

Environmental Scan



PLANNING RETREAT 2013-14

Outline



- External Conditions
- Internal Conditions
- SWOT Analysis

External Environment



• Santa Maria Valley	132,726 (47%)
• Lompoc Valley	57,742 (20%)
• Santa Ynez Valley	22,670 (8%)
• Guadalupe	7,345
• <u>Cuyama</u>	<u>1,245</u>
• <i>Total District</i>	<i>221,728</i>
• Nipomo	16,714 (6%)
• Arroyo Grande	17,252 (6%)
• <u>Five Cities Area (minus AG)</u>	<u>28,097 (10%)</u>
• <i>Service Area</i>	<i>283,791 (100%)</i>
✦ 2010 U.S. Census Population	(U.S. Census Bureau)

External Environment



- The population in north Santa Barbara County is forecast to grow 12% between 2010 to 2020:

(Santa Barbara County Association of Governments)

- Santa Maria Valley +13%
- Lompoc Valley + 5%
- Santa Ynez Valley +23%
- Guadalupe +22%
- Cuyama +20%

External Environment



- Santa Maria and Orcutt comprise 48% of credit enrollment (47% of service area)
- Lompoc comprises 17% of credit enrollment (20% of service area)
- SY comprises 4% of credit enrollment (8% of service area)
- Nipomo, AG, and five cities comprise 14% of credit enrollment (22% of service area)
- “Other” comprises between 6 and 10% of credit enrollment

External Environment



North Santa Barbara County

- **Ethnicity**

- Hispanic 47%
- Non-Hispanic 53%

- **Race:**

- White 67%
- American Indian 3%
- Asian 2%
- Black 2%
- Other 26%

(US Census Bureau)

External Environment



North Santa Barbara County

- **Household Income**

- 11% of households have an income of less than \$15,000
- 13% have an income between \$15,000 and \$24,999
- 10% have an income between \$25,000 and \$34,999

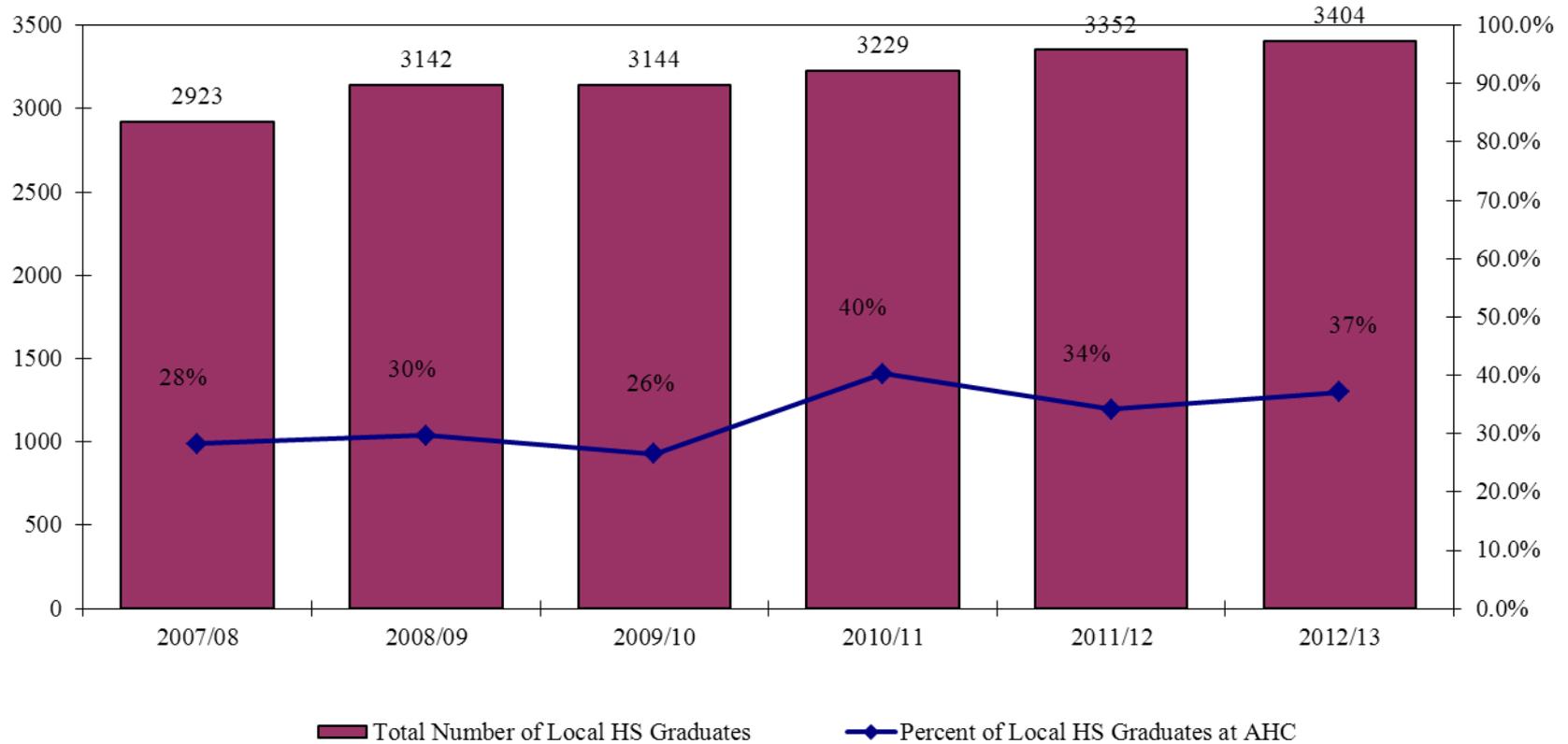
- **Education (25+ years of age)**

- Less than 9th grade 21%
- Some high school, no diploma 11%
- High school grad or GED 23%

External Environment



Enrollment at AHC by Top Feeder High Schools



External Environment



- **Cuesta College**

- Accreditation woes behind them
- Filling positions
- Scholarship program (\$8.5 million endowment)

The funding — two-thirds of which must be used for scholarships — will mean the opportunity for incoming Cuesta students who graduated high school in fall 2013 or spring 2014 to attend their first semester of Cuesta classes free of charge.

External Environment



- **WHAT ELSE?**

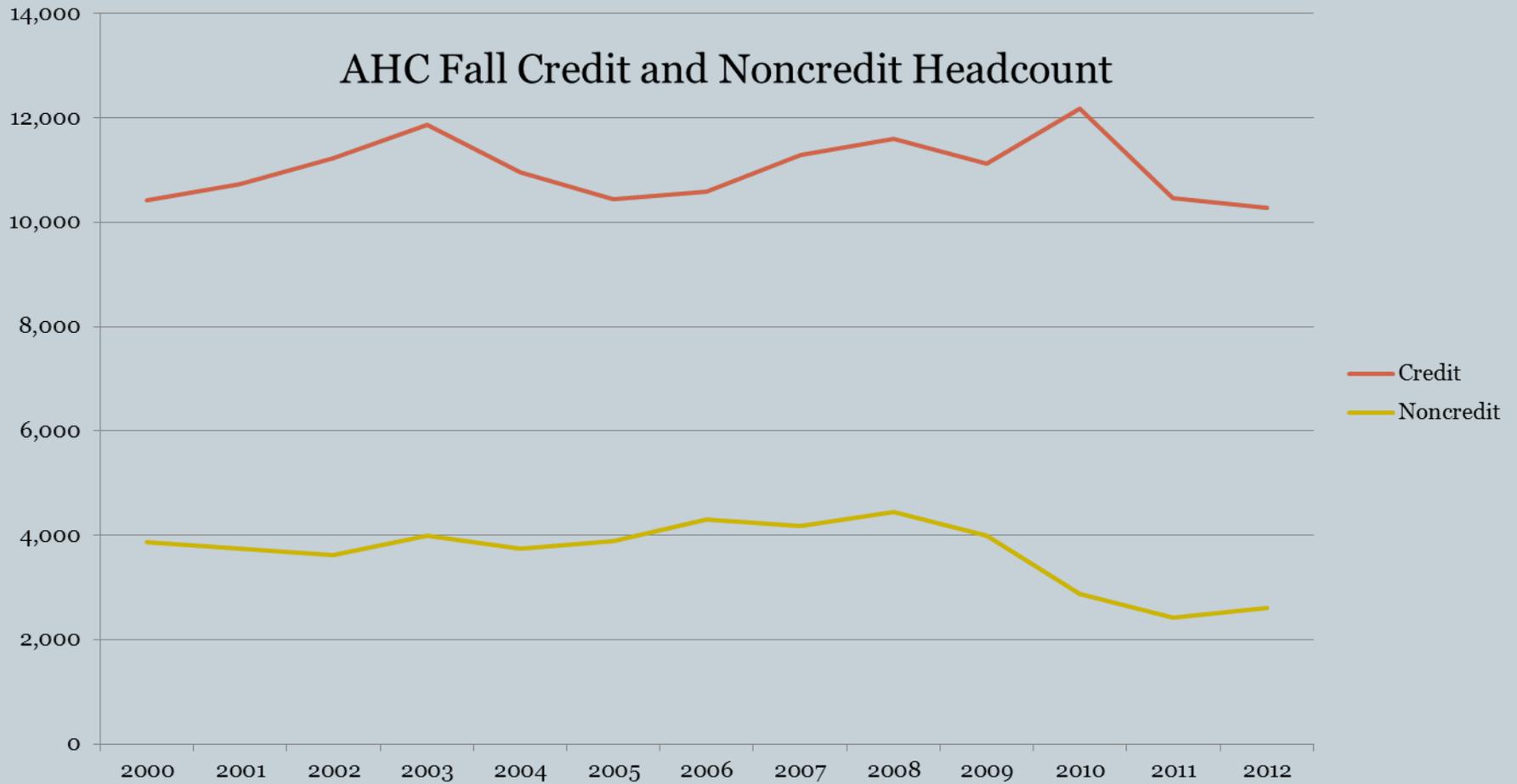
- Economy improving
- Business/jobs improving/more opportunities
- Support of CTE by community businesses
- Changes in technology in jobs
- High technology through MOOCs, distance education
- Commuters and mode of instruction
- Trend of recent high school graduates attending AHC
- Value of 2yr/4yr higher education
- Views of those with only/less than high school regarding value of higher education

What Else - continued



- Possibility to offer 4yr degrees at community colleges
- Advanced offerings at local high schools
- Common core curriculum at high schools
- Reauthorization of Higher Education Act / Gainful Employment may impact financial aid eligible programs
- Federal Scorecard / rankings
- Changes in Title 5 / Ed Code

Internal Environment



Internal Environment



- **Ethnicity**

- Hispanic 49%
- White 39%
- Other 12%

- **Age**

- Under 20 28%
- 20 to 24 35%
- 25 to 34 21%
- 35 to 54 13%
- 55 and over 3%

Internal Environment



- Educational Goal

- Associate degree & transfer 40%
- Transfer without associate 14%
 - ✦ Transfer 54%
- Associate degree, no transfer 18%
- Vocational certificate 4%
 - ✦ Degree or certificate(no transfer) 22%
- Skills 9%

Internal Environment



- **Placement Test Results**

- 85% place into ALG I or ALG II
- 6% place into Math below ALG I
- 9% place into college level math

- 24% place into 3 or 4 levels below college level English
- 40% place into 1 or 2 levels below college level English
- 35% place into college level English

Internal Environment



Course Success

Successful course completion rates are the sum of course enrollments receiving an official end of term letter grade of A, B, C, CR, or P divided by the course enrollment. In Fall 2012, 70% of course enrollments resulted in successful course completions.

The successful completion for the basic skills courses is as follows:

English	72%
ESL	68%
Math	57%

Internal Environment



	2002-03 to 2007-08	2003-04 to 2008-09	2004-05 to 2009-10	2005-06 to 2010-11	2006-07 to 2011-12	Recent Statewide Average
Completion Rate	50%	51%	54%	50%	53% *	49%
Persistence Rate	61%	65%	68%	68%	71%	66%
Percent of students who earned at least 30 units	64%	66%	68%	69%	72%	66%
Basic Skills Math Progress Rate	35%	31%	30%	30%	32%	37%
Basic Skills ESL Progress Rate	11%	11%	2%	16%	17%	32%
Career Technical Education Progress and Attainment Rate	49%	53%	55%	54%	56%	55%
Career Development and College Preparation Rate	2%	2%	2%	1%	1%	12%

* The Completion Rate for students who entered AHC college prepared was 59%, while those who were unprepared for college (needed at least one course below college level) had a completion rate of 34%.

Internal Environment



2006/07 – 2011/12 Completion Rate

	Overall	Prepared	Remedial
Cohort Size	1,371	1,043	328
Cohort Rate	53.0%	59.1%	33.5%
Female	53.0%	59.0%	34.3%
Male	52.8%	59.3%	32.2%
< 20 years old	54.5%	58.8%	35.8%
20 to 24 years old	51.0%	61.4%	36.6%
25 to 49 years old	39.3%	58.7%	24.6%
50+ years old	45.5%	100.0%	25.0%
African American	63.0%	66.7%	56.3%
American Indian/Alaskan Native	57.1%	77.8%	20.0%
Asian	62.1%	69.6%	33.3%
Filipino	55.6%	65.4%	30.0%
Hispanic	45.1%	52.1%	28.8%
Pacific Islander	61.5%	71.4%	50.0%
White	55.9%	60.8%	34.6%

Completion rate is the % of first-time students seeking a degree and/or transfer who succeeded within six years

Internal Environment



INTERESTING TRENDS

- Fall to spring persistence jumped between 2006-2008 period to 2009-2011 period
- Degrees awarded appears to be pretty stable over recent years, but there has been an increase in certificates of 30-60 units.
- CSU transfers hit a low in 2008-09 and appear to be rebounding

Internal Environment



- **What Else?**

- Services provided (student services and academic)
- Employee morale
- Trend of certificates; stackable credentials
- Skill builders as completers
- Amount of class offerings
- New labs / facilities
- Number of students per class, and impact on quality
- Full time faculty: quality and oversight of programs
- SLOs assessment and improvements
- Program leavers
- Golf! (positive impact of student athletes engaged in sports)