

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.

This 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 CCCC 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 zip codes 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 in 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 CCCC 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.

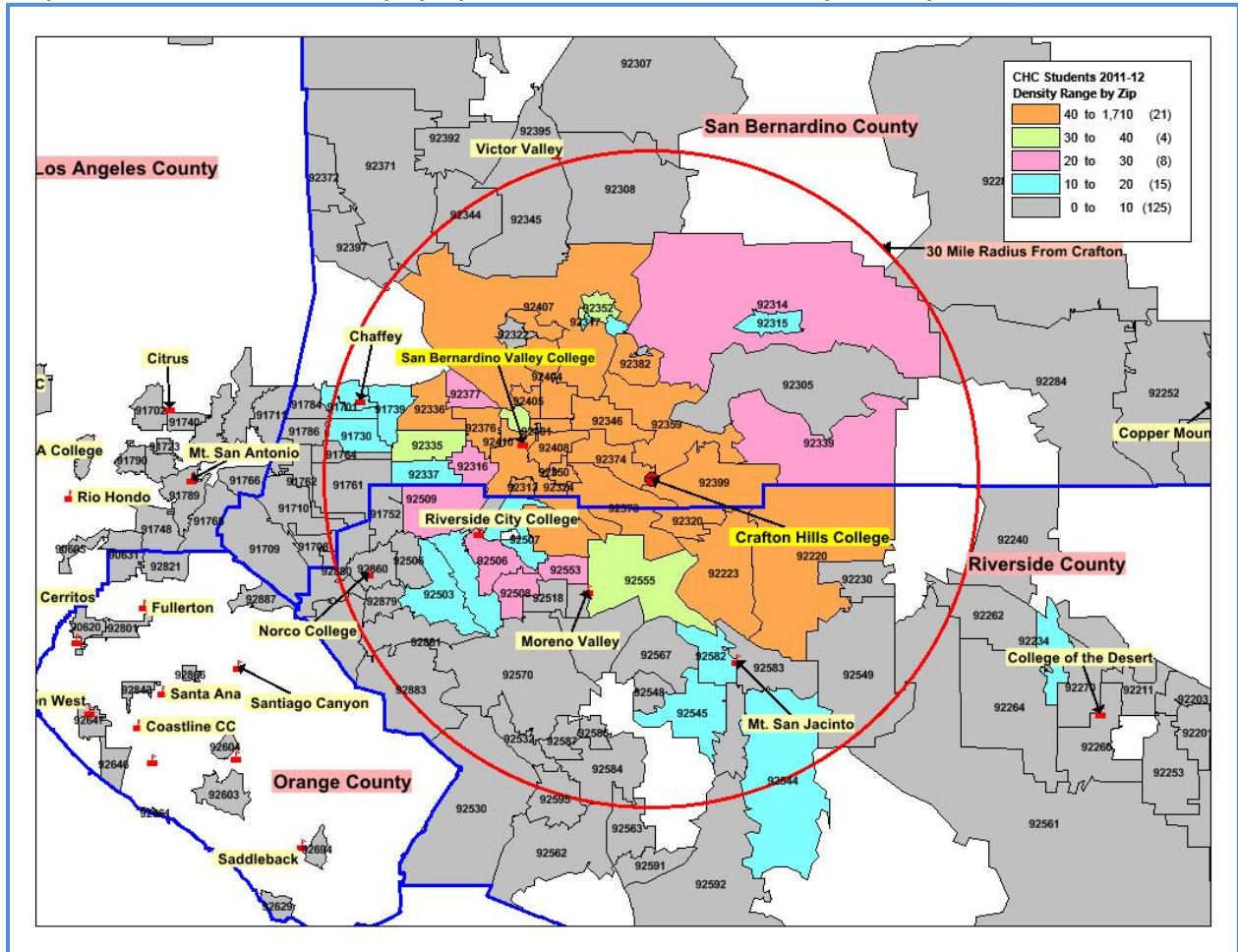
Another important factor is selecting those zip codes of special interest or those that best reflect existing conditions or are most relevant to the query at hand. The Scan data therefore allows for selection and analysis of individual zip codes to account for this condition. For example, users can study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

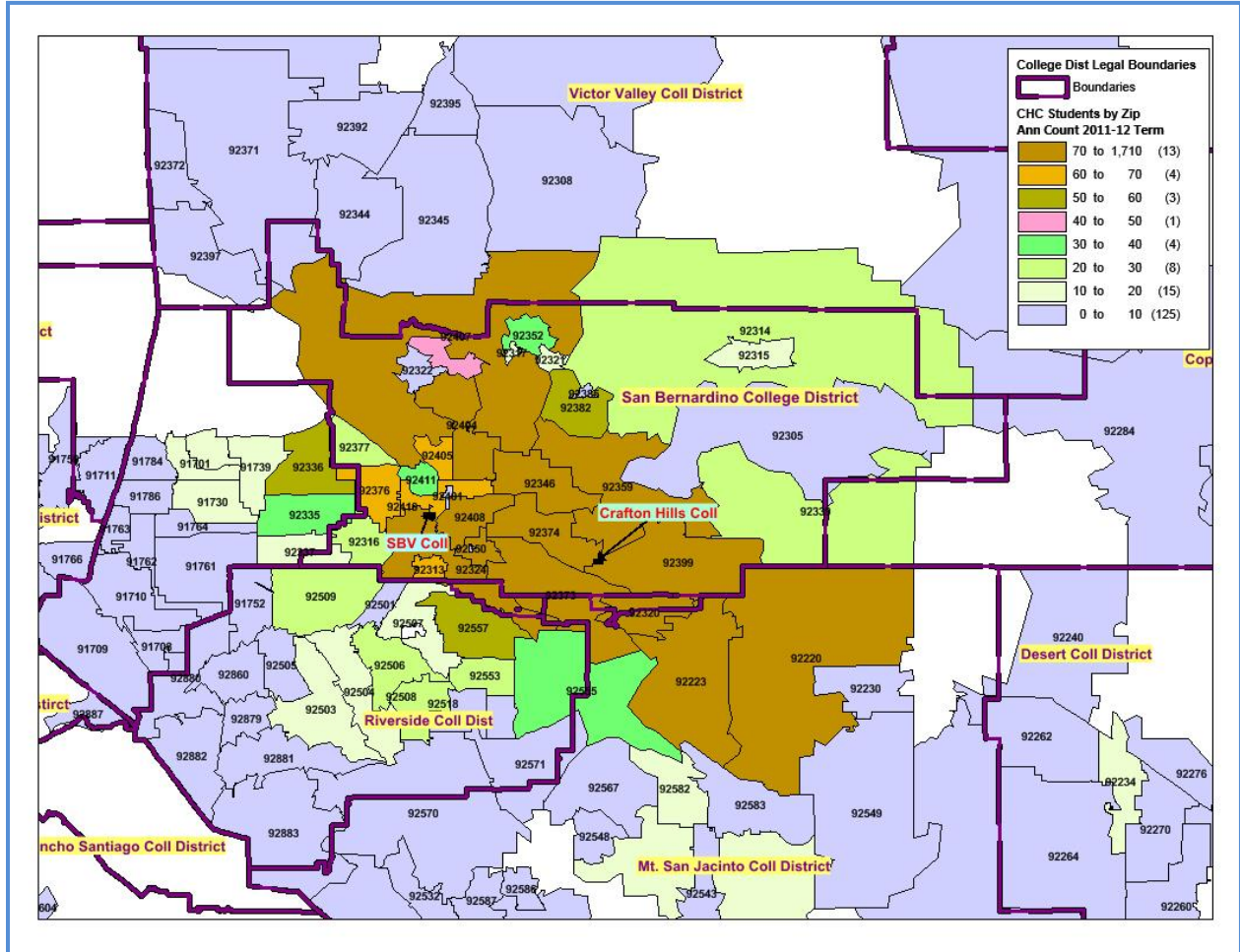
The GIS map below shows the Study Area, student density by ranges and by color for each zip code, the 30-mile distance capture ring, and surrounding community colleges.

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)



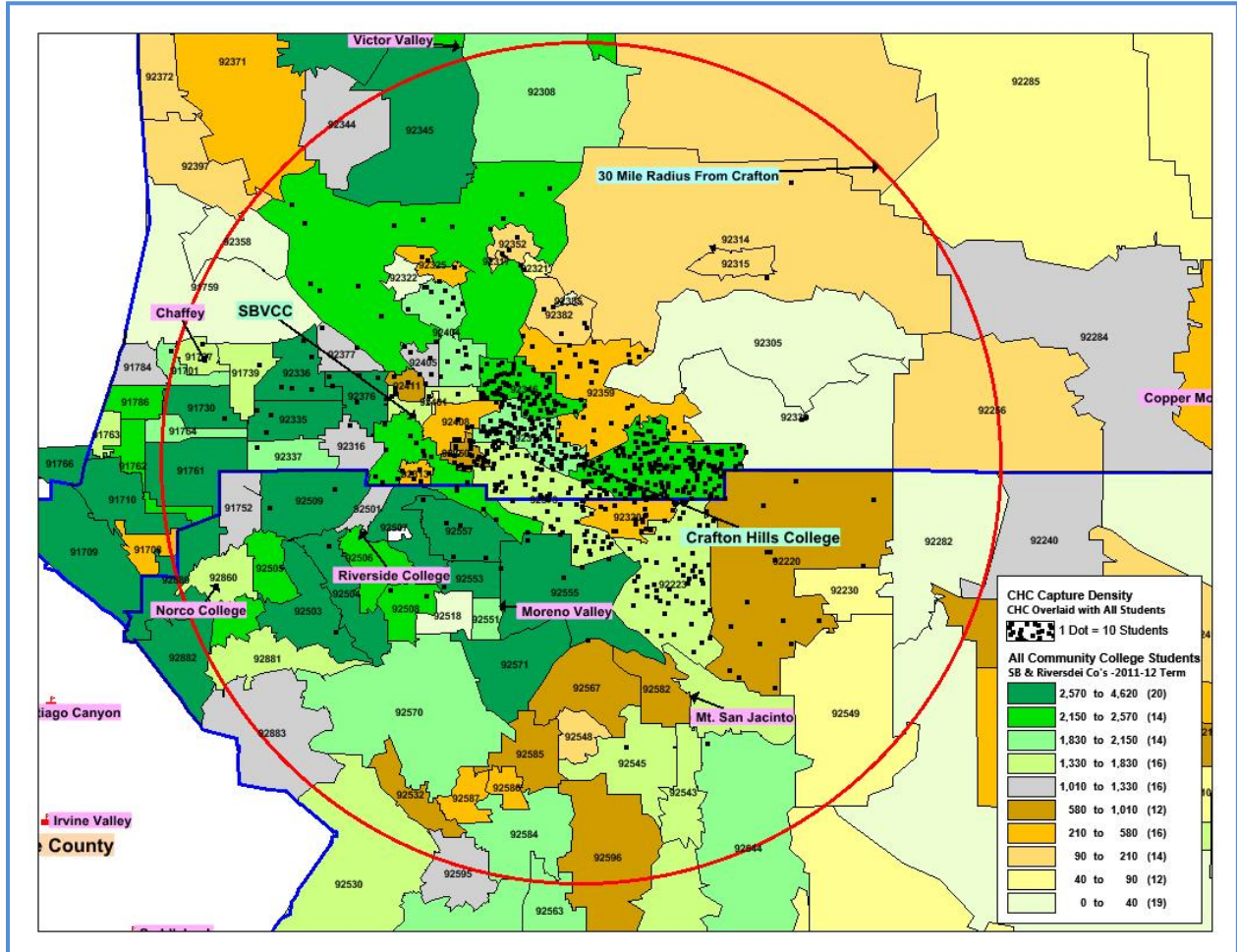
The GIS map below presents 30-mile radii areas for each CHC and SBVC representing the geography within which the Study area zip codes are contained. The map shows CHC and SBVC service areas that overlap and the proximity of potentially competitive community colleges. It also shows the Study Areas and 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.

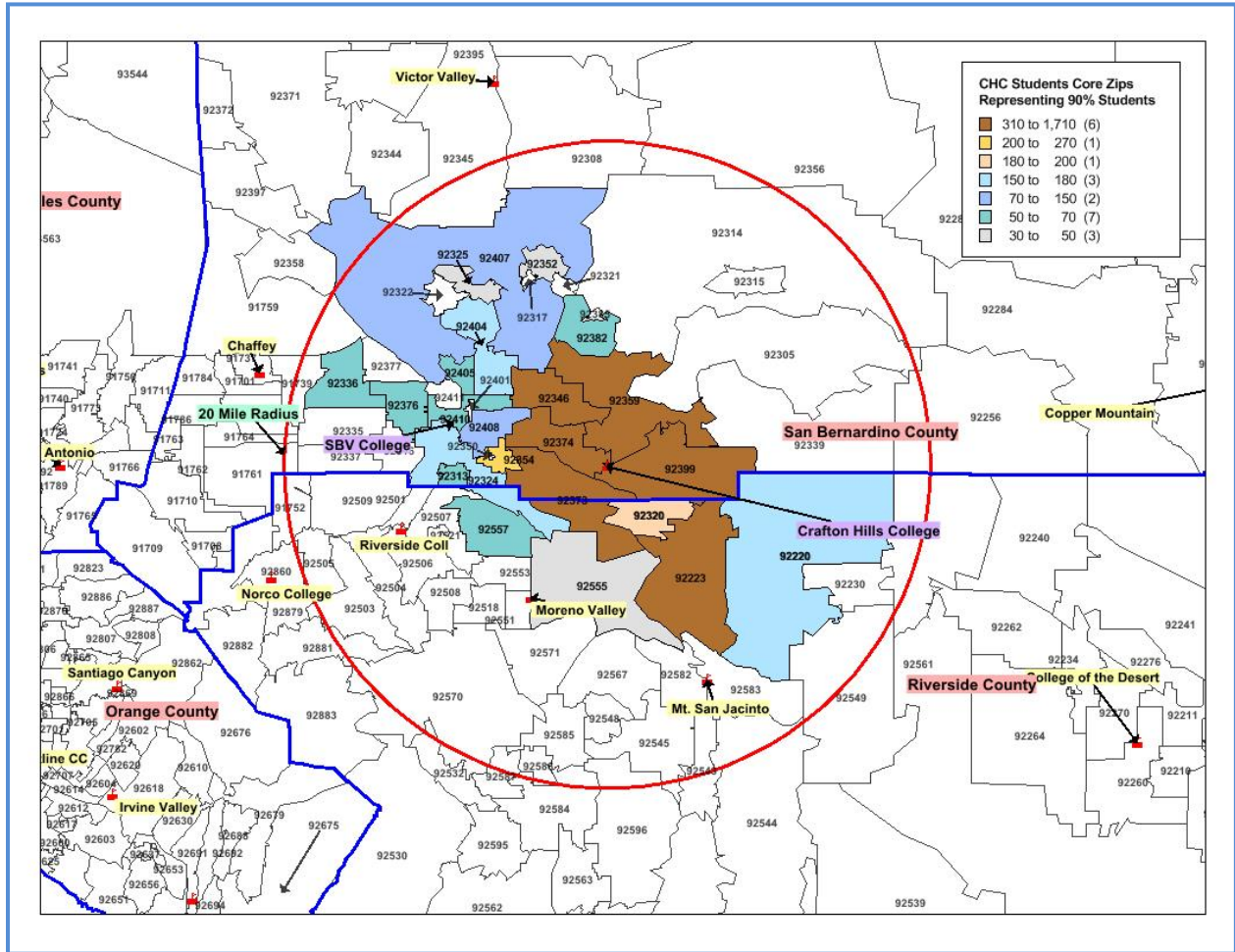
Table I-1 – CHC Core Study Area Zip Codes List – Capture of Common Zips

| 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 |

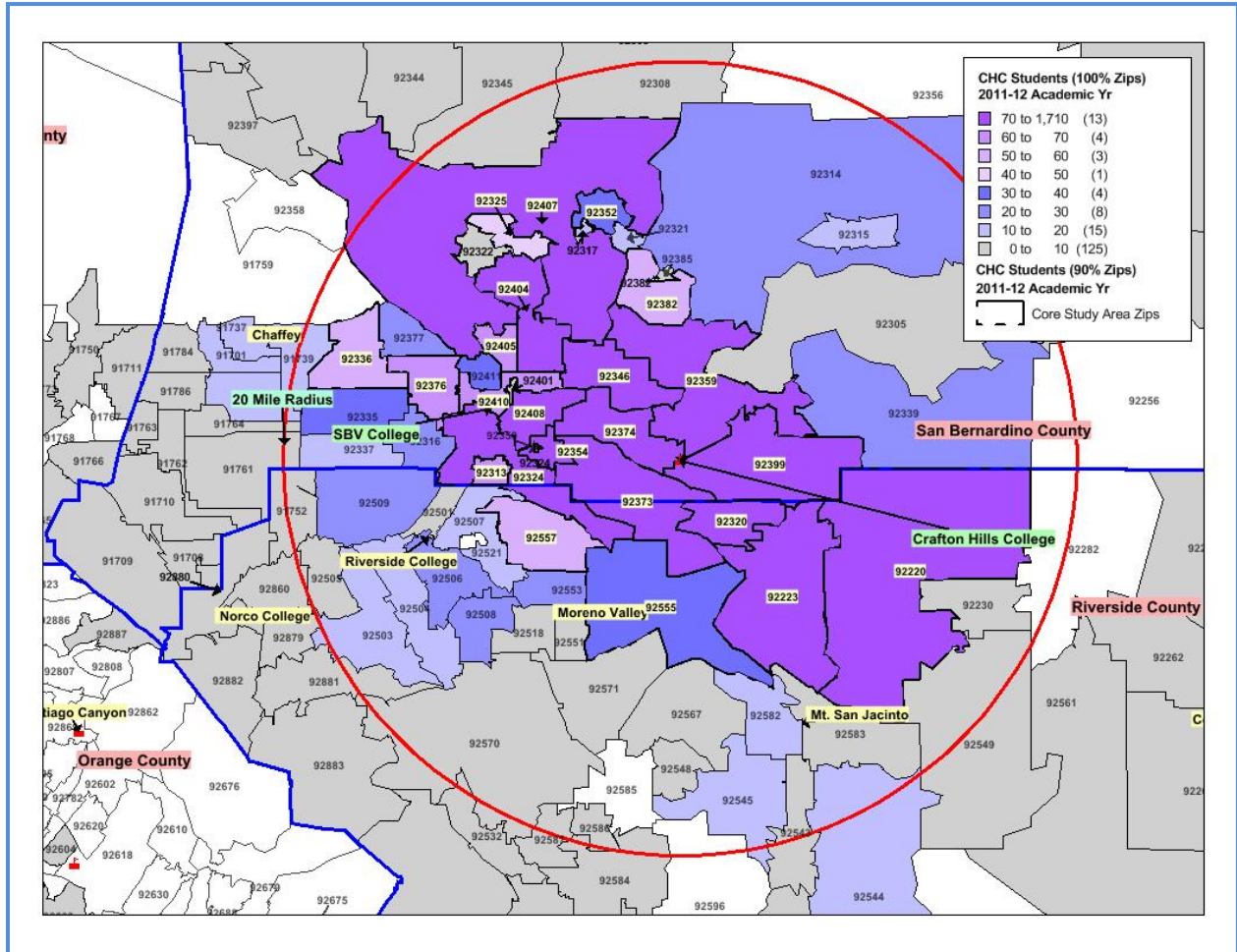
GIS Map I-5 presents color mapping of only the 23 CHC “Core Study Area” zip codes or those from which 90% of the 2011-12 student body derives.

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.

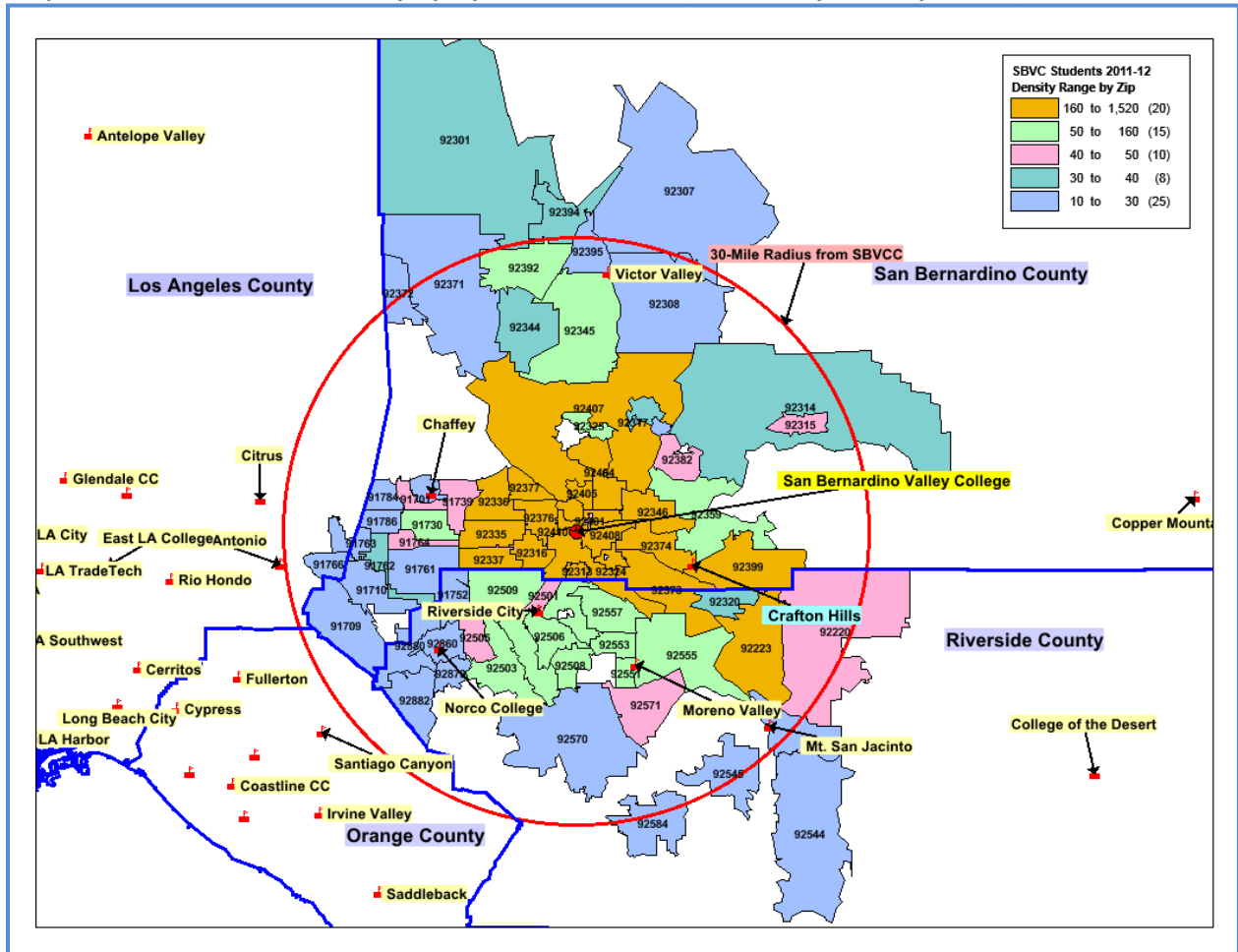
Map I-6 CHC Students by - (100% and 90% Study Area Zip Codes)



E. San Bernardino Valley College Study Areas

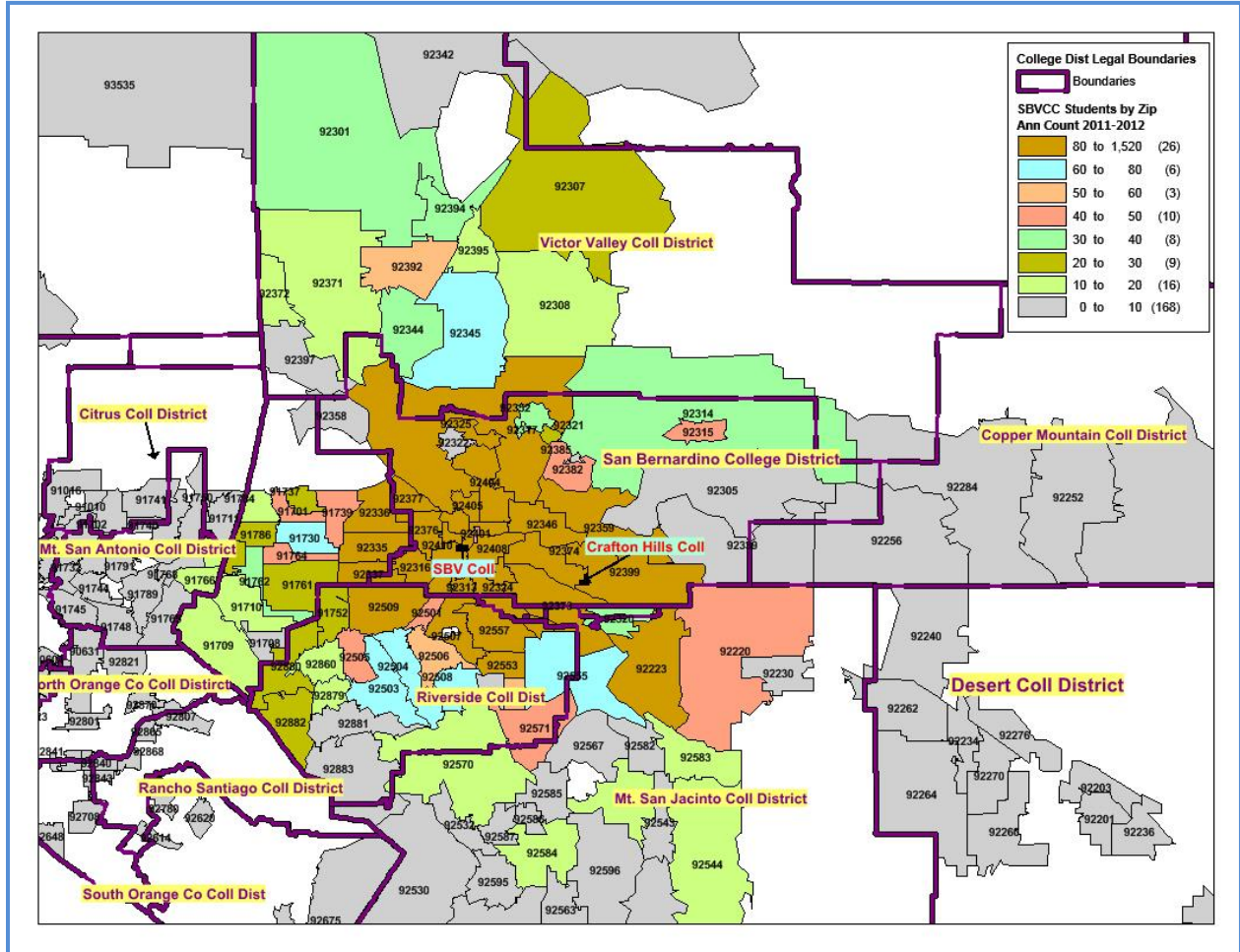
The San Bernardino Valley College (SBVC) Study Area was created in the same manner as the CHC Study Area described above. The subject Study Area is depicted in the following GIS Map I-7. The GIS map shows the Study Area zip codes, student density by numerical ranges and by color for each zip code, the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



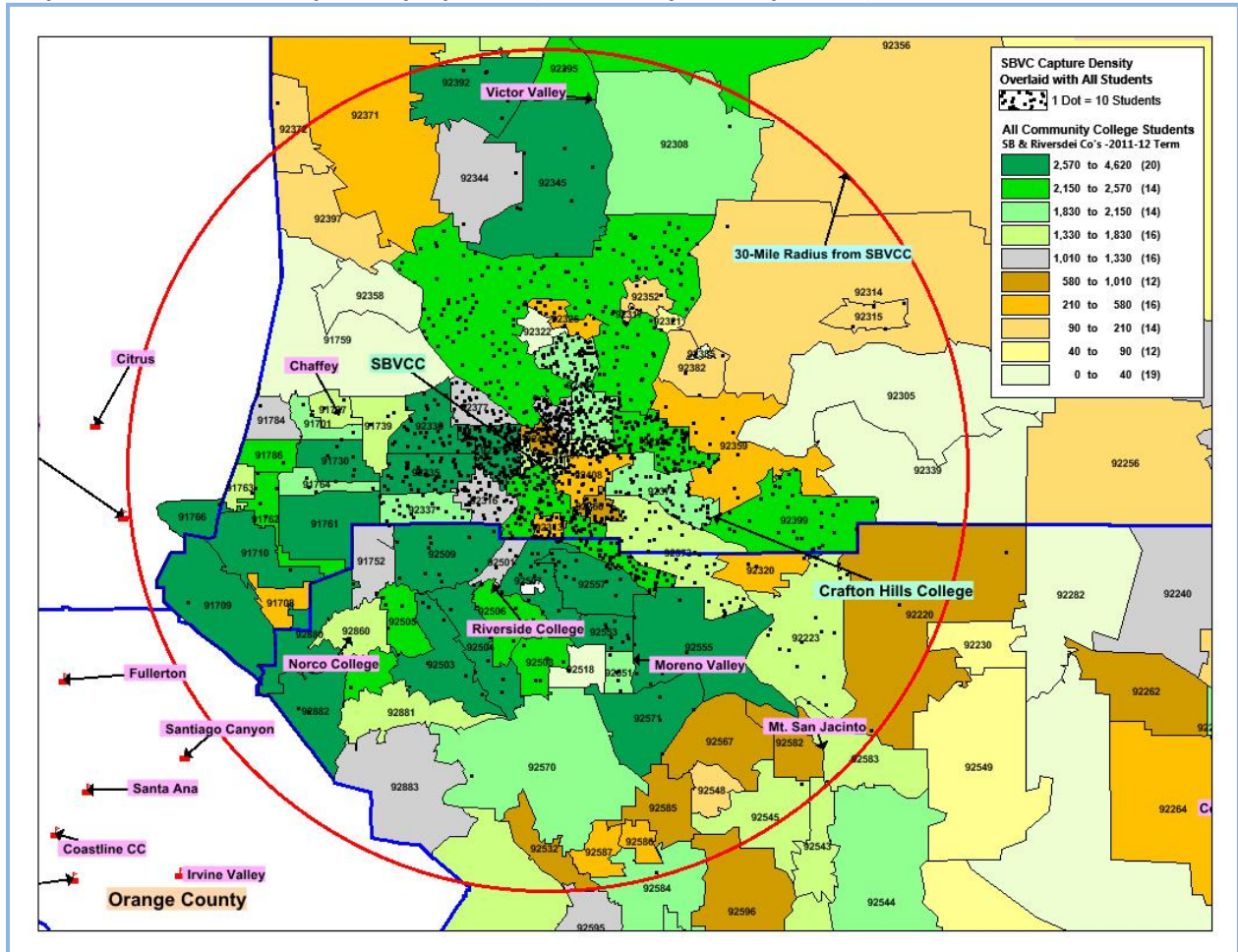
The GIS map below depicts the SBVC Study Area zip codes and student density with an overlay of the legal college district boundaries. It shows that SBVC students spill over into adjacent college districts such as Mt. San Jacinto, Riverside, Victor Valley, and Mt San Antonio.

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.

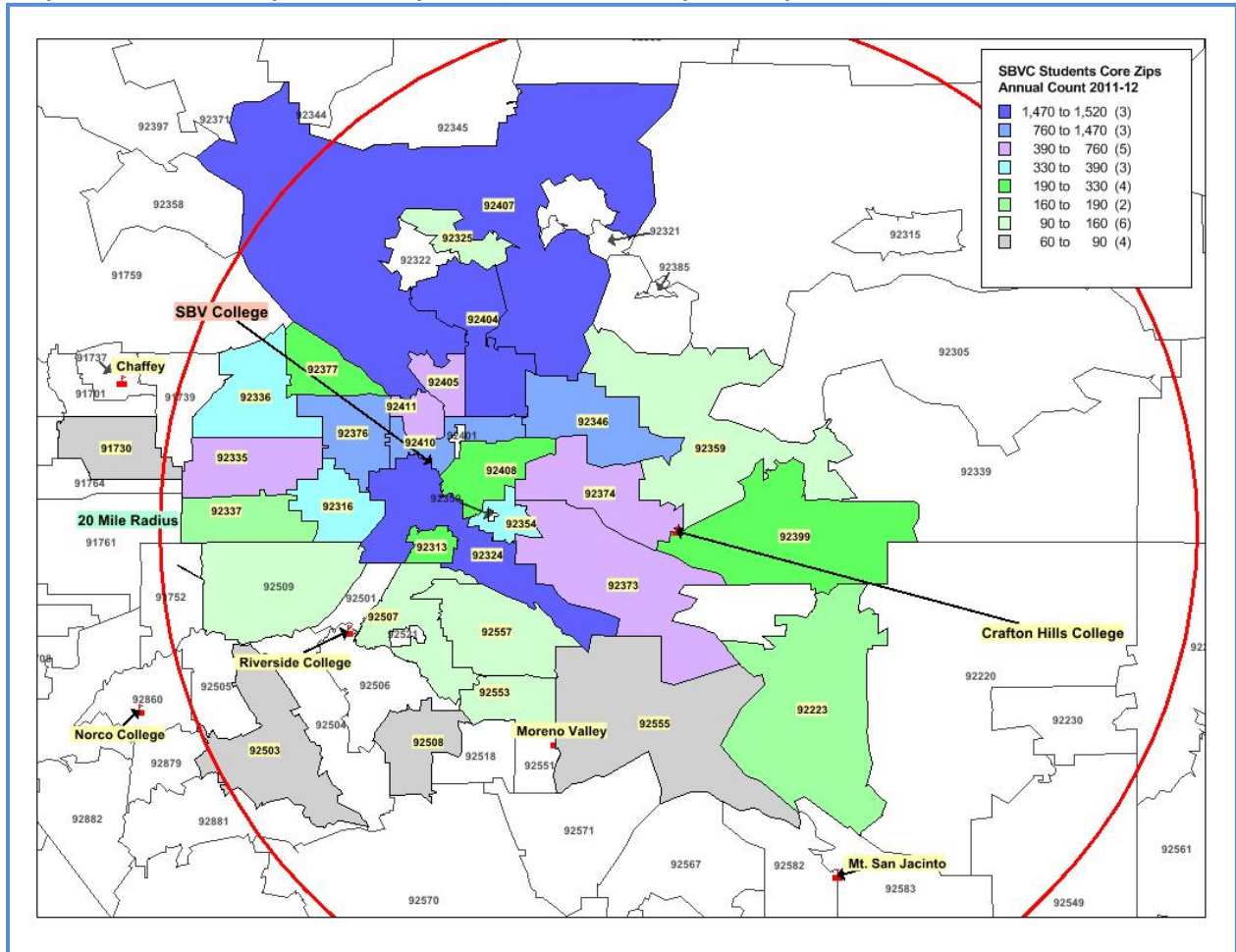
Table I-2 – SBVC Core Study Area Zip Codes List – Capture of Common Zips

| 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

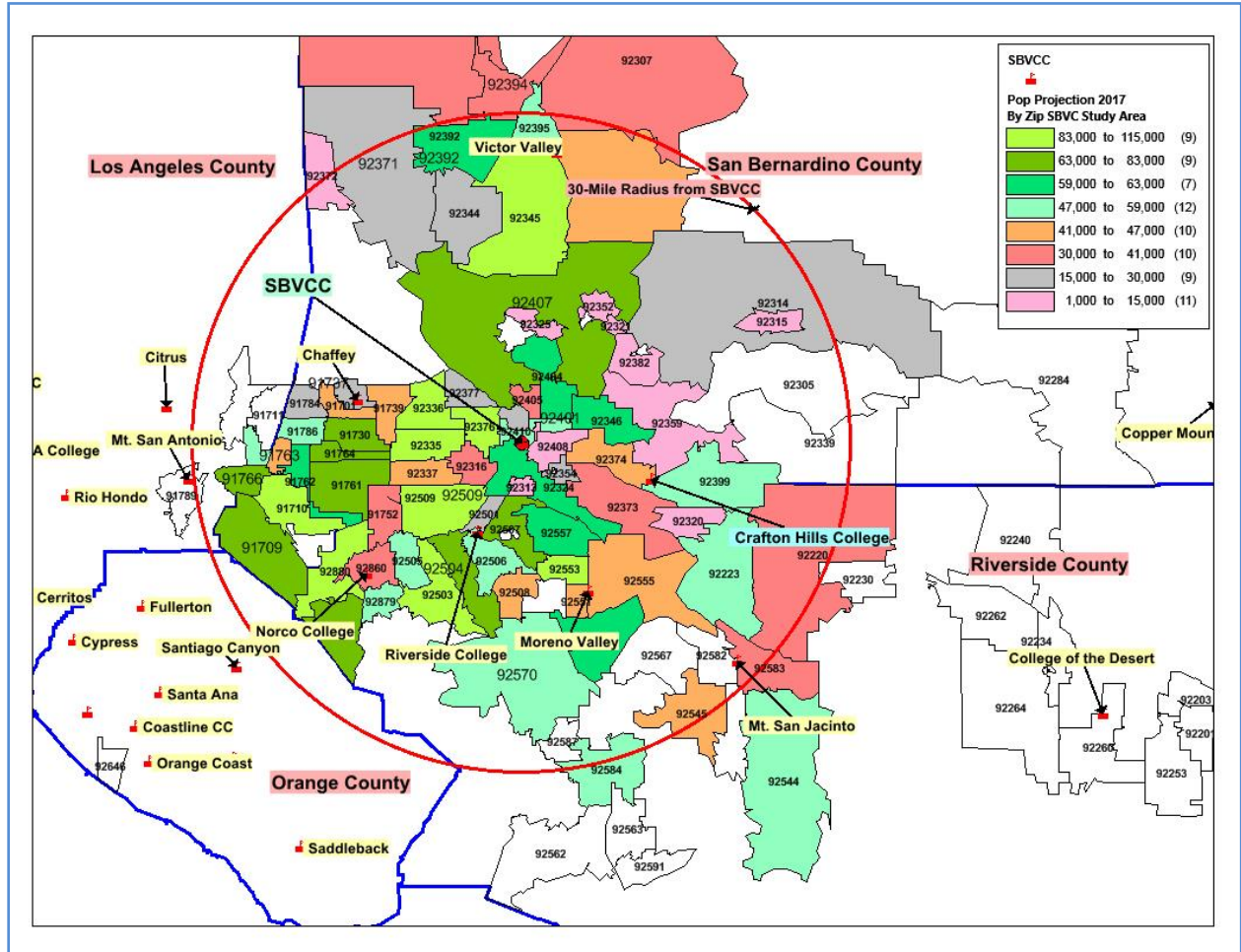
| Population | SBVC | CHC | SB County | RS County |
|-------------------------|------------------|----------------|------------------|------------------|
| 2022 Forecast | 1,796,709 | 1,049,534 | 2,459,802 | 3,197,348 |
| 2017 Projection | 1,593,210 | 945,801 | 2,249,346 | 2,677,403 |
| 2012 Estimate | 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

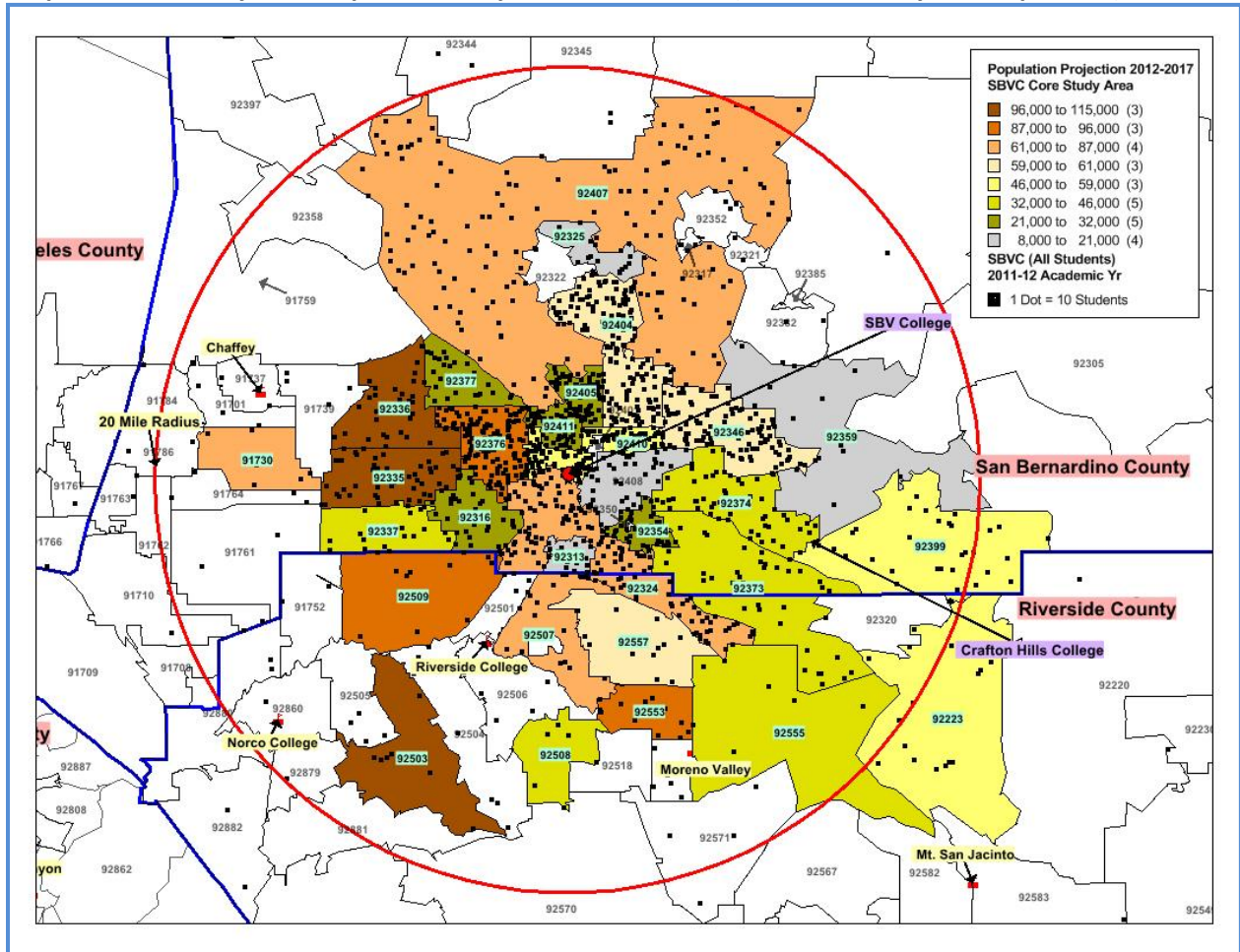
The GIS Map II-1 below depicts projected 2012 to 2017 population by color density by zip code in the context of the SBVC 30-mile ring Study Area. This Study Area includes all SBVC 88 Study Area zip codes. It reveals that the densest population occurs in the southwest quadrant of the 30-mile Study Area 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).

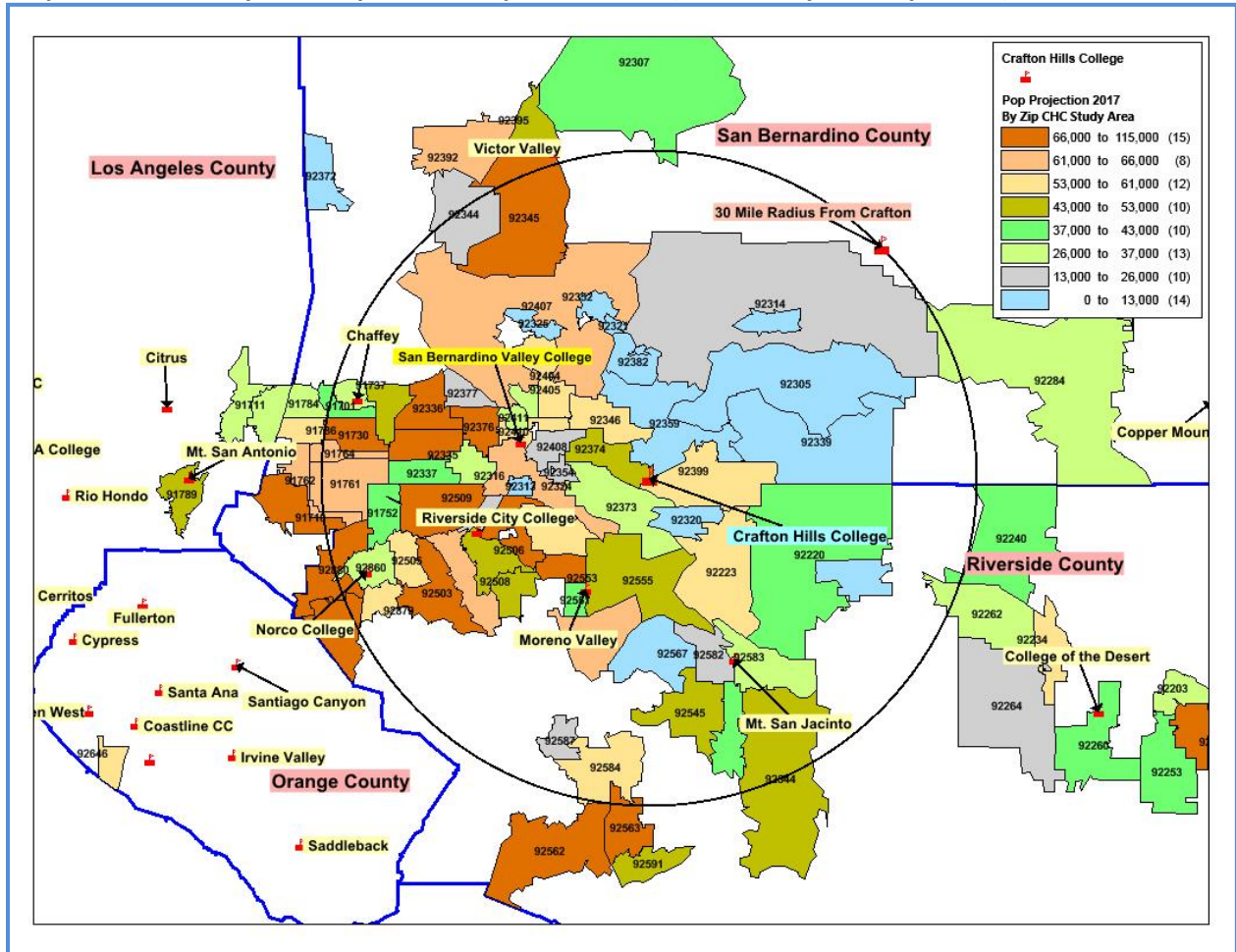
Map II-2 SBVC Study Area Population Projections 2012-2017 (90% Core Study Area Zip Codes)



C. CHC Population Projections

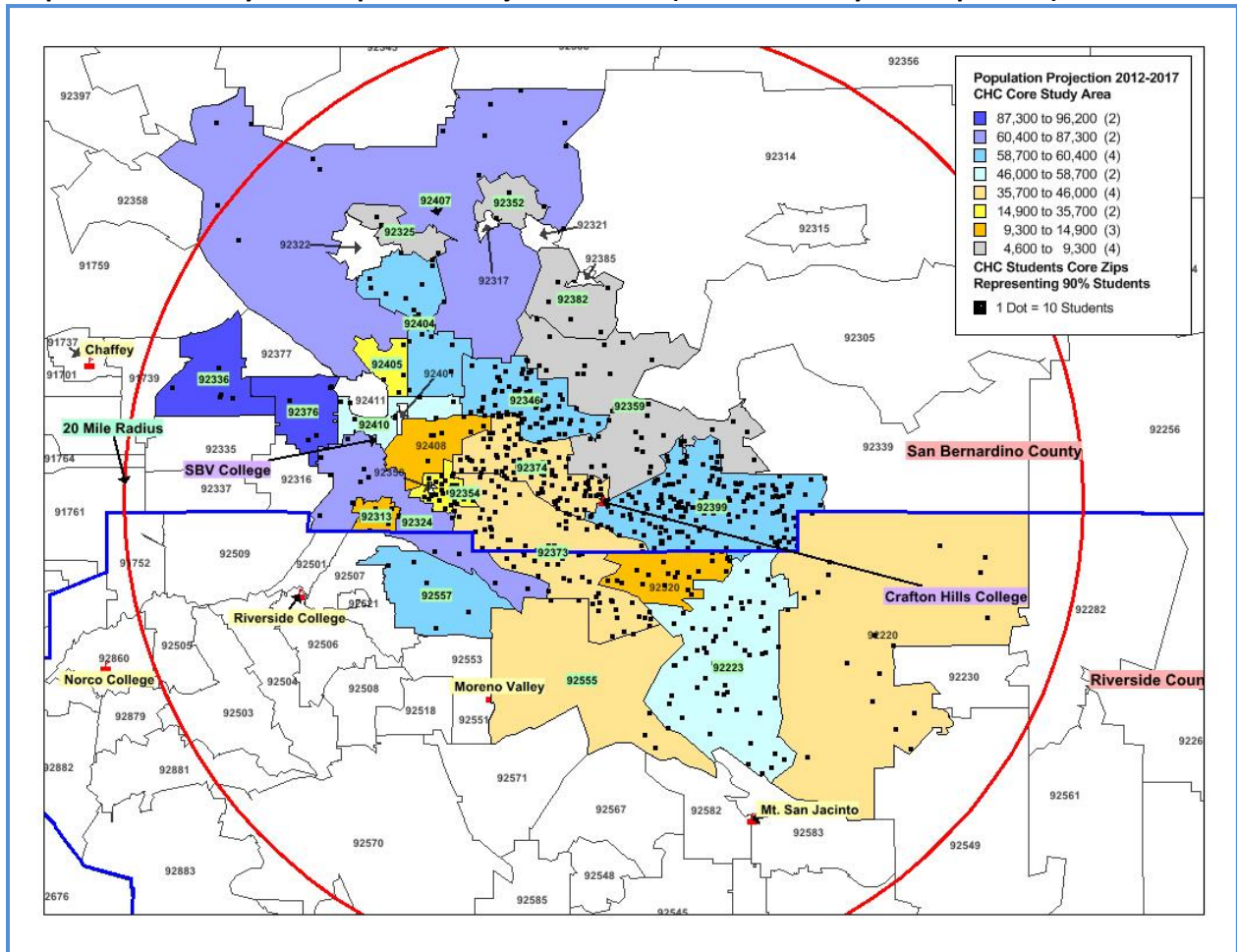
The GIS Map II-3 below depicts projected 2012 to 2017 population by color density by zip code in the context of the CHC 30-mile ring Study Area. This Study Area includes all CHC 100 Study Area zip codes. The map also shows Riverside and San Bernardino community colleges in relation to these demographics.

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

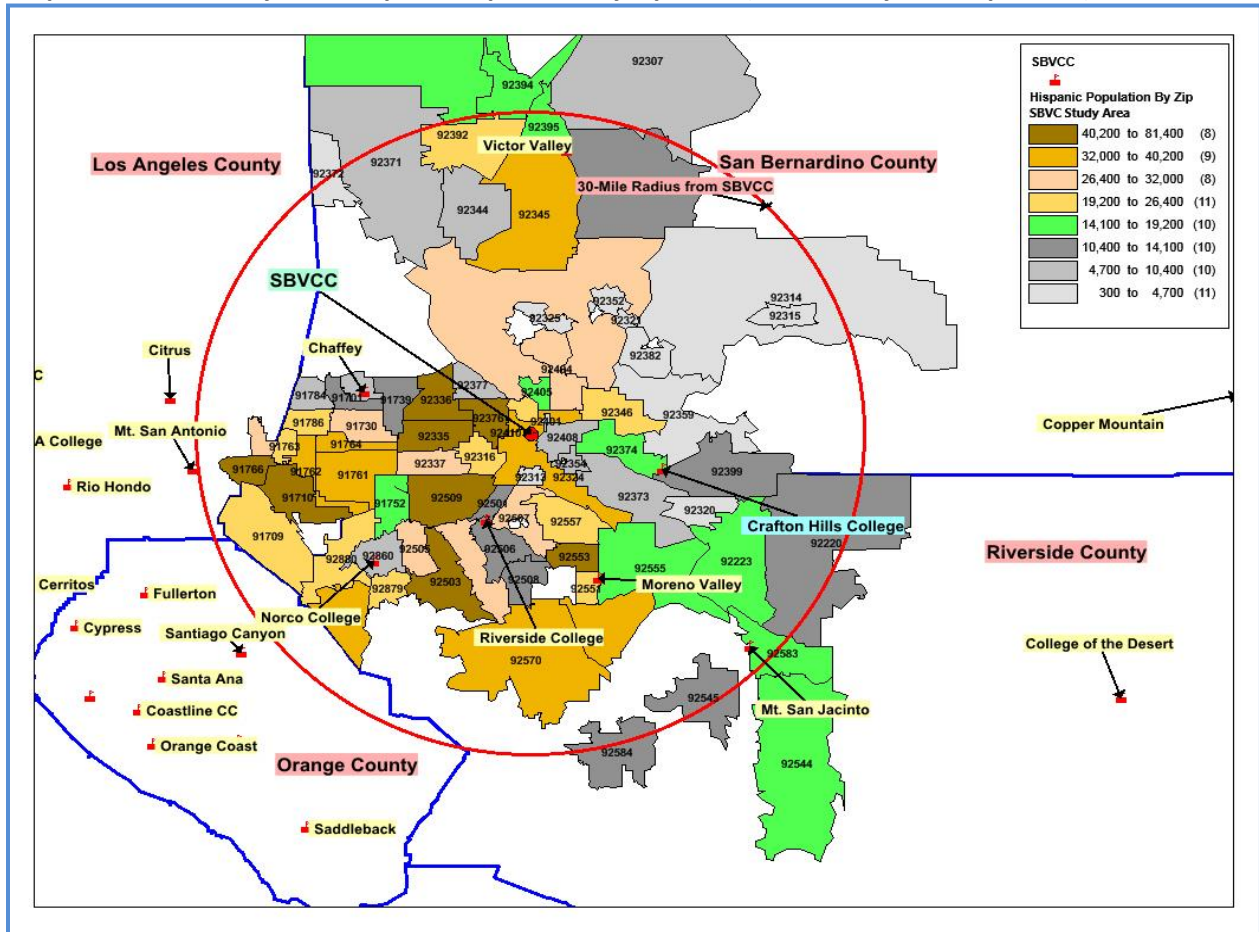
| 2012 Population by Race & Ethnicity | SBVC | | CHC | | SB County | | RS County | |
|-------------------------------------|------------------|------------|----------------|------------|------------------|------------|------------------|------------|
| | 1,420,146 | % | 858,766 | % | 2,061,630 | % | 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: CCCC Data Mart

E. Hispanic Population SBVC Study Area

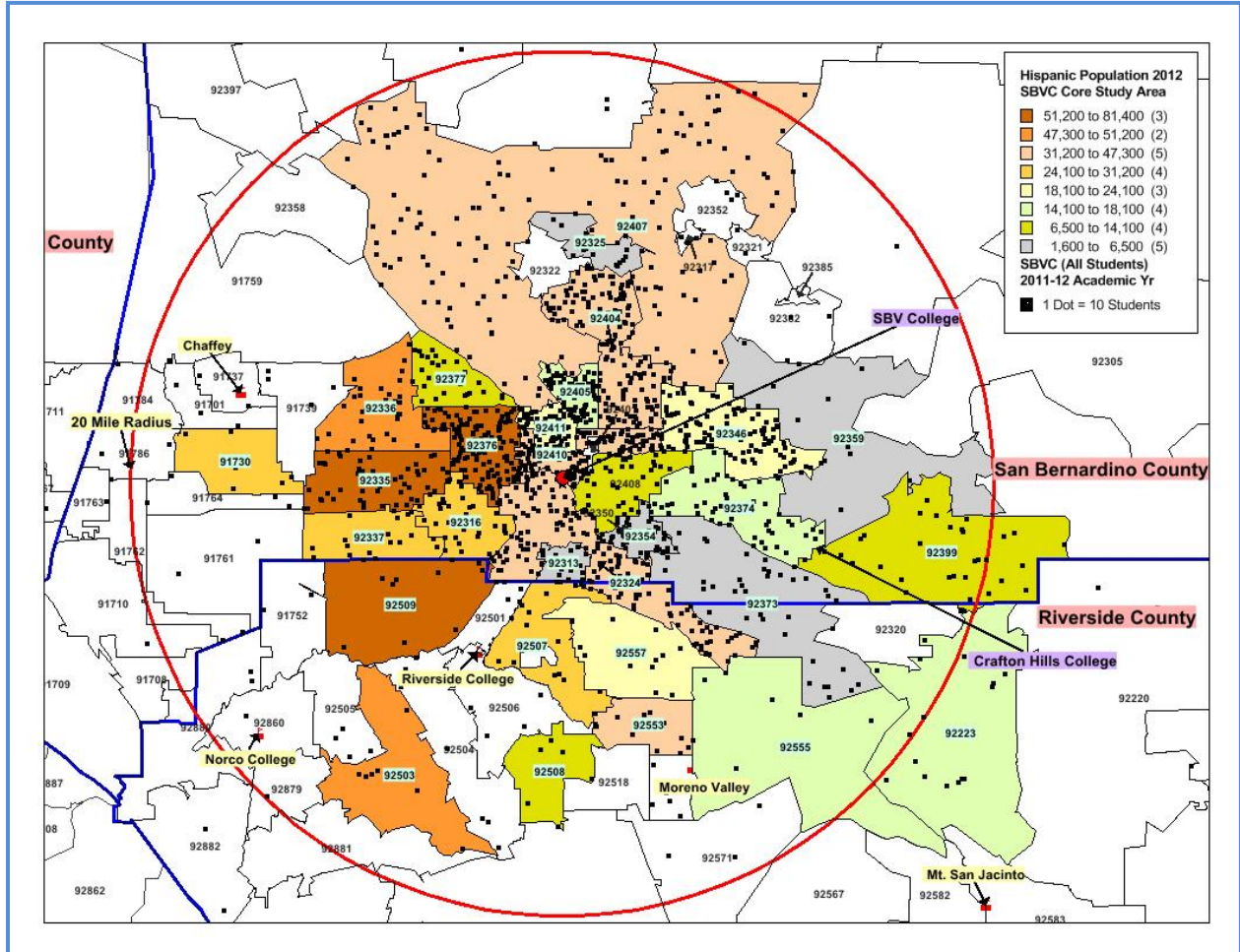
The GIS Map II-5 below visually shows concentrations of the Hispanic population by zip code based on 2012 demographic data. It also shows Riverside and San Bernardino Study Area community colleges in relation to these demographics. It shows the highest concentrations in the west half of the 30-mile Study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

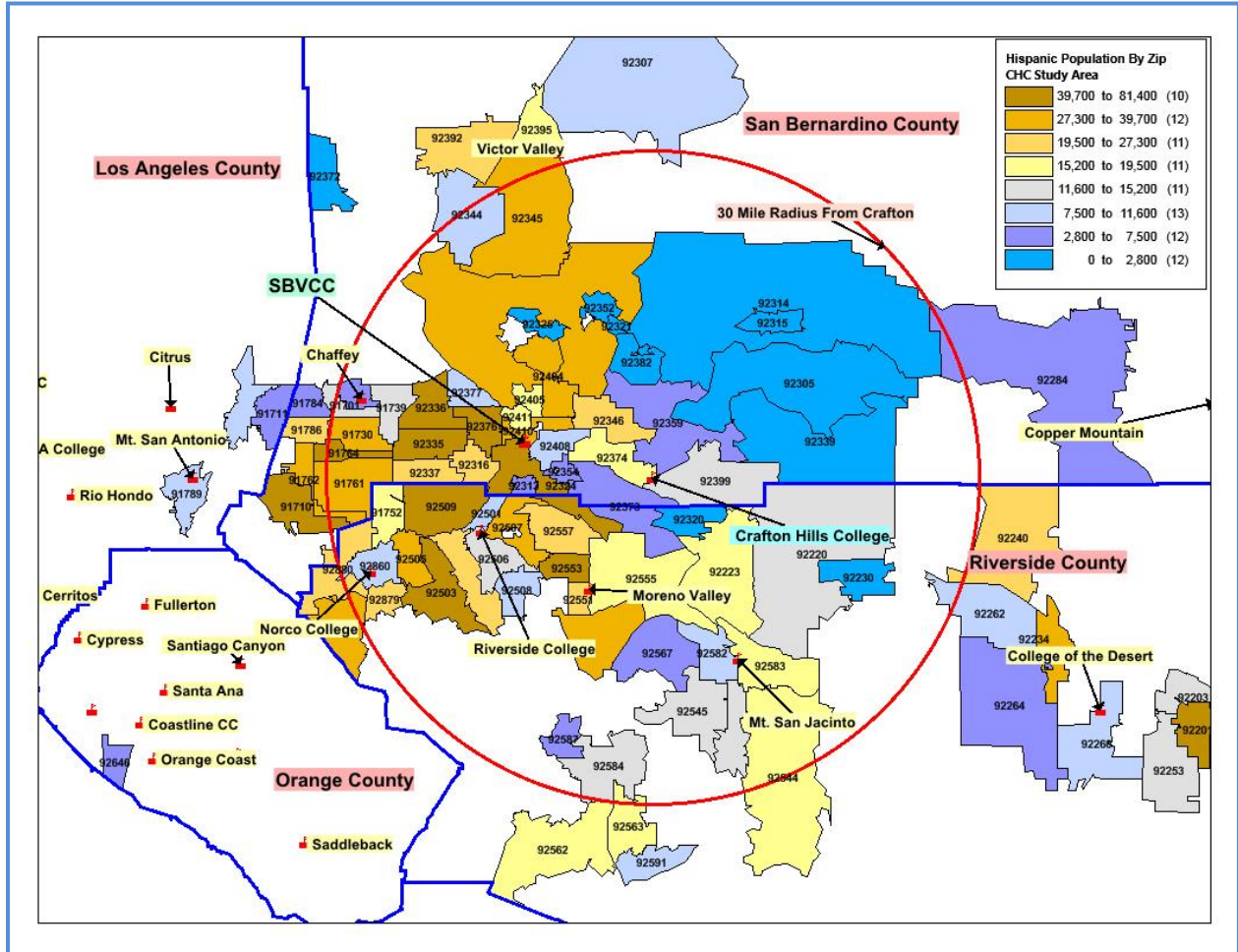
Map II-6 SBVC - Hispanic Population (90% Core Study Area Zip Codes)



F. Hispanic Population CHC Study Area

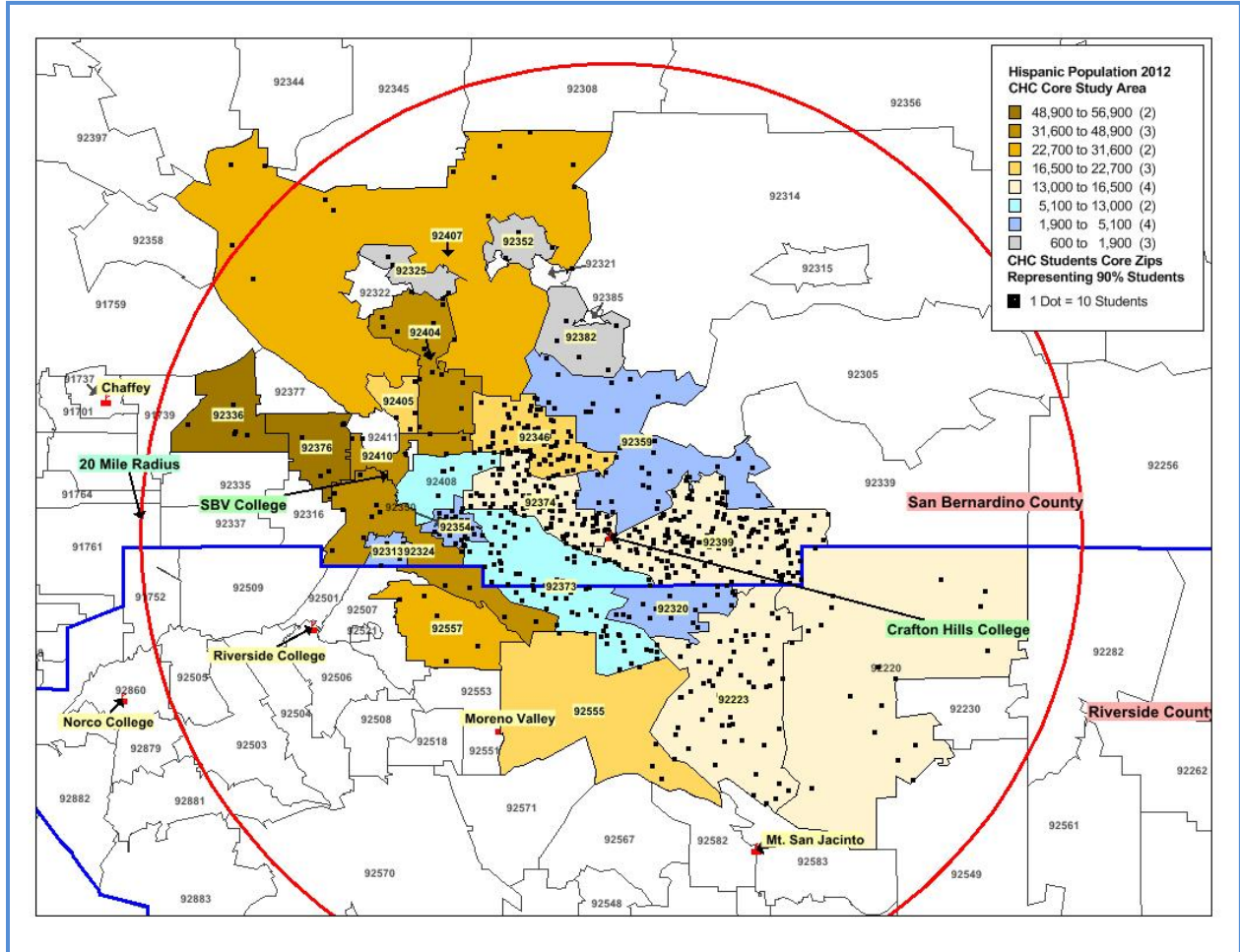
The GIS Map II-7 below visually shows concentrations of the Hispanic population by zip code based on 2012 demographic data. It also shows Riverside and San Bernardino community colleges in relation to these demographics. It shows the highest concentrations is situated in the west half of the 30-mile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

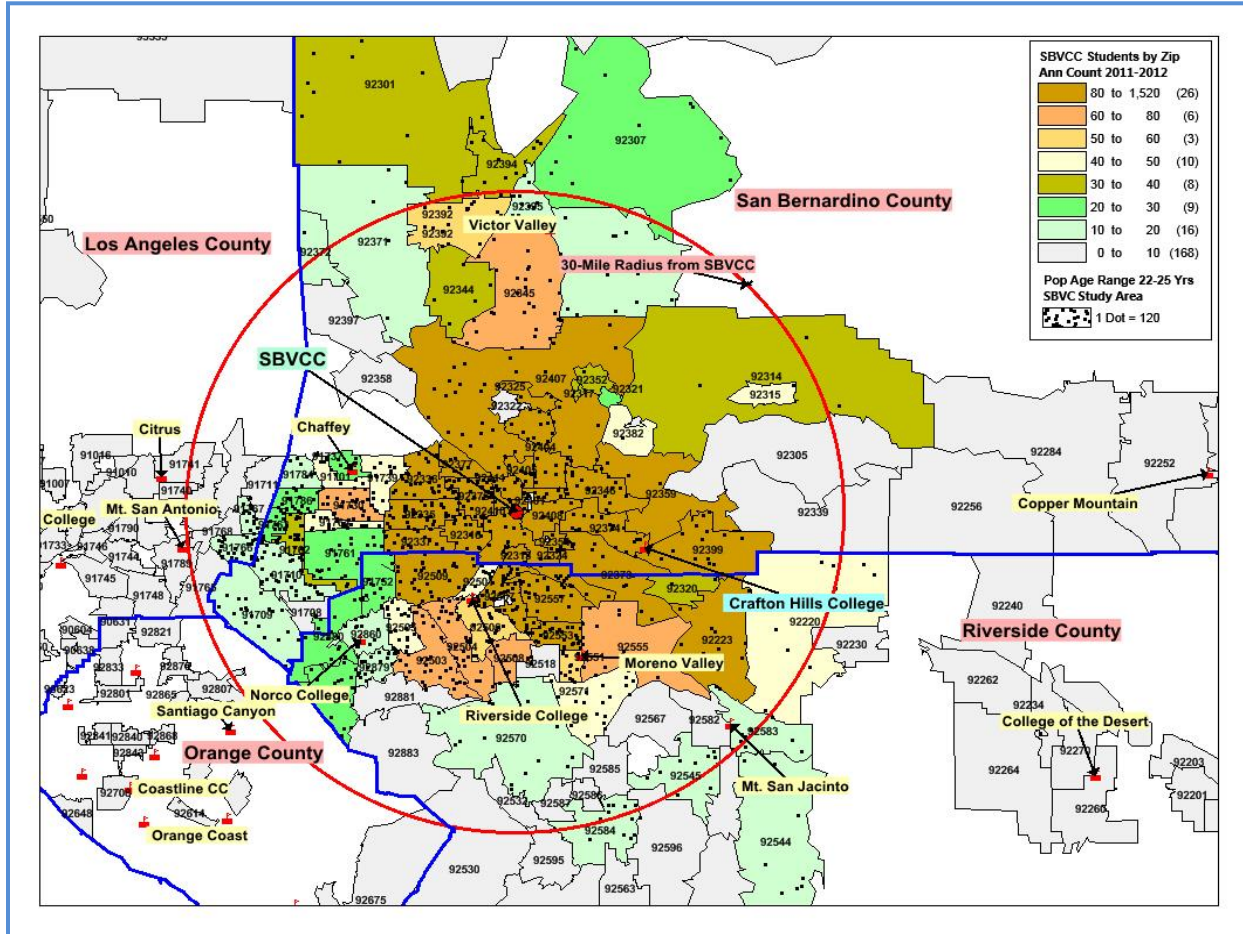
| 2012 Population By Age | SBVC | % | CHC | % | SB County | % | RS County | % |
|------------------------|------------------|-----|----------------|-----|------------------|-----|------------------|-----|
| | 1,420,146 | | 858,766 | | 2,061,630 | | 2,249,398 | |
| Age 0 to 4 | 108,852 | 8% | 64,018 | 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

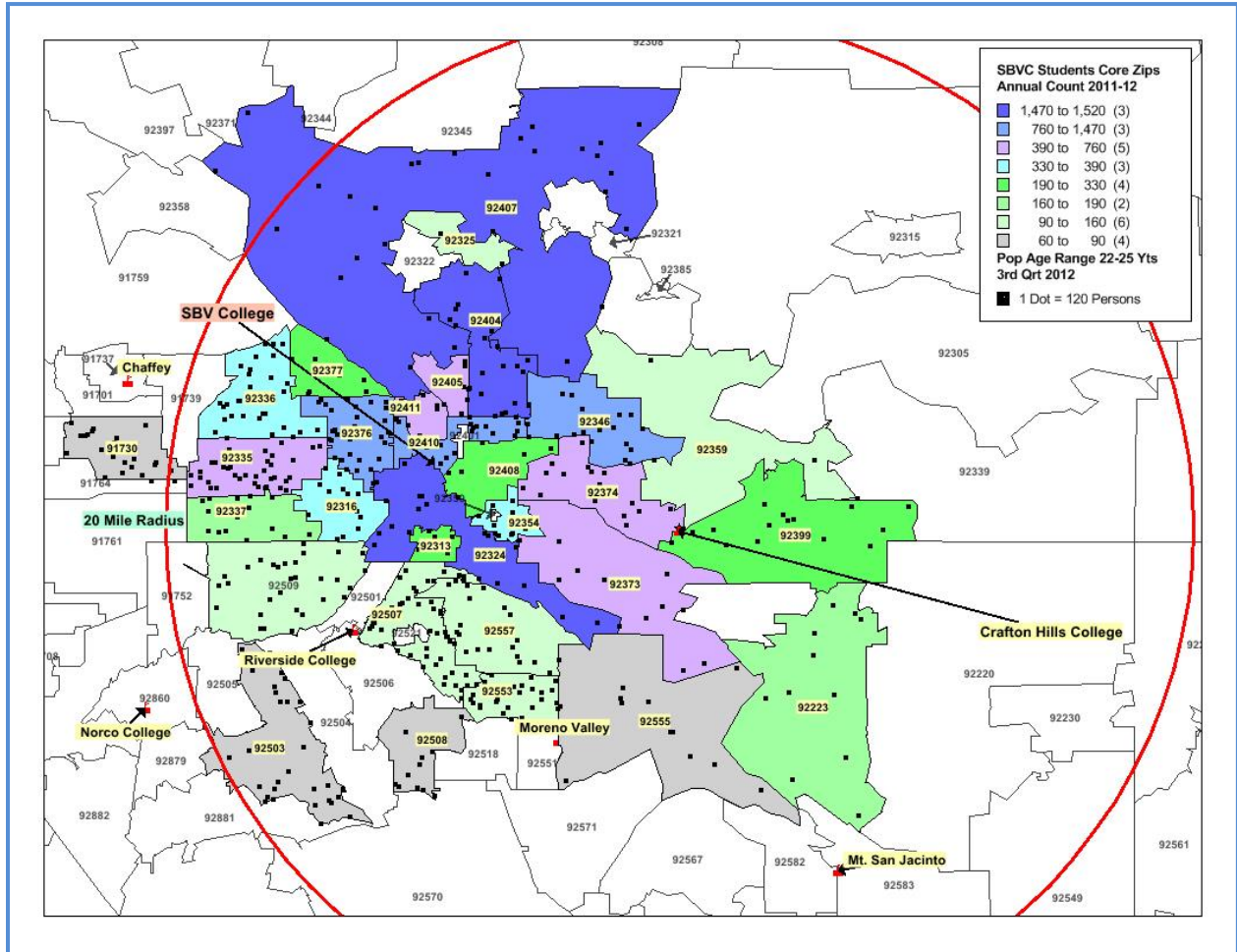
The GIS map below depicts thematic density mapping of SBVC students by zip code for the 2011-12 academic year. These zip codes have a population overlay of persons age 22 to 25 by dot density with one dot equaling 120 persons of this age. The population data is for the year 2012. This data is relevant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

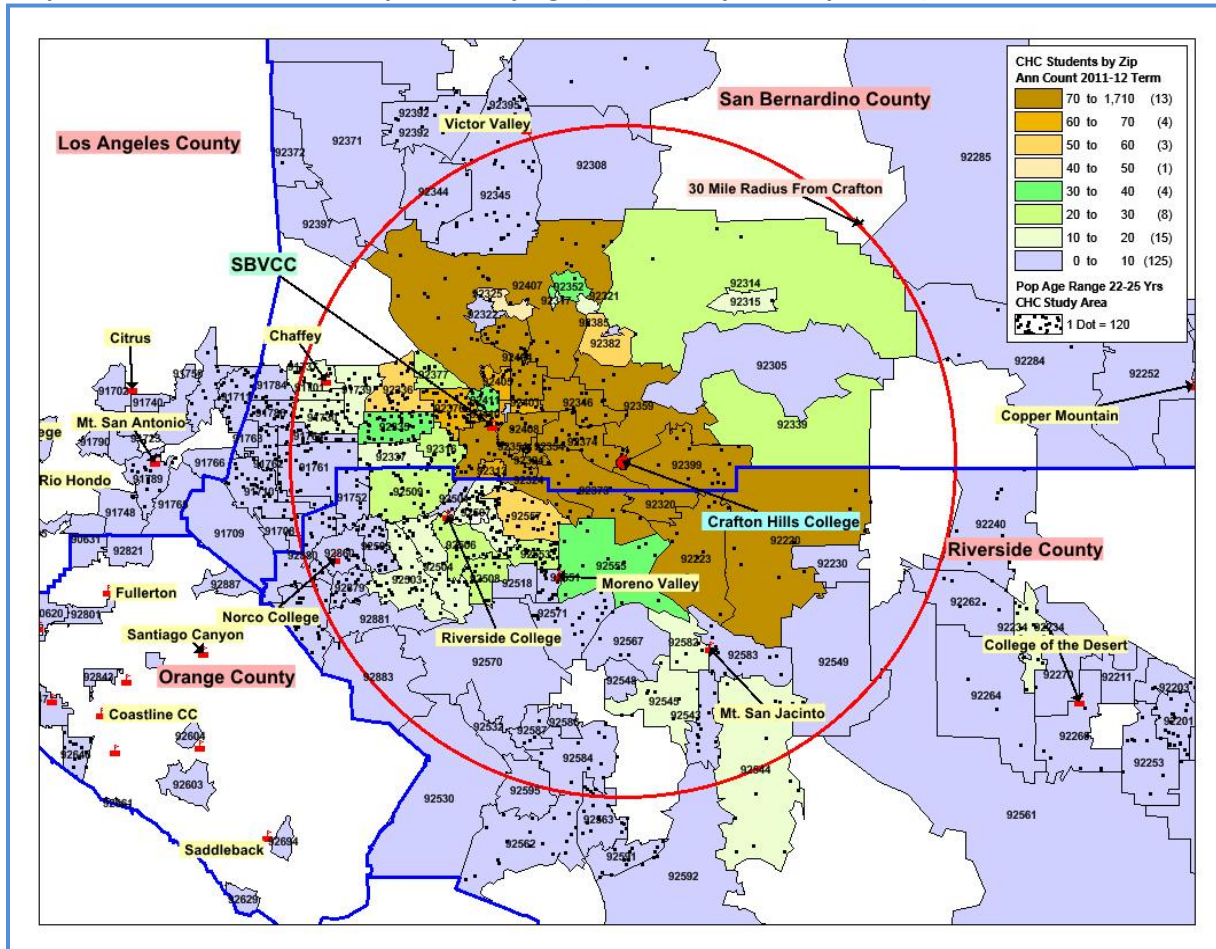
Map II-10 – SBVC - Students and Population by Age (90% Core Study Area Zip Codes)



I. CHC Students and Persons 22-24 Years of Age (100% Study Area Zip Codes)

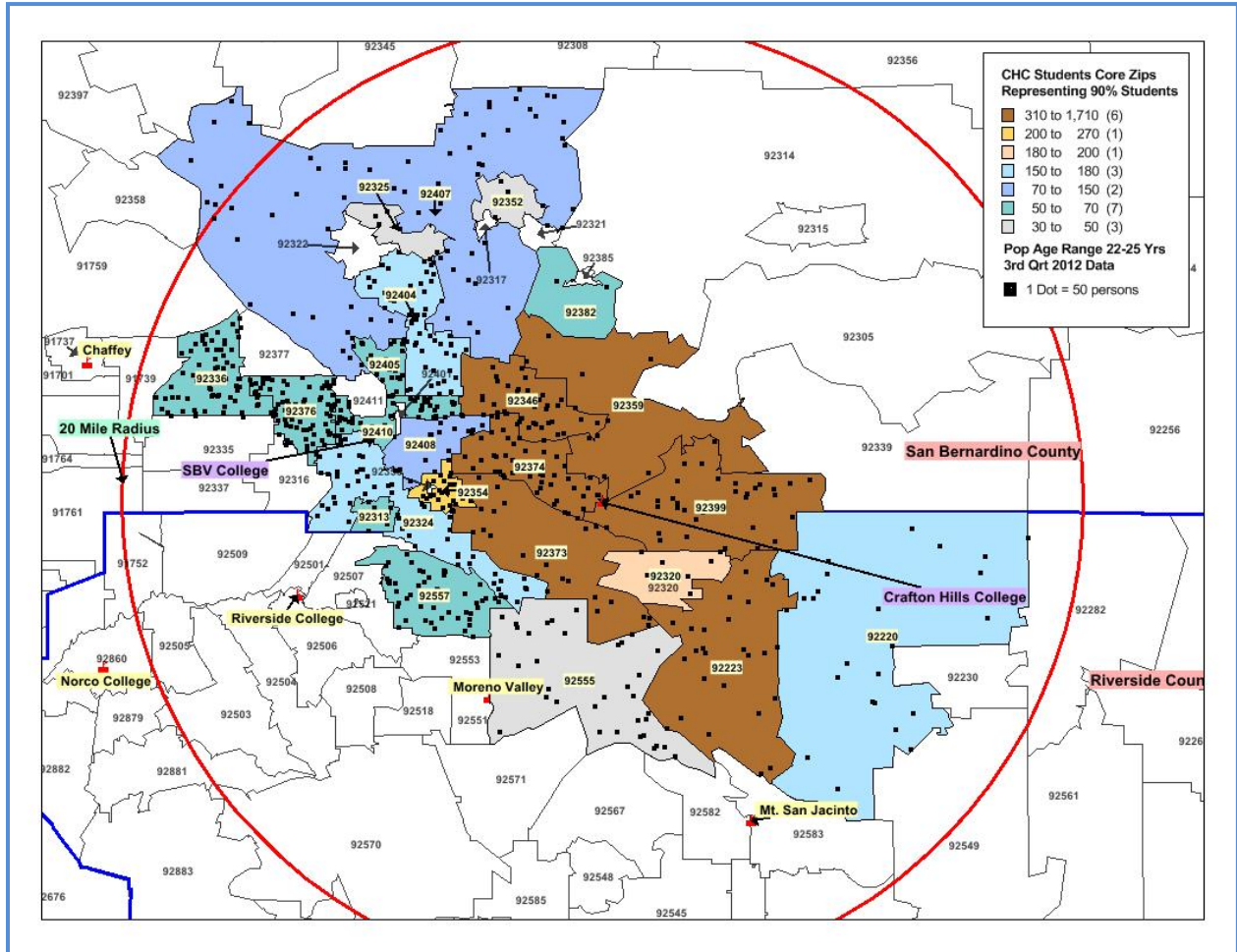
The GIS map below depicts thematic density mapping of CHC students by zip code for the 2011-12 academic year. These zip codes have a population overlay of persons age 22-to 25 by dot density with one dot equaling 120 persons of this age. The population data is for the year 2012. The predominant average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

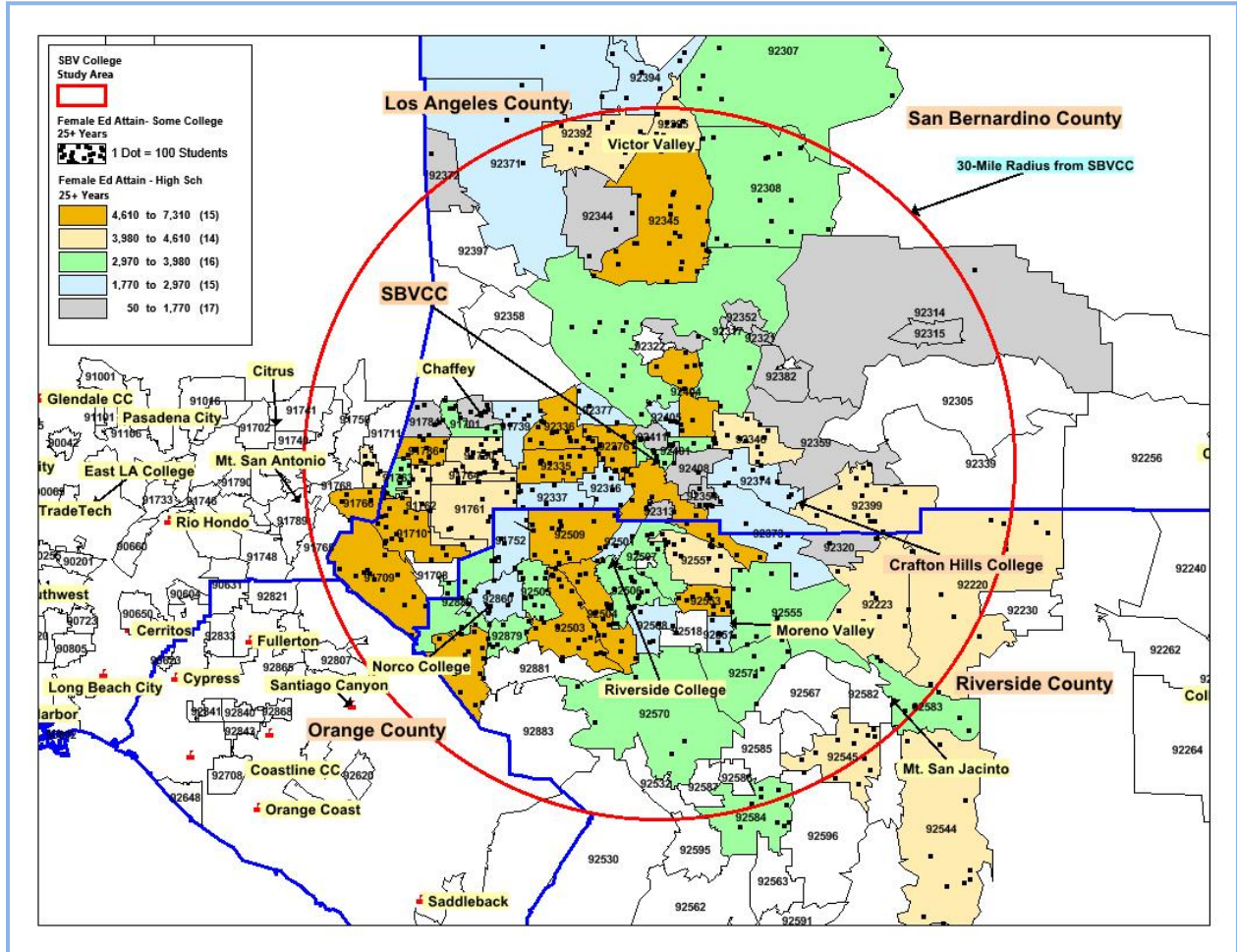
| Educational Attainment and Enrollment | SBVC | | CHC | | SB County | | RS County | |
|--|------------------|----------|----------------|----------|------------------|----------|------------------|----------|
| 2012 Population Age 25+ by Educational Attainment | 834,026 | % | 518,737 | % | 1,247,387 | % | 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

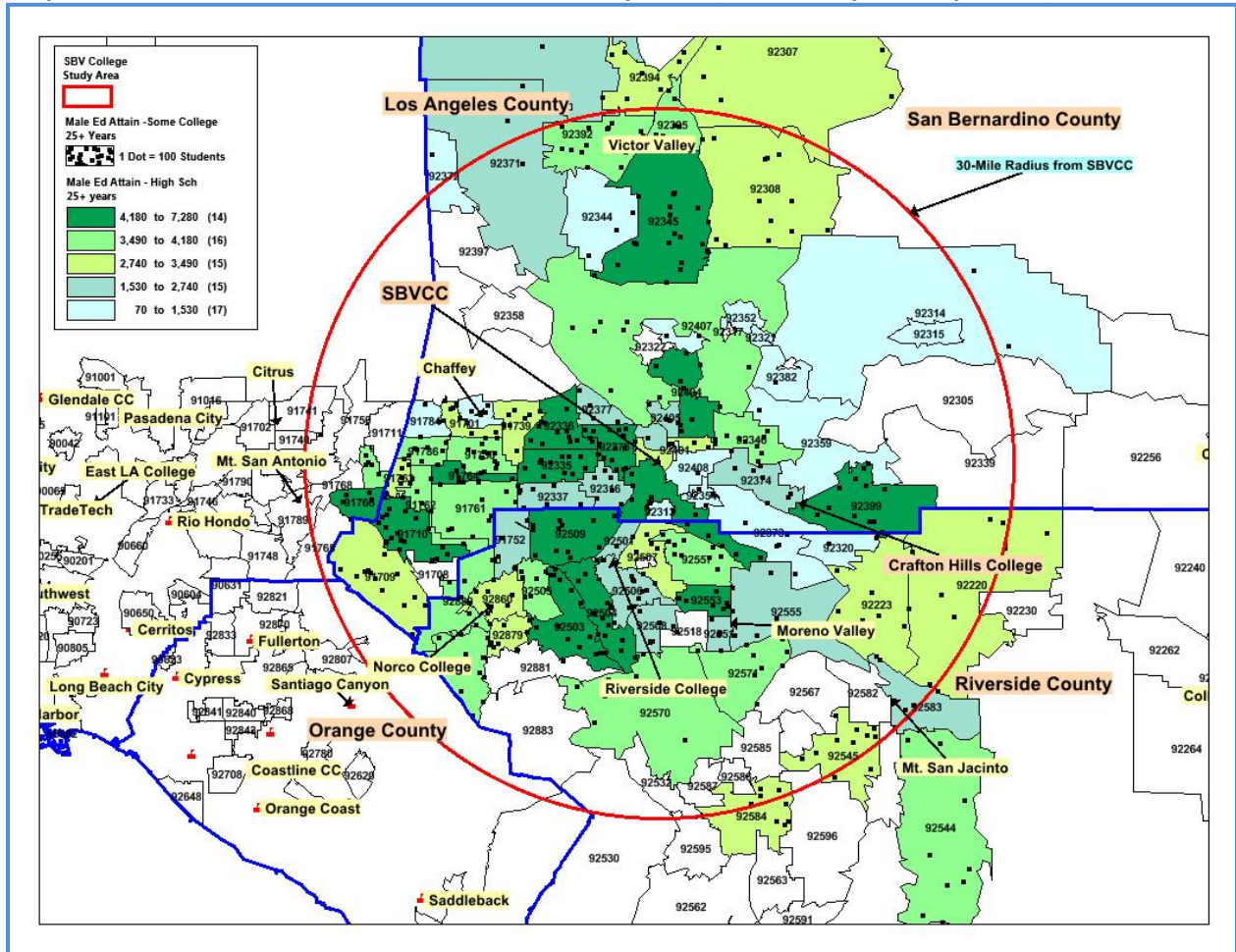
SBVC Educational Attainment – Some College and HS Grads by Gender

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.

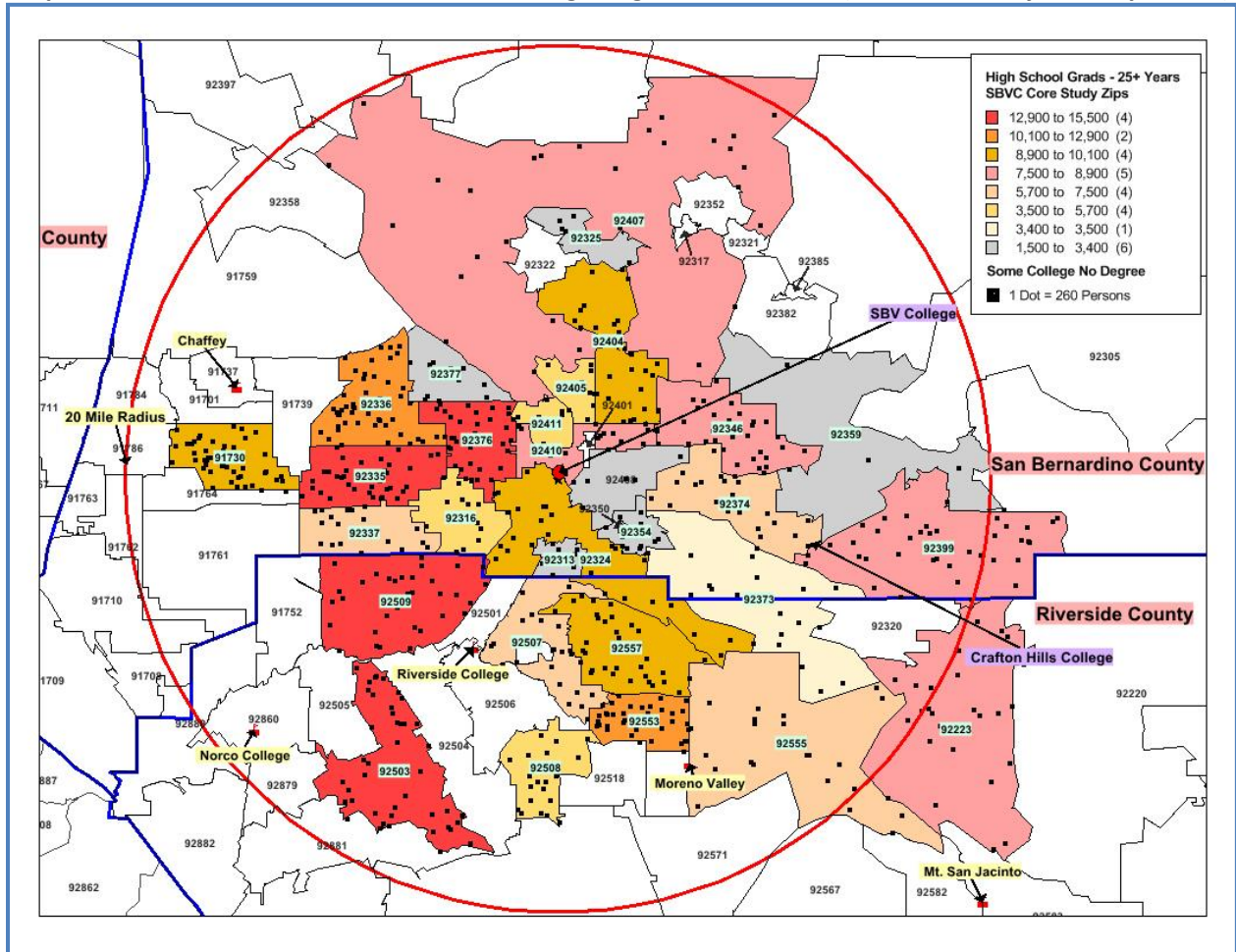
Map III-1 Female Educational Attainment – SBVC Study Area (100% Study Area Zip Codes)



Map III-2 Male Educational Attainment – SBVC Study Area -(100% Study Area Zip Codes)



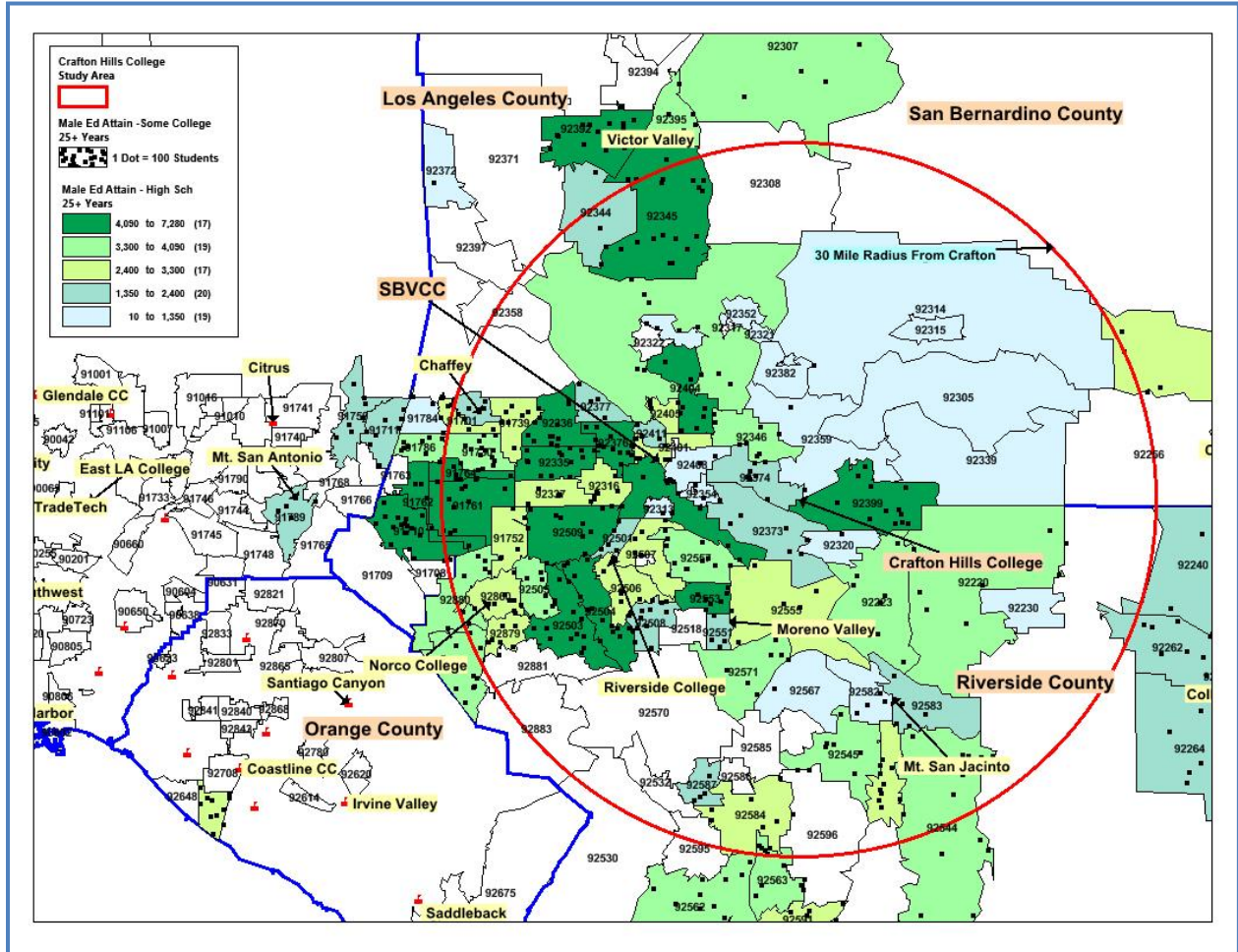
Map III- 3 Educational Attainment– Some College/High School – SBVC (90% Core Study Area Zip Codes)



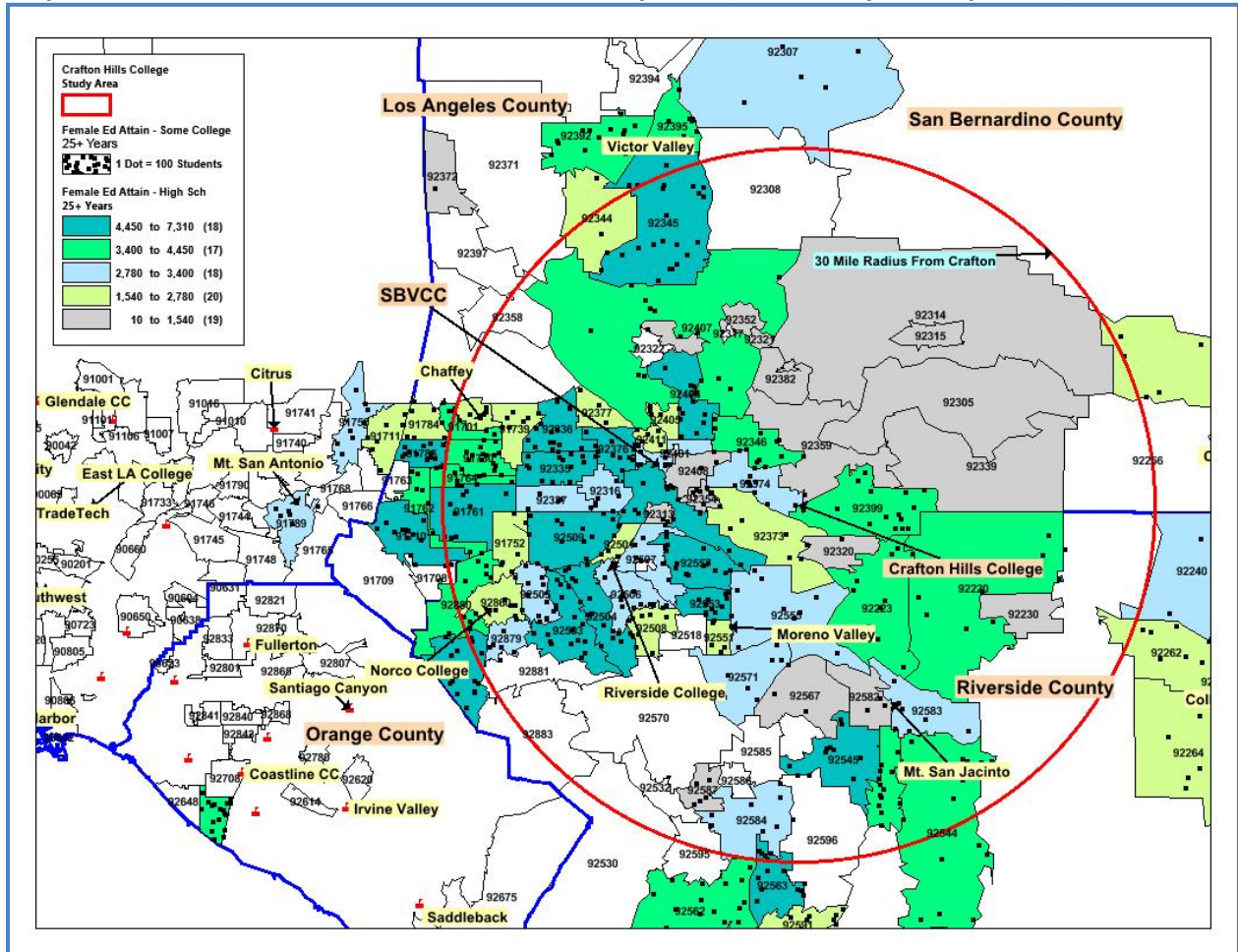
CHC Educational Attainment – Some College and HS Grads by Gender

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.

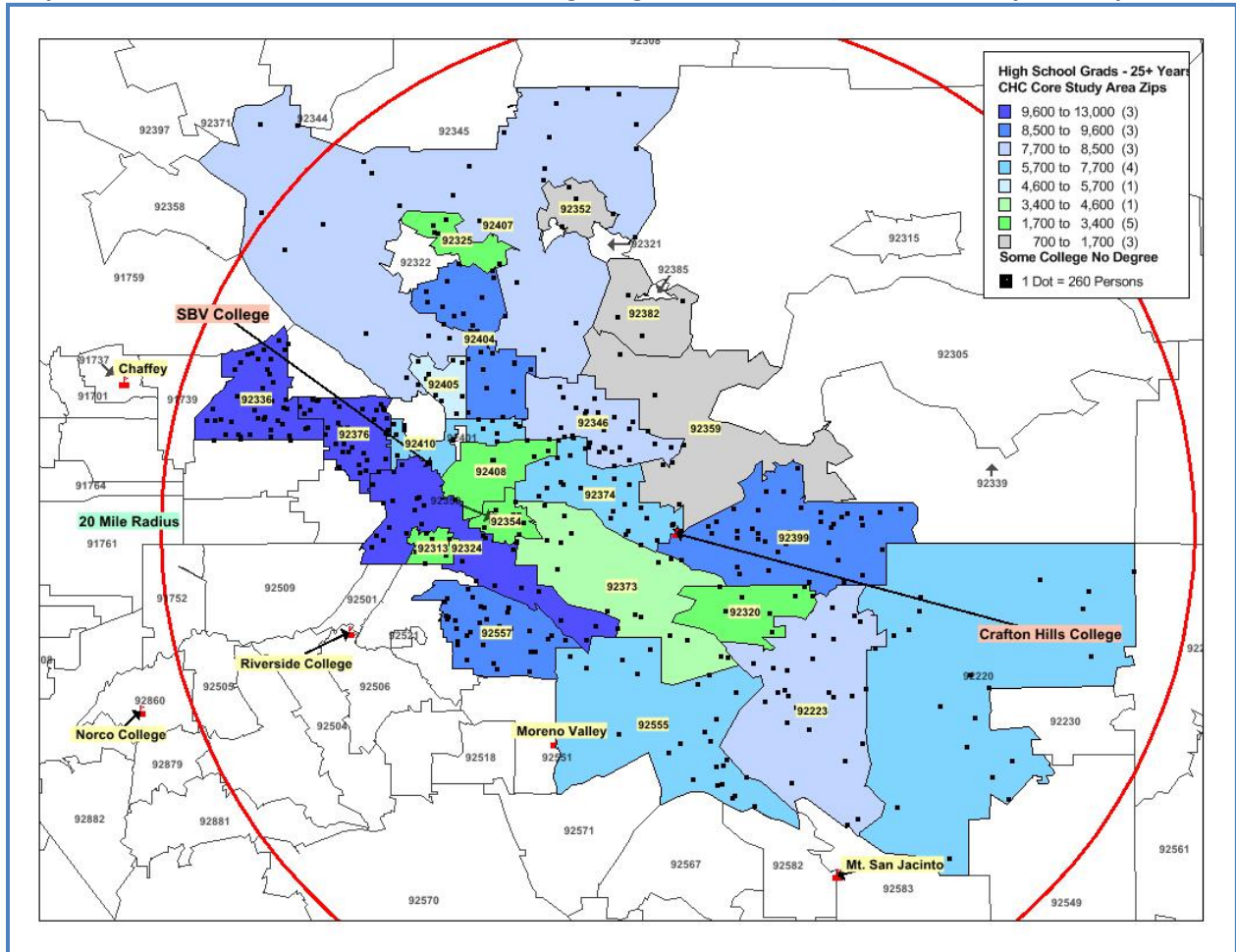
Map III- 4 Educational Attainment – Some College/High School CHC (90% Core Study Area Zip Codes)



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

| Period | Riverside Co | | Unemployment | |
|------------------|--------------|------------|--------------|-------|
| | 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: CCCC 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 | | | | | | | SBVC as % All CC Students |
|----------------|---------|-----|--------------|---|---|------------|------------|-----------|-----|--------------|----------------|---------------------------|
| | 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 | |
| 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: CCCC Data Mart

Map V-1 – AA Degree Awards – 2011-12 School Term – SBVC Study Area

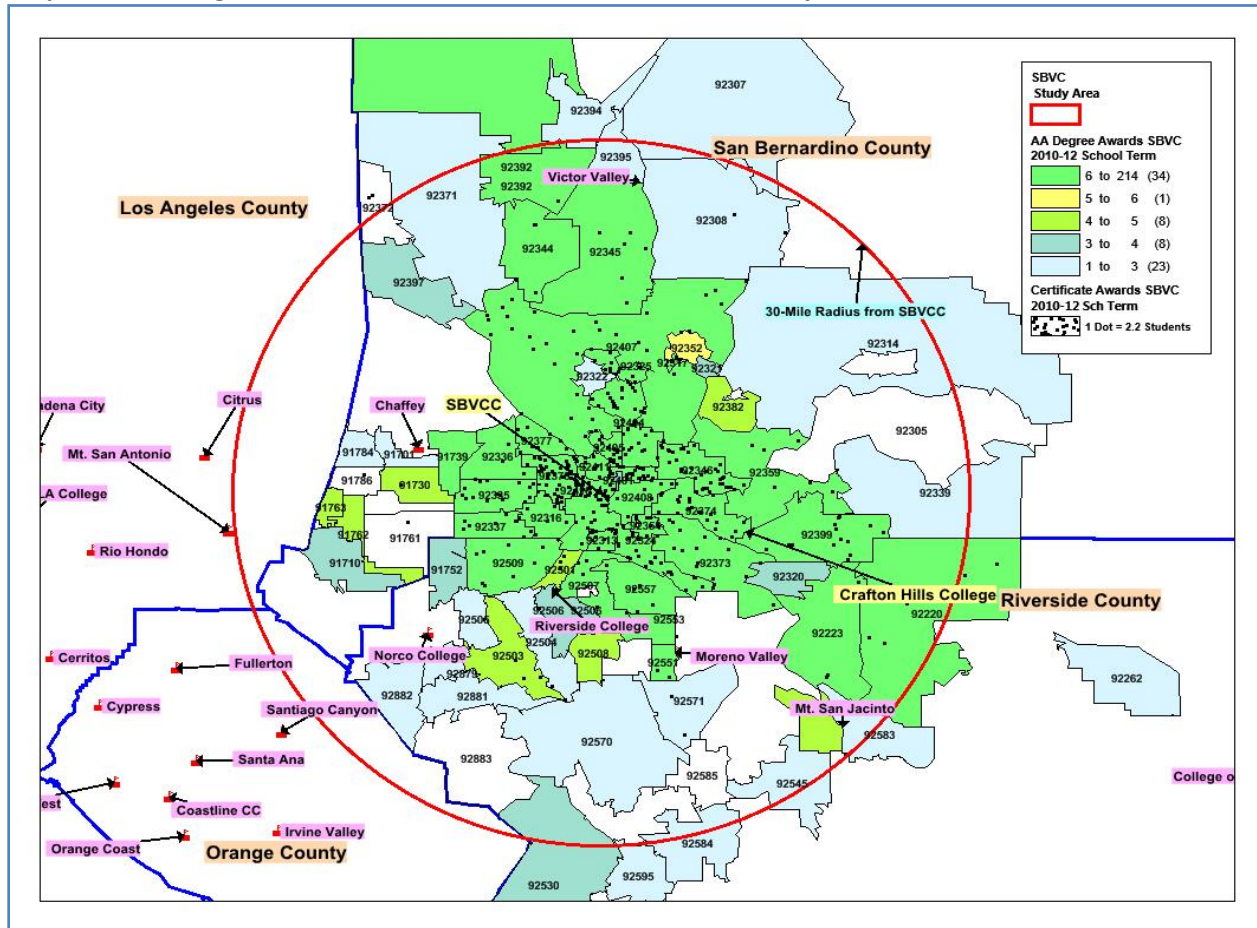
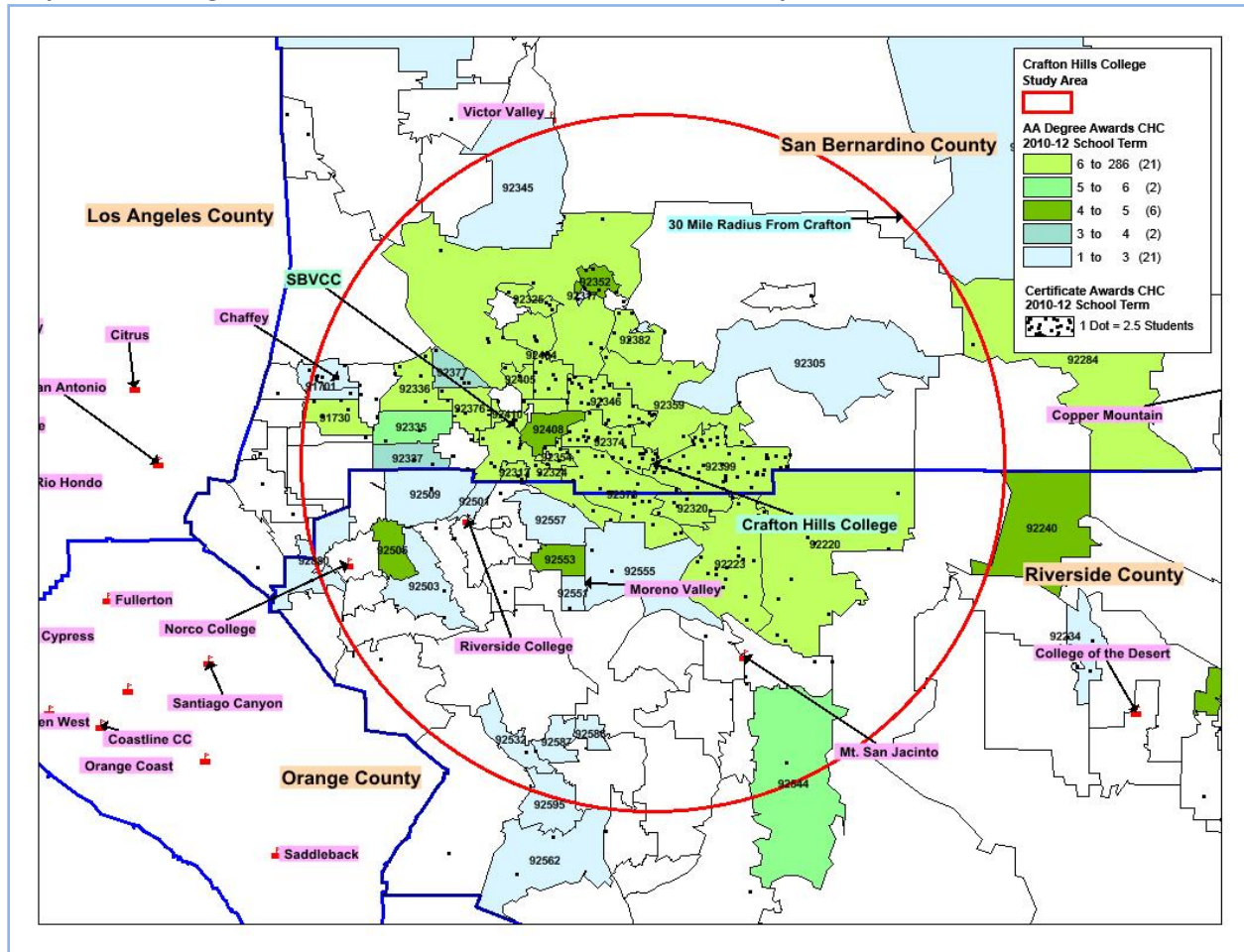


Table V-3 - Crafton Hills College - Annual Degree Awards and Certificates

| Academic years | Degrees | | | Certificates by Required Semester Units | | | | | | | | |
|----------------|---------|-----|--------------|---|------|------------|------------|-----------|-----|--------------|----------------|-------------------|
| | 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% |

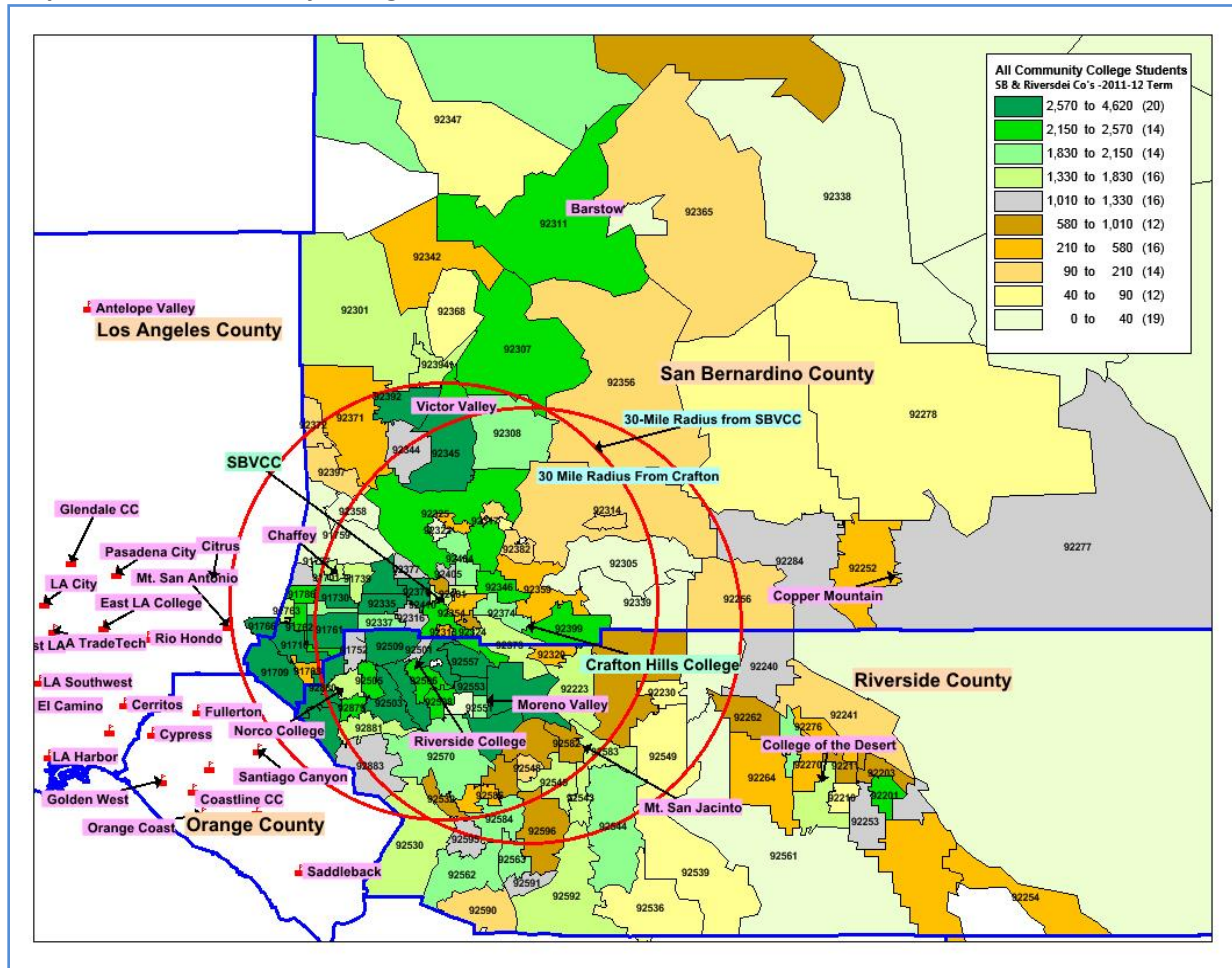
G. All Community College Students by Zip Code - 2011-2012

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

| Zip | City/ Place | County | Crafton Hills College Annual Student Count | All SB and RS County CC Students | |
|-------|-------------|----------------|--|----------------------------------|----------------------------|
| | | | | 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 year 2011-12.

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

| Zip | City / Place | County | SBVC | All SB & RS County Students | |
|-------|----------------|----------------|-------------------|-----------------------------|-------------------------|
| | | | 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

| Study Area Colleges | Female | | Male | | Unknown | | Totals |
|-----------------------|---------------|------------|---------------|------------|--------------|-----------|----------------|
| | Count | % Total | Count | % Total | Count | % Total | |
| 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

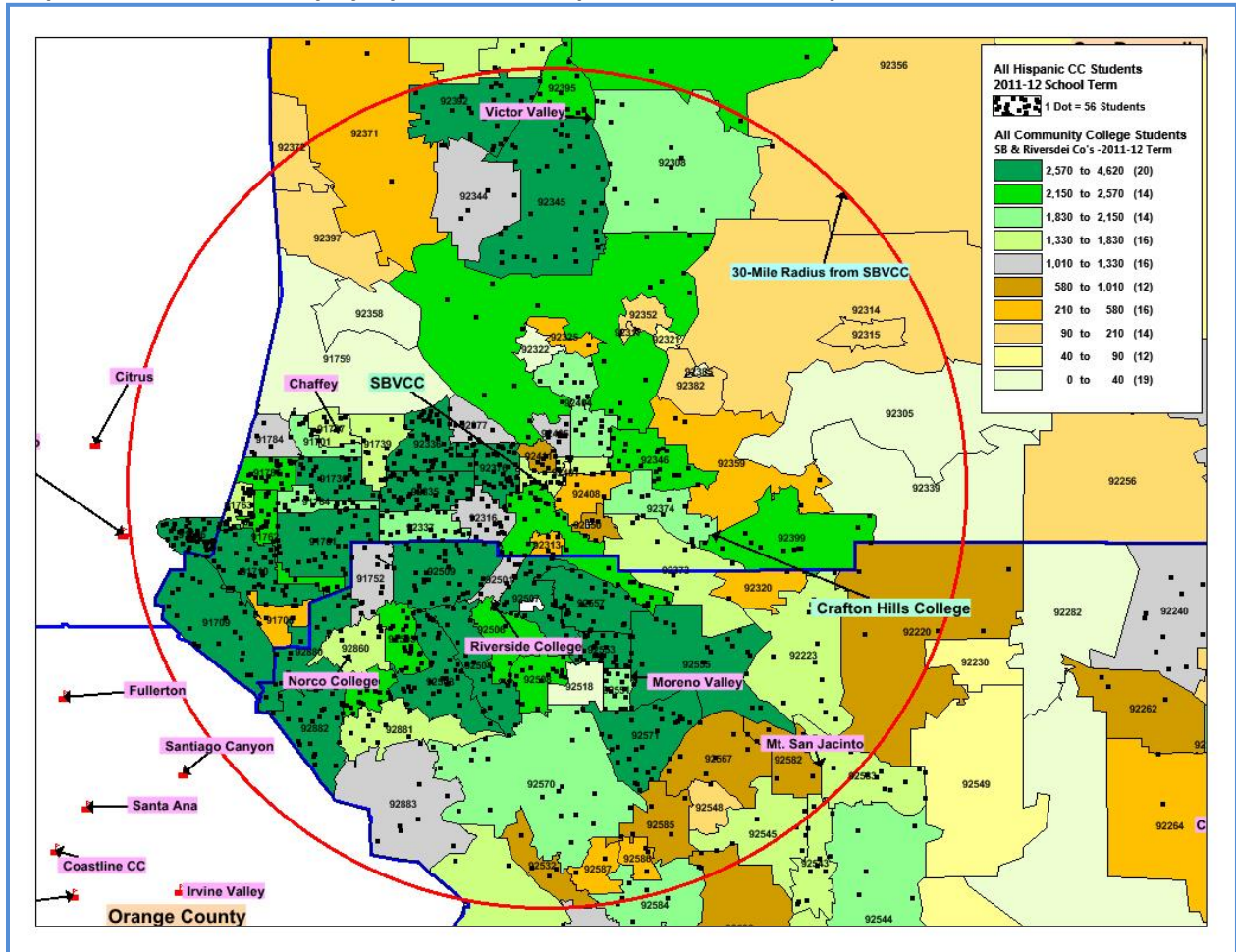
Exhibit VB-5 located in the Appendix presents student counts by race and ethnicity for all Study Area colleges. The table V-4 below presents this same data for all Study Area colleges. It shows that the largest racial group by percentage for CHC is White-Non-Hispanic at 48% of the total. The largest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

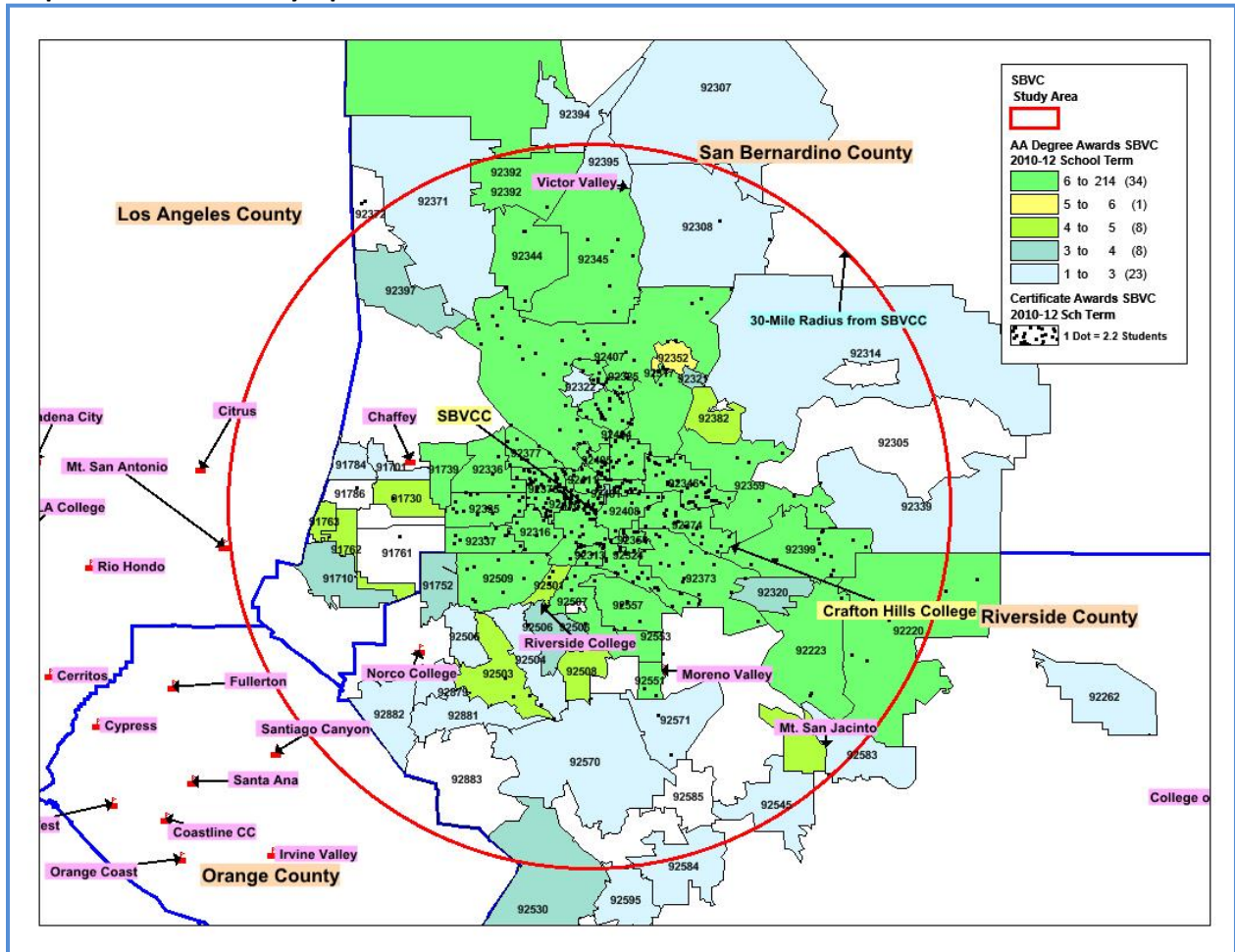
M. Certificate Awards - San Bernardino Valley College and All Students - By Zip Code - 2010-12

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 | | |
|----------------------|---------------------|--------------------|------------------------|-------------------|
| | | SBVC | All Community Colleges | % Capture by SBVC |
| 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



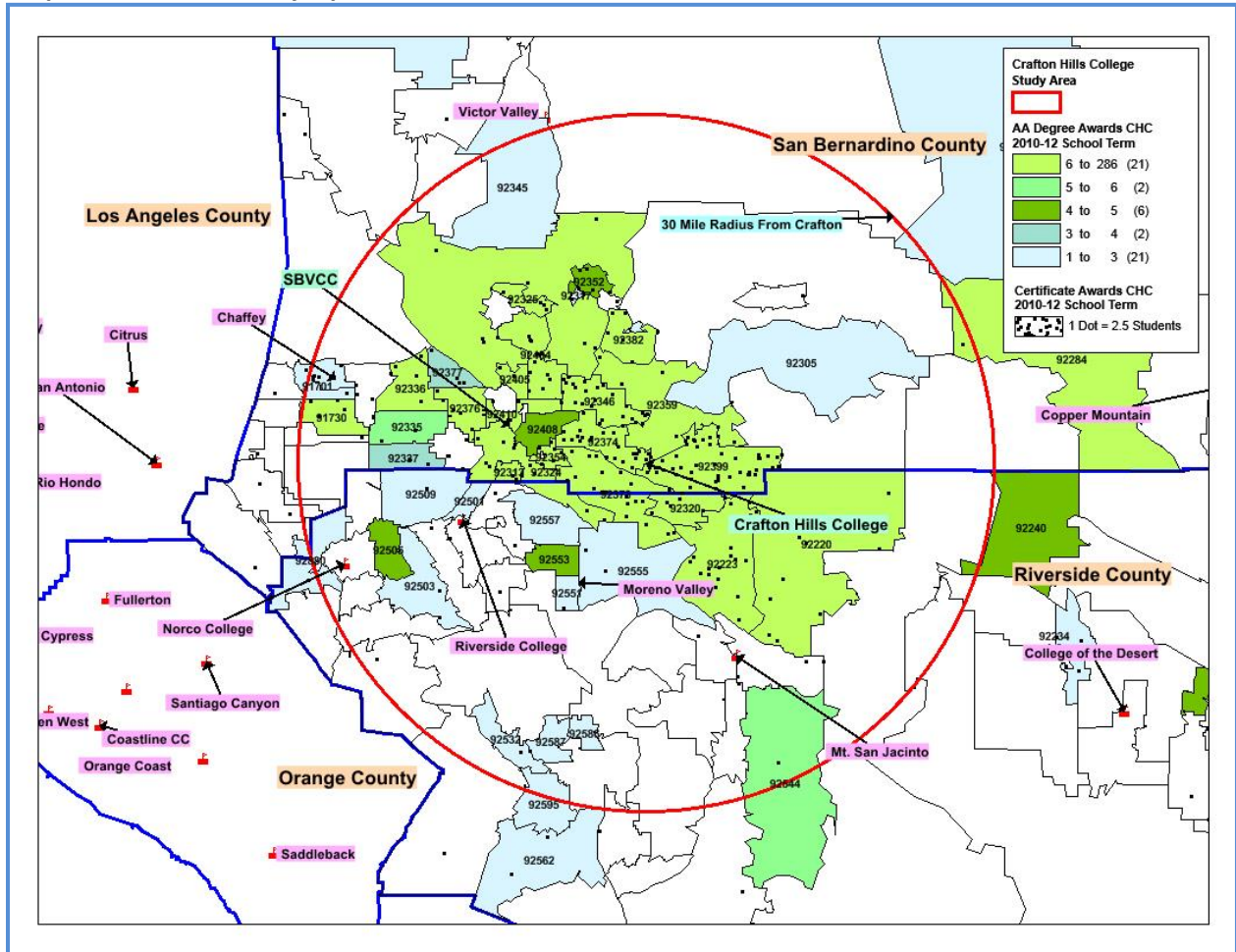
Certificate Awards by Crafton Hills College and All Students - By Zip Code -2010-12

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

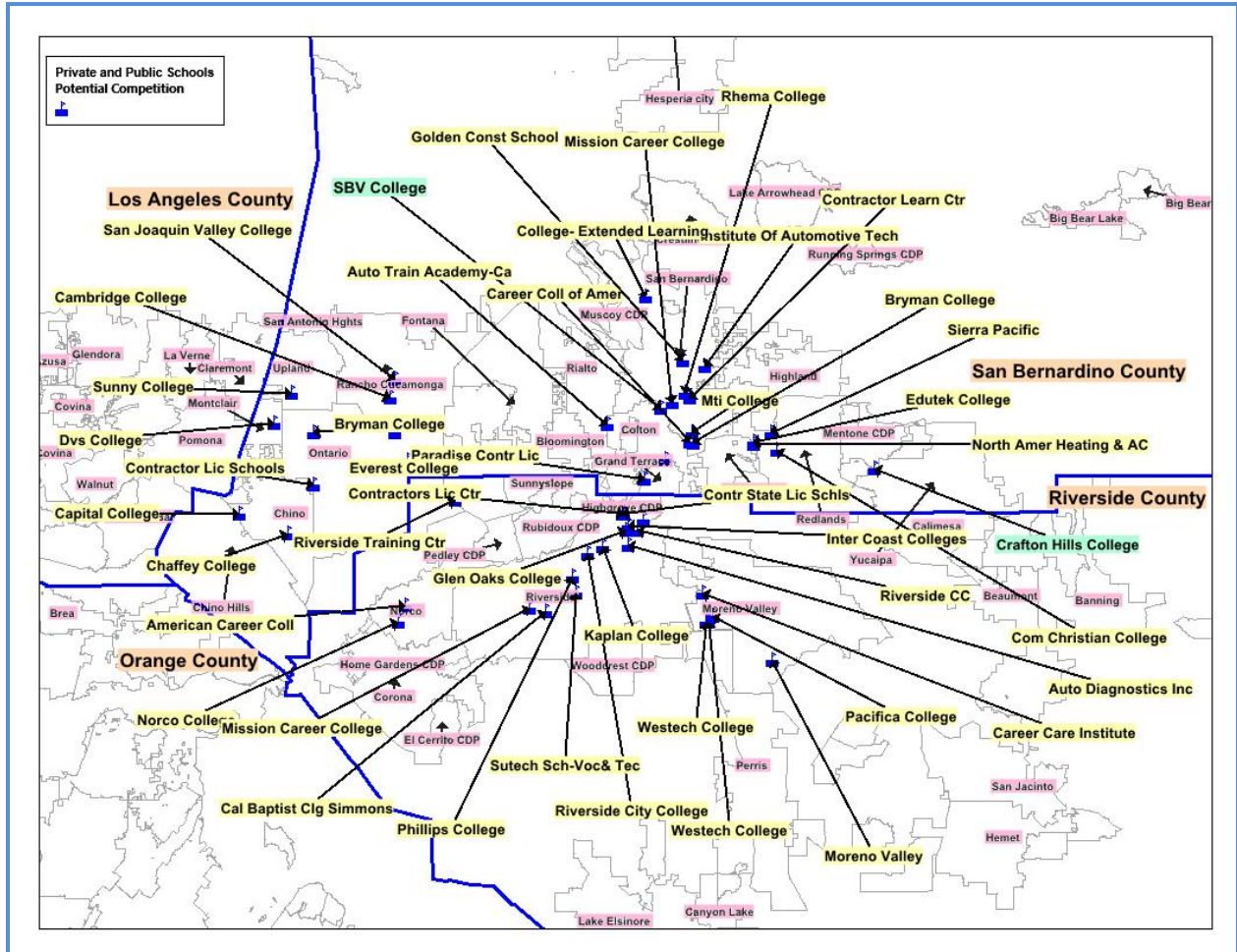
| Establishment Name | City | NAICS Description |
|-----------------------------------|------------------|--------------------------------|
| Richard Sewell Training Ctr | San Bernardino | Apprenticeship Training |
| Sage College | Moreno Valley | Business & Secretarial Schools |
| Career Colleges Of 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.

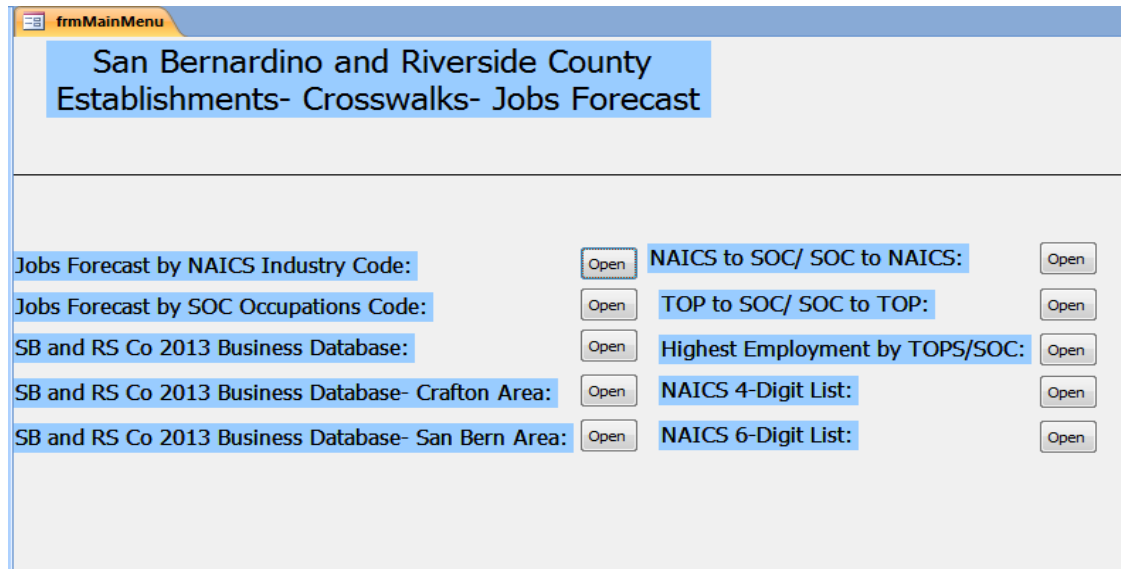
This database can be sorted by various fields, GIS mapped, linked with other data bases, used to conduct various forms of analysis, create mail-merge mass mailings, contact employers, solicit funding contributions, create business affinity groups and further economic development.

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

(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

| Zip Code | Business Name | Establishments | |
|----------|--------------------------------|----------------|-----------------|
| | | 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

| NAICS Code | Industry Description | Establishments | | | | Employees | | | |
|------------|---------------------------------------|----------------|--------|--------|------------------|-----------|---------|---------|------------------|
| | | 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 | |
|--|-----------------|----------------|------------|----------------|------------|----------------|------------|
| | SOC | 789,905 | % SBVC | 484,266 | % RS Co | 559,853 | % SB Co |
| Total Daytime Employees | | | | | | | |
| 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: Synergis technologies, Inc. Workforce Data

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

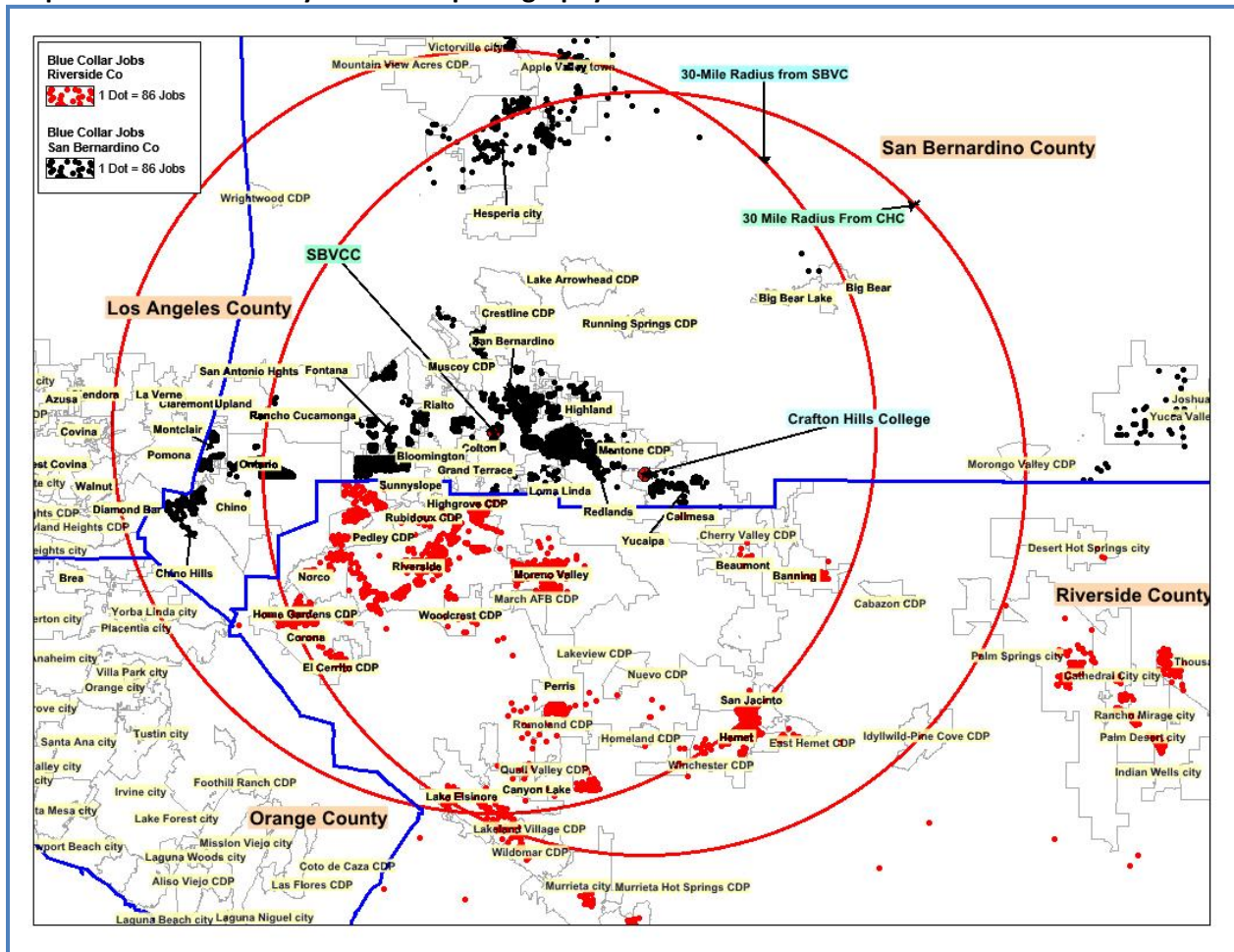
This exhibit located in the Appendix presents Daytime employees (defined as those who work in the Study Area but may not necessarily live there). The exhibit includes 2 and 3-dit SOC occupations codes and descriptions for the CHC Study Area and counties. It shows White-Collar and Blue Collar type jobs. 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 | |
|--|----------------|----------------|-------------|----------------|------------|----------------|------------|
| | SOC Code | 912,543 | % CHC Total | 484,266 | % RS Co | 559,853 | % SB Co |
| All Employees | | | | | | | |
| 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% |

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 | | |
|---|----------------|-----------|-----------------|
| | 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

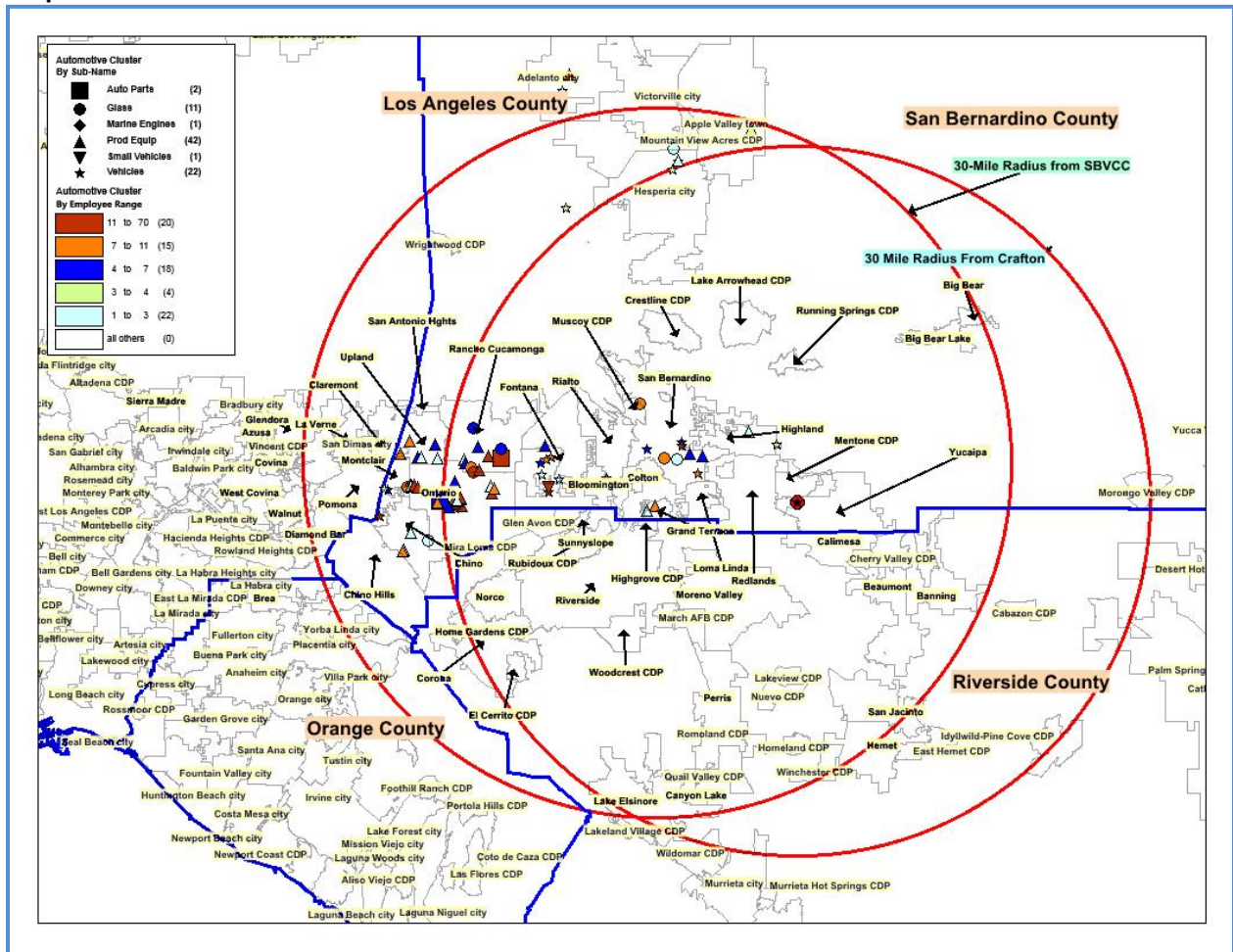


Table VII-11 - Automobile Cluster and Sub-Clusters

| 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

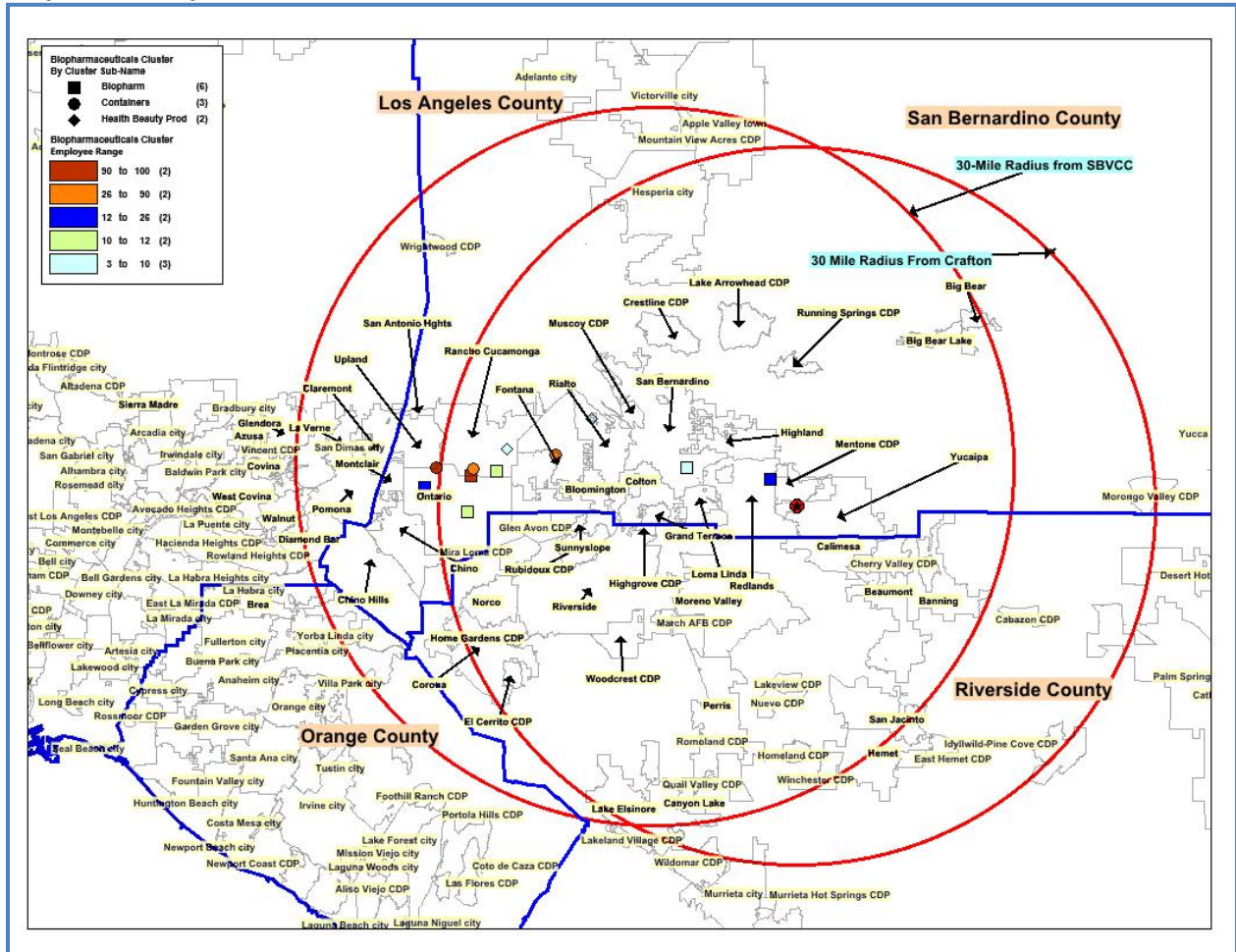


Table VII-12 - Biopharmaceutical Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | Establishments | | |
|--------------------|----------------------------|--------|--|----------------|------------|----------------------|
| | | | | 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

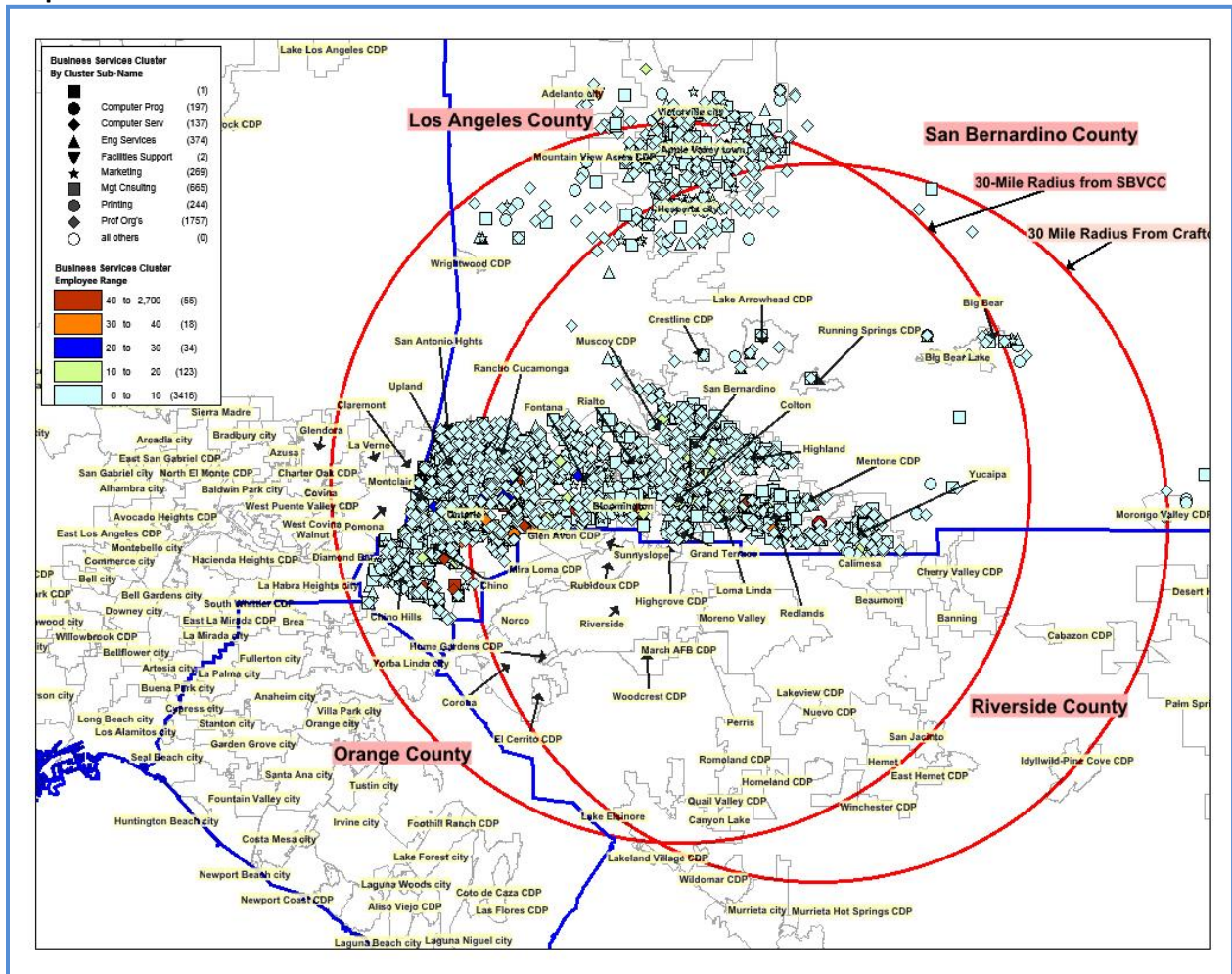


Table VII-13 – Business Services Cluster and Sub-Clusters

| 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

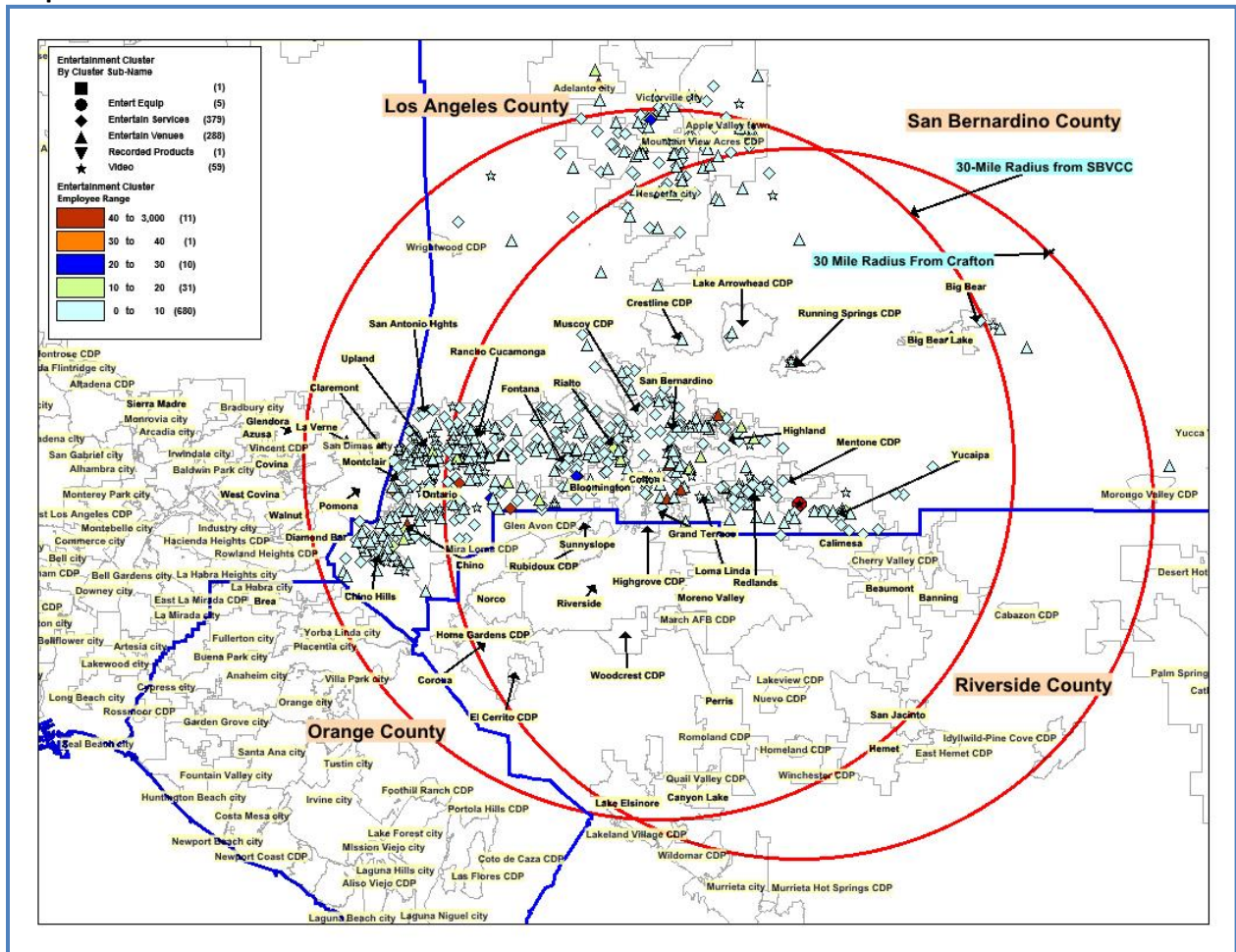


Table VII-14 – Entertainment Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | Establishments | | |
|---------------|--------------------------------|--------|--|----------------|--------|---------------|
| | | | | 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

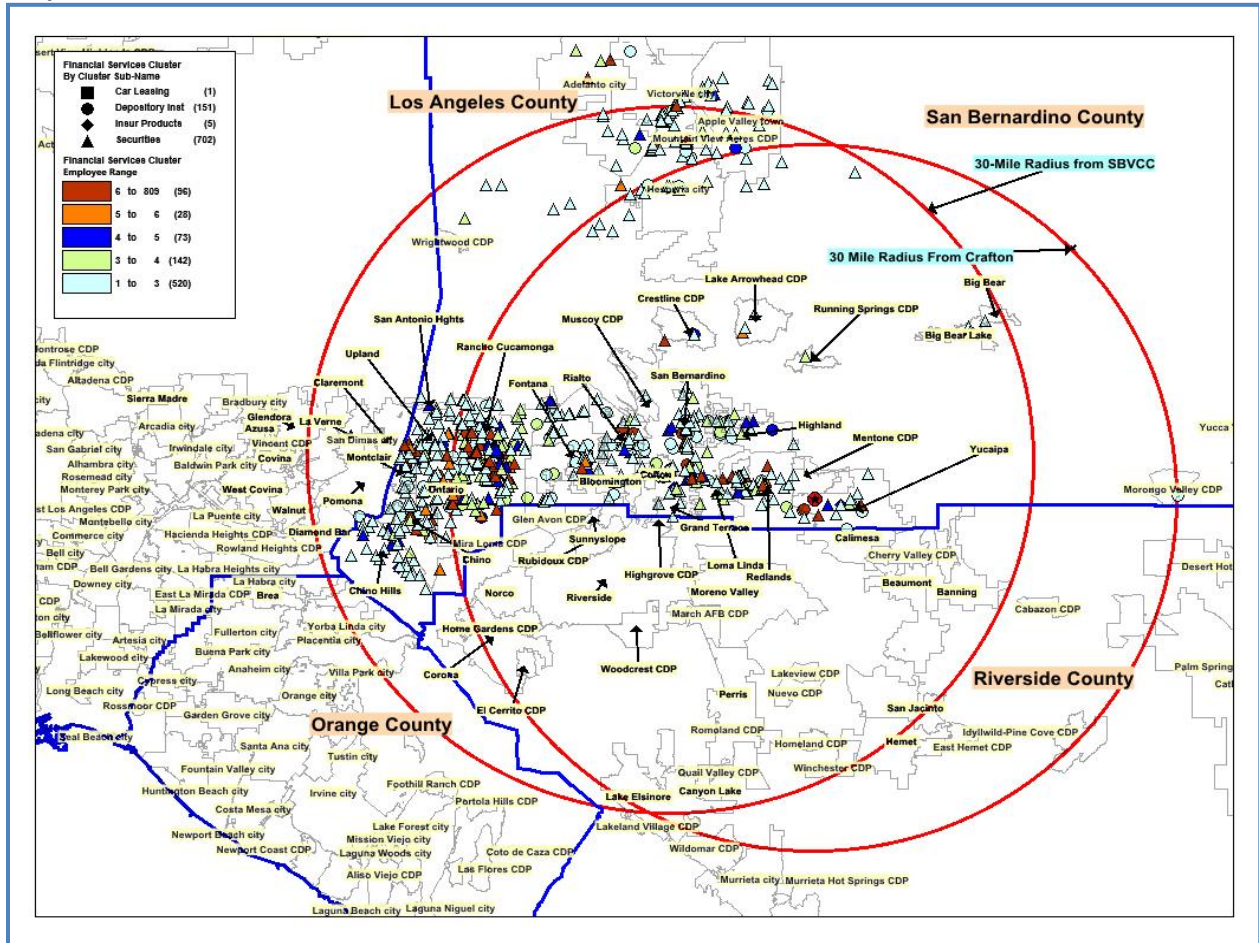


Table VII-15 – Financial Services Cluster and Sub-Clusters

| 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

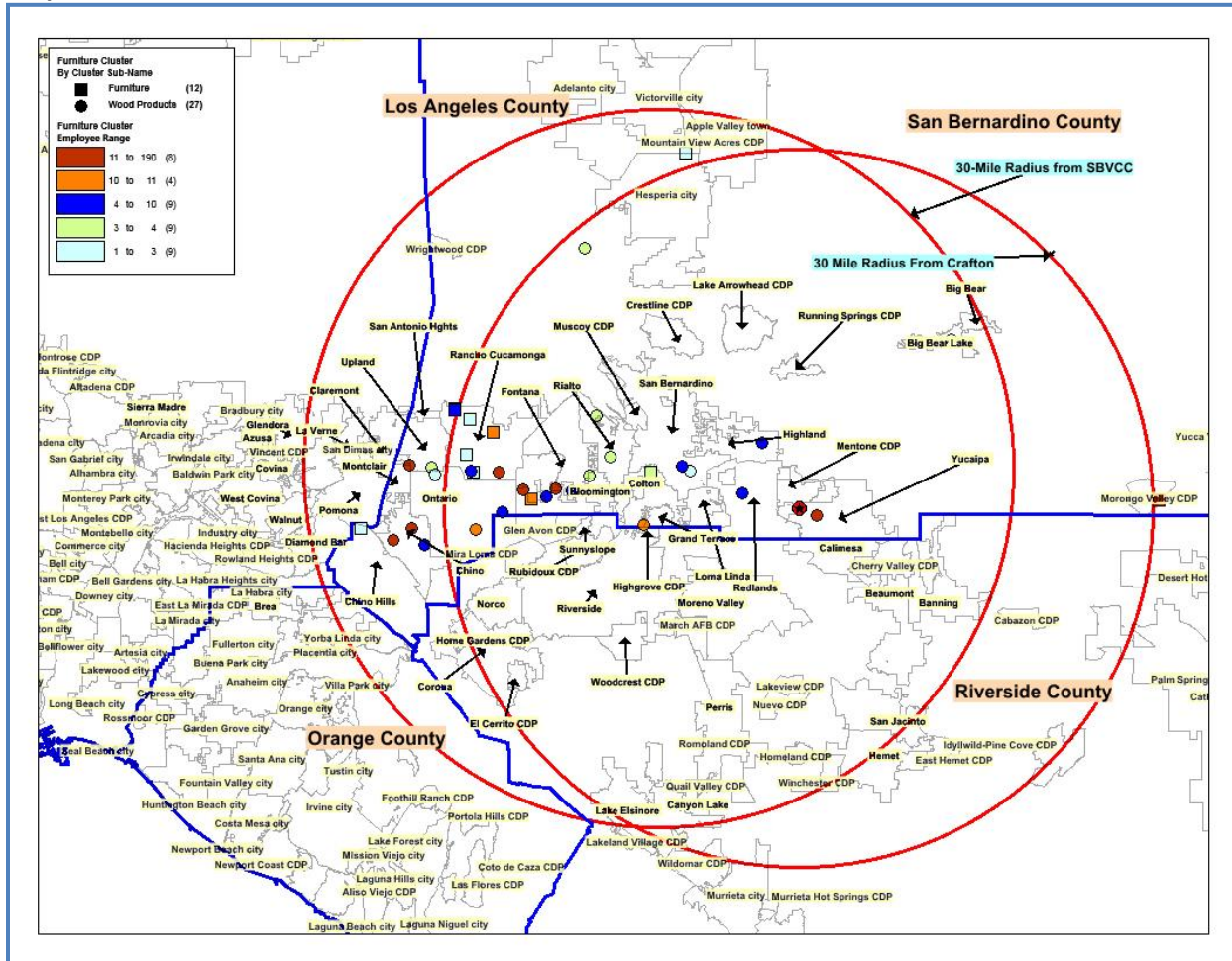


Table VII-16 – Furniture Cluster and Sub-Clusters

| 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

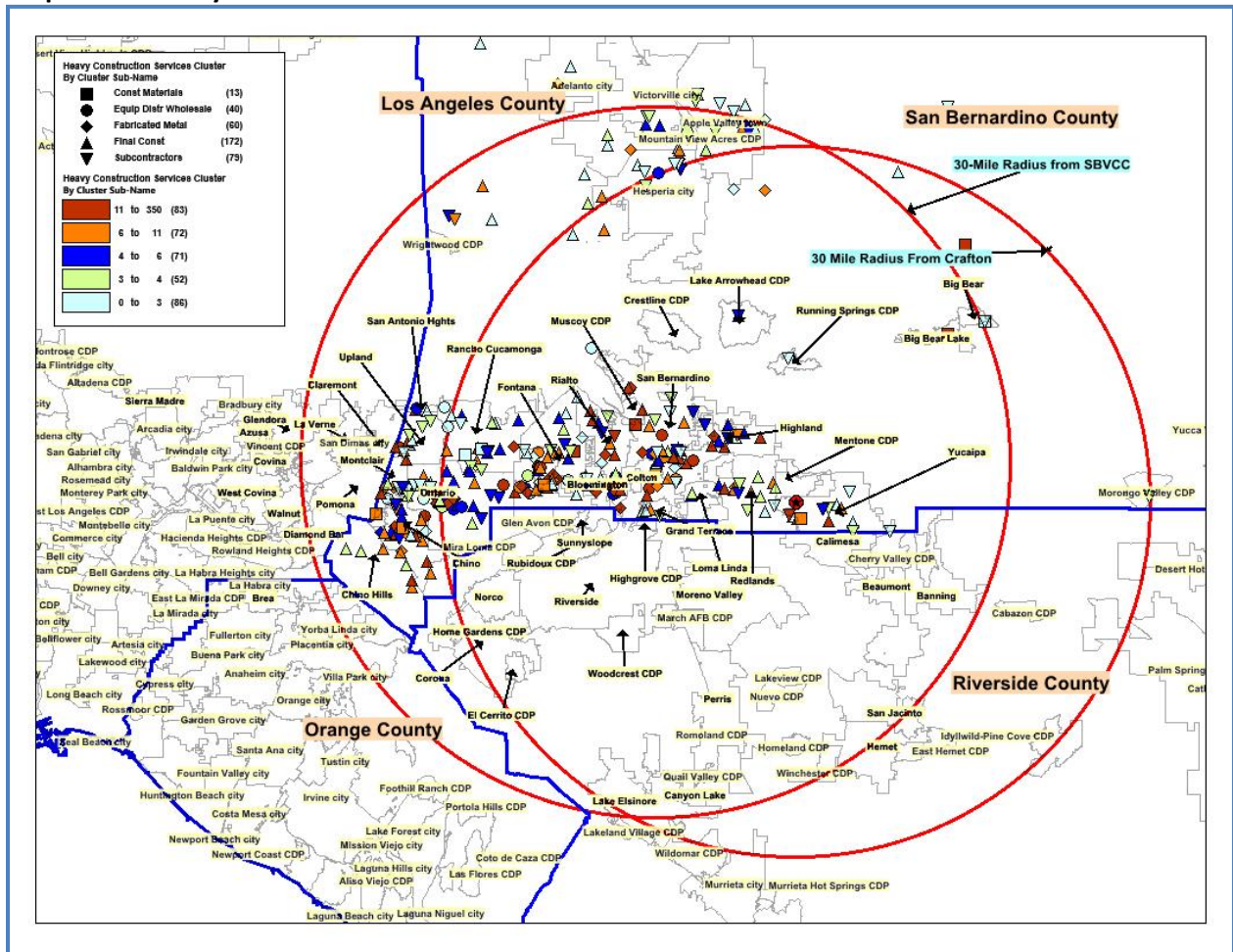


Table VII-17 – Heavy Construction Services Center Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | Establishments | | |
|-----------------------------|--|--------|--|----------------|--------|---------------|
| | | | | 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

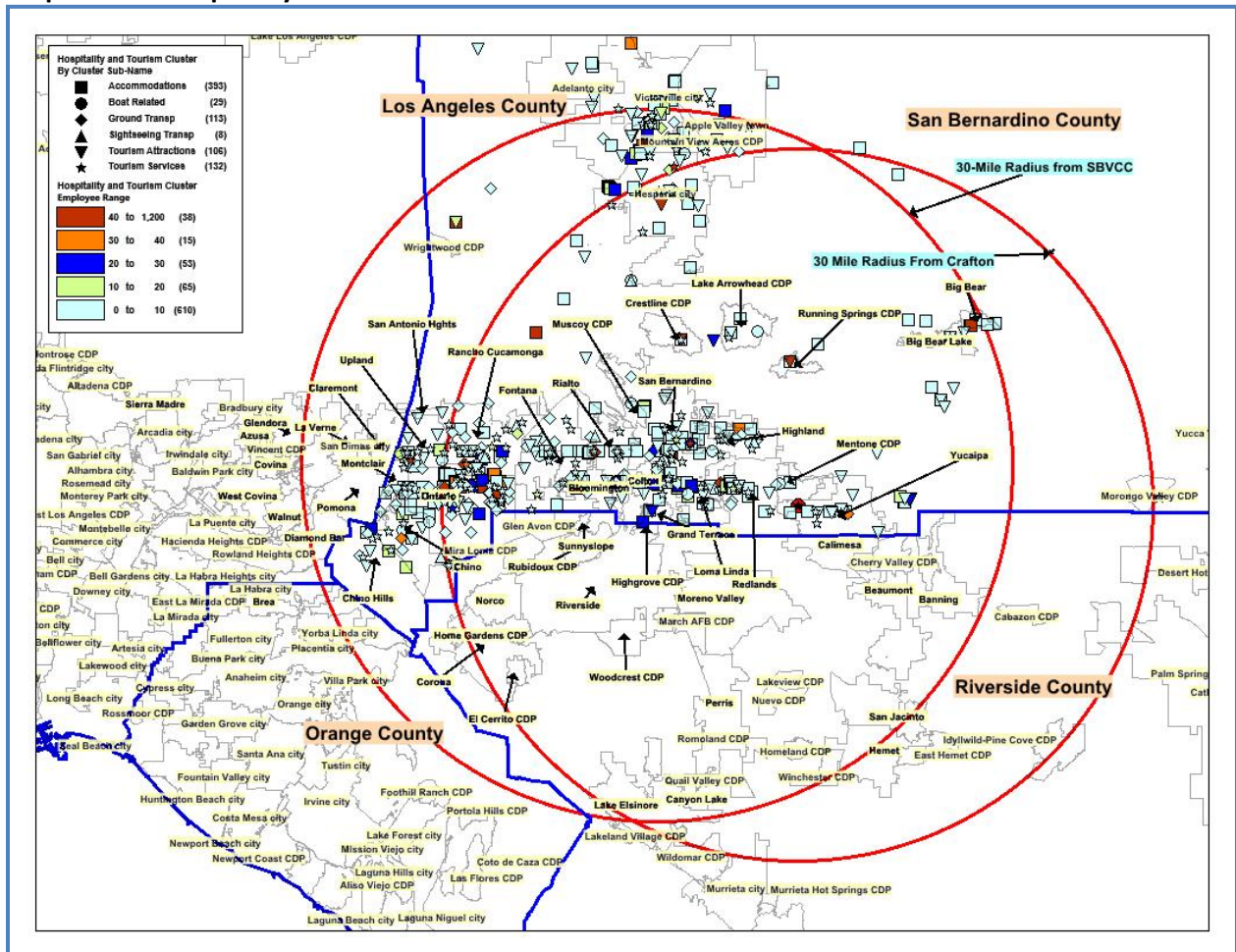


Table VII-18 – Hospitality and Tourism Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | NAICS Description | Establishments | | |
|-------------------------|-------------------------------------|--------|---|----------------|---------|---------------|
| | | | | No | Emp'l'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

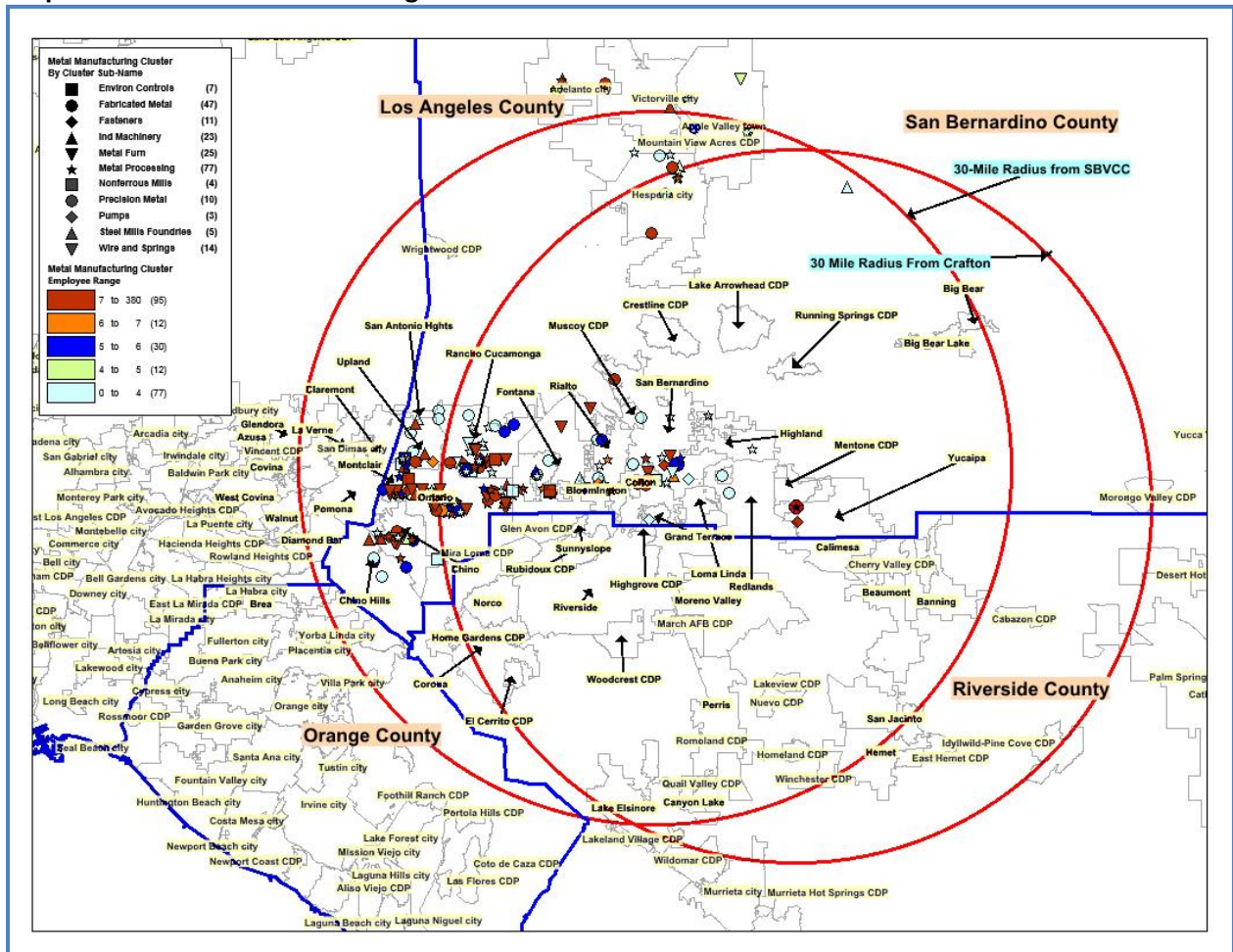


Table VII-19 – Metal Manufacturing Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | NAICS Description | Establishments | | |
|---------------------|------------------------------------|--------|--|----------------|--------|--------------|
| | | | | 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

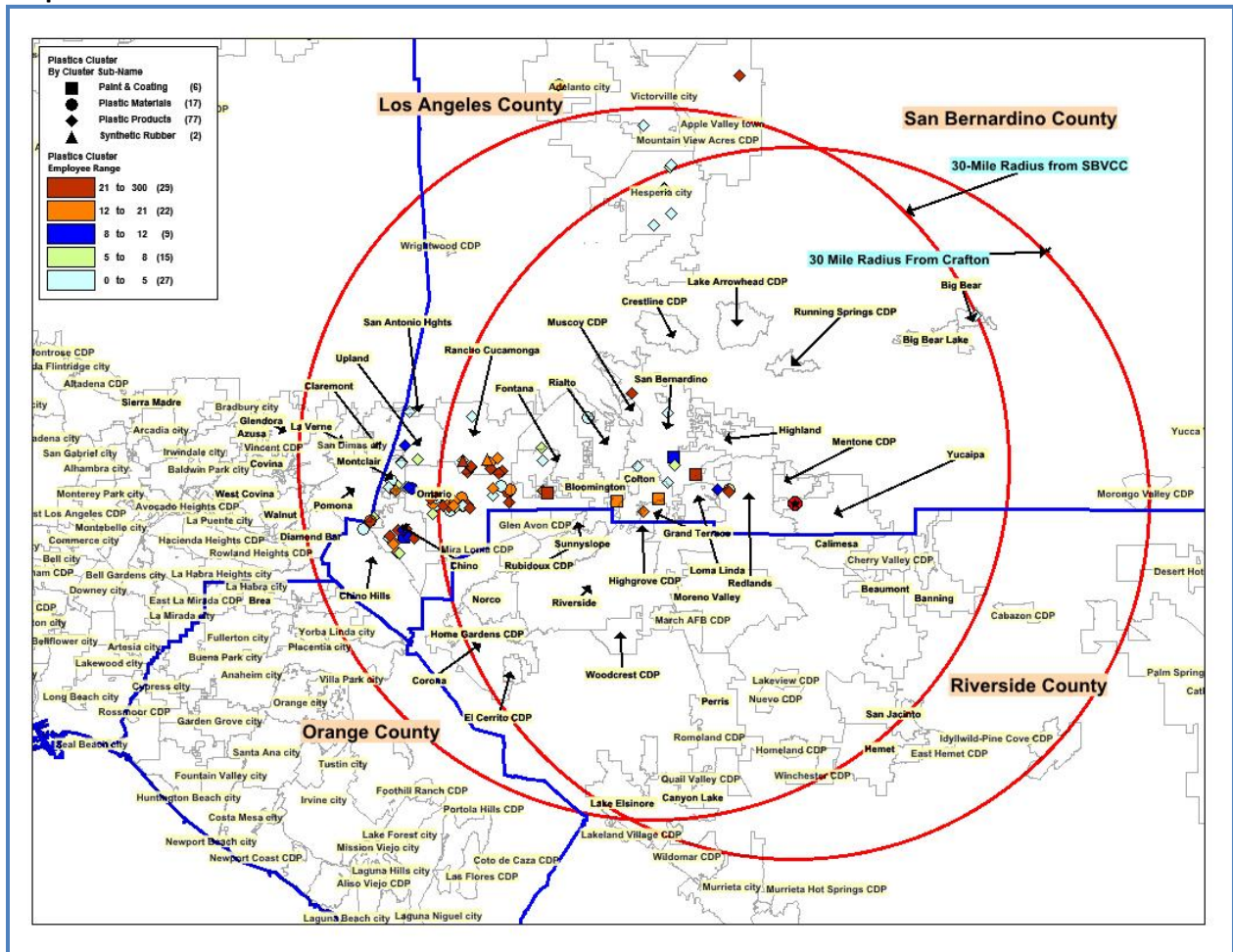


Table VII-20 – Plastics Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | NAICS | | | Establishments | | |
|---------------|------------------------------|--------|--|------------|--------------|----------------------|----------------|--|--|
| | | | | 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

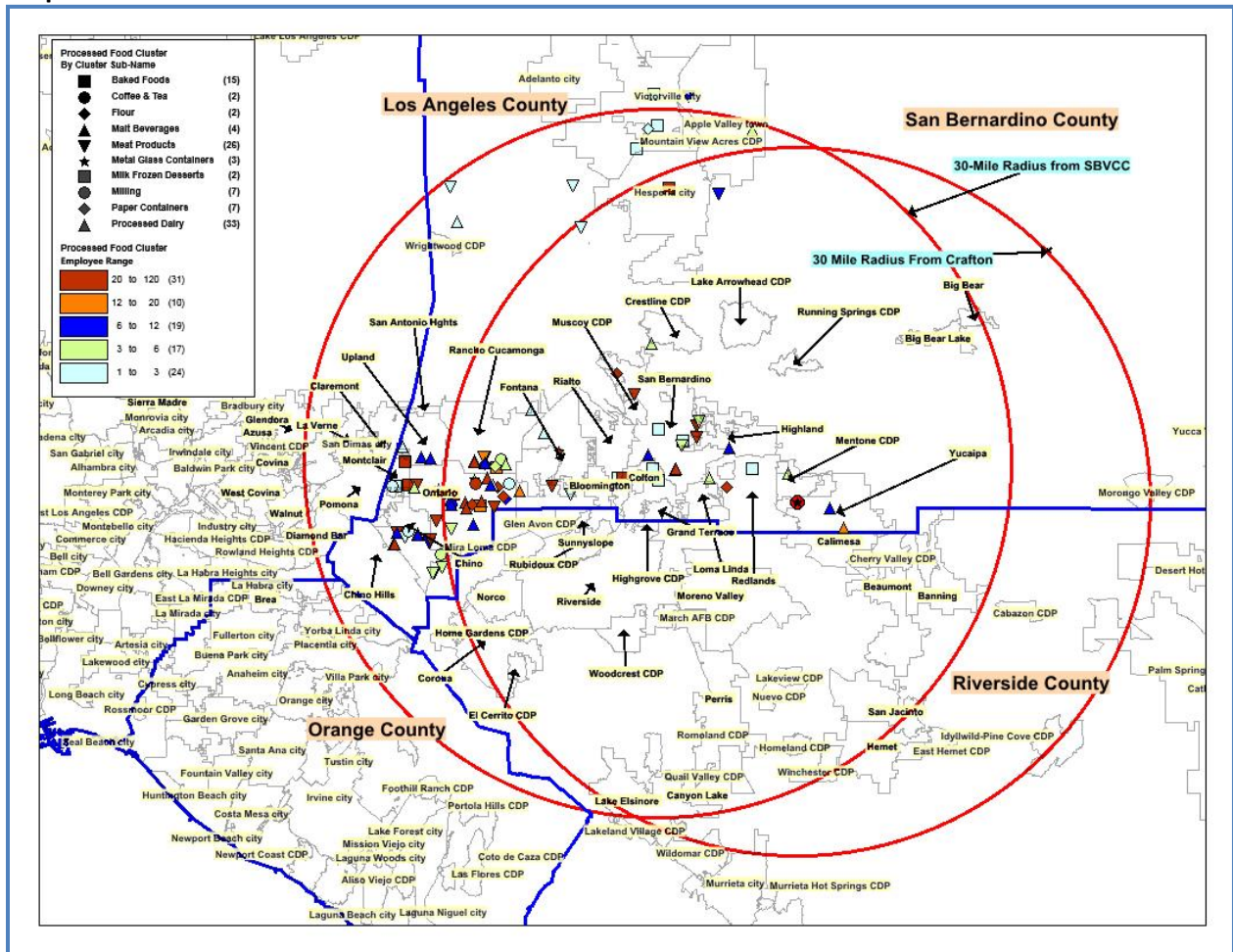


Table VII-21 – Processed Food and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | Establishments | | |
|----------------|--|--------|---|----------------|--------|--------------|
| | | | | 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

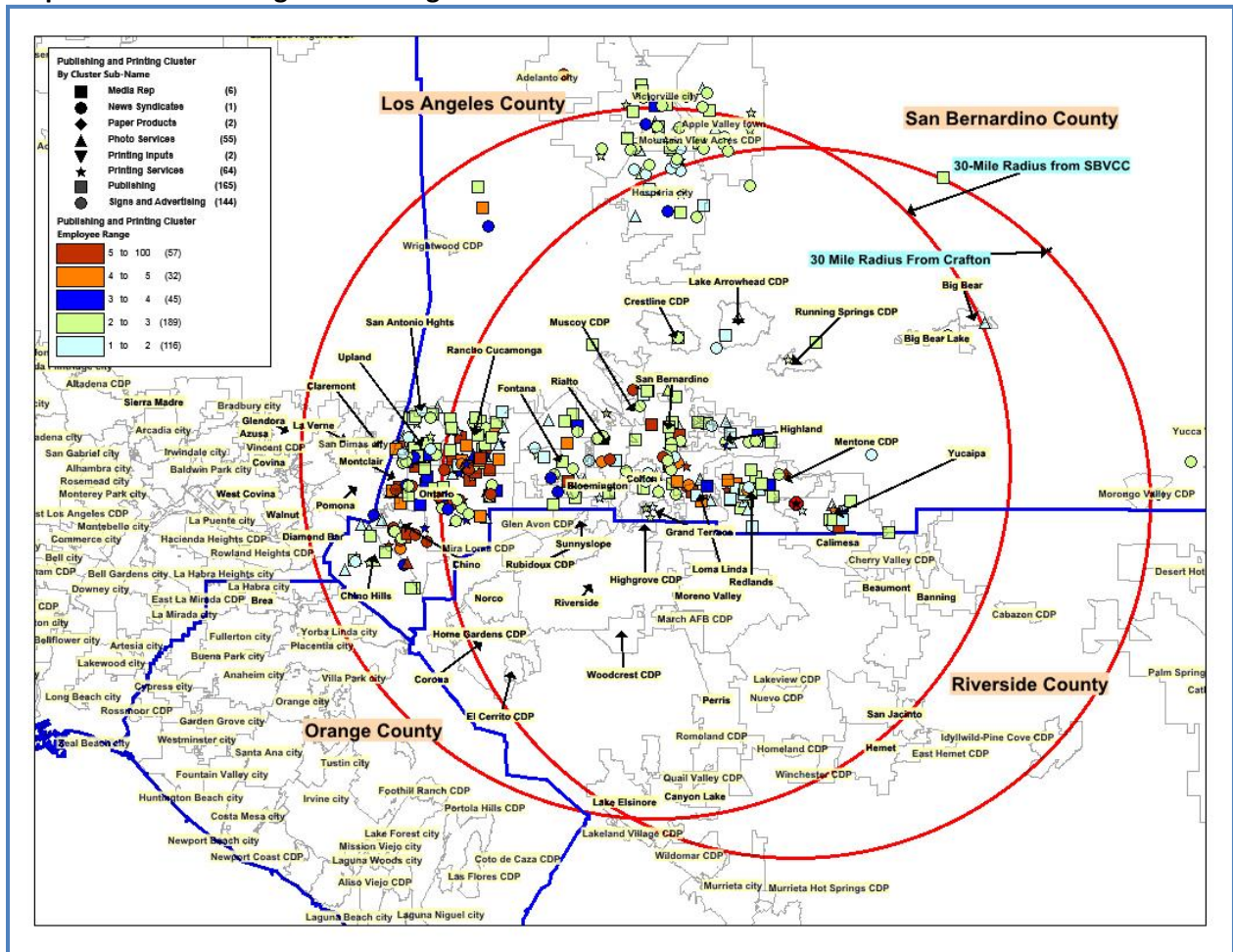


Table VII-22 - Publishing and Printing and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | NAICS | | |
|-------------------------|-----------------------|--------|---|-------|--------|--------------|
| | | | | 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

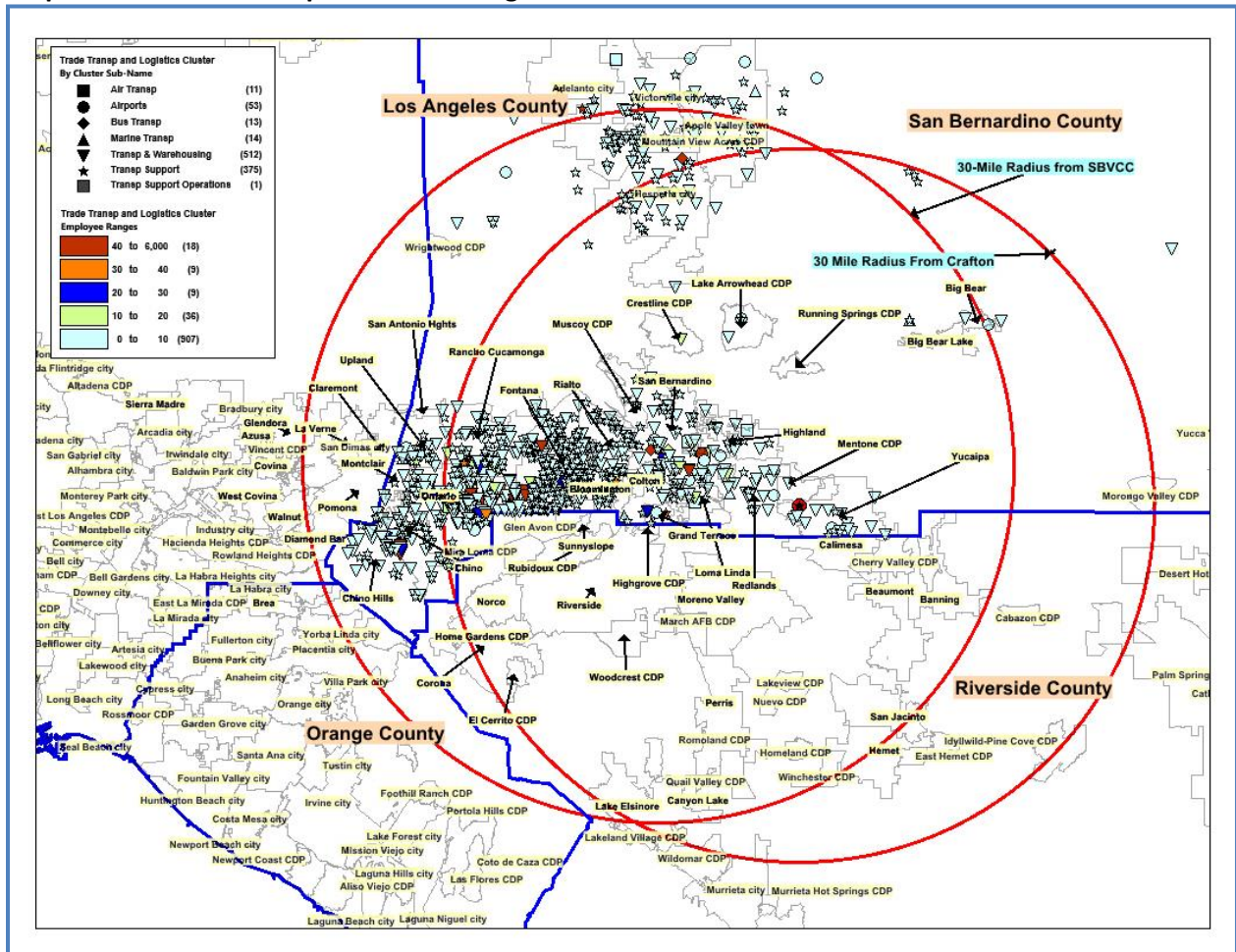


Table VII-23 - Trade Transportation and Logistics Cluster and Sub-Clusters

| 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

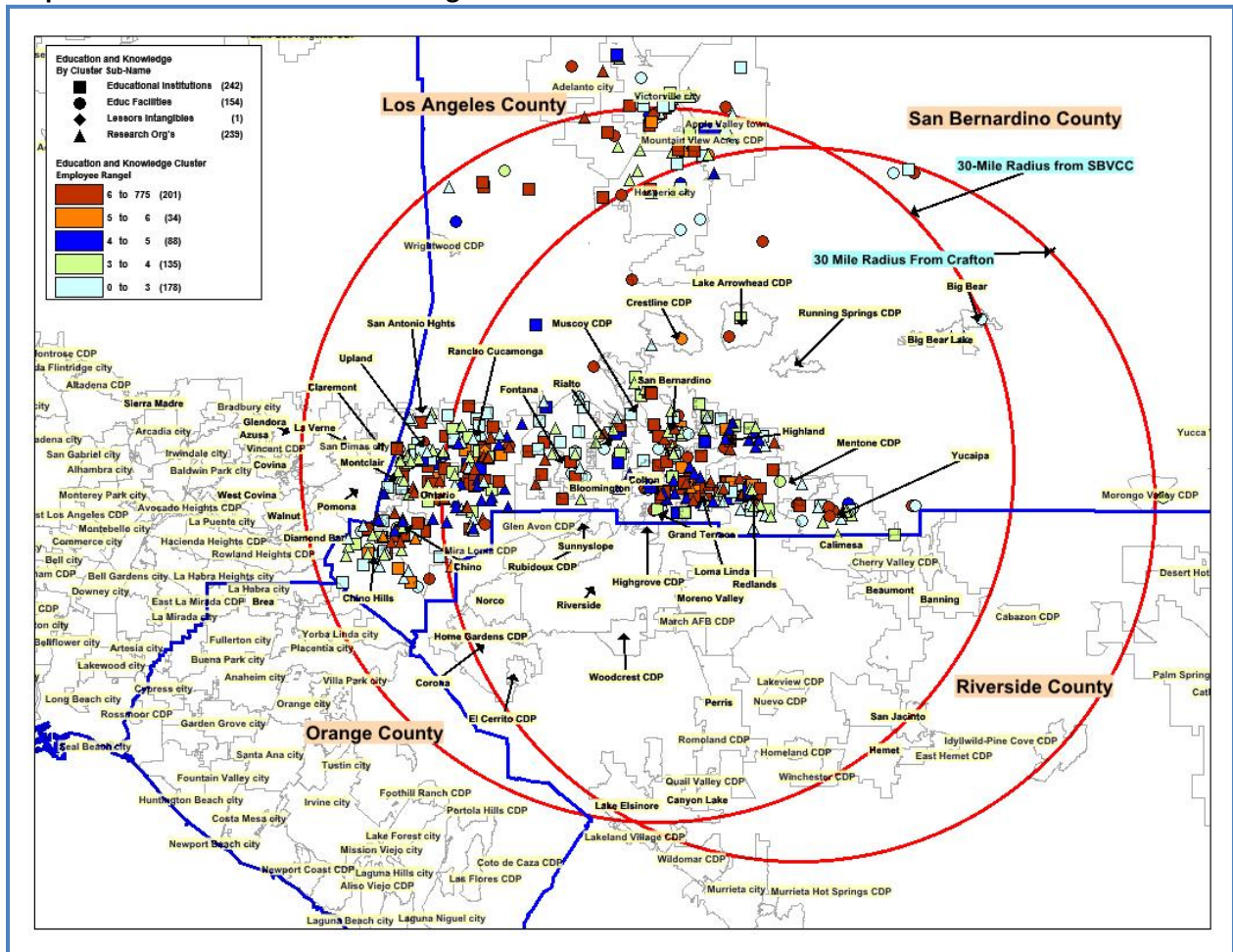


Table VII-24 - Education and Knowledge Cluster and Sub-Clusters

| Cluster Name | Sub Name | Code | Description | Establishments | | |
|----------------------------------|--------------------------|--------|--|----------------|--------|--------------|
| | | | | No | Empl's | Sales |
| 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

| Green Industry Key Words | NAICS | | Establishments | | |
|--|---|--------|----------------|-----------|-----------------|
| | 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] | Replacement 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] | Replacement 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 | | Empty Change Percent | 2012 First Quarter Wages [1] | | Education and Training Levels [2] | | |
|----------|--|---------------------------|--------|-------------------------|------------------------------|---------------|-----------------------------------|-----------|---------------------|
| | | 2010 | 2020 | | 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 |

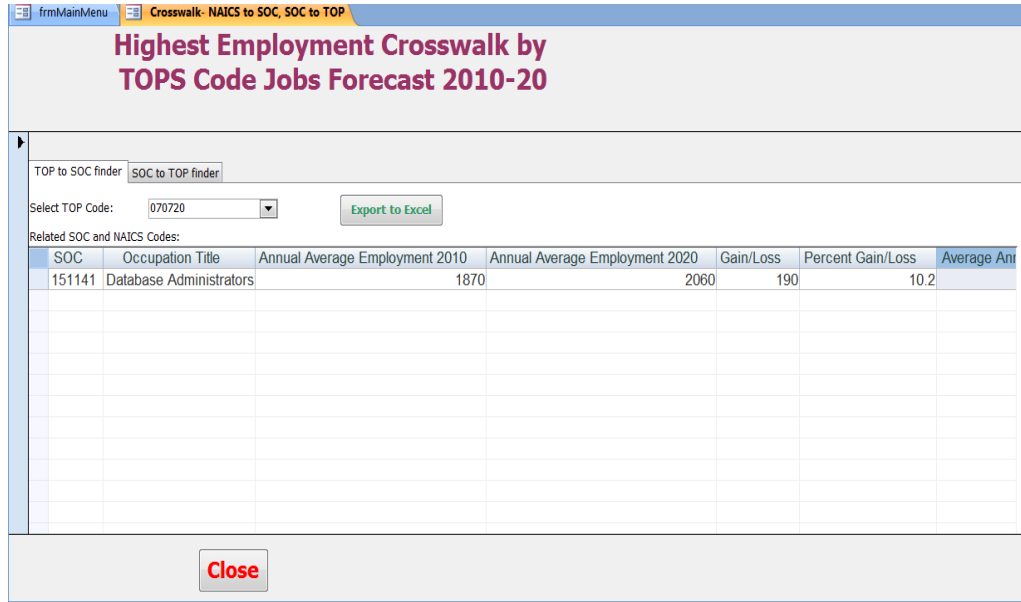
D. Jobs Forecast by TOPS Curriculum Demand - 2010-20 – SB and RS Counties

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] | Replacement 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 | | Average Annual Job Openings | | | Completers | |
|-----------------------------------|------------------------------------|-------------|-------------------------|------------|---------|-----------------------------|-------------------------|--------------------------|------------|----------|
| | | | | 2006 | 2016 | New Jobs | Net Replac Jobs** | Total Openings *** | Calif | 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 |

| | | | | | | | | |
|---------|--|---------|---------|----------|------|---------|---------|---------|
| 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 | | Percent Nonresident | Includes FTES for Resident Nonresident & Apprentice | | Percent Noncredit |
|------------------------------|---------------|-------------------------|-------------|---------------------|---|-----------|-------------------|
| | | Resident | Nonresident | | Credit | 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 CCCC 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 CCCC 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 Svcs | \$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% |
| 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 | | | | | |
|-----------------------------|---------------------------------|--|--------------------|---------|-----------------------|--------------------|---------|
| | | San Bernardino Valley College | | | Crafton Hills College | | |
| Colleges | | 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.

| 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 market 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 zip codes without both study counties - then export the results to Excel.

The screenshot shows a web-based search tool interface. At the top, it says "San Bernardino and Riverside County Business Database Search Tool – April 2013". Below this, there are two main sections for selection:

- Select NAICS Code:** There are radio buttons for "6 Digit NAICS Code" (selected) and "4 Digit NAICS Code". Below this is a checkbox for "Select all NAICS codes (unchecking deselects all)".
- 6 Digit NAICS Codes:** A table with columns "Selected", "6Digit", and "Description". The table lists several codes, with "924110" selected and checked. The description for 924110 is "Administration of Air and Water Resource and Solid W...".

Below the NAICS section, there is another section for zip codes:

- Select Zip Codes:** A table with columns "Selected", "Zip", and "City". The table lists several zip codes, with "91701", "91708", "91709", "91710", and "91729" selected and checked. The cities listed are "RANCHO CUCAMONGA", "CHINO", "CHINO HILLS", "CHINO", and "RANCHO CUCAMONGA".
- There is a checkbox for "Select all zip codes (unchecking deselects all)".

At the bottom of the interface, there are two dropdown menus: "Select # of local employee:" and "Select amount of local sales:", both with a "(show all)" option. Below these are three buttons: "View Results", "Export to Excel", and "Close".

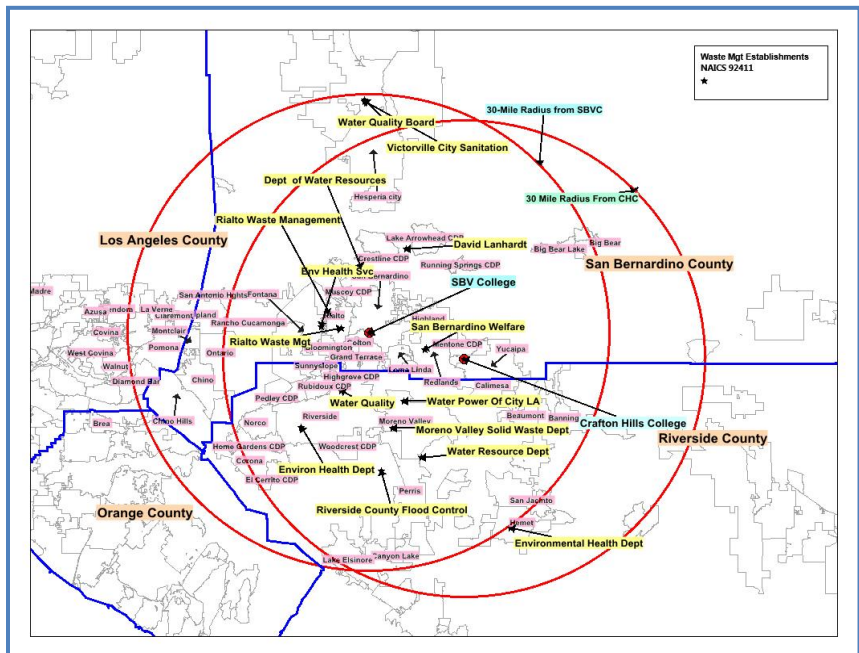
The database returns:

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 | | |
| | Total Credit FTES | % Total Health Courses | % Total FTES | Total Credit FTES | % Total Health Courses | % Total FTES | Total Credit FTES | % Total Health Courses | % Total FTES |
| All Community Colleges- SB & RS Counties | | | | | | | | | |
| 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 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 |

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XI Success Scorecard

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- 82 XI-2 Student Success Scorecard - Persistence Rate 2013
- 83 XI-3 Student Success Scorecard - 30 Units Rate - 2013
- 84 XI-4 Student Success Scorecard - Remedial Progress Rate - 2013
- 85 XI-5 Student Success Scorecard - Career Tech - 2013