



**FOOTHILL COLLEGE**

# Environmental Scan: The First Pass

Ed Master Plan (EMP) Steering Committee  
Planning and Resource Council (PaRC)

April 29, 2015

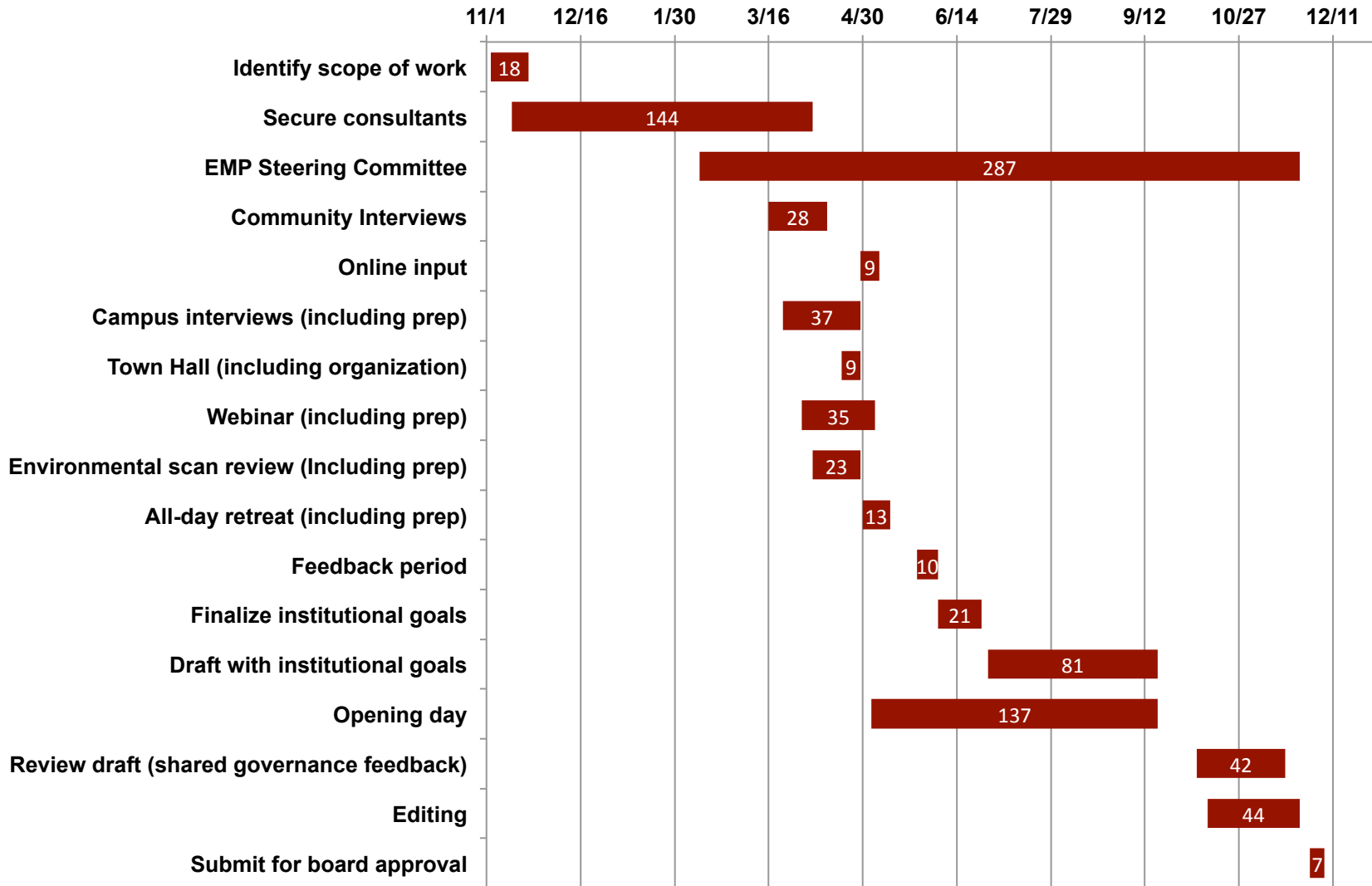
# Overview

- 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!

# The Roadmap: Process Update

# Ed Master Plan Timeline



# 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

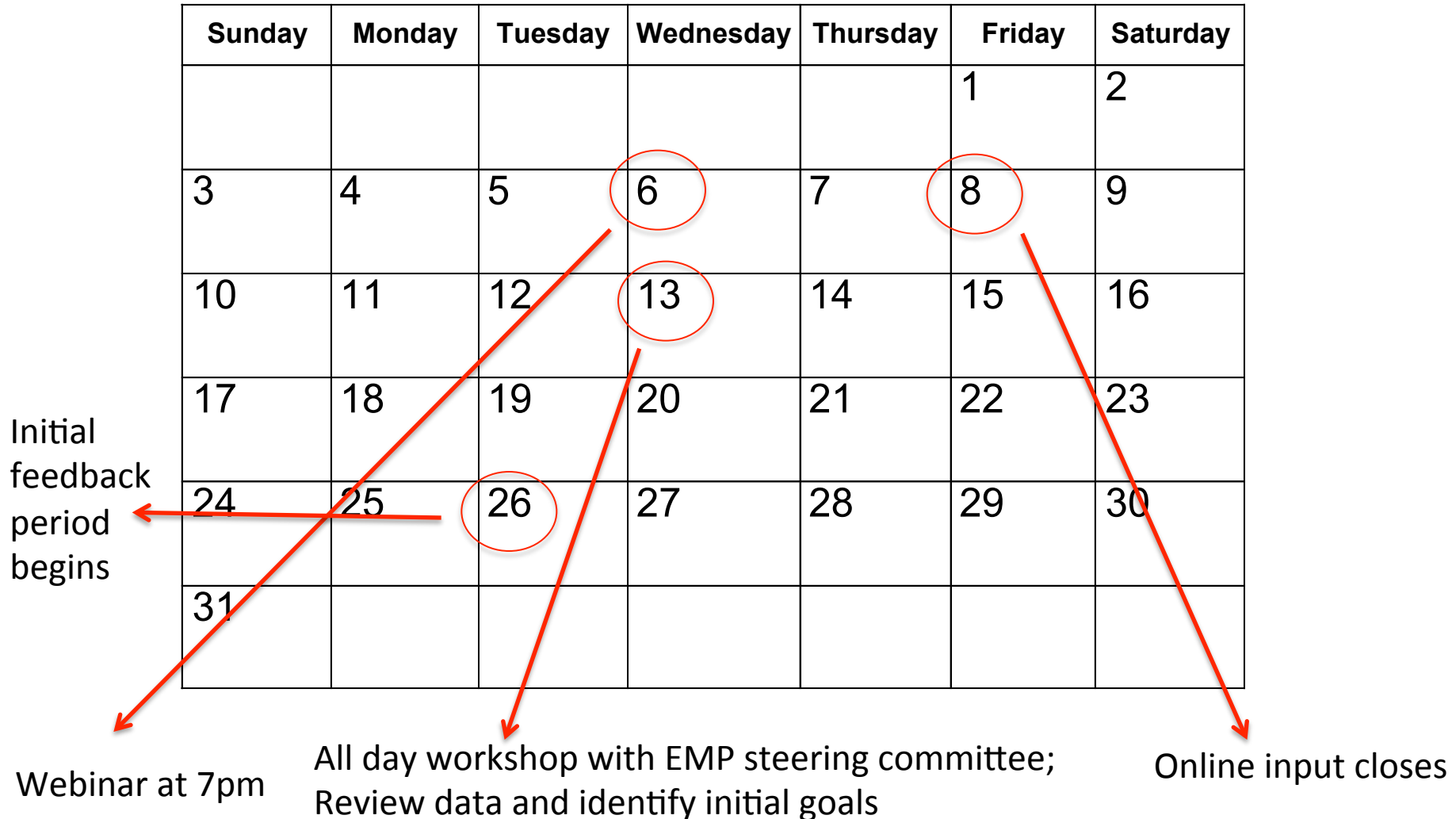
Discuss environmental scan data



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# Spring Quarter Timeline

**MAY 2015**



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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				

Second feedback period begins (if needed)

EMP goals finalized

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

Initial feedback period ends

Second feedback period ends (if needed)



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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



# Internal Scan

# 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

# How many students do we serve?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

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13,000

11,000

In Fall 2010

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

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## In Fall 2014

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## In Fall 2010

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18,000

17,000

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## In Fall 2010

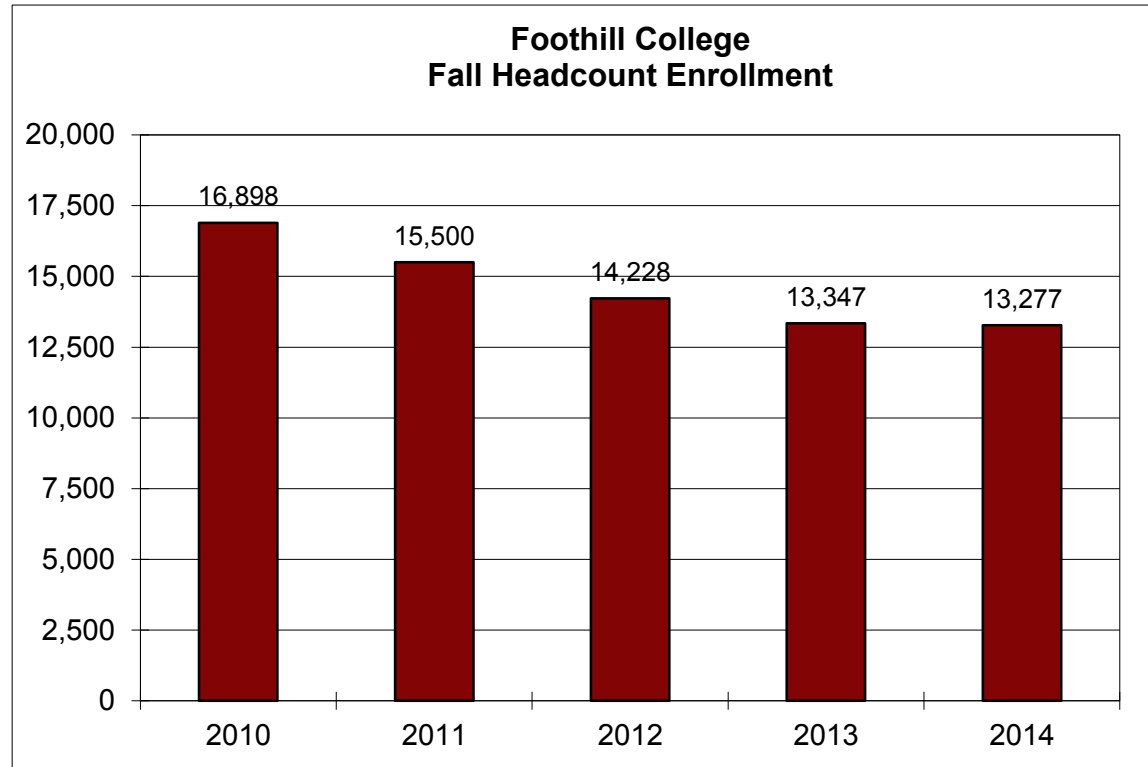
19,000

18,000

**17,000**

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

# How many students do we serve?



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

What does trend line suggest?

What does this mean moving forward?

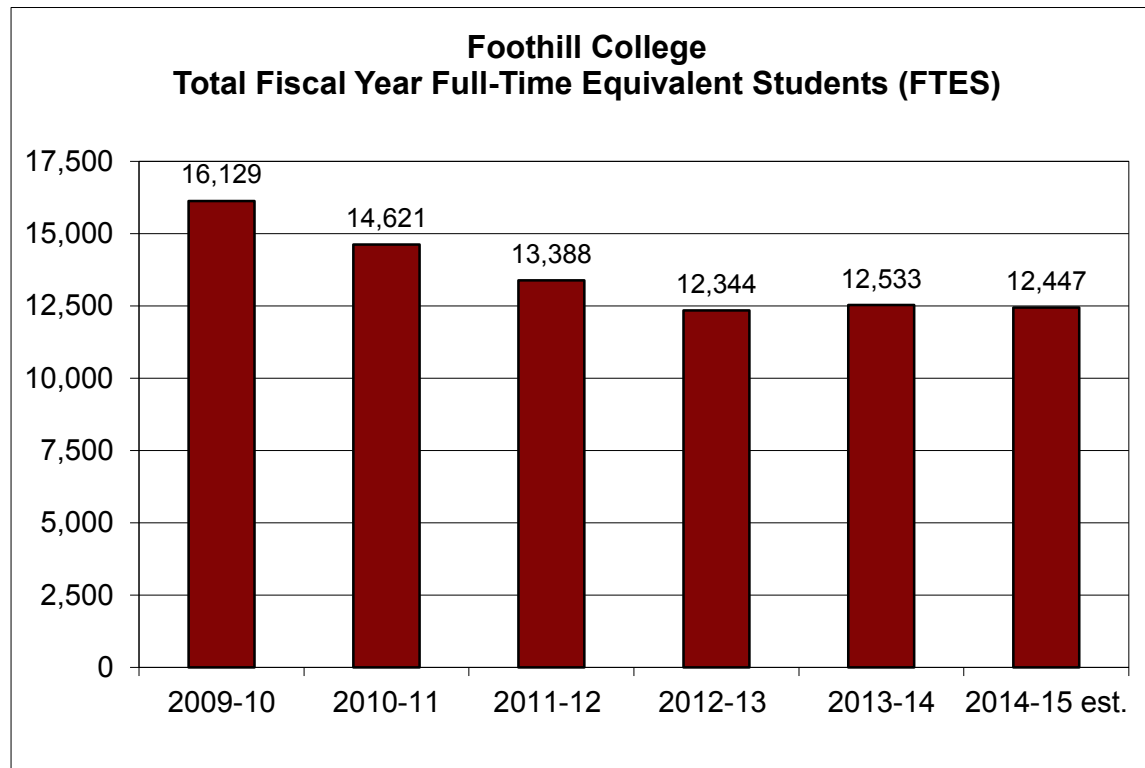
Are we serving the fewer students better?



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# How else are students identified?

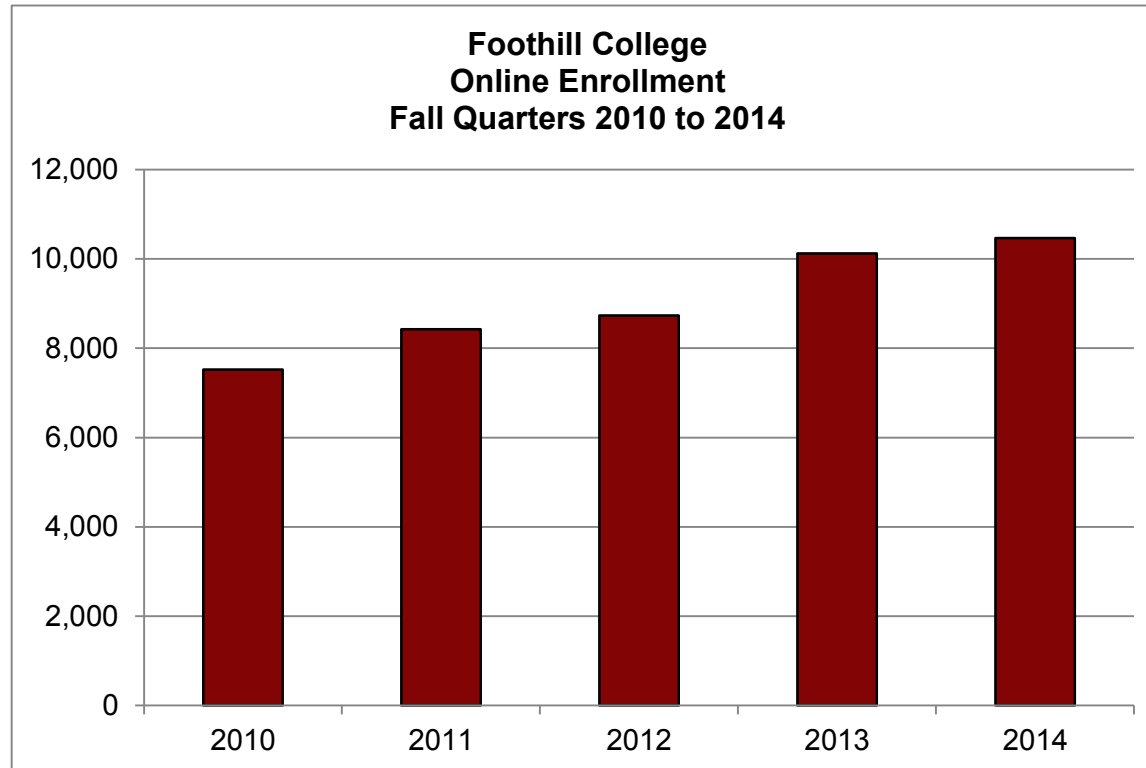
## Full-Time Equivalent Students (FTES)



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



# Online Course Enrollment



Source: CCCCO Data Mart [Retention/Success Rate query]

What does the trend line suggest?

# Where do they live?

## In Fall 2014

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

# Where do they live?

## In Our Service Area

Fall 2014

28%

Fall 2010

36%

## Foreign Students

Fall 2014

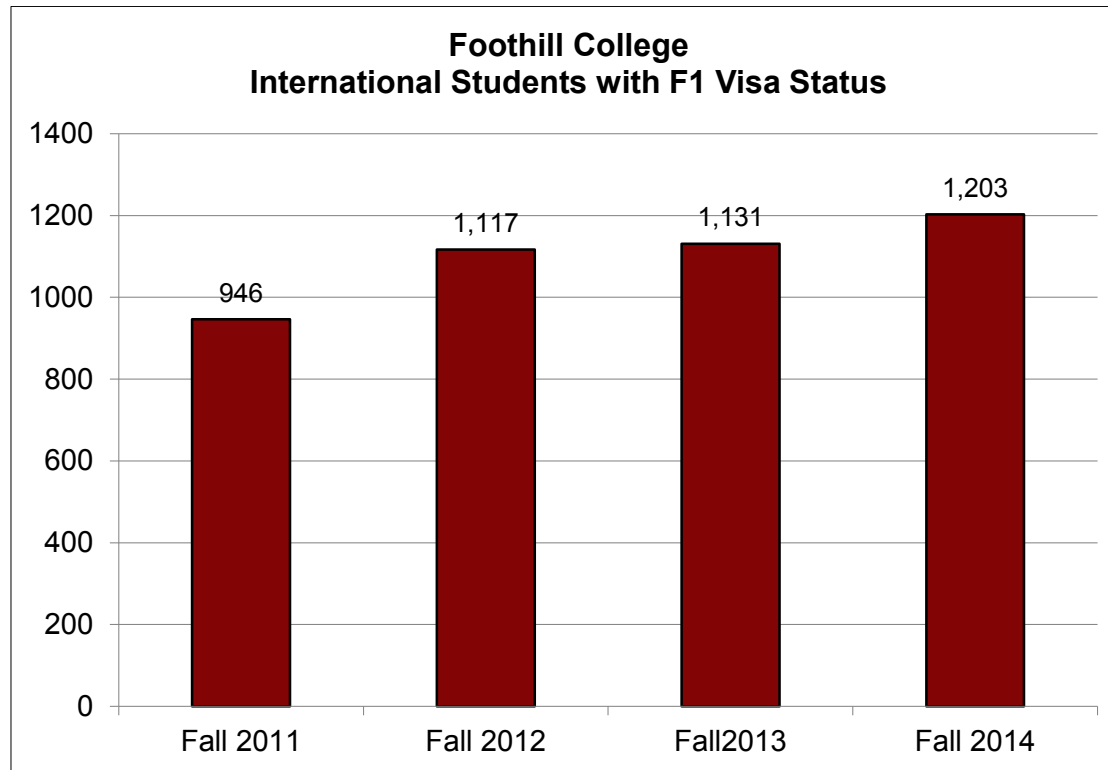
12%

Fall 2010

8%

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

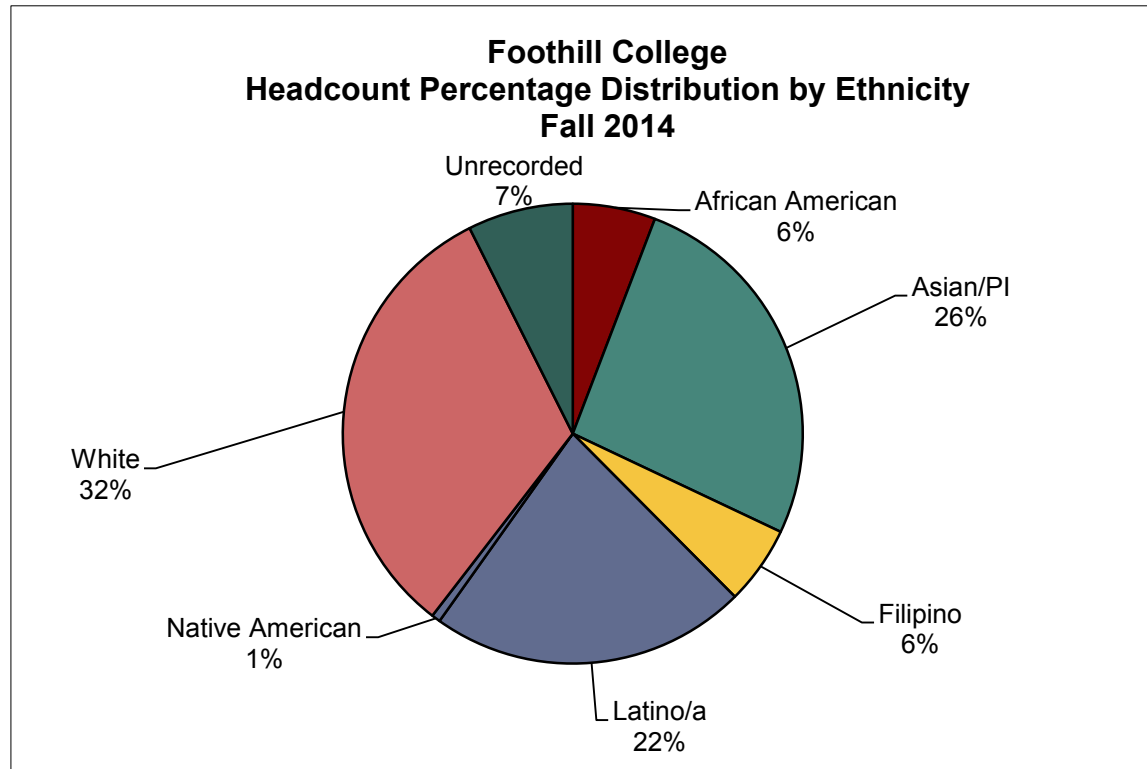
# International Students



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

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

# What do they look like?



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

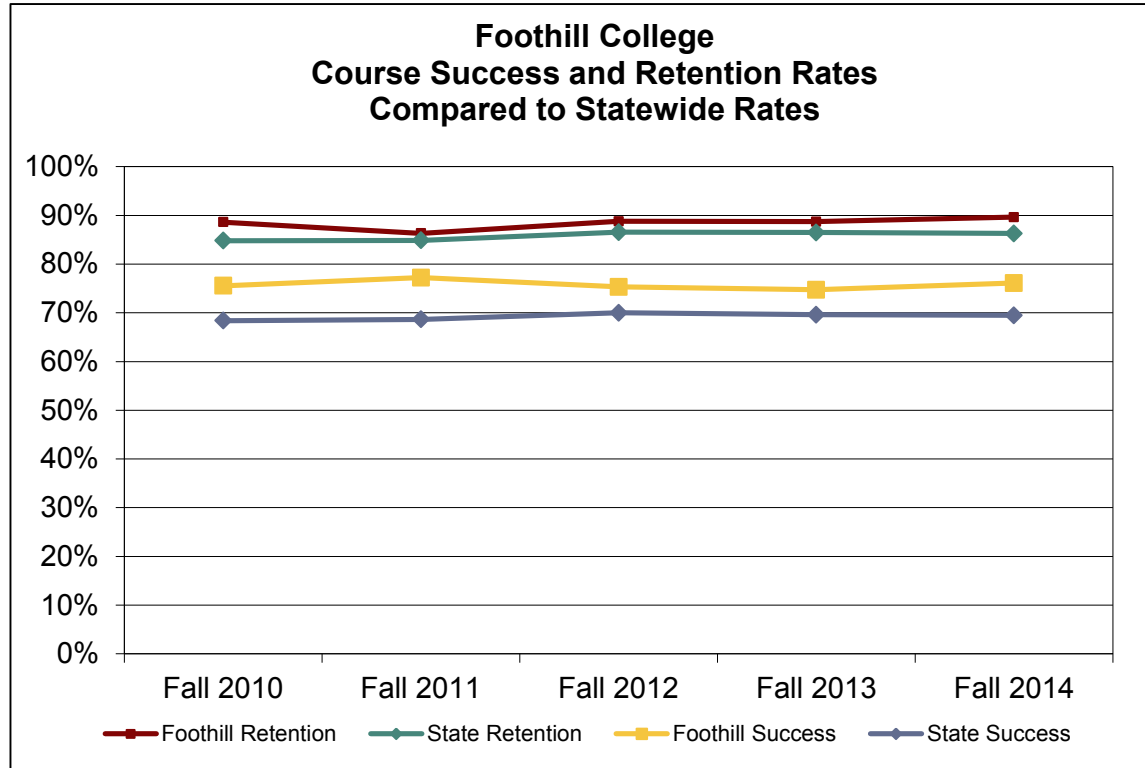
African Americans: +3%  
Latino/as: +11%  
Filipinos: +2%

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)?

# Are they successful?



Source: CCCCO Data Mart [Retention/Success Rate query]

## What does the trend line suggest?

# Are they successful?

What's the course success gap by ethnicity?

In Fall 2014: 21%

In Fall 2010: 17%

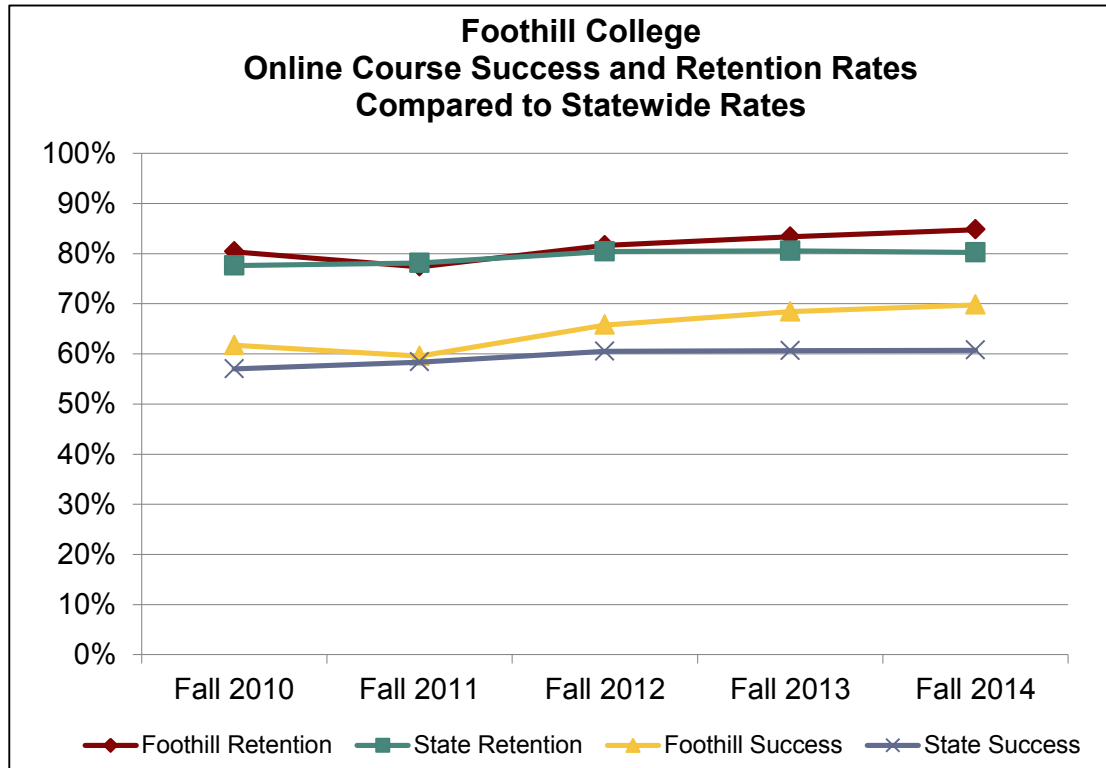
Where is the greatest gap?

Asians and African Americans

In Fall 2014: 75% vs. 54%

In Fall 2010: 83% vs. 66%

# Are they successful?



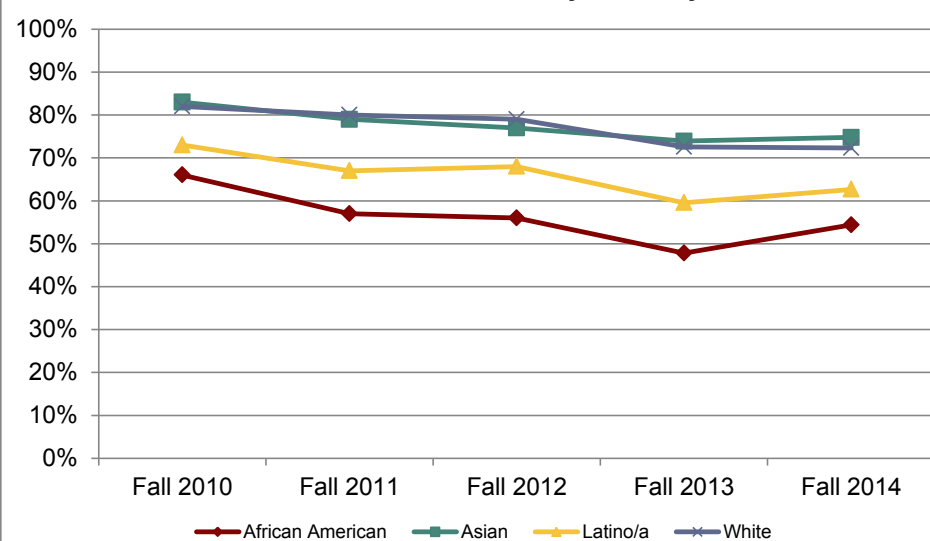
Source: CCCCO Data Mart [Retention/Success Rate query]

## What does the trend line suggest?

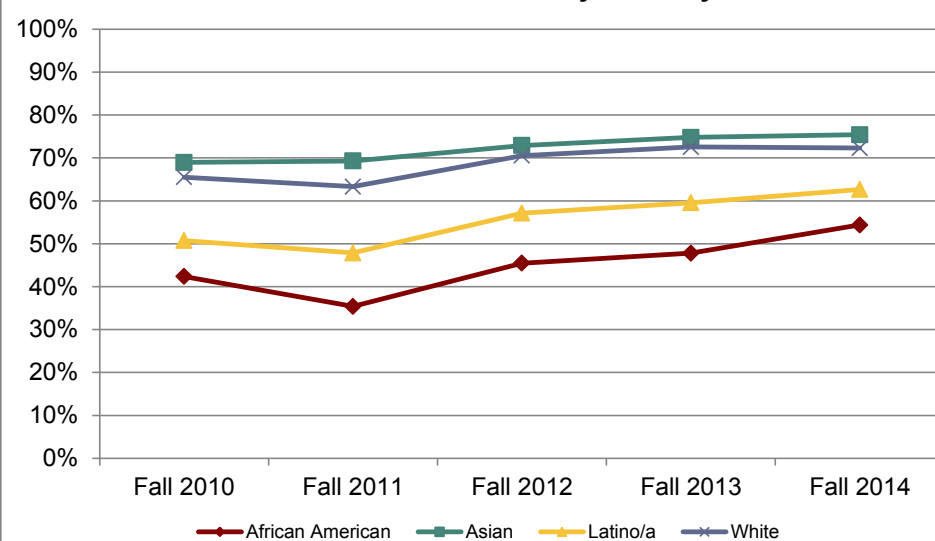


# Are they successful?

Foothill College  
Course Success Rates by Ethnicity



Foothill College  
Online Course Success by Ethnicity



Source: CCCC Data Mart [Retention/Success Rate query]

Similar trend in course success gaps  
regardless of instructional method

But online gap has narrowed

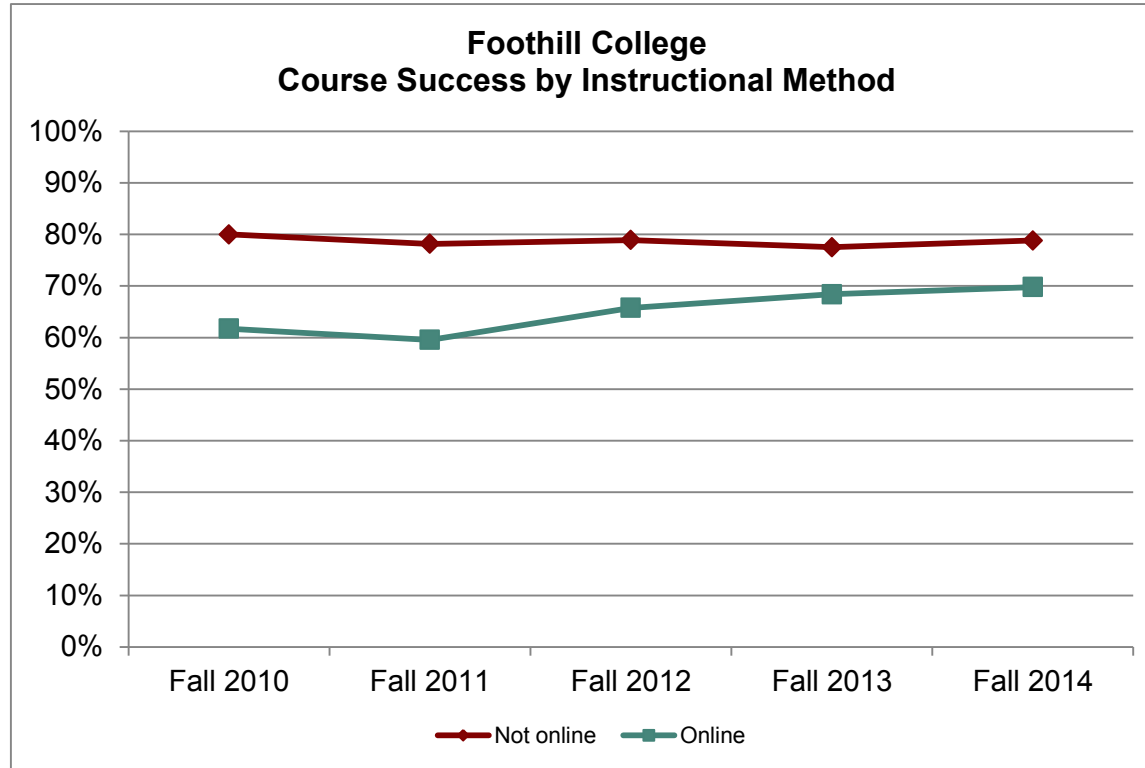
In Fall 2014: 21%

In Fall 2010: 27%



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# Are they successful?



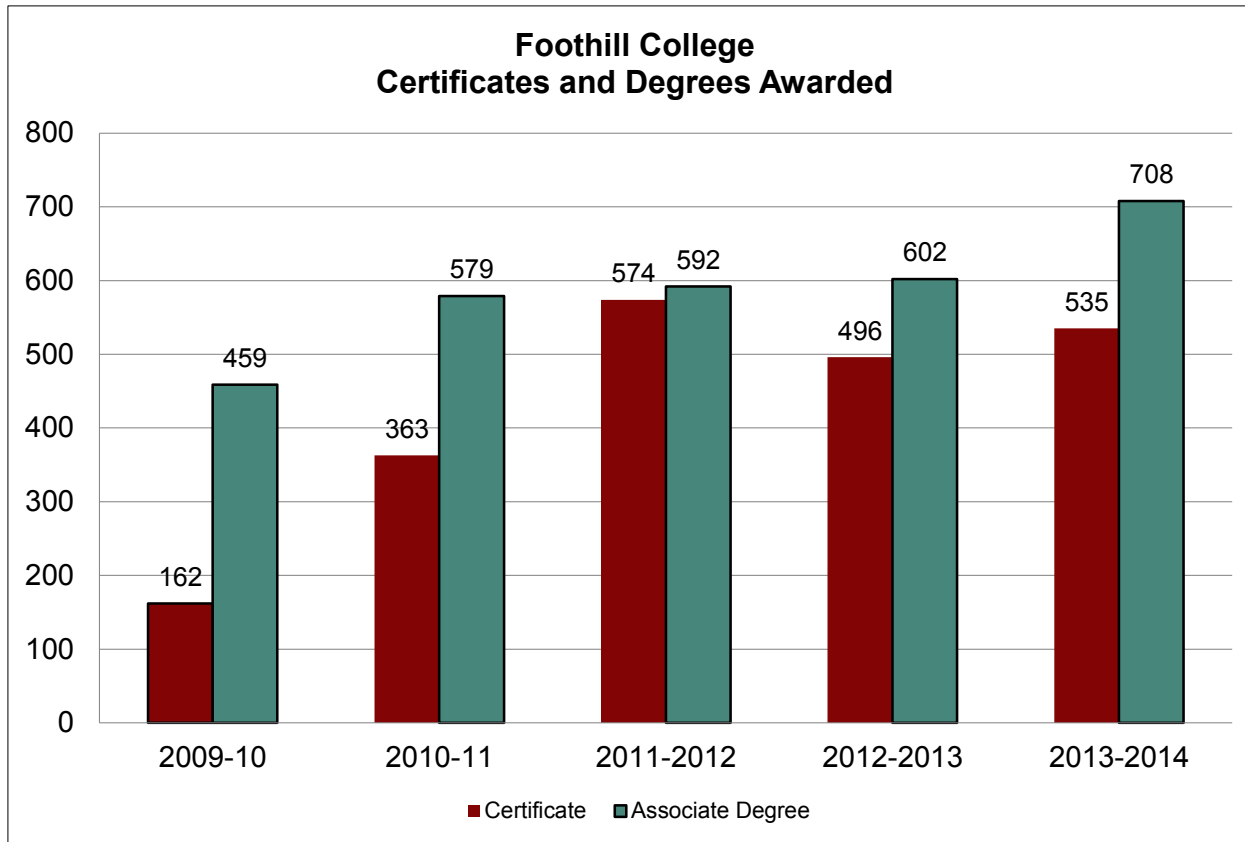
Source: CCCCO Data Mart [Retention/Success Rate query]

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

In Fall 2014: 9%

In Fall 2010: 18%

# Graduation



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

# 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%



# Transfer Rate

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

66%

53%

30%

# 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

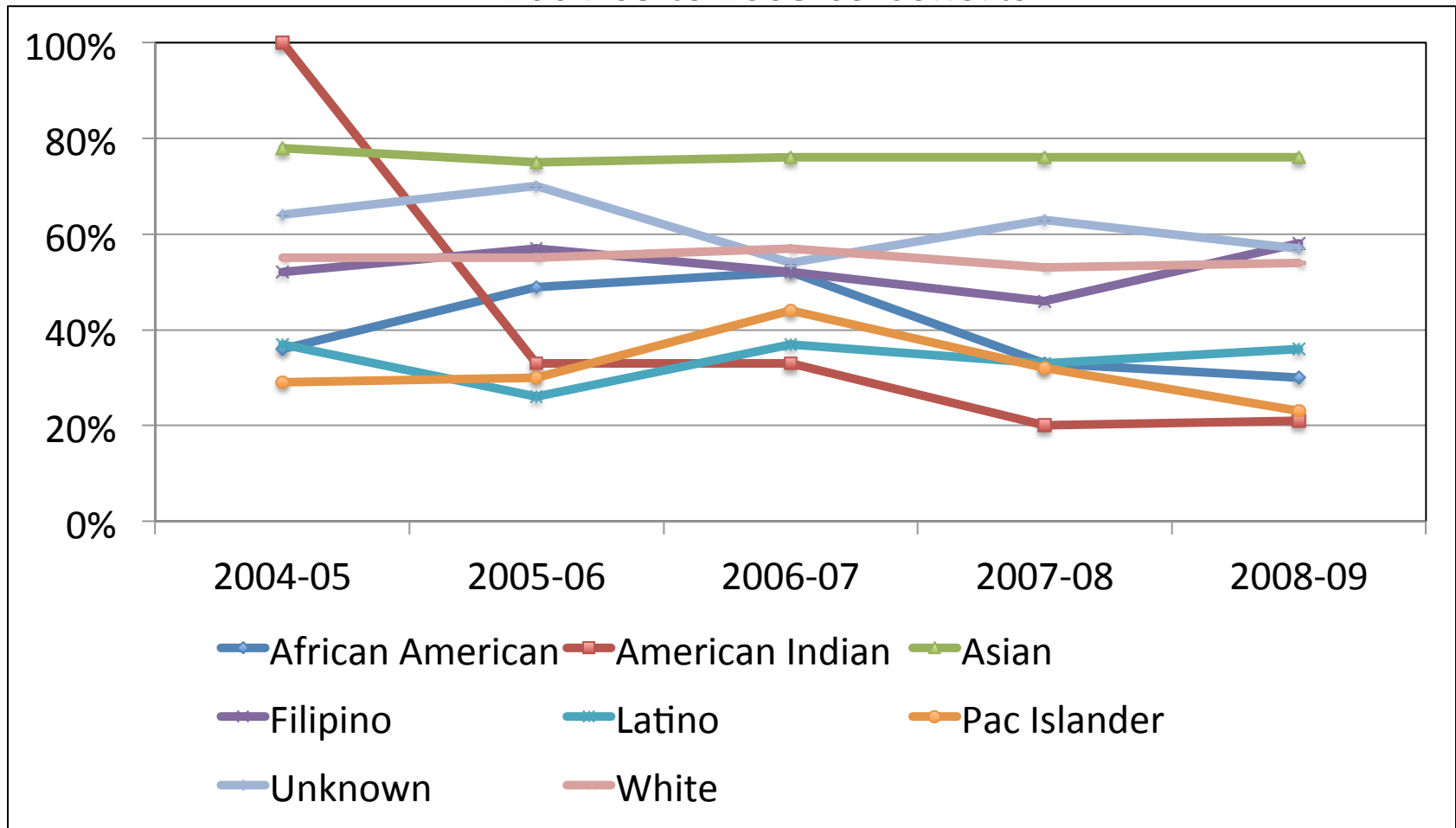
Attempt any English and  
Math in first 3 years

Source: 2015 Student Success Scorecard  
[Completion data]

N=1,057; F08 students=19,107

# What's the Trend?

Foothill College Transfer Rates by Ethnicity  
2004-05 to 2008-09 Cohorts



# Community Interviews



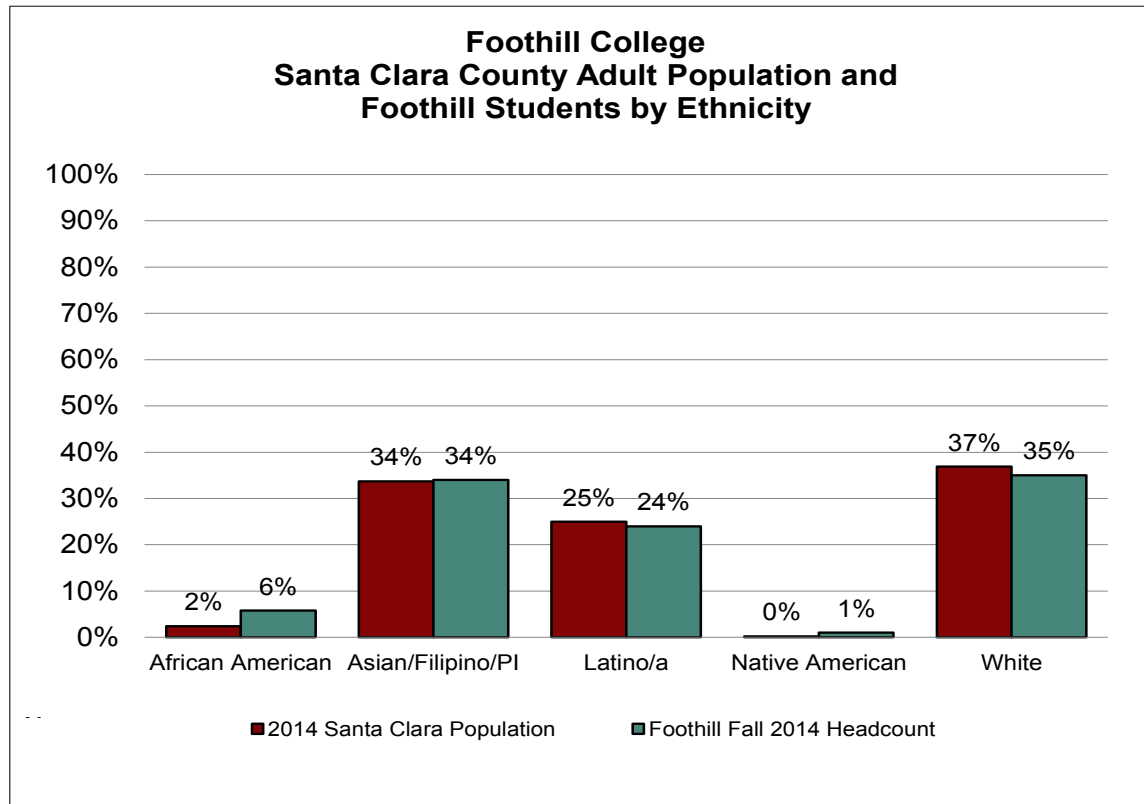
# Themes

- 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



# External Scan

# Are our students representative?



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

# 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]

# Education Level

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

50%

46%

42%

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

# 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]

# English Language Speakers

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

50%

46%

42%

# 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%

Source: Joint Venture [Silicon Valley Index 2015]



# 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

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

# 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

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]



# **Additional Comments?**

# **Thanks for Participating!**

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