



**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



# ESMP 2010-2020 v1.0

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



# 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



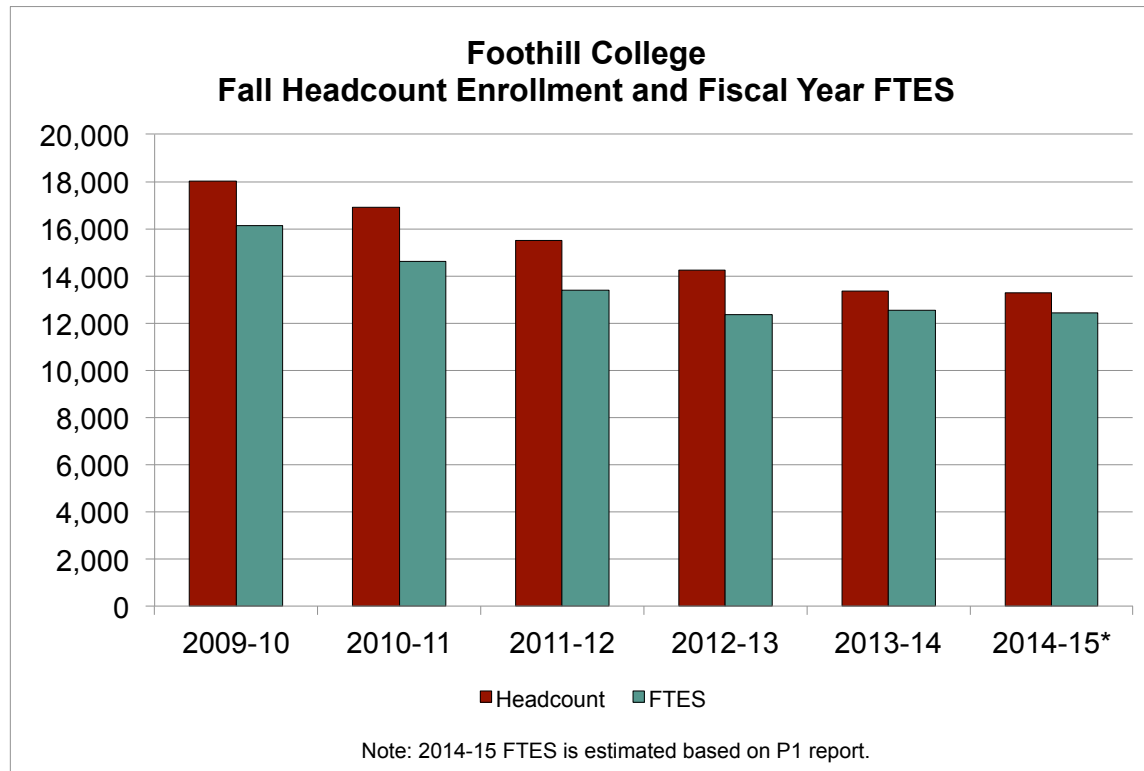
What do the numbers suggest?

# 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



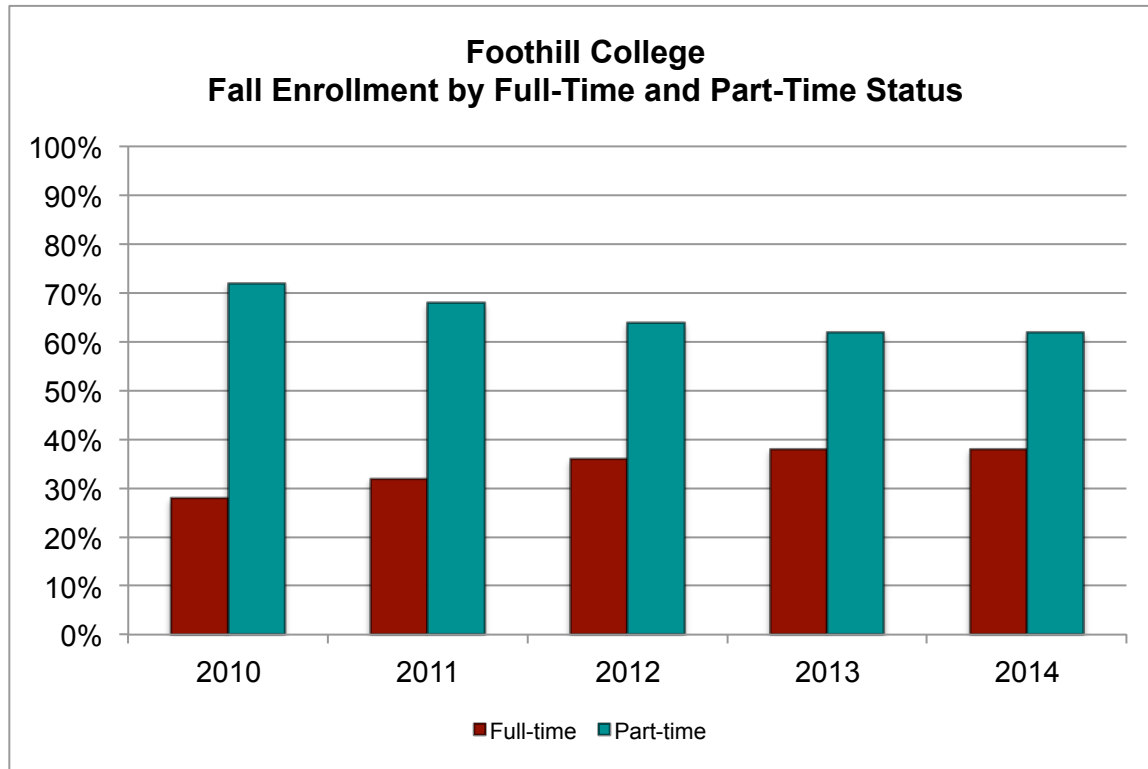
FHDA IR&P, ODA

- Declining trend in headcount and FTES
- Impact of repeatability



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# Enrollment

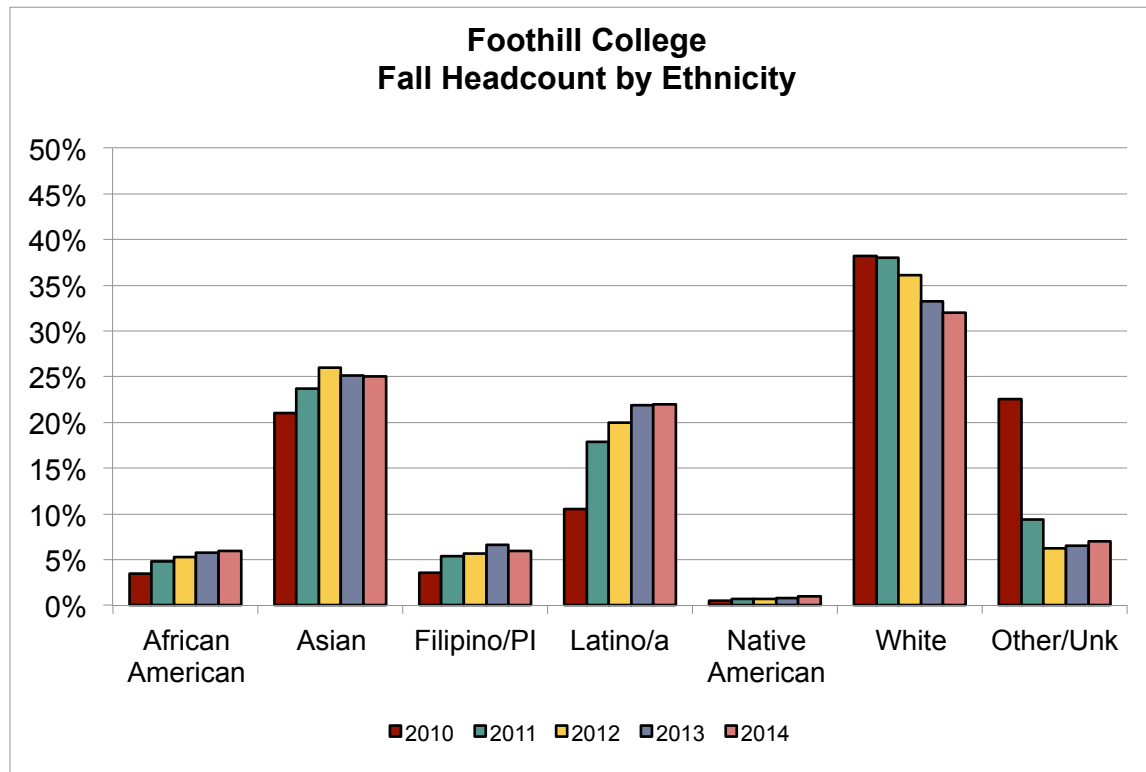


FHDA IR&P, ODA

- Increasing trend of full-time enrollment



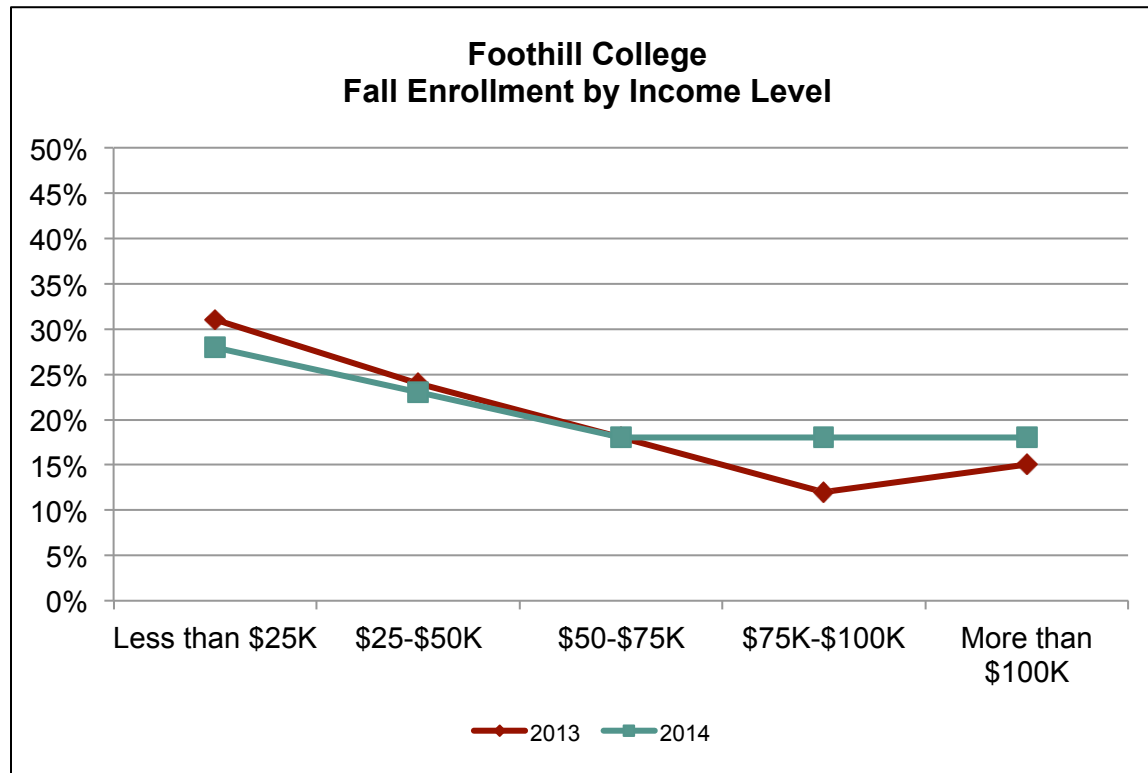
# Enrollment



CCCCO Datamart

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

# Enrollment



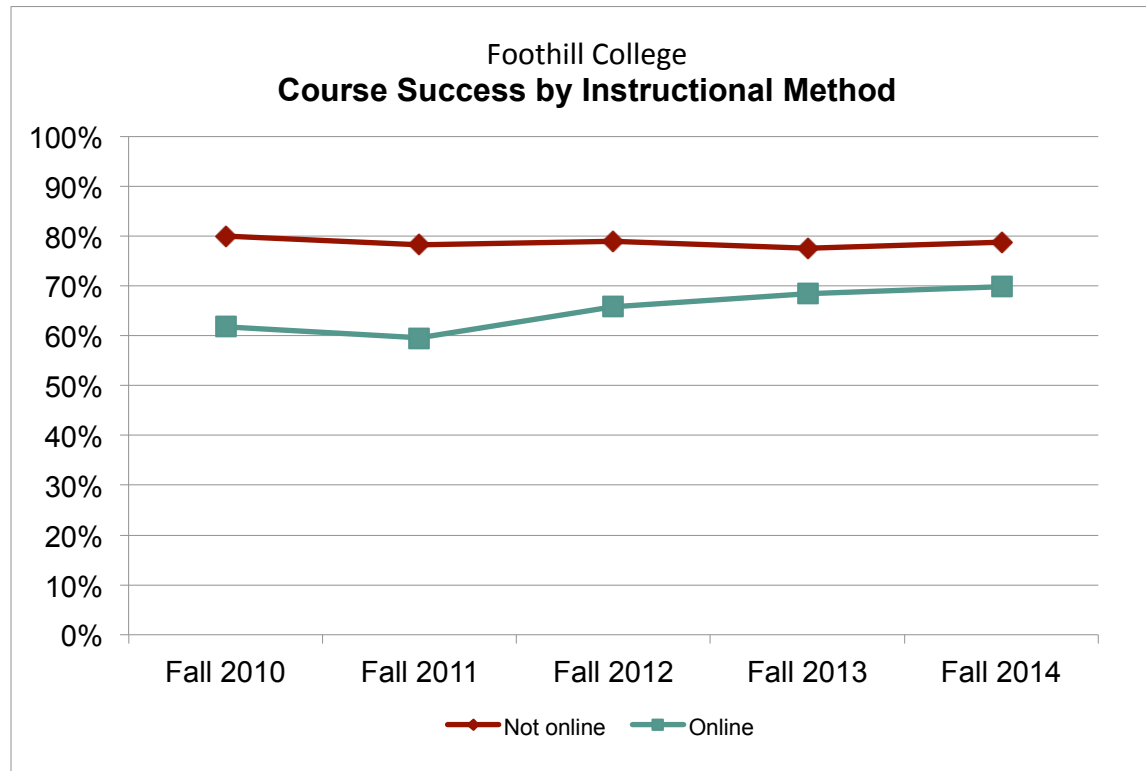
CCCApply/Open CCCApply

- Students who applied and registered



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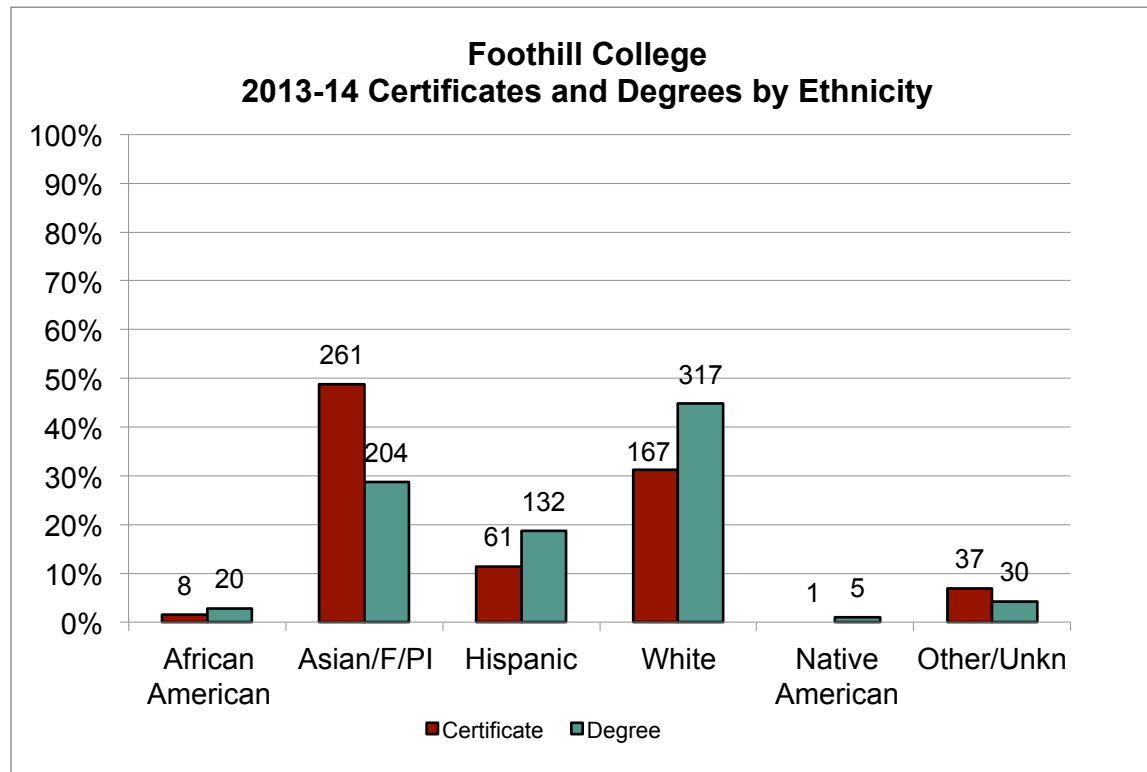
# Course Success



CCCCO Datamart

- Online and not online course success gap narrowing

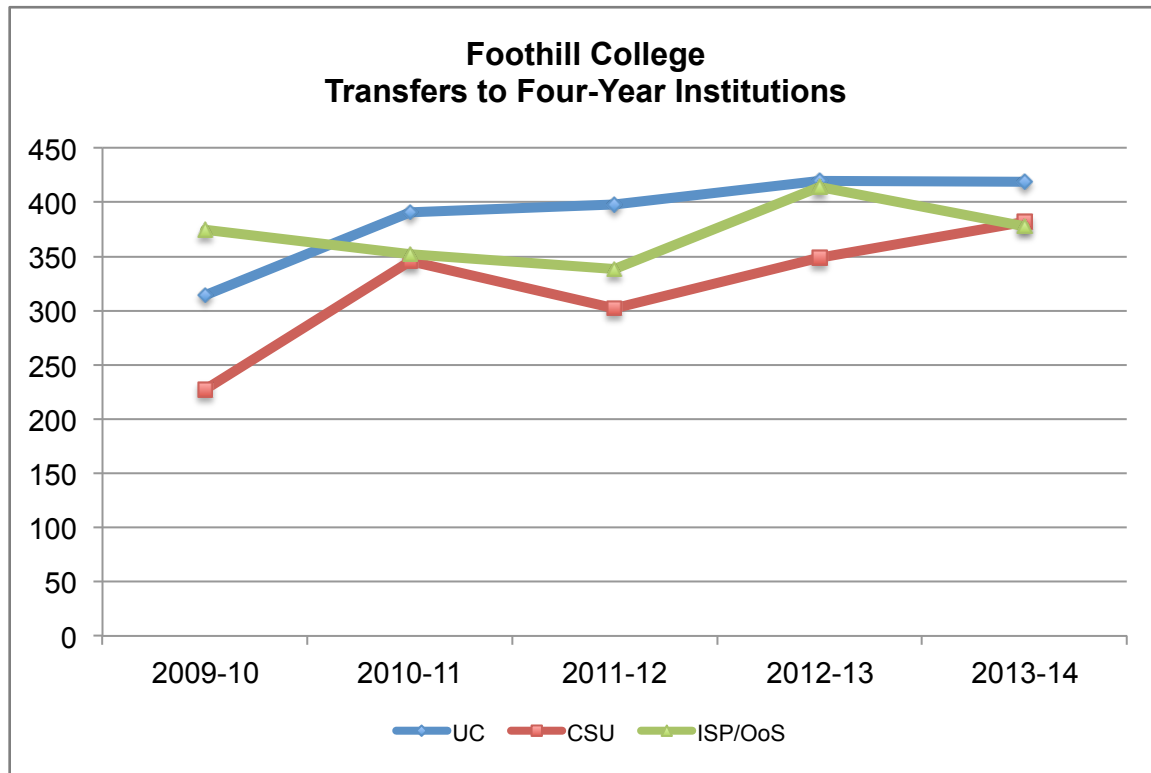
# Graduation



CCCCO Datamart

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

# Transfer



CCCCO Datamart, UCOP, CSU Analytics

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

# Top Transfer Destinations

- UC system



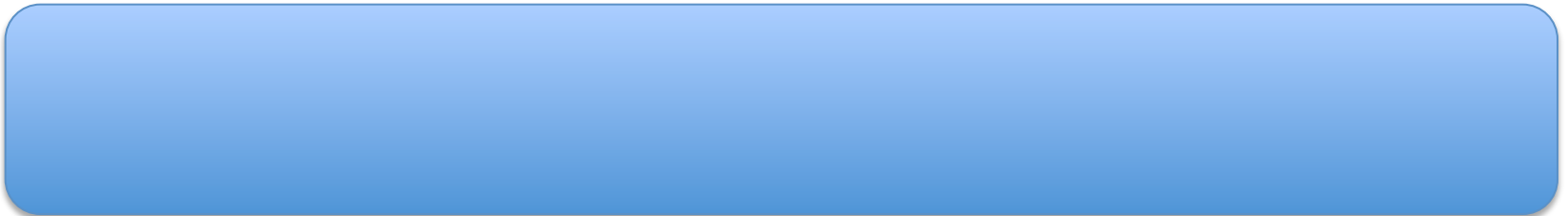
- CSU system



- In-state privates



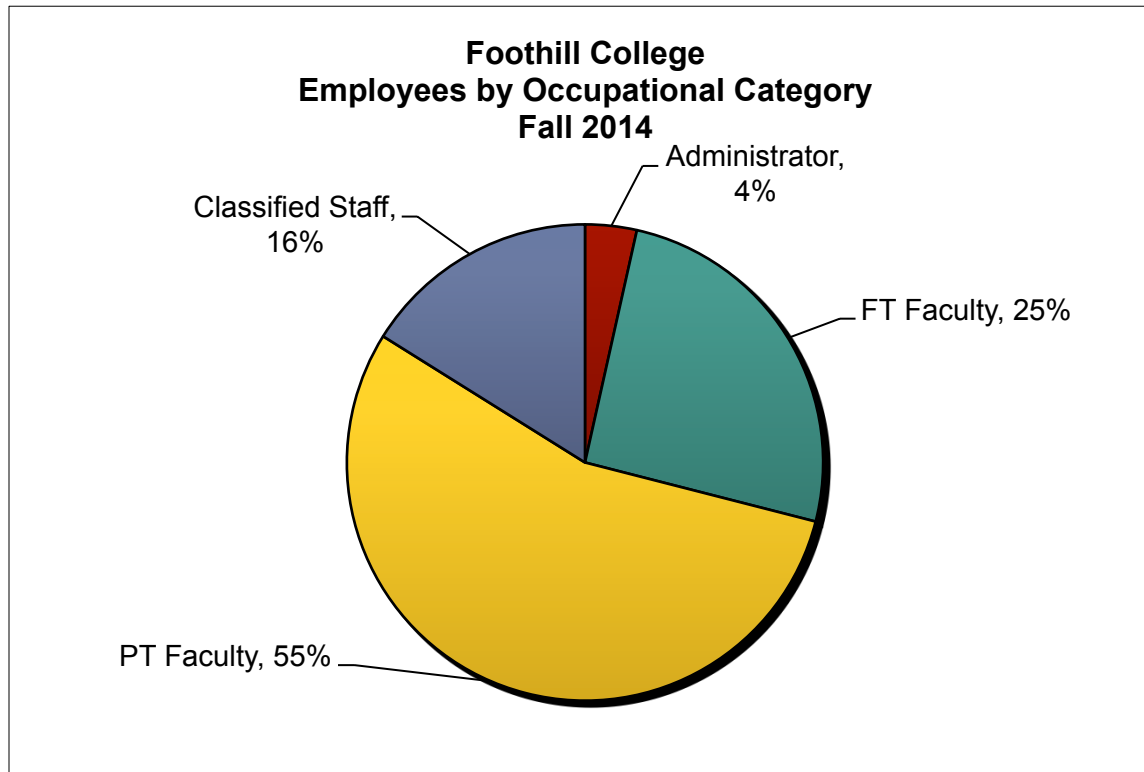
- Out-of-State



What's  
your  
guess?

# Employee Data

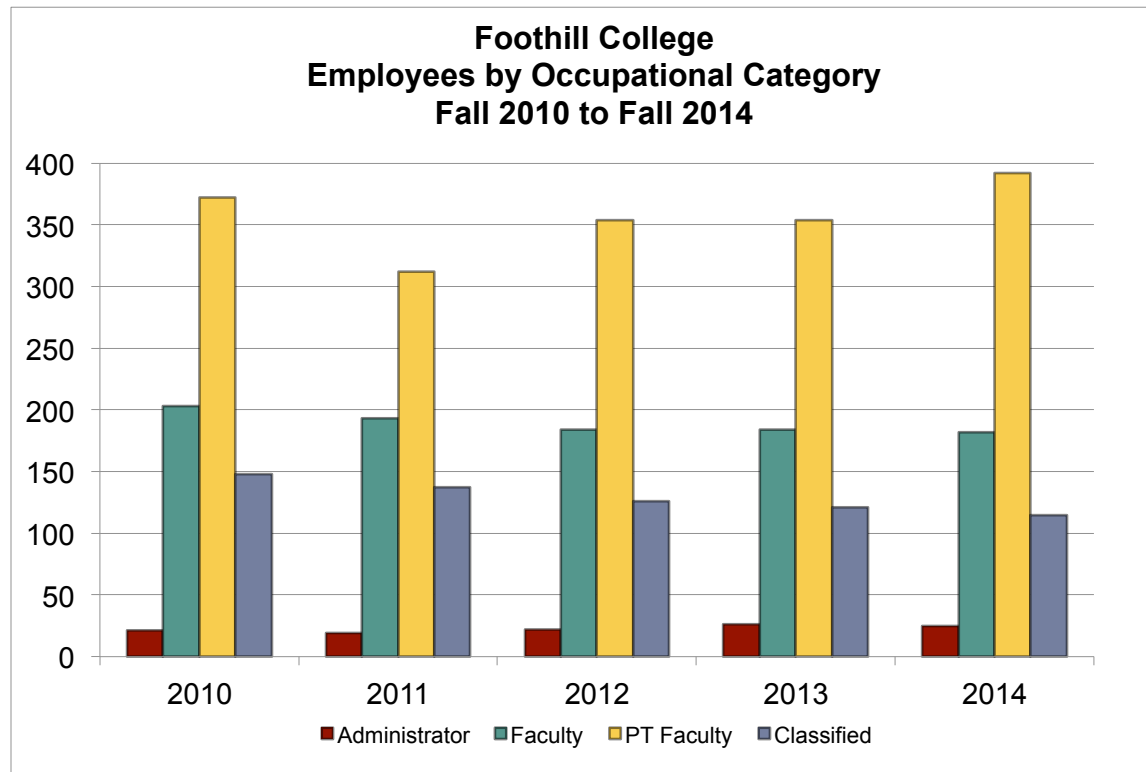
# Employees



CCCCO Datamart



# Employees



CCCCO Datamart

# 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?

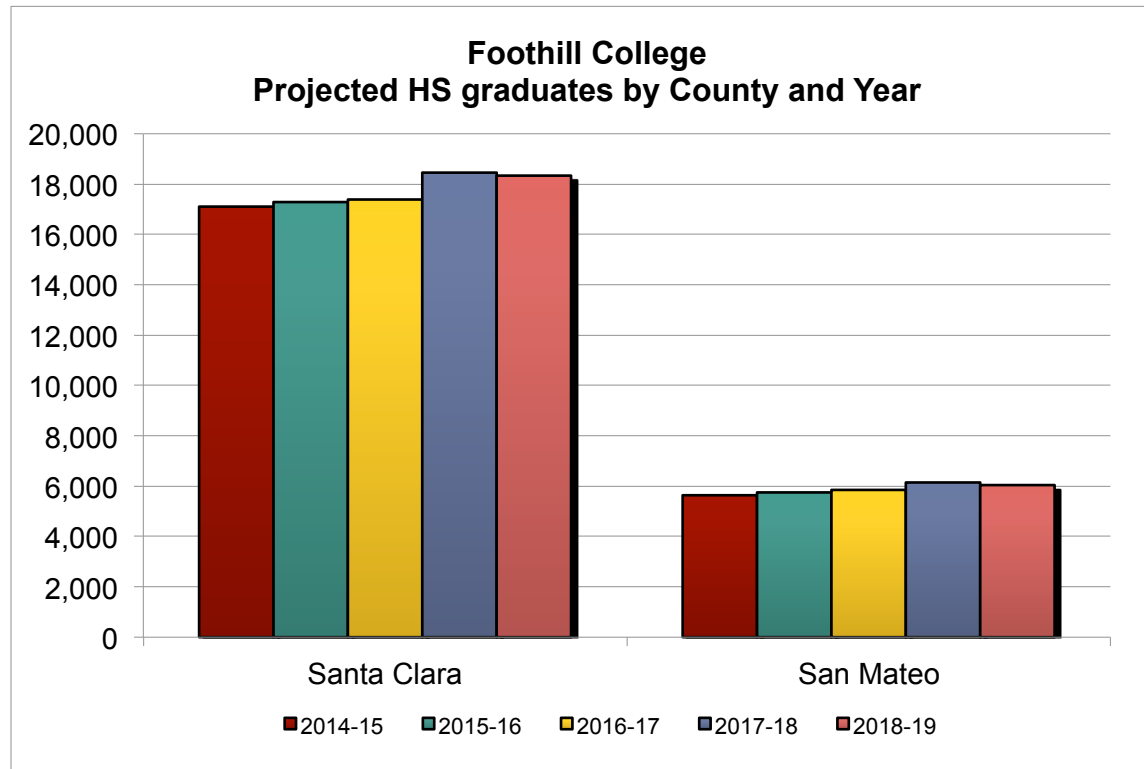
1.9 million

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]

# High School Graduates



CDOF

- Projections anticipated to be flat

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>