

2013 SBCCD ENVIRONMENTAL SCAN

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OUTLINE

Background

DSPC SWOT Analysis and the Environmental Scan

Crafton Study Area

Demographics and Population Trends

Psychographic Data

Community Colleges and Public and Private Schools

Projected High School Graduates

Employment

Business Clusters

Job Projections

BACKGROUND

Madrid Consulting Group conducted Environmental Scan for SBCCD

Provided over 80 sets of Excel tables in addition to environmental scan

Benefit of Excel tables and large zip code area is that the tables can be tailored toward specific project

The CHC core study area includes 23 zip codes from where 90% of Crafton students live

SWOT ANALYSIS

Strengths

S

- Strong Faculty/student relationships
- Most care about student success
- Lessons learned through accreditation, i.e. PPR, integrated planning
- Financial reserve
- Good research capabilities throughout District
- Good student involvement
- Culture that believes in evidence-based decision making
- Established in the community
- Diversity in staff and students
- Able to come together and accomplish great things
- Passionate and dedicated employees
- Exhibits innovation in working with limited resources and believes that we can take risks and make change
- Bond funds

Opportunities

O

- Internships (8)
- Marketing/change public image (7)
- Collaboration with community leaders including politicians (7)
- Demand for transfer students (demand in population for students with four-year degrees) (6)
- Need for students who are prepared for college (basic skills) (6)
- Driving force for San Bernardino City recovery (6)
- MOOCs (massive open online courses) (5)
- K-16 schools collaboration/partnerships (5)
- Rapid technology change (new programs, new methods, online training) (5)
- Donors (4), Alumni (4), and California economic recovery (4)
- Grants (3)
- Need for employees in health care, technology & sustainability fields (3)

Weaknesses

W

- Multiple systems that are not integrated
- Lack of capacity to handle basic/development skills students
- Inability to attract and retain individuals given current salary structure
- District processes are slow, i.e. budget transfers, hiring, contracts lost, paper-heavy; lack flexibility; and are antiquated
- Lack of accountability (performance management process)
- Lack of attendance at campus events
- Lack of communication – campus to students, among faculty, staff, administration, and District to colleges; lack of strategic direction for educational programs; not focusing on why we were doing things, just the what and how
- Current funding allocation model
- Student success
- Lack of centralized orientation/training employees (indoctrinate)
- Inadequate staffing levels in certain areas (# of Full-Time Faculty)

Threats

T

- Industry speed/technology (9)
- City of San Bernardino image (bankruptcy, high crime) (7)
- Decrease in K-12 pipeline (6)
- State budget decisions (6)
- Level of preparation of K-12 students (6)
- Student expectations (5)
- Slow economic recovery (ability to sell bonds) (5)
- For profits (5)
- MOOCs (5)

SWOT ANALYSIS

Strengths



Current strengths

- a. Strong Faculty/student relationships
- b. Most care about student success
- c. Lessons learned through accreditation, i.e. PPR, transparency, integrated planning
- d. Financial reserve
- e. Good research capabilities throughout District
- f. Good student involvement
- g. Culture that believes in evidence-based decision making
- h. Established in the community
- i. Diversity in staff and students**
- j. Able to come together and accomplish great things
- k. Passionate and dedicated employees
- l. Exhibits innovation in working with limited resources and believes that we can take risks and make change
- m. Bond funds

Environmental Scan

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i. 44% of neighborhoods are of Hispanic ethnicity/heritage (p. 41-42); 50% of students Hispanic, 12% black, 27% white (p. 73)**
- j.
- k.
- l.
- m.

SWOT ANALYSIS

Weaknesses

Current weaknesses

- a. Multiple systems that are not integrated
- b. Lack of capacity to handle basic/development skills students**
- c. Inability to attract and retain individuals given current salary structure
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Environmental Scan

- a.
- b. Low remedial progress rates at both colleges (CHC is 32% and 25% at VC, p. 144); lack of programs for GED or HS completion for adults (p. 49, t. III-1)**
- c. 69% of ppl in service area work outside the city in which they live (p. 61, t. IV-5); ~50% have commute times between 10-30 mins; 77% commute alone (p. 63)
- d.
- e.
- f.
- g. SOC/TOC search tool to link educational programs and occupational needs



SWOT ANALYSIS

Weaknesses

Current weaknesses

- h. Current funding allocation model

- i. Student success

- j. Lack of centralized orientation/training employees (indoctrinate)

- k. Inadequate staffing levels in certain areas (# of Full-Time Faculty)

Environmental Scan

- h.

- i. Low program completion rates at both colleges (42% at CHC and 37% at VC, p. 141)



SWOT ANALYSIS

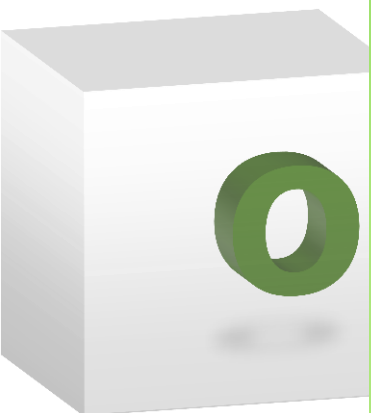
Opportunities

Current opportunities

- a. Internships (8)
- b. Marketing/change public image (7)
- c. Collaboration with community leaders including politicians (7)
- d. Demand for transfer students (demand in population for students with four-year degrees) (6)
- e. **Need for students who are prepared for college (basic skills) (6)**
- f. Driving force for San Bernardino City recovery (6)
- g. MOOCS (massive open online courses) (5)
- h. K-16 schools collaboration/partnerships (5)
- i. Rapid technology change (new programs, new methods, online training) (5)

Environmental Scan

- a. **Large employers including ESRI, Stater Brothers, Kaiser, etc. (p. 89)**
- b. Of those 25 or older, 49% have HS or less (p. 46); Density of enroll & awards at highest btwn 75-80% of CC students by zip code (p. 71-72)
- c.
- d. Market to people 25-40 age range (p. 40); CHC student is 23.8 yrs & VC is 27.2 9p. 69); equal distribution of pop btwn 0 & 60 years, except for 2-3% decline in 22-25 age group (p. 69)
- e. **Next 4 yrs market to HS grads; 25% dropout rate assumed (p. 43)**
- f. Over 100k people in higher ed with 78% in public schools (p.53-4, t. III-2); SOC/TOP search tool in MS Access to plan course offerings (p. 129-30)
- g. SBCCD is 20.7% internet DE; Norco is 34% (p. 70, t. V-6)
- h. 25% dropout rate assumed (p. 43); ~20k aged 16-19 not in school of which 37% are not HS grads (p. 54-5, t. III-3)
- i. Market to renters to increase job skills (p. 43); 27% of jobs are white collar, 72% are blue (inc. office support and retail at 30%) (p. 93-4)



SWOT ANALYSIS

Opportunities

Current opportunities

- j. Donors (4), Alumni (4), and California economic recovery (4)

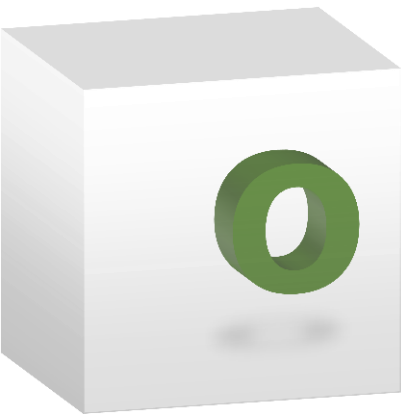
- k. Grants (3)

- l. Need for employees in health care, technology & sustainability fields (3)

- m. Population growth overall**

Environmental Scan

- j. Largest private employers in service area are Stater Bros., San Manuel, and ESRI (p. 89); info employment grew 32% btwn 08-10, health care grew 1%, & science/tech shrunk 23% (p. 92, t. VII-7)
- k. 49% Hispanic population in service area (p. 30); lower than median income (p. 44); 67% of HS students are Hispanic (p. 53-5); (p. 73)
- l. 21% of workforce is in education, health & social service industries(p. 58-9, t. IV-1 & 2) with 18% being professional and related type occupations (p. 60-1, t. IV-3 & 4); Computer/math, health care, retail, food svc, and logistics have growth over 20% in 7 years (p. 125-6)
- m. Most of the population growth will occur in Fontana, Rialto, Riverside, Crestline, Highland, Yucaipa, Beaumont, and Redlands (p. 25); growth over last 10 yrs in serving Hispanic and black students (p. 30 & 73)**



SWOT ANALYSIS

Threats

Current threats

- a. Industry speed/technology (9)
- b. City of San Bernardino image (bankruptcy, high crime) (7)**
- c. Decrease in K-12 pipeline (6)
- d. State budget decisions (6)
- e. Level of preparation of K-12 students (6)**
- f. Student expectations (5)
- g. Slow economic recovery (ability to sell bonds) (5)
- h. For profits (5)
- i. MOOCS (5)

Environmental Scan

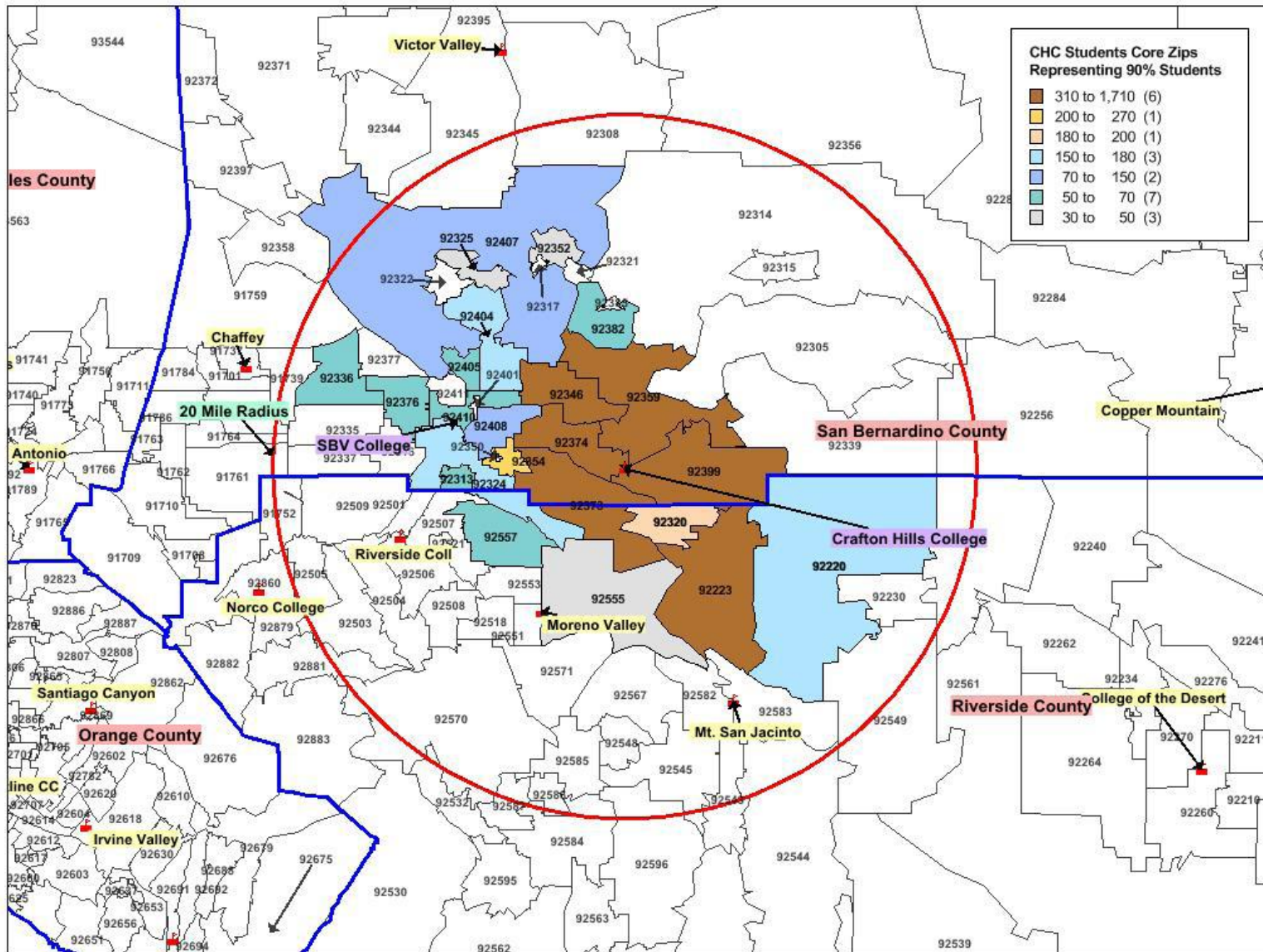
- a. 92 competitors in education in service area (p. 81-3)
- b. Gross sales in SB are \$15B, half of Riverside or Ontario, similar to Chino, Corona, Rancho, Temecula & Fontana (p. 86-8)**
- c. Decrease in HS grads in 5 yrs (p. 43); only one zip in service area (Rialto) in top ten zips for CC students & only 50% enroll in SBCCD (p. 75)
- d. Less funding to afford college (p. 44, t. II-10; p. 45, t. II-11); decline of enrollment for CHC of 15% and SBVC of 28% btwn 09-12 (p. 65)
- e. Low remedial progress rate (English at CHC is 32% and 25% at VC, p. 144)**
- f.
- g. 17% of those in college are enrolled in private higher ed (p.53-4, t. III-2)



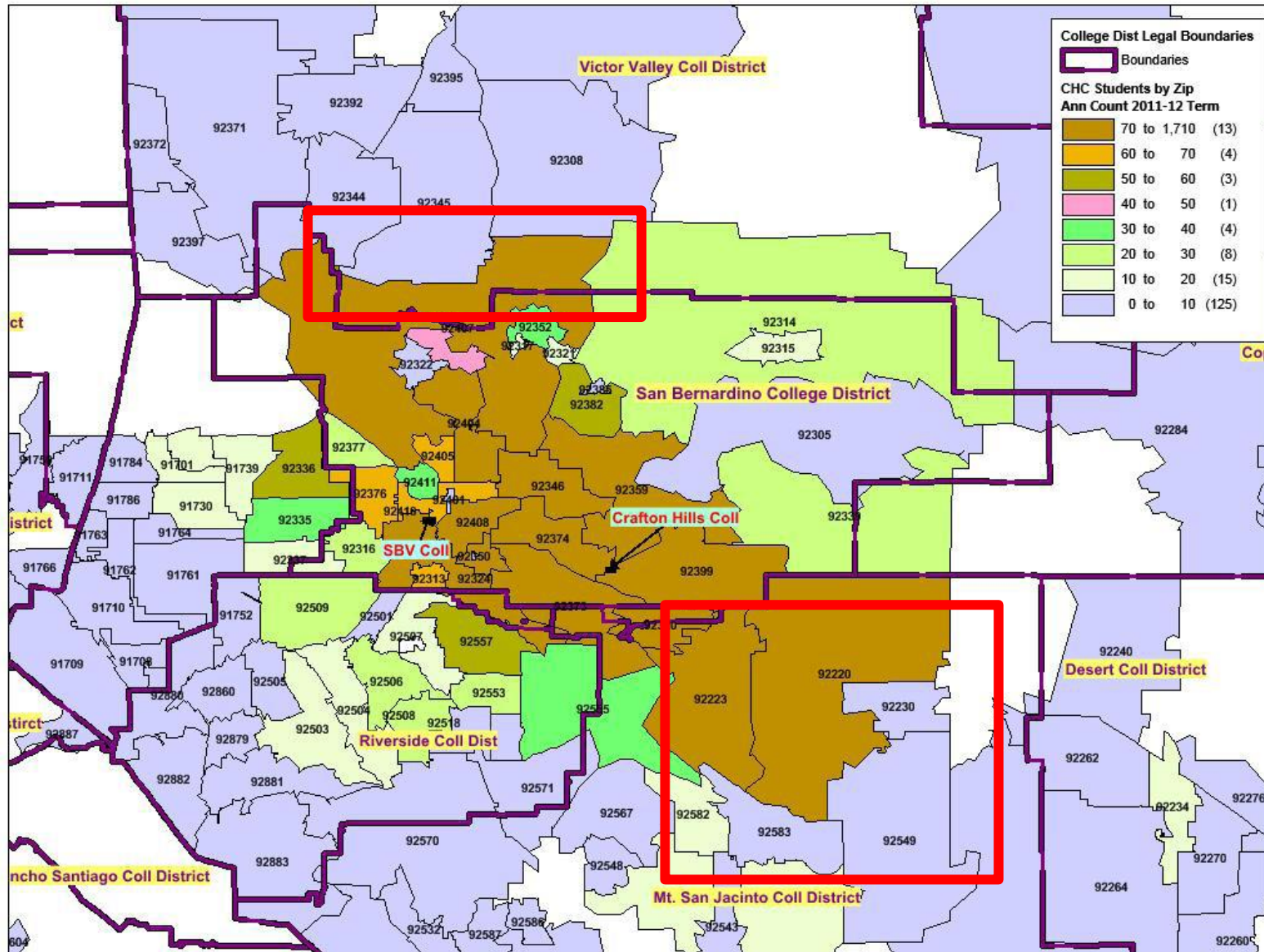
STUDY AREA



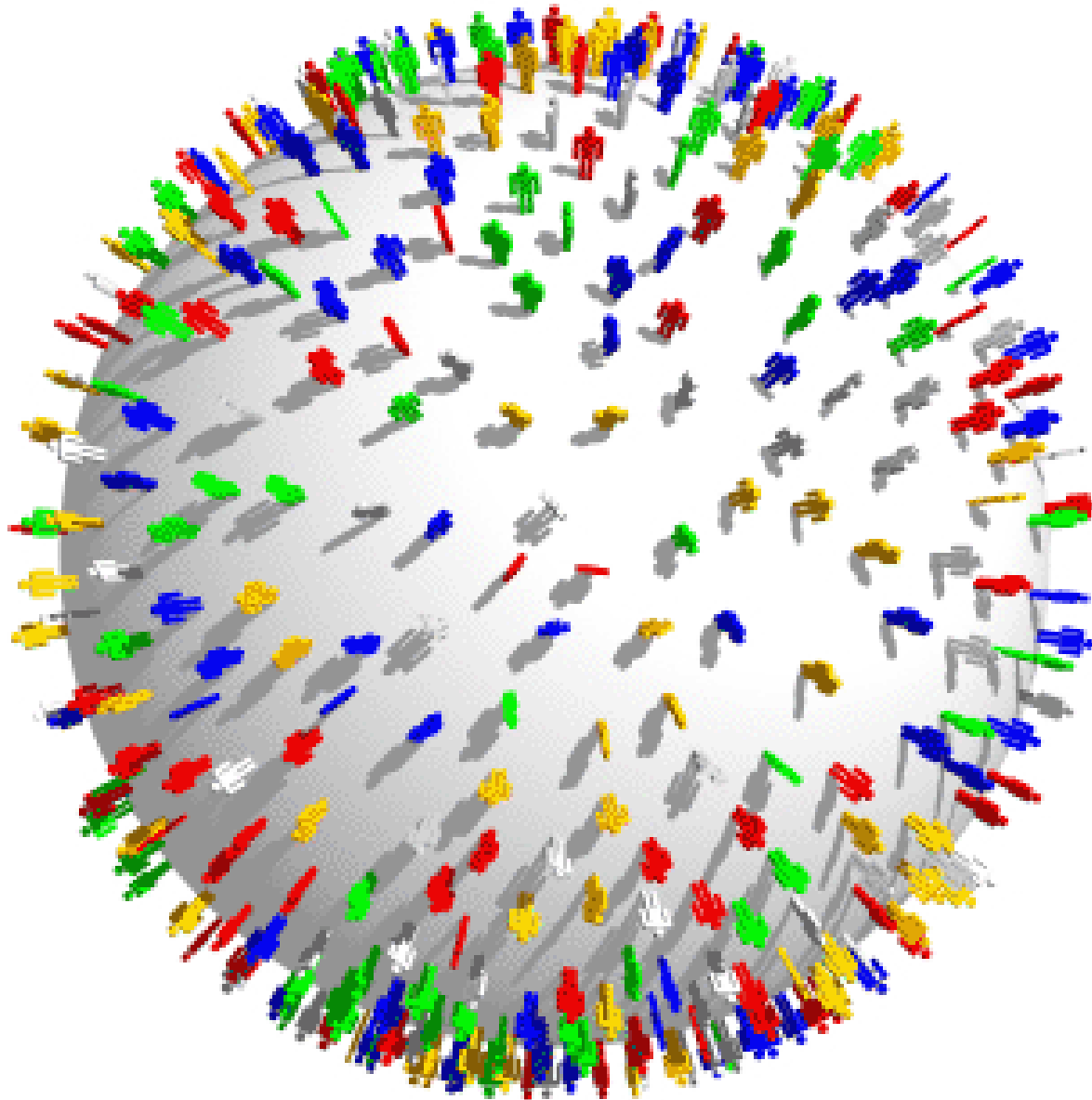
CHC CORE STUDY AREA ZIP CODES ONLY (90%)



CHC STUDENTS SPILL OVER INTO ADJACENT COLLEGE DISTRICTS SUCH AS MT. SAN JACINTO AND VICTOR VALLEY (P. 16)



DEMOGRAPHICS AND POPULATION TRENDS



DEMOGRAPHICS AND POPULATION TRENDS

Primary Service Area cities projected to have the largest population growth include: Fontana, Rialto, Riverside, Crestline, Highland, Yucaipa, Beaumont, and Redlands (P. 29)

The largest population in CHC Core Study Area is Hispanic at 49%

- Crafton has increased in Hispanic students every year since Fall 2003**
- As of Fall 2013 42% of Crafton Students were Hispanic and 51% were Hispanic, African American, or Native American**

Implication: Continue to increase diversity of our student body to reflect the population

AGE

17% of the projected age from 2012-2017 for the population in Crafton's Core Study Area will be between the ages of 14 to 25 (PGS. 35, & 40)

62% of the population will be 30 years old or older in next five years

Crafton's Core Study Area has a slightly higher average and median age than Valley

Implication: Opportunity for Crafton to market to people over 50

PROJECTED HIGH SCHOOL GRADUATION RATE

Assuming a 25% dropout rate, the statewide average (P. 43)...

Short Term – The annual decrease in Crafton’s Core Study Area high school graduates from 2013-2015 to 2015-2024 will be from 10,486 to 9,101, a 13% (1,385) decrease

Long Term – The annual increase from 2015-2024 to 2025-2028 will be 35% (3,210), 9,101 to 12,311

Implications:

- Look at data for top feeder high schools**
- Partnerships with K-12 become critical**
- Marketing becomes more important**

HOUSING AND INCOME

35% of the population in the Core Study Area rent rather than own their house (P. 43)

12% of housing in Crafton's Study Area is vacant

CHC has lower median household income (\$54,853) in core study area than San Bernardino (\$56,703) and Riverside (\$59,109) Counties

EDUCATIONAL ATTAINMENT

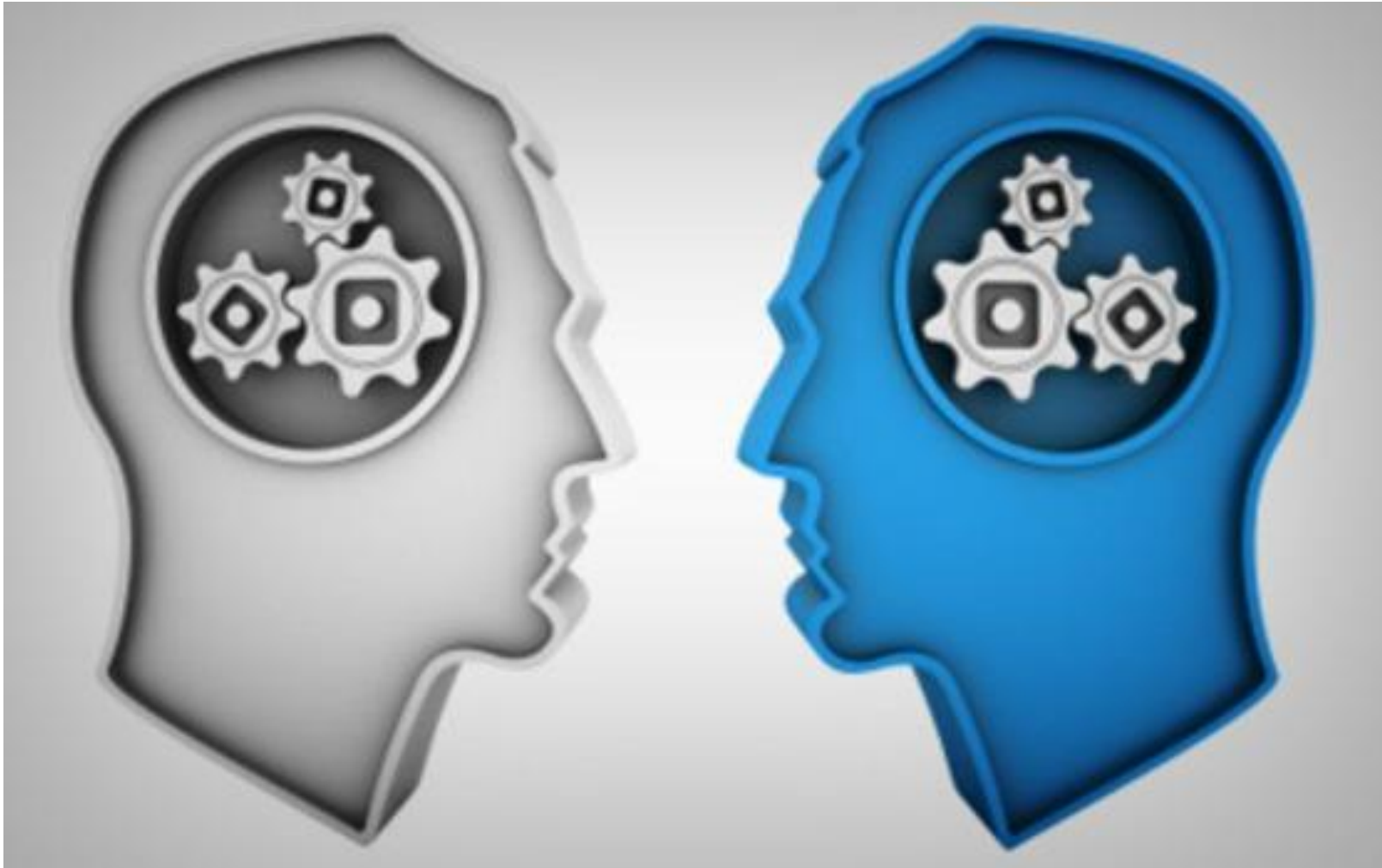
48% of population 25 years or older in the District's Core Study Area have less than high school (P. 46)

Implication: District GED or Degree Completion Program

In CHC's Core Study Area, 51% have some college or a HS diploma

Implication: Marketing to come back and complete Associates Degree

PSYCHOGRAPHIC DATA



Psychographic Data – Psychographics is the study of personality, values, attitudes, interests, and lifestyles. Psychographic data is typically used by businesses to predict consumer-buying habits and may provide insight into college planning.

PSYCHOGRAPHIC DATA

The two predominant groups living in Crafton's Service Area are Espanola (44%) and Urban Cliff-Climbers (22%, P. 41))

The Espanola category represents predominantly Hispanic neighborhoods

- The median age ranges from the 20s to 40s
- Have some high school education to little-to-no college education
- Are blue collar workers
- Rely on some level of public-assistance
- Many, but less than the majority, are married-with-children
- A majority rank higher on single-parent households

Implications:

- **Customized marketing**
- **Financial Assistance and Child Care**

URBAN CLIFF-CLIMBERS

Urban Cliff-Climbers represent the working class and are still young and in pursuit of their individual dreams (P. 42)

- Truism that characterizes Urban Cliff-Climbers: “...you don’t have to be rich or have a college education to live a relatively good life.”
- Majority have graduated from high school
- Comfortable middle-class urban lifestyle
- Some have gone to a two-year or four-year college, while others have attained their ability to earn a good income from on-the-job-training
- Median age is 20-to-30-something
- Employed in white- and blue-collar professions including management, protective services, sales, office administration, construction, maintenance, and healthcare
- They are married with some children under 13 years old

Implication: Market skill development

EMPLOYMENT



TOP 5 RESIDENT EMPLOYMENT BY INDUSTRY IN CRAFTON STUDY AREA (P. 59)

- Educational, health and social services (309,436)
- Wholesale and retail trade (240,164)
- Manufacturing (147,322)
- Agriculture, forestry, fishing and hunting, mining and construction (142,727)
- Arts, entertainment, recreation, accommodation (lodging) and food services (130,870)

Implication: Programs align with education, health, and social services and Arts and entertainment and create opportunities for skills development and career advancement for residents

COMMUTE TIME AND UNEEMPLOYMENT

57% of workers 16 years old or older in Crafton study area take 29 minutes or less to commute to work (P. 62)

Implication: Evening, and week-end classes

Unemployment in San Bernardino County has declined from 14.2% in 2010 to 9.6% in April of 2013 and in Riverside County has declined from 14.5% in 2010 to 9.6% in April of 2013

Implication: Enrollment tends to decrease when unemployment decreases

TOP 10 EMPLOYERS IN SAN BERNARDINO AND RIVERSIDE COUNTIES WITH 300+ EMPLOYEES (P. 89)

- Stater Bros Holdings Inc (16,500)
- Prime Healthcare Svc Inc (15,000) (Chino Valley Medical Center)
- Ontario Intl AIRPORT-Ont (6,000)
- Kaiser Permanente Medical Care (5,000) (Insurance)
- Restoration Technologies Inc (5,000) (Electronic and Equipment restoration)
- JACUZZI Brands Corp (4,907)
- San Manuel Indian Bingo/Casino (3,000)
- Kaiser Permanente (3,000) (Medical Centers)
- Environmental Systems Research (2,700) (ESRI)
- Del Taco (2,328)

Implication: Programs related to customer service, health care, logistics and GIS

JOB PROJECTIONS



TOP 5 PROJECTED (2010-2020) FASTEST GROWING OCCUPATIONS IN SAN BERNARDINO AND RIVERSIDE COUNTIES WITH MEDIAN ANNUAL SALARY AND ENTRY LEVEL EDUCATION (P. 127)

- Home Health Aides (\$20,204, less than high school)
- Veterinary Technologists and Technicians (\$30,611, AA/AS Degree)
- Emergency Medical Technicians and Paramedics (\$29,155, Certificate)
- Market Research Analysts and Marketing Specialists (\$56,642, BA/BS Degree)
- Meeting, Convention, and Event Planners (\$43,447, BA/BS Degree)

Implications

- Health/Science Pathways
- Transfer Pathways
- Marketing and GIS skills

QUESTIONS, COMMENTS, THOUGHTS

