**$51,379**
Average Household Income	$58,914	$58,713	$64,903	$65,698

Source: ACS 2006-2010 Series

III   Educational Characteristics

Exhibits III-1 and III-1.1 in the Appendix of this report presents educational attainment for the population age 25+ years for each zip code by gender for each SBCCD college. This data is derived from the US Census ACS 2006-2010 series.

Persons age 25+ with less than a college degree, constitute potential community college students. The data allows for assessment of the potential community college market in aggregate, and down to the zip code level. This data also allows for correlation of educational attainment with other data metrics – income, race, ethnicity, age, geography, occupations etc. In addition, these factors allow for assessment of possible fee-based courses for adult/remedial courses and those with higher educational levels seeking enrichment type classes. The data also allows for correlation of educational requirements by occupation and attainment within the Study Area.

A.   Educational Attainment

Table III-1 below shows educational attainment for the Core Study Areas for each college and Counties. The table also shows educational enrollment by school level for the entire population.

Table III-1 – Educational Attainment – Core College Study Areas and Counties

Educational Attainment and Enrollment	SBVC		CHC		SB County		RS County	
2012 Population Age 25+ by Educational Attainment	834,026	%	518,737	%	1,247,387	%	1,394,444	%
Less than 9th grade	104,417	13%	54,051	10%	127,858	10%	139,269	10%
Some High School, no diploma	106,712	13%	59,980	12%	149,815	12%	148,768	11%
High School Graduate (or GED)	219,045	26%	137,999	27%	334,146	27%	362,520	26%
Some College, no degree	191,597	23%	123,136	24%	301,744	24%	347,821	25%
Associate Degree	65,213	8%	42,844	8%	103,462	8%	107,110	8%
Bachelor's Degree	93,829	11%	63,321	12%	151,320	12%	188,451	14%
Master's Degree	36,719	4%	25,466	5%	55,003	4%	70,283	5%
Professional School Degree	10,061	1%	7,394	1%	15,430	1%	19,068	1%
Doctorate Degree	6,433	1%	4,548	1%	8,609	1%	11,154	1%
2012 Population by Enrollment	1,420,146		858,766		2,061,630		2,249,398	
Nursery school/preschool	22,357	2%	13,692	2%	31,326	2%	32,210	1%
Kindergarten/Elementary School	229,597	16%	133,909	16%	318,893	15%	341,338	15%
High School	118,036	8%	69,473	8%	164,029	8%	172,433	8%
College/Graduate/Professional school	115,900	8%	63,636	7%	157,014	8%	152,617	7%
Not enrolled	934,257	66%	578,055	67%	1,390,368	67%	1,550,800	69%

Source: ACS 2006-201 Series

SBVC Educational Attainment – Some College and HS Grads by Gender

The following GIS maps below present educational attainment by persons 25 years of age and above with some college and persons with high school education. This educational attainment data is overlaid with dot-density data representing persons with high school education. The first Map III-1 presents data for females and Map III-2 shows this same data for males. This data is derived from the ACS 2006-2010 series.

Map III-1 Female Educational Attainment – SBVC Study Area (100% Study Area Zip Codes)
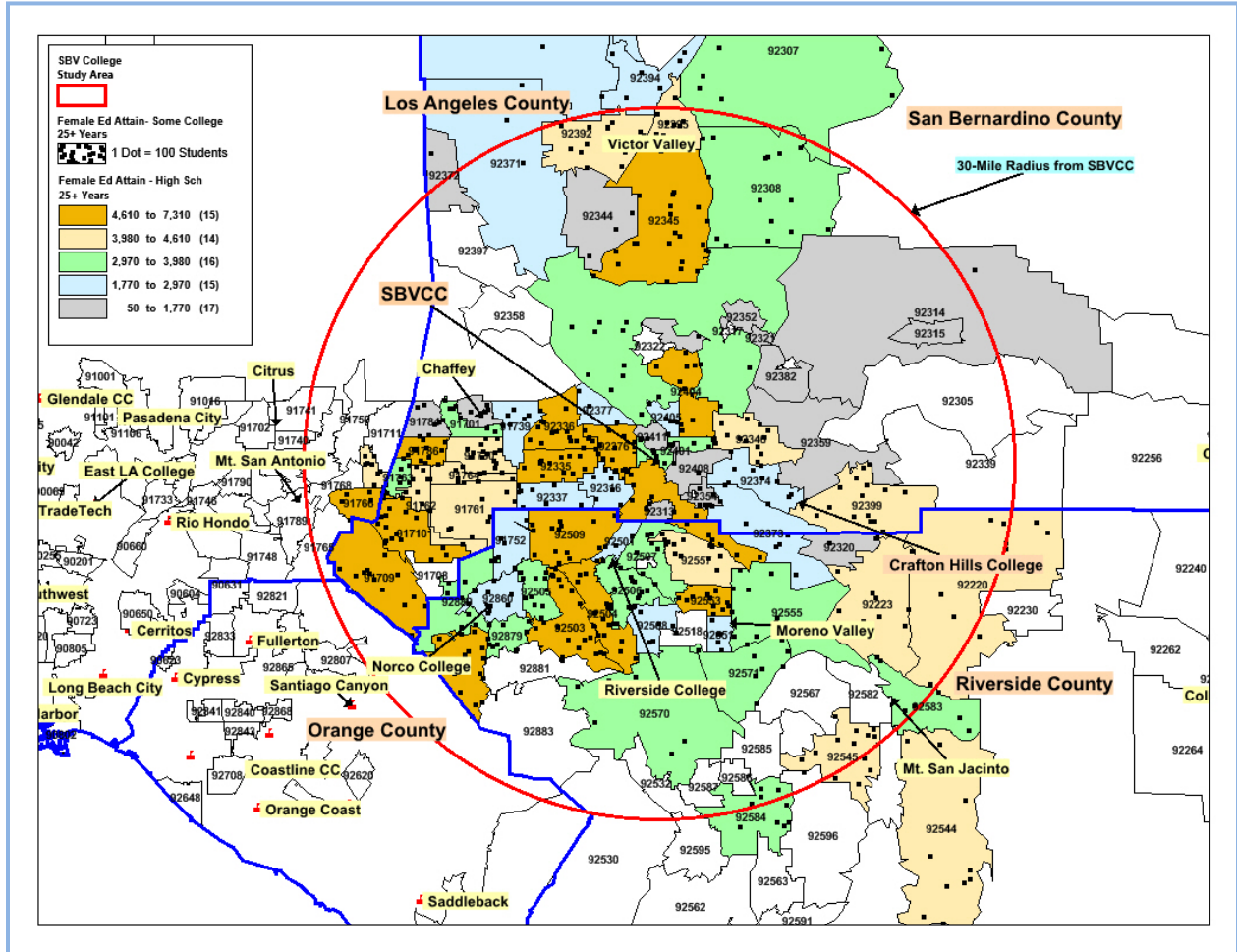
Map III-2 Male Educational Attainment – SBVC Study Area -(100% Study Area Zip Codes)
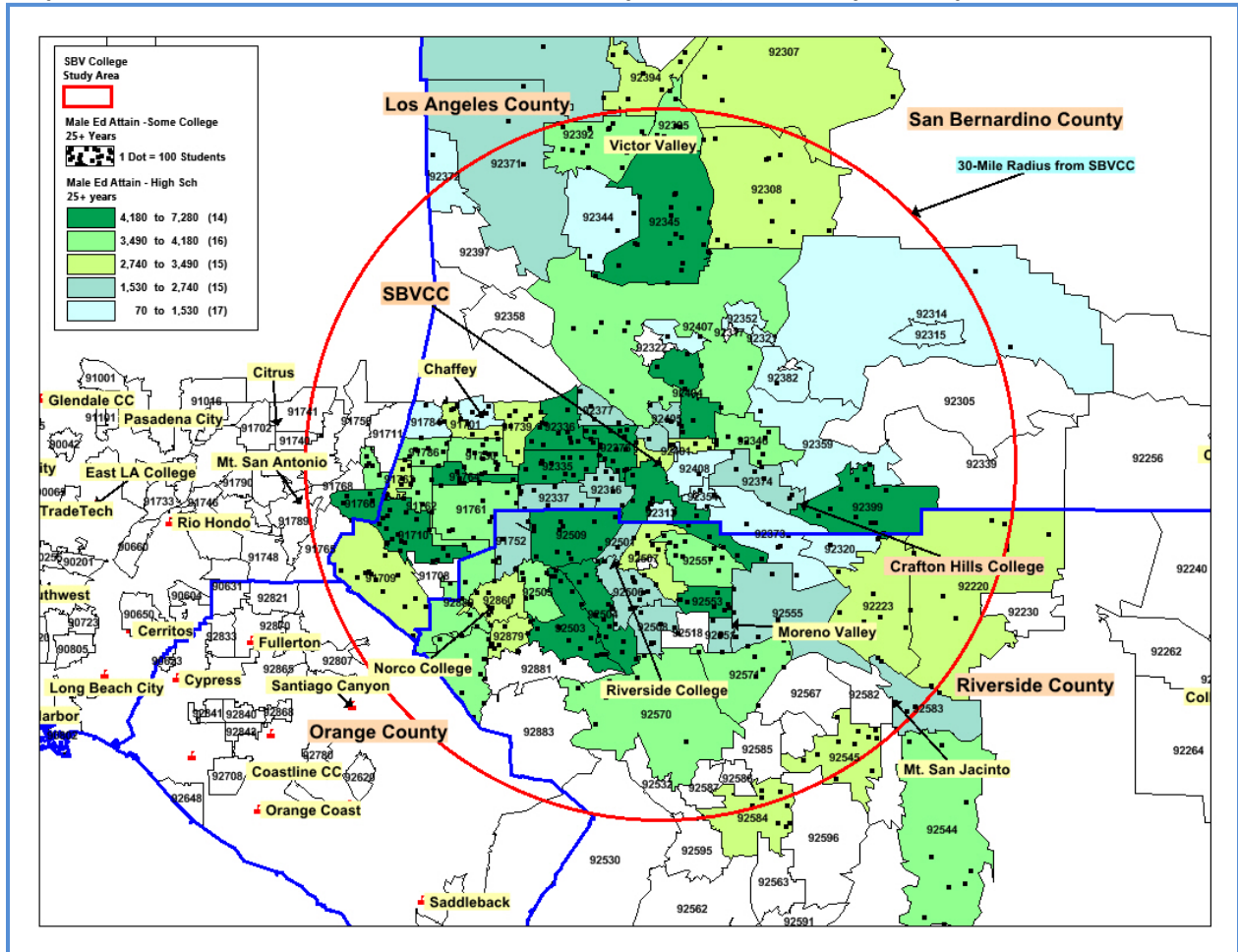
Map III- 3 Educational Attainment– Some College/High School – SBVC (90% Core Study Area Zip Codes)
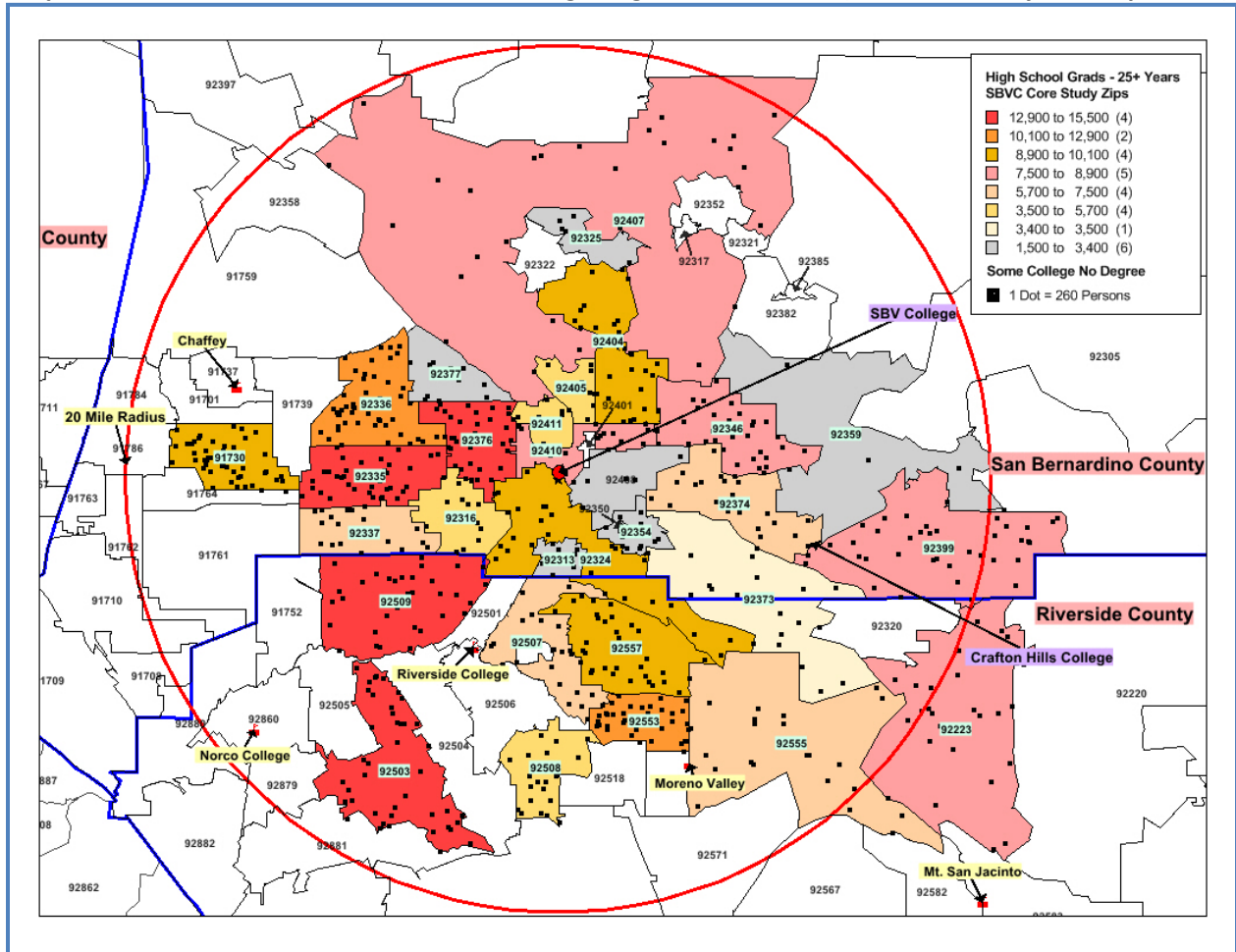
CHC Educational Attainment – Some College and HS Grads by Gender

The following GIS maps below present educational attainment by persons 25 years of age and above with some college and persons with high school education. This educational attainment data is overlaid with dot-density data representing persons with high school education. The first Map III- presents data for males and Map III- shows this same data for females.

Map III- 4 Educational Attainment – Some College/High School CHC (90% Core Study Area Zip Codes)
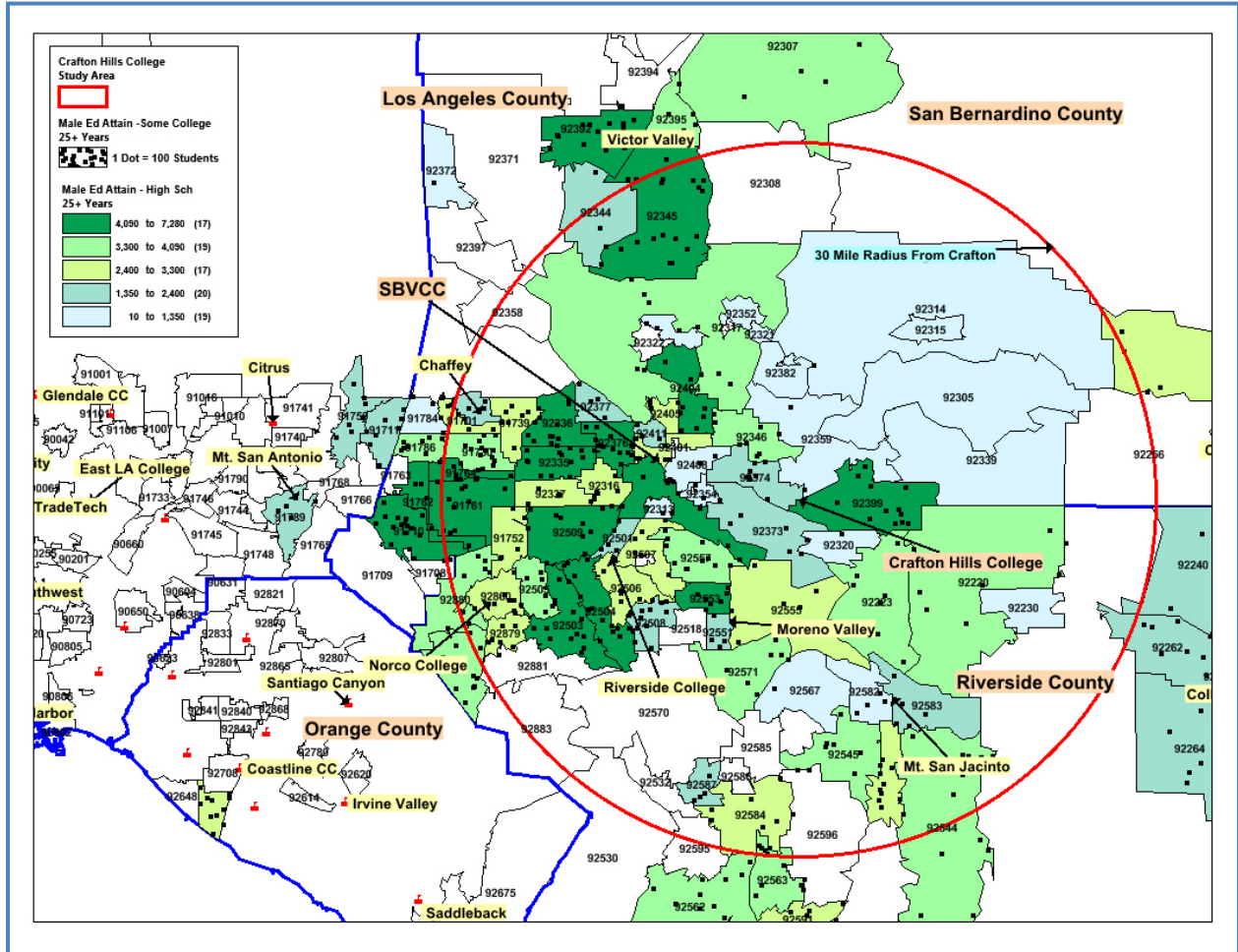
Map III-5 Female Educational Attainment – CHC Study Area -(100% Study Area Zip Codes)
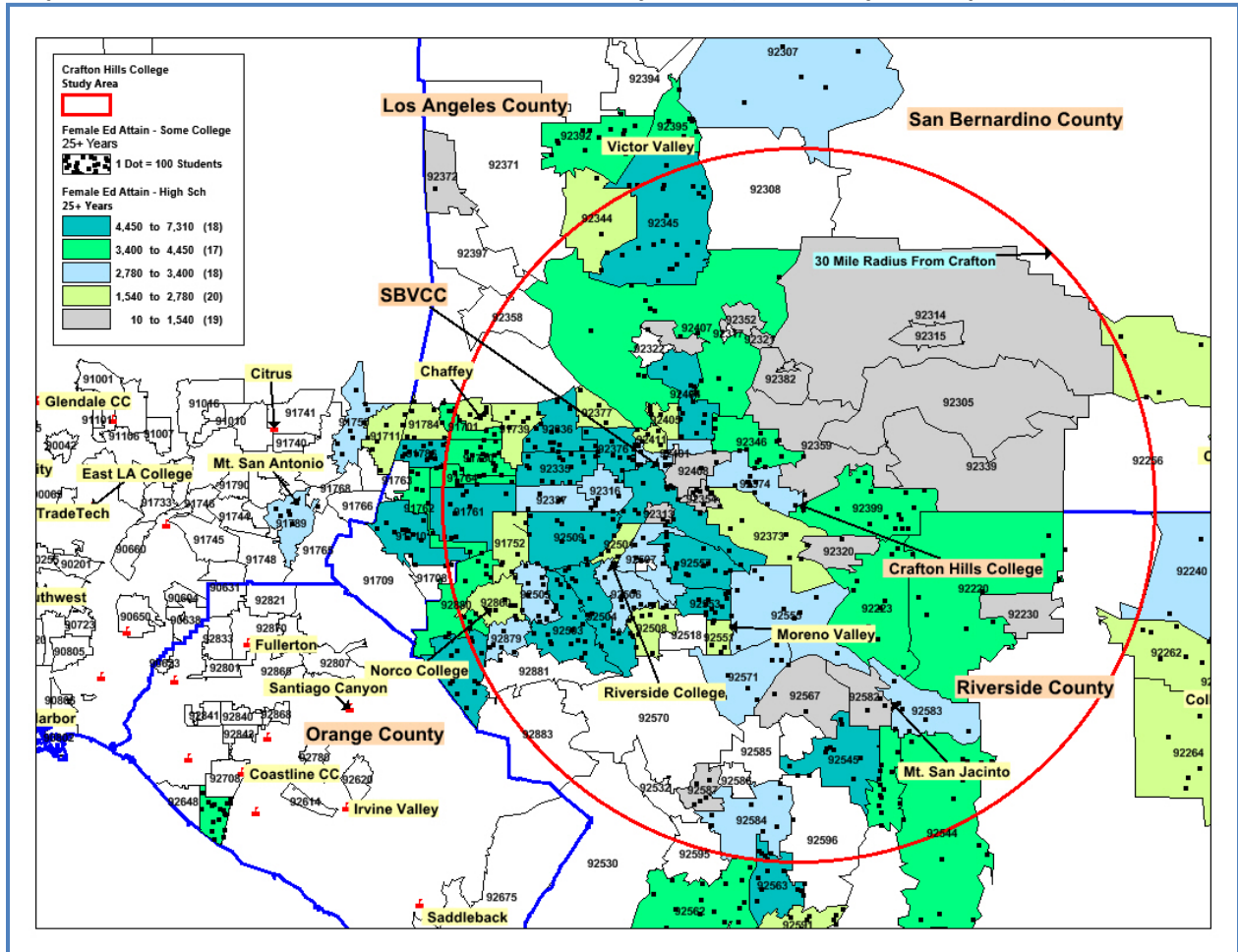
Map III- 6 Educational Attainment– Some College/High School – CHC (90% Core Study Area Zip Codes)
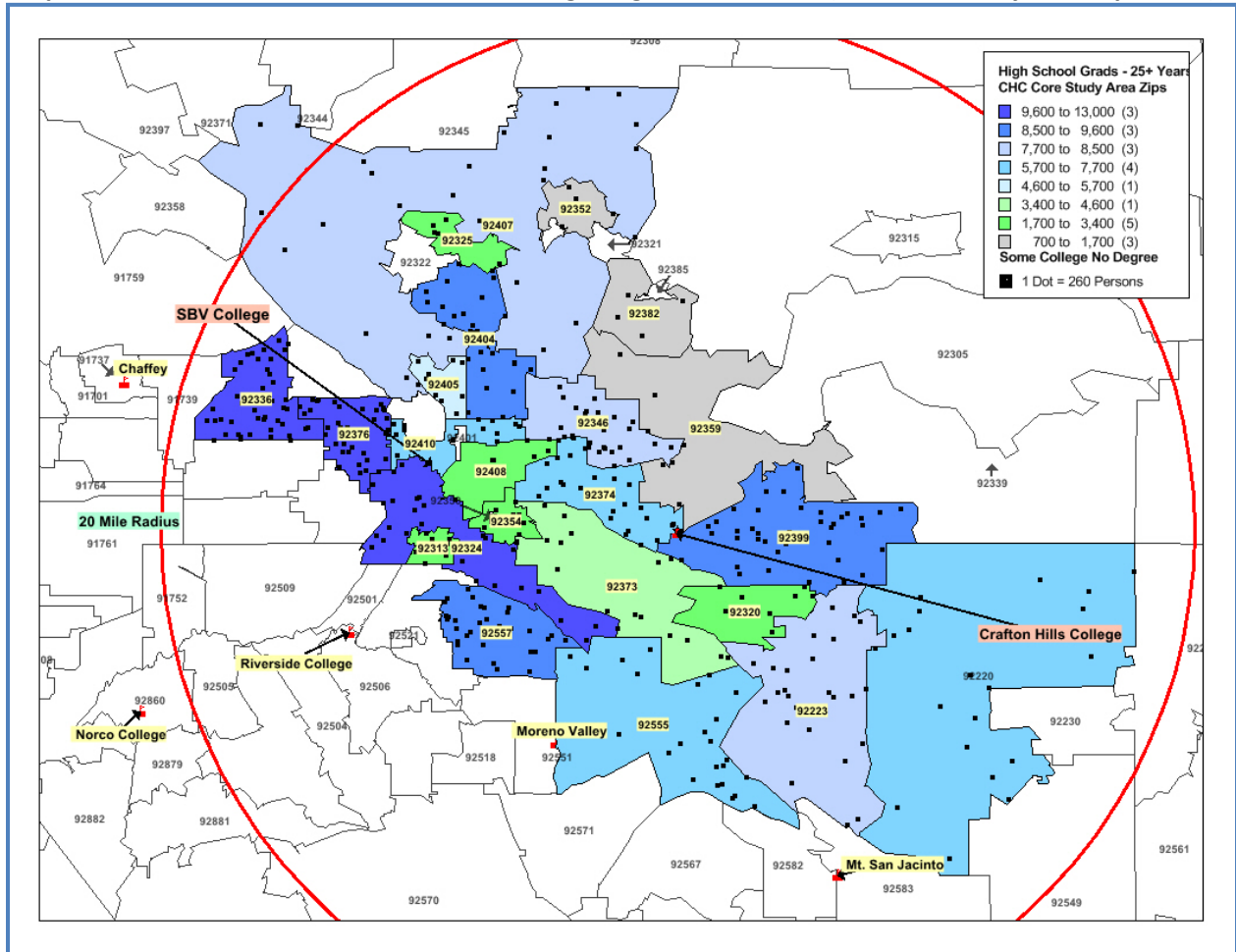
B.   School Enrollment – Core College Study Area - Public and Private – 9th Grade to College

Exhibit III-2 and III-2.1 in the Appendix presents school enrollment for the population age 3+ years for each zip code of the SBVC and CHC Study Areas by gender. This data is derived from the US Census ACS 2006-2010 series.

The data allows for assessment of the potential community college market demand and existing competition. The data allows for assessment of the potential community college market by examination of current enrollment data in aggregate and at the zip code level. Possible follow-up activities include future updating and monitoring of such data. Other uses may include cross tabulation of other data to identify relationships and possible correlations.

Presented below is the table showing school enrollment for the population age 3+ years for the aggregated Core Study Areas for each college and counties by gender.

Table III-2 School Enrollment – 3+ Years – 9th Grade to College -(90% Core Study Area Zip Codes)

Educational Enrollment	SBVC	%	CHC	%	SB County	%	RS County	%
Universe: Population 3 Years And Over	**1,307,483**	**%**	**795,966**	**%**	**1,911,000**	**%**	**2,013,141**	**%**
Male:	645,020	49%	390,893	49%	951,418	50%	1,001,401	50%
Enrolled In School:	220,618	17%	128,569	16%	308,951	16%	308,997	15%
Enrolled In Nursery School, Preschool:	10,212	1%	6,481	1%	15,233	1%	14,542	1%
Public School	7,223	1%	4,461	1%	10,350	1%	8,304	0%
Private School	2,989	0%	2,020	0%	4,883	0%	6,238	0%
Enrolled In Kindergarten:	12,083	1%	6,794	1%	15,994	1%	17,960	1%
Public School	11,338	1%	6,343	1%	14,692	1%	16,454	1%
Private School	745	0%	452	0%	1,302	0%	1,506	0%
Enrolled In Grade 1 To Grade 4:	47,139	4%	27,926	4%	65,389	3%	66,085	3%
Public School	44,566	3%	26,327	3%	61,904	3%	61,602	3%
Private School	2,573	0%	1,599	0%	3,485	0%	4,483	0%
Enrolled In Grade 5 To Grade 8:	50,831	4%	29,811	4%	71,388	4%	71,774	4%
Public School	47,951	4%	27,847	3%	67,272	4%	66,583	3%
Private School	2,880	0%	1,965	0%	4,116	0%	5,191	0%
Enrolled In Grade 9 To Grade 12:	55,426	4%	32,578	4%	78,954	4%	79,572	4%
Public School	52,685	4%	30,756	4%	74,452	4%	74,774	4%
Private School	2,741	0%	1,823	0%	4,502	0%	4,798	0%
Enrolled In College Undergraduate Years:	38,865	3%	21,414	3%	53,344	3%	51,014	3%
Public School	31,821	2%	16,712	2%	44,070	2%	41,930	2%
Private School	7,044	1%	4,702	1%	9,274	0%	9,084	0%
Enrolled In Graduate Or Professional School:	6,063	0%	3,564	0%	8,649	0%	8,050	0%
Public School	3,258	0%	1,491	0%	3,676	0%	4,638	0%
Private School	2,805	0%	2,074	0%	4,973	0%	3,412	0%
Not Enrolled In School	424,402	32%	262,324	33%	642,467	34%	692,404	34%
Female:	662,463	51%	405,072	51%	959,582	50%	1,011,740	50%
Enrolled In School:	226,731	17%	132,667	17%	316,557	17%	312,683	16%
Enrolled In Nursery School, Preschool:	10,297	1%	6,230	1%	14,028	1%	13,927	1%
Public School	7,054	1%	4,114	1%	9,009	0%	7,768	0%
Private School	3,243	0%	2,116	0%	5,019	0%	6,159	0%
Enrolled In Kindergarten:	10,705	1%	6,350	1%	15,056	1%	15,284	1%
Public School	9,793	1%	5,761	1%	13,853	1%	13,658	1%
Private School	913	0%	589	0%	1,203	0%	1,626	0%
Enrolled In Grade 1 To Grade 4:	45,015	3%	26,081	3%	63,015	3%	66,098	3%
Public School	42,463	3%	24,330	3%	59,637	3%	60,997	3%
Private School	2,552	0%	1,751	0%	3,378	0%	5,101	0%
Enrolled In Grade 5 To Grade 8:	47,395	4%	27,557	3%	66,746	3%	67,747	3%
Public School	44,753	3%	25,703	3%	62,942	3%	63,341	3%

Private School	2,642	0%	1,854	0%	3,804	0%	4,406	0%
Enrolled In Grade 9 To Grade 12:	53,957	4%	32,417	4%	73,988	4%	75,164	4%
Public School	51,347	4%	30,495	4%	69,767	4%	70,583	4%
Private School	2,610	0%	1,922	0%	4,221	0%	4,581	0%
Enrolled In College Undergraduate Years:	50,709	4%	28,830	4%	72,084	4%	63,051	3%
Public School	40,752	3%	22,495	3%	58,849	3%	51,213	3%
Private School	9,957	1%	6,335	1%	13,235	1%	11,838	1%
Enrolled In Graduate Or Professional School:	8,653	1%	5,203	1%	11,640	1%	11,412	1%
Public School	4,318	0%	2,126	0%	5,360	0%	6,311	0%
Private School	4,335	0%	3,077	0%	6,280	0%	5,101	0%
Not Enrolled In School	435,732	33%	272,405	34%	643,025	34%	699,057	35%

Source: ACS 2006-2010

C.   School Enrollment by Employment Status and Gender– College Study Area

Exhibit III-3 and III-3.1 in the Appendix presents school enrollment by employment status by gender for the population age 16 to 19 years for the Core Study Area for each college and counties. This data is derived from the US Census ACS 2006-2010 series.

Table III-3 School Enrollment by Employment Status (90% Core Study Area Zip Codes)

Universe: Population 16 To 19 Years	SBVC	%	CHC	%	SB Co	%	RS Co	%
Total:	104,139		60,018		142,720		142,136	
Male:	52,808	51%	30,616	51%	73,988	52%	73,066	51%
Enrolled In School:	42,429	41%	24,577	41%	58,208	41%	58,808	41%
Employed	7,262	7%	4,344	7%	10,376	7%	10,559	7%
Unemployed	4,213	4%	2,323	4%	6,243	4%	5,929	4%
Not In Labor Force	30,955	30%	17,910	30%	41,589	29%	42,320	30%
Not Enrolled In School:	10,379	10%	6,039	10%	15,780	11%	14,258	10%
High School Graduate:	6,099	6%	3,234	5%	10,071	7%	8,861	6%
Employed	3,000	3%	1,585	3%	5,638	4%	4,837	3%
Unemployed	1,223	1%	672	1%	2,217	2%	1,785	1%
Not In Labor Force	1,875	2%	977	2%	2,216	2%	2,239	2%
Not High School Graduate:	4,280	4%	2,805	5%	5,709	4%	5,397	4%
Employed	1,660	2%	965	2%	1,874	1%	2,286	2%
Unemployed	799	1%	491	1%	1,101	1%	1,145	1%
Not In Labor Force	1,821	2%	1,349	2%	2,734	2%	1,966	1%
Female:	51,331	49%	29,402	49%	68,732	48%	69,070	49%
Enrolled In School:	42,813	41%	24,953	42%	57,201	40%	57,127	40%
Employed	8,468	8%	5,014	8%	11,951	8%	12,565	9%
Unemployed	4,009	4%	2,153	4%	6,246	4%	5,612	4%
Not In Labor Force	30,337	29%	17,786	30%	39,004	27%	38,950	27%
Not Enrolled In School:	8,517	8%	4,449	7%	11,531	8%	11,943	8%
High School Graduate:	5,821	6%	2,989	5%	7,870	6%	8,198	6%
Employed	2,710	3%	1,509	3%	3,704	3%	4,127	3%

Unemployed	760	1%	282	0%	1,404	1%	1,566	1%
Not In Labor Force	2,351	2%	1,198	2%	2,762	2%	2,505	2%
Not High School Graduate:	2,696	3%	1,460	2%	3,661	3%	3,745	3%
Employed	754	1%	560	1%	984	1%	1,037	1%
Unemployed	407	0%	196	0%	620	0%	731	1%
Not In Labor Force	1,536	1%	703	1%	2,057	1%	1,977	1%

Source: ACS 2006-2010

D. School Enrollment – Hispanics – 3+ years of Age – SBVC Study Area

Exhibits III-4 and III-4.1 located in the Appendix presents school enrollment by level for population 3+ Years for the Hispanic or Latino population for each college by zip code (100% Study Area zips). The data is derived from ACS 2006-2010 series.

The table below shows this same combined data for each college by Core Study Area. It shows that for SBVC about 68,000 or 10% of the Hispanic population are enrolled in grades 9 to 12, and that 41,728 students are enrolled in college, with 62% not enrolled in any school. For CHC 37,012 Hispanic persons are enrolled in grades 9 to 12 or 10% of the study area population with another 6 percent or 21,738 persons enrolled in college.

Table III-4 School Enrollment – Hispanics – 3+ years of Age – SBVC Study Area

Universe: Hispanic Or Latino Population 3 Years And Over	SBVC	%	CHC	%	SB Co	%	RS Co	%
Total:	**694,419**		**374,246**		**902,439**		**874,530**	
Enrolled In School:	263,625	38%	141,214	38%	341,533	38%	325,187	37%
Enrolled In Nursery School, Preschool, Kindergarten	27,295	4%	15,149	4%	35,747	4%	33,087	4%
Enrolled In Grade 1 To Grade 8	126,212	18%	67,315	18%	161,133	18%	158,741	18%
Enrolled In Grade 9 To Grade 12	**68,390**	**10%**	**37,012**	**10%**	**86,777**	**10%**	**84,541**	**10%**
Enrolled In College Or Graduate School	41,728	6%	21,738	6%	57,876	6%	48,818	6%
Not Enrolled In School	430,794	62%	233,033	62%	560,906	62%	549,343	63%

Source: ACS 2006-2010

E. Language Spoken by Household – SBVC Study Area and Counties

Exhibits III-5 and III-5.1 located in the Appendix of this report present data with regard to language spoken by households for each Study Area and counties by zip code.

Data regarding language spoken in the home provides useful planning information with regard to possible demand for language courses and ability to handle normal curricula. It also allows for correlation between other factors such as educational attainment, graduation rates, labor force occupations, income, etc. For example, 7 to 9% of persons age 18-64 do not speak English well or at all among the two study colleges. Possible follow-up uses of this data include continuous updating and monitoring. This data may be cross tabulated with other data to establish possible correlations with student capture rates, student output, and awards – such as with the new *Student Success Scorecard* data.

Table III -5 Age by Language Spoken at Home by Ability to Speak English- Core College Study Area

Age By Language Spoken At Home By Ability To Speak English For The Population 5 Years And Over	SBVC	%	CHC	%	SB County	%	RS County	%
Universe: Population 5 Years And Over	**1,260,505**	**%**	**767,645**	**%**	**1,845,394**	**%**	**1,947,342**	**%**
5 To 17 Years:	316,079	25%	185,211	24%	440,763	24%	449,108	23%
Speak Only English	167,153	13%	108,006	14%	260,353	14%	260,924	13%
Speak Spanish:	138,551	11%	70,161	9%	163,836	9%	173,561	9%
Speak English Very Well	95,910	8%	48,556	6%	115,794	6%	137,381	7%
Speak English Well	35,336	3%	18,703	2%	40,089	2%	25,780	1%
Speak English Not Well	6,273	0%	2,407	0%	6,909	0%	9,033	0%
Speak English Not At All	1,031	0%	496	0%	1,044	0%	1,367	0%
Speak Other Indo-European Languages:	1,910	0%	1,087	0%	3,616	0%	4,240	0%
Speak English Very Well	1,748	0%	964	0%	3,215	0%	3,734	0%
Speak English Well	145	0%	113	0%	325	0%	295	0%
Speak English Not Well	17	0%	10	0%	44	0%	211	0%
Speak English Not At All	0	0%	0	0%	32	0%	0	0%
Speak Asian And Pacific Island Languages:	6,719	1%	4,859	1%	10,650	1%	8,652	0%
Speak English Very Well	4,829	0%	3,525	0%	7,969	0%	6,488	0%
Speak English Well	1,380	0%	1,111	0%	2,190	0%	1,345	0%
Speak English Not Well	427	0%	213	0%	481	0%	746	0%
Speak English Not At All	83	0%	10	0%	10	0%	73	0%
Speak Other Languages:	1,747	0%	1,097	0%	2,308	0%	1,731	0%
Speak English Very Well	1,457	0%	911	0%	1,971	0%	1,565	0%
Speak English Well	232	0%	159	0%	262	0%	134	0%
Speak English Not Well	58	0%	27	0%	75	0%	32	0%
Speak English Not At All	0	0%	0	0%	0	0%	0	0%
18 To 64 Years:	**840,311**	**67%**	**504,989**	**66%**	**1,233,274**	**67%**	**1,253,311**	**64%**
Speak Only English	444,090	35%	295,312	38%	720,031	39%	728,647	37%
Speak Spanish:	333,292	26%	171,515	22%	418,730	23%	435,049	22%
Speak English Very Well	147,722	12%	78,775	10%	204,649	11%	210,962	11%
Speak English Well	75,216	6%	38,599	5%	89,725	5%	82,695	4%
Speak English Not Well	**76,276**	**6%**	**37,406**	**5%**	**86,552**	**5%**	**89,597**	**5%**
Speak English Not At All	**34,078**	**3%**	**16,735**	**2%**	**37,804**	**2%**	**51,795**	**3%**
Speak Other Indo-european Languages:	13,085	1%	7,195	1%	21,797	1%	24,934	1%
Speak English Very Well	9,629	1%	5,516	1%	16,698	1%	18,352	1%
Speak English Well	2,501	0%	1,254	0%	3,839	0%	4,396	0%
Speak English Not Well	759	0%	303	0%	1,077	0%	1,864	0%
Speak English Not At All	195	0%	123	0%	183	0%	322	0%
Speak Asian And Pacific Island Languages:	41,572	3%	26,101	3%	62,098	3%	56,505	3%
Speak English Very Well	22,771	2%	14,559	2%	35,141	2%	32,412	2%
Speak English Well	11,953	1%	7,019	1%	16,765	1%	15,078	1%
Speak English Not Well	6,293	0%	4,153	1%	9,350	1%	8,018	0%

Speak English Not At All	555	0%	370	0%	842	0%	997	0%
Speak Other Languages:	8,272	1%	4,866	1%	10,618	1%	8,176	0%
Speak English Very Well	5,861	0%	3,242	0%	7,640	0%	6,151	0%
Speak English Well	1,753	0%	1,270	0%	2,363	0%	1,437	0%
Speak English Not Well	632	0%	352	0%	577	0%	415	0%
Speak English Not At All	25	0%	1	0%	38	0%	173	0%
65 Years And Over:	104,115	8%	77,444	10%	171,357	9%	244,923	13%
Speak Only English	65,938	5%	54,507	7%	117,853	6%	188,653	10%
Speak Spanish:	28,244	2%	15,910	2%	37,710	2%	37,219	2%
Speak English Very Well	10,066	1%	6,617	1%	14,280	1%	14,924	1%
Speak English Well	4,660	0%	2,717	0%	6,509	0%	6,259	0%
Speak English Not Well	5,934	0%	3,018	0%	7,406	0%	6,998	0%
Speak English Not At All	7,584	1%	3,557	0%	9,515	1%	9,038	0%
Speak Other Indo-European Languages:	2,704	0%	1,957	0%	5,255	0%	9,067	0%
Speak English Very Well	1,504	0%	1,053	0%	2,983	0%	5,979	0%
Speak English Well	613	0%	504	0%	1,296	0%	1,501	0%
Speak English Not Well	429	0%	317	0%	590	0%	1,084	0%
Speak English Not At All	158	0%	84	0%	386	0%	503	0%
Speak Asian And Pacific Island Languages:	6,226	0%	4,501	1%	9,173	0%	8,700	0%
Speak English Very Well	1,980	0%	1,491	0%	2,964	0%	2,959	0%
Speak English Well	1,550	0%	1,134	0%	2,288	0%	2,649	0%
Speak English Not Well	2,163	0%	1,470	0%	2,844	0%	2,138	0%
Speak English Not At All	533	0%	405	0%	1,077	0%	954	0%
Speak Other Languages:	1,003	0%	569	0%	1,366	0%	1,284	0%
Speak English Very Well	413	0%	245	0%	489	0%	784	0%
Speak English Well	245	0%	121	0%	460	0%	237	0%
Speak English Not Well	257	0%	132	0%	319	0%	225	0%
Speak English Not At All	88	0%	71	0%	98	0%	38	0%

IV.   Resident Labor Force

Community colleges are the higher education segment providing workforce education that is most directly related to the local area economy. Understanding the changing nature of the area's economy is critical to aligning current academic programs as well as developing new academic programs that meet the needs of local business and industry.

In order for community colleges maximize their contribution to developing the local workforce, they must be current and up-to-date with the environment in which they operate. They means they must scan the local and regional labor market to be aware of industry, occupation, demographic, and educational trends and other conditions that affect the way people live and work. Understanding these conditions will help colleges create educational programs to train and retrain the local workforce according to what the local economy requires. These efforts in turn help local and regional businesses be more successful and profitable, and could also help contribute to overall economic development efforts. The standard approach to using data about the environment in which the college operates is referred to as an Environmental Scan.

This resident labor force data section provides an understanding of the labor force characteristics, needs, and supply conditions that can help in assessing the training and educational needs. This data also allows for correlation of labor and jobs demand by occupation. Possible follow-up activities may include continuous updating and monitoring -obtaining census and block level data to create more focused analysis and cross tabulation with additional data. The data may also be GIS-mapped for visual analysis and help comply with state programmatic reporting requirements.

A.   Resident Employment by Industry – SBVC Study Area and Counties

Exhibit IV-1 located in the Appendix presents resident employment by industry category by SBVC Study Area zip codes and counties. The data is derived from Synergos Technologies, Inc. - PopStats and is based on 2000 U.S. Census; U.S. Census Bureau's American Community Survey (ACS); Bureau of Labor Statistics (BLS). The data shows that the industry grouping with the highest employment is Education NAICS code (61), and Social Services (62).

The data allows for an understanding of where the labor force is employed by industry that may allow the College to focus on training and curriculum programs related to these industries.

The following table summarizes the current labor force characteristics for the Study zip codes and Counties.

Table IV-1 - Resident Employment by Industry by 2-Digit NAICS Industry Code

	SBVC Study Area	%	Riverside Co	%	San Bernardino Co	%
Current 2012 Year Estimated Employed Population Age 16+	**1,296,507**	**%**	**893,231**	**%**	**815,028**	**%**
Agriculture, forestry, fishing and hunting (NAICS 11) , mining (21) and construction (23)	126,427	10%	101,379	11%	76,541	9%
Manufacturing (31)	145,062	11%	85,791	10%	84,455	10%
Wholesale (42) & retail trade (44)	219,488	17%	146,191	16%	136,583	17%
Transportation and warehousing (48), and utilities (22)	93,008	7%	47,189	5%	62,286	8%
Information (51)	23,537	2%	16,493	2%	14,805	2%
Finance, insurance (51), real estate and rental and leasing (53)	73,842	6%	54,717	6%	45,925	6%
Professional, scientific, and technical services (54)	49,016	4%	39,394	4%	30,192	4%
Management of companies and enterprises (55)	677	0%	231	0%	548	0%
Administrative and support and waste management services (56)	60,028	5%	47,526	5%	36,228	4%

Educational (61), health and social services (62)	**274,249**	**21%**	**175,179**	**20%**	**175,103**	**21%**
Arts, entertainment, recreation (71), accommodation and food services (72)	102,270	8%	91,546	10%	65,939	8%
Other services (except public administration) (81)	63,045	5%	43,982	5%	39,809	5%
Public Administration (92)	65,859	5%	43,613	5%	46,614	6%

Resident Employment by Industry – CHC Study Area and Counties

Exhibit IV-1 located in the Appendix presents resident employment by industry category by CHC Study Area zip codes and counties.

Table IV-2 - Resident Employment by Industry by 2-Digit NAICS Industry Code

	CHC Study Area	%	Riverside Co	%	San Bernardino Co	%
Current Year Estimated Employed Population Age 16+	**1,454,750**	**%**	**893,231**	**%**	**815,028**	**%**
Agriculture, forestry, fishing and hunting (NAICS 11) , mining (21) and construction (23)	142,727	10%	101,379	11%	76,541	9%
Manufacturing (31)	147,322	10%	85,791	10%	84,455	10%
Wholesale (42) & retail trade (44)	240,164	17%	146,191	16%	136,583	17%
Transportation and warehousing (48), and utilities (22)	94,997	7%	47,189	5%	62,286	8%
Information (51)	26,832	2%	16,493	2%	14,805	2%
Finance, insurance (51), real estate and rental and leasing (53)	86,993	6%	54,717	6%	45,925	6%
Professional, scientific, and technical services (54)	61,209	4%	39,394	4%	30,192	4%
Management of companies and enterprises (55)	628	0%	231	0%	548	0%
Administrative and support and waste management services (56)	68,713	5%	47,526	5%	36,228	4%
Educational (61), health and social services (62)	**309,436**	**21%**	**175,179**	**20%**	**175,103**	**21%**
Arts, entertainment, recreation (71), accommodation and food services (72)	130,870	9%	91,546	10%	65,939	8%
Other services (except public administration) (81)	70,940	5%	43,982	5%	39,809	5%
Public Administration (92)	73,919	5%	43,613	5%	46,614	6%

B.   Resident Employment by Occupation – SBVC Study Area and Counties

Exhibit IV-2 located in the Appendix presents resident employment by occupational categories by SBVC Study Area zip codes and counties. The base data sources used by Synergos are 2000 U.S. Census; U.S. Census Bureau's American Community Survey (ACS); Bureau of Labor Statistics (BLS). The chart below presents the same data but aggregated for the entire SBVC Study Area zip codes and market area counties. The data shows that the occupation with the highest percentage is Professional and Related Occupations followed by Production, Transportation, and Materials Moving Occupations (NAICS Code 51).

This data provides the College with valuable information to better respond to trends and needs of the resident labor force by targeting relevant curriculum. The data allows a better understanding of where the labor force is employed by occupation. The College can then focus on establishing training and vocational programs related to these occupations as appropriate.

Table IV-3 - Resident Employment by Occupation

	SBVC Study Area	%	Riverside Co	%	SB County	%
Current Year Estimated Employed Civilian Population Age 16 and over	**1,296,507**		**893,231**		**815,028**	
Professional and Related Occupations	219,956	17%	152,444	17%	137,866	17%
Production, Transportation, and Material Moving Occupations (51)	207,342	16%	110,883	12%	127,015	16%
Office and administrative support occupations (43)	197,632	15%	126,393	14%	125,404	15%
Sales and related occupations (41)	150,259	12%	112,269	13%	94,772	12%
Construction, Extraction, and Maintenance Occupations (47)	146,194	11%	100,006	11%	91,308	11%

Management (11), Business , and Financial Operations Occupations (13)	145,889	11%	112,670	13%	90,918	11%
Food preparation and serving related occupations (35)	62,131	5%	46,408	5%	40,348	5%
Building and grounds cleaning and maintenance occupations (37)	52,138	4%	43,419	5%	32,487	4%
Personal care and service occupations (39)	49,422	4%	36,983	4%	32,488	4%
Protective service occupations (33)	34,782	3%	25,714	3%	23,028	3%
Healthcare support occupations (31)	25,401	2%	16,585	2%	16,093	2%
Farming, fishing, and forestry occupations (45)	5,362	0%	9,457	1%	3,301	0%

Resident Employment by Occupation –CHC Study Area and Counties

The chart below presents the same data but aggregated for the entire CHC Study Area zip codes and market area counties. The data shows that the occupation with the highest percentage is Professional and Related Occupations followed by Office and administrative support occupations (NAICS Code 43).

Table IV-4 - CHC Study Area Resident Employment by Occupation

	CHC Study Area	%	Riverside Co	%	San Bernardino Co	%
Current Year Estimated Employed Civilian Population Age 16 and over	**1,454,750**		**893,231**		**815,028**	
Professional and Related Occupations	256,511	18%	152,444	17%	137,866	17%
Office and administrative support occupations (43)	218,530	15%	126,393	14%	125,404	15%
Production, Transportation, and Material Moving Occupations (51)	204,457	14%	110,883	12%	127,015	16%
Sales and related occupations (41)	175,609	12%	112,269	13%	94,772	12%
Management (11), Business , and Financial Operations Occupations (13)	174,687	12%	112,670	13%	90,918	11%
Construction, Extraction, and Maintenance Occupations (47)	158,512	11%	100,006	11%	91,308	11%
Food preparation and serving related occupations (35)	72,783	5%	46,408	5%	40,348	5%
Building and grounds cleaning and maintenance occupations (37)	60,013	4%	43,419	5%	32,487	4%
Personal care and service occupations (39)	58,375	4%	36,983	4%	32,488	4%
Protective service occupations (33)	40,370	3%	25,714	3%	23,028	3%
Healthcare support occupations (31)	27,817	2%	16,585	2%	16,093	2%
Farming, fishing, and forestry occupations (45)	7,087	0%	9,457	1%	3,301	0%

C.   Residence and Place of Work – SBVC Study Area and Counties

Exhibit IV-3 located in the Appendix presents employment by residence and place of work by zip code. The data enumerates workers by state, county, and place of residence. This data is derived from the ACS 2006-2010 series. For example, it presents how many people worked in the same city in which they live or county.

Understanding how many residents work in the city in which they live provides clues as to the jobs and workforce needs.

Residence and Place of Work – CHC Study Area and Counties

Exhibit IV-3 located in the Appendix presents employment by residence and place of work by zip code. This data is derived from the ACS 2006-2010 series. The data enumerates workers by state, county, and place of residence. For example, it presents how many people worked in the same city in which they live or county.

Understanding how many residents work in the city in which they live provides clues as to the jobs and workforce needs.

The table below presents this same data, but in aggregated format for both CHC and SBC Study Areas and counties in total and by gender.

Table IV-5 – Residence and Place (City) of Work –SBVC and CHC Study Areas

	CHC Study Area	%	SBVC Study Area	%	Riverside Co		San Bernardino Co	%
Universe: Workers 16 Years And Over	**1,397,709**		**1,251,275**		**841,821**		**808,563**	
Living In A Place:	1,349,650	97%	1,210,822	97%	815,007	97%	763,314	94%
Worked In Place Of Residence	373,177	27%	315,333	25%	230,267	27%	208,749	26%
Worked Outside Place Of Residence	976,473	70%	895,489	72%	584,740	69%	554,565	69%
Not Living In A Place	48,059	3%	40,453	3%	26,814	3%	45,249	6%
Total Workers By Place Of Work By Sex	**1,397,709**		**1,251,275**		**841,821**		**808,563**	
Male:	**773,605**	**55%**	**695,096**	**56%**	**471,323**	**56%**	**450,506**	**56%**
Living In A Place:	746,379	53%	672,098	54%	456,008	54%	424,439	52%
Worked In Place Of Residence	181,853	13%	150,937	12%	111,868	13%	105,917	13%
Worked Outside Place Of Residence	564,526	40%	521,161	42%	344,140	41%	318,522	39%
Not Living In A Place	27,226	2%	22,998	2%	15,315	2%	26,067	3%
Female:	**624,104**	**45%**	**556,179**	**44%**	**370,498**	**44%**	**358,057**	**44%**
Living In A Place:	603,271	43%	538,724	43%	358,999	43%	338,875	42%
Worked In Place Of Residence	191,324	14%	164,396	13%	118,399	14%	102,832	13%
Worked Outside Place Of Residence	411,947	29%	374,328	30%	240,600	29%	236,043	29%
Not Living In A Place	20,833	1%	17,455	1%	11,499	1%	19,182	2%

Source: ACS 2006-2010

D.   Housing Units by Vehicles Available – SBVC Study Area and Counties

Exhibits IV-4 and IV-4.1 located in the Appendix presents the number of housing units by vehicles available by zip code and counties for each study college. This data is derived from the ACS 2006-2010 series. The table includes number of housing units by vehicles available, the percent without vehicles, and average number of vehicles per household.

This data is useful in understanding the transportation capability of potential and existing students to college and work.

Table IV-6 presents this same data in aggregated format for the Core Study Areas for both study colleges.

Table IV-6 - Occupied Housing Units by Vehicles Available (90% Core Study Areas)

	SBVC	%	CHC	%	SB County	%	RS County	%
Current Year Estimated Occupied Housing Units by Vehicles Available	**407,093**		**259,863**		**619,378**		**704,637**	
None	21,704	5%	14,200	5%	31,489	5%	31,035	4%
1 vehicle	113,604	28%	76,435	29%	170,207	27%	207,256	29%
2 vehicles	152,414	37%	96,128	37%	234,326	38%	279,511	40%
3 vehicles	77,402	19%	47,746	18%	118,446	19%	124,124	18%
4 vehicles	29,421	7%	17,695	7%	45,047	7%	44,358	6%
5 or more vehicles	12,548	3%	7,659	3%	19,863	3%	18,353	3%
Average Number of Vehicles Available	2.05		2.01		2.06		2.01	

E.   Commute Time to Work

SBVC Study Area and Counties

Exhibits IV-5 and 5.1 located in the Appendix presents the average commute time to work in minutes by vehicles available by zip code and counties for each study college. This data is derived from the ACS 2006-2010 series. It shows that 25% to 30% of the total workforce commutes 40 minutes or more.

This data is important in understanding the parameters of the Study Area job market, place of employment, and issues related to work access.

The table below presents the same data in summary format for both study areas and counties.

Table IV-7 – Average Commute Time - Workers 16 Years and Over

Travel Time to Work	SBVC	%	CHC	%	SB County	%	RS County	%
Universe: Workers 16 Years And Over Who Did Not Work At Home	**534,939**		**320,036**		**777,636**		**800,068**	
Less Than 5 Minutes	12,452	2%	8,457	3%	23,460	3%	19,184	2%
5 To 9 Minutes	45,014	8%	29,718	9%	73,759	9%	72,055	9%
10 To 14 Minutes	68,150	13%	42,947	13%	102,855	13%	104,873	13%
15 To 19 Minutes	83,755	16%	51,337	16%	122,354	16%	106,106	13%
20 To 24 Minutes	78,428	15%	44,275	14%	106,065	14%	98,172	12%
25 To 29 Minutes	29,790	6%	17,341	5%	37,176	5%	38,602	5%
30 To 34 Minutes	75,285	14%	43,647	14%	96,032	12%	101,408	13%
35 To 39 Minutes	13,190	2%	8,280	3%	16,276	2%	20,420	3%
40 To 44 Minutes	19,571	4%	11,275	4%	27,213	3%	30,463	4%
45 To 59 Minutes	38,300	7%	23,798	7%	61,492	8%	72,588	9%
60 To 89 Minutes	43,393	8%	23,636	7%	69,512	9%	85,842	11%
90 Or More Minutes	27,612	5%	15,325	5%	41,442	5%	50,355	6%

F.   Means of Transportation to Work

SBVC Study Area and Counties
Exhibit IV-6 and 6.1 located in the Appendix presents the means of transportation to work by zip code and counties. This data is derived from the ACS 2006-2010 series.

This data is important in understanding the parameters of the Study Area job market and issues related to work access such as use of transportation.

Table IV-8 - Means of Transportation to Work –Core Study Area and Counties

2006-2010 ACS: Means Of Transportation To Work	SBVC	%	CHC	%	SB County	%	RS County	%
Universe: Workers 16 Years And Over	**553,887**		**332,493**		**808,563**		**841,821**	
Car, Truck, Or Van:	505,279	91%	303,465	91%	735,358	91%	760,539	90%
Drove Alone	426,740	77%	259,476	78%	612,954	76%	637,606	76%
Carpooled:	78,539	14%	43,989	13%	122,404	15%	122,933	15%
In 2-person Carpool	58,004	10%	33,298	10%	92,389	11%	91,021	11%
In 3-person Carpool	11,642	2%	5,902	2%	17,247	2%	18,572	2%
In 4-person Carpool	4,678	1%	2,613	1%	6,343	1%	6,919	1%
In 5- Or 6-person Carpool	2,410	0%	1,117	0%	3,038	0%	3,488	0%
In 7-or-more-person Carpool	1,805	0%	1,058	0%	3,387	0%	2,933	0%
Public Transportation: Excluding Taxicab:	10,871	2%	5,889	2%	14,660	2%	11,640	1%
Bus Or Trolley Bus	7,510	1%	4,272	1%	9,929	1%	7,998	1%
Streetcar Or Trolley Car: Carro Publico In Puerto Rico	118	0%	63	0%	277	0%	205	0%
Subway Or Elevated	369	0%	190	0%	831	0%	190	0%
Railroad	2,861	1%	1,351	0%	3,610	0%	3,243	0%
Ferryboat	13	0%	13	0%	13	0%	4	0%
Taxicab	21	0%	15	0%	114	0%	47	0%
Motorcycle	1,768	0%	1,133	0%	2,802	0%	3,203	0%
Bicycle	2,157	0%	1,206	0%	2,559	0%	2,922	0%
Walked	10,209	2%	5,804	2%	15,894	2%	14,334	2%
Other Means	4,634	1%	2,525	1%	6,249	1%	7,383	1%
Worked At Home	18,947	3%	12,457	4%	30,927	4%	41,753	5%

G.   Labor Force - Employment, Unemployment - 2013 and Historical- San Bernardino Co
Exhibit IV-7 located in the Appendix presents labor force data for San Bernardino County by city and census designated place (CDP) or unincorporated places. Also shown is the annual average unemployment rate for the period 2008-2012. It shows that unemployment has declined since 2010 (14.2% to 9.6% as of April 2013) as summarized in the summary table below:

Table IV-9- San Bernardino Co Labor Force

Period	Labor Force	Employment	Unemployment Number	Rate
As April 2013	**861,400**	**778,700**	**82,600**	**9.6%**
2012	860,900	758,000	103,000	12.0%
2011	855,400	741,100	114,300	13.4%
2010	861,500	739,400	122,100	14.2%
2009	858,700	747,700	111,000	12.9%
2008	863,500	794,600	68,900	8.0%

Source: EDD LMI

This data provides the College with valuable information to better respond to trends and needs of the resident labor force in terms of employment and unemployment trends. The District can then correlate this data with other factors and potentially target training and vocational programs related to these factors as appropriate.

H.   Labor Force – Employment, Unemployment –2013 and Historical- Riverside Co

Exhibit IV-8 located in the Appendix presents labor force data for Riverside County by city and CDP. Also shown is the annual average unemployment rate for the period 2008-2012.   It shows that unemployment has declined since 2010 (14.5% to 9.6% as of April 2013) as summarized in the table below:

Table IV-10- Riverside Co Labor Force

Riverside Co			Unemployment	
Period	Labor Force	Employment	Number	Rate
As of April 2013	941,700	851,600	90,200	9.6%
2012	944,500	828,800	115,600	12.2%
2011	939,600	810,400	129,200	13.7%
2010	938,400	802,300	136,200	14.5%
2009	917,000	794,300	122,700	13.4%
2008	912,900	835,200	77,800	8.5%

Source: EDD LMI

V.   Community Colleges and Students – San Bernardino and Riverside Counties

A.   Study Area Comparative College List
This report section provides details with regard to all community colleges located in San Bernardino and Riverside Counties as follows:
- Victor Valley
- Chaffey
- SB Valley College
- Crafton Hills
- Copper Mountain
- Barstow College
- Riverside CC- Riverside
- Mt. San Jacinto-Riverside
- College of the Desert-Riverside
- Palo Verde- Riverside
- Norco College
- Moreno Valley

College characteristics, performance, and output data can be used to conduct comparative analysis with service area community colleges. The District may correlate output and performance measures with other data such as demographics, employment, geography and distance, fiscal conditions, and Success Scorecard data.

B.   Historical Community College Enrollment Summary – 2009-2012
This exhibit VA-1 located in the Appendix presents annual enrollment data for all community colleges located within San Bernardino and Riverside Counties from 2009 to 2012. The data shows CHC captured between 4.38 and 4.47% of all students Study Area community colleges. SBVC captured between 9.89 and 10.92% of all students during this same period. Moreover, there has been an overall decline in number of community college students (4% from 2009-10 to 2010-11) and (12% from 2010-11 to 2012). From 2009-10 to 2011-12 academic year, Crafton Hills College enrollment declined 15% and SBVC declined 28%. Note: there is small discrepancy between the Study area totals students when counted by zip code and when counted without regard to home residence (1% to 3%) - possibly due to students moving and change of residence zip.

This data can help in the conduct of comparative college analysis of output measures by credit and non-credit FTES for resident and non-resident students. This information can also be correlated with other data to help identify causes and solutions.

Table V-1 – Historical Community College Enrollment – 2009-11 School Terms

Study Area Colleges	Annual 2009-2010		Annual 2010-2011		Annual 2011-2012	
	Student Count	% of Total	Student Count	% of Total	Student Count	% of Total
San Bernardino Valley	**21,305**	**10.92%**	**19,169**	**10.21%**	**16,593**	**9.89%**
Crafton Hills	**8,552**	**4.38%**	**8,399**	**4.47%**	**7,432**	**4.43%**
Barstow	7,744	3.97%	5,253	2.80%	5,020	2.99%
Chaffey	29,377	15.05%	25,929	13.80%	24,110	14.37%
Copper Mountain	3,317	1.70%	3,305	1.76%	3,064	1.83%
Desert	16,200	8.30%	15,259	8.12%	13,164	7.85%
Moreno Valley	NA	0.00%	18,388	9.79%	15,912	9.49%
Mt. San Jacinto	25,818	13.23%	22,930	12.21%	20,661	12.32%
Norco	NA	0.00%	14,942	7.95%	13,321	7.94%
Palo Verde	6,723	3.44%	5,712	3.04%	4,310	2.57%
Riverside City	55,972	28.68%	29,771	15.85%	26,959	16.07%
Victor Valley	20,156	10.33%	18,780	10.00%	17,184	10.25%
Total Study Area Students	195,164	100%	187,837	100%	167,730	100%
Percent decline from prior year - total Study Area students			**4%**		**12%**	

Source: CCCCO Data Mart

C.   Awards by Degree and Certificates - 2009-2012 - All Colleges SB and RS Counties

This exhibit VA-2 located in the Appendix presents the number of AA/AS degrees and certificate awards for all community colleges located in San Bernardino and Riverside Counties. The award data covers the period 2009-10, 2010-11, and 2011-12. The following tables V-2 and V-3 show degree and certificate awards for SBVC and CHC only. Also included is the percentage of total students for each year that attended CHC and SBVC.

Users are then able to compare the percentage of total students to the percentage of degree and certificate awards. Awards are one aspect of college output performance and can help the District conduct comparative analysis and make adjustments accordingly.

Table V-2 - San Bernardino Valley College - Annual Degree Awards and Certificates

Academic years				Degrees	Certificates by Required Semester Units							
	AS	AA	Total AA/ AS	Annual % Total AA/ AS among All CC Students	60+	30 to < 60	18 to < 30	6 to < 18	< 6	Total Cert's	Annual % Total	SBVC as % All CC Students
2009-2010	158	518	676	7.8%	12	234	137	60	15	458	10.4%	10.92%
2010-2011	150	448	598	7.2%	8	208	105	28	17	366	10.0%	10.21%
2011-2012	150	576	726	8.1%	4	178	118	44		344	7.9%	9.89%

Source: CCCCO Data Mart

Map V-1 – AA Degree Awards – 2011-12 School Term – SBVC Study Area
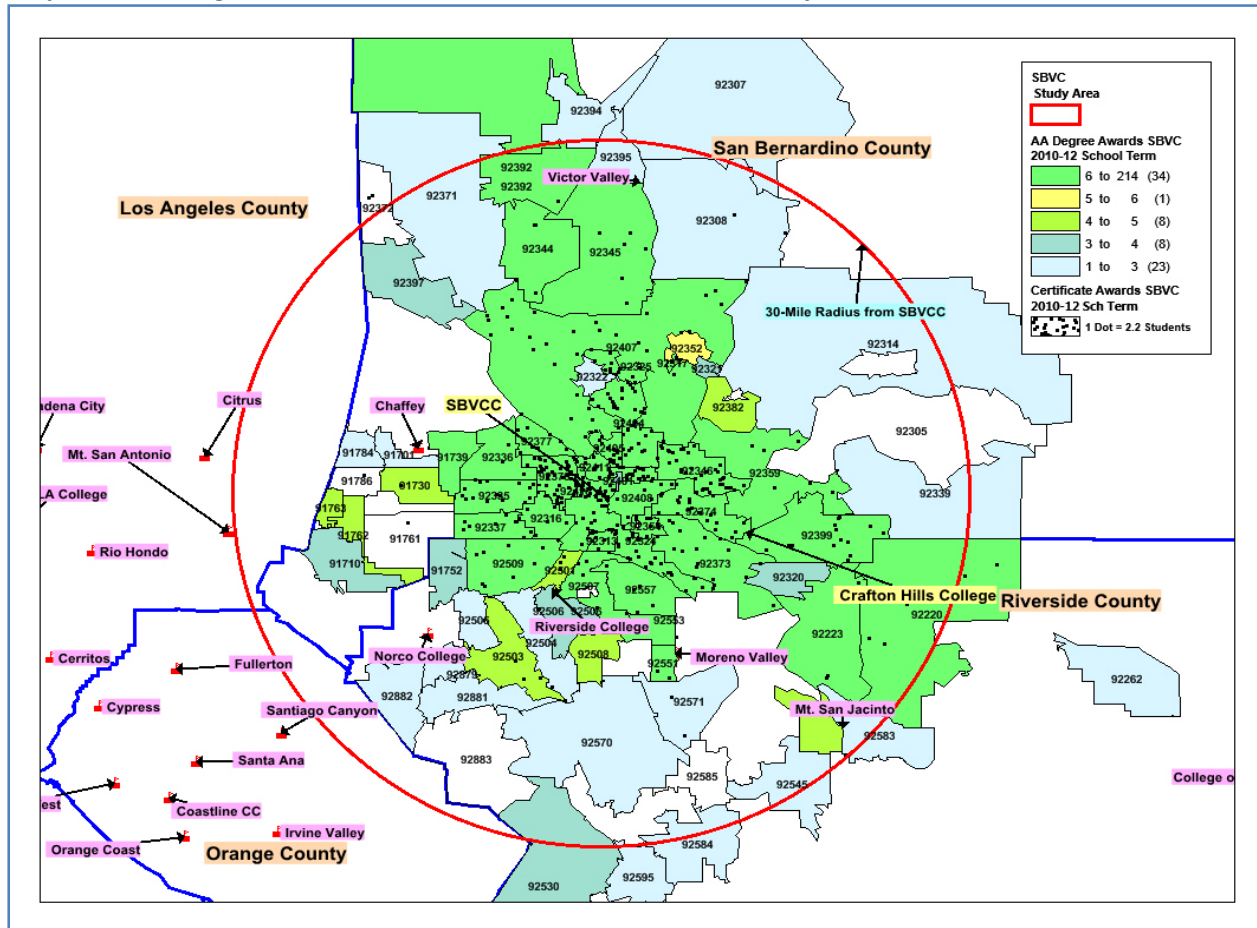
Table V-3 - Crafton Hills College - Annual Degree Awards and Certificates

			Degrees		Certificates by Required Semester Units							
Academic years	AS	AA	Total AA/ AS	Annual % Total AA/ AS	60 +	30 to < 60	18 to < 30	6 to < 18	< 6	Total Cert's	Annual % Total	% All CC Students
2009-2010	102	220	322	3.7%	43	30	5	223	63	364	8.3%	4.38%
2010-2011	157	201	358	4.3%	41	39	6	195	79	360	9.8%	4.47%
2011-2012	141	191	332	3.7%	12	20	2	268		302	7.0%	4.43%

Source: CCCCO Data Mart

Map V-2 - AA Degree Awards – 2011-12 School Term – CHC Study Area
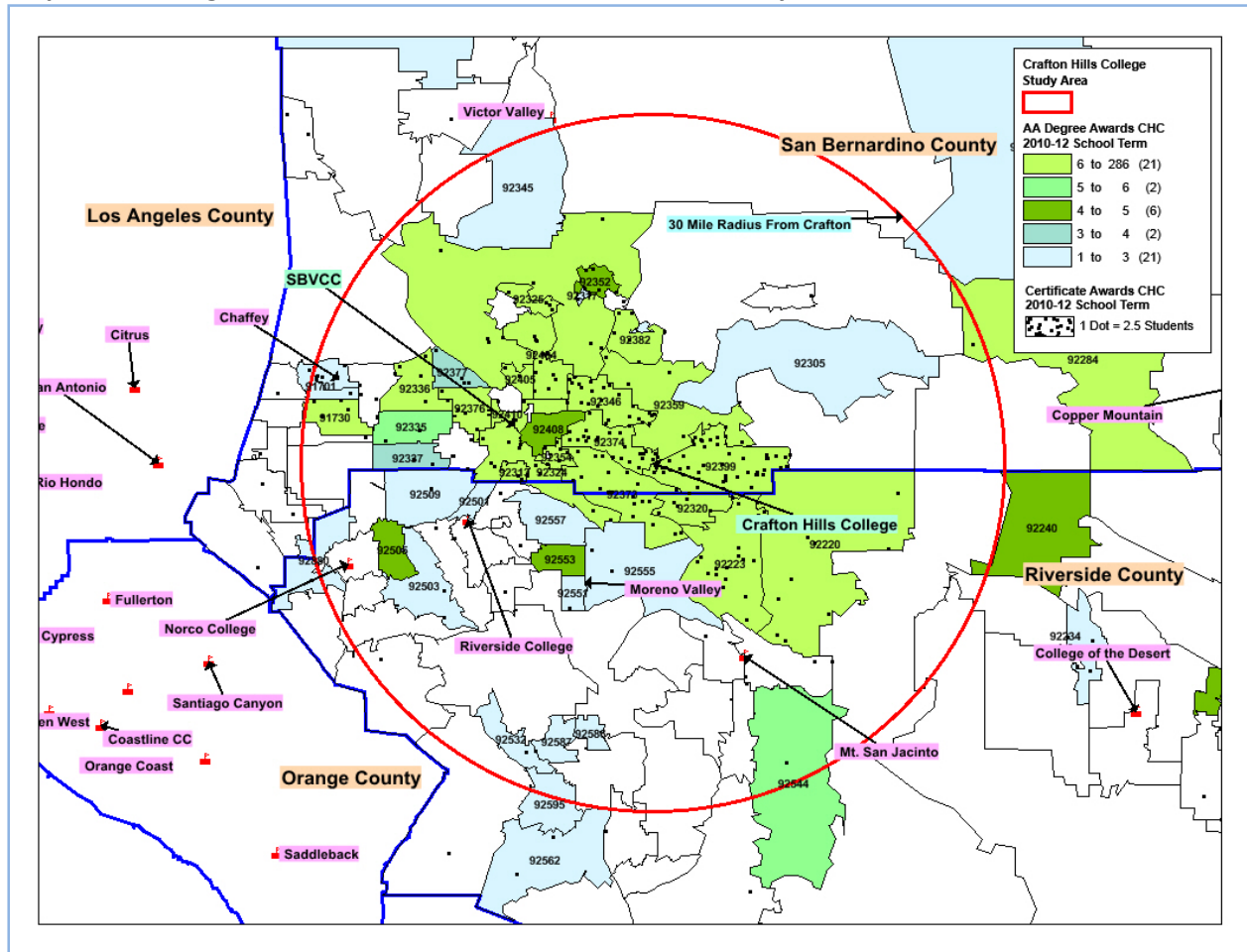
D.   FTES Output by Curriculum Program 2009-2012 - All Colleges SB and RS Counties

This exhibit VA-3 located in the Appendix presents annual output in terms of Full Time Equivalent Students (FTES) by 2-digit code Taxonomy of Program (TOP) curriculum. The data is presented for the 2009-10, 2010-11, and 2011-12 academic years.

E.   Enrollment by Age Range - 2009-2012 Academic Years - All Study Area Colleges

This Exhibit VA-4 located in the Appendix presents student enrollment by age range for all Study Area colleges for the period 2009- 2012. The table below presents the age ranges for SBVC and CHC FTES for the academic year 2011-12. The data can help with analysis of the student's ages as compared with the ages of the general service area population. The predominant age range for CHC is 20-24 years at 38% of total enrollment and 34% of the total for SBVC.

Table V-4 - Enrollment by Age Range -2009-2012 Academic Year- SBVC & CHC

	Crafton Hills College Total		San Bernardino Valley College Total	
	Annual 2011-12		**Annual 2011-12**	
Enrollment	**7,432**		**16,593**	
Age Range				
1 - < 18	163	2.19%	416	2.51%
18 & 19	2,057	27.68%	3,369	20.30%
20 to 24	2,835	38.15%	5,684	34.26%
25 to 29	1,020	13.72%	2,541	15.31%
30 to 34	475	6.39%	1,442	8.69%
35 to 39	268	3.61%	946	5.70%
40 to 49	369	4.97%	1,344	8.10%
50 +	245	3.30%	851	5.13%

This table shows age ranges for the general population for each SBVC and CHC Study Areas as of 3rd Qrt. 2012 estimates.

Table V-5 - Population by Age Range 2012 – SBVC and CHC Study Areas

	SBVC Study Area		CHC Study Area	
Age Ranges	**3,235,537**		**3,579,826**	
Age 0 to 4	239,181	7%	255,727	7%
Age 5 to 14	447,727	14%	478,151	13%
Age 14 to 18	221,929	7%	238,397	7%
Age 18 to 22	232,355	7%	250,118	7%
Age 22 to 25	148,289	5%	159,144	4%
Age 25 to 30	234,719	7%	250,620	7%
Age 30 to 35	217,906	7%	234,157	7%
Age 35 to 40	212,533	7%	229,591	6%
Age 40 to 45	214,519	7%	234,791	7%
Age 45 to 50	217,648	7%	242,082	7%
Age 50 to 55	210,025	6%	236,195	7%
Age 55 to 60	181,497	6%	205,821	6%
Age 60 to 65	144,428	4%	168,783	5%
Age 65 to 70	106,870	3%	130,464	4%
Age 70 to 75	75,257	2%	95,356	3%
Age 75 to 80	55,357	2%	71,409	2%
Age 80 to 85	39,879	1%	52,211	1%
Age 85 and over	35,419	1%	46,808	1%

F.   Distance Education

This Exhibit VA-5 located in the Appendix presents Distance Education by FTES figures by those Study Area Colleges that offer such courses by curriculum topic at the 2-digit TOP code level.

Based on examination of the service area geography and drive times, SBCCD may consider enhancing distance learning and Internet-based courses to continue to attract students from outlying areas.

The exhibit contains data on various forms of distance education:
- Delayed Interaction- Internet Based
- Non-Distance Education Methods
- Delayed Instruction
- Video One Way
- Text One-Way
- Two-way Interactive Videos and Audio
- Simultaneous Interaction

The below summarizes the total FTES figures and percent capture for one type of class "Interaction – Internet Based".

Table V-6 - Delayed Interaction - Internet Based - 2011-12 Academic year

College	Total FTES Internet	% Total
Barstow	548	10.9%
Chaffey	517	10.3%
Copper Mountain	216	4.3%
Moreno Valley	192	3.8%
Norco College	1,704	33.9%
Palo Verde	811	16.1%
San Bernardino	1,038	20.7%
Total FTES	5,025	100.0%

G.   All Community College Students by Zip Code - 2011-2012

Exhibit VB-1 located in the Appendix presents annual counts for all Study Area community college students for the academic year 2011-12. The data shows the percent capture of all community college by zip code. The table below presents the top 10 zip codes with the highest number of community college students and percent captured of all students during the academic year 2011-12.

Table V-7 – Top Enrollment by Zip Codes – All Community College Students

Zip	City / Place	County	Student Count	Percent Total
92336	Fontana	San Bernardino	4,619	2.36%
92345	Hesperia	San Bernardino	4,276	2.18%
91766	Pomona	San Bernardino	4,085	2.09%
92503	Riverside	Riverside	3,933	2.01%
92553	Moreno Valley	Riverside	3,782	1.93%
91709	Chino Hills	San Bernardino	3,743	1.91%
92335	Fontana	San Bernardino	3,567	1.82%
91710	Chino	San Bernardino	3,518	1.80%
92392	Victorville	San Bernardino	3,476	1.78%
92376	Rialto	San Bernardino	3,366	1.72%

Map V-3 – All Community College Students – SB and RS Counties – 2011-12 School Term
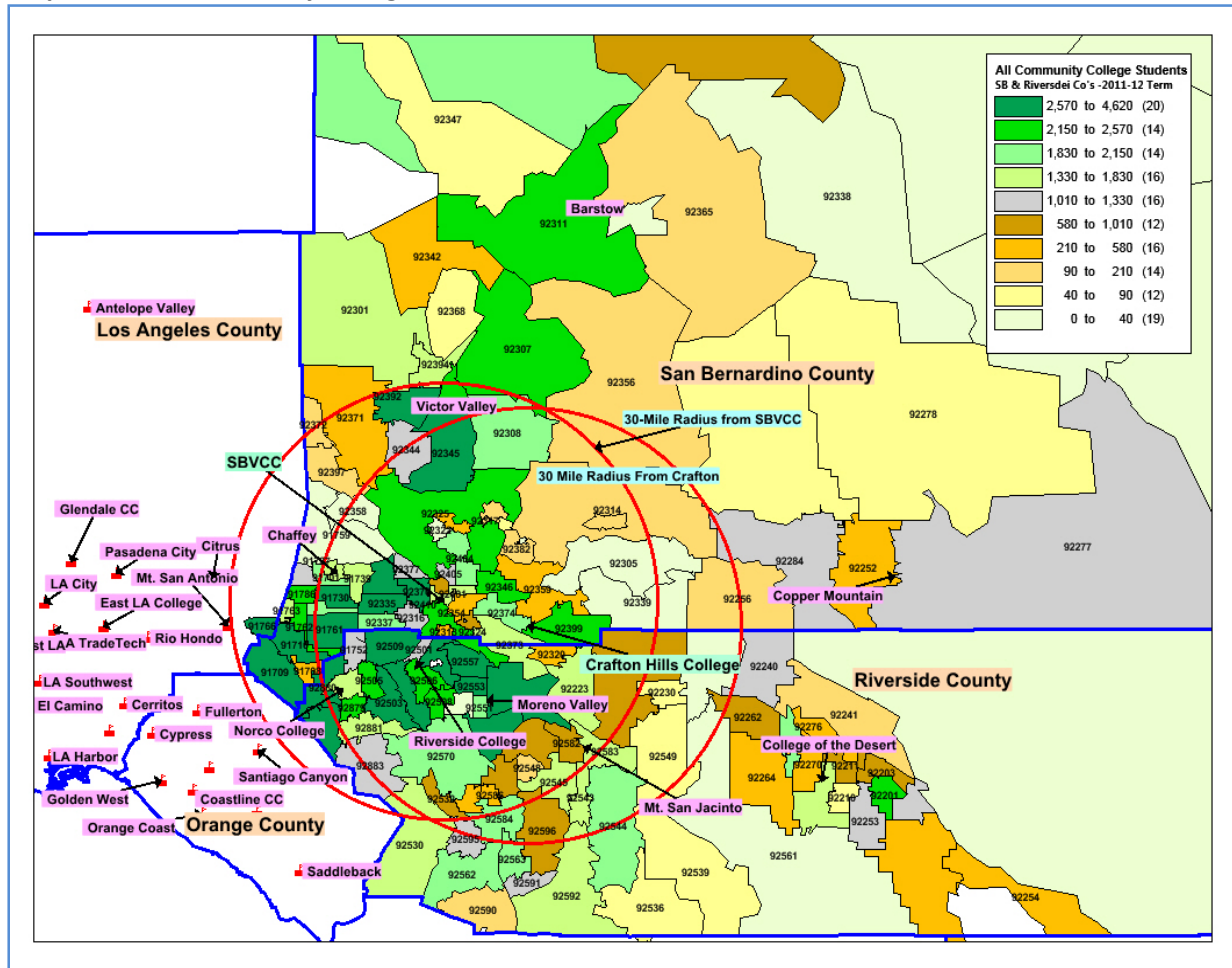
Student Count Crafton Hills College - and All Students by Zip Code - 2011-2012

Exhibit VB-2 located in the Appendix presents annual count of Crafton Hills College by zip code for the academic year 2011-12. The data shows the percent capture by CHC of all community college students by zip code. The table V-8 below presents the top 10 zip codes with the highest number of CHC students and percent capture during the academic year 2011-12.

Table V-8 – Top Enrollment by Zip Codes – CHC

			Crafton Hills College	All SB and RS County CC Students	
Zip	City/ Place	County	Annual Student Count	Total All Colleges	Percent of All Students
92399	Yucaipa	San Bernardino	1,705	2,490	68.47%
92374	Redlands	San Bernardino	957	1,859	51.48%
92346	Highland	San Bernardino	790	2,419	32.66%
92373	Redlands	San Bernardino	733	1,509	48.58%
92223	Beaumont	Riverside	579	1,772	32.67%
92359	Mentone	San Bernardino	310	463	66.95%
92354	Loma Linda	San Bernardino	266	953	27.91%
92320	Calimesa	Riverside	196	294	66.67%

92404	San Bernardino	San Bernardino		179	2,131	8.40%
92220	Banning	Riverside		179	862	20.77%

Student Count SBVC and All Students - By Zip Code -2011-12

Exhibit VB-2 located in the Appendix presents annual count of SBVC by zip code for the academic year 2011-12. The data shows the percent capture by SBVC of all community college students by zip code. The table below presents the top 10 zip codes with the highest number of SBVC students and percent capture during the academic year2011-12.

Table V-9 – Top Enrollment by Zip Codes – SBVC

			SBVC	All SB & RS County Students	
Zip	City / Place	County	Ann Student Count	Total All Colleges	Percent of All Students
92407	San Bernardino	San Bernardino	1,515	2,426	62.45%
92324	Colton	San Bernardino	1,500	2,512	59.71%
92404	San Bernardino	San Bernardino	1,497	2,131	70.25%
92376	Rialto	San Bernardino	1,465	3,366	43.52%
92410	San Bernardino	San Bernardino	1,175	1,537	76.45%
92346	Highland	San Bernardino	1,080	2,419	44.65%
92405	San Bernardino	San Bernardino	756	1,053	71.79%
92411	San Bernardino	San Bernardino	624	842	74.11%
92374	Redlands	San Bernardino	512	1,859	27.54%
92335	Fontana	San Bernardino	502	3,567	14.07%

H.   Students by Gender by Study Area Colleges - 2011-12 Academic Year

This exhibit VA-4 located in the Appendix presents student data by gender - count and percent of totals for the academic year 2011-12. The table V-10 below shows this same data - SBVC and CHC has slightly more female than male students.

Table V-10 - Students by Gender by Study Area Colleges - Academic Year 2011-12

	Female		Male		Unknown		
Study Area Colleges	Count	% Total	Count	% Total	Count	% Total	Totals
Crafton Hills	**3,934**	**51%**	**3,762**	**49%**	**14**	**0%**	**7,710**
San Bernardino	**9,224**	**55%**	**7,532**	**45%**	**32**	**0%**	**16,788**
Desert	7,489	55%	6,227	45%	0	0%	13,716
Moreno Valley	7,945	48%	8,356	51%	106	1%	16,407
Mt. San Jacinto	11,941	57%	8,711	42%	195	1%	20,847
Norco	7,695	55%	6,258	45%	67	0%	14,020
Palo Verde	1,136	24%	3,606	76%	12	0%	4,754
Riverside	16,396	57%	12,381	43%	160	1%	28,937
Barstow	3,705	57%	2,691	41%	91	1%	6,487
Chaffey	13,859	56%	9,839	40%	857	3%	24,555
Copper Mountain	1,905	58%	1,366	42%	0	0%	3,271
Victor Valley	10,211	56%	7,683	42%	233	1%	18,127
Total	**82,282**	**54%**	**67,118**	**44%**	**1,721**	**1%**	**151,121**

I.   Students by Race & Ethnicity - Study Area Colleges - 2009-2012

Exhibit VB-5 located in the Appendix presents student counts by race and ethnicity for all Study Area colleges. The table V-4 below presents this same data for all Study Area colleges. It shows that the largest racial group by percentage for CHC is White-Non-Hispanic at 48% of the total. The largest group by ethnicity for SBVC is Hispanic at 56% of the total for the period 2009-2012.

The data can help the college understand the student body demographics as a function of the demographics of the general service area population. The findings can help with outreach efforts that may be needed to adequately serve these population segments.

Table V-11 - Students by Race & Ethnicity - Study Area Colleges - 2009-2012

Race & Ethnicity	Asian	Black	Hispanic	Native Am	Pacific Islander	Two or More	White	Unknown	Totals
Desert	630	487	8,707	67	24	194	3,326	281	**13,716**
Moreno Valley	968	2,092	7,437	51	49	531	4,756	523	**16,407**
Mt. San Jacinto	1,171	1,549	7,384	159	100	779	8,066	1,639	**20,847**
Norco	1,203	1,036	6,667	52	42	485	4,003	532	**14,020**
Palo Verde	197	503	1,400	46	21	80	2,031	476	**4,754**
River-side	2,225	3,002	13,597	110	100	1,073	7,599	1,231	**28,937**
Barstow	214	1,234	2,065	50	67	259	2,255	343	**6,487**
Chaffey	1,672	2,567	12,822	84	84	705	5,394	1,227	**24,555**
Copper Mt.	102	240	783	40	22	144	1,873	67	**3,271**
Victor Valley	483	2,692	7,202	82	60	572	6,447	589	**18,127**
CHC	**489**	**332**	**2,871**	**36**	**18**	**301**	**3,593**	**70**	**7,710**
% Total	**6%**	**4%**	**37%**	**0%**	**0%**	**4%**	**47%**	**1%**	**100%**
SBVC	**911**	**2,561**	**9,428**	**62**	**76**	**489**	**3,059**	**202**	**16,788**
% Total	**5%**	**15%**	**56%**	**0%**	**0%**	**3%**	**18%**	**1%**	**100%**
Totals	**10,265**	**18,295**	**80,364**	**839**	**663**	**5,612**	**52,403**	**7,180**	**175,621**
% All Colleges	**5.8%**	**10.4%**	**45.8%**	**0.5%**	**0.4%**	**3.2%**	**29.8%**	**4.1%**	**100%**

Map V-4 – Student Density by Zip Code with Hispanic Student Overlay – 2011-12 Term
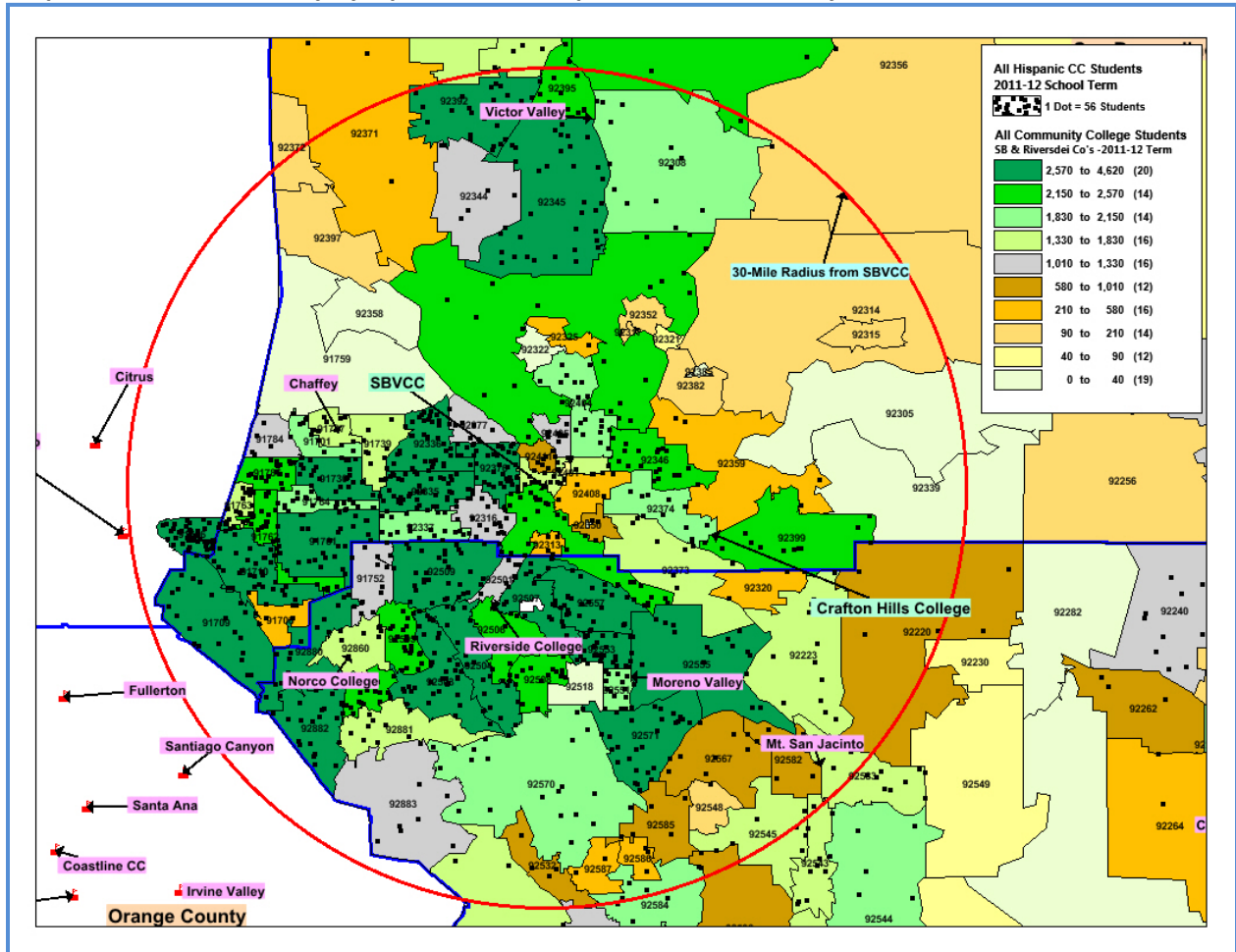
All Community College Students by Race & Ethnicity - By Zip Code - 2011-2012

Exhibit VB-6 located in the Appendix presents student counts by race and ethnicity for all community college students with home residence of San Bernardino and Riverside Counties by zip code. The table V-12 below contains the race and ethnicity of top 10 zip codes with the highest number of Hispanic community college students and percent of total by zip code.

Table V-12 - All Community College Students by Race & Ethnicity - By Zip Code - 2011-2012

Zip	City	Asian	Black	Hispanic	% Total Hispanic	Native American	Pacific Islander	Two or More	White	Unknown	Grand Total
92336	Fontana	426	707	2,449	53%	14	9	138	659	217	4,620
92345	Hesperia	79	356	2,006	47%	30	13	112	1,515	165	4,276
91766	Pomona	446	268	2,798	68%	13	19	48	299	194	4,086
92503	Riverside	251	229	2,092	53%	25	14	137	1,036	149	3,934
92553	Moreno Valley	237	814	2,045	54%	11	14	143	411	107	3,783
91709	Chino Hills	877	226	1,320	35%	2	10	124	1,007	177	3,743
92335	Fontana	83	247	2,747	77%	11	8	36	292	143	3,568
91710	Chino	292	152	2,052	58%	11	8	66	756	181	3,519
92392	Victorville	129	663	1,529	44%	10	17	105	898	125	3,476
92376	Rialto	75	659	2,171	64%	4	12	77	250	118	3,367

J.   Student Count by Study Area Colleges by Zip Code - 2011-2012 Academic year

Exhibit VB-7 located in the Appendix contains student counts for all Study Area colleges by zip code for the academic year 2011-12. The table below presents the top 10 zip codes with the most community college students and the number of students for each Study Area college for that zip code.

Table V-13 – Enrollment by All Study Area Colleges – Top Ten Zip Codes by County

Residence Zip Code		Riverside County Colleges					San Bernardino County Colleges						Totals By Zip
	Desert	Moreno Valley	Mt. San Jacinto	Norco	Palo Verde	River-side	Barstow	Chaffey	Copper Mt	CHC	SBVC	Victor Valley	
92345		28	2	11	1	44	133	76		5	61	3,698	4,059
92336	5	90	4	150	3	318	15	2,711		51	366	21	3,734
92503	3	258	24	971	3	2,277	2	66		11	79	6	3,700
92553	9	1,890	108	197	2	1,222	6	40		26	121	4	3,625
92392	1	28	3	9	1	38	327	100	1	6	51	2,703	3,268
92335	2	51	2	108	1	375	4	2,040		35	502	16	3,136
92376	5	59	5	62	1	387	6	979	1	61	1,465	16	3,047
92557	5	1,265	92	143	2	1,256	3	45	1	52	130	7	3,001
92509	1	217	8	565	1	1,828	5	175		21	113	10	2,944
92882		171	6	1,668	6	762	5	51	2	9	23	2	2,705

K.   Associate Arts Degree Awards – SBVC Students - By Zip Code - 2010-12

Exhibit VB-8 located in the Appendix presents AA/AS degree awards for SBVC and percent capture of all awards by student by zip code for the academic year 2011-12. The table presents the top 10 zips with the most AA/AS degree awards by SBVC by zip code.

Table V-14 – AA Awards SBVC –by Top Ten Zip Codes - 2011-12

AA Degree	City/ Place	Awards		% Capture
		SBVC	All Community Colleges	
92324	Colton	214	407	53%
92407	San Bernardino	195	347	56%
92404	San Bernardino	170	293	58%
92346	Highland	157	323	49%
92376	Rialto	149	411	36%
92410	San Bernardino	131	208	63%
92405	San Bernardino	81	96	84%
92335	Fontana	57	561	10%
92354	Loma Linda	54	143	38%
92374	Redlands	54	248	22%

L.   Associate Arts Degree Awards Crafton Hills College - By Zip Code - 2010-12

Exhibit VB-9 located in the Appendix presents AA/AS degree awards for CHC and percent capture of all awards by student by zip code for the academic year 2011-12. The table presents the top 10 zips with the most AA/AS degree awards by CHC by zip code.

Table V-15- AA Awards CHC –by Top Ten Zip Codes - 2011-12

AA Degree	City/ Place	Awards		% Capture
		Crafton Hills	All Community Colleges	
92399	Yucaipa	286	417	68.6%
92373	Redlands	144	253	56.9%
92374	Redlands	130	248	52.4%
92346	Highland	100	323	31.0%
92223	Beaumont	89	290	30.7%
92359	Mentone	59	81	72.8%
92354	Loma Linda	27	143	18.9%
92220	Banning	22	120	18.3%
92404	San Bernardino	18	293	6.1%
92376	Rialto	18	411	4.4%

M.   Certificate Awards - San Bernardino Valley College and All Students - By Zip Code - 2010-12

Exhibit VB-10 located in the Appendix presents Certificate awards for SBVC and percent capture of all awards by student by zip code for the academic year 2011-12. The table presents the top 10 zips with the most Certificate awards by SBVC by zip code.

Table V-16 – Certificate Awards SBVC - by Top Ten Zip Codes - 2011-12

| Study Area Zip Codes | Percent City/ Place | Certificate Awards | | % Capture by SBVC |
		SBVC	All Community Colleges	
92324	Colton	110	248	44.4%
92376	Rialto	104	312	33.3%
92407	San Bernardino	89	214	41.6%
92346	Highland	85	203	41.9%
92410	San Bernardino	78	132	59.1%
92404	San Bernardino	77	172	44.8%
92405	San Bernardino	44	71	62.0%
92374	Redlands	43	157	27.4%
92335	Fontana	36	370	9.7%
92373	Redlands	34	156	21.8%

Map V-5 – AA Awards by Zip Code – SBVC – 2010-12
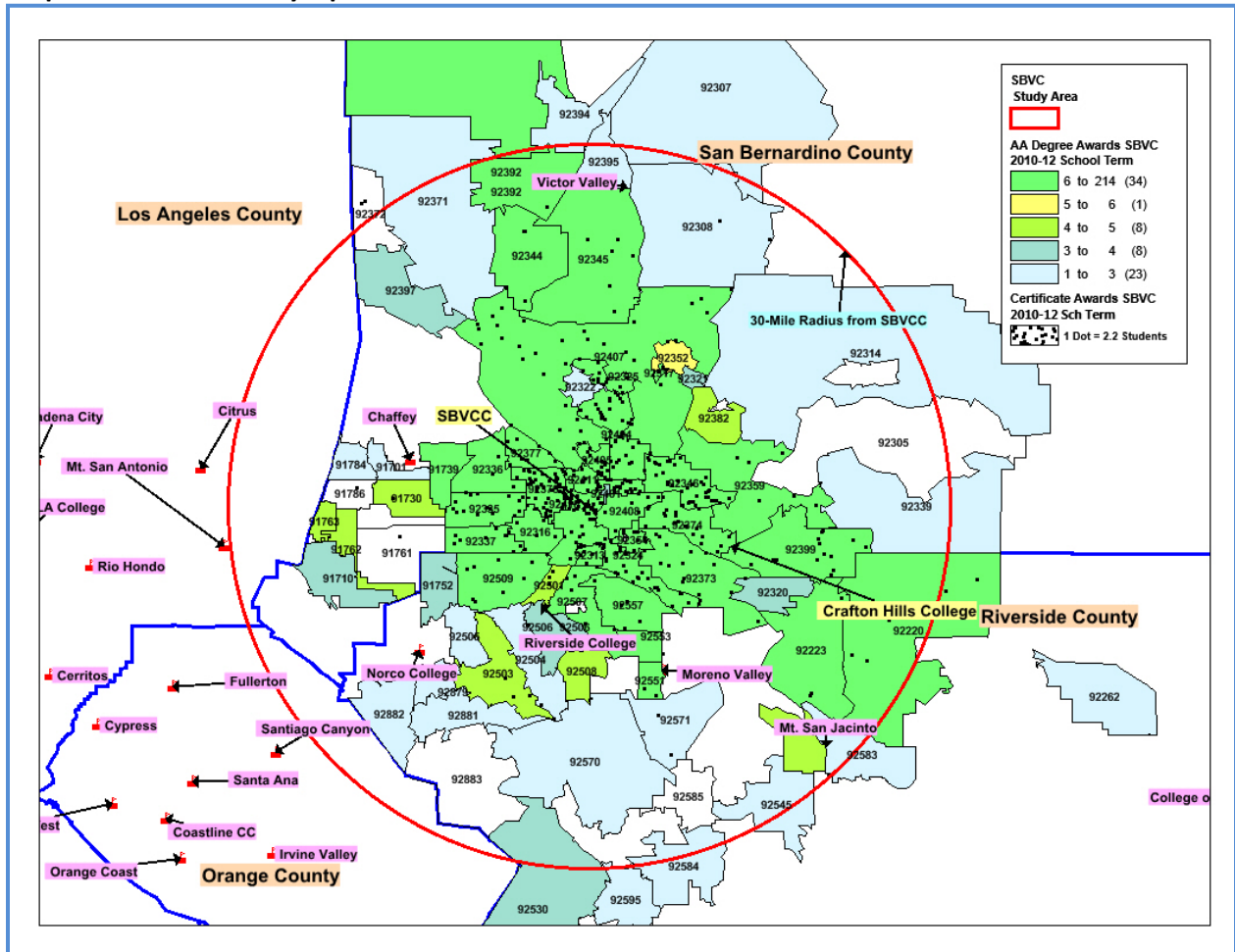
Certificate Awards by Crafton Hills College and All Students - By Zip Code -2010-12

Exhibit VB-11 located in the Appendix presents Certificate awards for CHC and percent capture of all awards by student by zip code for the academic year 2011-12. The table presents the top 10 zips with the most Certificate awards by CHC by zip code.

Table V-17 – Certificate Awards CHC - by Top Ten Zip Codes - 2011-12

| Study Area Zip Code | City | Certificate Awards | | % Capture by CHC |
		Crafton Hills	All Community Colleges	
92322	Cedarpines Park	2	2	100.0%
92339	Forest Falls	1	1	100.0%
92341	Green Valley Lake	1	1	100.0%
92320	Calimesa	17	25	68.0%
92352	Lake Arrowhead	12	18	66.7%
92321	Cedar Glen	4	6	66.7%
92399	Yucaipa	125	203	61.6%
92382	Running Springs	15	30	50.0%
92502	Riverside	2	4	50.0%
92359	Mentone	13	32	40.6%

Map V-6 – AA Awards by Zip Code – CHC– 2010-12
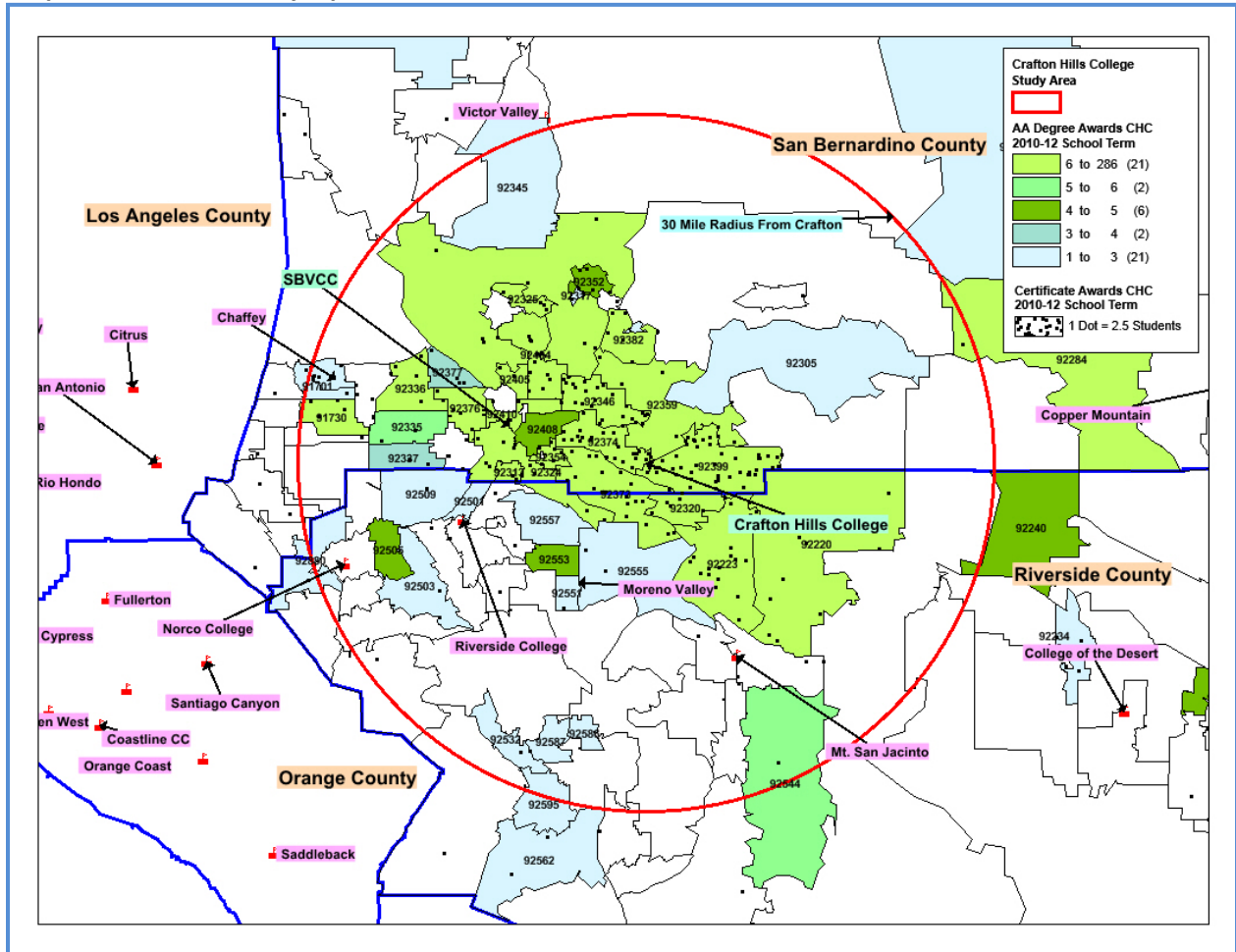
VI.   Private Schools – Possible Competition

A.   Public and Private Schools - Potential Competition

Exhibit VI-1 located in the Appendix presents a listing of public and private educational institutions as delineated by InfoUSA using NAICS industry codes. The exhibit includes the establishment name, city and county in which it's located and particular NAICS code and industry description.   Detailed information as to location, phone, and contact information are contained in the Business database provided as part of this Scan Study.

The schools in this listing include colleges and vocational schools which may offer competitive curriculum, degrees, or certificates. These educational institutions may represent potential competition to SBVCCD colleges.

Table VI-1 - Public and Private Schools - Potential Competition

Establishment Name	City	NAICS Description
Richard Sewell Training Ctr	San Bernardino	Apprenticeship Training
Sage College	Moreno Valley	Business & Secretarial Schools
Career Colleges Of America	San Bernardino	Business & Secretarial Schools
Inter Coast Colleges	Riverside	Business & Secretarial Schools
El Portal College	Temecula	Business & Secretarial Schools
North-West College	Riverside	Business & Secretarial Schools
Automotive Training Academy-Ca	Colton	Business & Secretarial Schools
Edutek College	Redlands	Business & Secretarial Schools
Sutech School-Vocational & Tec	Riverside	Business & Secretarial Schools
Masters Vocational College	Riverside	Business & Secretarial Schools
Manufacturing Technology Training	Mira Loma	Business & Secretarial Schools
Automotive Diagnostics Inc	Riverside	Business & Secretarial Schools
Budget Contractors School	Temecula	Business & Secretarial Schools
US Colleges	Montclair	Business & Secretarial Schools
Institute Of Automotive Tech	San Bernardino	Business & Secretarial Schools
Budget Contractors School	Palm Desert	Business & Secretarial Schools
Everest College	Ontario	Business & Secretarial Schools
Norco College	Norco	Colleges, Univ & Prof Schools
Palo Verde College	Blythe	Colleges, Univ & Prof Schools
Mt San Jacinto College	San Jacinto	Colleges, Univ & Prof Schools
Victor Valley College	Victorville	Colleges, Univ & Prof Schools
College Of The Desert	Palm Desert	Colleges, Univ & Prof Schools
Riverside City College	Riverside	Colleges, Univ & Prof Schools
Chaffey College	Rancho Cucamonga	Colleges, Univ & Prof Schools
San Bernardino Valley College	San Bernardino	Colleges, Univ & Prof Schools
San Bernardino Community Clg	San Bernardino	Colleges, Univ & Prof Schools
Riverside Community College	Moreno Valley	Colleges, Univ & Prof Schools
Chaffey College	Chino	Colleges, Univ & Prof Schools
American Career College	Norco	Colleges, Univ & Prof Schools

Pacifica College	Moreno Valley	Colleges, Univ & Prof Schools
Four D College	Victorville	Colleges, Univ & Prof Schools
SBB College	Rancho Mirage	Colleges, Univ & Prof Schools
Westech College	Ontario	Colleges, Univ & Prof Schools
Platt College Ontario	Ontario	Colleges, Univ & Prof Schools
Mission Career College	San Bernardino	Colleges, Univ & Prof Schools
Milan Institute	La Quinta	Colleges, Univ & Prof Schools
Cambridge College	Rancho Cucamonga	Colleges, Univ & Prof Schools
San Bernardino Cmnty Clg Dist	Yucaipa	Colleges, Univ & Prof Schools
Sierra Pacific	Redlands	Colleges, Univ & Prof Schools
Biology	Riverside	Colleges, Univ & Prof Schools
Amer Nanny College	Colton	Colleges, Univ & Prof Schools
Capital College	Chino	Colleges, Univ & Prof Schools
Institute Geophysics/Plane	Riverside	Colleges, Univ & Prof Schools
Glen Oaks College	Riverside	Colleges, Univ & Prof Schools
P C University	San Bernardino	Colleges, Univ & Prof Schools
Chaffey College	Ontario	Colleges, Univ & Prof Schools
Bryman College	San Bernardino	Colleges, Univ & Prof Schools
Maric College	Palm Springs	Colleges, Univ & Prof Schools
College Park Retail Ctr LP	Upland	Colleges, Univ & Prof Schools
Rock University	Sun City	Colleges, Univ & Prof Schools
Career Tech Vocational College	Temecula	Colleges, Univ & Prof Schools
Advanced College Solutions Inc	Temecula	Colleges, Univ & Prof Schools
Interior Dsign Program College	Palm Desert	Colleges, Univ & Prof Schools
College Of Automotive Mgmt	Ontario	Colleges, Univ & Prof Schools
Phillips College	Riverside	Colleges, Univ & Prof Schools
Career Gateway College	Temecula	Colleges, Univ & Prof Schools
Bryman College	Ontario	Colleges, Univ & Prof Schools
Education Center	Highland	Colleges, Univ & Prof Schools
Palm Dessert College	Palm Desert	Colleges, Univ & Prof Schools
Dvs College	Montclair	Colleges, Univ & Prof Schools
Chaffey College	Upland	Colleges, Univ & Prof Schools
College Natural & Ag Science	Riverside	Colleges, Univ & Prof Schools
Devry University Inland Empire	Colton	Colleges, Univ & Prof Schools
Crafton Hills College	Yucaipa	Colleges, Univ & Prof Schools
American College-Health Care	Riverside	Colleges, Univ & Prof Schools
Kaplan College	Palm Springs	Colleges, Univ & Prof Schools
World Education University	Palm Springs	Colleges, Univ & Prof Schools
College Of Extended Learning	San Bernardino	Colleges, Univ & Prof Schools
Soligent Inc	Corona	Computer Training
Triumph Computer Trn	Corona	Computer Training

LTS Career Training	Riverside	Computer Training
California Computer Schools	Upland	Computer Training
Cole Computer Training Group	Highland	Computer Training
New Horizons Computer Learning	San Bernardino	Computer Training
Microdata Information Systems	San Bernardino	Computer Training
Instructional Access Inc	Riverside	Computer Training
Moreno Valley Technical Skills	Thousand Palms	Computer Training
Zephyr Tec Corp	Rancho Cucamonga	Computer Training
Polymath Computing Svc	Lucerne Valley	Computer Training
Riccar Computer Training	Bloomington	Computer Training
Riverside Training Ctr	Moreno Valley	Computer Training
Computer Mentor	Beaumont	Computer Training
Lake Elsinore Computer Ctr	Lake Elsinore	Computer Training
Applied Training Ctr	Riverside	Computer Training
PC University	San Bernardino	Computer Training
Apple Valley Career College	Apple Valley	Junior Colleges
Career Care Institute	Moreno Valley	Junior Colleges
Intersect Technology Institute	Rancho Cucamonga	Junior Colleges
California School Of English	Temecula	Language Schools
Language Line	Upland	Language Schools
ITT Technical Institute	San Bernardino	Other Technical & Trade Schools
ITT Technical Institute	San Bernardino	Other Technical & Trade Schools

The map below shows visually the locational relationship to the SBVCCD colleges. Actual address and geo-coordinates are contained in the Business database.

Map VI-1 – Private and Public Schools –SBVC and CHC Study Areas
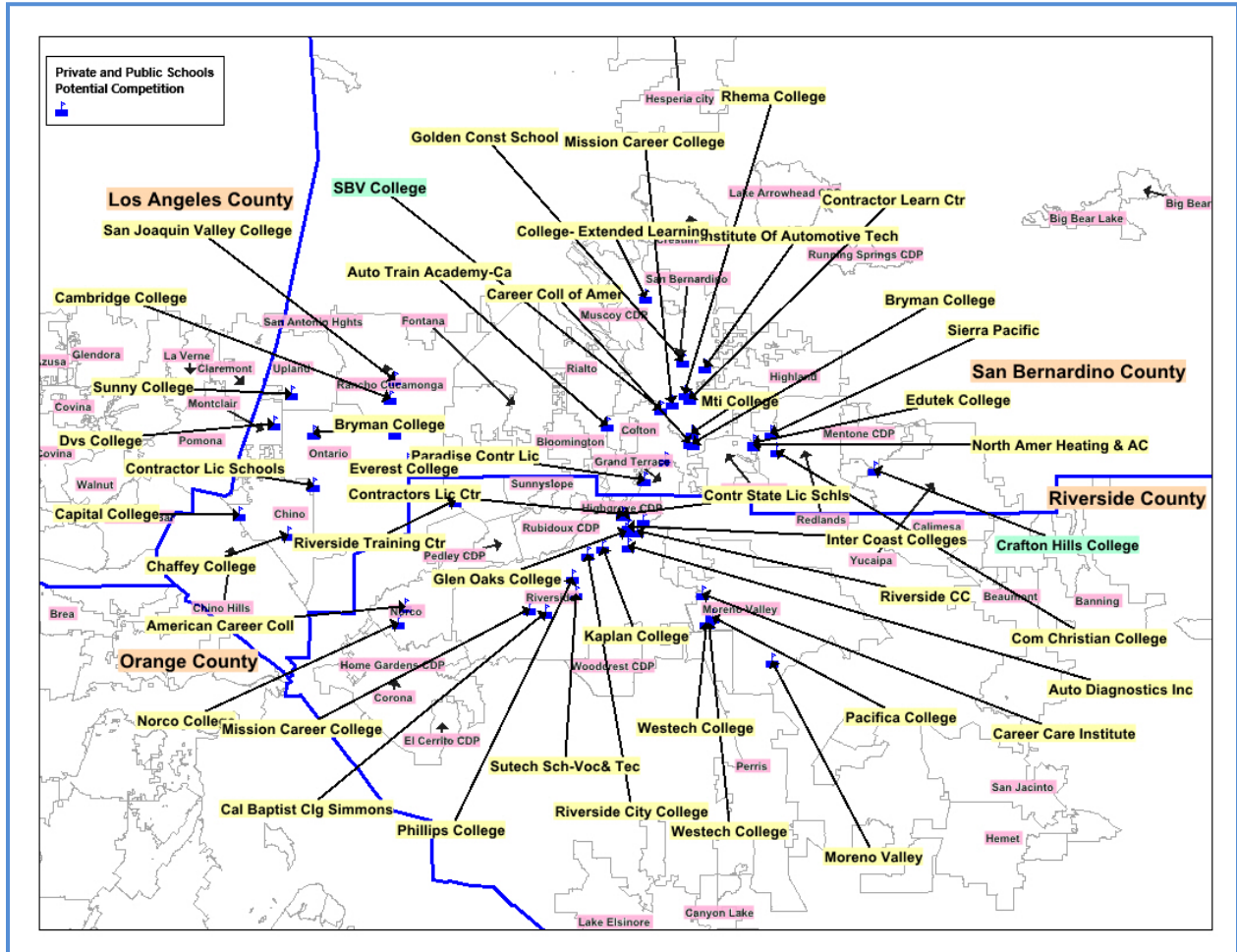
VII   Establishments – San Bernardino and Riverside Counties

As many effective community college leaders have long understood, deep and regular engagement with employers and others in their communities is essential to understanding how to match student education with job needs. If graduates are not getting jobs, discussions with employers can help a college understand what skills students lack and change the curriculum accordingly. If graduates' wages are increasing, employers can help a college understand whether the trend is likely to continue, informing decisions about how and whether to expand a program and if so by how much. And if jobs in a sector are drying up, employers can help colleges understand the likely trajectory of the future labor market, informing what programs the college can create or expand to replace declining job opportunities.

The following Establishments database provides the district and colleges valuable data with which to study and interact with the regional employers. This database provides the ability to understand the local economic base and assess potential for employee training, contract education, demand for courses by need, small business assistance and training needs, and potential partnership opportunities. Follow-up uses include continuous updating and monitoring of regional economic base trends. The data attributes provide the ability cross-tabulate with occupations data (NAICS to SOC crosswalks) and then crosswalk occupations (SOC) to curriculum (TOPS) demand. These crosswalks then provide linkages and correlations with various data sets and therefore enhancing the value of individual data sets.

A.   San Bernardino and Riverside Business Establishments - MS Access Database

An auxiliary deliverable is provided consisting of a detailed MS Access database containing establishments (170,000 records) compiled from InfoUSA. The MS Access data includes all establishments located in San Bernardino and Riverside counties as of April 2013. The application allows users to navigate from the central Switchboard area with easy to use pull-down menus and selector buttons. Users can view, sort, print, or export exhibits to MS Excel programs for further data manipulation.

This database can be sorted by various fields, GIS mapped, linked with other data bases, used to conduct various forms of analysis, create mail-merge mass mailings, contact employers, solicit funding contributions, create business affinity groups and further economic development.

The database includes the following information:

- Address
- Phone Number
- Web Address (where available)
- Contact name and title
- Contact Gender
- Estimated Employee Size
- Estimated Sales Volume
- Primary SIC code and description
- Headquarters/Branch
- Year 1st Appeared in Yellow Pages (company age)
- Estimated Office Size
- Firm/Individual
- Latitude
- Longitude
- Primary NAICS Code and Description

The application also contains various crosswalk tools that convert industries to related occupations

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(staffing patterns) by converting NAICS (North American Industrial Classification System) to SOC (Standard Occupations Classifications) code and occupations to curriculum by TOPS codes. The SOC/NAICS and SOC/TOPS crosswalks return related data and also include jobs forecast for selected occupations 2010-2020. The MS Access database navigation switchboard is shown below.
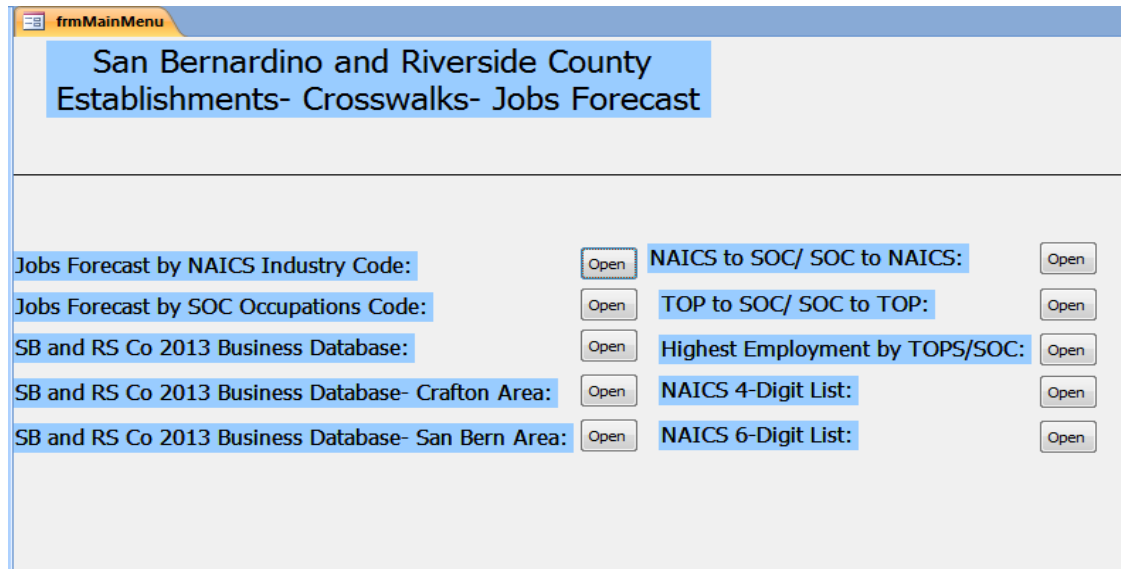
Employee Estimates Process
The infoUSA database includes estimated employment for about 98% of the businesses and is largely obtained through the telephone verification process. It represents the number of employees at that location of the business. Approximately 27% of the above mentioned 98% carry a modeled employment number rather than a verified number. When an employment number cannot be verified through the telephone interview process, a model is applied to estimate the employment size.

B.   Industry Summary by 2-Digit NAICS Code – 2013 –SB and RS Counties

This exhibit located in the Appendix presents a summary of all establishments located in San Bernardino and Riverside Counties at the 2-digit NAICS industry code level. The data is derived from data vendor InfoUSA as of April 2013. The exhibit shows the NAICS and code number, number of establishments and percent of total, estimated employment, and estimated gross sales by industry. The table below presents this information in summary form for these two counties. It shows that the Retail Trade Industry has the largest number of employees followed by Accommodations and Food Services, then Health Care and Social Assistance.

Table VII-1 - Industry Summary by 2-Digit NAICS Code – 2013 –SB & RS Counties

NAICS		Establishment		Employees		Gross Sales	
Code	Description	Number	Percent Total	Number	Percent Total	Number	Percent Total
44-45	Retail Trade	19,144	15.82%	189,270	17.04%	$51,389,483,000	17.77%
72	Accommodation and Food Services	8,380	6.93%	126,562	11.39%	$7,919,831,000	2.74%
62	Health Care and Social Assistance	9,811	8.11%	121,802	10.97%	$14,693,696,000	5.08%
61	Educational Services	2,694	2.23%	85,654	7.71%	$459,710,000	0.16%
31-33	Manufacturing	5,266	4.35%	77,714	7.00%	$22,568,153,000	7.80%
23	Construction	11,923	9.85%	69,789	6.28%	$21,022,333,000	7.27%
81	Other Services (no Public Administration)	14,651	12.11%	66,414	5.98%	$4,889,159,000	1.69%

54	Professional, Scientific, and Technical Services	12,661	10.46%	59,307	5.34%	$9,512,147,000	3.29%
42	Wholesale Trade	5,366	4.43%	57,015	5.13%	$106,777,123,000	36.92%
92	Public Administration	1,769	1.46%	50,564	4.55%	$0	0.00%
48-49	Transportation and Warehousing	6,452	5.33%	45,369	4.08%	$5,497,734,000	1.90%
56	Admin/Support and Waste Mgmt/Remediation Services	5,735	4.74%	36,601	3.30%	$3,894,605,000	1.35%
53	Real Estate and Rental and Leasing	6,475	5.35%	34,189	3.08%	$8,425,122,000	2.91%
71	Arts, Entertainment, and Recreation	2,027	1.68%	33,784	3.04%	$1,935,446,000	0.67%
52	Finance and Insurance	5,444	4.50%	27,967	2.52%	$12,419,796,000	4.29%
51	Information	2,218	1.83%	16,184	1.46%	$4,803,812,000	1.66%
11	Agriculture, Forestry, Fishing and Hunting	643	0.53%	5,005	0.45%	$499,555,000	0.17%
22	Utilities	166	0.14%	4,306	0.39%	$2,844,469,000	0.98%
55	Management of Companies and Enterprises	84	0.07%	2,381	0.21%	$9,163,947,000	3.17%
21	Mining	88	0.07%	864	0.08%	$464,060,000	0.16%
	Total	**120,997**		**1,110,741**		**$289,180,181,000**	

C.   Establishments Summary by City – 2013 –San Bernardino and Riverside Counties

This exhibit located in the Appendix presents a summary of all establishments located in San Bernardino and Riverside Counties by City. The table below presents this data in summary format for each city located in San Bernardino and Riverside Counties.

This city-based data may allow the District to focus training and other economic development efforts in partnership with cities. Such efforts may be coordinated with local economic development and workforce training efforts which include city participation. Such as economic development policies may be contained in Economic Development Elements to city General Plans.

Table VII-2 - Establishments Summary by City – 2013 –SB & RS Counties

City	Number	Employees	Gross Sales
Adelanto	395	5,013	$1,432,896,000
Aguanga	73	237	$59,426,000
Alta Loma	575	3,585	$707,023,000
Amboy	2	3	$483,000
Angelus Oaks	19	78	$12,563,000
Anza	75	346	$53,913,000
Apple Valley	1,940	12,481	$4,290,124,000
Argus	2	4	$2,065,000
Arrowbear Lake	1	11	$651,000
Baker	17	145	$31,343,000
Banning	706	8,522	$980,536,000
Barstow	824	6,837	$1,467,515,000
Beaumont	691	4,901	$1,267,006,000
Bermuda Dunes	284	2,115	$408,518,000
Big Bear City	550	3,155	$803,822,000
Big River	9	51	$5,038,000
Bloomington	771	7,739	$2,124,043,000
Blue Jay	71	543	$108,017,000
Blythe	449	4,379	$872,880,000
Boron	11	100	$36,418,000
Bryn Mawr	8	15	$9,291,000
Cabazon	91	4,137	$256,992,000
Calimesa	211	1,123	$231,559,000

Canyon Lake	345	1,110	$321,413,000
Cathedral City	1,329	9,045	$2,115,397,000
Cedar Glen	25	98	$42,616,000
Cedarpines Park	12	39	$35,742,000
Cherry Valley	129	565	$171,284,000
Chino	3,388	32,018	$11,866,141,000
Chino Hills	1,601	13,911	$3,102,118,000
Coachella	462	7,366	$2,787,061,000
Colton	1,373	10,873	$4,032,505,000
Corona	6,139	64,035	$19,676,361,000
Crest Park	2	14	$2,737,000
Crestline	200	965	$219,066,000
Daggett	12	98	$41,822,000
Desert Center	15	78	$8,243,000
Desert Hot Spgs	594	3,536	$478,783,000
Eagle Mountain	2	20	$0
Earp	13	37	$6,037,000
Eastvale	1	25	$7,762,000
El Mirage	1	1	$114,000
Essex	1	1	$187,000
Etiwanda	350	6,795	$1,144,966,000
Fallbrook	2	4	$1,144,000
Fawnskin	23	101	$19,903,000
Fontana	5,085	45,158	$14,139,795,000
Forest Falls	23	174	$33,593,000
Fort Irwin	44	1,681	$250,261,000
Gilman Hot Spgs	1	300	$350,000,000
Grand Terrace	338	2,109	$559,969,000
Green Valley Lk	8	19	$3,414,000
Guasti	5	25	$13,973,000
Helendale	114	659	$130,562,000
Hemet	2,486	19,403	$3,461,572,000
Hesperia	2,566	15,857	$3,298,386,000
Highland	1,151	10,495	$2,672,255,000
Hinkley	22	134	$73,654,000
Homeland	87	468	$98,282,000
Idyllwild	157	659	$130,003,000
Indian Wells	284	4,186	$559,757,000
Indio	1,874	19,430	$3,851,499,000
Johnson Valley	8	16	$8,775,000
Joshua Tree	1,356	19,440	$2,681,659,000
La Quinta	1,175	18,527	$2,555,943,000
Lake Arrowhead	253	1,904	$273,782,000
Lake Elsinore	1,759	11,603	$2,486,482,000
Lakeview	4	179	$40,624,000
Landers	26	117	$17,264,000
Loma Linda	602	7,316	$1,185,913,000
Lucerne Valley	137	1,074	$145,913,000
Ludlow	4	83	$52,108,000
Lytle Creek	16	264	$36,415,000
March Arb	77	907	$701,060,000
Mecca	51	567	$80,108,000
Menifee	657	4,749	$926,379,000
Mentone	168	755	$220,057,000
Mira Loma	761	9,973	$3,791,676,000

Montclair	1,481	12,663	$3,256,118,000
Moreno Valley	3,351	26,262	$5,884,815,000
Morongo Valley	93	323	$67,135,000
Mountain Center	49	192	$27,977,000
Mountain Pass	2	5	$3,442,000
Mt Baldy	6	36	$1,872,000
Murrieta	3,505	21,249	$5,132,212,000
Muscoy	1	2	$0
Needles	222	1,745	$205,246,000
Newberry Springs	59	283	$75,454,000
Nipton	1	3	$335,000
Norco	1,208	9,561	$3,507,914,000
North Palm Spgs	29	290	$202,760,000
Nuevo	190	1,038	$684,859,000
Oak Glen	1	2	$223,000
Oak Hills	202	954	$300,370,000
Ontario	6,564	96,940	$37,074,993,000
Oro Grande	42	504	$89,635,000
Palm Desert	3,745	32,273	$6,178,816,000
Palm Springs	2,697	24,007	$3,926,362,000
Parker Dam	7	22	$4,081,000
Patton	17	89	$8,888,000
Perris	1,652	16,704	$3,689,410,000
Phelan	354	3,275	$396,088,000
Pinon Hills	60	312	$72,821,000
Pioneertown	17	51	$14,150,000
Pomona	50	232	$96,810,000
Quail Valley	55	228	$50,705,000
Rancho Cucamonga	5,114	43,701	$14,136,843,000
Rancho Mirage	988	11,042	$1,541,850,000
Redlands	3,211	29,023	$6,809,079,000
Rialto	2,110	17,206	$3,216,604,000
Ridgecrest	37	243	$54,663,000
Ripley	9	32	$3,801,000
Riverside	14,749	124,150	$33,955,178,000
Romoland	35	187	$53,249,000
Running Springs	110	1,191	$138,850,000
San Bernardino	6,515	85,540	$15,337,438,000
San Jacinto	895	7,259	$1,240,790,000
Skyforest	12	68	$7,572,000
Spring Vly Lake	11	20	$5,108,000
Sugarloaf	6	20	$3,214,000
Sun City	772	4,525	$871,583,000
Temecula	4,911	46,807	$14,308,428,000
Thermal	163	3,381	$631,551,000
Thousand Palms	322	3,301	$835,609,000
Trona	42	1,064	$793,931,000
Twentynine Palms	411	3,632	$527,331,000
Twin Peaks	33	207	$16,088,000
Upland	3,749	25,066	$6,214,836,000
Victorville	3,619	28,290	$5,996,717,000
Vidal	2	18	$320,000
Whitewater	15	116	$24,073,000
Wildomar	665	10,848	$4,058,768,000
Winchester	276	1,488	$312,071,000

Wrightwood	82	1,651	$227,649,000
Yermo	18	244	$9,531,000
Yucaipa	1,607	8,430	$2,292,876,000
Yucca Valley	926	6,041	$1,082,489,000

D.   Business Summary by Top Employers with 300+ Employees

This exhibit located in the Appendix presents a summary of all establishments located in San Bernardino and Riverside Counties by top employers with 300+ employees. The table below presents the top 10 employers for these counties.

This data provides valuable information to better respond to the needs of the largest employers located in the regional job market Study Area. The data can help with more rapid market based responsiveness and help with targeted and relevant curriculum planning.

Table VII-3 - Business Summary by Top Ten Employers with 300+ Employees

		Establishments	
Zip Code	**Business Name**	**Employees**	**Gross Sales**
92408	Stater Bros Holdings Inc	16,500	$3,606,839,000
91761	Prime Healthcare Svc Inc	15,000	$0
91761	Ontario Intl AIRPORT-Ont	6,000	$0
92335	Kaiser Permanente Medical Care	5,000	$914,389,000
92879	Restoration Technologies Inc	5,000	$978,584,000
91709	JACUZZI Brands Corp	4,907	$1,202,400,000
92346	San Manuel Indian Bingo/Casino	3,000	$56,101,000
92505	Kaiser Permanente	3,000	$548,633,000
92373	Environmental Systems Research	2,700	$0
91762	Del Taco	2,328	$137,933,000

E.   Selected Women - Owned Businesses with 40+ Employees

This exhibit located in the Appendix presents selected women-owned businesses located in San Bernardino and Riverside Counties with 40 or more employees. The exhibit includes business name, city and county location, estimated number of employees; estimated sales, industry code and description, and date the business first appeared in the Yellow Pages – (an indication of the businesses age).

Possible uses of this data include monitoring this market segment and creating programs to respond – as may be related to any special economic or gender characteristics. Efforts by colleges may also be correlated with local or regional economic development programs that support small, minority, or women-owned businesses.

The table below presents a summary of the top 10 women owned businesses by number of employees.

Table VII-4 – Top Ten Women -Owned Businesses with 40+ Employees

Business Name	City	Employees	Gross Sales	Year 1st Appeared in Yellow Pages	Description
Corona Call Ctr	Corona	300	$558,000	2010	Insurance Agencies & Brokerages
Hcr Homes & Land	Norco	299	$71,635,000	2008	Offices Of Real Estate Agents & Brokers
National Employee Benefits	Homeland	200	$43,516,000	2007	Human Resources Consulting Services
Plott Care Svc	Ontario	200	$15,744,000	2005	Continuing Care Retirement Communities
Palm Spring Follies	Palm Springs	165	$23,265,000	1993	Theater Companies & Dinner Theaters
Green Thumb Produce	Banning	150	$296,000	2004	Caterers
Las Casuelas Terraza	Palm Springs	150	$8,887,000	1984	Full-Service Restaurants
Waterman Convalescent Hospital	San Bernardino	135	$10,300,000	1984	Nursing Care Facilities (Skilled Nursing Fclts)
Azteca Landscape	Ontario	115	$13,316,000	2003	Landscaping Services
Keller Williams Realty	Riverside	115	$27,552,000	2009	Offices Of Real Estate Agents & Brokers

F.   Establishments by Top Gross Sales- 2013

This exhibit located in the Appendix presents the top 100 establishments by gross sales located in San Bernardino and Riverside Counties. The exhibit includes zip code, county, business name, estimated number of employees, and estimated sales. The table below presents top 10 establishments by gross sales.

Large establishments with connections with the Study Area community may be potential sources for foundation partnerships and other relationships the colleges.

Table VII-5 – Top Ten Establishments by Top Gross Sales- 2013

Zip Code	County	Establishments Name	Employees	Sales
91764	San Bernardino	CVB Financial Corp	809	$6,363,364,000
92408	San Bernardino	Stater Bros Holdings Inc	16,500	$3,606,839,000
92595	Riverside	Roupe's Renovations	6,000	$3,078,765,000
92590	Riverside	Professional Hospital Supply	1,000	$2,351,367,000
92880	Riverside	Monster Beverage Corp	2,180	$2,060,702,000
92307	San Bernardino	Walmart Distribution Ctr	736	$1,986,729,000
92509	Riverside	Walmart Distribution Ctr	736	$1,986,729,000
91761	San Bernardino	Sam's Club Distribution Ctr	736	$1,986,729,000
91761	San Bernardino	Target Distribution Ctr	600	$1,619,616,000
92592	Riverside	First Citizens Bank	74	$1,510,995,000
92553	Riverside	United Natural Foods	600	$1,349,787,000

G.   Establishments and Employment Historical Trends – San Bernardino County -2008-2010

This exhibit located in the Appendix presents historical trends by 2-digit NAICS code for establishments located in San Bernardino County for the period 2008-2010. It shows industry by NAICS code and description, number of establishments, percent change, number of employees and percent change. The table below presents the same information.

Table VII-6 - Establishments and Employment Historical Trends – SB County -2008-2010

		Establishments				Employees			
NAICS Code	Industry Description	2008	2009	2010	% Change 2008-10	2008	2009	2010	% Change 2008-10
10	**Total**	**46,675**	**47,680**	**47,641**	**2.1%**	**651,917**	**611,092**	**600,558**	**-7.9%**
	Federal Government					13,000	13,700	15,100	16.2%
61	Educational Services	280	293	290	3.6%	7,781	8,377	8,026	3.1%
62	Health Care and Social Assistance	3,110	3,152	3,224	3.7%	63,698	64,583	64,906	1.9%
	Local Government					92,400	91,500	94,000	1.7%
22	Utilities	87	87	82	-5.7%	4,119	4,208	4,164	1.1%
	State Government					13,900	13,900	13,400	-3.6%
54	Professl, Scientific, & Tech Services	2,474	2,424	2,402	-2.9%	19,833	18,957	19,020	-4.1%
21	Mining	25	22	21	-16.0%	614	594	588	-4.2%
71	Arts, Entertainment, and Recreation	308	314	313	1.6%	6,046	5,773	5,724	-5.3%
48-49	Transportation and Warehousing	1,152	1,159	1,138	-1.2%	41,496	39,678	39,251	-5.4%
72	Accommodation and Food Services	2,692	2,704	2,687	-0.2%	51,722	49,307	48,787	-5.7%
81	Other Services (except Pub Admin)	17,671	19,772	20,059	13.5%	29,233	28,559	27,528	-5.8%
52	Finance and Insurance	1,603	1,515	1,379	-14.0%	15,662	15,017	14,486	-7.5%
55	Mgt of Companies & Enterprises	128	124	123	-3.9%	6,332	5,850	5,745	-9.3%
44-45	Retail Trade	4,382	4,265	4,178	-4.7%	84,159	76,160	76,311	-9.3%
56	Admin & Support & Waste Mgt	1,626	1,576	1,561	-4.0%	52,598	49,227	46,669	-11.3%
42	Wholesale Trade	2,205	2,166	2,162	-2.0%	34,607	29,870	29,636	-14.4%
11	Ag, Forest, Fish and Hunt	239	223	218	-8.8%	2,816	2,515	2,402	-14.7%
51	Information	336	347	335	-0.3%	7,031	8,192	5,847	-16.8%
53	Real Estate and Rental and Leasing	1,394	1,336	1,276	-8.5%	8,904	7,793	7,333	-17.6%
31-33	Manufacturing	1,958	1,904	1,849	-5.6%	58,144	49,005	46,449	-20.1%
23	Construction	3,530	3,339	3,099	-12.2%	35,973	27,281	24,230	-32.6%
99	Not Classified	1,475	958	1,245	-15.6%	1,849	1,046	956	-48.3%

Source EDD LMI

H.   Establishments and Employment Historical Trends – Riverside County - 2008-2010

This exhibit located in the Appendix presents historical trends by 2-digit NAICS code for establishments located in San Riverside County for the period 2008-2010. It shows industries by NAICS code and description, number of establishments, percent change, number of employees and percent change.

The table below presents the same information.

Table VII-7 - Establishments and Employment Historical Trends – RS County -2008-2010

NAICS Code	Industry Description	Establishments			% Change 2008-10	Employment			% Change 2008-10
		2008	2009	2010		2008	2009	2010	
10	**Total**	**44,904**	**45,934**	**46,210**	**2.9%**	**596,164**	**552,286**	**542,010**	**-9.1%**
51	Information	406	408	408	0.5%	7,709	7,114	10,199	32.3%
	Federal Government					6,600	6,900	7,600	15.2%
81	Other Services (except Public Administration)	13,307	15,706	16,245	22.1%	23,667	24,900	24,386	3.0%
62	Health Care and Social Assistance	3,356	3,433	3,537	5.4%	51,600	51,761	52,450	1.6%
	State Government					15,700	15,800	15,900	1.3%
	Local Government					88,300	86,600	85,600	-3.1%
71	Arts, Entertainment, and Recreation	453	447	433	-4.4%	10,453	9,860	9,987	-4.5%
61	Educational Services	305	302	298	-2.3%	5,408	5,376	5,100	-5.7%
72	Accommodation and Food Services	2,946	2,936	2,943	-0.1%	62,569	59,572	58,783	-6.1%
42	Wholesale Trade	1,686	1,618	1,592	-5.6%	20,383	18,594	19,087	-6.4%
11	Agriculture, Forestry, Fishing and Hunting	464	455	445	-4.1%	13,359	12,366	12,420	-7.0%
44-45	Retail Trade	4,577	4,425	4,333	-5.3%	84,502	78,566	78,453	-7.2%
56	Administrative and Support and Waste Mgt. and Remediation	1,930	1,898	1,893	-1.9%	33,972	32,097	31,220	-8.1%
48-49	Transportation and Warehousing	908	895	895	-1.4%	18,087	16,742	16,552	-8.5%
22	Utilities	57	54	50	-12.3%	1,747	1,679	1,589	-9.0%
52	Finance and Insurance	1,669	1,572	1,461	-12.5%	12,374	11,935	11,084	-10.4%
55	Management of Companies and Enterprises	97	97	101	4.1%	3,476	2,978	2,887	-16.9%
53	Real Estate and Rental and Leasing	1,737	1,642	1,581	-9.0%	9,938	8,866	8,178	-17.7%
21	Mining	29	33	30	3.4%	544	507	429	-21.1%
31-33	Manufacturing	1,523	1,473	1,430	-6.1%	47,862	38,544	37,490	-21.7%
54	Professional, Scientific, and Technical Services	3,108	3,083	3,043	-2.1%	20,662	19,567	15,941	-22.8%
23	Construction	4,378	4,117	3,816	-12.8%	54,797	40,397	35,380	-35.4%
99	Not Classified	1,968	1,340	1,676	-14.8%	2,455	1,565	1,295	-47.3%

I.   Daytime Workforce Occupations by SOC Codes – SBVC Study Area and Counties

This exhibit located in the Appendix presents Daytime employees (defined as those who work in the Study Area but may not necessarily live there). The exhibit includes 2 and 3-digit SOC occupations codes and descriptions for the SBVC Study Area and counties. It shows White-Collar and Blue Collar type jobs separately.

This data provides valuable information to better respond to trends and needs of the existing local Daytime workforce by occupations at the 2 and 3-digit SOC code level. The Daytime workforce represents a huge market for employer-based training, contract education, and potential evening and weekend courses. The data can help with more rapid market based responsiveness to occupations and help with targeted and relevant curriculum planning. Follow-up activities include continuous updating and monitoring.

The table below summarizes this data at the 2-digit SOC code level. Daytime employees who do not live in the Study Area represent an additional target market for colleges in terms of employee contract training and evening students.

Table VII-8 - Daytime Workforce Occupations by SOC Codes – SBVC Study Area and Counties

		SBVC Study Area		RS County		SB County	
Total Daytime Employees	SOC	789,905	% SBVC	484,266	% RS Co	559,853	% SB Co
White Collar	**91**	**216,726**	**27%**	**128,214**	**26%**	**153,604**	**27%**
Management occupations	11	42,306	5%	26,220	5%	29,184	5%
Business and financial operations occupations	13	24,885	3%	14,682	3%	17,403	3%
Computer and mathematical science occupations	15	10,556	1%	5,760	1%	7,623	1%
Architecture and engineering occupations	17	10,934	1%	6,632	1%	7,435	1%
Life, physical, and social science occupations	19	4,519	1%	2,861	1%	3,218	1%
Community and social services occupations	21	16,835	2%	9,488	2%	12,353	2%
Legal occupations	23	3,934	0%	2,881	1%	2,536	0%
Education, training, and library occupations	25	28,995	4%	16,426	3%	20,590	4%
Arts, design, entertainment, sports, and media occupations	27	12,787	2%	8,203	2%	8,869	2%
Healthcare practitioners and technical occupations	29	42,548	5%	23,640	5%	31,407	6%
Healthcare support occupations	31	18,427	2%	11,421	2%	12,986	2%
Blue Collar	**92**	**570,878**	**72%**	**352,421**	**73%**	**388,577**	**69%**
Protective service occupations	33	12,235	2%	7,456	2%	9,242	2%
Food preparation and serving related occupations	35	50,079	6%	37,141	8%	33,684	6%
Building and grounds cleaning and maintenance occupations	37	26,096	3%	18,771	4%	17,519	3%
Personal care and service occupations	39	17,936	2%	13,331	3%	12,350	2%
Sales and related occupations	41	118,947	15%	73,100	15%	81,650	15%
Office and administrative support occupations	43	140,254	18%	83,995	17%	97,368	17%
Farming, fishing, and forestry occupations	45	1,001	0%	1,103	0%	745	0%
Construction and extraction occupations	47	42,264	5%	30,965	6%	23,860	4%
Installation, maintenance, and repair occupations	49	37,405	5%	20,713	4%	26,315	5%
Production occupations	51	62,293	8%	34,865	7%	41,025	7%
Transportation and material moving occupations	53	62,369	8%	30,981	6%	44,819	8%
Military	93	318	0%	1,733	0%	16,431	3%

Source: Synergos technologies, Inc. Workforce Data

J. Daytime Workforce Occupations by SOC Codes- CHC Study Area and Counties

This exhibit located in the Appendix presents Daytime employees (defined as those who work in the Study Area but may not necessarily live there). The exhibit includes 2 and 3-dit SOC occupations codes and descriptions for the CHC Study Area and counties. It shows White-Collar and Blue Collar type jobs. Workplace data methodology entails estimating the number of employees working in a particular area (not resident workers) and average number of employees in White Collar positions per business operating in a specific trade area in a sector (including all associated industry subsectors and industry groups). The average number of employees is derived from average profiles for a typical business in this sector in each county. The table below summarizes this data at the 2-digit SOC code level.

This data provides valuable information to better respond to trends and needs of the labor market and help with targeted and relevant curriculum planning.

Table VII-9 - Daytime Workforce Occupations by SOC Codes – CHC Study Area and Counties

		CHC Study Area		RS County		SB County	
All Employees	SOC Code	912,543	% CHC Total	484,266	% RS Co	559,853	% SB Co
White Collar	**91**	**251,441**	**28%**	**128,214**	**26%**	**153,604**	**27%**
Management occupations	11	49,465	5%	26,220	5%	29,184	5%
Business and financial operations occupations	13	28,922	3%	14,682	3%	17,403	3%
Computer and mathematical science occupations	15	12,225	1%	5,760	1%	7,623	1%
Architecture and engineering occupations	17	12,760	1%	6,632	1%	7,435	1%
Life, physical, and social science occupations	19	5,466	1%	2,861	1%	3,218	1%
Community and social services occupations	21	19,249	2%	9,488	2%	12,353	2%
Legal occupations	23	4,817	1%	2,881	1%	2,536	0%
Education, training, and library occupations	25	33,594	4%	16,426	3%	20,590	4%
Arts, design, entertainment, sports, and media occupations	27	15,310	2%	8,203	2%	8,869	2%
Healthcare practitioners and technical occupations	29	47,897	5%	23,640	5%	31,407	6%
Healthcare support occupations	31	21,737	2%	11,421	2%	12,986	2%
Blue Collar	**92**	**658,398**	**72%**	**352,421**	**73%**	**388,577**	**69%**
Protective service occupations	33	14,381	2%	7,456	2%	9,242	2%
Food preparation and serving related occupations	35	61,177	7%	37,141	8%	33,684	6%
Building and grounds cleaning and maintenance occupations	37	31,509	3%	18,771	4%	17,519	3%
Personal care and service occupations	39	22,775	2%	13,331	3%	12,350	2%
Sales and related occupations	41	135,852	15%	73,100	15%	81,650	15%
Office and administrative support occupations	43	162,342	18%	83,995	17%	97,368	17%
Farming, fishing, and forestry occupations	45	1,420	0%	1,103	0%	745	0%
Construction and extraction occupations	47	48,293	5%	30,965	6%	23,860	4%
Installation, maintenance, and repair occupations	49	41,814	5%	20,713	4%	26,315	5%
Production occupations	51	70,396	8%	34,865	7%	41,025	7%
Transportation and material moving occupations	53	68,439	7%	30,981	6%	44,819	8%
Military	93	318	0%	1,733	0%	16,431	3%
Unclassified	9999	2,387	0%	1,898	0%	1,241	0%

The map below depicts Daytime employee (those who work in the area buy may not necessarily live there) by density by block groups. The data is derived from Synergos Technologies Inc- Workforce- 3rd Qrt 2012.

Map VII-1 – Employee Density by Block Group Geography – SB and RS Counties
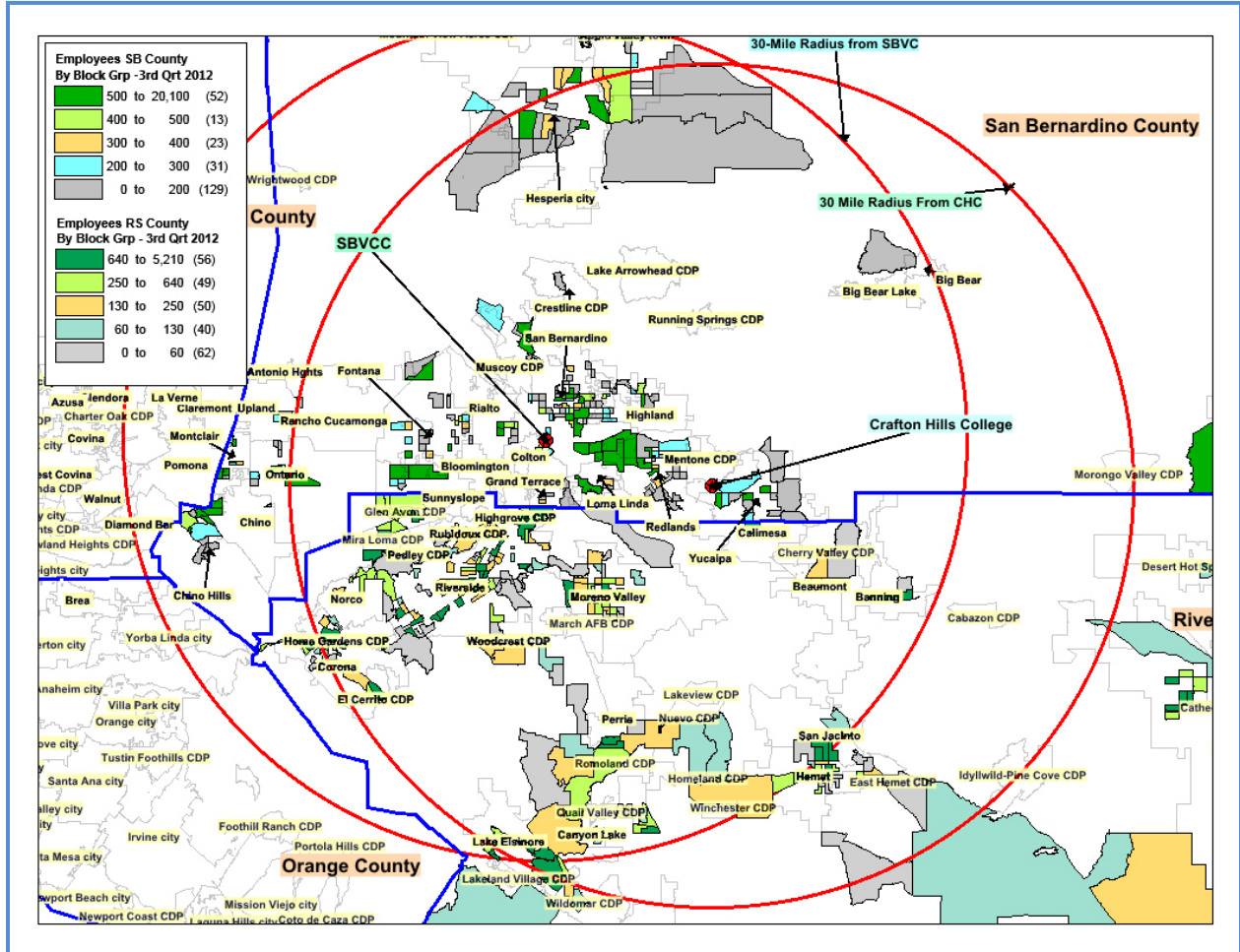
The map below depicts Daytime Blue Collar jobs by density by block groups. The data is derived from Synergos Technologies Inc- Workforce- 3rd Qrt 2012.

Map VII-2 – Blue Collar by Block Group Geography – SB and RS Counties
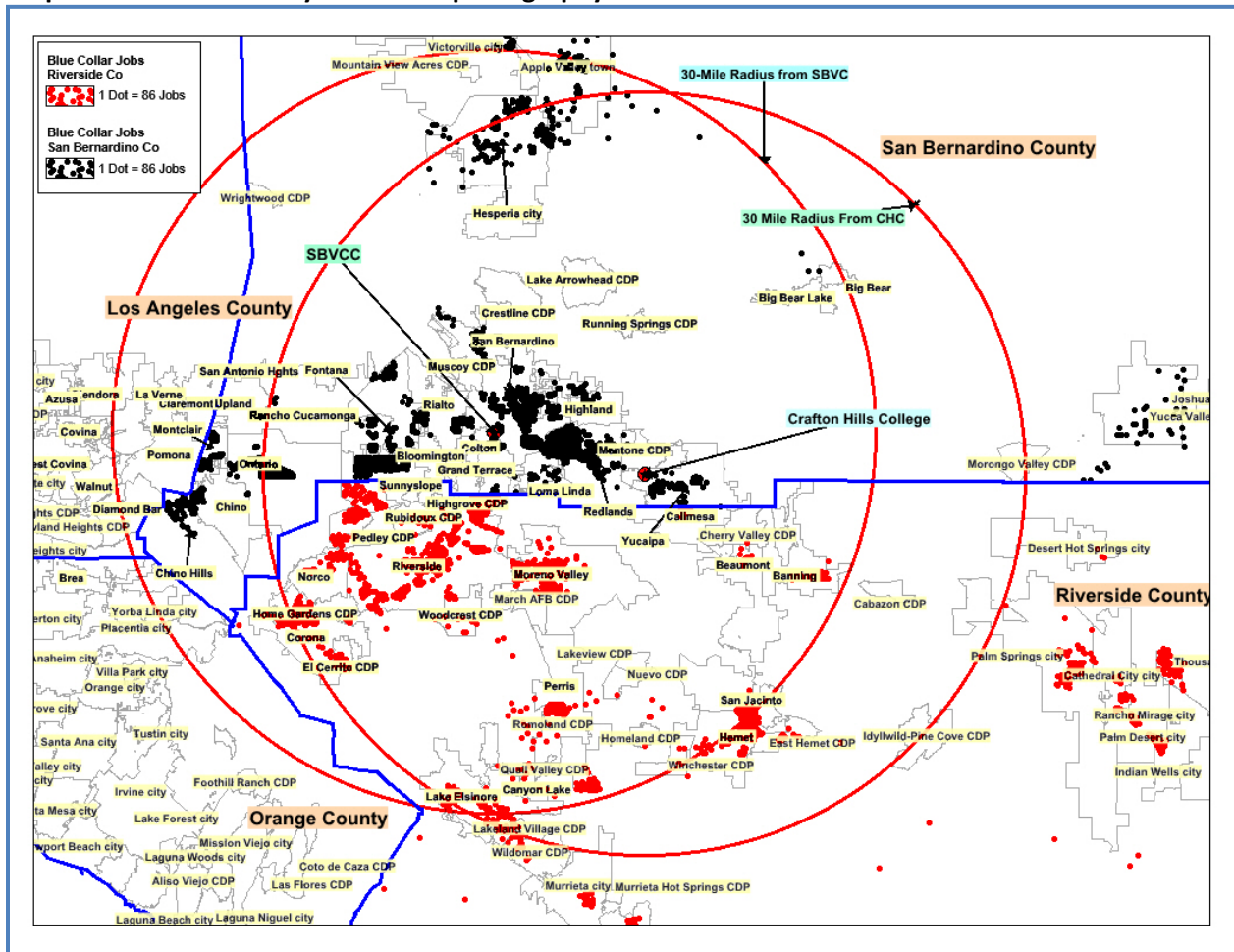
K.   Industry Clusters – San Bernardino County

This exhibit located in the Appendix presents a summary of industry Clusters located in San Bernardino County. The Los Angeles Economic Development Corp. (LAEDC) has developed and publishes a set of clusters by NAICS industry groupings for the Southern California area. These clusters identified by LAEDC were used for this analysis. The exhibit includes cluster name, sub-cluster name, NAICS Code and description, and estimated number of employees and gross sales.

A business cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field. These are considered to increase the productivity with which companies can compete, nationally and globally. A business cluster is a geographical location where enough resources and competences amass and reach a critical threshold, giving it a key position in a given economic branch of activity, and with a decisive sustainable competitive advantage over other places.

This data serves to help understand these important economic sectors viewed by groups or "clusters" of related industries that interact with each other. If these clusters are significant, colleges can help strengthen these by providing training and education. Staffing patterns by cluster industries can be converted to related occupations by SOC codes – jobs forecast can then be viewed for these industries. These preliminary results are intended to spur additional analysis and investigation as to the actual existence or breadth and depth of such clusters. Possible follow-up uses include continuous updating

and monitoring with fresh business data. The District can focus in key or desired clusters and identify the training and job needs, formulate partnerships, provide technical business assistance, facility interaction and B2B (business-to-business) activities, apply for grants, and comply with government funding agency reporting requirements.

The following series of GIS maps show a mapping of businesses generally associated with each cluster as delineated by LAEDC. The corresponding table below each map summarizes the subject cluster and sub-cluster descriptions, NAICs codes, number of establishments, employees, and gross sales. Users can query the Scan Business database by cluster NAICS codes and view more detailed information such as business name, address, contact information, etc. The table below presents the industry clusters in summary format showing the Cluster name, number of potential establishments, employees, and sales.

Table VII-10 - Industry Clusters Summary – San Bernardino County

San Bernardino County	Establishments		
Industry Cluster Name	**No**	**Employees**	**Sales**
Agricultural Products	106	1,263	$246,384,000
Analytical Instruments	50	1,293	$345,097,000
Automotive	79	780	$208,370,000
Biopharmaceuticals	11	317	$196,642,000
Building Fixtures, Equipment and Services	171	8,476	$1,774,408,000
Chemical Products	43	1,393	$755,335,000
Communications Equipment	8	310	$43,774,000
Construction Materials	38	688	$90,998,000
Education and Knowledge Creation	636	6,405	$101,607,000
Entertainment	732	6,201	$632,662,000
Financial Services	859	4,076	$8,575,880,000
Forest Products	29	700	$204,785,000
Furniture	39	499	$59,182,000
Heavy Construction Services	364	4,284	$1,987,831,000
Heavy Machinery	84	1,110	$802,036,000
Information Technology	469	2,110	$1,281,308,000
Lighting and Electrical Equipment	17	435	$78,032,000
Metal Manufacturing	226	4,360	$1,026,899,000
Motor Driven Products	19	170	$39,020,000
Plastics	102	2,455	$783,663,000
Power Generation and Transmission	15	177	$72,966,000
Prefabricated Enclosures	27	211	$38,555,000
Processed Food	101	1,841	$1,103,709,000
Production Technology	38	896	$144,654,000
Publishing and Printing	439	1,632	$377,080,000
Sporting, Recreational and Children's Goods	20	233	$56,806,000
Transportation and Logistics	979	12,423	$938,415,000
Business Services	3,645	19,153	$3,282,151,000

Map VII-3 – Automobile Cluster
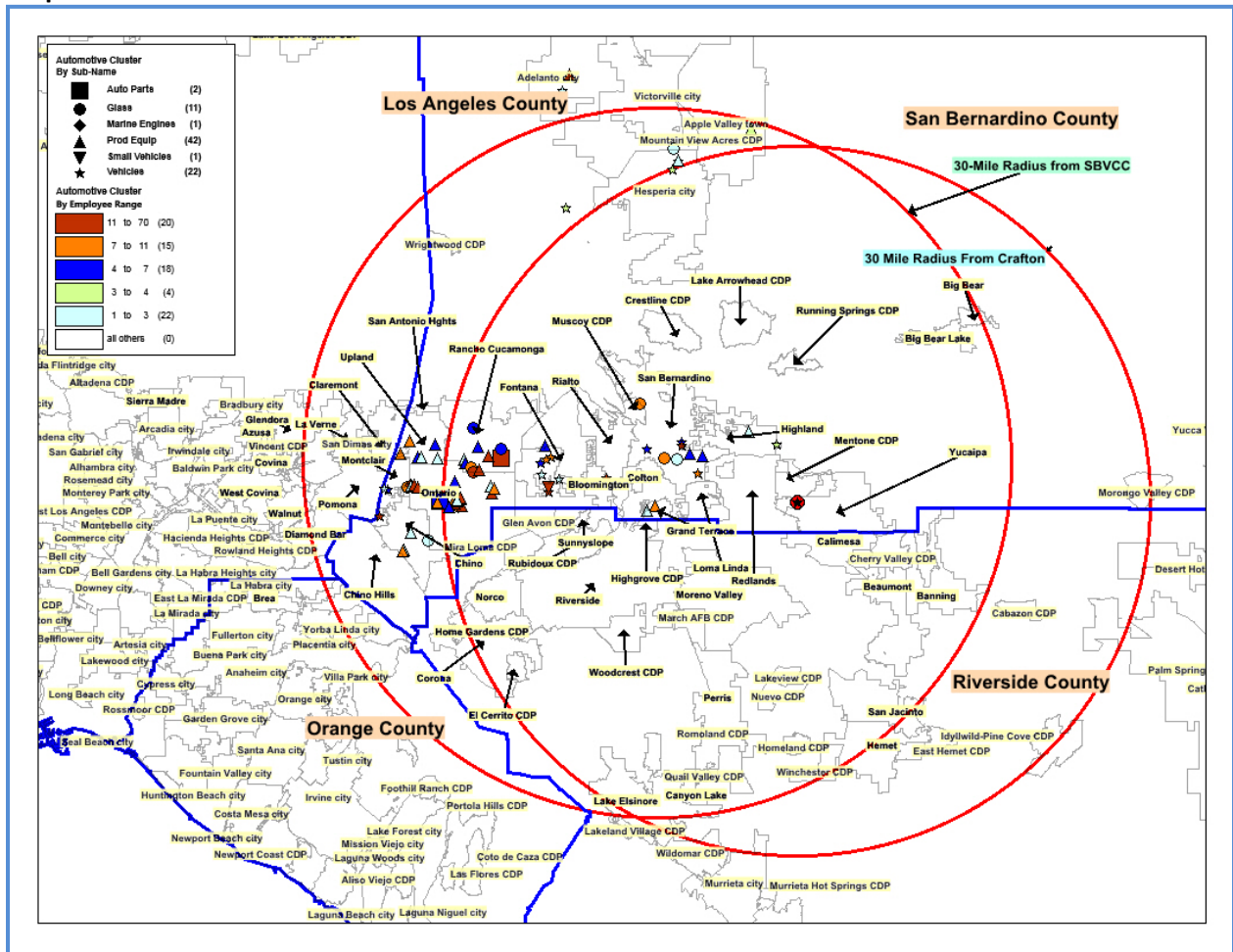
Table VII-11 - Automobile Cluster and Sub-Clusters

Cluster Name	Sub Cluster Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Automotive	Automotive Parts	336340	Motor Vehicle Brake System Manufacturing	1	5	$1,789,000
Automotive	Automotive Parts	336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	1	70	$25,055,000
Automotive	Glass	327211	Flat Glass Manufacturing	4	36	$11,931,000
Automotive	Glass	327215	Glass Product Manufacturing Made of Purchased Glass	7	55	$5,992,000
Automotive	Marine, Tank and Stationary Engines	333618	Other Engine Equipment Manufacturing	1	17	$6,433,000
Automotive	Motor Vehicles	336111	Automobile Manufacturing	5	73	$53,998,000
Automotive	Motor Vehicles	336112	Light Truck and Utility Vehicle Manufacturing	1	12	$13,787,000
Automotive	Motor Vehicles	336211	Motor Vehicle Body Manufacturing	16	106	$26,614,000
Automotive	Production Equipment	333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	42	381	$56,621,000
Automotive	Small Vehicles and Trailers	336999	All Other Transportation Equipment Manufacturing	1	25	$6,150,000
Totals				**79**	**780**	**$208,370,000**

Map VII-4 – Biopharmaceutical Cluster
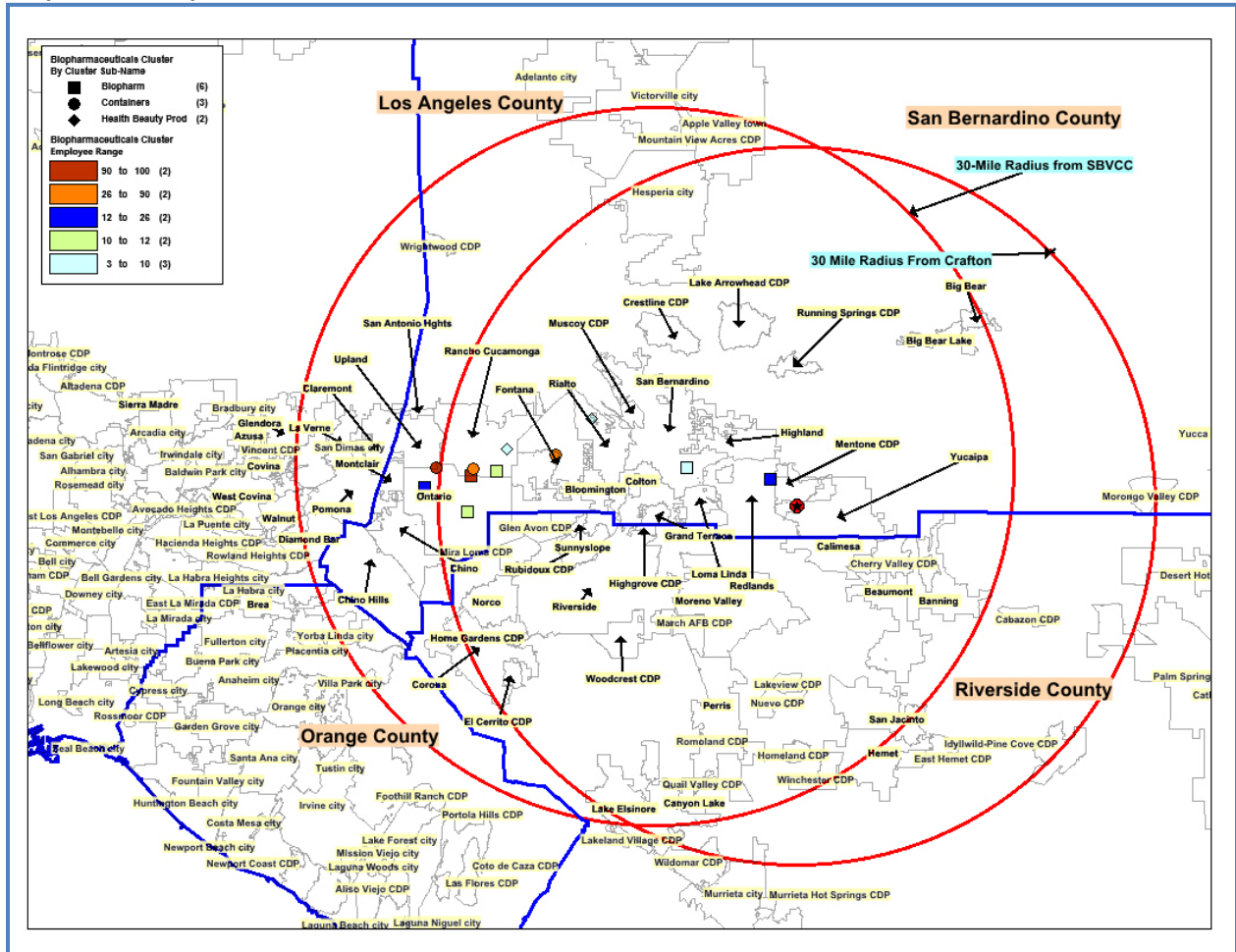
Table VII-12 - Biopharmaceutical Cluster and Sub-Clusters

| | | NAICS | | | Establishments | | |
Cluster Name	Sub Name	Code	Description	No	Empl's	Sales
Biopharmaceuticals	Biopharmaceutical Products	325412	Pharmaceutical Preparation Manufacturing	6	147	$132,354,000
Biopharmaceuticals	Containers	326160	Plastics Bottle Manufacturing	3	158	$53,853,000
Biopharmaceuticals	Health and Beauty Products	325620	Toilet Preparation Manufacturing	2	12	$10,435,000
Totals				**11**	**317**	**$196,642,000**

Map VII-5 – Business Services Cluster
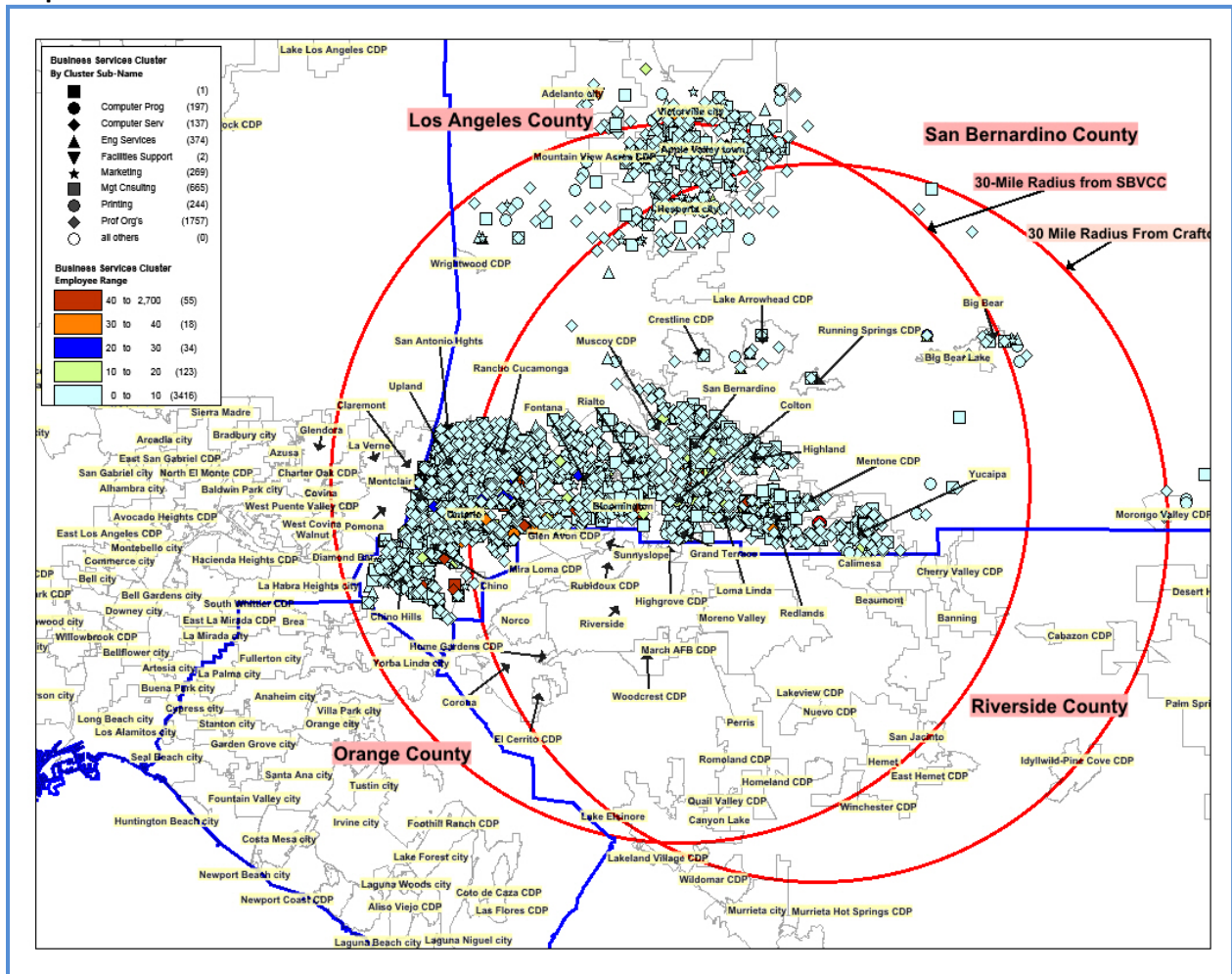
Table VII-13 – Business Services Cluster and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Business Services	Computer Programming	541511	Custom Computer Programming Services	102	3,089	$62,747,000
Business Services	Computer Programming	541512	Computer Systems Design Services	61	254	$63,279,000
Business Services	Computer Programming	541519	Other Computer Related Services	34	104	$25,680,000
Business Services	Computer Services	518210	Data Processing, Hosting, and Related Services	123	737	$143,610,000
Business Services	Computer Services	532420	Office Machinery and Equipment Rental and Leasing	14	30	$10,422,000
Business Services	Engineering Services	541330	Engineering Services	374	2,885	$572,720,000
Business Services	Facilities Support Services	561210	Facilities Support Services	2	137	$246,000
Business Services	Management Consulting	541611	Administrative Management and General Management Consulting Services	35	472	$87,885,000
Business Services	Management Consulting	541613	Marketing Consulting Services	102	734	$107,197,000

Business Services	Management Consulting	541614	Process, Physical Distribution, and Logistics Consulting Services	213	847	$167,919,000
Business Services	Management Consulting	541618	Other Management Consulting Services	315	1,634	$231,285,000
Business Services	Marketing Related Services	541430	Graphic Design Services	176	323	$52,508,000
Business Services	Marketing Related Services	541820	Public Relations Agencies	23	72	$16,238,000
Business Services	Marketing Related Services	541860	Direct Mail Advertising	70	503	$158,941,000
Business Services	Printing Services	323111	Commercial Gravure Printing	244	1,292	$202,458,000
Business Services	Professional Organizations and Services	425110	Business to Business Electronic Markets	3	15	$24,399,000
Business Services	Professional Organizations and Services	519190	All Other Information Services	41	222	$35,868,000
Business Services	Professional Organizations and Services	541214	Payroll Services	11	115	$12,389,000
Business Services	Professional Organizations and Services	541410	Interior Design Services	117	311	$49,665,000
Business Services	Professional Organizations and Services	541490	Other Specialized Design Services	63	185	$30,181,000
Business Services	Professional Organizations and Services	541612	Human Resources and Executive Search Consulting Services	157	600	$119,969,000
Business Services	Professional Organizations and Services	541690	Other Scientific and Technical Consulting Services	52	249	$53,198,000
Business Services	Professional Organizations and Services	541930	Translation and Interpretation Services	20	41	$7,226,000
Business Services	Professional Organizations and Services	541990	All Other Professional, Scientific, and Technical Services	1,012	2,474	$821,506,000
Business Services	Professional Organizations and Services	561311	Employment Placement Agencies	172	990	$85,817,000
Business Services	Professional Organizations and Services	561312	Executive Search Services	8	17	$1,807,000
Business Services	Professional Organizations and Services	561422	Telemarketing Bureaus	36	155	$27,685,000
Business Services	Professional Organizations and Services	561499	All Other Business Support Services	54	583	$92,402,000
Business Services	Professional Organizations and Services	561920	Convention and Trade Show Organizers	8	75	$16,904,000
Business Services	Professional Organizations and Services	813920	Professional Organizations	3	8	$0
Totals				**3,645**	**19,153**	**$3,282,151,000**

Map VII-6 – Entertainment Cluster
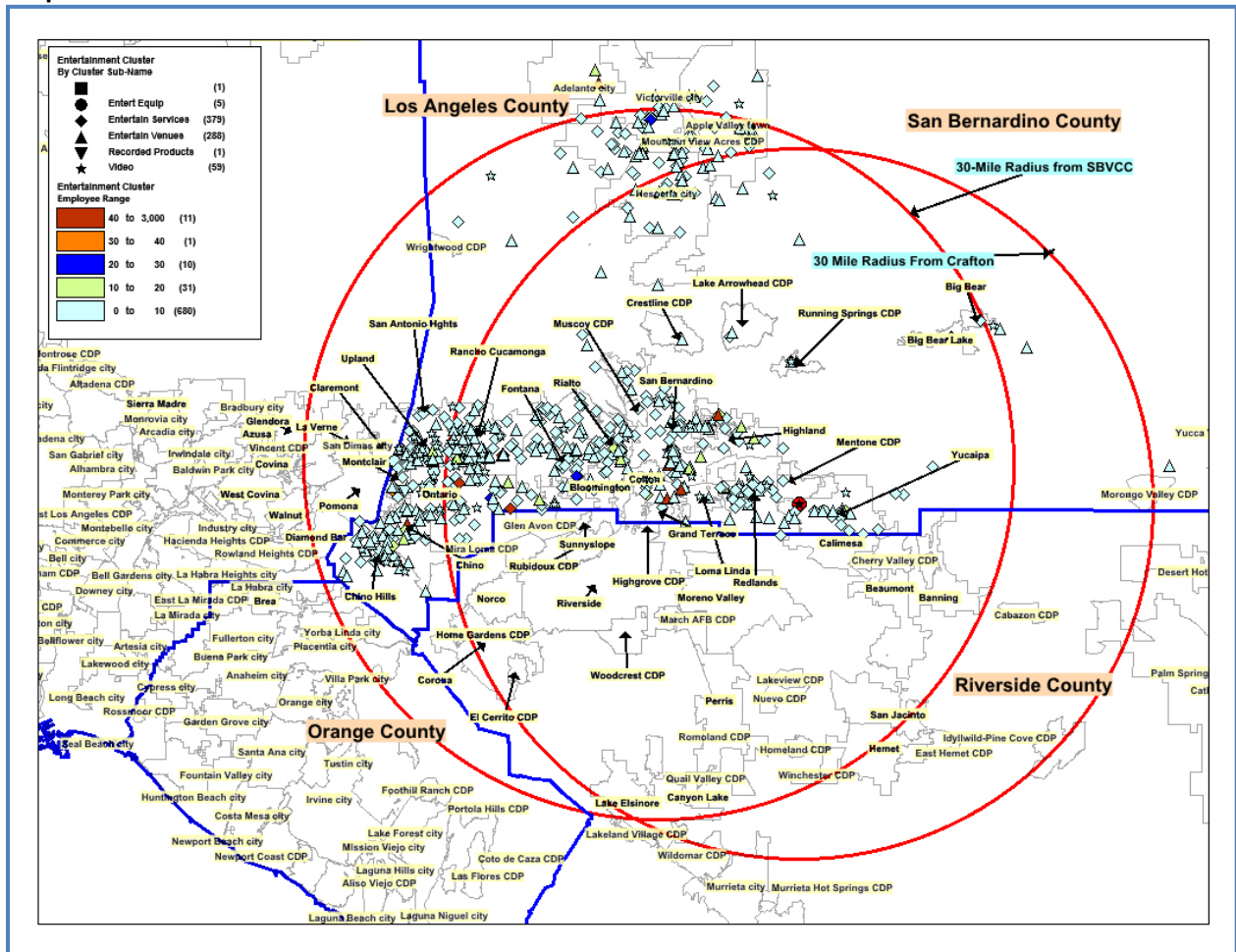
Table VII-14 – Entertainment Cluster and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Entertainment	Entertainment Equipment	334310	Audio and Video Equipment Manufacturing	2	4	$1,848,000
Entertainment	Entertainment Equipment	339992	Musical Instrument Manufacturing	3	10	$1,752,000
Entertainment	Entertainment Related Services	512240	Sound Recording Studios	41	262	$16,341,000
Entertainment	Entertainment Related Services	512290	Other Sound Recording Industries	9	20	$3,169,000
Entertainment	Entertainment Related Services	515210	Cable and Other Subscription Programming	29	295	$124,490,000
Entertainment	Entertainment Related Services	711110	Theater Companies and Dinner Theaters	23	90	$14,525,000
Entertainment	Entertainment Related Services	711130	Musical Groups and Artists	10	41	$9,726,000
Entertainment	Entertainment Related Services	711190	Other Performing Arts Companies	96	346	$50,007,000
Entertainment	Entertainment Related Services	711211	Sports Teams and Clubs	10	38	$16,682,000

Entertainment	Entertainment Related Services	711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	44	298	$116,087,000
Entertainment	Entertainment Related Services	711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities	1	2	$927,000
Entertainment	Entertainment Related Services	711410	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	4	28	$4,521,000
Entertainment	Entertainment Related Services	711510	Independent Artists, Writers, and Performers	112	220	$52,627,000
Entertainment	Entertainment Venues	532292	Recreational Goods Rental	3	221	$1,537,000
Entertainment	Entertainment Venues	611620	Sports and Recreation Instruction	135	361	$23,693,000
Entertainment	Entertainment Venues	713290	Other Gambling Industries	14	3,155	$78,011,000
Entertainment	Entertainment Venues	713920	Skiing Facilities	1	1	$64,000
Entertainment	Entertainment Venues	713990	All Other Amusement and Recreation Industries	135	663	$50,950,000
Entertainment	Recorded Products	512220	Integrated Record Production/Distribution	1	7	$1,526,000
Entertainment	Video Production and Distribution	512110	Motion Picture and Video Production	51	121	$61,866,000
Entertainment	Video Production and Distribution	512191	Teleproduction and Other Postproduction Services	8	18	$2,313,000
Totals				**732**	**6,201**	**$632,662,000**

Map VII-7 – Financial Services Cluster
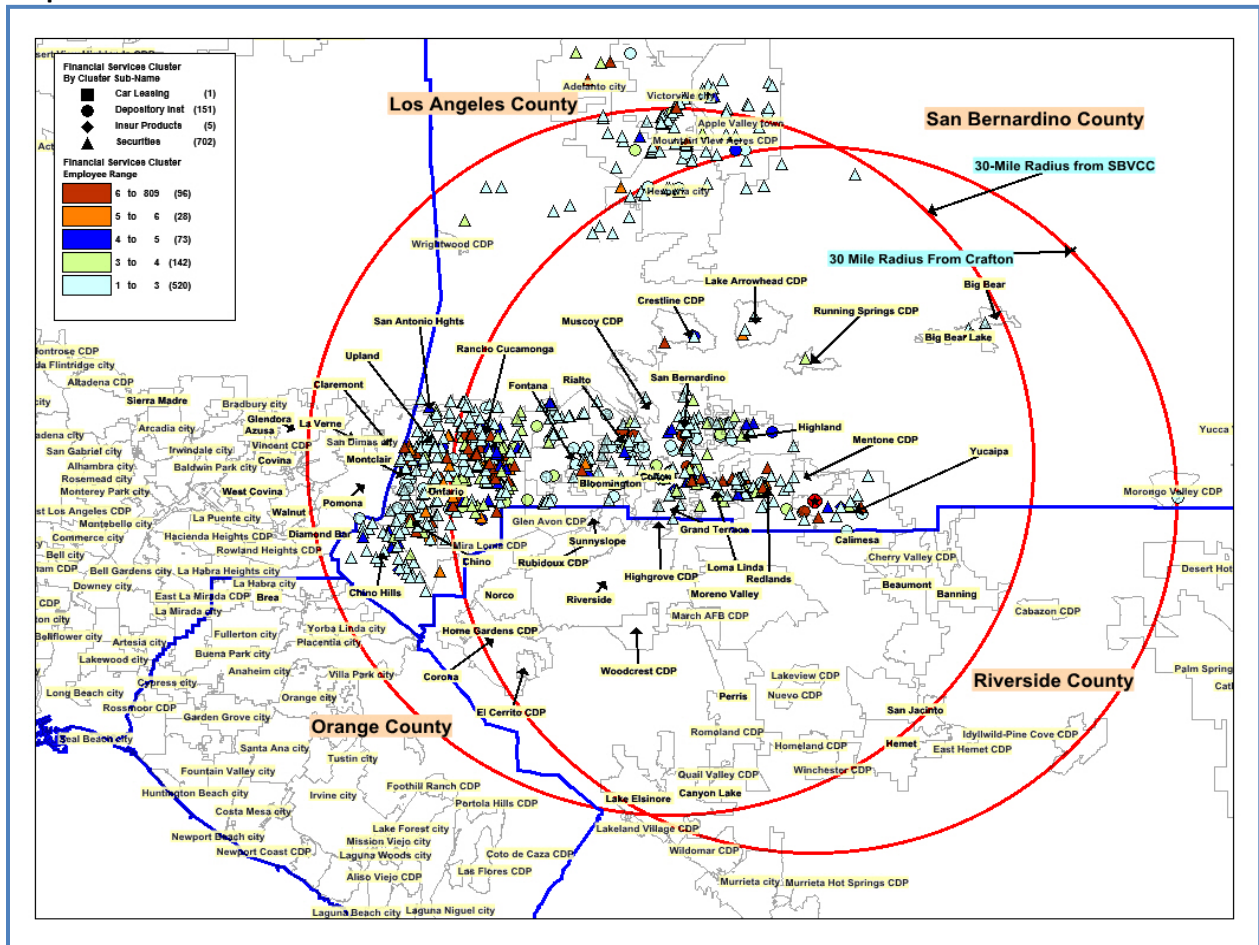
Table VII-15 – Financial Services Cluster and Sub-Clusters

Cluster Name	Sub Name	NAICS			Establishments		
		Code	Description	No	Empl's	Sales
Financial Services	Depository Institutions	522298	All Other Nondepository Credit Intermediation	38	128	$24,269,000
Financial Services	Depository Institutions	522320	Financial Transactions Processing, Reserve, and Clearinghouse Activities	77	280	$118,666,000
Financial Services	Depository Institutions	522390	Other Activities Related to Credit Intermediation	6	23	$7,793,000
Financial Services	Depository Institutions	551111	Offices of Bank Holding Companies	5	891	$6,513,781,000
Financial Services	Depository Institutions	551112	Offices of Other Holding Companies	25	74	$41,761,000
Financial Services	Insurance Products	524113	Direct Life Insurance Carriers	1	4	$7,064,000
Financial Services	Insurance Products	524127	Direct Title Insurance Carriers	2	8	$5,976,000
Financial Services	Insurance Products	524130	Reinsurance Carriers	2	7	$6,545,000

Financial Services	Passenger Car Leasing	532112	Passenger Car Leasing	1	6	$5,648,000
Financial Services	Securities Brokers, Dealers and Exchanges	523110	Investment Banking and Securities Dealing	6	24	$22,272,000
Financial Services	Securities Brokers, Dealers and Exchanges	523120	Securities Brokerage	14	48	$41,760,000
Financial Services	Securities Brokers, Dealers and Exchanges	523130	Commodity Contracts Dealing	2	5	$4,616,000
Financial Services	Securities Brokers, Dealers and Exchanges	523140	Commodity Contracts Brokerage	2	3	$2,229,000
Financial Services	Securities Brokers, Dealers and Exchanges	523210	Securities and Commodity Exchanges	2	6	$3,024,000
Financial Services	Securities Brokers, Dealers and Exchanges	523910	Miscellaneous Intermediation	208	479	$434,909,000
Financial Services	Securities Brokers, Dealers and Exchanges	523920	Portfolio Management	8	20	$14,340,000
Financial Services	Securities Brokers, Dealers and Exchanges	523930	Investment Advice	377	1,603	$1,112,784,000
Financial Services	Securities Brokers, Dealers and Exchanges	523991	Trust, Fiduciary, and Custody Activities	62	406	$168,223,000
Financial Services	Securities Brokers, Dealers and Exchanges	523999	Miscellaneous Financial Investment Activities	19	49	$31,588,000
Financial Services	Securities Brokers, Dealers and Exchanges	525990	Other Financial Vehicles	2	12	$8,632,000
Totals				**859**	**4,076**	**$8,575,880,000**

Map VII-8 – Furniture Cluster
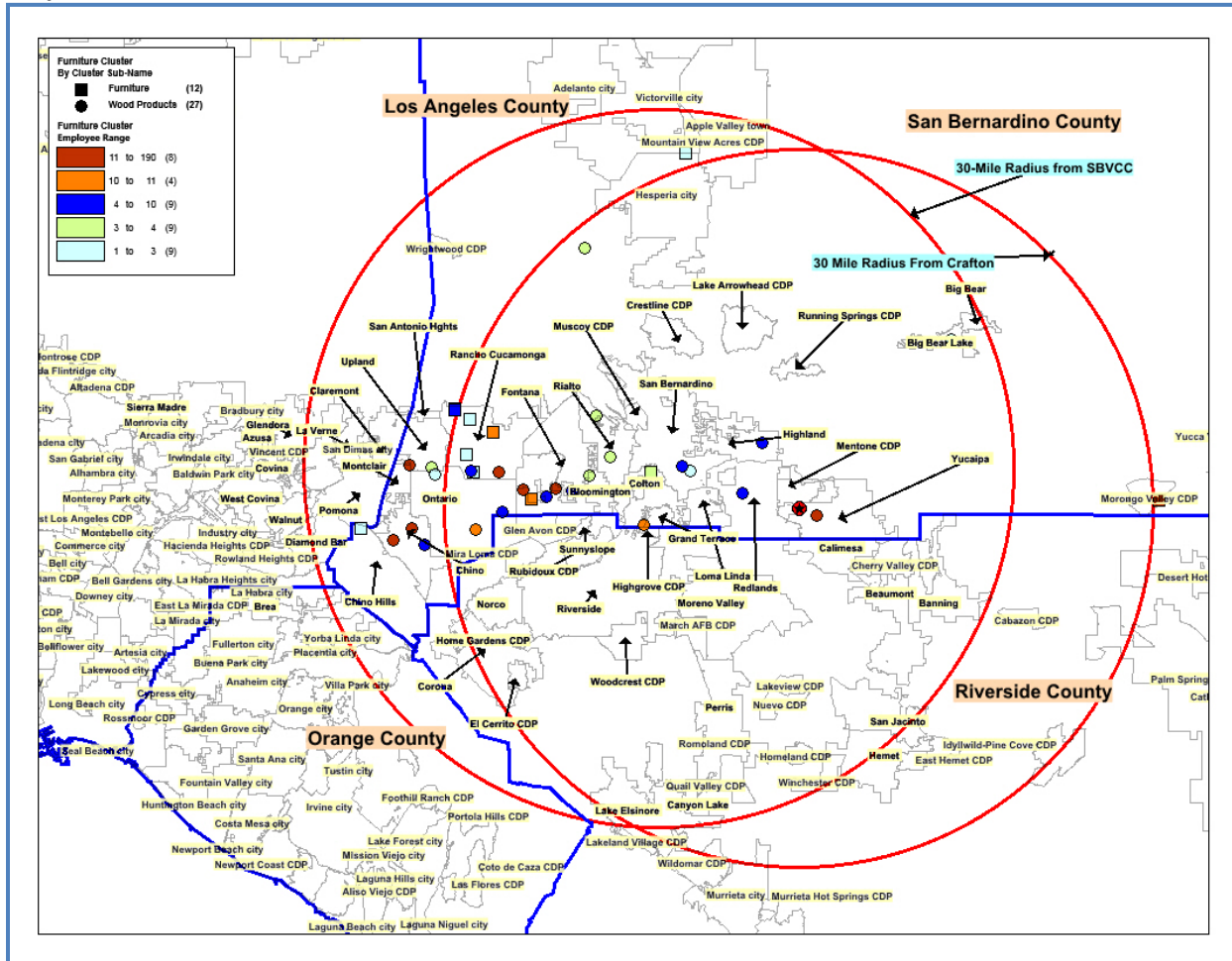
Table VII-16 – Furniture Cluster and Sub-Clusters

| Cluster Name | Sub Name | NAICS | | Establishments | | |
		Code	Description	No	Empl's	Sales
Furniture	Furniture	337122	Nonupholstered Wood Household Furniture Manufacturing	12	57	$13,118,000
Furniture	Wood Materials and Products	321918	Other Millwork (including Flooring)	27	442	$46,064,000
Totals				39	499	$59,182,000

Map VII-9 – Heavy Construction Services Center Cluster
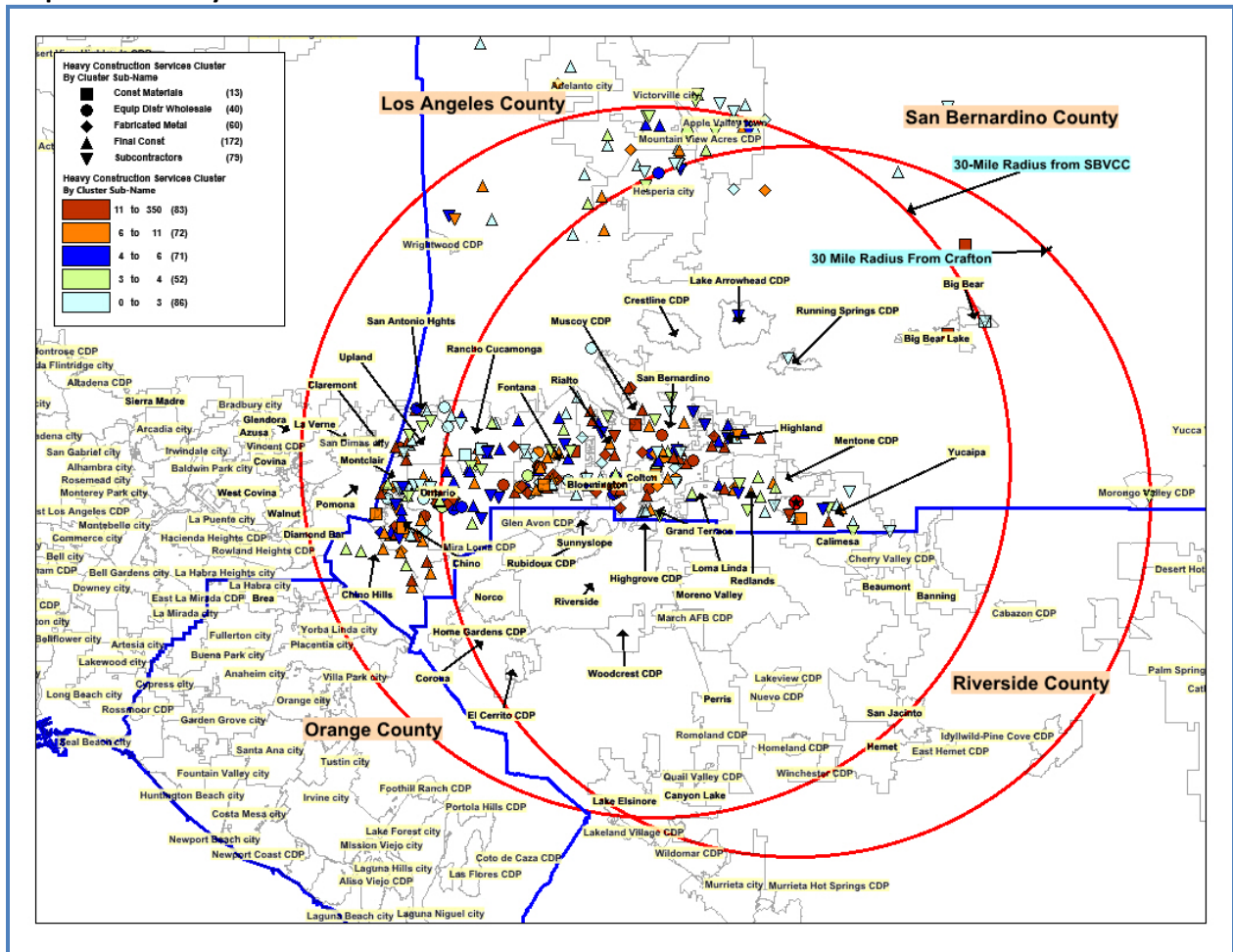
Table VII-17 – Heavy Construction Services Center Cluster and Sub-Clusters

| Cluster Name | Sub Name | NAICS | | Establishments | | |
		Code	Description	No	Empl's	Sales
Heavy Construction Services	Equipment Distribution and Wholesaling	423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	36	438	$941,056,000
Heavy Construction Services	Equipment Distribution and Wholesaling	532412	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	4	42	$11,779,000
Heavy Construction Services	Fabricated Metal Structures and Piping	332311	Prefabricated Metal Building and Component Manufacturing	2	127	$9,942,000
Heavy Construction Services	Fabricated Metal Structures and Piping	332312	Fabricated Structural Metal Manufacturing	56	1,299	$247,679,000
Heavy Construction Services	Fabricated Metal Structures and Piping	332996	Fabricated Pipe and Pipe Fitting Manufacturing	2	8	$1,892,000
Heavy Construction Services	Final Construction	237110	Water and Sewer Line and Related Structures Construction	43	576	$81,636,000
Heavy Construction Services	Final Construction	237120	Oil and Gas Pipeline and Related Structures Construction	21	204	$55,823,000
Heavy Construction Services	Final Construction	237130	Power and Communication Line and Related Structures Construction	32	305	$116,792,000

Heavy Construction Services	Final Construction	237990	Other Heavy and Civil Engineering Construction	76	668	$274,863,000
Heavy Construction Services	Primary Construction Materials	212319	Other Crushed and Broken Stone Mining and Quarrying	2	41	$16,799,000
Heavy Construction Services	Primary Construction Materials	212321	Construction Sand and Gravel Mining	1	1	$384,000
Heavy Construction Services	Primary Construction Materials	321113	Sawmills	3	20	$4,184,000
Heavy Construction Services	Primary Construction Materials	321213	Engineered Wood Member (except Truss) Manufacturing	1	20	$4,271,000
Heavy Construction Services	Primary Construction Materials	321214	Truss Manufacturing	2	44	$9,396,000
Heavy Construction Services	Primary Construction Materials	324121	Asphalt Paving Mixture and Block Manufacturing	2	14	$10,847,000
Heavy Construction Services	Primary Construction Materials	327310	Cement Manufacturing	1	200	$7,073,000
Heavy Construction Services	Primary Construction Materials	327332	Concrete Pipe Manufacturing	1	0	$153,155,000
Heavy Construction Services	Subcontractors	332323	Ornamental and Architectural Metal Work Manufacturing	22	54	$9,745,000
Heavy Construction Services	Subcontractors	541370	Surveying and Mapping (except Geophysical) Services	57	223	$30,515,000
Totals				**364**	**4,284**	**$1,987,831,000**

Map VII-10 – Hospitality and Tourism Cluster
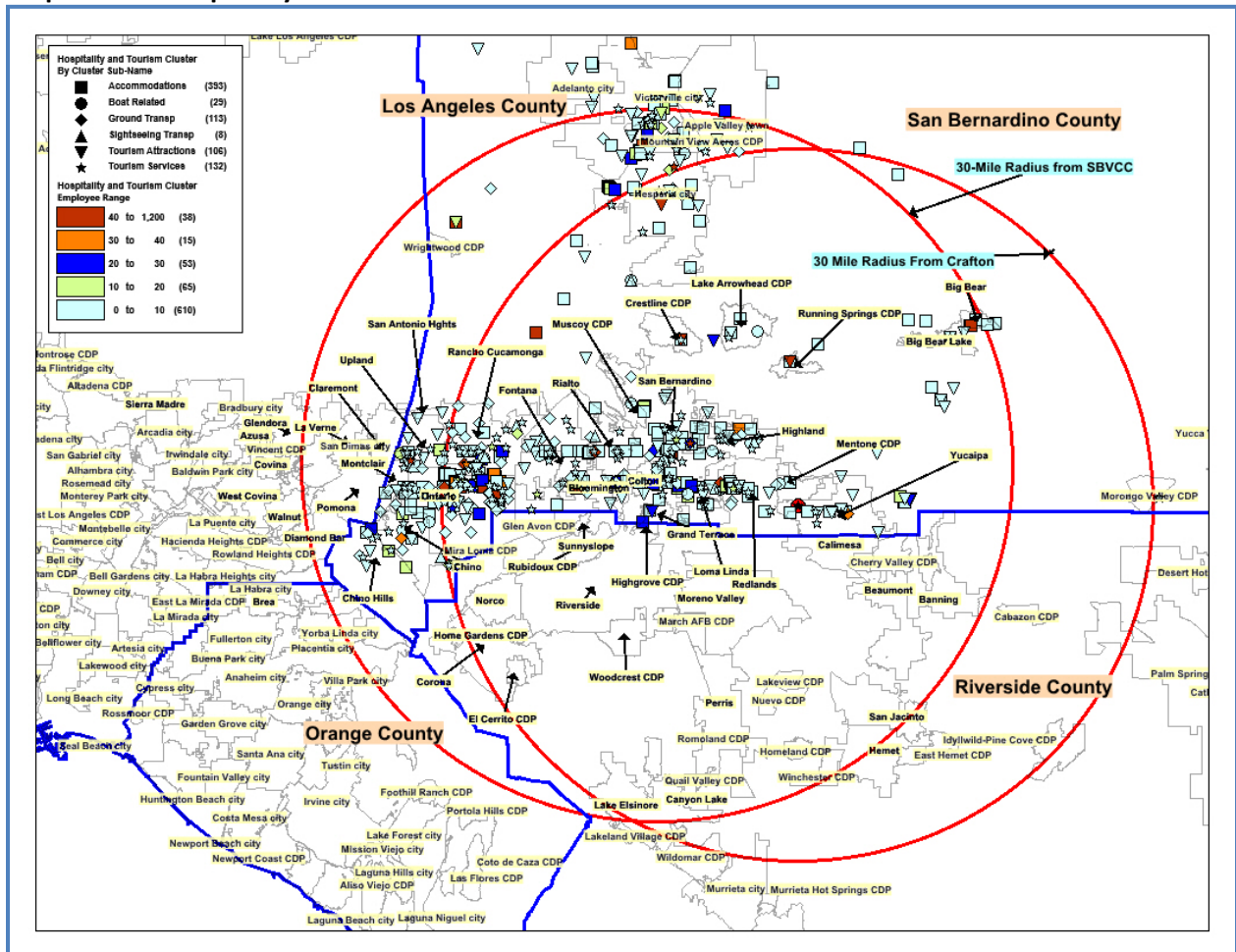
Table VII-18 – Hospitality and Tourism Cluster and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Hospitality and Tourism	Accommodations and Related Services	713120	Amusement Arcades	10	104	$15,625,000
Hospitality and Tourism	Accommodations and Related Services	721110	Hotels (except Casino Hotels) and Motels	285	4,070	$392,932,000
Hospitality and Tourism	Accommodations and Related Services	721191	Bed-and-Breakfast Inns	14	30	$3,122,000
Hospitality and Tourism	Accommodations and Related Services	721199	All Other Traveler Accommodation	48	2,172	$178,623,000
Hospitality and Tourism	Accommodations and Related Services	721211	RV (Recreational Vehicle) Parks and Campgrounds	32	298	$39,341,000
Hospitality and Tourism	Accommodations and Related Services	721310	Rooming and Boarding Houses	4	12	$864,000
Hospitality and Tourism	Boat Related Services	713930	Marinas	29	127	$25,145,000
Hospitality and Tourism	Ground Transportation	485119	Other Urban Transit Systems	14	225	$13,990,000
Hospitality and Tourism	Ground Transportation	485310	Taxi Service	19	130	$5,307,000

Hospitality and Tourism	Ground Transportation	485999	All Other Transit and Ground Passenger Transportation	80	770	$43,185,000
Hospitality and Tourism	Scenic & Sightseeing Transportation	487210	Scenic and Sightseeing Transportation, Water	3	24	$1,537,000
Hospitality and Tourism	Scenic & Sightseeing Transportation	487990	Scenic and Sightseeing Transportation, Other	5	14	$3,644,000
Hospitality and Tourism	Tourism Attractions	711212	Racetracks	58	183	$48,629,000
Hospitality and Tourism	Tourism Attractions	711219	Other Spectator Sports	1	4	$256,000
Hospitality and Tourism	Tourism Attractions	713110	Amusement and Theme Parks	21	287	$49,094,000
Hospitality and Tourism	Tourism Attractions	721214	Recreational and Vacation Camps (except Campgrounds)	26	503	$72,530,000
Hospitality and Tourism	Tourism Related Services	485510	Charter Bus Industry	14	836	$48,607,000
Hospitality and Tourism	Tourism Related Services	532111	Passenger Car Rental	91	492	$114,993,000
Hospitality and Tourism	Tourism Related Services	561520	Tour Operators	17	37	$6,633,000
Hospitality and Tourism	Tourism Related Services	561599	All Other Travel Arrangement and Reservation Services	10	29	$3,879,000
Totals				**781**	**10,347**	**$1,067,936,000**

Map VII-11 – Metal Manufacturing Cluster
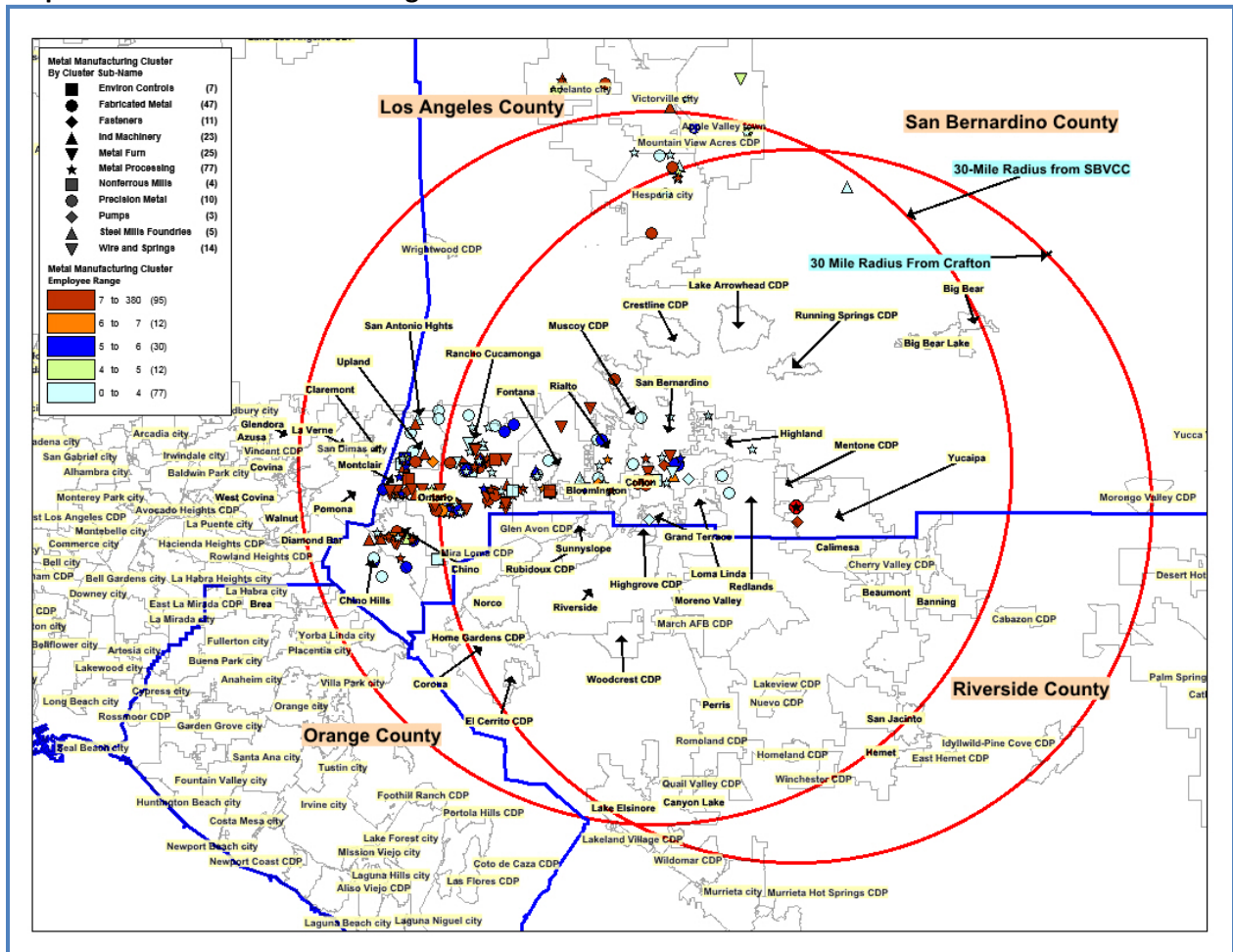
Table VII-19 – Metal Manufacturing Cluster and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Metal Manufacturing	Environmental Controls	334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	7	58	$13,935,000
Metal Manufacturing	Fabricated Metal Products	331210	Iron and Steel Pipe and Tube Manufacturing from Purchased Steel	1	210	$99,385,000
Metal Manufacturing	Fabricated Metal Products	332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	46	460	$84,381,000
Metal Manufacturing	Fasteners	332721	Precision Turned Product Manufacturing	8	271	$49,106,000
Metal Manufacturing	Fasteners	332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	3	69	$19,895,000
Metal Manufacturing	General Industrial Machinery	333999	All Other Miscellaneous General Purpose Machinery Manufacturing	23	204	$53,158,000
Metal Manufacturing	Iron and Steel Mills and Foundries	331511	Iron Foundries	3	130	$30,062,000
Metal Manufacturing	Iron and Steel Mills and Foundries	331512	Steel Investment Foundries	1	125	$3,321,000

Metal Manufacturing	Iron and Steel Mills and Foundries	331513	Steel Foundries (except Investment)	1	9	$1,991,000
Metal Manufacturing	Metal Furniture	337127	Institutional Furniture Manufacturing	18	381	$70,313,000
Metal Manufacturing	Metal Furniture	337214	Office Furniture (except Wood) Manufacturing	7	265	$29,949,000
Metal Manufacturing	Metal Processing	331221	Rolled Steel Shape Manufacturing	3	62	$41,629,000
Metal Manufacturing	Metal Processing	331491	Nonferrous Metal (except Copper and Aluminum) Rolling, Drawing, and Extruding	3	36	$21,188,000
Metal Manufacturing	Metal Processing	332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	47	689	$87,763,000
Metal Manufacturing	Metal Processing	332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	24	158	$19,503,000
Metal Manufacturing	Nonferrous Mills and Foundries	332111	Iron and Steel Forging	4	675	$118,209,000
Metal Manufacturing	Precision Metal Products	332510	Hardware Manufacturing	10	148	$41,528,000
Metal Manufacturing	Pumps	333911	Pump and Pumping Equipment Manufacturing	3	12	$79,828,000
Metal Manufacturing	Wire and Springs	331222	Steel Wire Drawing	3	233	$128,077,000
Metal Manufacturing	Wire and Springs	332618	Other Fabricated Wire Product Manufacturing	11	165	$33,678,000
Totals				**226**	**4,360**	**$1,026,899,000**

Map VII-12 – Plastics Cluster
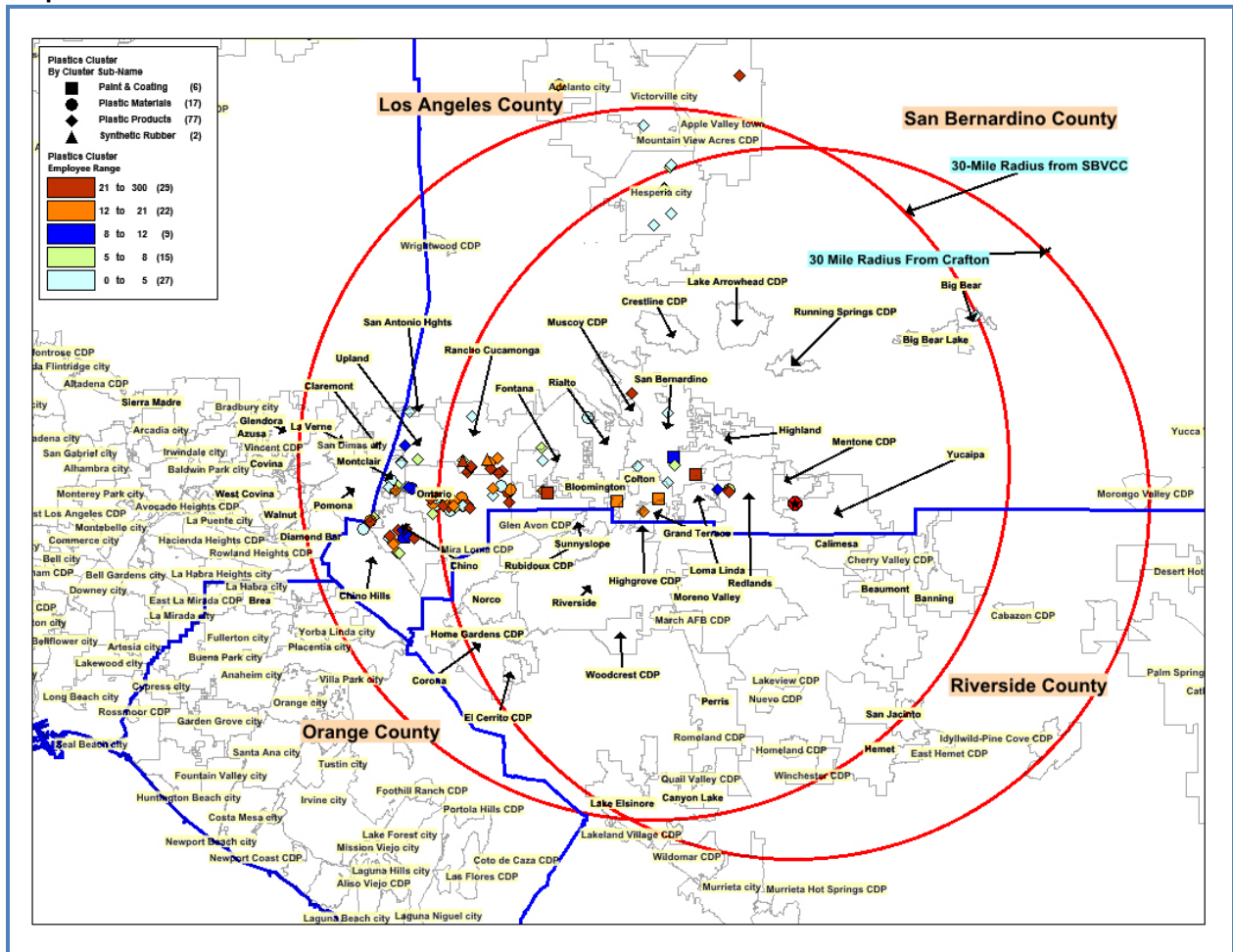
Table VII-20 – Plastics Cluster and Sub-Clusters

| Cluster Name | Sub Name | NAICS | | Establishments | | |
		Code	Description	No	Empl's	Sales
Plastics	Paint & Coating	325510	Paint and Coating Manufacturing	6	199	$113,453,000
Plastics	Plastic Materials and Resins	325211	Plastics Material and Resin Manufacturing	9	61	$73,367,000
Plastics	Plastic Materials and Resins	326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	8	119	$20,582,000
Plastics	Plastic Products	326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	3	75	$10,899,000
Plastics	Plastic Products	326199	All Other Plastics Product Manufacturing	74	1,839	$430,570,000
Plastics	Synthetic Rubber	325212	Synthetic Rubber Manufacturing	2	162	$134,792,000
Totals				**102**	**2,455**	**$783,663,000**

Map VII-13 – Processed Food Cluster
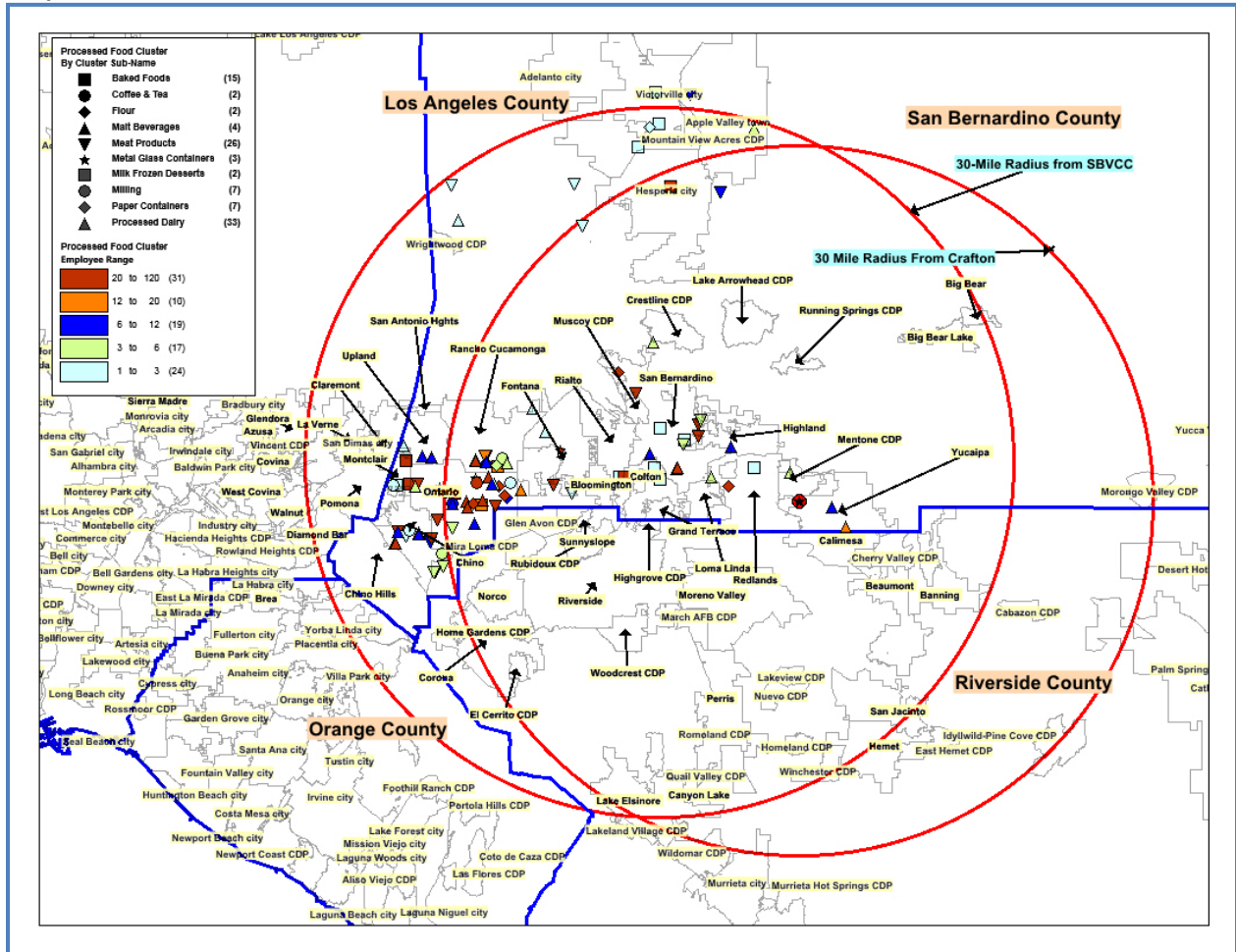
Table VII-21 – Processed Food and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Processed Food	Baked Packaged Foods	311812	Commercial Bakeries	8	227	$41,689,000
Processed Food	Baked Packaged Foods	311919	Other Snack Food Manufacturing	7	14	$7,581,000
Processed Food	Coffee & Tea	311920	Coffee and Tea Manufacturing	2	35	$17,340,000
Processed Food	Flour	311211	Flour Milling	2	47	$44,767,000
Processed Food	Malt Beverages	312120	Breweries	4	10	$14,272,000
Processed Food	Meat and Related Products and Services	311111	Dog and Cat Food Manufacturing	1	62	$69,264,000
Processed Food	Meat and Related Products and Services	311611	Animal (except Poultry) Slaughtering	9	273	$57,260,000
Processed Food	Meat and Related Products and Services	311612	Meat Processed from Carcasses	3	78	$77,015,000
Processed Food	Meat and Related Products and Services	311613	Rendering and Meat Byproduct Processing	2	22	$10,730,000

Processed Food	Meat and Related Products and Services	424520	Livestock Merchant Wholesalers	11	82	$166,842,000
Processed Food	Metal and Glass Containers	332439	Other Metal Container Manufacturing	3	42	$10,905,000
Processed Food	Milk and Frozen Desserts	311520	Ice Cream and Frozen Dessert Manufacturing	2	4	$1,912,000
Processed Food	Milling	311119	Other Animal Food Manufacturing	2	16	$10,711,000
Processed Food	Milling	424510	Grain and Field Bean Merchant Wholesalers	5	59	$165,325,000
Processed Food	Paper Containers and Boxes	322211	Corrugated and Solid Fiber Box Manufacturing	6	164	$53,796,000
Processed Food	Paper Containers and Boxes	322212	Folding Paperboard Box Manufacturing	1	35	$9,238,000
Processed Food	Processed Dairy and Related Products	311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	1	7	$6,368,000
Processed Food	Specialty Foods and Ingredients	311225	Fats and Oils Refining and Blending	2	17	$26,212,000
Processed Food	Specialty Foods and Ingredients	311412	Frozen Specialty Food Manufacturing	1	88	$23,304,000
Processed Food	Specialty Foods and Ingredients	311930	Flavoring Syrup and Concentrate Manufacturing	1	5	$7,927,000
Processed Food	Specialty Foods and Ingredients	311941	Mayonnaise, Dressing, and Other Prepared Sauce Manufacturing	4	149	$55,163,000
Processed Food	Specialty Foods and Ingredients	311991	Perishable Prepared Food Manufacturing	1	2	$703,000
Processed Food	Specialty Foods and Ingredients	311999	All Other Miscellaneous Food Manufacturing	23	403	$225,385,000
Totals				**101**	**1,841**	**$1,103,709,000**

Map VII-14 – Publishing and Printing Cluster
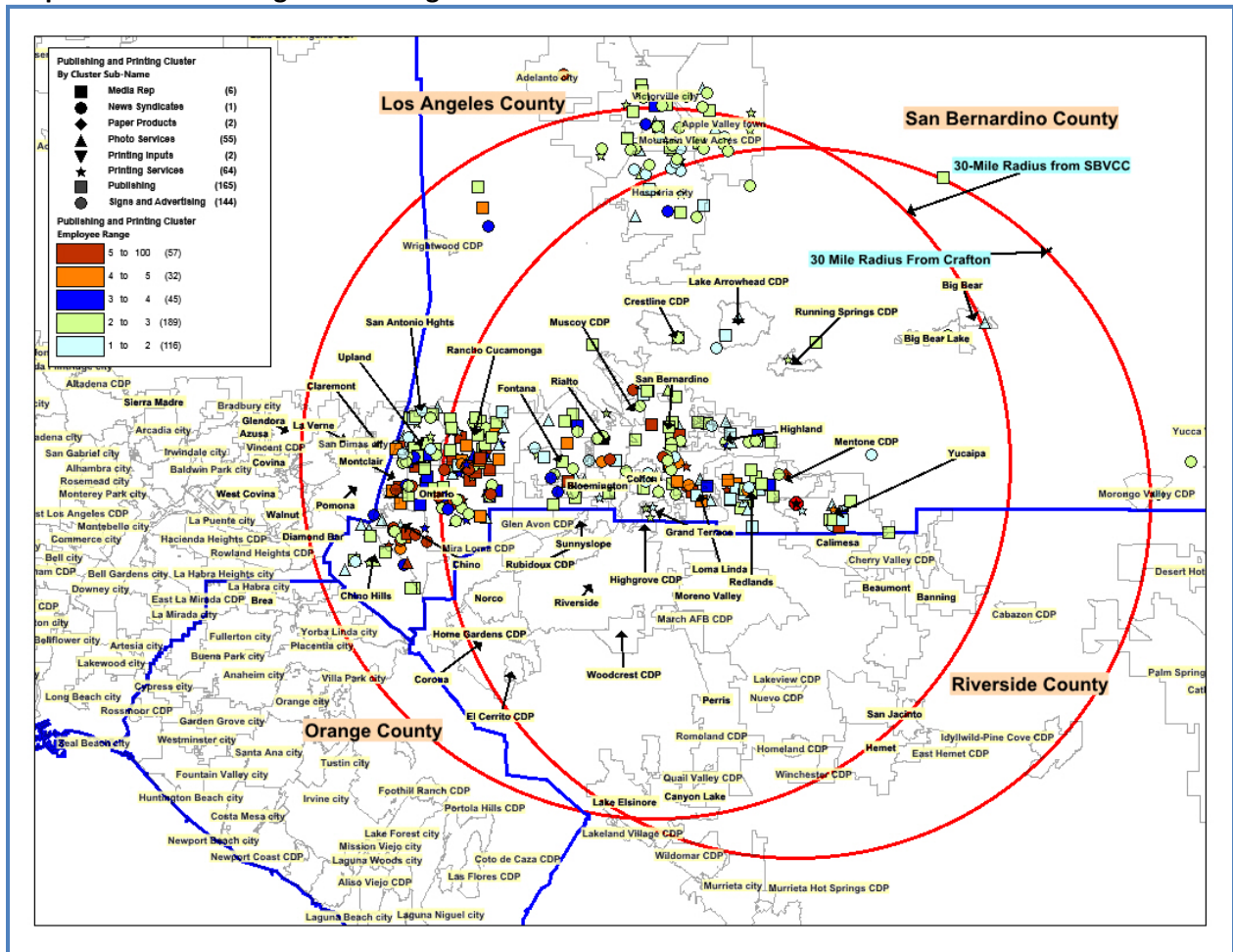
Table VII-22 - Publishing and Printing and Sub-Clusters

Cluster Name	Sub Name	NAICS		Establishments		
		Code	Description	No	Empl's	Sales
Publishing and Printing	Media Representatives	541840	Media Representatives	6	29	$8,276,000
Publishing and Printing	News Syndicates	519110	News Syndicates	1	4	$1,413,000
Publishing and Printing	Paper Products	322299	All Other Converted Paper Product Manufacturing	2	64	$23,344,000
Publishing and Printing	Photographic Services	541922	Commercial Photography	55	141	$13,302,000
Publishing and Printing	Printing Inputs	325910	Printing Ink Manufacturing	2	17	$6,854,000
Publishing and Printing	Printing Services	323113	Commercial Screen Printing	63	202	$28,373,000
Publishing and Printing	Printing Services	323117	Books Printing	1	4	$632,000
Publishing and Printing	Publishing	511120	Periodical Publishers	28	112	$48,608,000
Publishing and Printing	Publishing	511130	Book Publishers	13	146	$58,904,000

Publishing and Printing	Publishing	511140	Directory and Mailing List Publishers	5	18	$6,929,000
Publishing and Printing	Publishing	511199	All Other Publishers	113	267	$110,275,000
Publishing and Printing	Publishing	512230	Music Publishers	6	9	$3,609,000
Publishing and Printing	Signs and Advertising Specialties	339950	Sign Manufacturing	144	619	$66,561,000
Totals				**439**	**1,632**	**$377,080,000**

Map VII-15 – Trade Transportation and Logistics Cluster
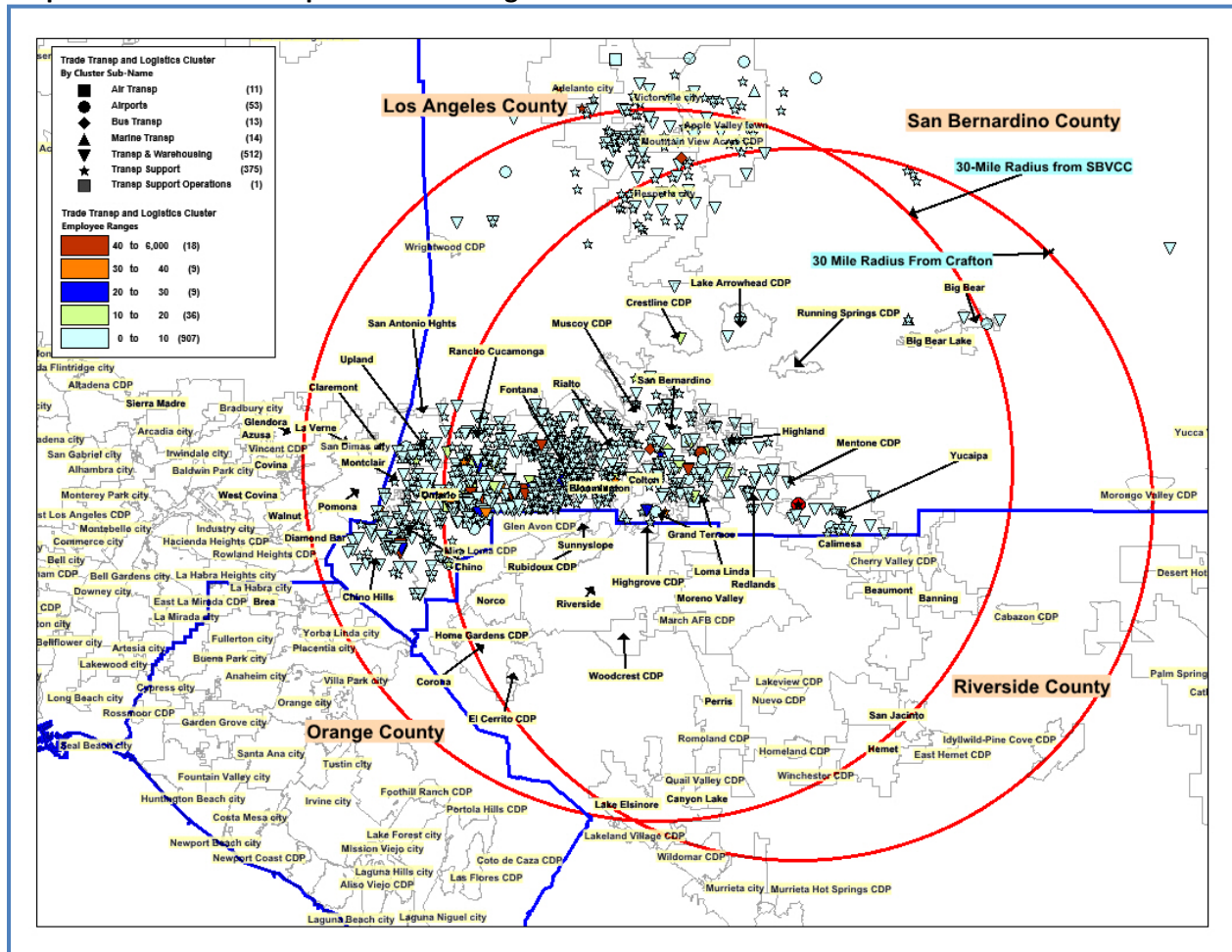
Table VII-23 - Trade Transportation and Logistics Cluster and Sub-Clusters

Cluster Name	Sub Name	Code	Description	No	Empl's	Sales
Transportation and Logistics	Air Transportation	481111	Scheduled Passenger Air Transportation	3	39	$15,051,000
Transportation and Logistics	Air Transportation	481112	Scheduled Freight Air Transportation	6	811	$313,023,000
Transportation and Logistics	Air Transportation	481219	Other Nonscheduled Air Transportation	2	3	$736,000
Transportation and Logistics	Airports	488119	Other Airport Operations	33	6,137	$9,617,000
Transportation and Logistics	Airports	488190	Other Support Activities for Air Transportation	20	84	$6,012,000
Transportation and Logistics	Bus Transportation	485210	Interurban and Rural Bus Transportation	13	978	$40,054,000
Transportation and Logistics	Marine Transportation	483113	Coastal and Great Lakes Freight Transportation	1	3	$1,373,000
Transportation and Logistics	Marine Transportation	483211	Inland Water Freight Transportation	9	23	$9,673,000
Transportation and Logistics	Marine Transportation	483212	Inland Water Passenger Transportation	1	3	$407,000
Transportation and Logistics	Marine Transportation	488320	Marine Cargo Handling	3	18	$3,937,000
Transportation and Logistics	Transportation Arrangement and Warehousing	488510	Freight Transportation Arrangement	248	1,166	$227,739,000
Transportation and Logistics	Transportation Arrangement and Warehousing	493110	General Warehousing and Storage	92	1,004	$43,175,000
Transportation and Logistics	Transportation Arrangement and Warehousing	493120	Refrigerated Warehousing and Storage	5	69	$7,123,000
Transportation and Logistics	Transportation Arrangement and Warehousing	493130	Farm Product Warehousing and Storage	2	9	$1,447,000
Transportation and Logistics	Transportation Arrangement and Warehousing	493190	Other Warehousing and Storage	17	39	$1,330,000
Transportation and Logistics	Transportation Arrangement and Warehousing	561510	Travel Agencies	148	375	$67,214,000
Transportation and Logistics	Transportation Support and Operations	488210	Support Activities for Rail Transportation	373	1,638	$186,862,000
Transportation and Logistics	Transportation Support and Operations	488310	Port and Harbor Operations	1	7	$1,537,000
Transportation and Logistics	Transportation Support and Operations	488490	Other Support Activities for Road Transportation	2	17	$2,105,000
Totals				**979**	**12,423**	**$938,415,000**

Map VII-16 – Education and Knowledge Cluster
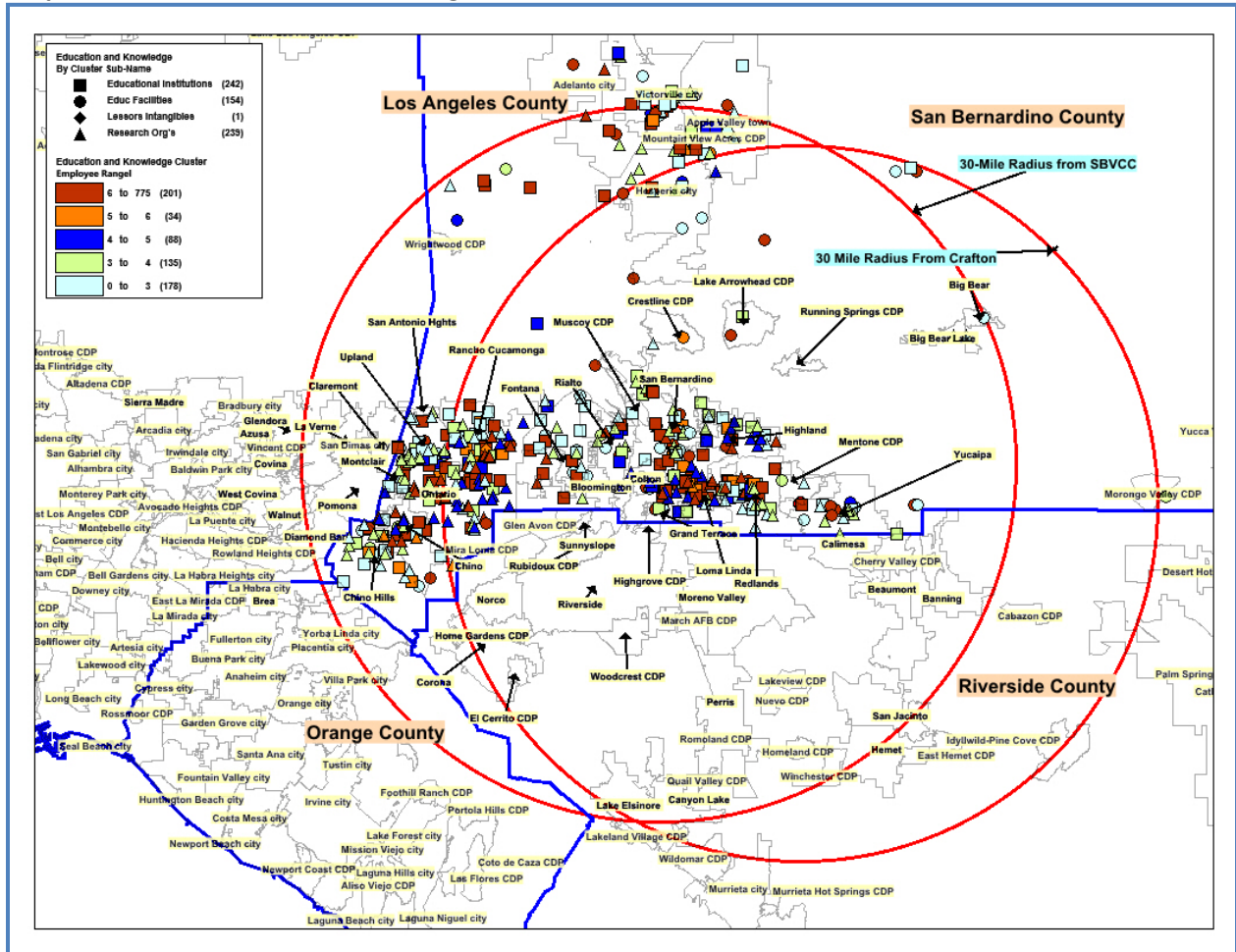
Table VII-24 - Education and Knowledge Cluster and Sub-Clusters

Cluster Name	Sub Name	Code	Description	No	Empl's	Sales
			NAICS	**Establishments**		
Education and Knowledge Creation	Educational Facilities	519120	Libraries and Archives	52	571	$0
Education and Knowledge Creation	Educational Facilities	712110	Museums	57	173	$323,000
Education and Knowledge Creation	Educational Facilities	712130	Zoos and Botanical Gardens	1	1	$0
Education and Knowledge Creation	Educational Facilities	712190	Nature Parks and Other Similar Institutions	44	800	$2,114,000
Education and Knowledge Creation	Educational Institutions	611210	Junior Colleges	4	47	$0
Education and Knowledge Creation	Educational Institutions	611310	Colleges, Universities, and Professional Schools	71	2,814	$70,948,000
Education and Knowledge Creation	Educational Institutions	611430	Professional and Management Development Training	12	35	$316,000
Education and Knowledge Creation	Educational Institutions	611512	Flight Training	7	19	$105,000
Education and Knowledge Creation	Educational Institutions	611630	Language Schools	2	9	$421,000

Education and Knowledge Creation	Educational Institutions	611691	Exam Preparation and Tutoring	55	274	$0
Education and Knowledge Creation	Educational Institutions	611699	All Other Miscellaneous Schools and Instruction	23	83	$3,518,000
Education and Knowledge Creation	Educational Institutions	611710	Educational Support Services	68	257	$14,448,000
Education and Knowledge Creation	Lessors of Other Nonfinancial Intangible Assets	533110	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	5	$7,274,000
Education and Knowledge Creation	Research Organizations	541711	Research and Development in Biotechnology	150	947	$2,140,000
Education and Knowledge Creation	Research Organizations	541712	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	2	7	$0
Education and Knowledge Creation	Research Organizations	541720	Research and Development in the Social Sciences and Humanities	40	182	$0
Education and Knowledge Creation	Research Organizations	541910	Marketing Research and Public Opinion Polling	47	181	$0
Totals				**636**	**6,405**	**$101,607,000**

L. Green Industries –San Bernardino and Riverside Counties

This exhibit located in the Appendix presents a summary of potential Green Industry businesses located in San Bernardino and Riverside Counties. The exhibit includes Green Industry key words, NAICS Code and description, and estimated number of employees and gross sales. The list was created based on correlations with key words.

Table VII-25 - Potential Green Industry Businesses

	NAICS			Establishments		
Green Industry Key Words	**Description**	**Code**	**No.**	**Employees**	**Gross Sales**
New Single-Family Housing Construction	New Single-Family Housing Construction	236115	2,294	9,083	$4,064,716,000
Commercial and Institutional Building Construction	Commercial and Institutional Building Construction	236220	1,451	8,212	$4,470,140,000
Commercial Building Construction	Commercial and Institutional Building Construction	236220	1,451	8,212	$4,470,140,000
Building Materials-Other Building Materials	Other Building Material Dealers	444190	980	5,453	$1,524,765,000
Engineering Services	Engineering Services	541330	766	5,726	$1,188,334,000
Residential Remodelers	Residential Remodelers	236118	614	7,761	$3,936,389,000
Logistics	Process, Physical Distribution, and Logistics Consulting Services	541614	411	3,758	$342,366,000
Process & Logistics Consulting Services	Process, Physical Distribution, and Logistics Consulting Services	541614	411	3,758	$342,366,000
Other Services (except Public Administration)	Business Associations	813910	374	1,527	$1,530,000
Trade associations and NGOs	Business Associations	813910	374	1,527	$1,530,000

VIII   Jobs Projections by Industry

A.   Industry Employment Projections - 2010-2020 – Riverside, San Bernardino--Ontario MSA

This Exhibit VIII-1 located in the Appendix presents jobs projections by NAICS industry codes for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data and projections are provided by California EDD LMI Division. The exhibit includes industries, annual average employment, and numerical and percentage change. Industry detail may not add up to totals due to independent rounding and suppression.

This data allows the college to assess the demand for jobs and anticipate training and education needs as a function of jobs growth or decline by industry sector. The data is derived from the latest State Employment Development Department (EDD) Local Market Information (LMI) figures.

Industry Employment, which includes self-employment, unpaid family workers, private household workers, farm, and nonfarm employment in Riverside and San Bernardino Counties, is expected to reach 1,460,000 by 2020, an increase of 16.5 percent over the projections period. Eleven of 13 nonfarm industry sectors are projected to grow between 2010 and 2020. Total nonfarm employment is projected to grow by nearly 195,000 jobs by 2020. Sixty-eight percent of all projected nonfarm job growth is concentrated in four industry sectors. The private education subsector, at 3.5 percent annual growth, is projected to have the fastest growth in the educational services, health care, and social assistance sector. The general merchandise stores subsector is projected to add 10,000 jobs, leading the retail trade sector in growth. The employment services subsector, which includes temporary help services, is anticipated to lead growth in the professional and business services sector by adding 14,200 jobs.

The table below shows an overall summary of 2010 jobs and 2020 projections.

Table VIII-1 – Employment Projections Summary

	Annual Average Employment		Employment Change	
	2010	2020	Numerical	Percent
Total Employment	1,253,300	1,460,000	206,700	16.5
Self Employment (A)	90,300	95,700	5,400	6.0
Unpaid Family Workers (B)	1,200	1,200	0	0.0
Private Household Workers (C)	20,900	28,300	7,400	35.4
Total Farm	15,000	14,000	-1,000	-6.7
Total Nonfarm	**1,125,900**	**1,320,800**	**194,900**	**17.3**

IX   Jobs Projections by Occupation

A.   Jobs projections by Occupation 2010-20 – San Bernardino and Riverside Counties
This exhibit located in the Appendix presents jobs projections by 4-digit Standard Occupational Classification (SOC) occupations codes for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data and projections are provided by California EDD LMI division. The exhibit includes SOC code and title, average annual jobs projections 2010-20, employment change, average annual job openings, 2012 wages, and the associated educational and training requirements for each occupation. Occupations are detailed to the 6-digit code level, however as indicated, county-level occupations data is only compiled and projected at the 4-digit SOC Code level.

This data provides the District and colleges useful information to better respond to employment demand of the labor market. The data can help with more rapid market based responsiveness to growth or decline in occupations. It will also help with more targeted and relevant curriculum planning. This data also shows jobs trends by educational requirements which are helpful in curriculum planning geared to specific requirements. Possible follow-up activities include future updating and monitoring (EDD LMI updates periodically). The data allows for cross-tabulations by SOC occupations code to NAICS industry codes. Understanding industries that offer occupations in demand can help the District plan and target curriculum accordingly (data-driven decision making). The data also may help with documentation for government grants or programmatic reporting requirements of various State funding programs.

Occupational Employment is projected to add nearly 211,400 new jobs from industry growth and approximately 301,000 job openings from replacement needs for a combined total of more than 512,000 job openings by 2020.

The 50 occupations with the most job openings are forecasted to generate about 29,800 total job openings annually, which is about 58 percent of all job openings in Riverside and San Bernardino Counties. The top three occupations with the most job openings are retail salespersons, cashiers, and laborers and freight, stock, and material movers, hand. These occupations have median wages ranging from approximately $9.50 to $12 per hour. Higher-skilled occupations, requiring a bachelor's degree or higher, include teachers (elementary, middle, and secondary) and accountants and auditors.

The 50 fastest growing occupations anticipate an annual growth rate of 2.4 percent or higher. Thirty percent of the fastest growing occupations are in health or community and social service related fields. Occupations range from home health aides that require less than a high school education and earn $10 per hour to veterinarians that require a doctoral or professional degree and pay median wages of more than $37 per hour.

The table below provides a summarized version of the data at the 2-digit SOC code level.

Table IX-1 – Jobs Projections by Occupation 2010-20 – San Bernardino and Riverside Counties

SOC Code*	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			2012 First Quarter Wages [5]	
		2010	2020	Number [1]	%	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly	Median Annual
00-0000	Total, All Occupations	1,253,300	1,460,000	206,700	16.5	21,139	30,085	51,224	$16.35	$34,012
11-0000	Management Occupations	62,790	69,450	6,660	10.6	723	1,295	2,018	$45.01	$93,615
13-0000	Business and Financial Operations Occupations	42,560	50,700	8,140	19.1	814	864	1,678	$29.90	$62,186
15-0000	Computer and Mathematical Occupations	15,030	18,680	3,650	24.3	365	293	658	$34.07	$70,872
17-0000	Architecture and Engineering Occupations	12,570	14,030	1,460	11.6	148	276	424	$37.17	$77,309
19-0000	Life, Physical, and Social Science Occupations	10,330	12,000	1,670	16.2	168	308	476	$31.44	$65,404
21-0000	Community and Social Service Occupations	17,010	20,190	3,180	18.7	318	371	689	$23.05	$47,935
23-0000	Legal Occupations	5,190	5,700	510	9.8	53	90	143	$40.08	$83,362
25-0000	Education, Training, and Library Occupations	94,260	104,730	10,470	11.1	1,048	2,058	3,106	$27.45	$57,110
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	14,530	16,540	2,010	13.8	217	384	601	$18.31	$38,081
29-0000	Healthcare Practitioners and Technical Occupations	63,610	77,290	13,680	21.5	1,368	1,296	2,664	$34.66	$72,079
31-0000	Healthcare Support Occupations	34,120	42,230	8,110	23.8	812	513	1,325	$12.93	$26,899
33-0000	Protective Service Occupations	33,270	36,710	3,440	10.3	344	814	1,158	$21.37	$44,457
35-0000	Food Preparation and Serving Related Occupations	114,240	139,740	25,500	22.3	2,551	4,040	6,591	$9.22	$19,169
37-0000	Building and Grounds Cleaning and Maintenance Occupations	49,020	56,480	7,460	15.2	747	888	1,635	$11.32	$23,542
39-0000	Personal Care and Service Occupations	60,260	74,880	14,620	24.3	1,461	1,301	2,762	$10.07	$20,949
41-0000	Sales and Related Occupations	133,090	159,930	26,840	20.2	2,698	4,156	6,854	$11.69	$24,320
43-0000	Office and Administrative Support Occupations	194,880	219,860	24,980	12.8	2,702	4,287	6,989	$15.60	$32,460
45-0000	Farming, Fishing, and Forestry Occupations	12,570	12,010	-560	-4.5	4	374	378	$9.07	$18,869
49-0000	Installation, Maintenance, and Repair Occupations	47,480	54,200	6,720	14.2	675	1,074	1,749	$20.95	$43,582

51-0000	Production Occupations	65,870	71,970	6,100	9.3	690	1,309	1,999	$13.50	$28,085
53-0000	Transportation and Material Moving Occupations	108,090	133,950	25,860	23.9	2,594	2,790	5,384	$14.43	$30,018

Notes to occupations projections:

The 2010 Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational definition. To facilitate classification, detailed occupations are combined to form 461 broad occupations, 97 minor groups, and 23 major groups. Detailed occupations in the SOC with similar job duties, and in some cases skills, education, and/or training, are grouped together.

- Occupational employment projections include self-employed, unpaid family workers, private household workers, farm, and nonfarm employment.
- N/A - Information is not available.
- Occupations with employment below 100 in 2010 are excluded.
- Occupation subtotals may not add to the totals due to rounding and the suppression of data.

Data sources: U.S. Bureau of Labor Statistics' Current Employment Statistics and Quarterly Census of Employment and Wages industry employment, and Occupational Employment Statistics data.

The use of occupational employment projections as a time series is not encouraged due to changes in the occupational, industrial, and geographical classification systems; changes in the way data are collected; and changes in the OES survey reference period.

*Most occupations are published according to the 2010 Standard Occupational Classification (SOC) system. Occupations denoted with an asterisk may have the same title as a 2010 SOC code, but not the same content; these occupations are assigned a temporary code for OES data collection.

[1]   Numerical employment change is the net difference between the base and projected year employment and reflects job growth or decline. The base and projected year employment are independently rounded to 10. Therefore, numerical change may not equal new jobs.
[2]   New jobs are only openings due to growth and do not include job declines. If an occupation's employment change is negative, there is no job growth and new jobs are set to zero. New jobs may not equal numerical change.
[3]   Replacement Needs - estimate the number of job openings created when workers retire or permanently leave an occupation and need to be replaced.
[4]   Total jobs are the sum of new jobs and replacement needs.
[5]   Median hourly and annual wages are the estimated 50th percentile of the distribution of wages; 50 percent of workers in an occupation earn wages below, and 50 percent earn wages above the median wage. The wages are from 2012 first quarter and do not include self-employed or unpaid family workers.
[6]   In occupations where workers do not work full-time all year-round, it is not possible to calculate an hourly wage.
[7]   The Bureau of Labor Statistics develops and assigns education and training categories to each occupation. For more information on these categories, please see

Occupations Projections Requiring an AA/AS Degree or Less -2010-20 – SB and RS Counties

This exhibit located in the Appendix presents jobs projections by 4-digit SOC occupations codes that require an AA/AS degree or less for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data and projections are provided by California EDD LMI division. The exhibit includes SOC code and title, average annual jobs projections 2010-20, employment change, average annual job openings, 2012 wages, and the associated educational and training requirements for each occupation. The table below provides a summarized version of the data at the 2-digit SOC code level.

Table IX-2 – Occupations Projections Requiring an AA/AS Degree or Less -2010-20 – SB & RS Counties

SOC Code*	Occupational Title	Annual Average Employment		Employment Change		Average Annual Job Openings			2012 First Quarter Wages [5]	
		2010	2020	Number [1]	%	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]	Median Hourly	Median Annual
00-0000	Total, All Occupations	1,253,300	1,460,000	206,700	16.5	21,139	30,085	51,224	$16.35	$34,012
11-0000	Management Occupations	62,790	69,450	6,660	10.6	723	1,295	2,018	$45.01	$93,615
13-0000	Business and Financial Operations Occupations	42,560	50,700	8,140	19.1	814	864	1,678	$29.90	$62,186
15-0000	Computer and Mathematical Occupations	15,030	18,680	3,650	24.3	365	293	658	$34.07	$70,872
17-0000	Architecture and Engineering Occupations	12,570	14,030	1,460	11.6	148	276	424	$37.17	$77,309
19-0000	Life, Physical, and Social Science Occupations	10,330	12,000	1,670	16.2	168	308	476	$31.44	$65,404
21-0000	Community and Social Service Occupations	17,010	20,190	3,180	18.7	318	371	689	$23.05	$47,935
23-0000	Legal Occupations	5,190	5,700	510	9.8	53	90	143	$40.08	$83,362
25-0000	Education, Training, and Library Occupations	94,260	104,730	10,470	11.1	1,048	2,058	3,106	$27.45	$57,110
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	14,530	16,540	2,010	13.8	217	384	601	$18.31	$38,081
29-0000	Healthcare Practitioners and Technical Occupations	63,610	77,290	13,680	21.5	1,368	1,296	2,664	$34.66	$72,079
31-0000	Healthcare Support Occupations	34,120	42,230	8,110	23.8	812	513	1,325	$12.93	$26,899
33-0000	Protective Service Occupations	33,270	36,710	3,440	10.3	344	814	1,158	$21.37	$44,457
35-0000	Food Preparation and Serving Related Occupations	114,240	139,740	25,500	22.3	2,551	4,040	6,591	$9.22	$19,169
37-0000	Building and Grounds Cleaning and Maintenance Occupations	49,020	56,480	7,460	15.2	747	888	1,635	$11.32	$23,542

39-0000	Personal Care and Service Occupations	60,260	74,880	14,620	24.3	1,461	1,301	2,762	$10.07	$20,949
41-0000	Sales and Related Occupations	133,090	159,930	26,840	20.2	2,698	4,156	6,854	$11.69	$24,320
43-0000	Office and Administrative Support Occupations	194,880	219,860	24,980	12.8	2,702	4,287	6,989	$15.60	$32,460
45-0000	Farming, Fishing, and Forestry Occupations	12,570	12,010	-560	-4.5	4	374	378	$9.07	$18,869
47-0000	Construction and Extraction Occupations	62,900	68,760	5,860	9.3	639	1,305	1,944	$23.13	$48,110
49-0000	Installation, Maintenance, and Repair Occupations	47,480	54,200	6,720	14.2	675	1,074	1,749	$20.95	$43,582
51-0000	Production Occupations	65,870	71,970	6,100	9.3	690	1,309	1,999	$13.50	$28,085
53-0000	Transportation and Material Moving Occupations	108,090	133,950	25,860	23.9	2,594	2,790	5,384	$14.43	$30,018

B.   Occupations with the Most Job Openings - 2010-20 – San Bernardino and Riverside Counties

This exhibit located in the Appendix presents jobs projections by 4-digit SOC occupations codes for those with the most job openings for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data and projections are provided by California EDD LMI division. The exhibit includes SOC code and title, total job openings, 2012 wages, and the associated educational and training requirements for each occupation. The table below provides the top 10 occupations with the most job openings. These projections may be useful in course work offerings, training programs, and other educational efforts for occupations with high future job potentials.

Table IX-3 - Top 10 Occupations with the Most Job Openings

SOC Code*	Occupational Title	Total Job Openings [1]	2012 First Quarter Wages [2]		Education and Training Levels [4]		
			Median Hourly	Median Annual	Entry Level Education	Work Experience	On-the-Job Training
41-2031	Retail Salespersons	23,420	$10.09	$21,003	8	None	ST OJT
41-2011	Cashiers	21,160	$9.68	$20,134	8	None	ST OJT
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	18,380	$11.89	$24,727	8	None	ST OJT
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	14,670	$9.06	$18,863	8	None	ST OJT
35-3031	Waiters and Waitresses	13,180	$8.95	$18,623	8	None	ST OJT
53-3032	Heavy and Tractor-Trailer Truck Drivers	10,910	$19.35	$40,243	7	1-5 years	ST OJT
39-9021	Personal Care Aides	10,570	$9.32	$19,379	8	None	ST OJT
43-5081	Stock Clerks and Order Fillers	9,120	$11.00	$22,892	8	None	ST OJT
29-111	Registered Nurses	8,950	$39.06	$81,242	4	None	None
43-9061	Office Clerks, General	7,880	$14.60	$30,368	7	None	ST OJT

C. Fastest Growing Occupations -2010-20 – San Bernardino and Riverside Counties

This exhibit located in the Appendix presents jobs projections by 4-digit SOC occupations codes for those with the fastest growing jobs for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data and projections are provided by California EDD LMI division. The exhibit includes SOC code and title, total job openings, change, 2012 wages, and the associated educational and training requirements for each occupation. The table IX-4 below provides the top 10 fastest growing occupations.

Table IX-4 - Top 10 Fastest Growing Occupations

SOC Code	Occupational Title	Annual Average Employment		Emply Change	2012 First Quarter Wages [1]		Education and Training Levels [2]		
		2010	2020	Percent	Median Hourly	Median Annual	Entry Level Educ.	Work Exp	On-the-Job Training
31-1011	Home Health Aides	5,000	7,690	53.8	$9.71	$20,204	8	None	ST OJT
29-2056	Veterinary Technologists and Technicians	670	1,020	52.2	$14.72	$30,611	4	None	None
29-2041	Emergency Medical Technicians and Paramedics	1,820	2,610	43.4	$14.02	$29,155	5	None	None
13-1161	Market Research Analysts and Marketing Specialists	1,850	2,650	43.2	$27.24	$56,642	3	None	None
13-1121	Meeting, Convention, and Event Planners	440	620	40.9	$20.88	$43,447	3	<1 year	None
53-1021	First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	2,750	3,860	40.4	$22.95	$47,728	7	1-5 years	None
39-9021	Personal Care Aides	22,760	31,530	38.5	$9.32	$19,379	8	None	ST OJT
19-1042	Medical Scientists, Except Epidemiologists	880	1,210	37.5	$36.89	$76,741	1	None	None
49-9062	Medical Equipment Repairers	400	550	37.5	$22.50	$46,796	4	None	MT OJT

Notes to Table IX-4

	Entry Level Education
1	Doctoral degree or professional degree
2	Master's degree
3	Bachelor's degree
4	Associate degree
5	Post-Secondary non-degree award
6	Some college, no degree
7	High school diploma or equivalent
8	Less than high school

Work Experience in a Related Occupation	
>5 years	Experience in related occupations or field
1-5 years	Experience in related occupations or field
<1 year	Experience in related occupations or field
None	No work experience

| On-the-Job Training	
I/R	Internship/Residency
APP	Apprenticeship
LT OJT	Long-term on-the-job training
MT OJT	Moderate-term on-the-job training
ST OJT	Short-term on-the-job training
None	None

D.   Jobs Forecast by TOPS Curriculum Demand - 2010-20 – SB and RS Counties

This exhibit located in the Appendix presents jobs forecast by 6-digit TOPS code curriculum for the period 2010-2020 for San Bernardino and Riverside Counties combined. The data is derived from a crosswalk that associates occupations by SOC code and community college curriculum by TOP codes. The data and projections were specially developed by California EDD LMI division. This same information is offered online, but only allows query of one occupation at a time. Additionally, the online version does not include the industries associated with occupations. The exhibit includes TOP code and description or title, SOC code and description, annual average employment 2010-20, employment change, and basis for job openings (new or replacement). The table below presents the top ten courses by TOP code with the highest projected employment in 2020. These TOP code courses are presented at the 6-digit code level.

Table IX-5 – Top 10 Jobs Forecast by TOPS Curriculum Demand - 2010-20 – SB & and RS Counties

TOP Code	TOP Title	SOC Code	SOC Title	Average Annual Employment		Employment Change		Average Annual Job Openings		
				2010	2020	No. [1]	Percent	New Jobs [2]	Replace-ment Needs [3]	Total Jobs [4]
123080	Home Health Aide	399021	Personal Care Aides	22,760	31,530	8,770	38.5	877	180	1,057
123000	Nursing	291141	Registered Nurses	22,160	27,100	4,940	22.3	494	401	895
123010	Registered Nursing	291141	Registered Nurses	22,160	27,100	4,940	22.3	494	401	895
010920	Floriculture /Floristry	411011	First-Line Supervisors of Retail Sales Workers	16,780	19,350	2,570	15.3	258	391	649
050940	Sales and Salesmanship	411011	First-Line Supervisors of Retail Sales Workers	16,780	19,350	2,570	15.3	258	391	649
050960	Display	411011	First-Line Supervisors of Retail Sales Workers	16,780	19,350	2,570	15.3	258	391	649
050970	E-Commerce (business emphasis)	411011	First-Line Supervisors of Retail Sales Workers	16,780	19,350	2,570	15.3	258	391	649
070910	E-Commerce (technology emphasis)	411011	First-Line Supervisors of Retail Sales Workers	16,780	19,350	2,570	15.3	258	391	649
050100	Business and Commerce, General	111021	General and Operations Managers	16,920	18,030	1,110	6.6	111	315	426
050500	Business Administration	111021	General and Operations Managers	16,920	18,030	1,110	6.6	111	315	426

The Environmental Scan deliverables include the MS Access Business database. The database includes a built-in query tool that allows search by either curriculum (TOPS codes) or by occupation (SOC codes). For example, if TOP code 070720 is selected the screen returns the information shown in the table below.
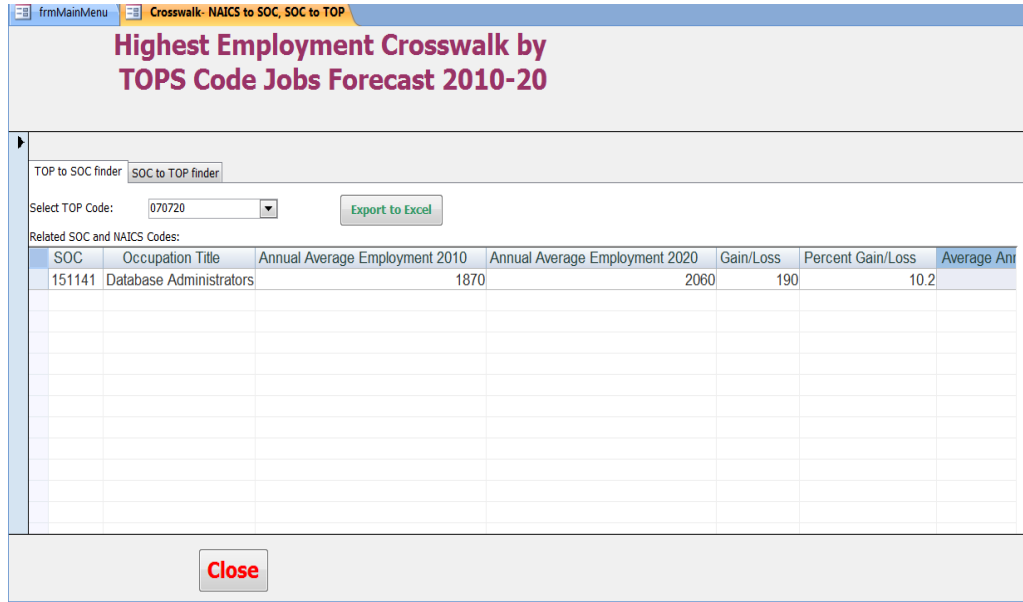
If the query is exported to Excel the query returns the information show below. The export includes TOP and SOC code, occupation title, annual average employment 2010-20, employment change, and basis for job openings (new or replacement) and the top three industries associated with the subject occupation.

TOP Code	070720
SOC	151141
Occupation Title	Database Administrators
Annual Average Employment 2010	1,870
Annual Average Employment 2020	2,060
Gain/Loss	190
Percent Gain/Loss	10.16
Average Annual New Jobs	19
Average Annual Replacement Needs	50
Average Annual Total Jobs	69
Entry Level Education	3
Work Experience	1-5 years
On-the-Job Training	None
NAICS Code 1	541500
NAICS Title 1	Computer Systems Design and Related Services
NAICS Code 2	541600
NAICS Title 2	Management, Scientific, and Technical Consulting Services
NAICS Code 3	611100
NAICS Title 3	Elementary and Secondary Schools

If the SOC code 151141 Database Administrators is selected it returns the associated curriculum by TOP code as show below.

TOP Code	070100	070720	070800
TOP Description	Information Technology, General	Database Design and Administration	Computer Infrastructure and Support
Annual Average Employment 2010	850	1,870	16,780
Annual Average Employment 2020	1,020	2,060	19,350
Gain/Loss	170	190	2,570
Percent Gain/Loss	20.00	10.16	15.32
Average Annual New Jobs	16	19	258
Average Annual Replacement Needs	22	50	391
Average Annual Total Jobs	38	69	649
Entry Level Education	3	3	3
Work Experience	1-5 years	1-5 years	1-5 years
On-the-Job Training	None	None	None
NAICS Code 1	541500	541500	541500
NAICS Title 1	Computer Systems Design and Related Services	Computer Systems Design and Related Services	Computer Systems Design and Related Services
NAICS Code 2	541600	541600	541600
NAICS Title 2	Management, Scientific, and Technical Consulting Services	Management, Scientific, and Technical Consulting Services	Management, Scientific, and Technical Consulting Services
NAICS Code 3	611100	611100	611100
NAICS Title 3	Elementary and Secondary Schools	Elementary and Secondary Schools	Elementary and Secondary Schools

This data and search tool allows the District and colleges to identify courses by TOP code and related jobs demand, and make curriculum planning decisions accordingly based such factors. The data and tool also allow users to query by occupation, find associated curriculum, and then assess planning decisions based on such information.

E.   Jobs Forecast -2006-2016 - Occupations Requiring Licensing

This exhibit located in the Appendix contains a listing of occupations by SOC that require State licensing. The exhibit includes the State Board or commission that oversees each occupation, the subject occupation and associated SOC code and the number of active licenses as of 2006 and 2006 employment. The exhibit also includes projected 2016 employment by SOC and whether these are new jobs or replacement and average annual employment. It also compares California completers of the licensing courses with those for the nation.

The data is a useful tool with which to gauge demand for training and education based upon demand for occupations that require a license and related training or testing. Many community colleges offer these license-based courses. In addition, over time community colleges providing such training could establish a list of students that may return each year for training and testing as needed to renew required licenses. This student base could provide a basis with which to plan and forecast future revenues from these potential fee-based courses.

The table below presents an example of the data for nursing occupations.

Table IX-6 – Sample Licensing Data – Nursing

Board/Commission	Occupation	Soc Code	Active Licenses*	Employment 2006	Employment 2016	New Jobs	Net Replac Jobs**	Total Openings ***	Completers Calif	Completers National
Board of Registered Nursing	Clinical Nurse Specialist	29-1111	*2,521						4	317
	Nurse Anesthetist	29-1111	*1,901						38	1,352
	Nurse Midwife	29-1111	*1,164							80
	Nurse Midwife Furnisher	13-1071	*699							
	Nurse Practitioner	29-1111	*14,298						77	1,652
	Nurse Practitioner Furnisher	13-1071	*9,825							
	Psychiatric Mental Health Nurse	29-1111	*409						112	170
	Public Health Nurse	29-1111	*47,290						8	229
	Registered Nurse	29-1111	343,495	238,400	298,000	5,960	3,940	9,900	10,423	140,460

SOURCES:
1. Active Licenses, Department of Consumer Affairs, 2006-07 Annual Report.
2. 2006 and 2016 Employment, Employment Development Department, Labor Market Information Division. Data accessible online at http://www.labormarketinfo.edd.ca.gov/?pageid=145 For most occupations without 2006 and 2016 employment totals, their employment would be in the SOC code listed for their occupation. However, their employment would be included with other occupations in this code and because we cannot accurately estimate what percentage of their employment is in that code, we have chosen to leave out their employment figures.
3. California and National Completers, National Center for Educational Statistics, Degrees Conferred 2006-07. Data compiled by National Occupational Supply Demand Consortium and are accessible online at http://www.occsupplydemand.org/ Completers data for occupations licensed under the Contractors State License Board come from the California Department of Industrial Relations, Division of Apprenticeship Standards, and are for calendar year 2005.

F.   2011 Employment by 2-Digit SOC and 2012 1st Qrt. Wages

This exhibit located in the Appendix presents 2011 employment estimates for San Bernardino and Riverside Counties by SOC codes and the associated wage information. Such wage information includes hourly and annual wages and wages at various percentiles. These survey data are from the 2011 Occupational Employment Statistics (OES) survey. The wages have all been updated to the first quarter of 2012 by applying the US Department of Labor's Employment Cost Index to the 2011 wages. Occupations are classified using the SOC codes. For details of the methodology, see the Overview of the OES Survey at http://www.labormarketinfo.edd.ca.gov

The table below shows this information at the 2-digit SOC code level.

Table IX-7 - 2011 Employment by 2-Digit SOC and 2012 1st Qrt. Wages

SOC Code	Occupational Title	May 2011 Employment Estimates	2012 - 1st Quarter Wages Mean Hourly Wage	Mean Annual Wage	Mean Relative Standard Error (1)	25th Percentile Hourly Wage	50th Percentile (Median) Hourly Wage	75th Percentile Hourly Wage
00-0000	Total all occupations	1,141,950	$21.40	$44,506	0.88	$10.69	$16.35	$26.86
11-0000	Management Occupations	48,830	$49.81	$103,596	0.9	$31.39	$45.01	$60.73
13-0000	Business and Financial Operations Occupations	39,730	$31.78	$66,089	1.03	$22.64	$29.90	$38.24
15-0000	Computer and Mathematical Occupations	14,330	$35.81	$74,481	5.07	$24.75	$34.07	$44.82
17-0000	Architecture and Engineering Occupations	12,150	$37.97	$78,963	1.7	$28.08	$37.17	$46.85

SOC Code	Occupation						
19-0000	Life, Physical, and Social Science Occupations	8,930	$33.08	$68,804	2.08	$22.80	$31.44	$40.80
21-0000	Community and Social Services Occupations	16,150	$25.05	$52,116	3.22	$15.96	$23.05	$32.72
23-0000	Legal Occupations	4,590	$45.06	$93,719	4.89	$25.45	$40.08	$60.07
25-0000	Education, Training, and Library Occupations	90,590	$29.41	$61,162	2.31	$17.47	$27.45	$39.41
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	9,930	$22.94	$47,731	2.76	$13.32	$18.31	$28.44
29-0000	Healthcare Practitioners and Technical Occupations	61,670	$39.49	$82,143	3.03	$23.59	$34.66	$45.31
31-0000	Healthcare Support Occupations	32,800	$13.92	$28,955	1.65	$10.44	$12.93	$16.27
33-0000	Protective Service Occupations	33,690	$24.00	$49,909	6.43	$11.24	$21.37	$35.94
35-0000	Food Preparation and Serving-Related Occupations	115,160	$10.37	$21,561	0.91	$8.72	$9.22	$10.82
37-0000	Building and Grounds Cleaning and Maintenance Occupations	39,640	$12.88	$26,795	1.07	$9.41	$11.32	$14.93
39-0000	Personal Care and Service Occupations	31,230	$11.88	$24,727	1.41	$8.96	$10.07	$13.18
41-0000	Sales and Related Occupations	123,510	$16.34	$33,985	1.37	$9.38	$11.69	$18.51
43-0000	Office and Administrative Support Occupations	193,670	$16.82	$34,992	0.56	$11.80	$15.60	$20.40
45-0000	Farming, Fishing, and Forestry Occupations	6,420	$10.37	$21,564	2.48	$8.62	$9.07	$10.10
47-0000	Construction and Extraction Occupations	47,700	$24.91	$51,824	1.46	$16.70	$23.13	$31.53
49-0000	Installation, Maintenance, and Repair Occupations	42,560	$22.43	$46,649	1.1	$15.03	$20.95	$28.22
51-0000	Production Occupations	64,470	$15.41	$32,050	0.83	$10.26	$13.50	$18.64
53-0000	Transportation and Material Moving Occupations	104,220	$16.27	$33,836	1.49	$10.42	$14.43	$19.63

Data Footnotes:

(1) The "Mean Relative Standard Error" is a measure of the relative precision of the wage estimate. A low number denotes relatively high validity.

(2) For some occupations, workers may not work full-time all year-round. For these occupations it is not feasible to calculate an hourly wage.

(3) An estimate of employment could not be provided.

(4) An estimate of wage could not be provided.

(5) There is wide variation in the number of hours worked by those employed as actors, dancers, musicians, and singers.

Many jobs are for the duration of 1 day or 1 week and it is extremely rare for a performer to have guaranteed employment for a period that exceeds 3 to 6 months.

Almost all the occupations in this release are 2010 SOC occupations; however, some are not. In these cases, an estimate for a temporary occupation was created from data reported for one or more occupations in the 2000 SOC combined with data reported for one or more 2010 SOC occupations. Some occupations have the same title as a 2010 SOC occupation, but not the same content. These occupations are marked with an asterisk (*) and given a temporary code for the OES data. The May 2012 OES data will reflect the full set of detailed occupations in the 2010 SOC. For a list of all occupations, including 2010 SOC occupations, and how data collected on two structures were combined, see the OES Frequently Asked Questions online at www.bls.gov/oes/oes_ques.htm#Ques41

(Released May 2012)

These survey data are from the 2011 Occupational Employment Statistics (OES) survey. The wages have all been updated to the first quarter of 2012 by applying the US Department of Labor's Employment Cost Index to the 2011 wages. Occupations are classified using the Standard Occupational Classification (SOC) codes. For details of the methodology, see the Overview of the OES Survey at http://www.labormarketinfo.edd.ca.gov

X   Study Area District Fiscal Abstract Data

This section presents various instructional output data by District derived from the latest 2010-2011 California Community College Chancellors Office (CCCCO) Fiscal Abstract data.

The data will help SBVCCD conduct comparative market analysis and adjustments accordingly. For example, the District can compare inputs such as revenues, population, educational attainment, and other such factors with output such as FTES, awards, and level of expenditures by TOP codes.

The topics covered include the following:
- FTES by Study Area College Districts
- Revenue Sources for Study Area College Districts
- Five-Year Study Area College District Data Summary - 2006-2011
- Comparative Study Area District Expenditures by TOP Code - Fiscal Year 2010-2011
- Study Area District Grouping and Rankings by FTES - FY 2010-2011

A.   FTES - By Resident and Non-Credit Status Fiscal Year 2010-11- Study Area College Districts

This exhibit located in the Appendix presents counts by FTES for Study Area college districts for 2010-11. The exhibit includes FTES counts by resident and nonresident and for credit and noncredit students.

The data will help the colleges conduct comparative market analysis and make adjustments accordingly.

The following table presents similar data.

Table X-1 - -FTES by Resident and Non-Credit Status - 2010-11- Study Area College Districts

Study Area College Districts	Total	Attendance FTES 2010-11			Includes FTES for Resident Nonresident & Apprentice		
		Resident	Nonresident	Percent Nonresident	Credit	Noncredit	Percent Noncredit
Barstow	3,580	3,533	47	1.3%	3,511	69	1.9%
Chaffey	15,025	14,528	497	3.3%	14,617	408	2.7%
Copper Mountain	1,716	1,701	15	0.9%	1,652	64	3.7%
Desert	8,982	8,609	374	4.2%	8,024	959	10.7%
Mt. San Jacinto	11,660	11,509	151	1.3%	11,015	645	5.5%
Palo Verde	1,819	1,794	25	1.4%	1,742	77	4.2%
Riverside	29,610	29,149	461	1.6%	29,491	119	0.4%
San Bernardino	**15,357**	**15,189**	**168**	1.1%	**15,310**	**46**	**0.3%**
Victor Valley	10,264	10,006	258	2.5%	10,068	196	1.9%
Totals	98,013	96,018	1,995	2.0%	95,430	2,583	2.6%

B.   Comparative Revenue Sources - Fiscal Year 2010-11 - Study Area College Districts

This exhibit located in the Appendix presents detailed revenue information for Study Area college districts for 2010-11. The data is derived from the latest CCCCO Fiscal Abstract report and data.

The data can help the college understand impacts of its revenue conditions and output as compared with other colleges and statewide averages.

The following table presents similar data for SBVCCD only.

Table X-2 - Comparative Revenue Sources - Fiscal Year 2010-11

	SBVCCD	% Total Rev's	Per FTES Student
Total 2010-11 FTES			**15,357**
Total General Fund Revenues, All Source	$89,339,964		**$5,818**
State General Apportionment	$54,997,346	61.56%	
Property Tax Secured Roll	$17,943,962	20.09%	
Enrollment Fees	$3,345,926	3.75%	
Other Federal Revenues	$2,806,942	3.14%	
Other Categorical Apportionment	$2,538,420	2.84%	
State Lottery Proceeds	$2,182,415	2.44%	
Higher Ed Act	$1,411,571	1.58%	
Other Reimb. Categorical Progs.	$1,071,836	1.20%	
Property Tax Unsecured Roll	$964,475	1.08%	
Disabled Students	$892,504	1.00%	
Other Local Revenues	$817,958	0.92%	
Extended Opp. Program & Svc	$810,366	0.91%	
Health Services	$677,935	0.76%	
Parking Svcs. &Public Transportation	$628,679	0.70%	
State Mandated Costs	$606,275	0.68%	
Voc. and Tech. Ed. Act	$592,097	0.66%	
CA Work Opportunity Rspns to Kids	$538,614	0.60%	
Nonresident Tuition	$448,000	0.50%	
Other General Apportionment	$412,719	0.46%	
Contract Instructional Services	$372,473	0.42%	
Interest & Investment Income	$316,150	0.35%	
Other Contract Services	$296,989	0.33%	
Property Tax Supplemental	$293,205	0.33%	
Homeowners Property Tax Relief	$261,830	0.29%	
Property Tax Prior Years	$234,688	0.26%	
Student Records	$139,172	0.16%	
Rentals & Leases	$133,080	0.15%	
Redevelopment Agency Funds	$105,837	0.12%	
Community Service Classes	$84,980	0.10%	
TANF* (Federal)	$81,421	0.09%	
TANF* (State)	$81,421	0.09%	
Insurance	$66,914	0.07%	
Contributions, Gifts, Grants, Endowments	$60,780	0.07%	
Student Fin. Aid	$48,604	0.05%	
Telecom & Tech Infrastrct	$27,630	0.03%	
Other Student Fees and Charges	$13,153	0.01%	
Veterans Education	$4,627	0.01%	
Sales and Commissions	$2,350	0.00%	
Child Dev't	$0	0.00%	
Education Rev. Augmentation (ERAF)	($6,973,460)	-7.81%	

C.   Five-Year College District Data Summary - 2006-2011

This exhibit located in the Appendix presents student count by FTES and financial information for a 5-year period from 2006-2011 for Study Area college districts. The data is derived from the latest CCCCO College Fiscal Abstract. The exhibit includes FTES counts for each year and budgetary data for this period.

The data can help the college understand historical trends with regard to revenue, expenditures, and FTES output as compared with other colleges and statewide averages. The table below presents this data for SBCCD only.

Table X-3 - Five-Year SB College District Data Summary - 2006-2011

San Bernardino College District			
	SBCCD Figures	% Change from Prior Year	Per FTES
FTES			
2006-07	13,904		
2007-08	14,186	2%	
2008-09	14,310	1%	
2009-10	15,972	12%	
2010-11	14,151	-11%	
Total Revenue			
2006-07	$88,312,270		$6,351
2007-08	$85,462,130	-3%	$6,024
2008-09	$93,871,608	10%	$6,560
2009-10	$88,208,281	-6%	$5,523
2010-11	$89,339,964	1%	$6,313

D.   Expenditure by TOP Code - Fiscal Year 2010-2011

This exhibit located in the Appendix presents expenditures by TOP codes for the fiscal year 2010-11 for Study Area college districts. The data is derived from the latest Community College Fiscal Abstract. The exhibit includes TOP codes and description and associated expenditures for the fiscal year 2010-11. The table below shows this same information for SBVCCD only.

The data can help the college understand impacts of its expenditure patterns and output as compared with other colleges and statewide averages. The table below presents this data for SBCCD only.

Table X-4 - Expenditure by TOP Code – SBCCD - Fiscal Year 2010-2011

SBVCCD Expenditure by TOP Code - Fiscal Year 2010-2011		
	TOP Codes	
Code	Description	SBCCD
	Instructional AC 0100-5900:	
1500	Humanities	$4,457,600
1200	Health	$3,754,498
1700	Mathematics	$3,443,563
900	Engineering & Related Tech.	$2,280,306
2200	Social Sciences	$2,172,276
400	Biological Sciences	$2,081,751
800	Education	$1,908,395
4900	Interdisciplinary Studies	$1,816,769
1900	Physical Sciences	$1,705,367
1000	Fine & Applied Arts	$1,692,095
500	Business & Management	$1,396,383
2100	Public Affairs & Services	$1,305,694
1300	Consumer Educ. & Home Econ.	$1,173,450
1100	Foreign Language	$841,913
2000	Psychology	$694,665
700	Computer & Information Science	$474,276
600	Communications	$237,929
200	Architecture & Envirn. Design	$166,244

3000	Commercial Services	$20,012
1600	Library Science	$15,604
1400	Law	$12,104
100	Agric. & Natural Resources	$0
300	Enviro Sci & Tech	$0
1800	Military Studies	$0
5900	Instruc. Staff-Ret. Benefits/Incent.	-$83
0100-5900	**Total**	$27,193,211
	Admin. & Support AC 6000-6700:	
6700	Instructional Administration	$11,059,349
6500	Instructional Support Services	$8,099,762
6400	Admissions and Records	$6,413,686
6100	Counseling and Guidance	$4,488,002
6000	Other Student Services	$4,039,534
6600	Operation & Maint. of Plant	$2,928,014
6300	Planning, Policymaking, Coordination	$2,750,843
6200	Gen. Institutional Support Srvcs	$1,606,889
6000-6700	**Total**	$41,386,079
0100-6700	**Subtotal**	$68,579,290
	Other AC 6800-7300:	
6800	Community Services	$3,541,805
6900	Ancillary Services	$1,021,812
7000	Auxiliary Operations	$263,811
7100	Physical Prop. & Related Acquis.	$243,076
7200	Long-Term Debt & Other Financing	$0
7300	Transfers Student Aid & Other Outgo	$0
6800-7300	**Total**	$5,070,504
	Total Expenditures	$73,649,794

E.   District Grouping and Rankings by FTES - FY 2010-2011

This exhibit located in the Appendix presents expenditures by district groupings and ranking by FTES for the fiscal year 2010-11 for all California community colleges. The data is derived from the latest Community College Fiscal Abstract. The exhibit presents groups of colleges by FTES and shows the relative rankings in terms of student count. The table below shows this information for colleges with to 13,000 to 19,999 students – SBVCCD ranks 36th in the statewide.

The data can help the college understand where it stands as compared with all colleges in California with regard to FTES output. The table below presents the SBVCCD level group of colleges.

Table X-5 - District Grouping and Rankings by FTES – SBVCCD Group - FY 2010-2011

Group B. With 19,999-13,000 FTES (15)		
District	**2010-11 FTES**	**Statewide Ranking**
Cerritos	18,174	25
West Valley-Mission	18,148	26
Santa Barbara	18,127	27
Chabot-Las Positas	18,012	28
Yosemite	17,588	29
San Joaquin Delta	16,811	30
Glendale	16,780	31

Southwestern	16,190	32
Sierra Joint	16,081	33
San Jose/Evergreen	15,904	34
Santa Clarita	15,814	35
San Bernardino	**15,357**	**36**
Chaffey	15,025	37
Rio Hondo	14,332	38

XI   Success Scorecard

In 2004, Assembly Bill 1417 triggered the creation of a performance measurement system for the California Community Colleges (CCC). That legislation and ensuing budget action authorized the California Community Colleges Chancellor's Office (CCCCO) to design and implement a performance measurement system containing performance indicators for the system and its colleges. In its commitment to increase transfer and degree and certificate attainment, the California Community Colleges Board of Governors has established a performance measurement system that tracks student success at all 112 community colleges.

The data available in this Scorecard system informs as to how well colleges are doing in remedial instruction, job training programs, retention of students and graduation and completion rates. With data reported by gender, age and ethnicity, colleges, students and the public can also better determine if colleges are narrowing achievement gaps, which is vitally important for students and the state's economy.

Questions about the data used to analyze the Scorecard can be directed to scorecard@cccco.edu and documentation used to develop the Student Success Scorecard.

The Student Success Task Force (SSTF) recommended the implementation of a new accountability framework, whose purpose is to provide stakeholders with concise information on key student progress and success metrics in order to improve performance.

A.   The Framework

The system consists of a four-tiered accountability framework, where each level targets a different audience or user.

- The first level provides a report of the *state of the system*, a high level overview for legislators and policy makers that summarizes a number of system level aggregations of data and annual performance.
- The *scorecard* itself is the second level and measures progress and completion at each college for various groups of student demographics, including those with different levels of college preparation. This will be the core of the framework and part of the report that focuses on the performance of each college and incorporates many of the recommendations from the SSTF, such as providing metrics pertaining to momentum points, the disaggregation of metrics by racial and ethnic groups and the inclusion of students taking less than 12 units.
- The third level is the ability to drill down further into the scorecard metrics through the existing online query tool, *Datamart*
- The fourth or most detailed level, is the ability for researchers to download the datasets (*Data-on-Demand*) pertaining to each metric for their particular college.

The Scorecard (Second Level)

This is the core of the framework and part of the report that focuses on the performance of each individual college in the system. The indicators of the scorecard measure both intermediate progress and completion at each college for several groups of student demographics.

The scorecard metrics include:

- Completion (SPAR) – The percentage of degree and/or transfer seeking first-time students tracked for six years to determine who succeeded in completing a degree, certificate or transfer related outcome. The report provides an overall SPAR, as well as a rate for two different groups of students, those whose lowest attempted Math or English level was remedial and those whose lowest attempted Math or English course was at the college level.

- Persistence Rate – The percentage of degree and/or transfer-seeking first-time students (same as the SPAR cohort) who enroll in three consecutive primary terms anywhere in the system. This metric is considered a milestone or momentum point, research shows that students with sustained enrollment are more likely to succeed. Besides an overall persistence rate, this metric is also reported for the two different groups of students, remedial and college prepared.

- 30 Units Rate - The percentage of degree and/or transfer seeking first time students (same as the SPAR) who achieve at least 30 units after six-year in the system. This metric is also a milestone or momentum point. Credit accumulation, 30 units specifically, tend to be positively correlated with completion and wage gain. This metric is also reported as overall and for the two different groups of students, remedial and college prepared.

- Remedial Progress Rate – The percentage of credit students who start out at any levels below transfer in English, Mathematics, and/or ESL and are followed for six years to determine if they successfully completed a college-level course in the same discipline. The cohorts for each discipline are tracked from the time the student attempts a course any levels below transfer in Mathematics, English, and/or ESL course at that college.

- Career Technical Education (CTE) Rate – The percentage of students who completed several courses classified as career technical education (or vocational) in a single discipline and succeeded in completing a degree, certificate or transfer related outcome within six years.

- Career Development and College Preparation (CDCP) Rate - A cohort of CDCP "concentrator" students, who completed a CDCP certificate or other degree, certificate or transfer related outcome within six years.

- College Profile – This section of the framework provides demographic information about the students at the college, the number of sections offered and selected operating ratios. A Student-Counselor Ratio for each college will be available in the 2014 ARCC 2.0/Scorecard Report.

B.   Student Success Scorecard - Completion Rate 2013
Exhibit XI-1 located in the Appendix presents the Completion Rate data for all Study Area colleges.

Definition: The percentage of first-time students with minimum of 6 units earned who attempted any Math or English in the first three years and achieved any of the following outcomes within six years of entry:

Earned AA/AS or credit Certificate (Chancellor's Office approved)
Transfer to four-year institution (students shown to have enrolled at any four-year institution of higher education after enrolling at a CCC).

Achieved "Transfer Prepared" (student successfully completed 60 UC/CSU transferable units with a GPA >= 2.0).

The table below presents this same data for SBVC and CHC.

Table XI- 1 - Student Success Scorecard - Completion Rate 2013 – SBVC & CHC

Cohort tracked for 6 years through 2011-12	College	SBVC			CHC		
	Categories	College Prepared	College Unprepared	Overall	College Prepared	College Unprepared	Overall
	Cohort	56.8%	33.3%	35.6%	59.6%	36.4%	42.1%
Gender	Female	60.0%	33.2%	35.3%	65.0%	40.2%	46.0%
	Male	53.3%	34.2%	36.6%	55.0%	33.2%	38.9%
Age Ranges -Years	Under 20	56.5%	35.8%	38.0%	61.0%	38.5%	44.4%
	20 to 24	46.7%	23.9%	25.5%	58.8%	20.0%	28.6%
	25 to 49	57.9%	31.1%	33.3%	30.0%	32.5%	32.2%
	50+	100.0%	27.3%	38.5%	NA	33.3%	33.3%
Race/ Ethnicity	African-American	64.7%	37.5%	39.2%	0.0%	29.2%	26.9%
	Amer Indian/ Alaskan	100.0%	23.1%	33.3%	100.0%	33.3%	40.0%
	Asian	100.0%	44.9%	57.1%	70.0%	40.0%	48.6%
	Filipino	100.0%	19.0%	22.7%	100.0%	33.3%	41.2%
	Hispanic	45.9%	30.8%	32.0%	52.3%	35.1%	38.2%
	Pacific Is-lander	33.3%	33.3%	33.3%	NA	0.0%	0.0%
	White	47.2%	33.6%	35.6%	60.0%	39.0%	44.8%

C.   Student Success Scorecard - Persistence – 2013

Exhibit XI-2 located in the Appendix presents the Persistence data for all Study Area colleges.

Definition: The percentage of first-time students with minimum of 6 units earned who attempted any Math or English in the first three years and achieved a selected measure of progress (or momentum point) within six years of entry.

Table XI- 2-Student Success Scorecard – Persistence - 2013 – SBVC & CHC

		Cohort tracked for six years through 2011-12					
	Colleges	San Bernardino Valley College			Crafton Hills College		
		College Prepared	College Unprepared	Overall	College Prepared	College Unprepared	Overall
	Cohort	52.7%	64.5%	63.4%	68.4%	65.8%	66.4%
By Gender	Fem	41.4%	64.1%	62.3%	70.9%	66.9%	67.9%
	Male	62.7%	65.8%	65.4%	66.4%	66.5%	66.5%
By Age	Under 20 years old	45.4%	67.3%	65.0%	71.3%	67.6%	68.6%
	20 to 24 years old	66.7%	50.8%	51.9%	41.2%	41.7%	41.6%
	25 to 49 years old	78.9%	63.7%	64.9%	50.0%	68.8%	66.7%
	50 or more years old	75.0%	77.3%	76.9%	NA	83.3%	83.3%
Race & Ethnicity	African-American	23.5%	51.8%	50.0%	100.0%	70.8%	73.1%
	American Indian /Alaskan Native	100.0%	84.6%	86.7%	0.0%	77.8%	70.0%
	Asian	28.6%	73.5%	63.5%	70.0%	60.0%	62.9%
	Filipino	100.0%	66.7%	68.2%	50.0%	73.3%	70.6%
	Hispanic	57.4%	68.6%	67.7%	72.7%	68.3%	69.1%
	Pacific Islander	66.7%	50.0%	55.6%	NA	0.0%	0.0%
	White	66.7%	65.0%	65.2%	69.7%	64.3%	65.8%

D.   Student Success Scorecard - 30 Units Rate – 2013
Exhibit XI-3 located in the Appendix presents the 30-Unit Rate data for all Study Area colleges.

Definition: The percentage of first-time students with minimum of 6 units earned who attempted any Math or English in the first three years and achieved at least 30 units in the CCC system within six years of entry. At Least 30 Units Rate is reported for the overall cohort, as well as by lowest level of attempted Math or English.

Table XI- 3-Student Success Scorecard – 30 Units Rate - 2013 – SBVC & CHC

		Student Success Scorecard - 30 Units Rate - 2013					
		Cohort tracked for six years through 2011-12					
	Study Area College	**SBVCC**			**Crafton**		
		College Prepared	College Unprepared	Overall	College Prepared	College Unprepared	Overall
	Cohort	55.5%	58.8%	58.5%	70.0%	62.9%	64.7%
By Gender	Female	48.6%	59.3%	58.5%	68.4%	65.4%	66.1%
	Male	61.3%	59.7%	59.9%	71.0%	61.9%	64.3%
By Age	Under 20 years old	50.0%	60.5%	59.4%	72.6%	66.1%	67.8%
	20 to 24 years old	66.7%	52.8%	53.8%	64.7%	38.3%	44.2%
	25 to 49 years old	68.4%	57.5%	58.4%	20.0%	54.5%	50.6%
	50 or more years old	100.0%	54.5%	61.5%	NA	83.3%	83.3%
Race & Ethnicity	African-American	41.2%	52.6%	51.9%	50.0%	70.8%	69.2%
	Amer Indian /Alaskan Native	100.0%	92.3%	93.3%	100.0%	77.8%	80.0%
	Asian	42.9%	63.3%	58.7%	70.0%	52.0%	57.1%
	Fili-pino	100.0%	76.2%	77.3%	50.0%	66.7%	64.7%
	Hispanic	60.7%	59.4%	59.5%	65.9%	64.4%	64.6%
	Pacific Islander	33.3%	50.0%	44.4%	NA	0.0%	0.0%
	White	58.3%	65.0%	64.0%	70.9%	62.4%	64.8%

E.   Student Success Scorecard - Remedial Progress Rate – 2013
Exhibit XI-4 located in the Appendix presents the Remedial Progress Rate data for all Study Area colleges.

Definition: The percentage of credit students who attempted a course designated at "levels below transfer" in:
- Math and successfully completed a college-level course in Math within six years.
- English and successfully completed a college-level course in English within six years.
- ESL and successfully completed the ESL sequence or a college-level English course within six years.

The cohort is defined as the year the student attempts a course at "levels below transfer" in Math, English and/or ESL at that college. Outcomes in Basic Skills Education are reported for Math, English and/or ESL

Table XI- 4-Student Success Scorecard – Remedial Progress Rate - 2013 – SBVC & CHC

Exhibit XI-5 located in the Appendix presents the Remedial Progress Rate data for all Study Area colleges.

		SBVCC			Crafton		
	Student Success Scorecard - Remedial Progress Rate - 2013						
	Cohort tracked for six years through 2011-12						
	Study Area Colleges	**SBVCC**			**Crafton**		
	Categories	Math	English	ESL	Math	English	ESL
	Cohort	28.8%	25.2%	14.3%	36.6%	32.0%	NA
Gender	Female	31.1%	24.4%	20.0%	36.1%	34.8%	NA
	Male	25.2%	27.1%	0.0%	36.4%	29.3%	NA
Age Ranges	Under 20 years old	28.3%	28.0%	0.0%	40.9%	33.5%	NA
	20 to 24 years old	30.5%	23.4%	NA	28.3%	22.0%	NA
	25 to 49 years old	29.4%	23.7%	15.4%	35.0%	36.7%	NA
	50 or more years old	13.7%	8.7%	20.0%	36.4%	25.0%	NA
Race/ Ethnicity	African-American	23.4%	22.1%	NA	25.9%	9.5%	NA
	Amer Indian/ Alaskan	46.7%	30.0%	NA	62.5%	50.0%	NA
	Asian	29.1%	34.0%	20.0%	42.9%	50.0%	NA
	Filipino	32.4%	36.8%	0.0%	50.0%	42.9%	NA
	Hispanic	28.9%	24.1%	16.7%	34.9%	27.0%	NA
	Pacific Islander	30.0%	28.6%	NA	0.0%	NA	NA
	White	36.3%	31.8%	0.0%	37.2%	35.6%	NA

F.   Student Success Scorecard - Career Tech – 2013

Exhibit XI-5 located in the Appendix presents the Career Tech data for all Study Area colleges.

Definition: For five cohort years, the percentage of students who attempt two or more CDCP courses, with a minimum of 4 attendance hours in each of those courses, within three years. The following outcomes within six years of entry:
• CDCP Certificate(s)
• Earned AA/AS or Certificates (Chancellor's Office Approved)
• Transfer to four-year institution (students shown to have enrolled at any four-year institution of higher education after enrolling at a CCC)
• Achieved "Transfer Prepared" (student successfully completed 60 UC/CSU transferable units with a GPA >= 2.0)

Technical methodology information for each of the above listed metrics is available in a separate document, called Data Specifications for Scorecard.

Table XI- 5-Student Success Scorecard – Career Tech - 2013 – SBVC & CHC

	Student Success Scorecard - Career Tech - 2013		
	Cohort tracked for six years through 2011-12		
	Study Area Colleges	SBVCC	Crafton
	Categories	**Career Technical Ed**	**Career Technical Ed**
	Cohort	**53.3%**	**44.1%**
Gender	Female	**56.0%**	**67.6%**
	Male	**51.1%**	**36.1%**
Age Ranges	Under 20 years old	**55.0%**	**44.8%**
	20 to 24 years old	**58.1%**	**53.7%**
	25 to 49 years old	**48.9%**	**40.2%**
	50 or more years old	**63.0%**	**37.5%**
Race/ Ethnicity	African-American	**52.0%**	**20.0%**
	Amer Indian/ Alaskan	**37.5%**	**20.0%**
	Asian	**54.5%**	**70.8%**
	Filipino	**60.9%**	**80.0%**
	Hispanic	**55.2%**	**44.2%**
	Pacific Islander	**75.0%**	**66.7%**
	White	**50.9%**	**46.4%**

XII   Sample Uses of Environmental Scan Data

A.   Researching an Industry or Sector
The section summarizes the process of collecting information about a particular industry or industry sector. This analysis may be used for various purposes such as grant applications, industry partnerships, and better curriculum planning in response to mart area businesses.

Under this hypothetical scenario users desire to establish internships within selected industries located in the college job market. In this hypothetical case the industry sector to be identified and studied is:

Waste Management Industry

Steps:
The first step is to associate NAICS industry codes with the desired industries or industry groups.

1.   **Query online sites that can provide a NAICS industry code based on key words such as "Waste Management" one site is http://www.naics.com**

2.   **The query returns "Administration of Air and Water Resources and Solid Waste Management Programs"- NAICS code 924110**

3.   **Query SBCCD Business Database**
      The next step is to query the SBCCD Environmental Scan Business MS Access Database containing all establishments located within San Bernardino and Riverside Counties. In the following window select 6 digit NAICS codes and find "924110"- then select all zips without both study counties - then export the results to Excel.

The database returns:

All NAICS 92411 records with all information including name, address, contact information, phone, industry codes, estimated employees and sales- and more. - a summary of the records are shown below:

Company Name	Location Address	Location Address City
Rialto Waste Management	1451 N Linden Ave	Rialto
Rialto Waste Management	246 S Willow Ave	Rialto
Riverside County Flood Control	19450 Clark St	Perris
San Bernardino Welfare	881 W Redlands Blvd	Redlands
Victorville City Sanitation	14343 Civic Dr	Victorville
Water Power Of City LA	24346 Barley Rd	Moreno Valley
Water Quality	3737 Main St # 500	Riverside
Water Quality Board	14440 Civic Dr # 200	Victorville
Water Resource Dept	17801 Lake Perris Dr	Perris
Department Of Water Resources	6900 Devils Canyon Rd	San Bernardino
Environmental Health Dept	800 S Sanderson Ave	Hemet
Environmental Health Dept	4065 County Circle Dr	Riverside
Environmental Health Svc	17780 Arrow Blvd # 2	Fontana
David Lanhardt	PO Box 673	Twin Peaks
Moreno Valley Solid Waste Dept	14177 Frederick St	Moreno Valley

4.   GIS Map Businesses

There may be value to GIS mapping of the businesses since - the business database records include geo-coordinates which allow mapping as show below. All businesses in this example show they are located within a 30-mile ring.
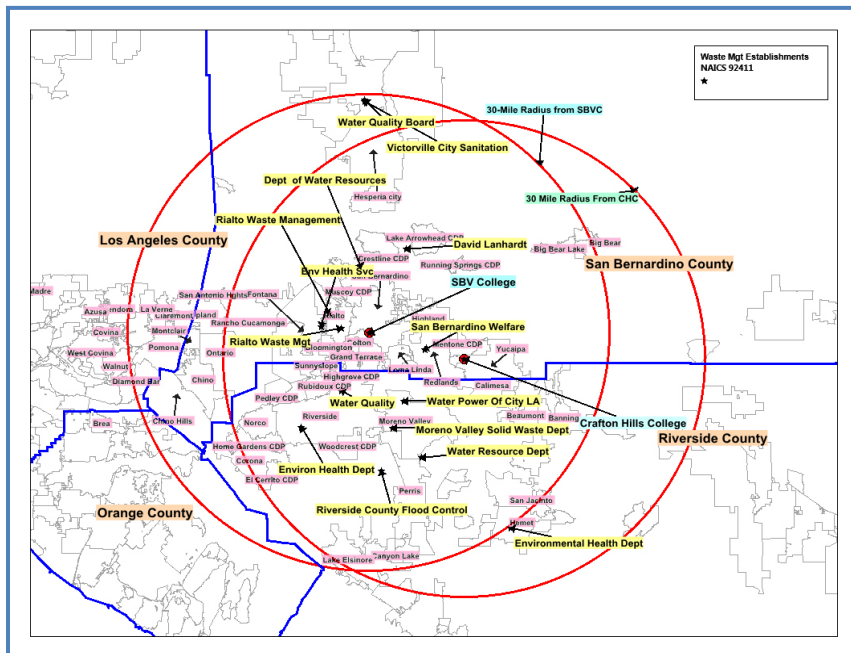
5. Further researching the 92411 Industry group at http://www.naics.com the following information about this industry is encountered

This industry comprises government establishments primarily engaged in one or more of the following: (1) the administration, regulation, and enforcement of air and water resource programs; (2) the administration and regulation of solid waste management programs; (3) the administration and regulation of water and air pollution control and prevention programs; (4) the administration and regulation of flood control programs; (5) the administration and regulation of drainage development and water resource consumption programs; (6) the administration and regulation of toxic waste removal and cleanup programs; and (7) coordination of these activities at intergovernmental levels.

Illustrative Examples:
- Environmental protection program administration, public administration
- Waste management program (except sanitation districts), administration, public administration
- Pollution control program administration, public administration
- Water control and quality program administration, public administration

Cross-references to related industries include government establishments primarily engaged in:
- Operating water and irrigation systems-- classified as **Industry 221310**, "Water Supply and Irrigation Systems"
- Administering sanitation districts- classified in Industry 926130, "Regulation and Administration of Communications, Electric, Gas, and Other Utilities"
- Operating sewage treatment facilities-- classified in Industry 221320, "Sewage Treatment Facilities"
- Providing waste collection, treatment, disposal, and/or remediation--are classified in Subsector 562, Waste Management and Remediation Services

6. Occupations Crosswalk and Jobs Projections

If users desire to see job projections for this industry and/or related industries –the Business Database can be queried. In some cases there is no clear crosswalk (or staffing patterns) between NAICS and SOC occupations. In this case there is no crosswalk or staffing pattern showing associated occupations for NAICS code 92411 or the crosswalk is only contained within the more general 4-digit code level.

However the "Cross reference above showing related industries includes NAICS code "221310". A search of NAICS code 92411 from one online site returns a number of associated occupations- a partial sample is shown below http://www.xwalkcenter.org/index.php/classifications/crosswalks

NAICS Code	NAICS Title	Career Cluster	SOC Code	SOC Title
2213	Water, Sewage and Other Systems	Marketing Sales and Service Cluster	11-2021	Marketing Managers
2213	Water, Sewage and Other Systems	Marketing Sales and Service Cluster	11-2022	Sales Managers
2213	Water, Sewage and Other Systems	Business, Management and Administration Cluster	11-3011	Administrative Services Managers
2213	Water, Sewage and Other Systems	Finance Cluster	11-3031	Financial Managers
2213	**Water, Sewage and Other Systems**	**Business, Management and Administration Cluster**	**11-3051**	**Industrial Production Managers**

7. SOC to TOPS

SOC code 11-3051 can then be queried in the Business Database- SOC to TOPs Crosswalk and it returns the course description and projected jobs 2010-2020 associated with this SOC code. The following table presents partial examples of related jobs associated with the subject TOP code.

TOP Code	TOP Description	Ann Avg Employ 2010	Ann Avg Employ 2020	Gain/ Loss	Percent Gain/Loss	Avg AnnNew Jobs	Avg Ann Replcmnt Needs	Avg Ann Total Jobs	SOC
050100	Business and Commerce, General	1,130	1270	140	12.39	14	27	41	113051
050500	Business Administration	1,130	1270	140	12.39	14	27	41	113051
050600	Business Management	1,130	1270	140	12.39	14	27	41	113051
051000	Logistics and Materials Transportation	1,130	1270	140	12.39	14	27	41	113051

8. Resident Employment " Administration of Waste Management"

Users can also determine the number of resident employees within certain industry groups or sectors including "Administration of Waster Management". This information can be located in the Appendix Exhibit IV-1 for SBVC and IV-1.1 for CHC Study Area – Employment by Industry.

Zip Code	Employed Pop Age 16+	Adm., waste mgt	% in this Industry
SBVC Study Area	1,296,507	60,031	5%
Riverside County	893,231	47,526	5%
San Bernardino County	815,028	36,228	4%

B. Sample Analysis – Comparative Analysis- TOP Code 12 – Health

The table below presents sample comparative analysis of a particular academic course section - Health TOP Code 12. The analysis extracts selected data from Exhibit VA-3 for the three past academic years. It shows annual output by FTES for all courses and all output by Health section TOP code 12 for the twelve Study Area colleges in San Bernardino and Riverside Counties. For example, it shows that Crafton Hills College accounted for 8% of all FTES output among the Study Area colleges and represented 5% of all Health Top Code 12 curriculum output for the 2011-12 academic year. This comparative exercise may be conducted for any TOP code and year or combination of colleges.

Sample Analysis - FTES Output by Health TOP Code 12 - 2009-2012									
	Annual 2009-10			**Annual 2010-11**			**Annual 2011-12**		
All Community Colleges- SB & RS Counties	Total Credit FTES	**% Total Health Courses**	**% Total FTES**	Total Credit FTES	**% Total Health Courses**	**% Total FTES**	Total Credit FTES	**% Total Health Courses**	**% Total FTES**
Crafton Hills Total FTES	4,286.80			4,601.62			4,032.97		
12 - Health	389.04	8%	4%	363.50	8%	5%	333.65	8%	5%
San Bernardino Total FTES	10,237.59			10,314.96			9,246.89		
12 - Health	388.04	8%	10%	437.39	9%	12%	299.86	7%	11%
Barstow Total FTES	4,402.59			1,210.83			2,102.14		
12 - Health	119.12	2%	4%	24.76	1%	1%	24.13	1%	2%
Chaffey Total FTES	15,891.09			14,662.56			13,063.90		
12 - Health	685.96	13%	16%	742.51	15%	17%	534.54	12%	15%
Copper Mountain Total FTES	1,641.82			1,675.56			1,614.45		
12 - Health	200.13	4%	2%	200.39	4%	2%	163.86	4%	2%
Desert Total FTES	7,994.04			7,776.17			7,332.89		
12 - Health	456.73	9%	8%	497.57	10%	9%	395.56	9%	9%
Moreno Valley Total FTES				7,159.83			6,173.65		
12 - Health	0.00	0%	0%	831.64	17%	8%	850.57	19%	7%
Mt. San Jacinto Total FTES	12,566.63			11,076.31			10,170.14		
12 - Health	624.80	12%	13%	523.28	11%	13%	302.37	7%	12%
Palo Verde Total FTES	1,754.14			1,745.59			1,409.50		
12 - Health	106.87	2%	2%	105.93	2%	2%	91.04	2%	2%
Riverside Total FTES	30,181.52			16,141.16			14,770.45		
12 - Health	1,356.68	26%	30%	445.39	9%	19%	658.80	15%	17%
Victor Valley Total FTES	10,329.78			9,859.00			9,347.09		
12 - Health	806.81	16%	10%	650.98	13%	11%	692.95	16%	11%

Norco College Total FTES	0.00			0.00			6,020.09		
12 - Health	0.00			0.00			70.32	2%	7%
Total Health TOP Code 12 FTE Output	**5,134.19**	**100%**		**4,823.36**		**100%**	**4,417.65**	**100%**	
Total FTES Output All Colleges	**99,285.99**		**100%**	**86,223.59**	**100%**		**85,284.18**		**100%**

Expenditure by TOP Code – Study Area College Districts - Fiscal Year 2010-2011					
Description	Health	Total Expenditures for all TOP codes	% Expenditures for Health	Total Expenditures	Health as % of all Expenditures
TOP Code	1200	0100-5900			
San Bernardino	$3,754,498	$27,193,211	13.8%	$73,649,794	5.1%
Barstow	$109,341	$6,168,273	1.8%	$16,353,725	0.7%
Chaffey	$4,484,467	$35,304,808	12.7%	$78,242,047	5.7%
Copper Mountain	$864,576	$4,994,712	17.3%	$12,684,130	6.8%
Desert	$2,153,811	$18,903,040	11.4%	$46,107,689	4.7%
Mt. San Jacinto	$2,585,988	$23,248,349	11.1%	$57,476,225	4.5%
Palo Verde	$551,021	$5,246,292	10.5%	$14,687,414	3.8%
Riverside	$8,630,263	$66,311,607	13.0%	$162,429,354	5.3%
Valley Victor	$2,569,325	$27,405,659	9.4%	$55,448,075	4.6%

C.   Analysis by Geography

This Scan provides detailed data for most topics at the zip code level. As indicated, the zips were selected and approved by the District. However, the study areas are quite large and include zip codes with only a only few CHC or SBVC students enrolled during that period. When this large set of zip codes is aggregated or summarized, the averages may tend to show a result that is different than if only selected zips are averaged. For this reason, the data provided allows for "geography-based" analysis by a single zip code or limited set of zip codes.

For example, during the fiscal year 2011-2012 the zip code with the highest number of SBVC students is **92407**. The Environmental Scan data includes data that may allow for detailed analysis at the zip code level. The following shows an example of this analysis for the single zip code 92407.

Zip Code 92407

The following data is collected from Report Section V – Community Colleges

Student Capture

The table below presents all community college students and percent capture Crafton Hills and SBVC. It shows the SBVC captures the highest number 1,515 or 67% of all community college students followed by Chaffey, then Riverside College.

SBVC	1,515	67%
Chaffey	304	13%
Riverside	181	8%
Crafton Hills	146	6%
Moreno Valley	49	2%
Norco	28	1%
Victor Valley	24	1%
Barstow	7	0%
Desert	5	0%
Mt. San Jacinto	5	0%
Palo Verde	5	0%
Copper Mountain	1	0%
Totals By Zip	2,270	100%

Awards – 2010-12

Student Count – Zip Code 92407	**1,515**
SBVC AA Awards -2010-12	195
Percent of all Community College Students	56%
SBVC Certificate Awards -2010-12	89
Percent of all Community College Students	42%

Race and Ethnicity

The following table derived from the Scan Report exhibits presents data with regard to student race and ethnicity for zip code 92407. It shows that 53.8% of all community college students are Hispanic.

Students – Race & Ethnicity

Hispanic	1,264	53.8%
White	494	21.0%
Black	404	17.2%
Asian	111	4.7%
Unknown	61	2.6%
Native American	8	0.3%
Pacific Islander	7	0.3%
Grand Total	2,349	100%

Residents – Race & Ethnicity

Population by Race	57,783	
Hispanic	31,235	54%
White	15,313	27%
Black	7,165	12%
Asian	2,292	4%
Other	1,778	3%

Population Summary

The following table derived from the Scan Report exhibits presents data with regard to resident population for zip code 92407. It shows a projected population growth 14.13% for the 5-year period 2012-2017.

2022 Forecast	73,760
2017 Projection	65,947
2012 Estimate	57,783
2010 Census	56,669
2000 Census	47,926
1990 Census	39,152
Growth 2022-2017	11.85%
Growth 2017-2012	14.13%
Growth 2012-2010	1.97%
Growth 2010-2000	18.24%

Resident Population by Age

Total Population	57,783	Percent Total
Age 0 to 4	4,488	8%
Age 5 to 14	8,102	14%
Age 14 to 18	3,852	7%
Age 18 to 22	5,052	9%
Age 22 to 25	3,630	6%
Age 25 to 30	5,092	9%
Age 30 to 35	4,126	7%
Age 35 to 40	3,680	6%
Age 40 to 45	3,541	6%
Age 45 to 50	3,657	6%
Age 50 to 55	3,613	6%
Age 55 to 60	2,959	5%
Age 60 to 65	2,176	4%

Age 65 to 70	1,491	3%
Age 70 to 75	961	2%
Age 75 to 80	653	1%
Age 80 to 85	408	1%
Age 85 and over	302	1%
2012 Median Age	28.7	
2012 Average Age	32	

Resident Population by Educational Attainment 2012

2012 Population Age 25+ by Educational Attainment	32,659	Percent Total
Less than 9th grade	3,924	12%
Some High School, no diploma	4,310	13%
High School Graduate (or GED)	8,448	26%
Some College, no degree	7,764	24%
Associate Degree	2,842	9%
Bachelor's Degree	3,296	10%
Master's Degree	1,631	5%
Professional School Degree	212	1%
Doctorate Degree	232	1%

Resident Population by Educational Enrollment 2006-2010 Series

Current Year Estimated Population by Educational Enrollment	57,783	
Nursery school/preschool	998	2%
Kindergarten/Elementary School	8,826	15%
High School	4,613	8%
College/Graduate/Professional school	5,503	10%
Not enrolled	37,843	65%

Language

Current Year Language at Home for Population 5+ Years	53,295	
Speak only English	32,007	60%
Spanish or Spanish Creole	18,775	35%

Labor Force

Current Year Estimated Population by Labor Force		
Population Age 16+ by Employment Status	43,256	%
Labor Force	28,322	65%
In Armed Forces	40	0%
Civilian, Employed	23,879	55%
Civilian, Unemployed	4,403	10%
Not in Labor Force	14,934	35%
Unemployment Rate	15.50%	

Establishments

Workplace 3rd Qrt 2012	
Workplace Establishments	442
Workplace Employees (FTE)	7,577

Travel Time to Work

Total	21,885	
Less Than 5 Minutes	383	2%
5 To 9 Minutes	1,657	8%
10 To 14 Minutes	2,672	12%
15 To 19 Minutes	4,289	20%
20 To 24 Minutes	3,173	15%
25 To 29 Minutes	1,349	6%
30 To 34 Minutes	3,069	14%
35 To 39 Minutes	470	2%
40 To 44 Minutes	849	4%
45 To 59 Minutes	1,415	6%
60 To 89 Minutes	1,474	7%
90 Or More Minutes	1,086	5%

Income

Estimated Households by Household Income	15,950
Median Household Income	$56,463
Average Household Income	$66,064

XIII   APPENDIX –LIST OF EXHIBITS