



FOOTHILL COLLEGE

A Look at Our Local Community: Conducting an (brief) External Scan

PaRC Presentation

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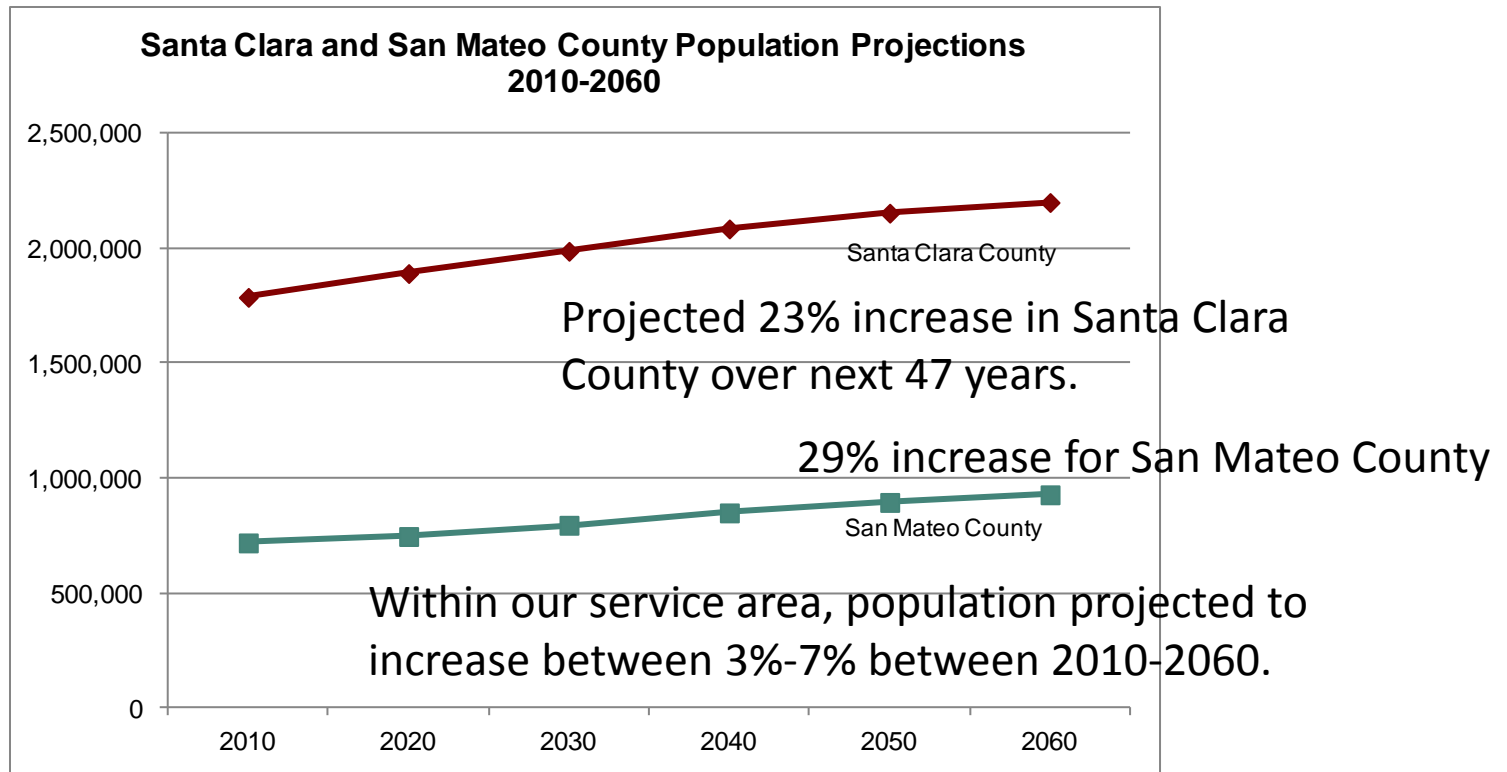
Overview

- Examination of external environment
 - Population
 - Education
 - Labor
- Consider our local community in relation to who we are and might be serving
- Inform strategic planning

Population

Who makes up our local community?

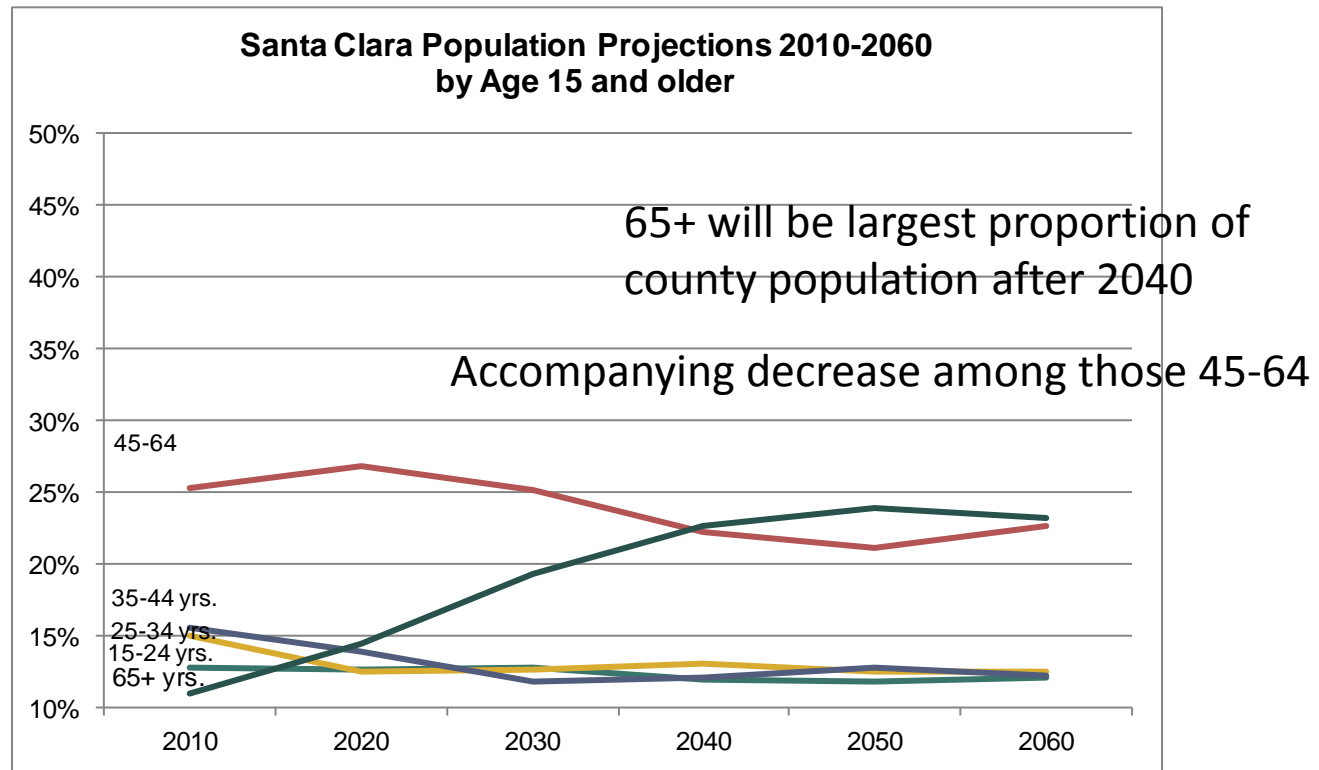
Projections by County



Source: CA Department of Finance, P-1 (Age)

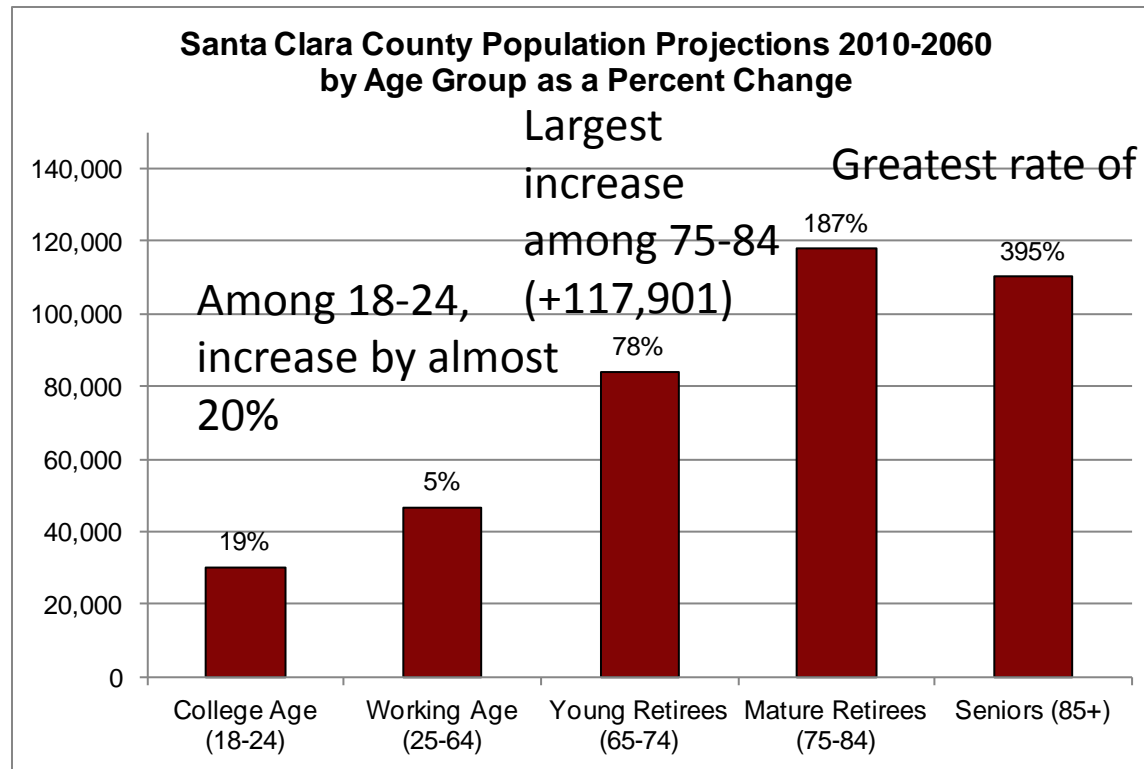
Note: Foothill service area defined as Los Altos, Los Altos Hills, Mountain View, Palo Alto, Sunnyvale.

Projections by Age



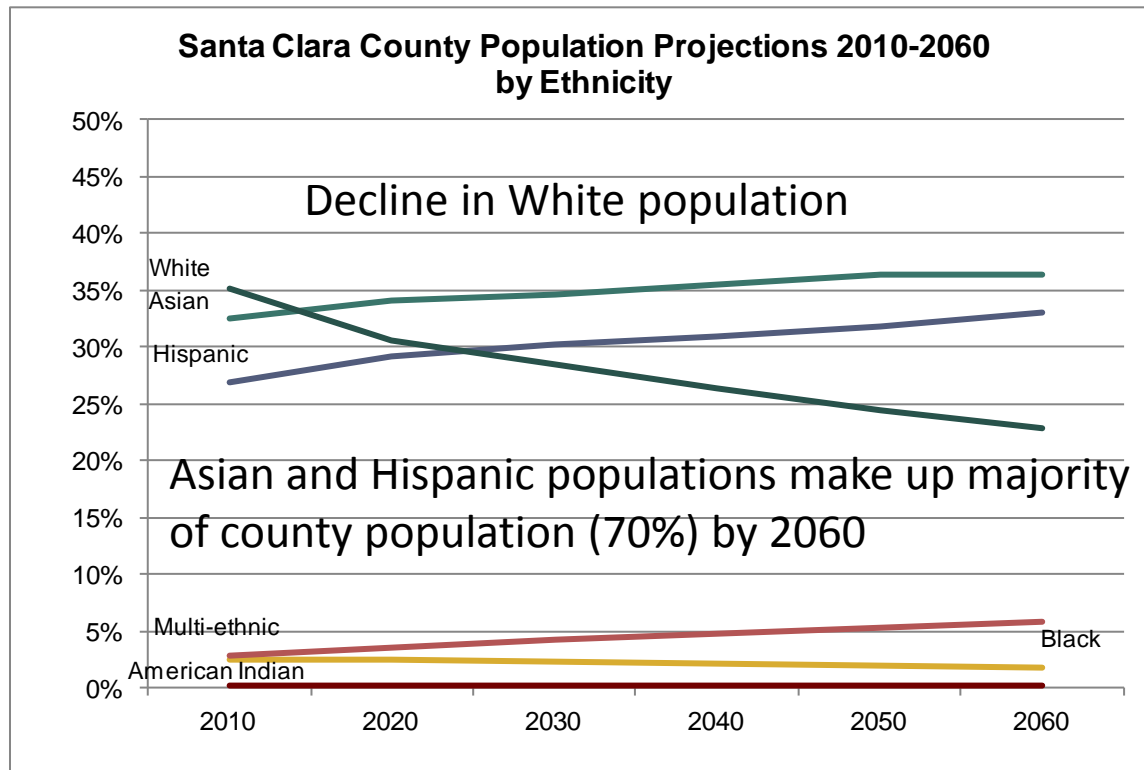
Source: CA Department of Finance, P-2 (Age)

Projections by Age



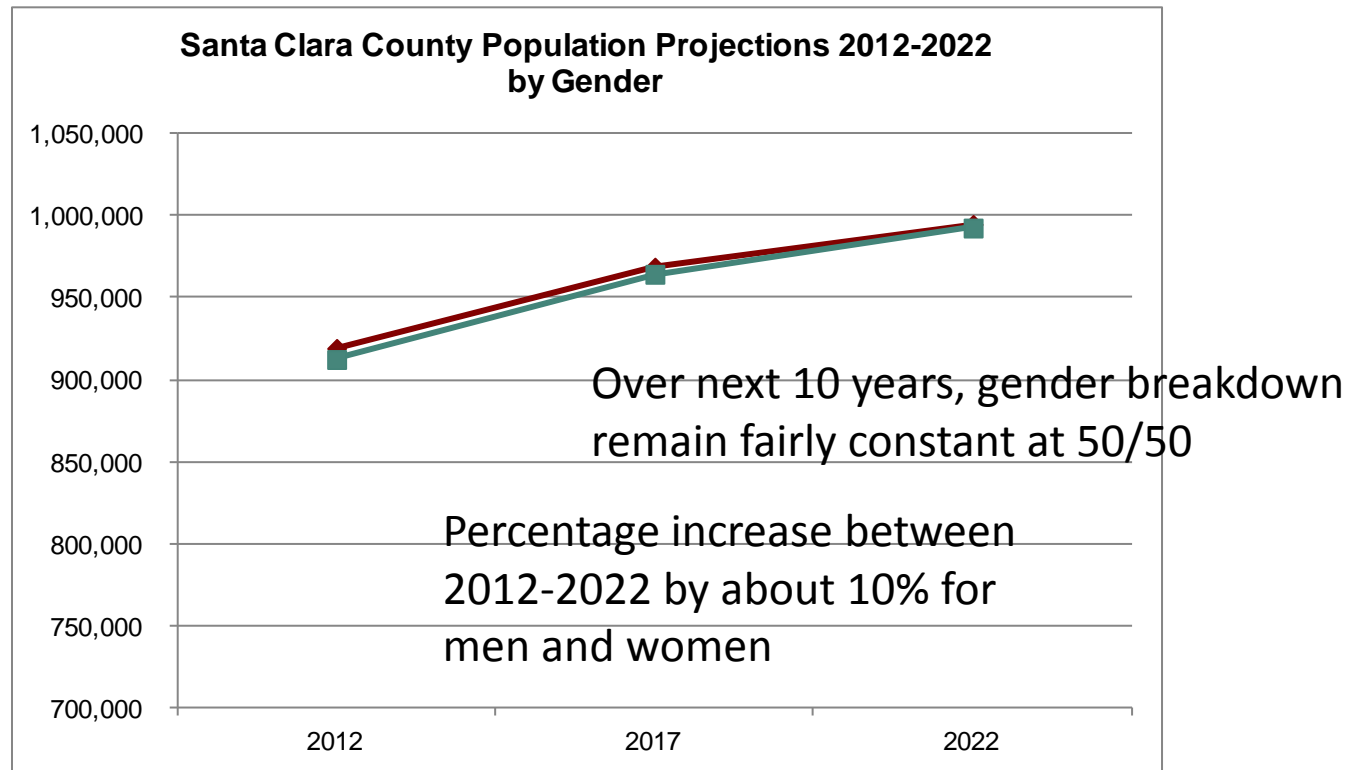
Source: CA Department of Finance, P-1 (Age)

Projections by Ethnicity



Source: CA Department of Finance, P-2 (Age)

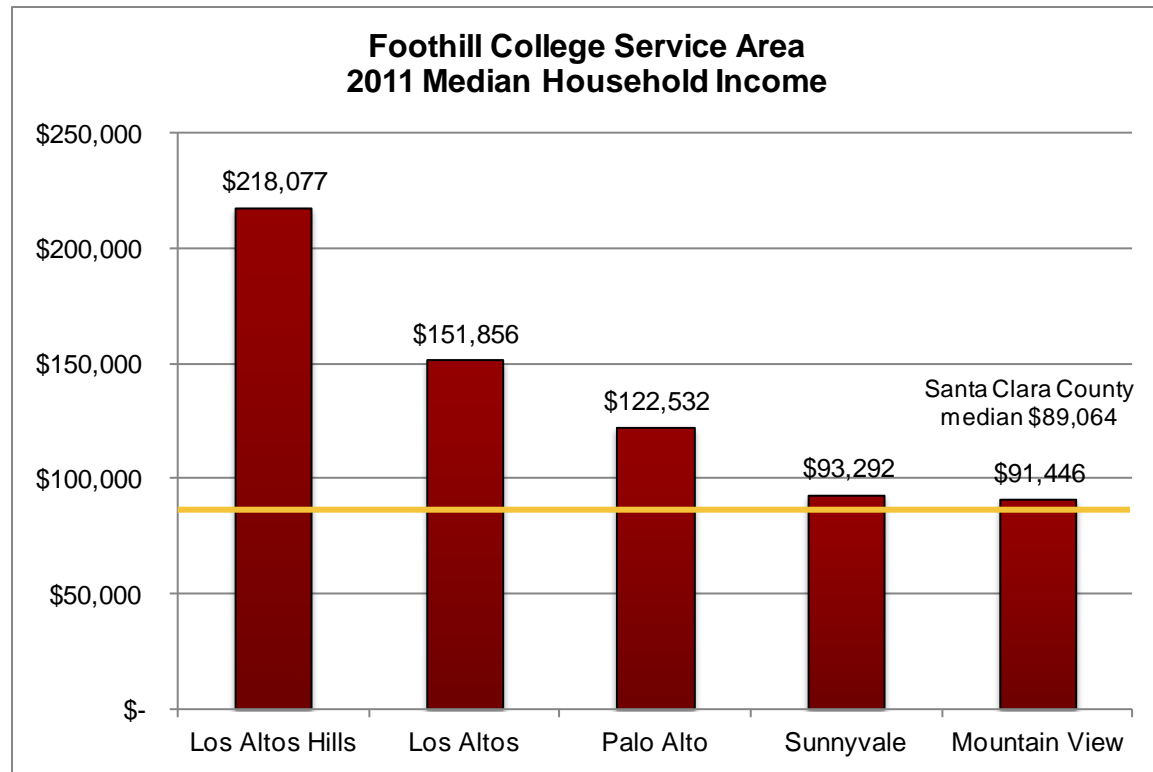
Projections by Gender



Source: EMSI

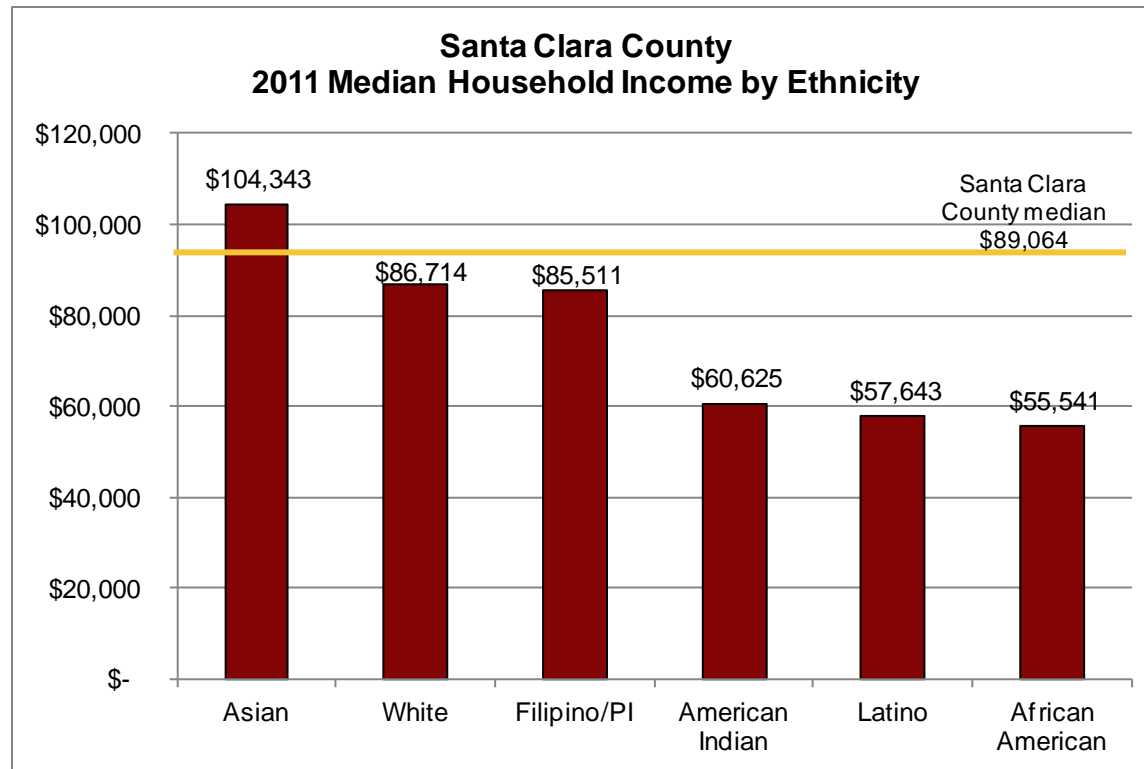


Income



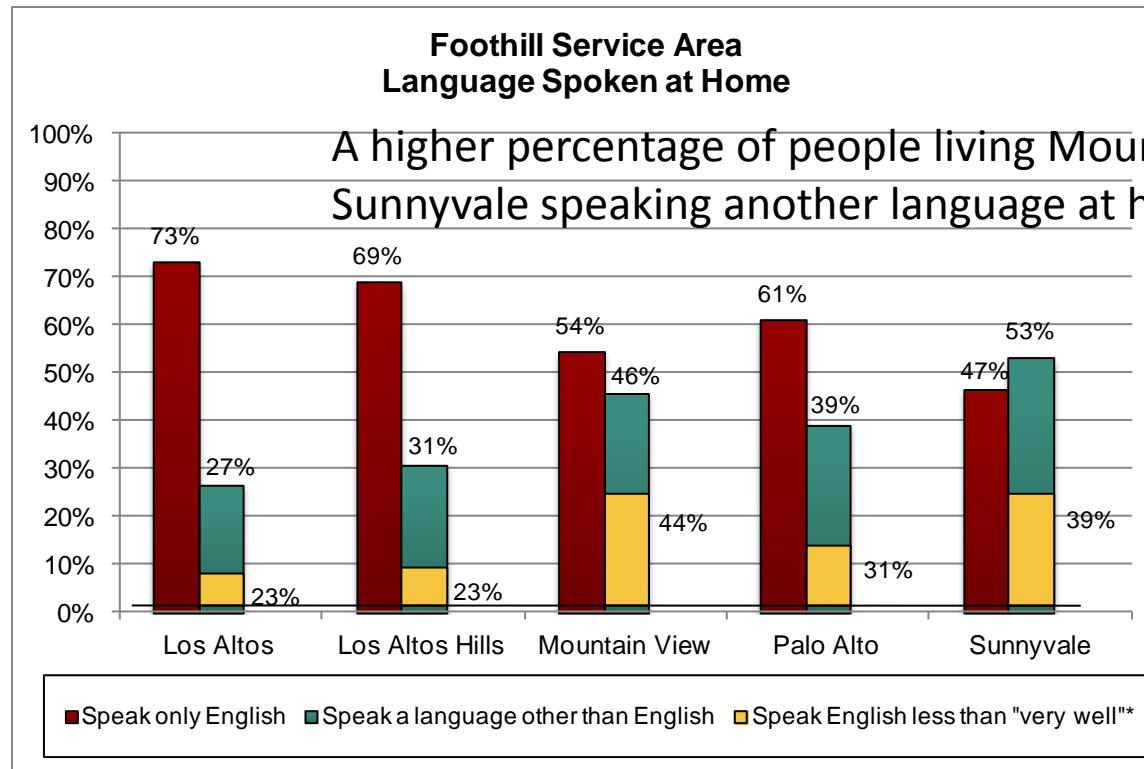
Source: US Census Fact Finder, 2011

Income by Ethnicity



Source: US Census Fact Finder

English Language Facility



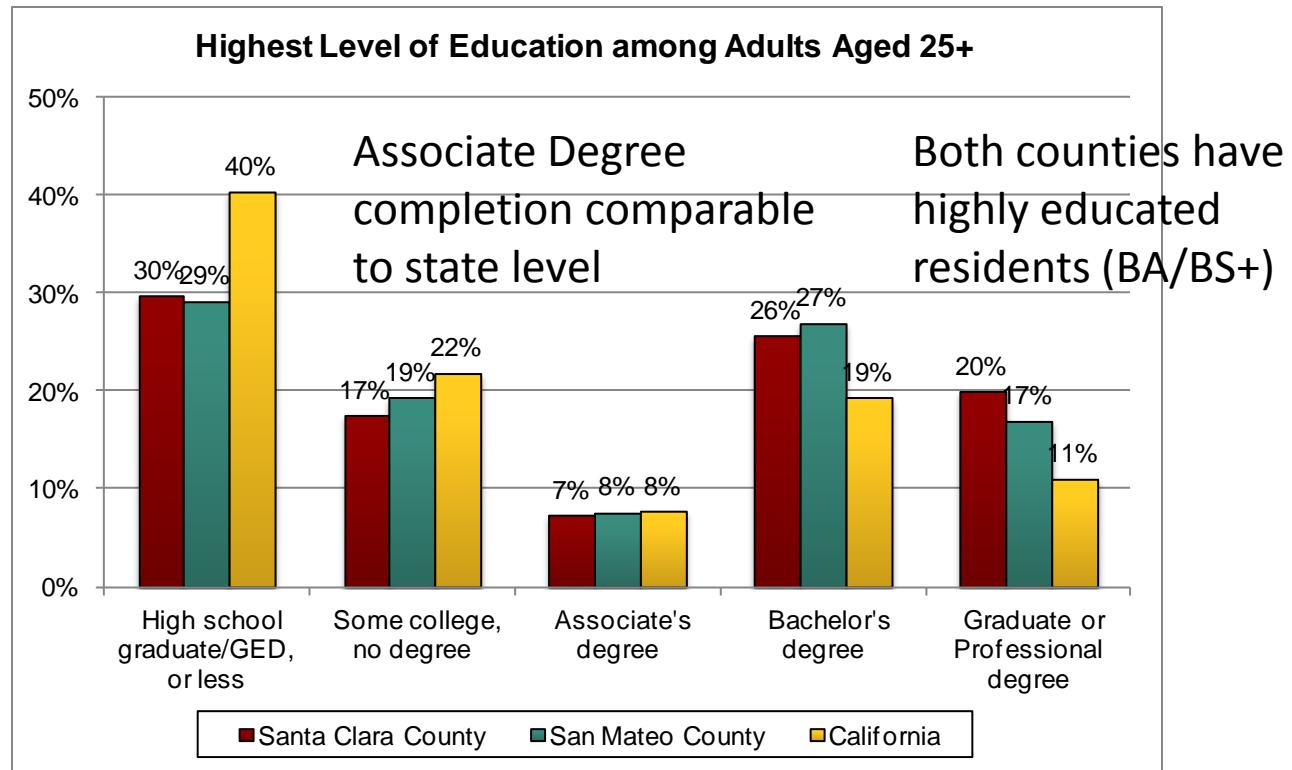
Source: US Census Fact Finder, 2011

Over one-third of people living in Mountain View and Sunnyvale who speak a language other than English at home also feel they don't speak English very well.

Education

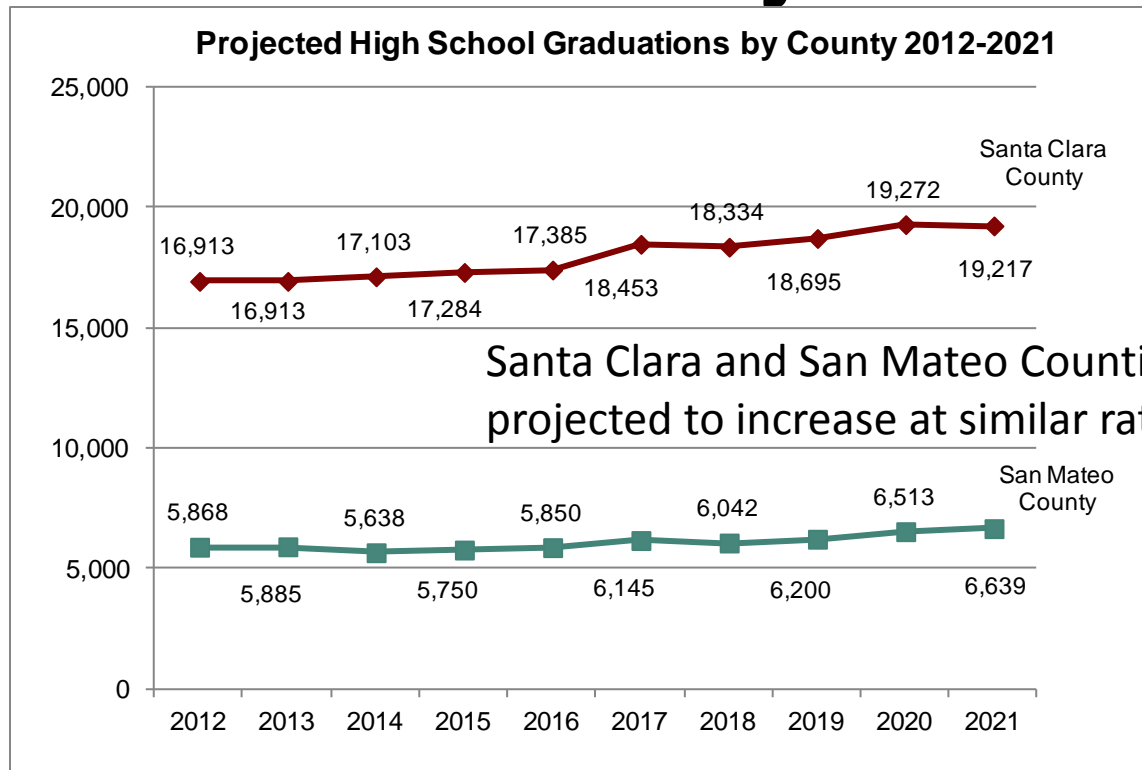
Attainment, Preparation, Attendance

Educational Level by County



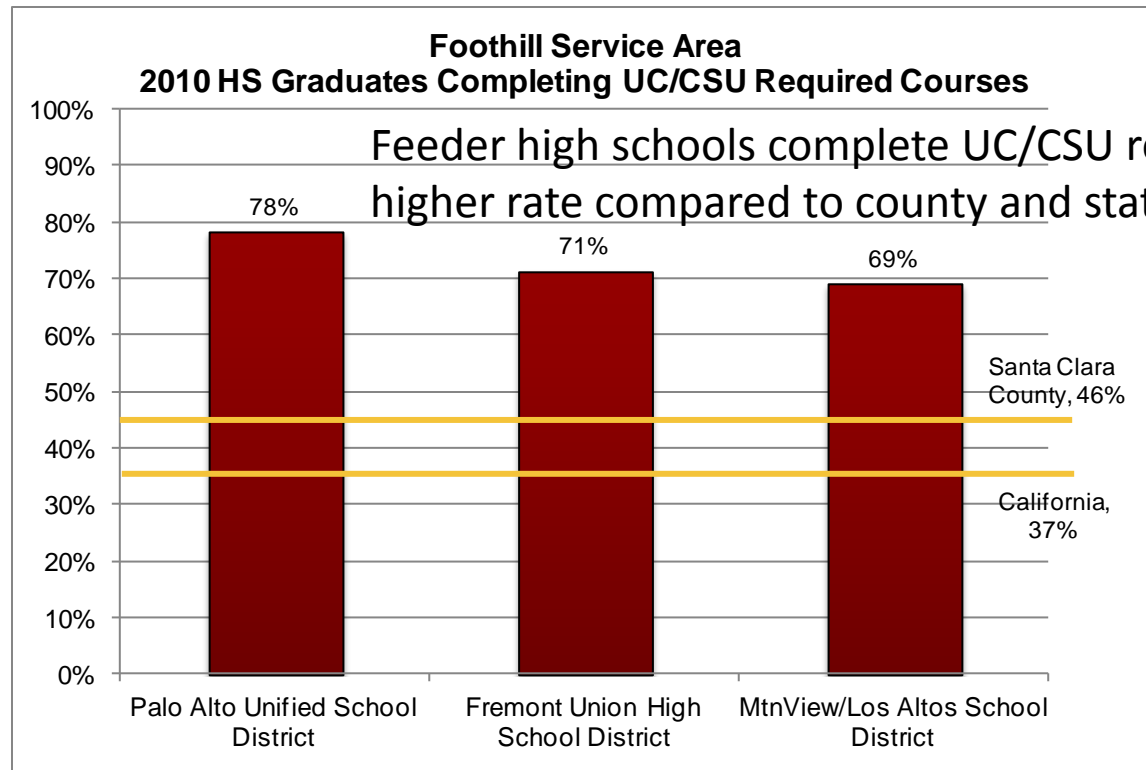
Source: US Census Fact Finder, 2011

High School Graduation Projections



Source: CA Department of Education

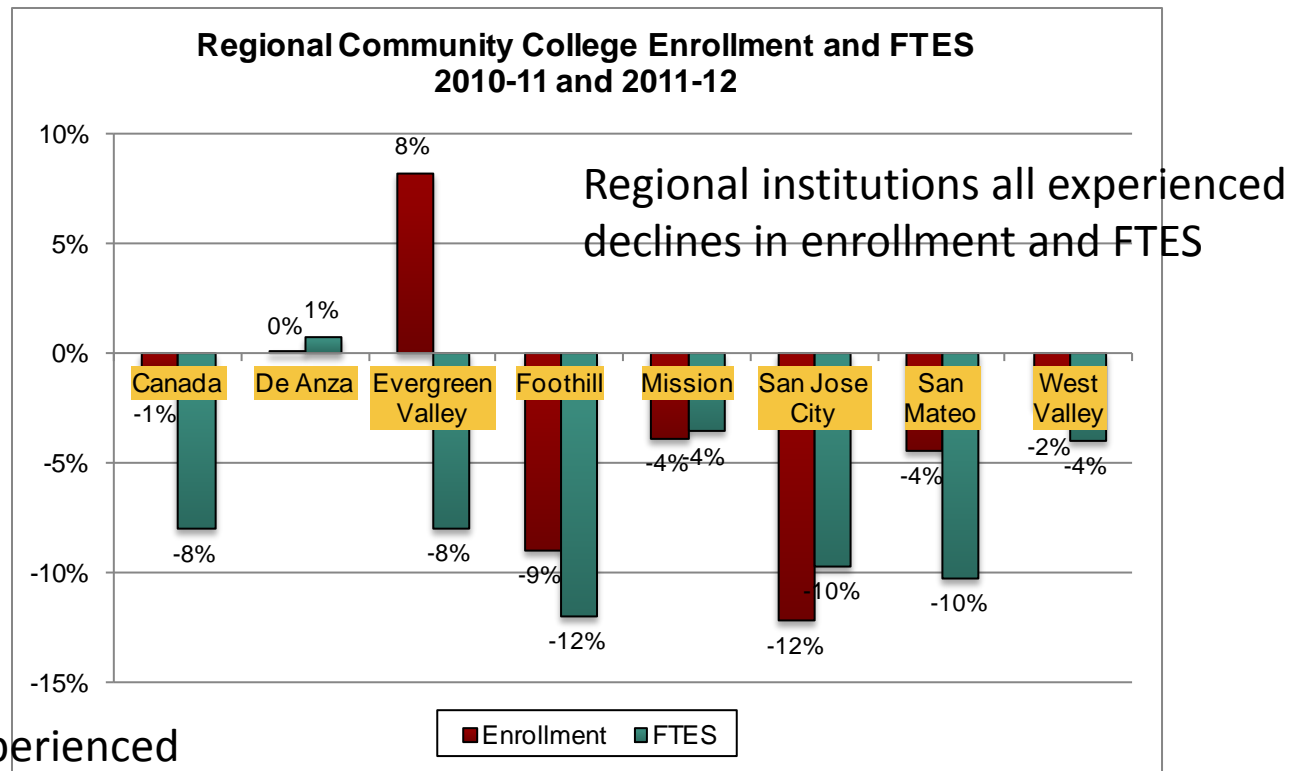
HS Graduates and College Prep



Santa Clara 36%
Sequoia HS 50%

Source: CA Department of Education

Local Community Colleges



Source: CCCC0 Datamart

Evergreen experienced largest decline among these colleges in enrollment between 2009-10 to 2010-11 (-16%)

Labor

Employers, Employment, Projections

Top Employers

Santa Clara County			San Mateo County	
Rank	Business	Local Employee	Business	Local Employee
1	Stanford Hospital & Clinics	4,935	Us Department Of The Interior	7,000
2	Santa Clara Valley Medical Center	4,513	Inovant Llc	1,500
3	Brocade Communications Systems, Inc.	2,500	Franklin Investment Advisory Services, Llc	1,500
4	Cypress Semiconductor Corporation	2,076	San Mateo County Offices Health Education	1,500
5	Varian Medical Systems Inc	2,068	Oracle America, Inc.	1,400

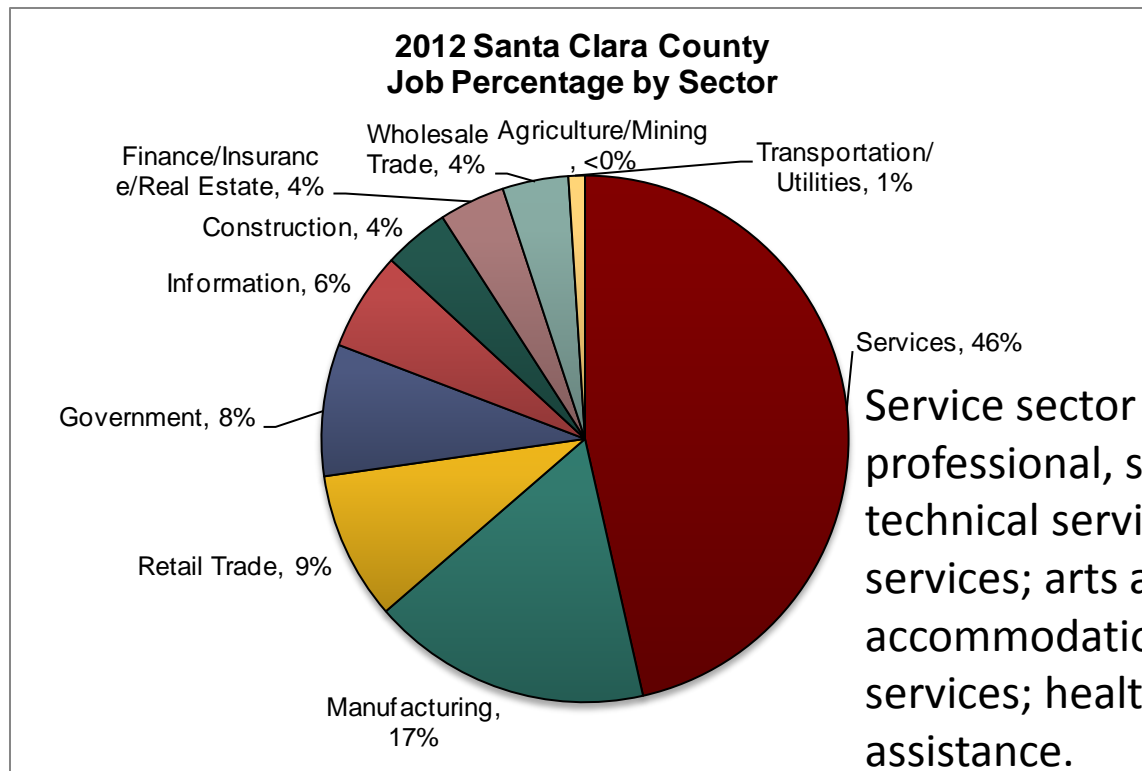
Source: EMSI, Equifax Business List Data (2012, Q3)
Companies that have recently had a credit check.

Santa Clara County
Health Care, Technology

San Mateo County
Government, Technology and
Information, Financial

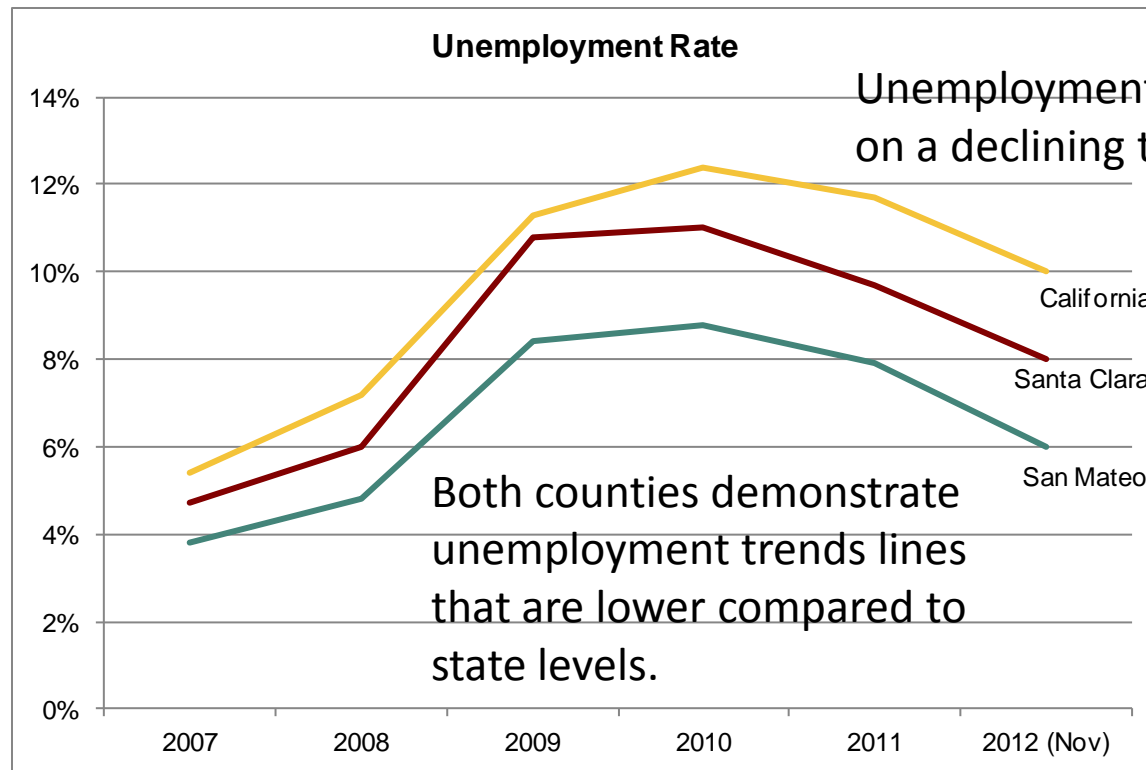
Employment by Sector

Almost half of those employed in the county are employed in the service sector



Source: EMSI

Unemployment Rate



Source: BLS Local Area Unemployment Statistics

5-Yr Projected Occupation Growth

Fastest Growing Occupations for Santa Clara County 2012-2017				
Description	2012 Jobs	2017 Jobs	5 Yr. % Change	Education Level
Radio, Cellular, and Tower Equipment Installers and Repairs	45	73	62%	Associate's degree
Film and Video Editors	105	141	34%	Bachelor's degree
Personal Care Aides	4,872	6,346	30%	Short-term on-the-job training
Reporters and Correspondents	270	347	29%	Bachelor's degree
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	123	157	28%	Moderate-term on-the-job training
Medical Equipment Repairers	281	357	27%	Associate's degree
Curators	53	66	25%	Master's degree
Home Health Aides	4,100	5,074	24%	Short-term on-the-job training
Helpers--Carpenters	161	198	23%	Short-term on-the-job training
Archivists	130	158	22%	Master's degree

Roughly half of the fastest growing occupations require some training or an Associate's degree.

5-Yr Projected Occupation Growth

Fastest Growing Occupations for San Mateo County 2012-2017				
Description	2012 Jobs	2017 Jobs	5 Yr. % Change	Education Level
Chemical Equipment Operators and Tenders	72	125	74%	Moderate-term on-the-job training
Credit Authorizers, Checkers, and Clerks	50	75	50%	Short-term on-the-job training
Agents and Business Managers of Artists, Performers, and Athletes	48	72	50%	Bachelor's or higher degree, plus work experience
Helpers--Carpenters	59	87	47%	Short-term on-the-job training
Tile and Marble Setters	167	242	45%	Long-term on-the-job training
Mechanical Door Repairers	66	93	41%	Moderate-term on-the-job training
Structural Metal Fabricators and Fitters	54	75	39%	Moderate-term on-the-job training
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	75	104	39%	Moderate-term on-the-job training
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	47	65	38%	Moderate-term on-the-job training
Environmental Engineering Technicians	16	21	31%	Associate's degree

Almost all of the fastest growing occupations require training.

Source: EMSI

10-Yr Projected High Demand Occupations

10 High Demand Occupations for Santa Clara and San Mateo Counties 2012-2022

Occupation	Education Level
First-Line Supervisors of Office and Administrative Support Workers	Work experience in a related occupation
Market Research Analysts and Marketing Specialists	Bachelor's degree
Computer Systems Analysts	Bachelor's degree
General and Operations Managers	Bachelor's or higher degree, plus work experience
Landscaping and Groundskeeping Workers	Short-term on-the-job training
Carpenters	Long-term on-the-job training
First-Line Supervisors of Food Preparation and Serving Workers	Work experience in a related occupation
Teacher Assistants	Short-term on-the-job training
Maintenance and Repair Workers, General	Moderate-term on-the-job training
Inspectors, Testers, Sorters, Samplers, and Weighers	Moderate-term on-the-job training

High demand means there is a projected gap between the number of people with the education and skills who qualify for anticipated job openings.

Projected Program Demand

Top 10 Foothill Program Demand based on Projected Job Growth 2011-2022 In Santa Clara and San Mateo Counties

Rank	Program	Regional Openings	Institution Completions	Regional Completions	Jobs Growth (2011-2022)	Gap
1	Computer Science	6,095	7	569	29%	5,526
2	Computer Programming/Programmer, General	5,125	9	43	30%	5,082
3	Computer and Information Sciences, General	3,077	5	13	27%	3,064
4	Computer Systems Networking and Telecommunications	2,356	8	23	30%	2,333
5	International Business/Trade/Commerce	1,228	4	4	6%	1,224
6	Administrative Assistant and Secretarial Science, General	1,162	1	50	12%	1,112
7	Accounting Technology/Technician and Bookkeeping	1,241	37	299	17%	942
8	Electrician	909	3	147	19%	762
9	Mass Communication/Media Studies	460	2	25	30%	435
10	Health and Physical Education/Fitness, General	531	6	166	28%	365
Total		22,184	82	1,339		

Source: EMSI

These are programs currently offered at Foothill.

Largest number of openings based on 2011 completion rates are primarily in computer industries

But also occupations related to communication and health and fitness programs

Such as editors, reporters, authors, coaches, scouts, fitness trainers



Summary

- Population
 - Continued increase over next 45 years
 - Increase in college-age population group
- Education
 - Highly educated population
- Labor
 - Decrease in unemployment
 - Projections suggest need for training
 - Computer technology/information opportunities continue to increase

Next Steps

- Use with Foothill student data
- Encourage discussion about who we are serving and who we might serve
- Serve as resource for mission revisit and for educational strategic master plan (ESMP)

- Questions?
- Feedback?