FOOTHILL COLLEGE

Environmental Scan:
The First Pass

Ed Master Plan (EMP) Steering Committee

Planning and Resource Council (PaRC)

April 29, 2015

E. Kuo
FH IR&P

Overview

- Review EMP process
- Review internal and external scan data
  - Data about students
  - Data about community
  - This is overview data—at the 30,000 ft level

There is an Educational Master Plan website!

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The Roadmap: Process Update

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Ed Master Plan Timeline

Task	Duration
Identify scope of work	18
Secure consultants	144
EMP Steering Committee	287
Community Interviews	28
Online input	9
Campus interviews (including prep)	37
Town Hall (including organization)	9
Webinar (including prep)	35
Environmental scan review (Including prep)	23
All-day retreat (including prep)	13
Feedback period	10
Finalize institutional goals	21
Draft with institutional goals	81
Opening day	137
Review draft (shared governance feedback)	42
Editing	44
Submit for board approval	7

Timeline axis: 11/1, 12/16, 1/30, 3/16, 4/30, 6/14, 7/29, 9/12, 10/27, 12/11

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Spring Quarter Timeline

Community interviews

April 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Online input opens

Campus interviews

Town Hall

Ed Master Plan meeting
Discuss environmental scan data

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Spring Quarter Timeline

MAY 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Initial feedback period begins

Webinar at 7pm

All day workshop with EMP steering committee; Review data and identify initial goals

Online input closes

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Spring Quarter Timeline

JUNE 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Initial feedback period ends

Second feedback period begins (if needed)

Second feedback period ends (if needed)

EMP goals finalized

Follow-up/Debrief mtg with EMP steering committee; Review initial goals

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Summer and Fall Quarter Timeline

- Summer 2015
  - Develop draft with identified institutional goals
- Fall 2015
  - Engage campus with draft
  - Feedback
  - Editing
  - Board approval

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Internal Scan

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Our Students

- What do we need to know:
    - To determine what we are doing well
    - To determine what we could do better
    - To determine what we might focus on moving forward

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How many students do we serve?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

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How many students do we serve?

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15,000

13,000

11,000

In Fall 2010

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How many students do we serve?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

19,000

18,000

17,000

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How many students do we serve?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

19,000

18,000

17,000

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How many students do we serve?

**Foothill College
Fall Headcount Enrollment**

Year	Enrollment
2010	16,898
2011	15,500
2012	14,228
2013	13,347
2014	13,277

What does trend line suggest?

What does this mean moving forward?

Are we serving the fewer students better?

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How else are students identified?

Full-Time Equivalent Students (FTES)
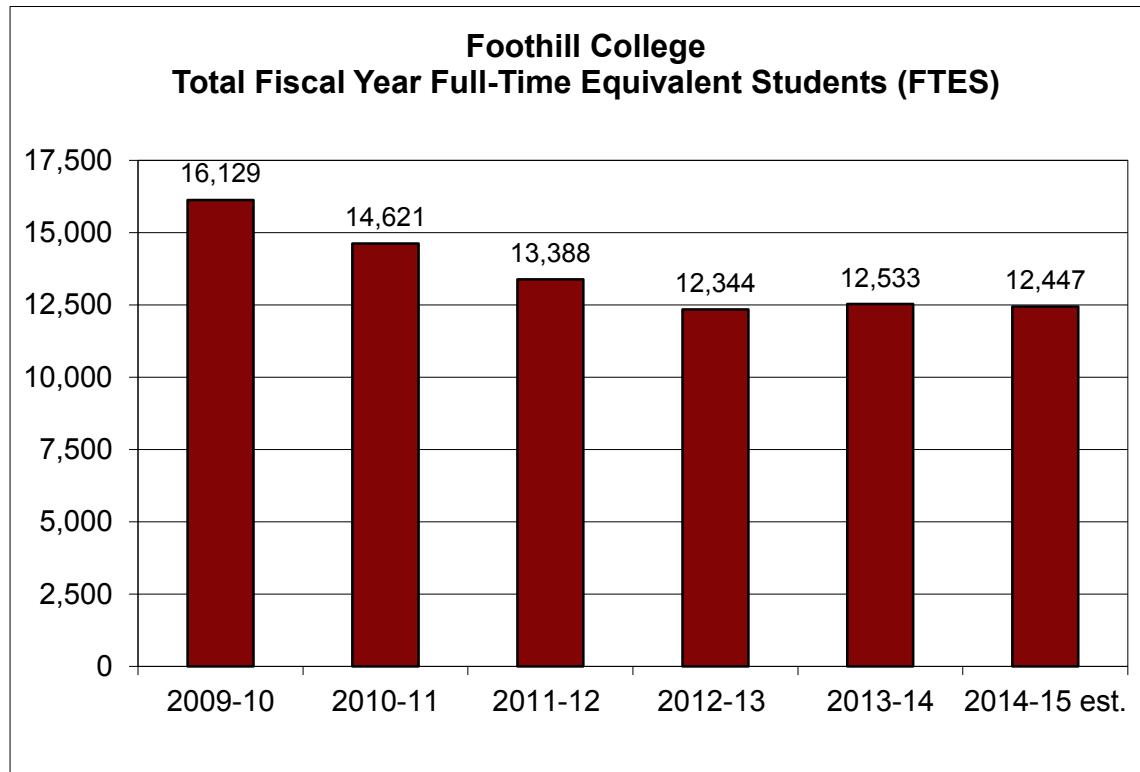
Source: FHDA IR&P, ODS [Fall Factsheet]

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Online Course Enrollment

Foothill College
Online Enrollment
Fall Quarters 2010 to 2014

Source: CCCCO Data Mart [Retention/Success Rate query]
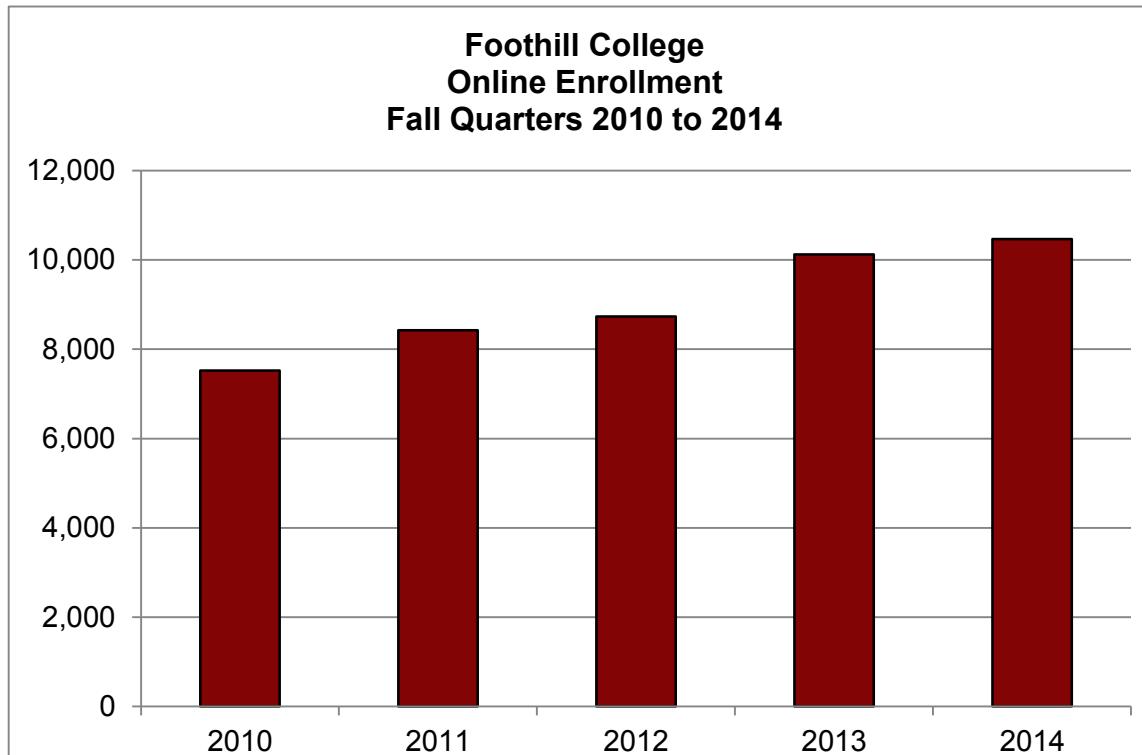
What does the trend line suggest?

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Where do they live?

In Fall 2014

City	Percentage
San Jose	20%
Mountain View	10%
Sunnyvale	9%
Palo Alto	7%
Santa Clara	4%
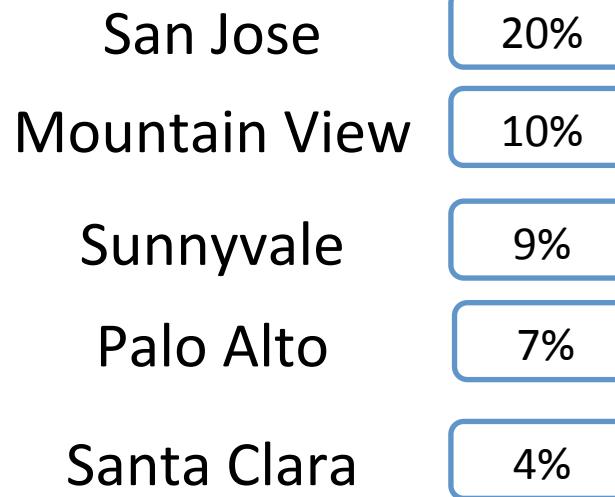
Source: FHDA IR&P, ODS [Fall Factsheet]

Other cities in top five between Fall 2010 and Fall 2014 include: Redwood City, Los Altos and Los Altos Hills

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Where do they live?

In Our Service Area

Fall 2014   28%

Fall 2010   36%

Foreign Students

Fall 2014   12%

Fall 2010   8%

Decline by 5% among students from Foothill service area—from 25% in Fall 2010 to 19% in Fall 2014

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International Students

**Foothill College
International Students with F1 Visa Status**
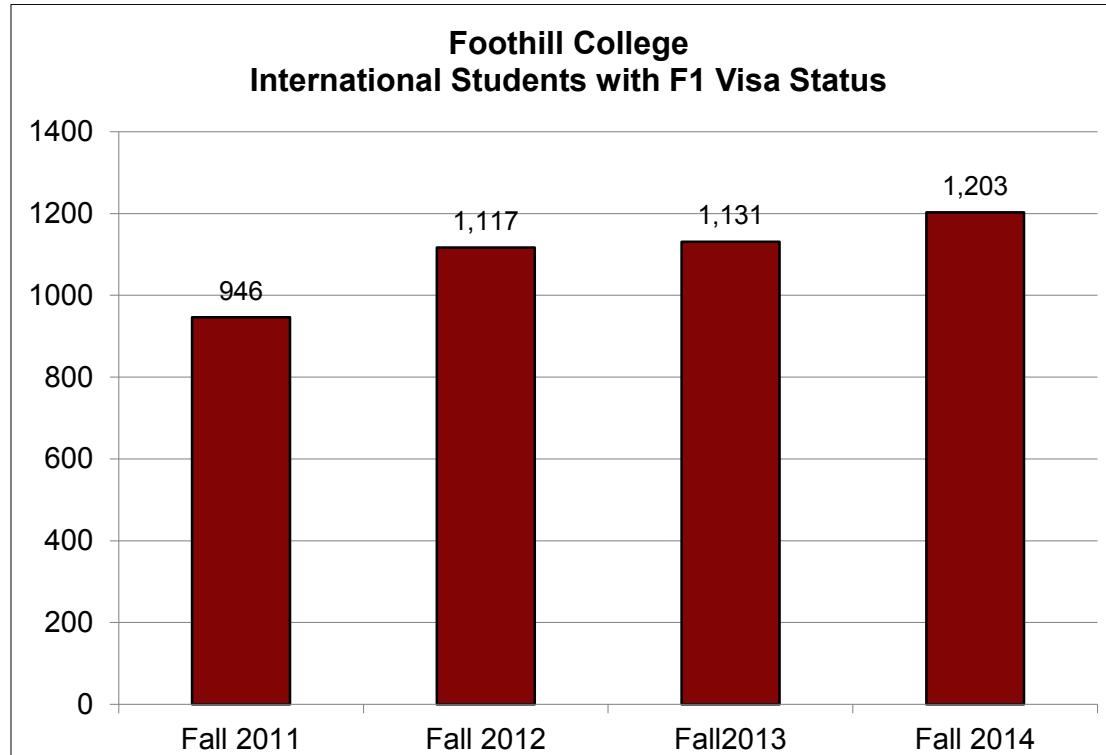
Source: FHDA IR&P, ODS [Open Doors]

China, Hong Kong, Indonesia, Japan and South Korea represent top five—795 in Fall 2014

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What do they look like?
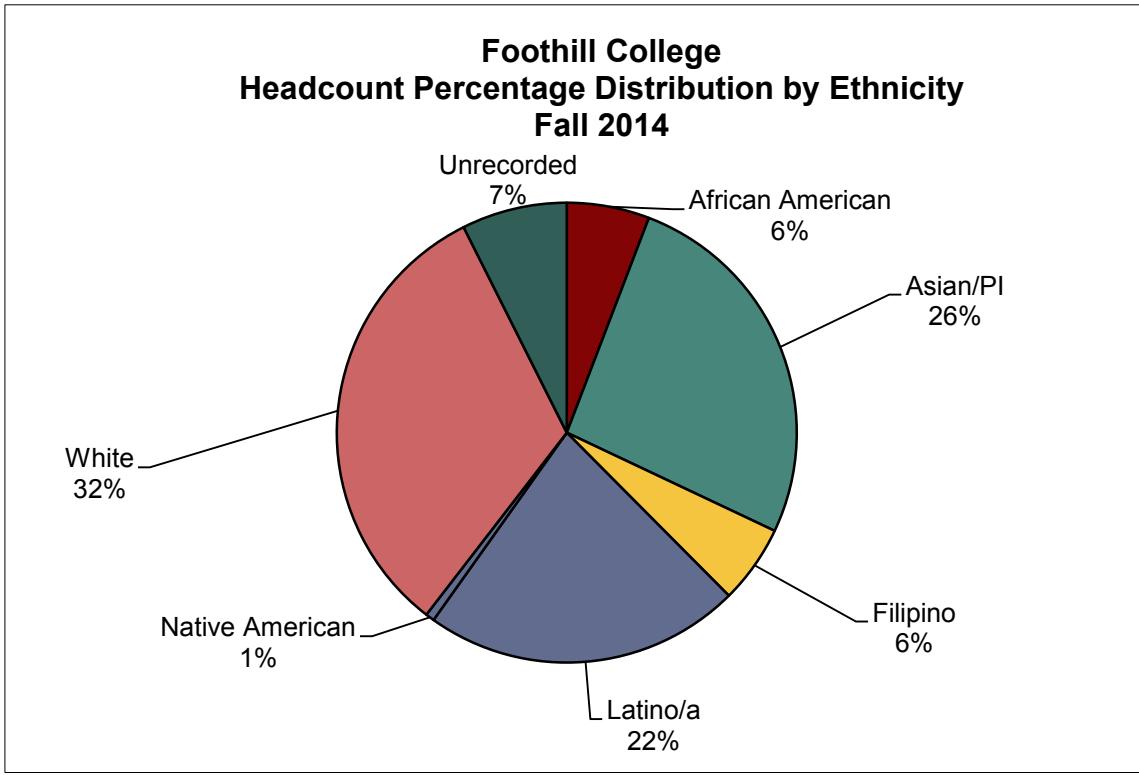
African Americans: +3%
Latino/as: +11%
Filipinos: +2%

Foothill College
Headcount Percentage Distribution by Ethnicity
Fall 2014

Unrecorded 7%
African American 6%
Asian/PI 26%
Filipino 6%
Latino/a 22%
Native American 1%
White 32%

Source: FHDA IR&P, ODS [Fall Factsheet]

As percent of Asians/PIs: +3% [12% to 15%]
Whites: +4% [1% to 5%]
African Americans: +7% [1% to 8%]

Has this distribution changed since Fall 2010?

What about international students (F1/other)?

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Are they successful?

Foothill College
Course Success and Retention Rates
Compared to Statewide Rates

Legend: Foothill Retention — State Retention — Foothill Success — State Success

Source: CCCCO Data Mart [Retention/Success Rate query]
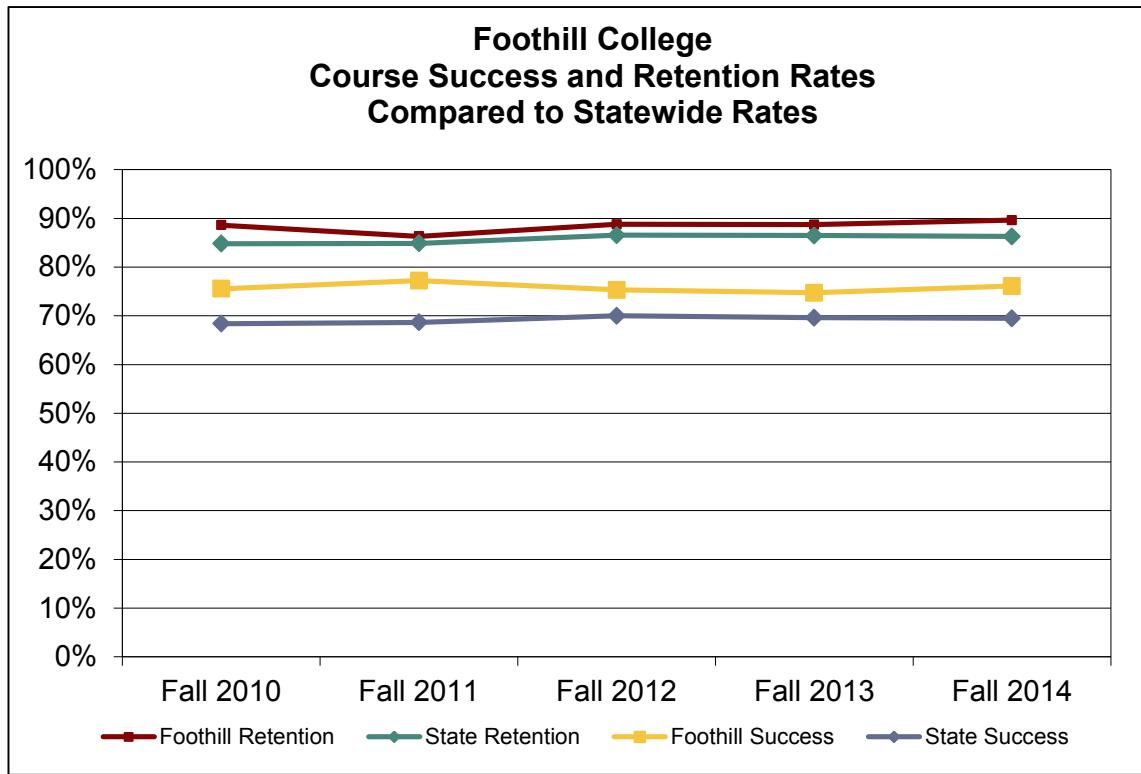
What does the trend line suggest?

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Are they successful?

What's the course success gap by ethnicity?

In Fall 2014: 19%

In Fall 2010: 18%

Where is the greatest gap?

In Fall 2014: 81% vs. 62%

Whites and African Americans

In Fall 2010: 83% vs. 66%

Asians and African Americans

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Are they successful?

Foothill College
Online Course Success and Retention Rates
Compared to Statewide Rates

Legend: Foothill Retention, State Retention, Foothill Success, State Success
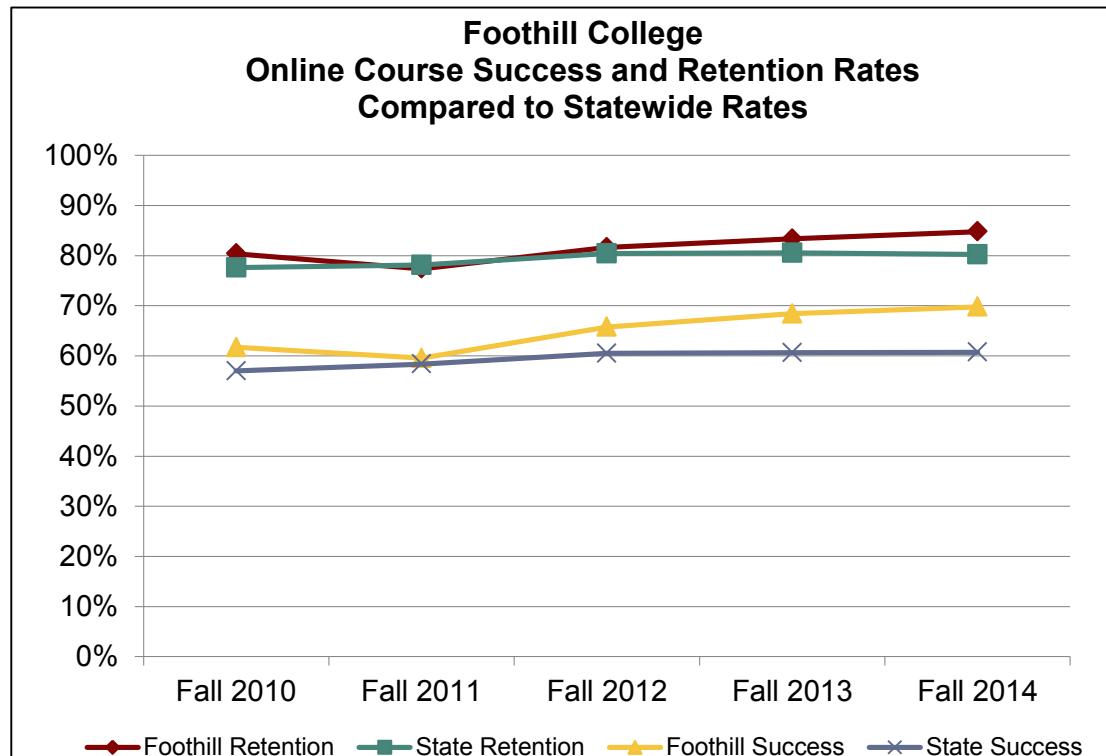
What does the trend line suggest?

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Are they successful?
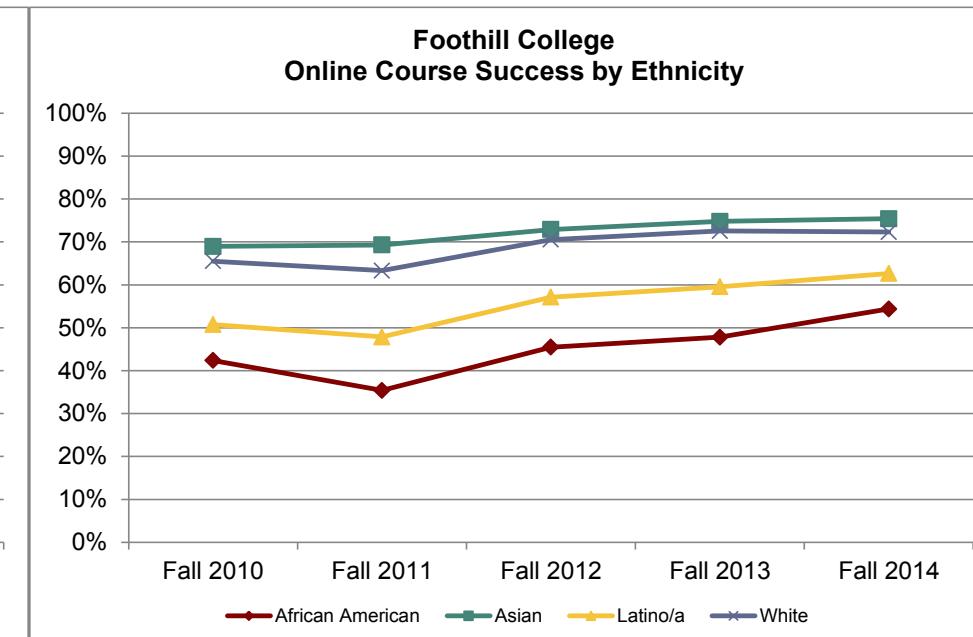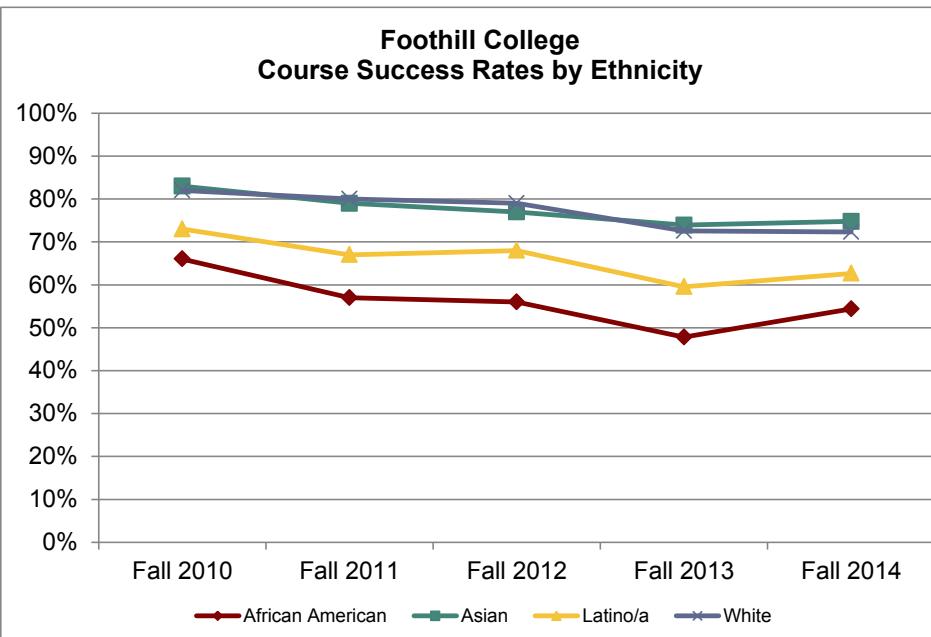
Source: CCCCO Data Mart [Retention/Success Rate query]

Similar trend in course success gaps
regardless of instructional method

But online gap has narrowed

In Fall 2014: 21%   In Fall 2010: 27%

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Are they successful?

Foothill College
Course Success by Instructional Method
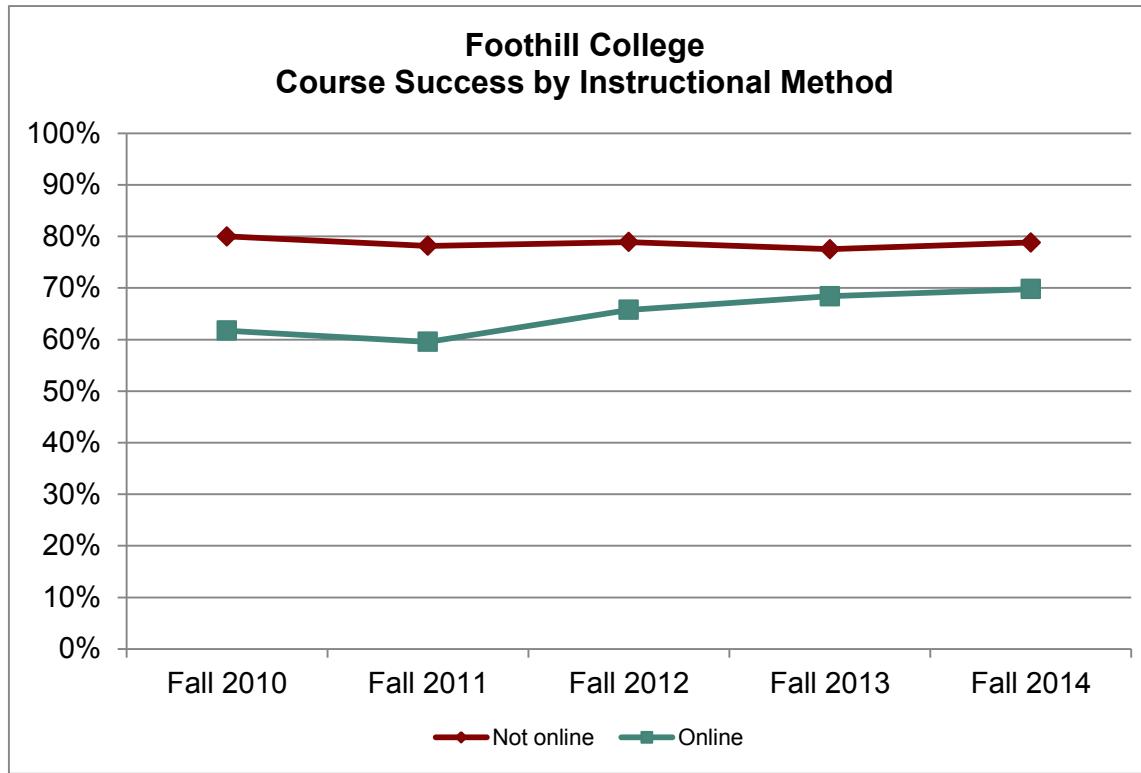
Source: CCCCO Data Mart [Retention/Success Rate query]

What's the success gap between online and not online courses?

In Fall 2014: 9%

In Fall 2010: 18%

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Graduation

**Foothill College
Certificates and Degrees Awarded**

Source: FHDA IR&P, ODS [Program Review/Degrees]
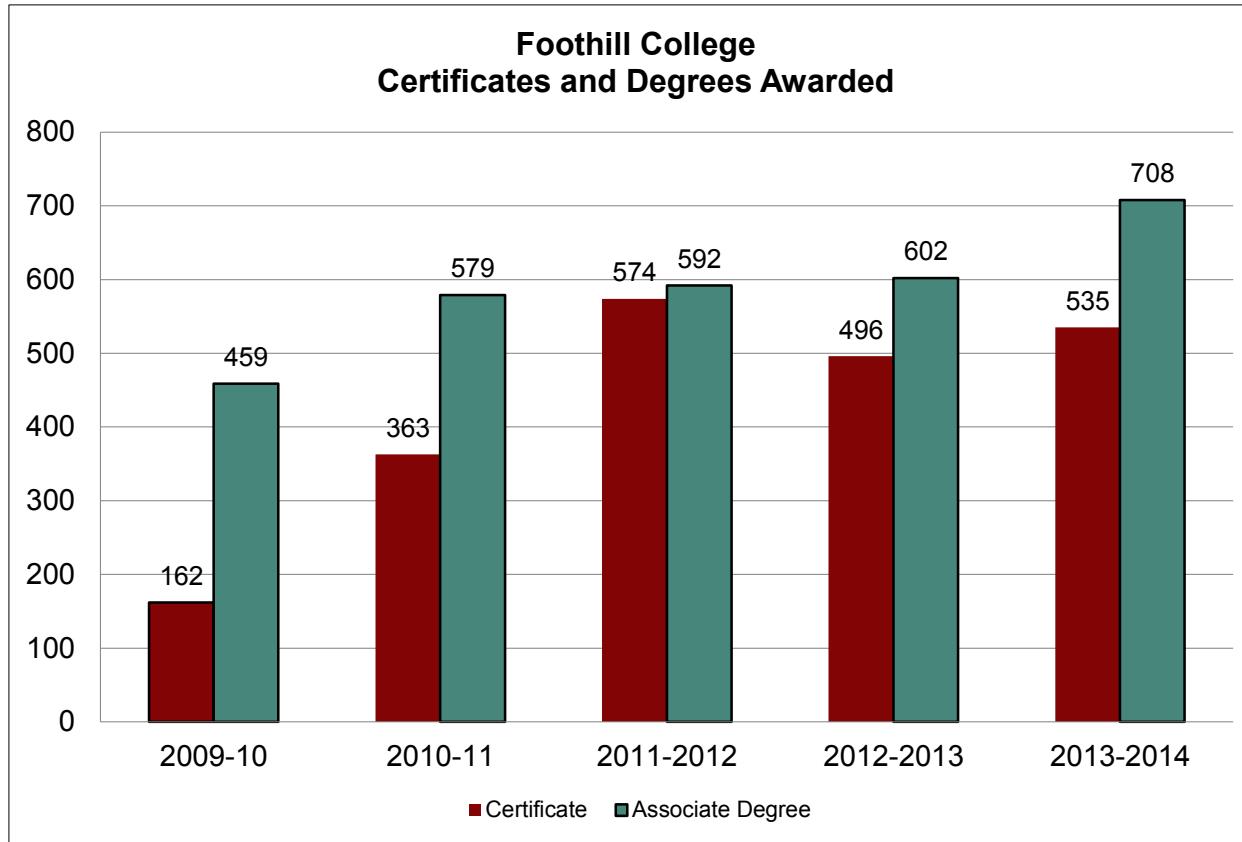
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Who graduates?

What's the graduation rate by ethnicity?

2013-14 Certificates

Asians: 45%

Whites: 31%

Latino/as: 11%

African Americans: 1%

2013-14 Degrees

Asians: 24%

Whites: 45%

Latino/as: 19%

African Americans: 3%

Source: FHDA IR&P, ODS [Program Review/Degrees]

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Transfer Rate

What percentage of first-time Foothill students transferred to a four-year institution in six years?

66%

53%

30%

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Transfer Rate

What percentage of first-time Foothill students transferred to a four-year institution in six years?

66%

53%

33%

> **Who's being counted?**
> All first-time students from 2008-09
> Complete at least 6 units AND
> Attempt any English and Math in first 3 years

Source: 2015 Student Success Scorecard [Completion data]
N=1,057; F08 students=19,107

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What's the Trend?

Foothill College Transfer Rates by Ethnicity
2004-05 to 2008-09 Cohorts
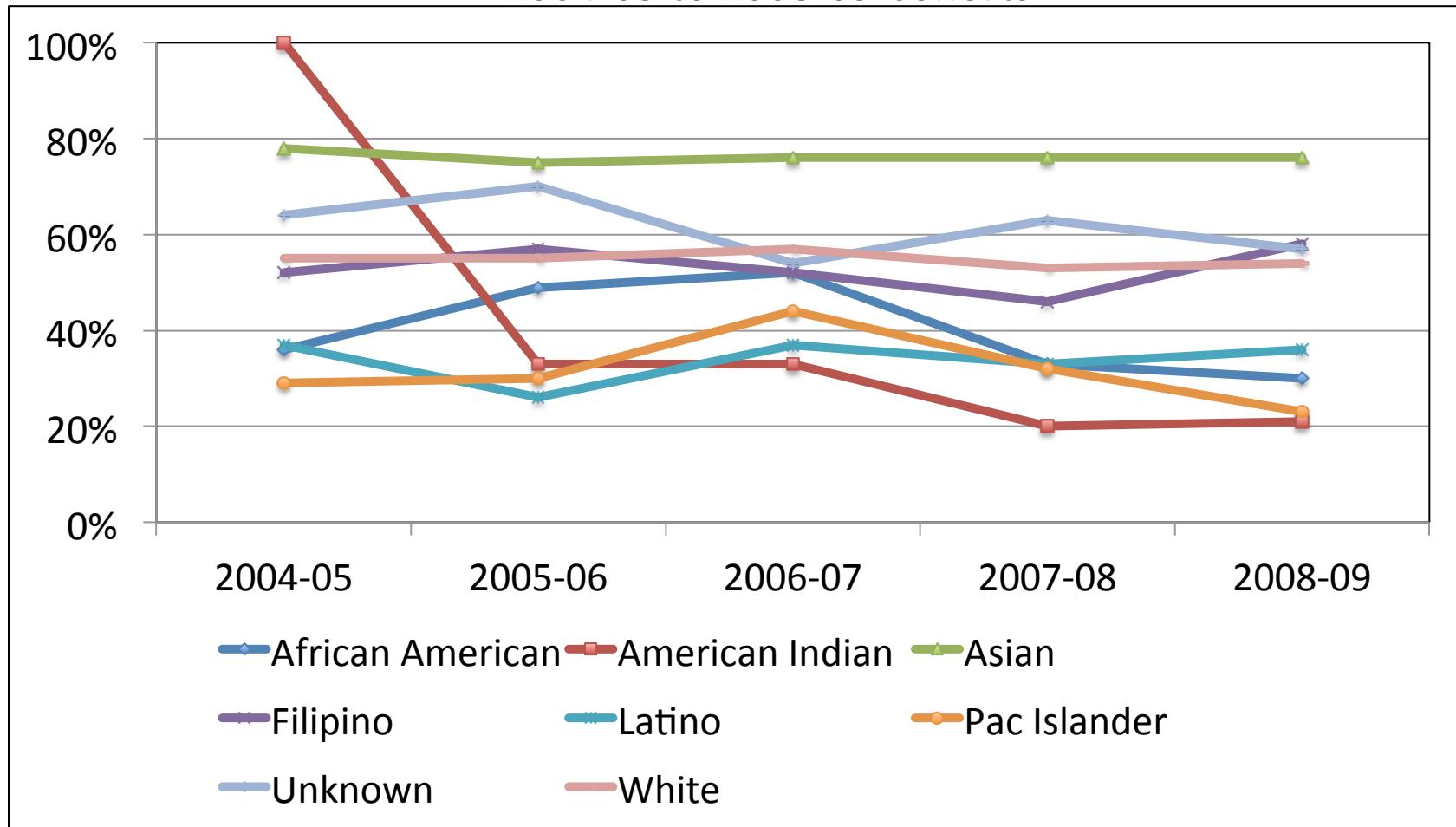
Source: 2015 Student Success Scorecard
[Completion data]
N=1,057

# Community Interviews

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Themes

- Train for a supportive workforce
  - For high-tech industry and related businesses
  - Small business development
- Professional development for students
  - Soft Skills (key for workforce)
  - Internships
- Increase collaboration/partnerships
- Role of lifelong education

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External Scan

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Are our students representative?

**Foothill College
Santa Clara County Adult Population and
Foothill Students by Ethnicity**

Ethnicity	2014 Santa Clara Population	Foothill Fall 2014 Headcount
African American	2%	6%
Asian/Filipino/PI	34%	34%
Latino/a	25%	24%
Native American	0%	1%
White	37%	35%
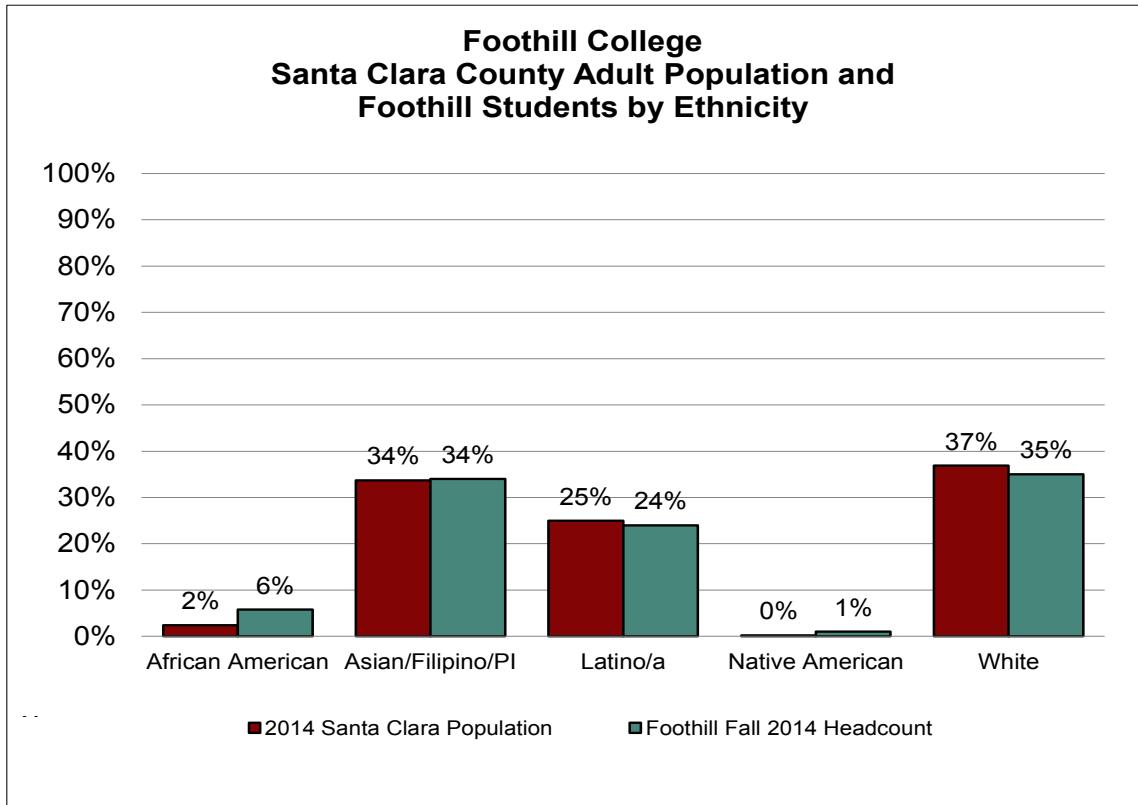
Source: FHDA IR&P, ODS [Fall Factsheet]
CA Dept of Finance [P-3 report]

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Community Population

What is population for Santa Clara County in 2014?

1.9 million

20 years or younger: 26%

What is the projected population for Santa Clara County in 2020?

2 million

Declining White population
Increasing older population

Source: EMSI [2015.1 data]
Centers of Excellence [Regional Labor Market Profile]

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Education Level

What percent of Santa Clara County adults have earned a bachelor degree or higher?

50%

46%

42%

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Education Level

What percent of Santa Clara County adults have earned a bachelor degree or higher?

50%

46%

42%

In California:
30%
In United States:
29%

Source: EMSI [2015.1 data]
Joint Venture [Silicon Valley Index 2015]

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English Language Speakers

What percent of Silicon Valley speaks a language other than exclusively English?

50%

46%

42%

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English Language Speakers

What percent of Silicon Valley speaks a language other than exclusively English?

50%

46%

42%

In California:
44%
In United States:
21%

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Labor Market

- Largest industry gains this year include:
  - Healthcare services
  - Professional/Information/Technology Services
- Growing occupations:
  - Personal care/home care aides
  - Medical assistants/secretaries
  - Medical records technicians
  - Systems/data communication analysts
  - Secretaries/Administrative Assistants

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Cost of Living

- Income gap (median household)
  - Silicon Valley: $94,534
  - California: $61,320
- Housing/rental prices
  - Median home sale price: $757,585
  - California median: $397,585
  - Average rental rate: $2,333/month
- Poverty (federal poverty thresholds)
  - Silicon Valley: 11%
  - 10 Years ago: ~9%
  - About 25% of total reside in Santa Clara County

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Additional Comments?

Thanks for Participating!

http://www.foothill.edu/president/parc/esmp.php

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