



FOOTHILL COLLEGE

Environmental Scan: The Second Pass

Ed Master Plan (EMP)

Steering Committee

Planning and Resource Council (PaRC)

May 13, 2015

Overview

- Review previous institutional goals
- Review data
 - Quantitative
 - Qualitative
- Identify what is important for Foothill
 - What should frame the work we do
 - What we can all work toward (faculty, staff, administrators, students)
- Identify preliminary institutional goals



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ESMP 2010-2020 v1.0

- Strategic Initiatives
 - Building a community of scholars
 - Promoting a collaborative decision-making environment
 - Putting access into action



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ESMP 2010-2020 v2.0

- Goals
 - Student success and achievement
 - Improve student success, equity and retention
 - Improve student outcomes and close the achievement gap
 - Student access
 - Engage with local communities to build bridges between the institution and those served
 - Stewardship of resources
 - Increase effectiveness in use of district and college resources



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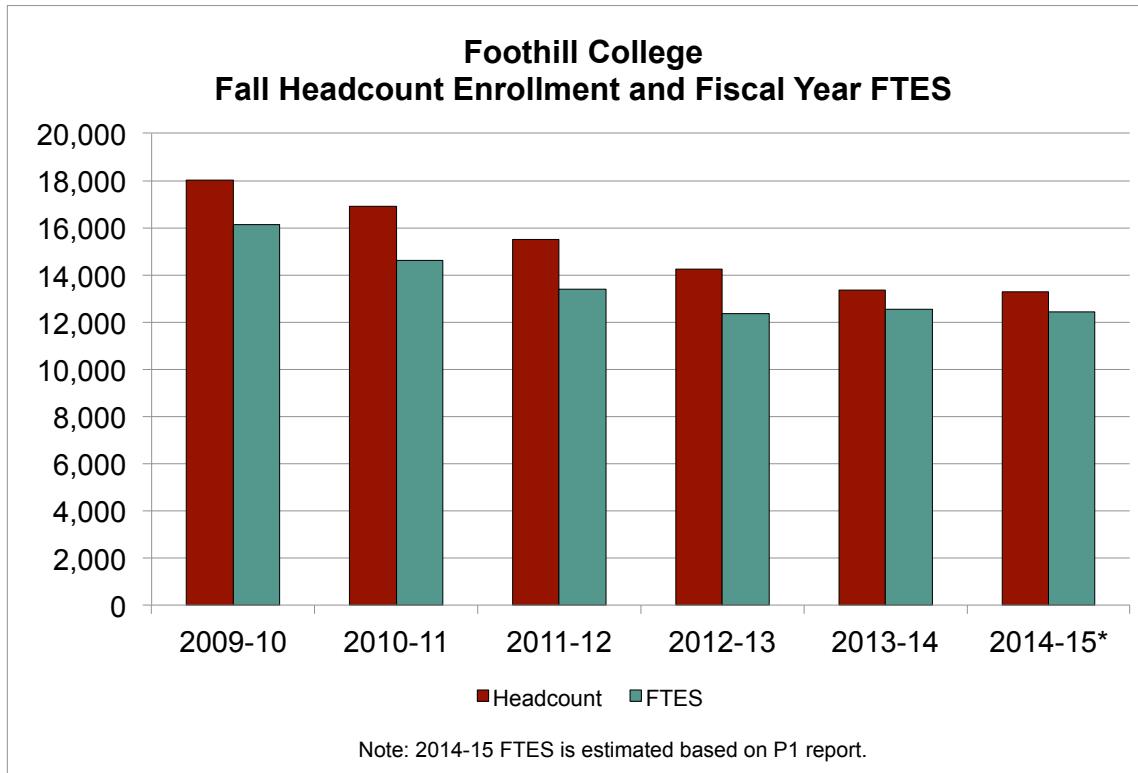
What do the numbers suggest?

Rewind: Back in time (4/29/15)

- Internal scan
 - Enrollment including city of residence
 - Student demographics (F1 students, ethnicity)
 - Course success (instructional method)
 - Graduation
 - Transfer



Enrollment



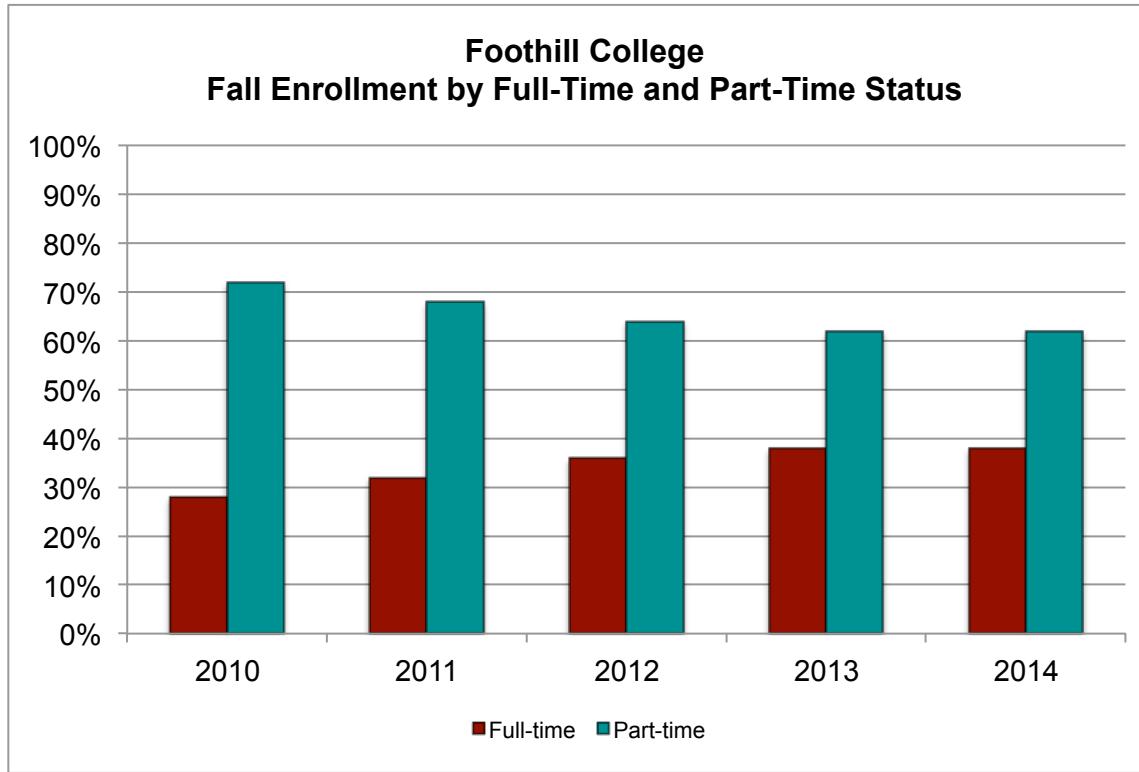
FHDA IR&P, ODA

- Declining trend in headcount and FTES
- Impact of repeatability



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Enrollment

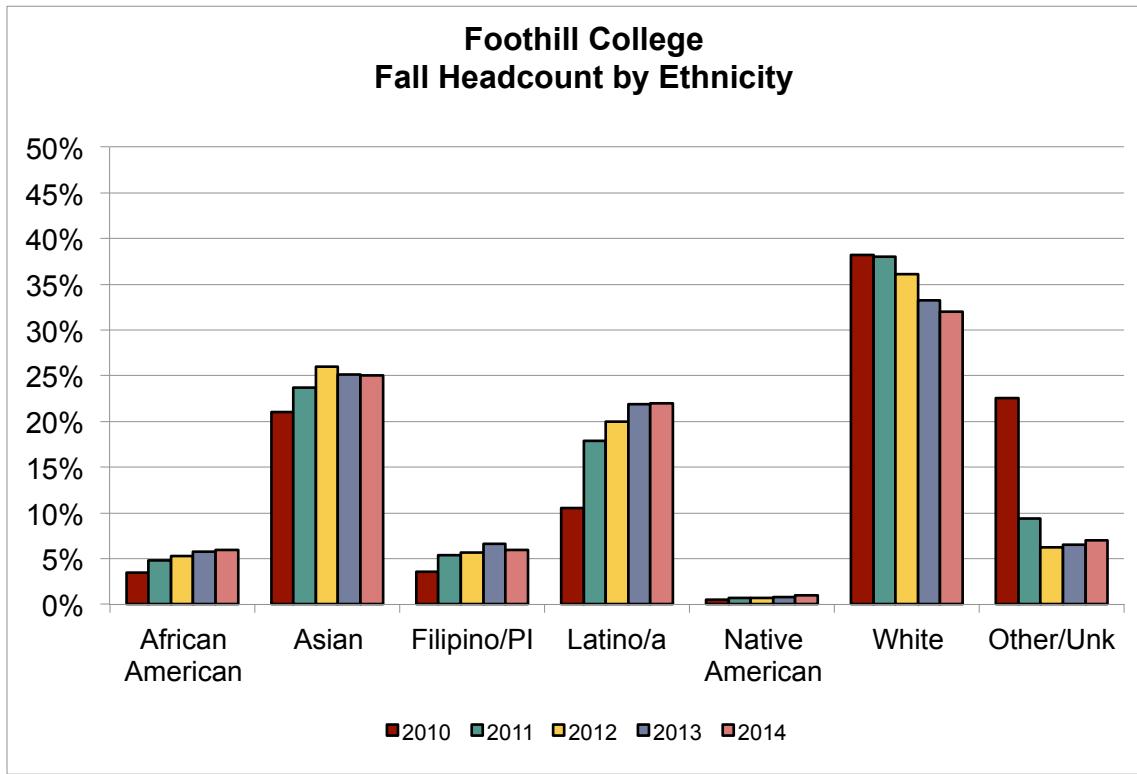


- Increasing trend of full-time enrollment



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Enrollment



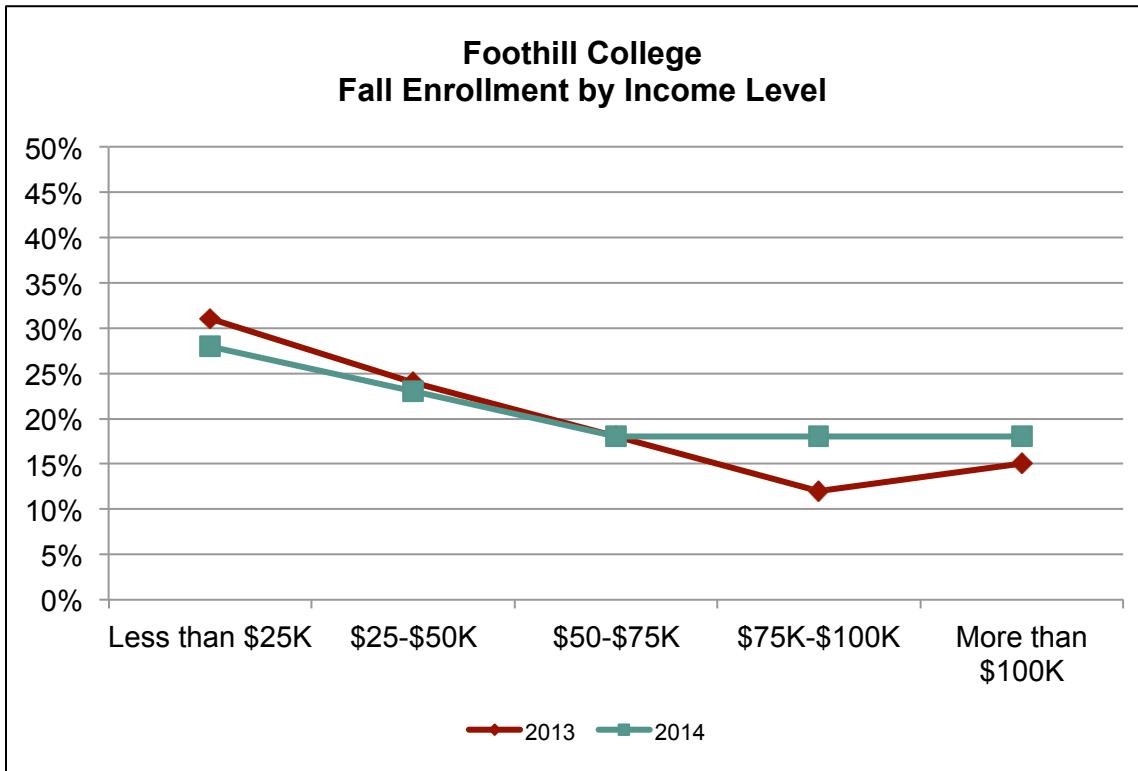
CCCO Datamart

- Increasing African Americans and Latino/as
- F1 headcount increase by 27% (F10 to F14)



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Enrollment



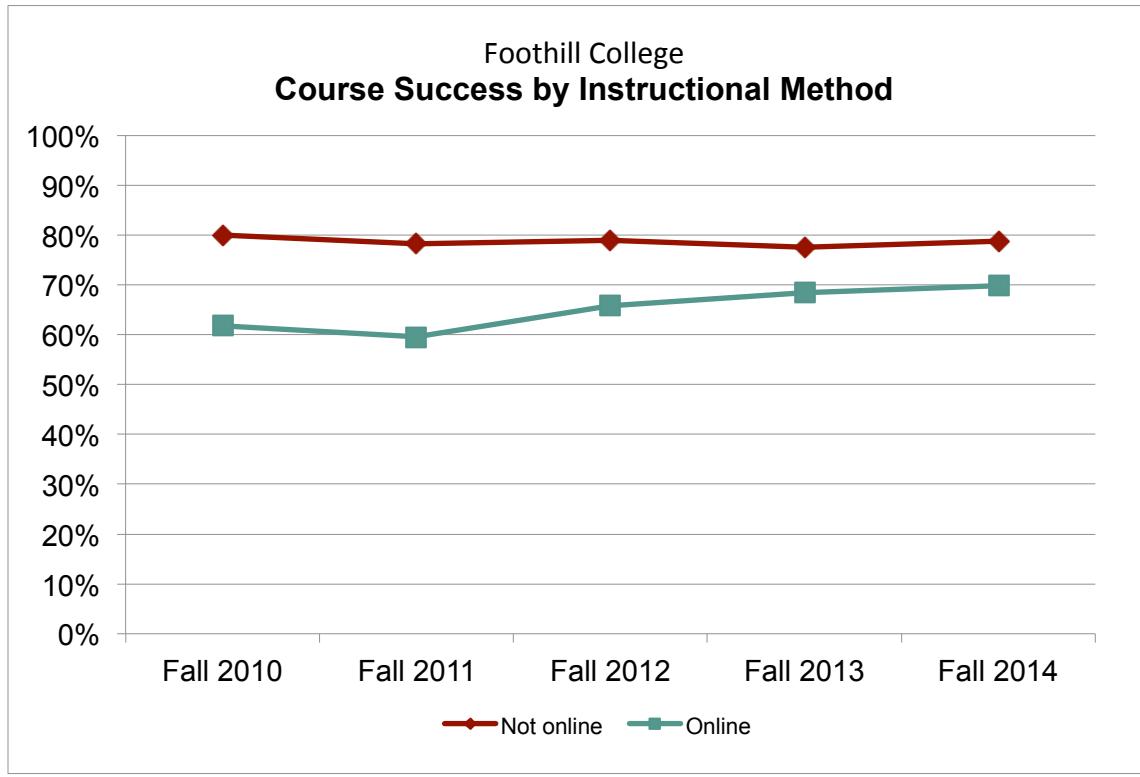
CCCApplied/Open CCCApply

- Students who applied and registered



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Course Success

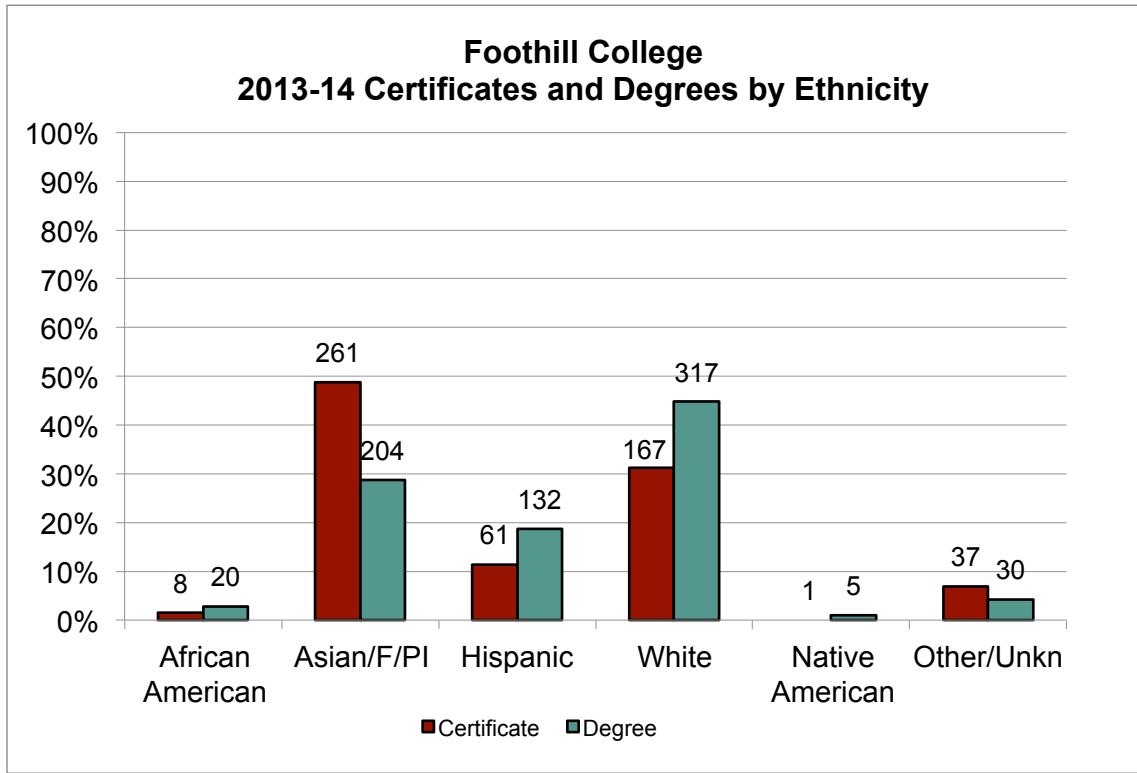


- Online and not online course success gap narrowing



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Graduation



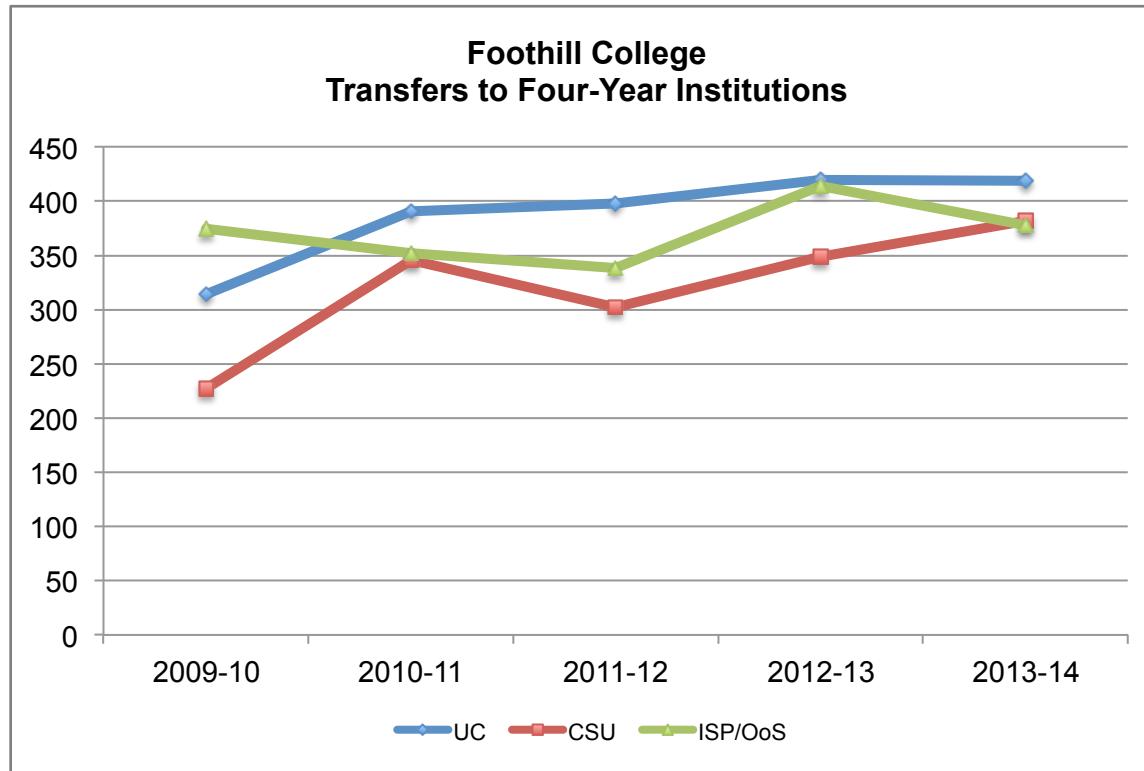
CCCO Datamart

- Asians earn more certificates compared to others
- Whites earn more degrees compared to others



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Transfer



CCCO Datamart, UCOP, CSU Analytics

- CSU and UC transfers suggest increasing trend, but leveling off? Comparisons to other colleges?



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Top Transfer Destinations

- UC system
- CSU system
- In-state privates
- Out-of-State

What's
your
guess?

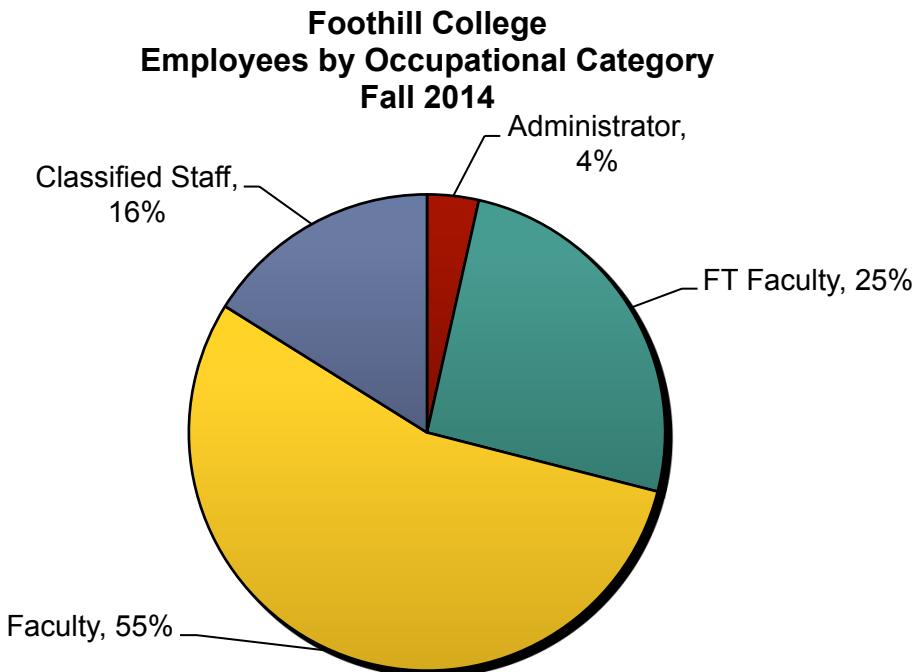


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CCCCO Datamart, UCOP, CSU Analytics

Employee Data

Employees



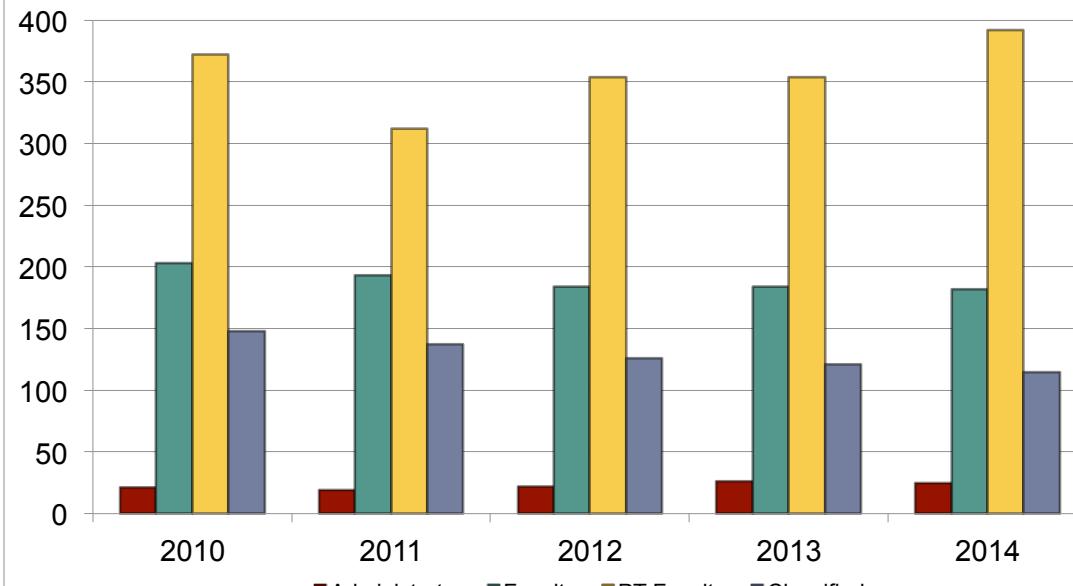
CCCO Datamart



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Employees

Foothill College
Employees by Occupational Category
Fall 2010 to Fall 2014



CCCO Datamart



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Rewind: Back in time (4/29/15)

- External scan
 - County demographics
 - Educational level
 - English language speakers
 - Labor market (growth industries/occupations)
 - Cost of living (income gap, housing, poverty)



County Population

What is population for Santa Clara County in 2014?

1.9 million

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

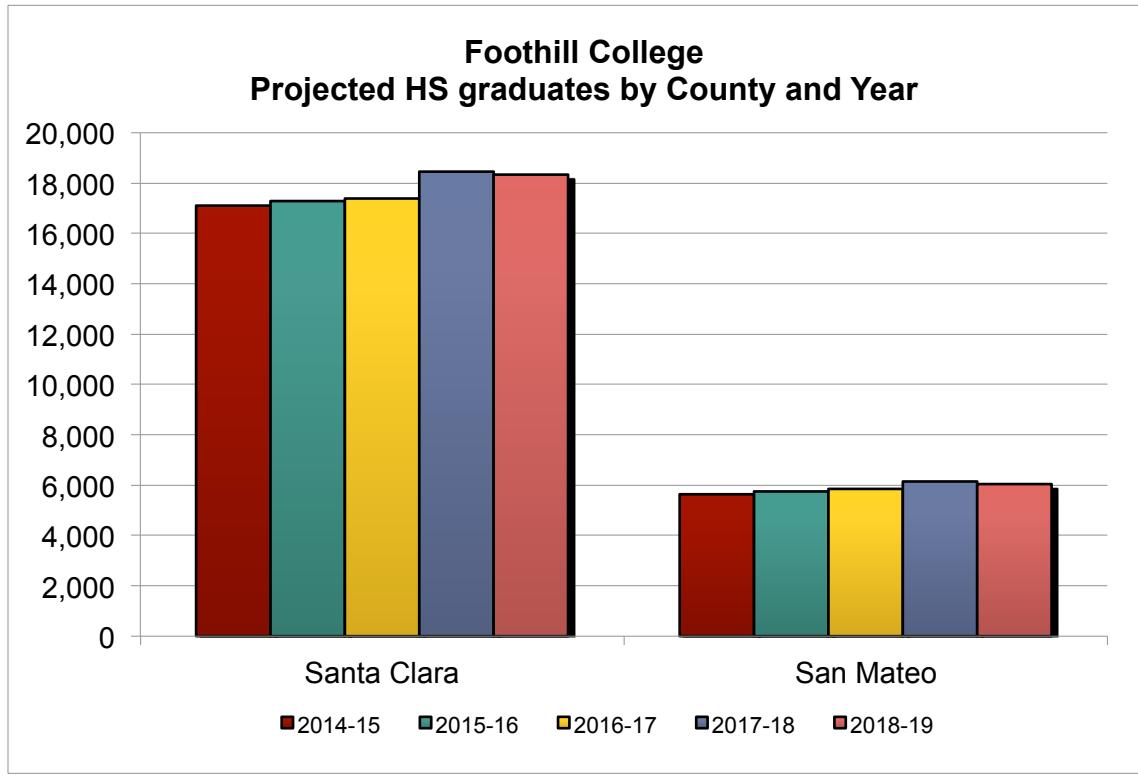
2 million

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



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High School Graduates



CDOF

- Projections anticipated to be flat



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Let's have a conversation!

Community Interviews

- Seven sessions (April 13, 2015)
- 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



Campus Interviews

- 25 sessions and 129 participants
 - April 28 & 29, 2015
- One webinar
 - May 6, 2015 (7-8 pm)
- Top themes:
 - College Collaboration
 - Student Services
 - Planning
 - Equity and Diversity



College Collaboration

- Encourage increase participation in shared governance
- Promote professionalism and mutual respect
- Increase transparency regarding college decision-making and planning (governance)
- Collaboration needed between instruction and student services
- Increase student voices in shared governance
- Recognize mistrust exists and work positively to reengage and communicate



Student Services

- Support for students with specific needs (homelessness, mental health, first gen, etc.)
- Expose students to multiple and alternative career paths
- Increase access to counselors (consider tech, intrusive counseling, etc.)
- Increase staffing
- Streamline application/registration as much as possible



Planning

- Reflect on previous EMP
- Increase discussion regarding the EMP, mission statement, the process, etc.
- Align resource prioritization and program review with the EMP
- Cultivate culture of program improvement, rather than reactive planning responses
- Increase dialogue--campus debates, campus newspaper, other forums/platforms



Equity and Diversity

- Increase/promote diversity among students and employees (enrollment and hiring)
- Make equity a priority
- Aim for high course success rates (>80%)
- Respond to Puente program needs
- Reinstate Mfumo



Other Campus Themes

- Instruction
 - Pursue additional baccalaureate programs
- Online
 - Ensure integrity of online education (cheating)
 - Continue research looking at instructional method (online and not online), including access, success and pedagogy
 - Ensure courses are not offered in online format only
 - Find ways to increase sense of community online



Other Campus Themes

- Workforce
 - Create more internships
 - Increase options for dual track enrollment
 - Develop more business partnerships
 - Integrate labor market data in planning and decision-making
- Community Education
 - Find ways to offer “aging in place” courses
 - Respond more effectively to repeatability, lifelong learners needs
 - Offer courses that keep up with training needed in technology related skills



Other Campus Themes

- Athletics
 - Recognize this student group (support scholar athletes)
 - May need accommodations due to travel
 - Need for tutoring that is aware of athlete perspective, early alert
- International Students
 - Offer noncredit multicultural class (intercultural communication)
 - Help (all) students find affordable housing
 - Increase intl and non-intl student interaction
 - Develop intl student alumni base



Other Campus Themes

- FHDA Education Center
 - Attract re-entry and workforce students
 - Provide extensive offerings (for all times and expand subjects offered)
 - View facility as a training center
 - Facility should be current with technology
 - Concern that Center may draw students away from main campus, reducing services there
 - Ability to respond quickly to business needs (contract ed?)



Online Input

- Asking for feedback about Foothill's strengths, areas for improvement, areas to focus
 - April 27 to May 8, 2015
- 124 respondents
 - 103 students (83%)
 - 1 Administrator (1%)
 - 9 Classified staff (7%)
 - 7 Full-time faculty (6%)
 - 4 Part-time faculty (3%)



Online Input

- Among employees:
 - Aware of mission statement—90%
 - Aware that EMP is being revised—86%
 - Aware of existing ed master plan (EMP)—71%
 - Aware FHDA Ed Center is opening F16—62%



Online Input

- Foothill strengths
 - #1: Affordability (51%)
 - #2: Teaching
 - #3: Transfer function
 - #4: Instructional programs
 - #5: Commitment to students
 - #6: Curriculum
 - #7: Online education



Online Input

- Foothill areas for improvement
 - #1: Instructional programs (29%)
 - #2: Campus Communication
 - #2: Career/Workforce prep/enhancement
 - #4: Community relations/partners
 - #5: Shared governance
 - #6: Use of technology



Online Input

- Foothill initiatives and goals
 - #1: Improve outcomes among all students (38%)
 - #2: Improve opportunities for professional dev.
 - #3: Improve agility to address changing employment and economic conditions
 - #4: Supporting instruction and services to traditionally underserved
 - #5: Expand outreach/recruitment including to traditionally underserved
 - #6: Increase sense of community involvement/engagement



Additional Comments?

Thanks for Participating!

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



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