

Southwestern Community College District Educational/Facilities Master Planning

Steering Committee Status Update



Maas Companies, Inc. and LPA, Inc.

January 25, 2007



What have we done

- Initial meetings
- Opening presentation
- Cabinet interviews
- Distribution of questionnaire to Board
 Posting of online public questionnaire
 Begin external and internal scans





What are we working on
Internal scan underway
External scan underway
Analyzing current program of instruction





What will happen next Dean/Director interviews Scheduling of open interviews Complete collection and analysis of external and internal data Develop growth projection model for program of instruction





External Scan Data

A look at the environment in which the College operates





Effective Service Area







Population Growth

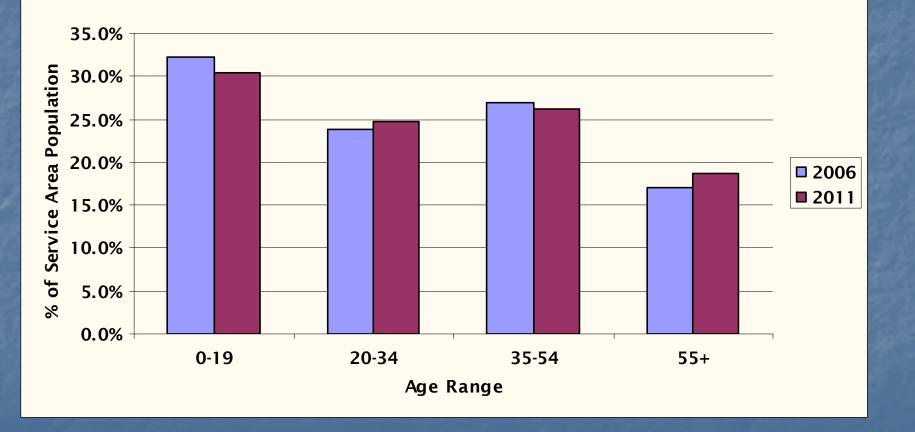
| POPULATION GROWTH RATES | | | | |
|-------------------------|--------------|-------------|-------|--|
| | Service Area | State of CA | USA | |
| Population | 1.39% | 1.55% | 1.30% | |
| Households | 1.23% | 1.41% | 1.33% | |
| Source: ESRI | | | | |





Age Segmentation

SERVICE AREA AGE SEGMENTATION 2006

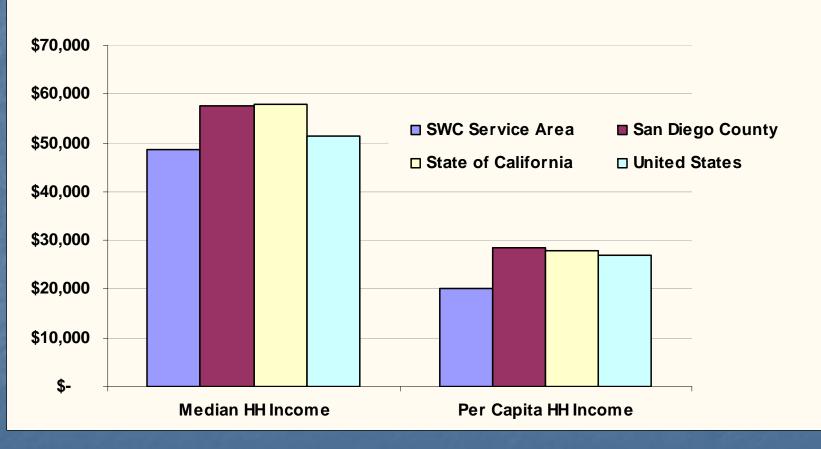






Income Analysis

SERVICE AREA INCOME LEVEL ANALYSIS 2006

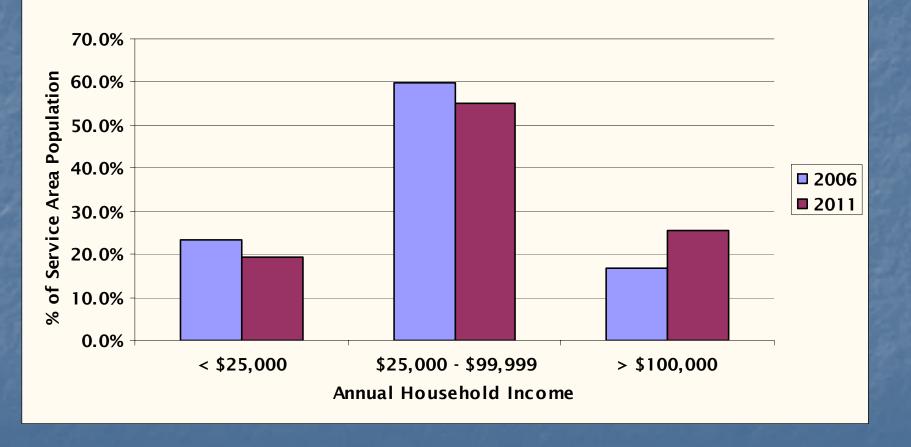






Income Growth









Real Estate Prices

Median Price of Homes Sold San Diego County

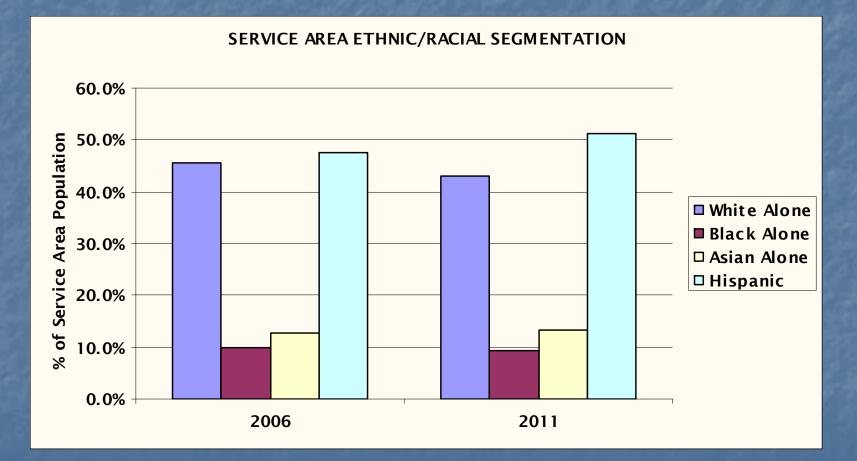
| Year | Property Value |
|------|----------------|
| 2006 | \$495,000 |
| 2005 | \$512,000 |
| 2004 | \$492,000 |

Source: California Employment Development Division Labor Market Info





Race/Ethnicity







Industry Employment

SERVICE AREA INDUSTRY EMPLOYMENT

| Services | 48.9% |
|---------------------------------|-------|
| Retail Trade | 12.3% |
| Construction | 7.8% |
| Manufacturing | 7.7% |
| Public Administration | 7.1% |
| Financial/Insurance/Real Estate | 6.6% |
| Transportation/Utilities | 4.0% |
| Wholesale Trade | 2.9% |
| Information | 2.3% |
| Agriculture/Mining | 0.3% |
| Source: ESRI | |





Meetings

Meetings

Meeting Date

| Project Orientation Meeting with Executive Planning Team | 11/30/2006 |
|---|-----------------------------|
| Working Lunch with Executive Planning Team and Board | 11/30/2006 |
| Meeting with Master Plan Committee | 11/30/2006 |
| Presentation 1: District-wide MP Orientation Forum (Opening Day and repeat for those unable to attend) | <i>1/16/2007</i> 2/01/07 |
| Presentation 2: Status Report To Steering Committee | 1/25/2007 |
| On Campus Interviews | 2/5-2/9/2007 |
| Presentation 3: Campus Wide Status Report | 4/17/2007 |
| Review Draft Plan w/ Steering Committee | 5/9/2007 |
| Review Plan w/ Executive Planning Team | 5/9/2007 |
| Present Initial Plan to President/Superintendent | 5/9/2007 |
| Presentation 4: Present Plan to Faculty/Staff (Open Forum) | 5/15/2007 |
| Present Plan to Board of Trustees | 6/13/2007 |





More Information

For up-to-date information on the master planning process and to respond to the online questionnaire, visit: http://southwestern.maasco.com





Questions/Responses



The Maas/LPA team thanks you for your time and consideration.



