



FOOTHILL COLLEGE

Educational Master Plan Data

Associated Students of Foothill College (ASFC)

May 28, 2015

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

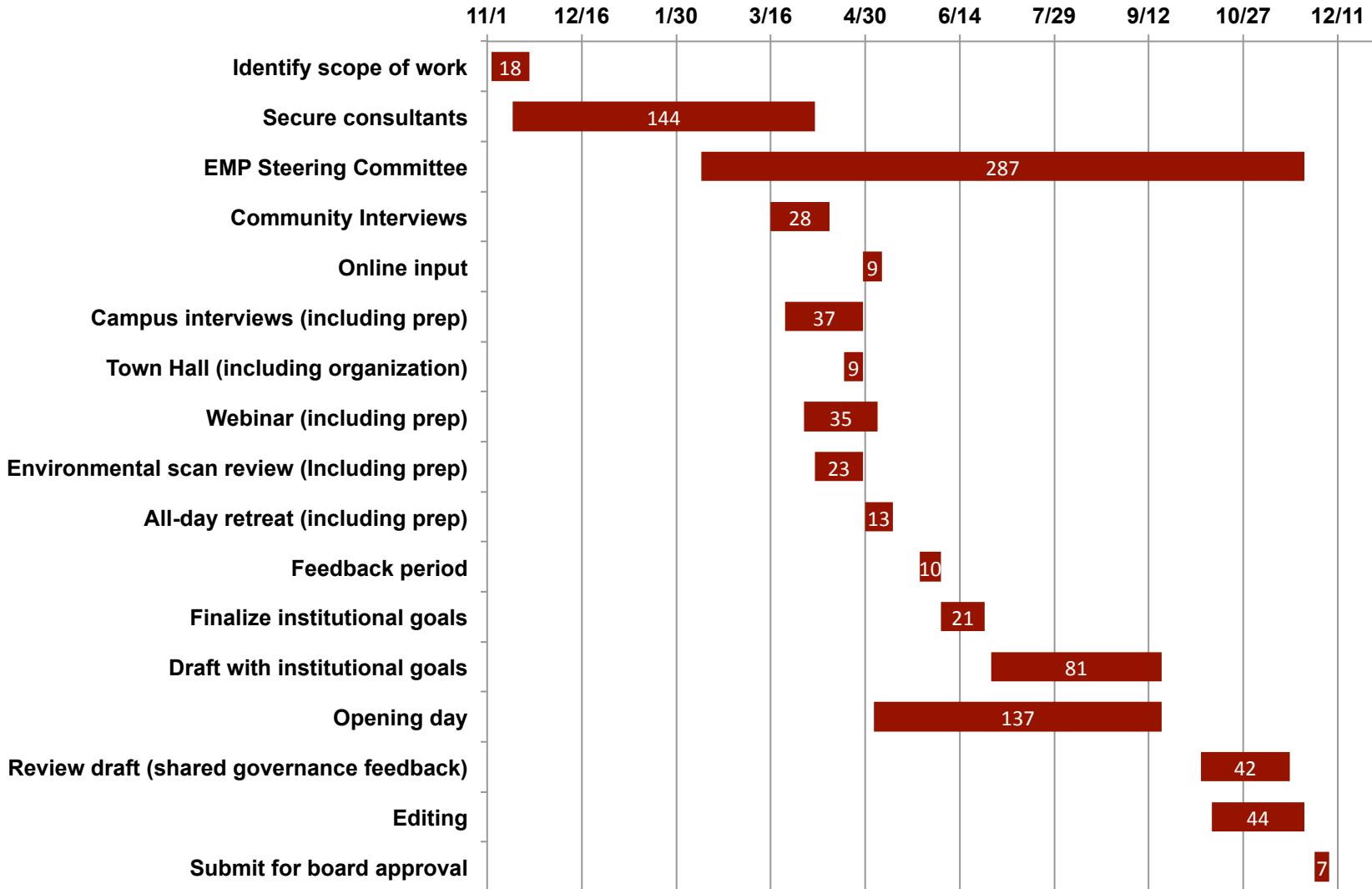
There is an Educational Master Plan website!

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



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Ed Master Plan Timeline



Internal Scan



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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?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

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



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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

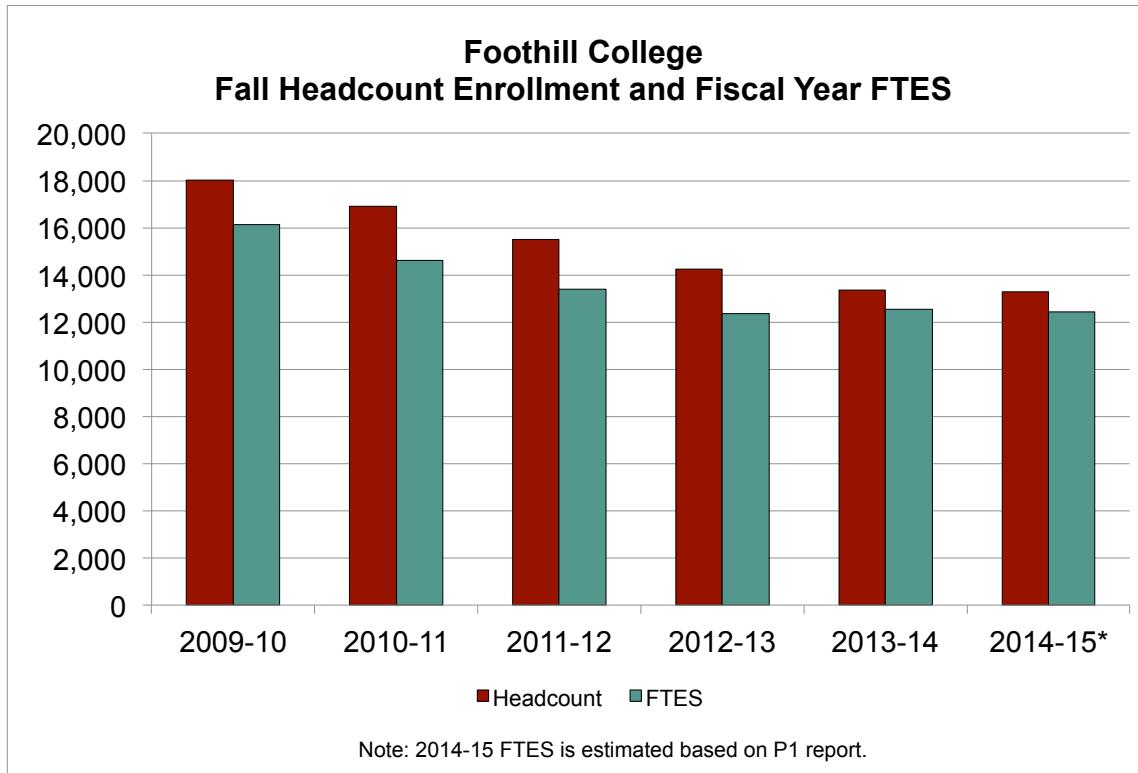
17,000

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



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Enrollment



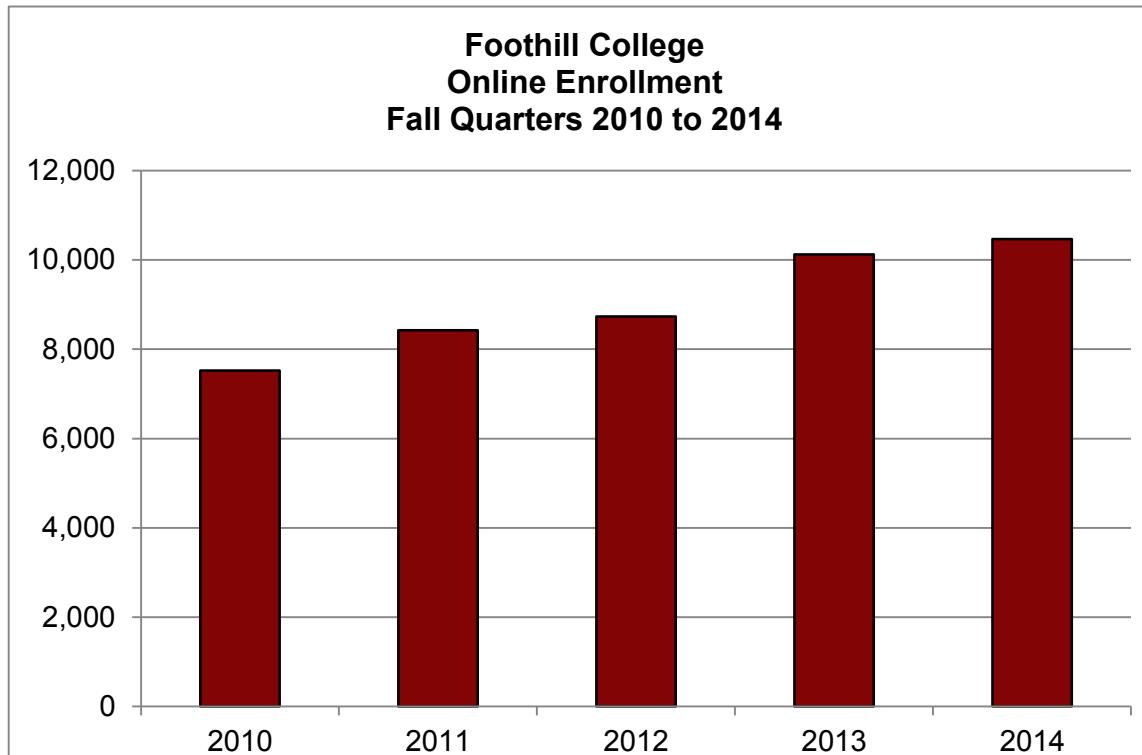
FHDA IR&P, ODA

- Declining trend in headcount and FTES
- Impact of repeatability



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Online Course Enrollment

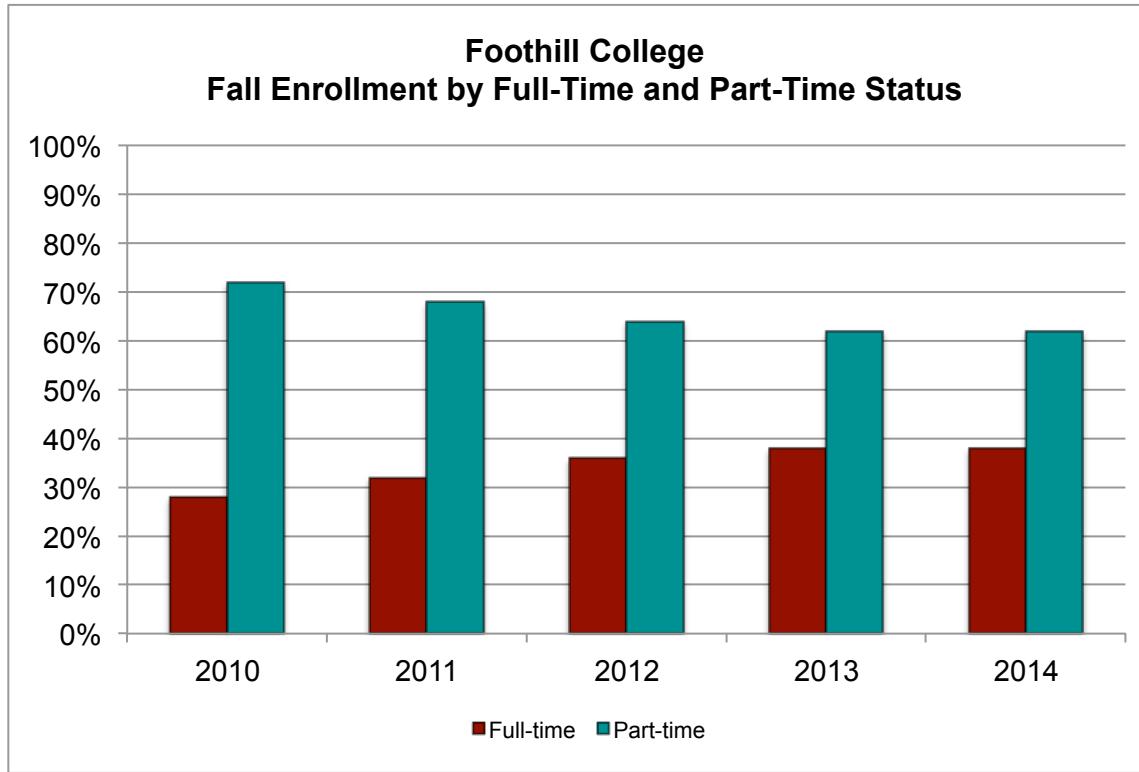


What does the trend line suggest?



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Enrollment



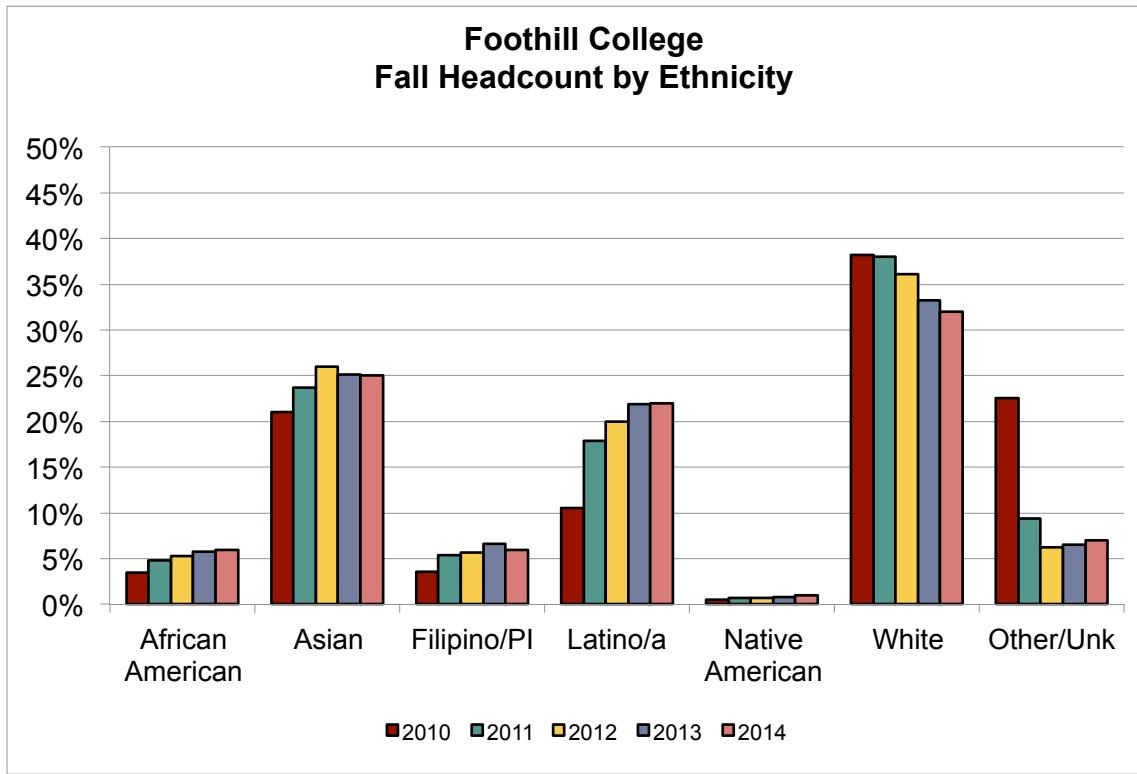
FHDA IR&P, ODS

- Increasing trend of full-time enrollment



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Enrollment



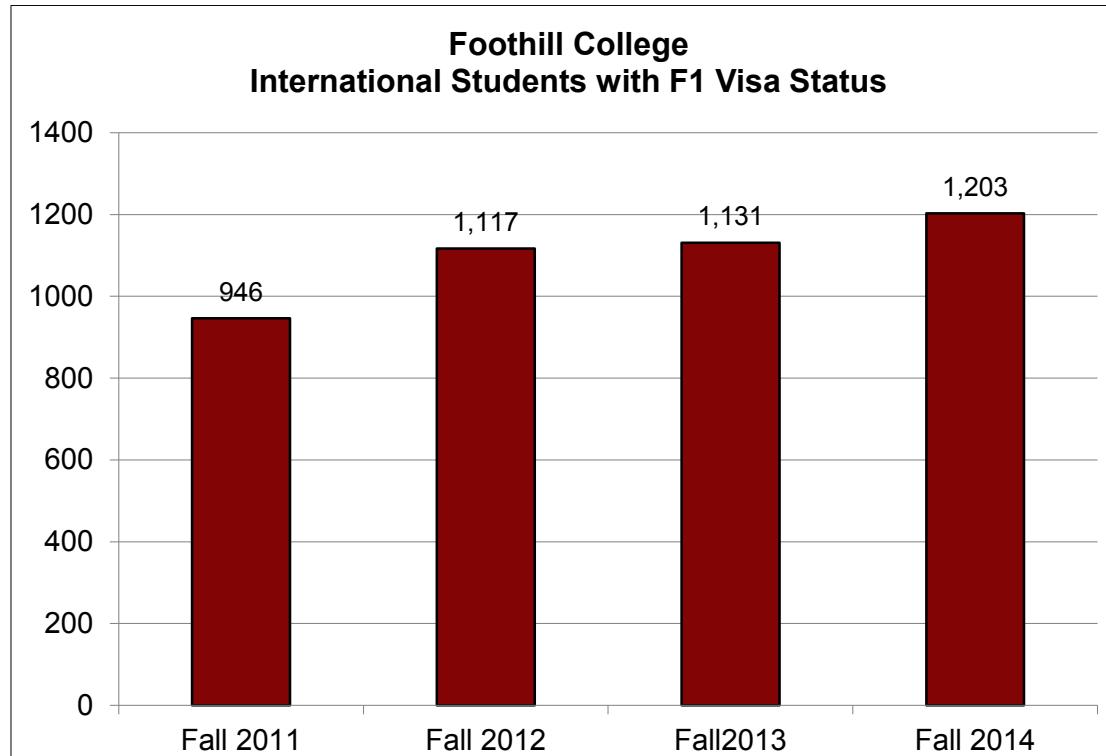
CCCO Datamart

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



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International Students



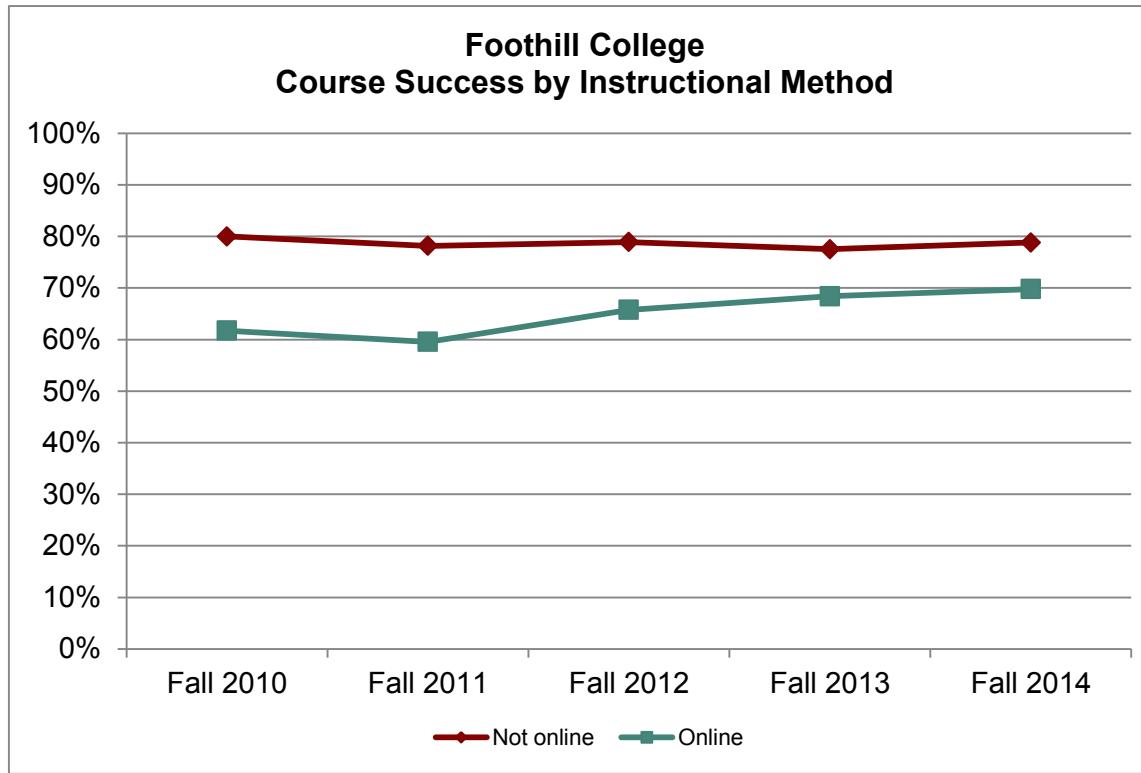
Source: FHDA IR&P, ODS [Open Doors]

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



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Are they successful?



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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Are they successful?

What's the course success gap by ethnicity?

In Fall 2014: 21%

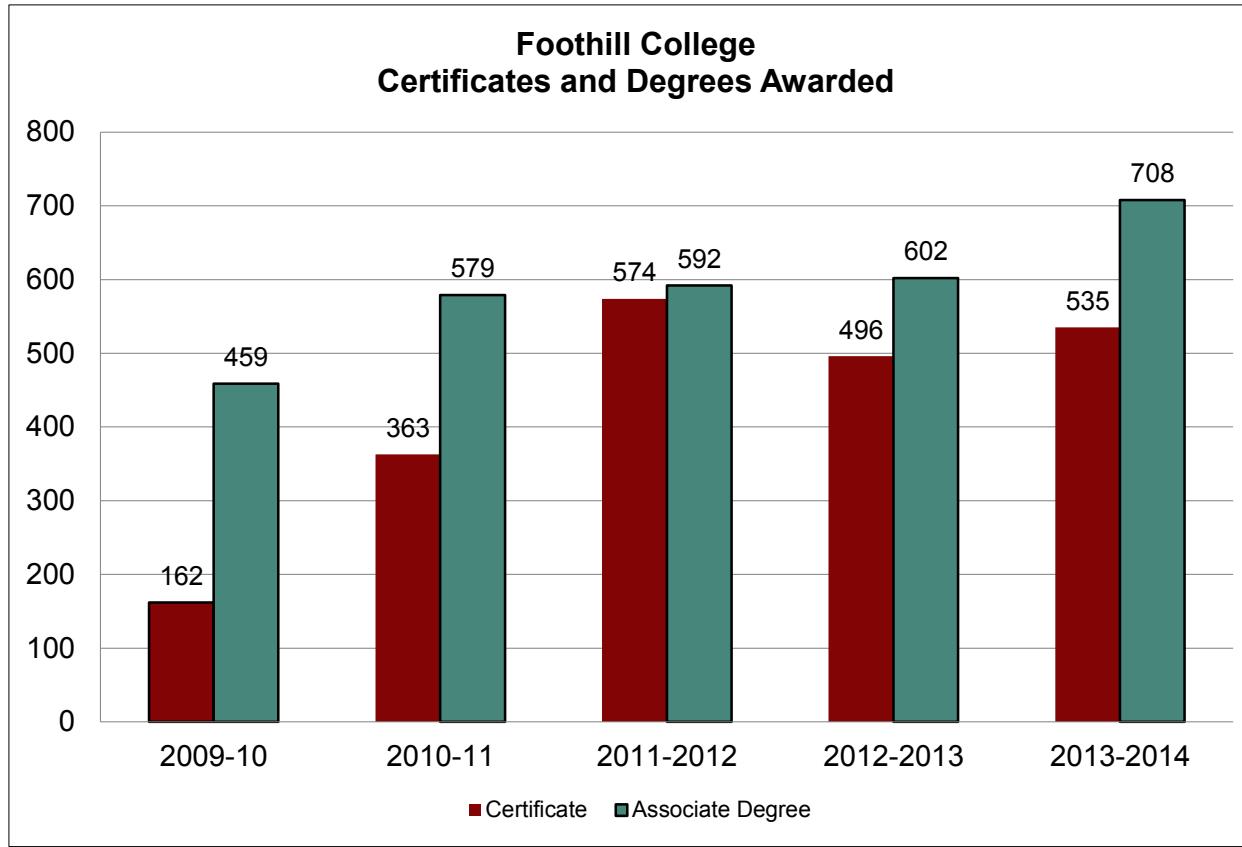
In Fall 2010: 17%

Where is the greatest gap?

Asians and African Americans

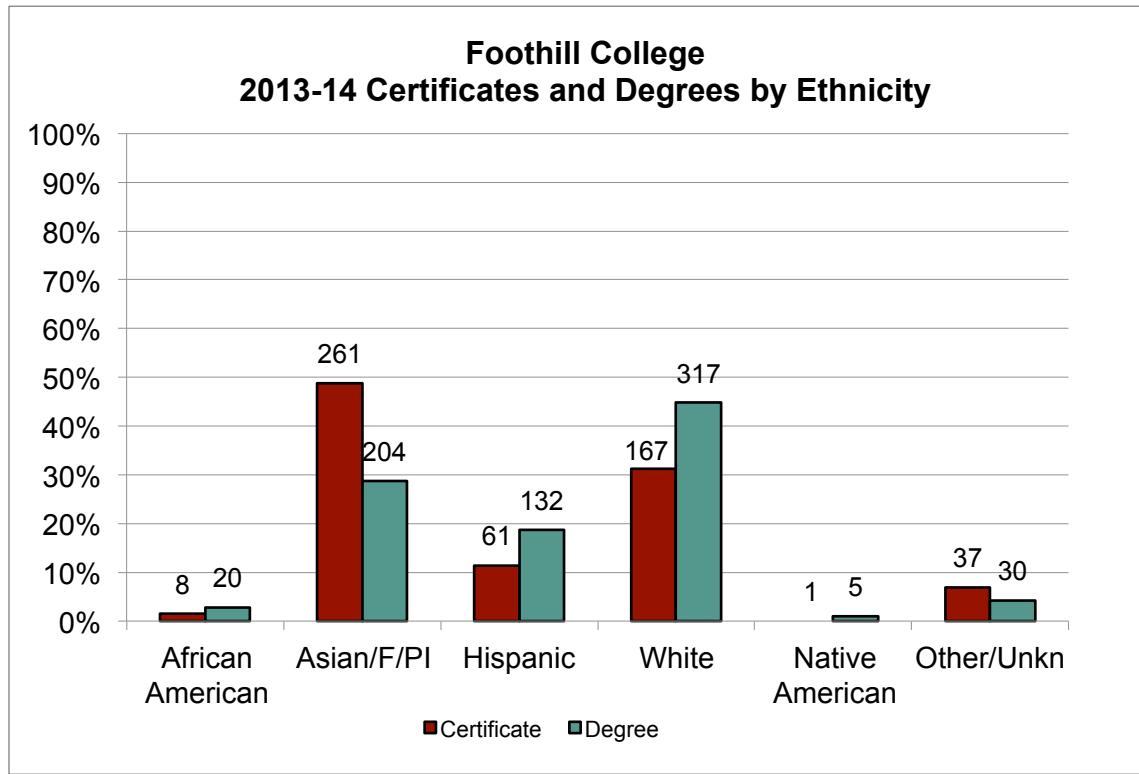


Graduation



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Graduation



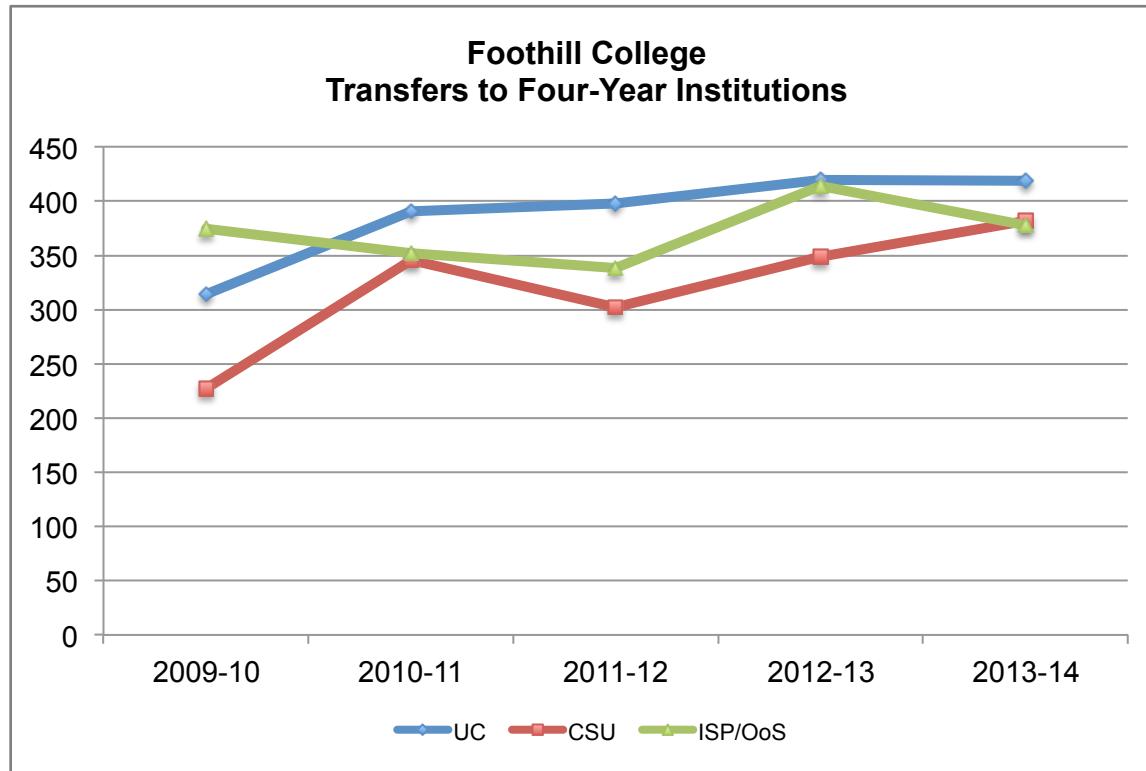
CCCO Datamart

- 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

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
- Top themes:
 - College Collaboration
 - Student Services
 - Planning
 - Equity and Diversity



Online Input

- Asking for feedback about Foothill strengths, areas for improvement, future goals
 - April 27, 2015 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

- 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

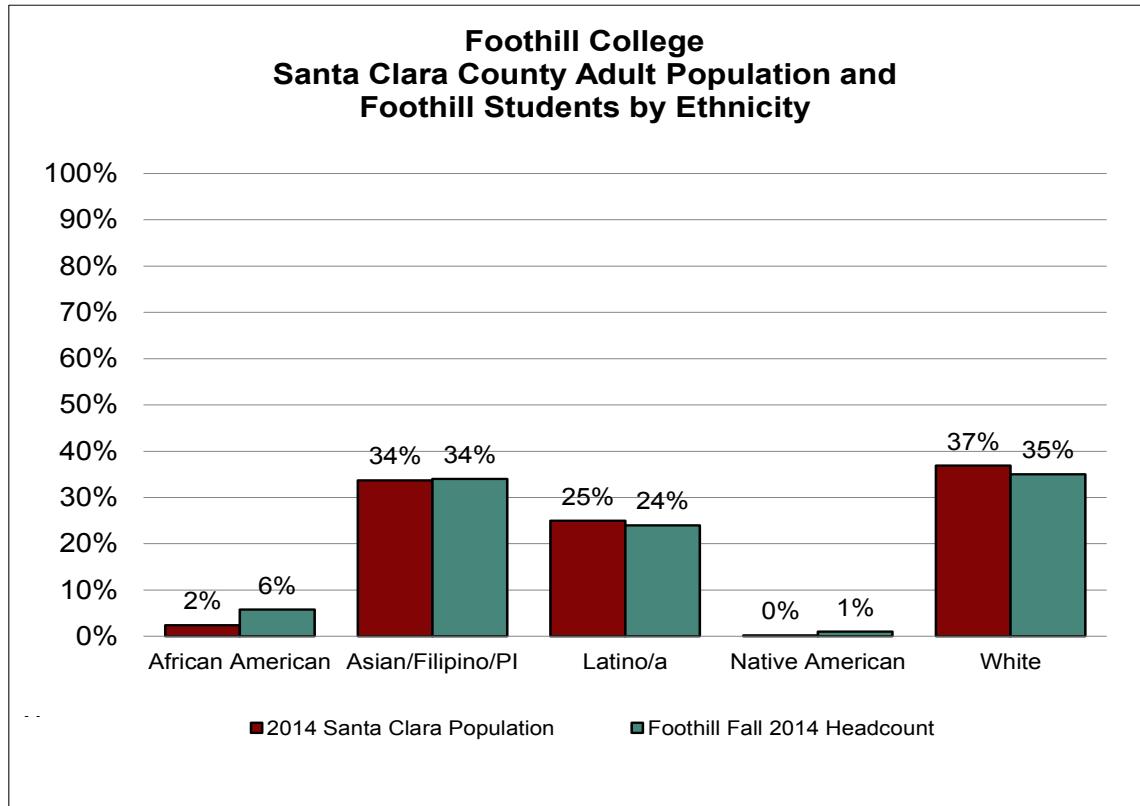


External Scan



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Are our students representative?



Source: FHDA IR&P, ODS [Fall Factsheet]
CA Dept of Finance [P-3 report]



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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 (per federal poverty thresholds)
 - Silicon Valley: 11%
 - 10 Years ago: ~9%
 - About 25% of total reside in Santa Clara County

Median household income is based on 2013 figures.
2013 Federal poverty thresholds: \$11,490 for single household; \$23,550 for a family of four

Source: Joint Venture [Silicon Valley Index 2015]
Silicon Valley Institute for Regional Studies [Poverty in the San Francisco Bay Area, 2015]



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Next Steps: Identifying Goals



Proposed Goals and Feedback

- The draft goals were identified as part of an all-day meeting (May 13).
- 15 proposed goals will be narrowed down to between 3 to 5.
- Open Forum: Thursday, June 4th, 11 am-noon (Toyon Room)
- Online feedback through June 12th:
<http://irp.fhda.edu/cgi-bin/rws5.pl?FORM=EMPinput>



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**Questions? Comments?
Thanks for your time!**



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