

Educational Master Plan: Environmental Scan Highlights

Southwestern College



September 12, 2012

SOUTHWESTERN COLLEGE

Overview

- Economic Dynamics
- Policy Impacts
- Effective Service Area



National Economy

- Economy on the rebound
- Recovery imbalanced & sluggish
- Strengths
 - Federal gov't spending & Fed policy, exports, consumer spending
- Weaknesses
 - Housing sector, business investment spending, state & local gov't spending

Federal Public Resources

- Dysfunctional, gridlocked government
 - Major election cycle
 - “Fiscal cliff”
- Some plus areas
 - Pell grant & financial aid reforms?
 - Job creation & retraining funds?
 - Title 3 & 5 grant money?
 - STEM/NSF grant money?
 - Perkins funds?

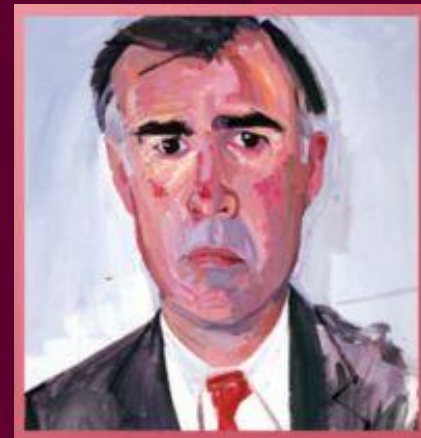


California Economy

- Recovery underway, mixed results
- Strengths
 - Tourism/entertainment, private education boom, exports, retail sales, population growth
- Weaknesses
 - Budget crisis, high unemployment, housing, water supply, impact of AB 32

State Public Resources

- Serious structural deficits
 - Scarcity
 - Rationing
- Dysfunctional, gridlocked government



Proposition 30

Triggers



Federal and State Educational Policy

- More graduates
- Contain costs
- Better return on investment (accountability)



California Community College Initiatives

- Basic skills
- Transfer (SB 1440)
- New Repeatability & Registration Priority Rules
- Student Success (SB 1456)

Student Success- SB 1456

- Refocus orientation, assessment, placement counseling
 - Uniform placement exam
 - Early identification of a goal
- Student success scorecard
- Minimum academic progress standards for Board of Governors waiver students

Accreditation

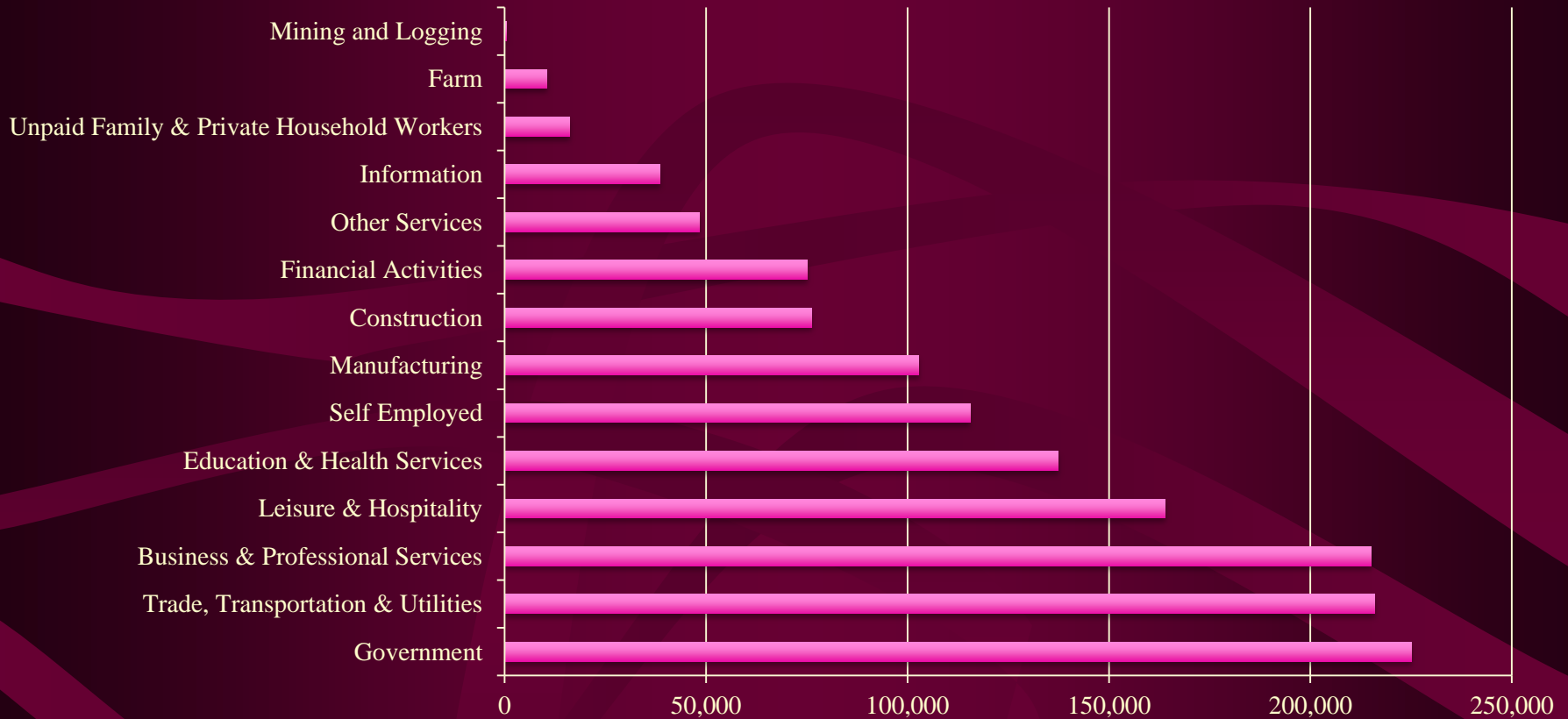
- Quality assurance
- Continuous improvement
 - Planning & program review
- Proficiency- Learning Outcomes & Assessment
- Federal regulations
 - Distance education
 - Tracking student achievement

San Diego Economic Development Corporation

- Innovation/Analytics
 - Biotech/life sciences, Clean Technology, Software, Maritime
- Tourism
- Military & Defense Contracting
- Local Services



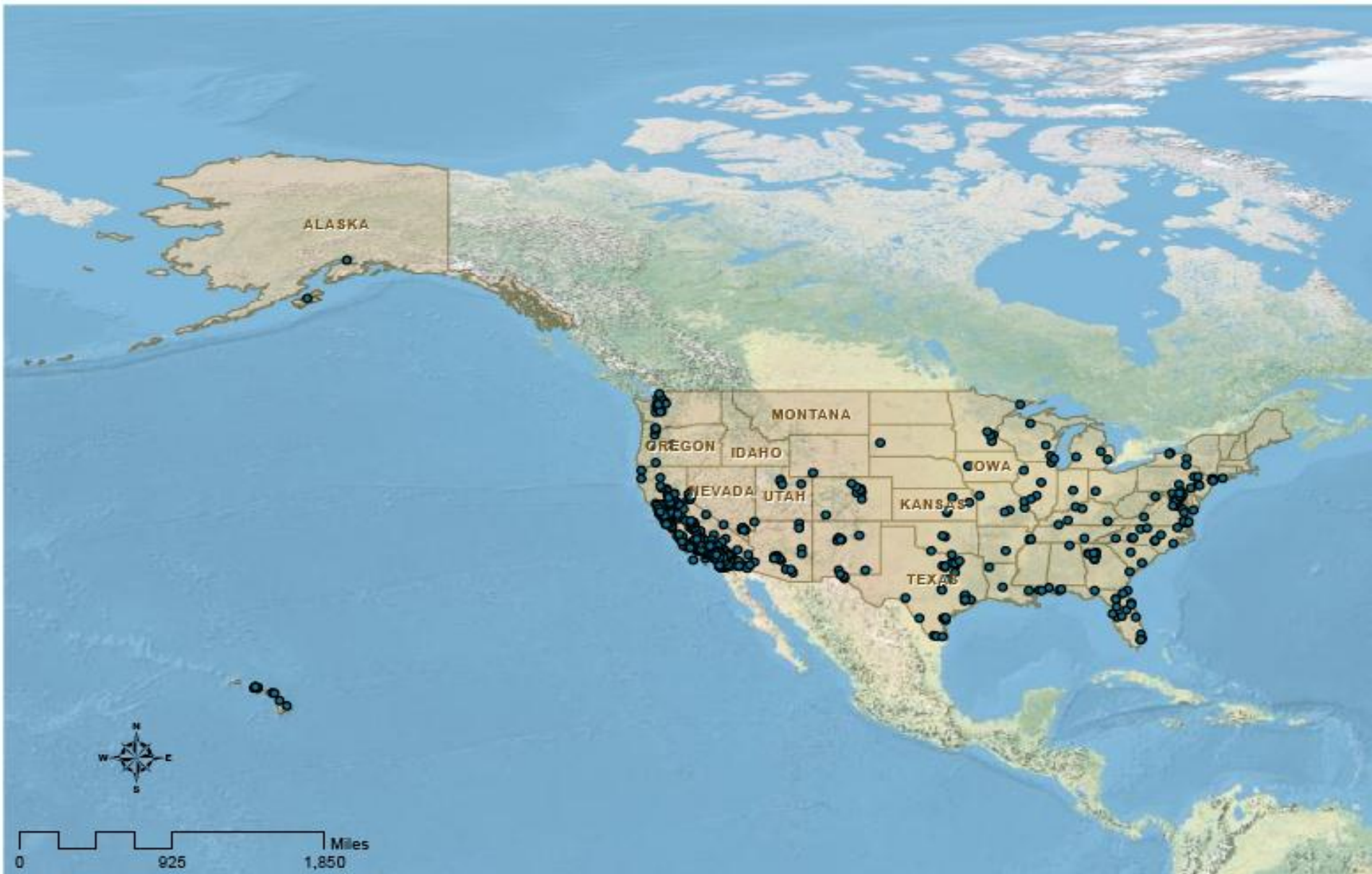
Employment by Industry Cluster San Diego County (2008)



Largest Occupational Groups San Diego County 2008

Occupation Classification	2008
Office and Administrative Support Occupations	223,490
Sales and Related Occupations	154,060
Food Preparation and Serving Related Occupations	130,710
Management Occupations	98,790
Education, Training, and Library Occupations	81,940
Construction and Extraction Occupations	78,770
Business and Financial Operations Occupations	76,130
Production Occupations	71,860
Transportation and Material Moving Occupations	67,820
Personal Care and Service Occupations	62,790
Healthcare Practitioners and Technical Occupations	61,290
Building and Grounds Cleaning and Maintenance Occupations	54,820
Installation, Maintenance, and Repair Occupations	45,630
Computer and Mathematical Occupations	38,510
Architecture and Engineering Occupations	37,560
Protective Service Occupations	32,490
Healthcare Support Occupations	32,040
Life, Physical, and Social Science Occupations	27,210
Arts, Design, Entertainment, Sports, and Media Occupations	26,220
Community and Social Services Occupations	17,930
Legal Occupations	13,050
Farming, Fishing, and Forestry Occupations	8,130
Total	1,441,240

Southwestern College Students (Fall 2007 to Fall 2011)

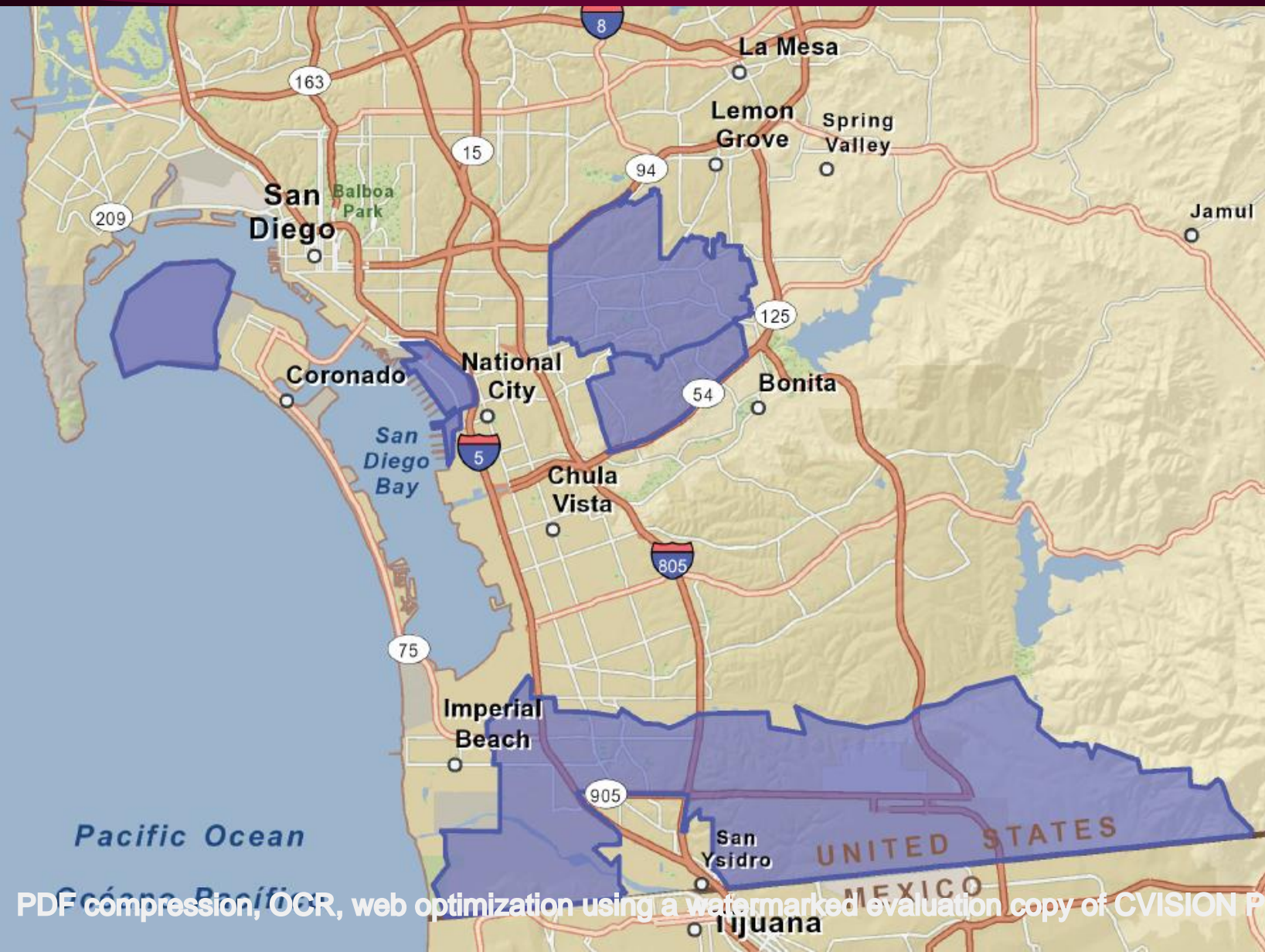


In-District Student Origins

Fall 2007-2011

City	Average	Total	Cumulative %
Chula Vista	8,916.4	44,582	
San Diego	4,346.8	21,734	
San Ysidro	1,476.4	7,382	
National City	1,291.6	6,458	
Imperial Beach	680.8	3,404	
Bonita	655.2	3,2012	
Spring Valley	402.4	2,012	
Coronado	112.8	564	
Lemon Grove	98.0	490	
Dulzura	6.8	34	
<i>Subtotal</i>	<i>17,972</i>	<i>89,936</i>	<i>88.3%</i>

San Diego Zips In-District

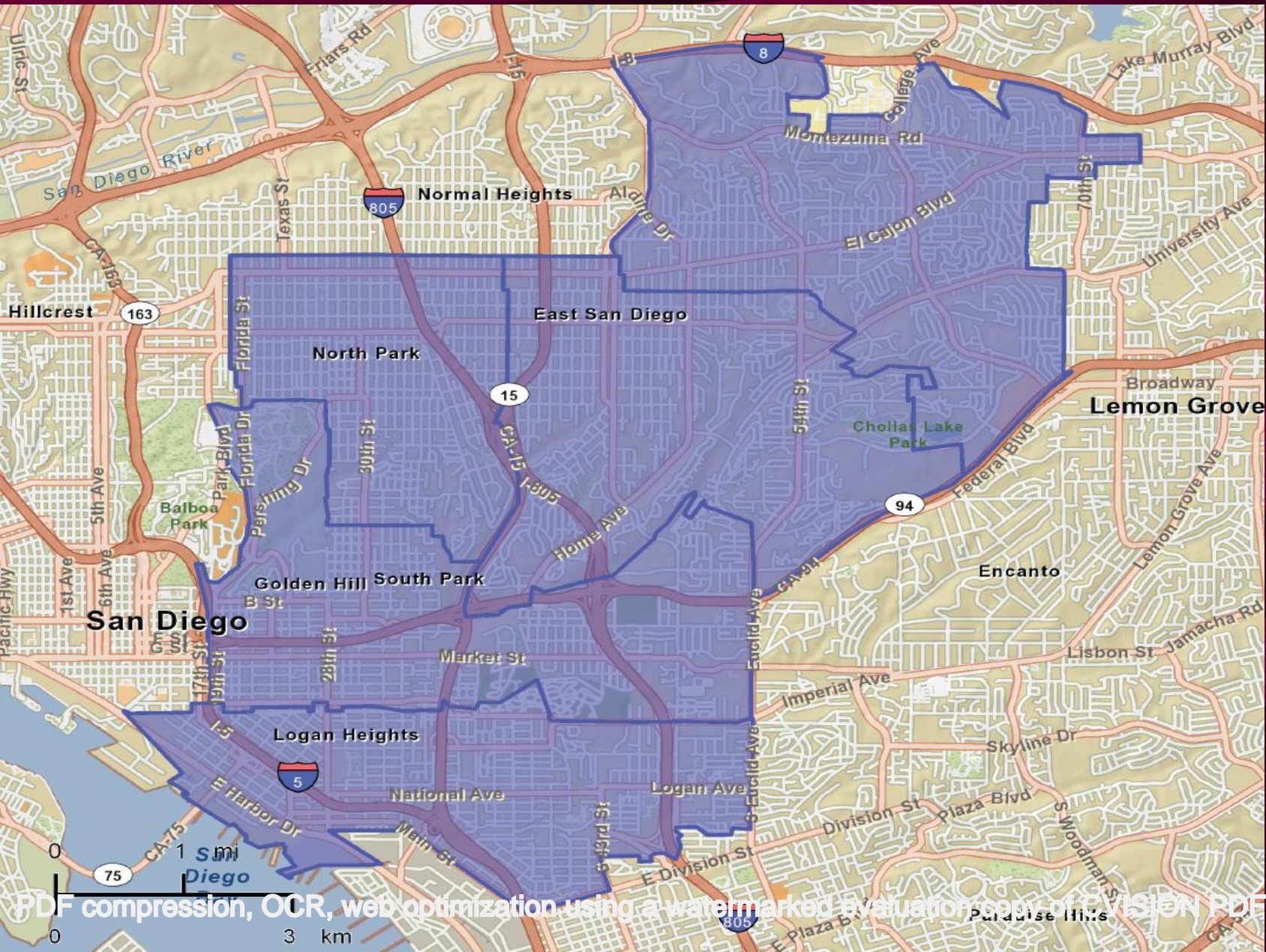


But Wait, There Is More!

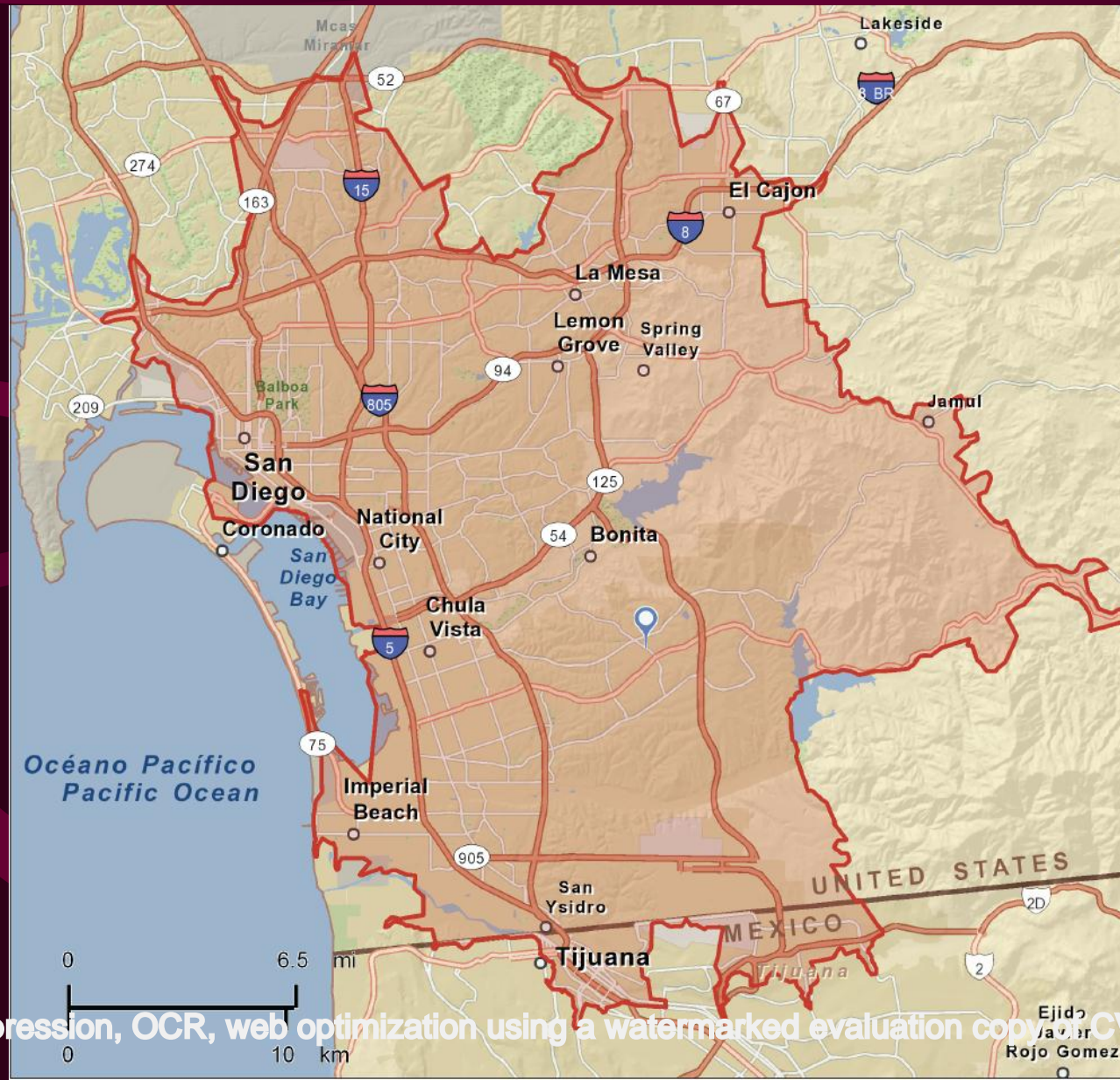
Effective Service Area Major Non-District Cities

City	Average	Total
San Diego	1,527.6	7,638
El Cajon	200.0	1,000
La Mesa	105.6	528

San Diego Non-District Zips



The Effective Service Area



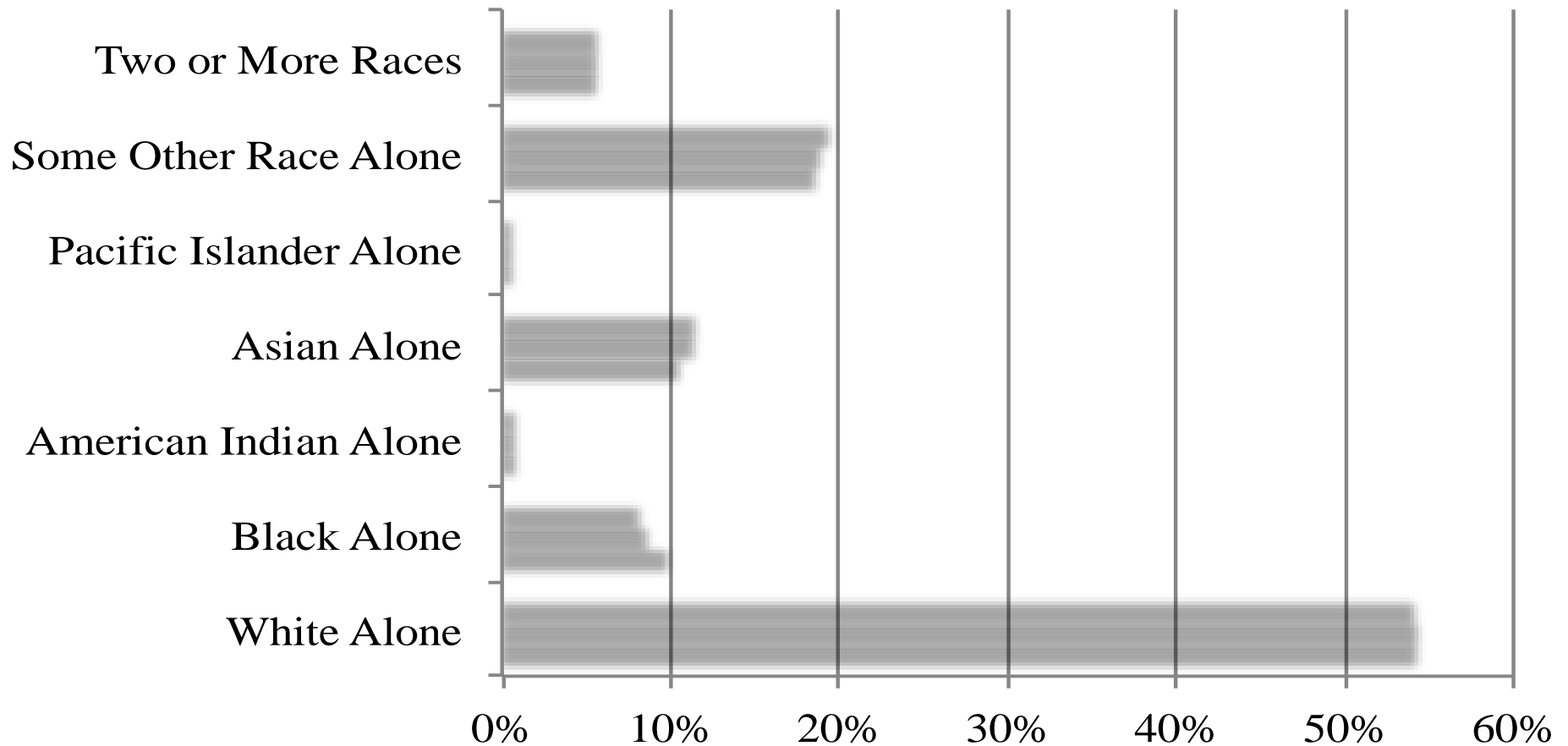
Effective Service Area Population Changes

Geography	2010	2016f	Annual Rate of Change	2010 Median Age	2016f Median Age
State	37,253,956	38,722,082	.66%	35.2	35.6
County	3,095,313	3,215,406	.67%	34.7	35.1
Effective Service Area	1,289,698	1,341,687	.69%	33.1	33.5

Effective Service Area Income Changes

Geography	2010	2016f	Annual Rate of Change
State	\$57,587	\$68,019	3.39%
County	\$57,668	\$67,932	3.33%
Effective Service Area	\$46,900	\$54,121	2.87%

Effective Service Area Race Changes

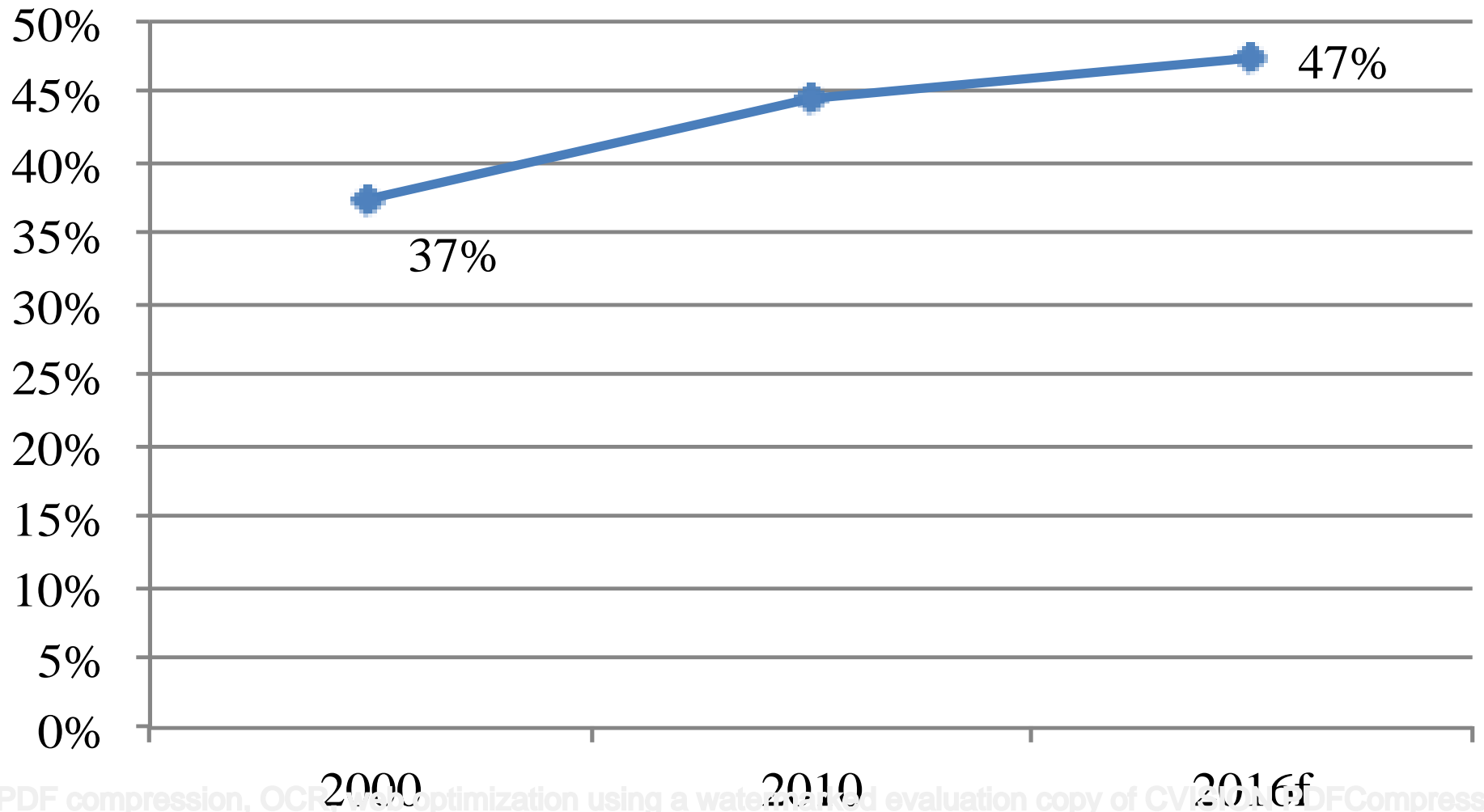


2016f

2010

2000

Effective Service Area Hispanic Ethnicity Changes

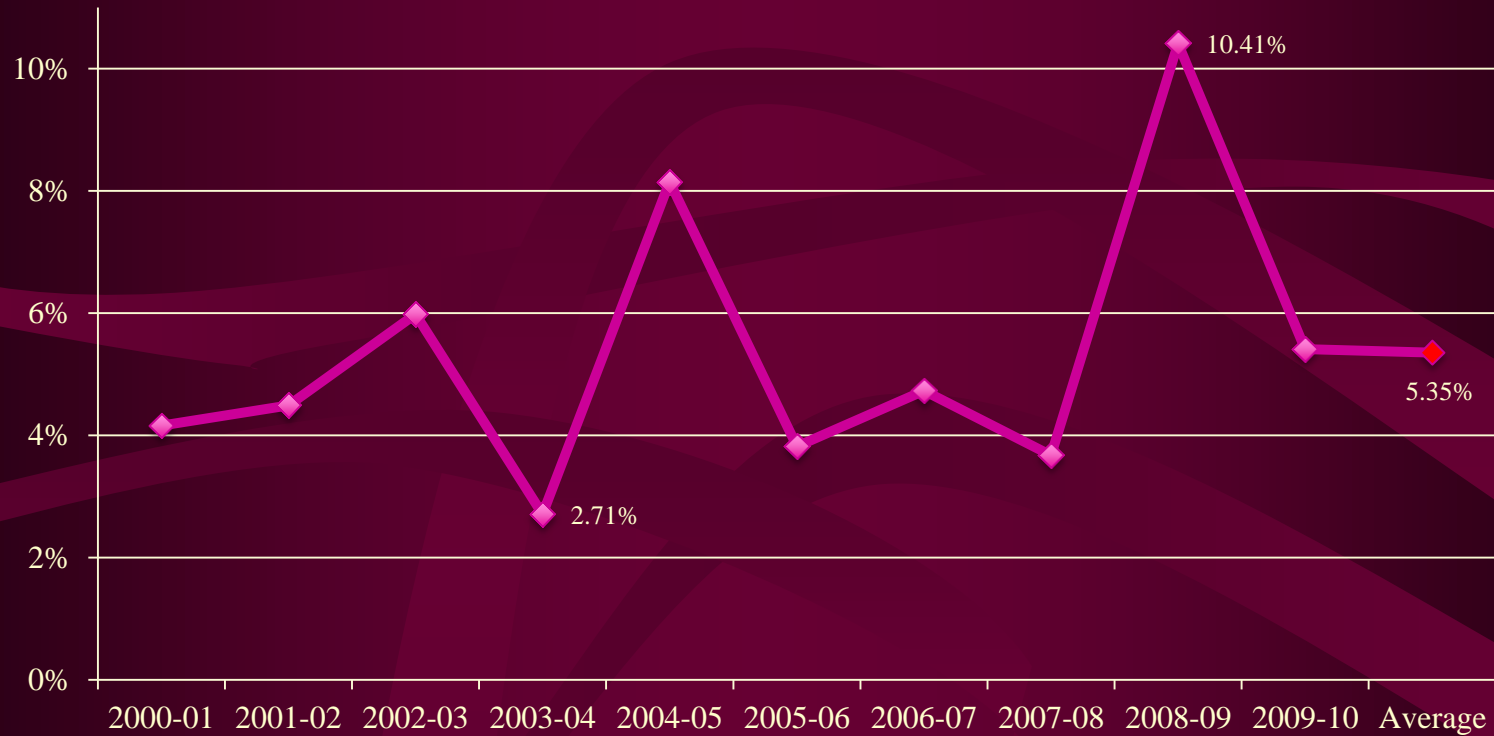


Age Changes

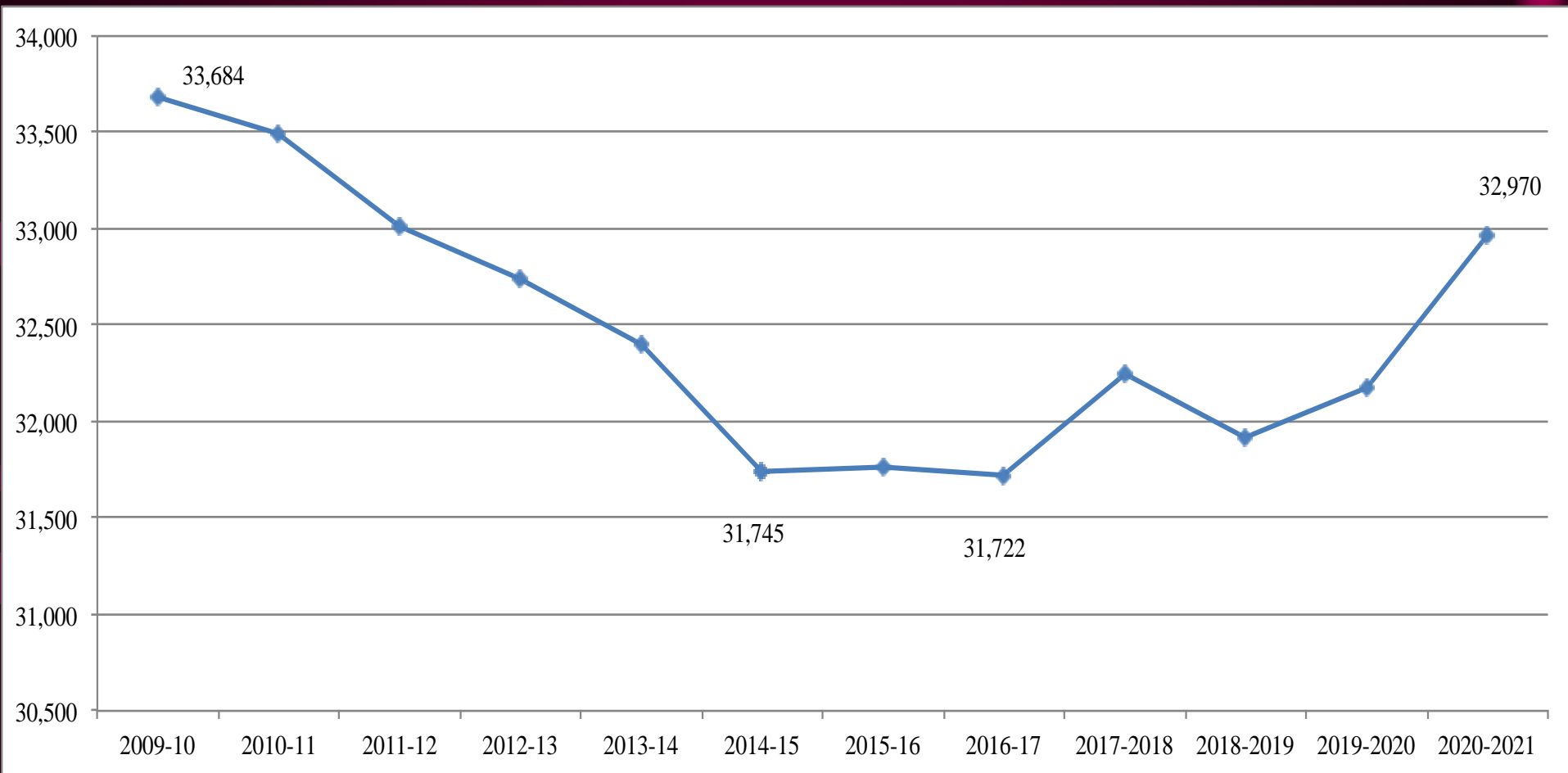
ESA Age Group	2000	2010	2016f
15 to 19	7.3%	7.5%	7.0%
20 to 24	8.5%	8.9%	8.6%
Total	15.8%	16.4%	15.6%

County Age Group	2000	2010	2016f
15 to 19	7.1%	7.3%	6.7%
20 to 24	8.2%	8.8%	8.4%
Total	15.3%	16.1%	15.2%

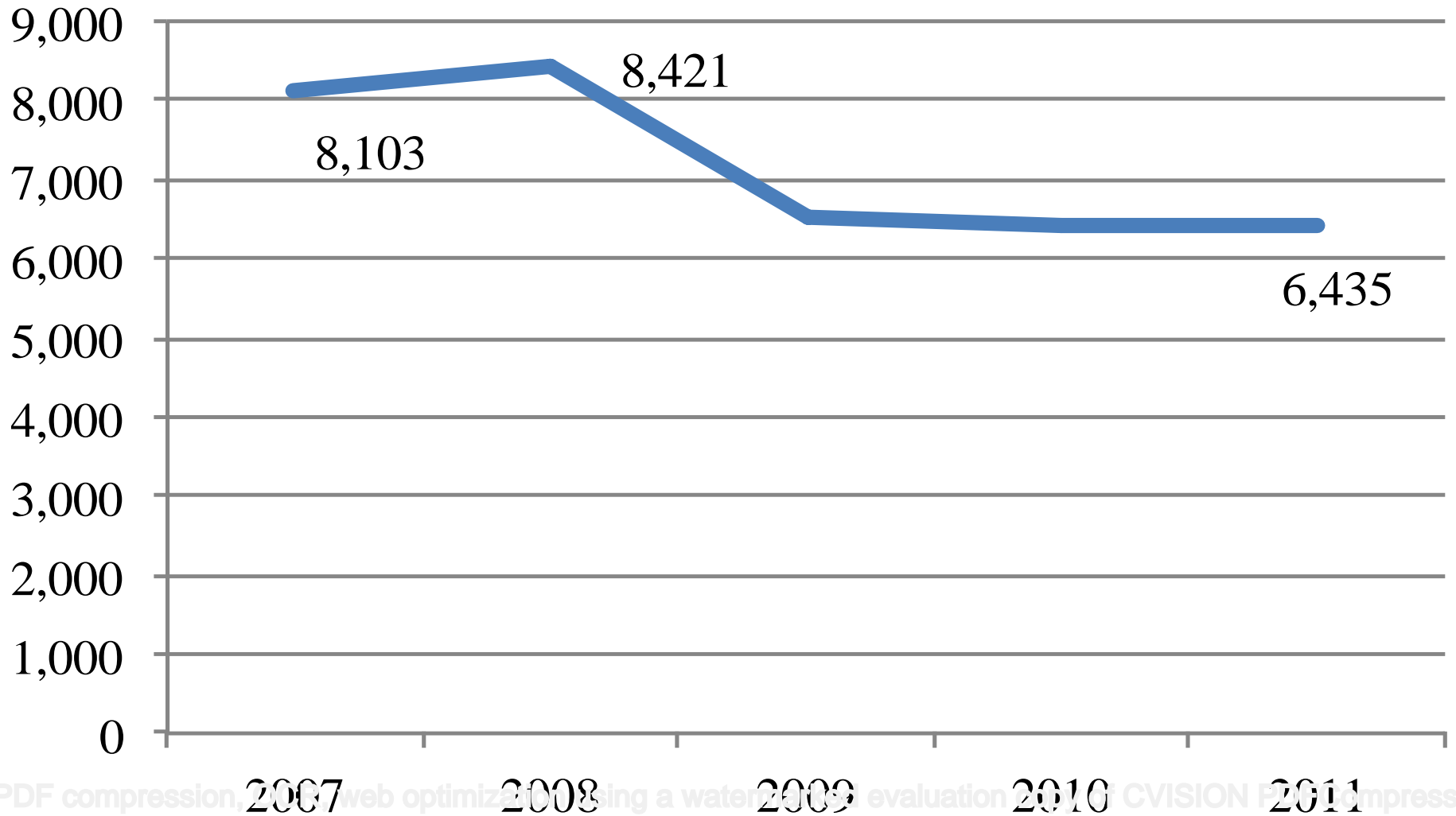
SWC Authorized Growth Rates



San Diego County High School Graduation Rates

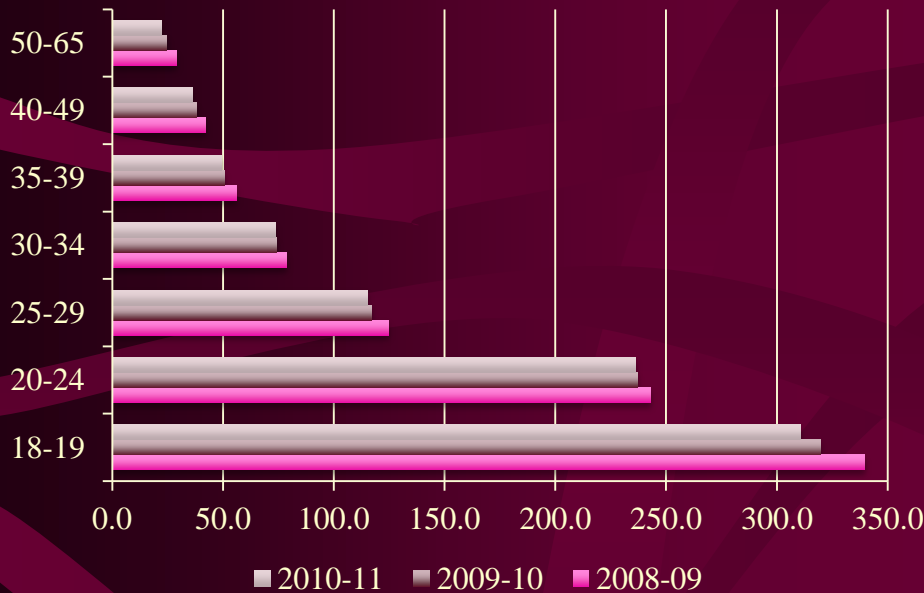


SUHSD Senior Class Size

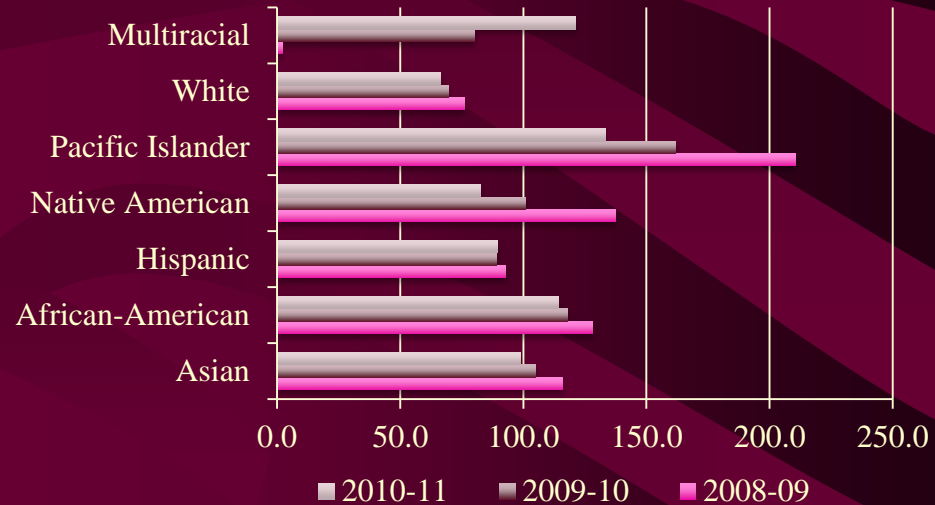


Statewide Participation in Community Colleges

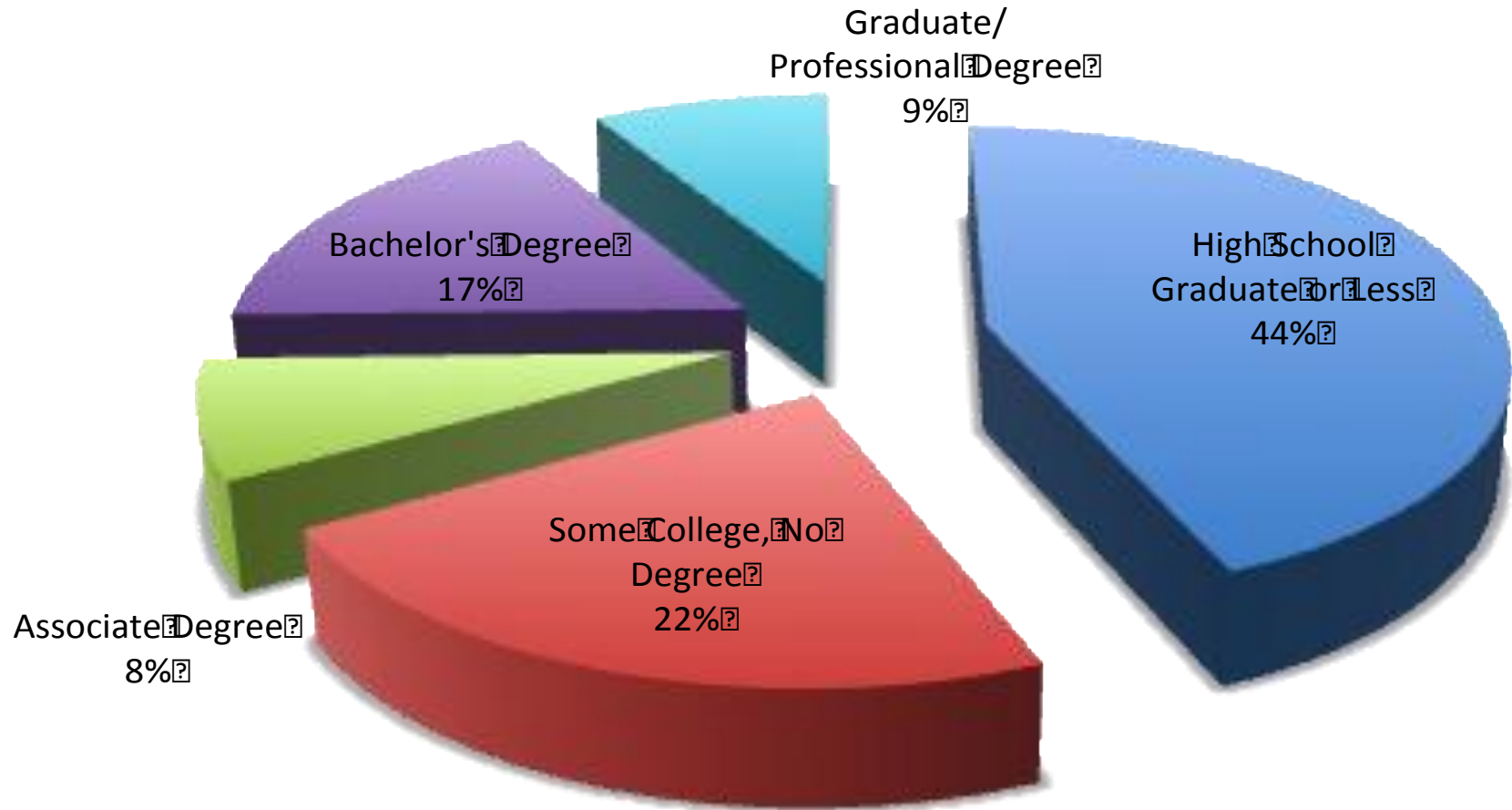
Participation by Age/1,000 Adults



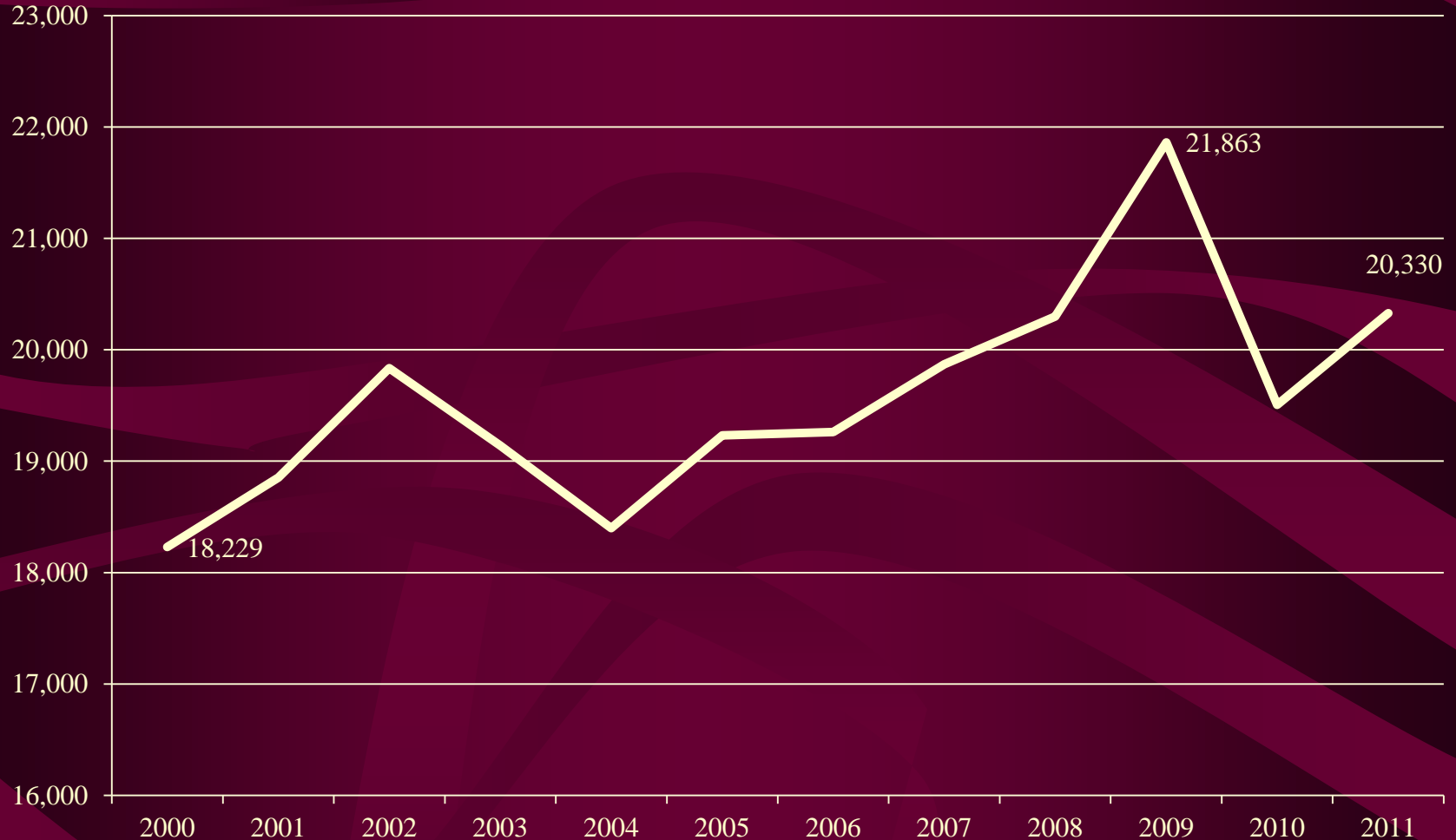
Participation by Ethnicity/1,000 Adults



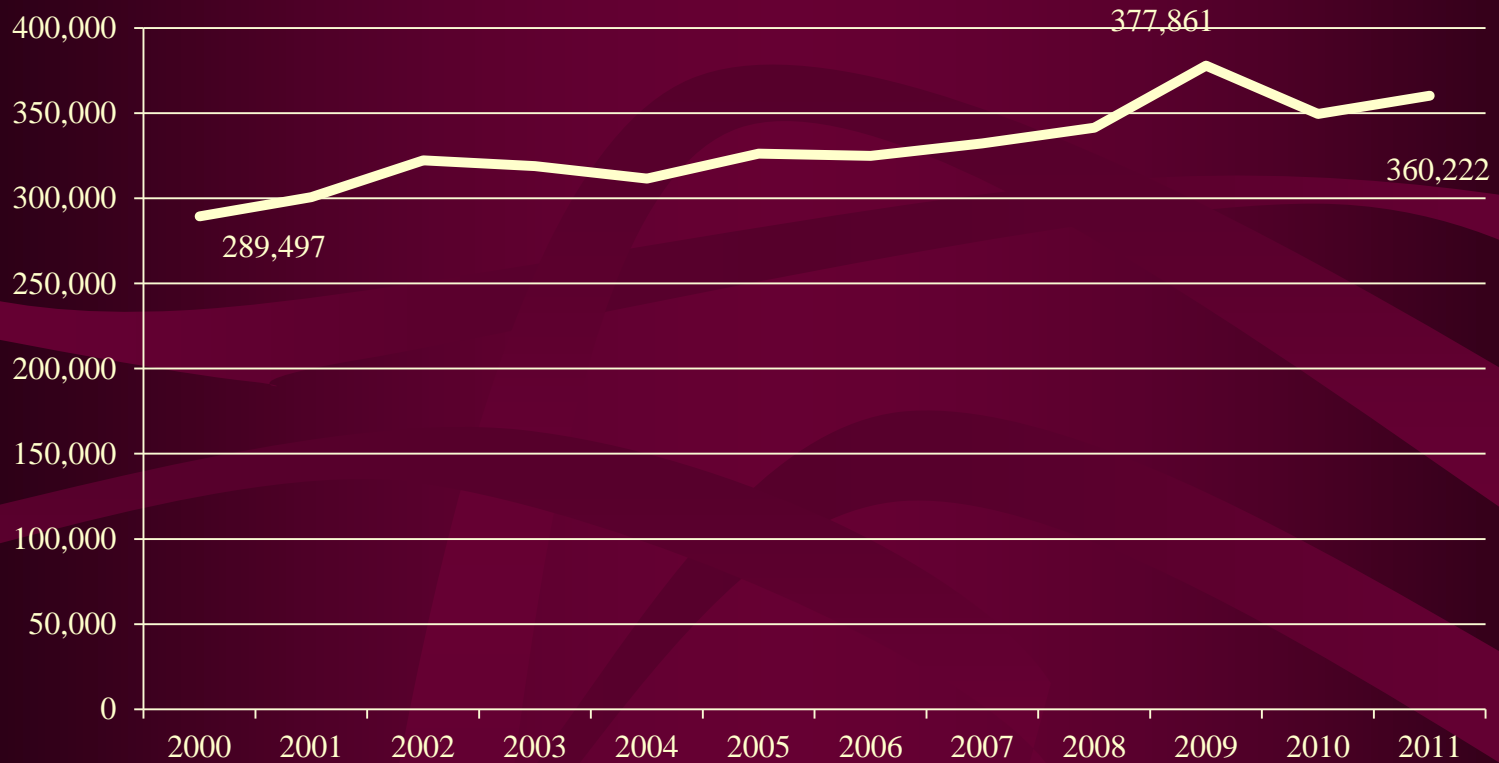
Educational Attainment Age 25+ Effective Service Area, 2010



SWC Fall Term Headcount Trend



SWC Fall Term WSCH Trend



Implications for SWC

- More “swamp” than “bedrock”
 - Uncertain economic future
 - Uncertain federal policy future
 - Somewhat predictable state policy future
- Local economy that needs educated graduates
- Universities that need “prepared” transfers
- “Youthful population”
- Substantial numbers without college