



**FOOTHILL COLLEGE**

# Educational Master Plan Data

Associated Students of Foothill College (ASFC)

May 28, 2015

# Overview

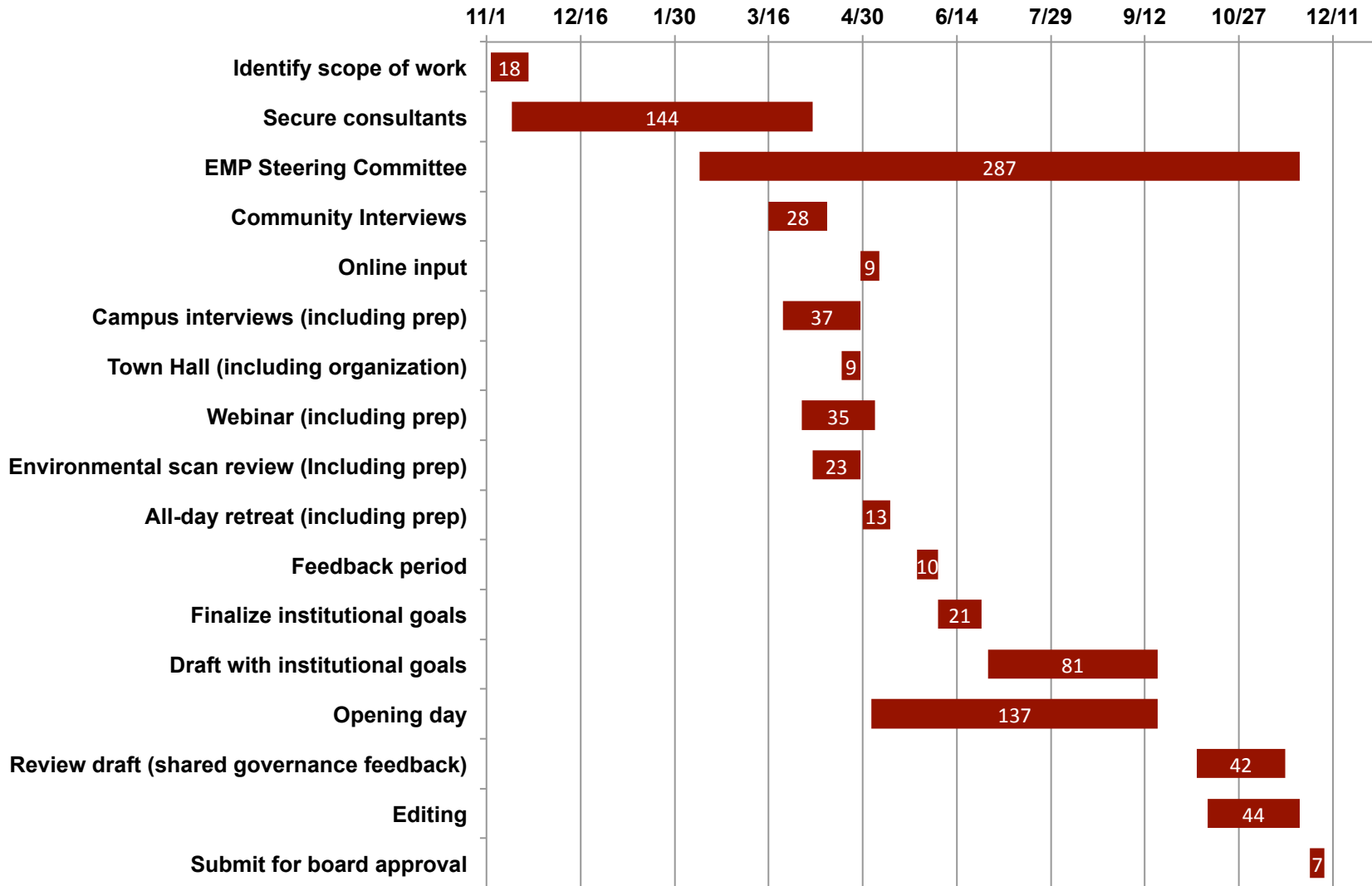
- Review EMP process
- Review internal and external scan data
  - Data about students
  - Data about community
  - This is overview data—at the 30,000 ft level

There is an Educational Master Plan website!

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



# Ed Master Plan Timeline



# Internal Scan

# How many students do we serve?

In Fall 2014

15,000

13,000

11,000

In Fall 2010

# 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]

# How many students do we serve?

## In Fall 2014

15,000

13,000

11,000

## In Fall 2010

19,000

18,000

17,000

# How many students do we serve?

## In Fall 2014

15,000

**13,000**

11,000

## In Fall 2010

19,000

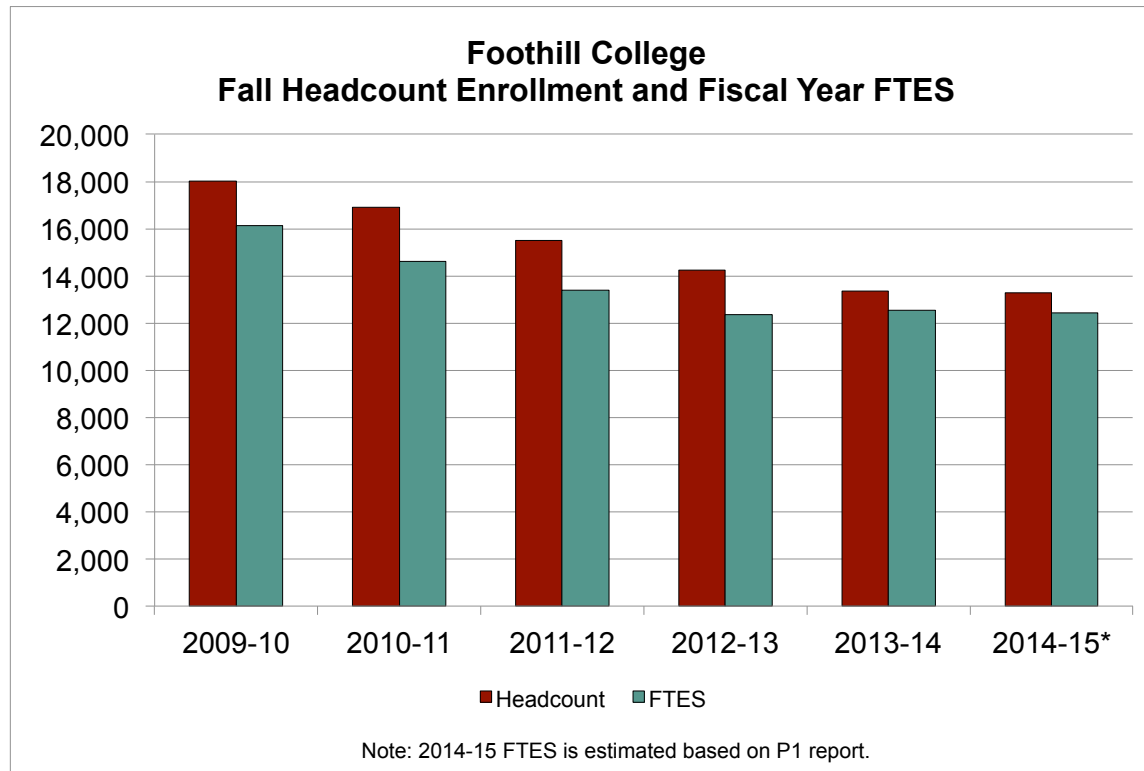
18,000

**17,000**

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



# Enrollment



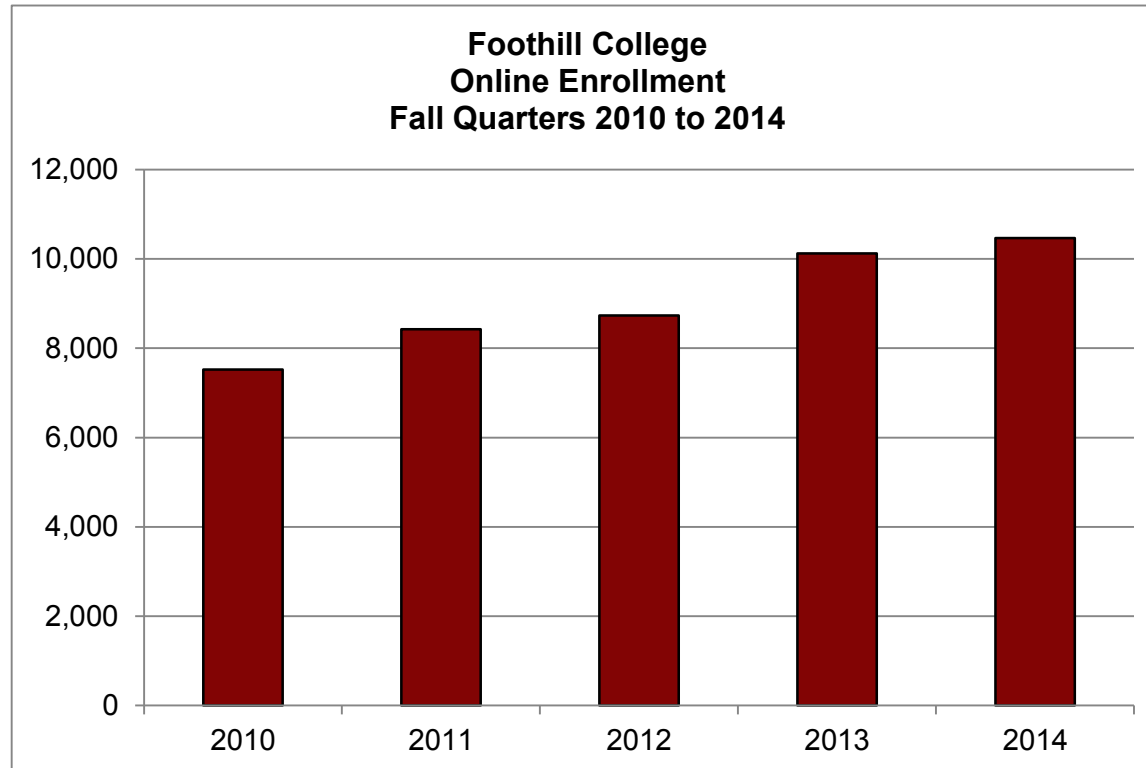
FHDA IR&P, ODA

- Declining trend in headcount and FTES
- Impact of repeatability



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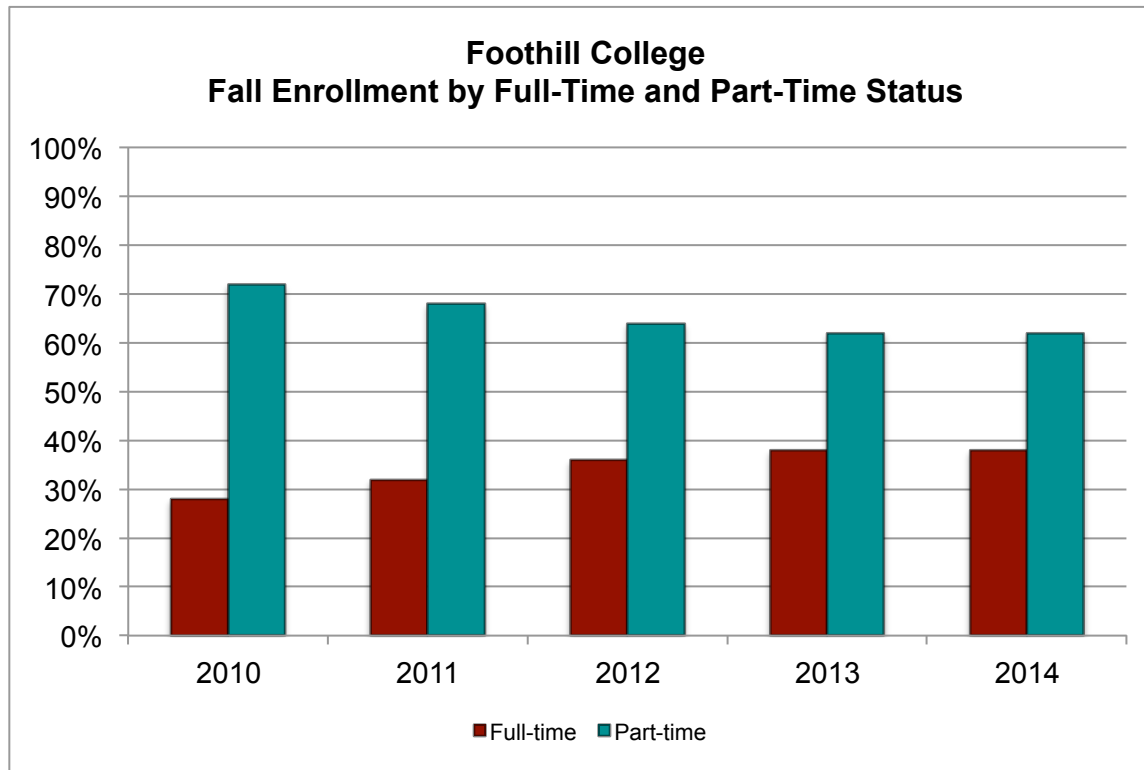
# Online Course Enrollment



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

What does the trend line suggest?

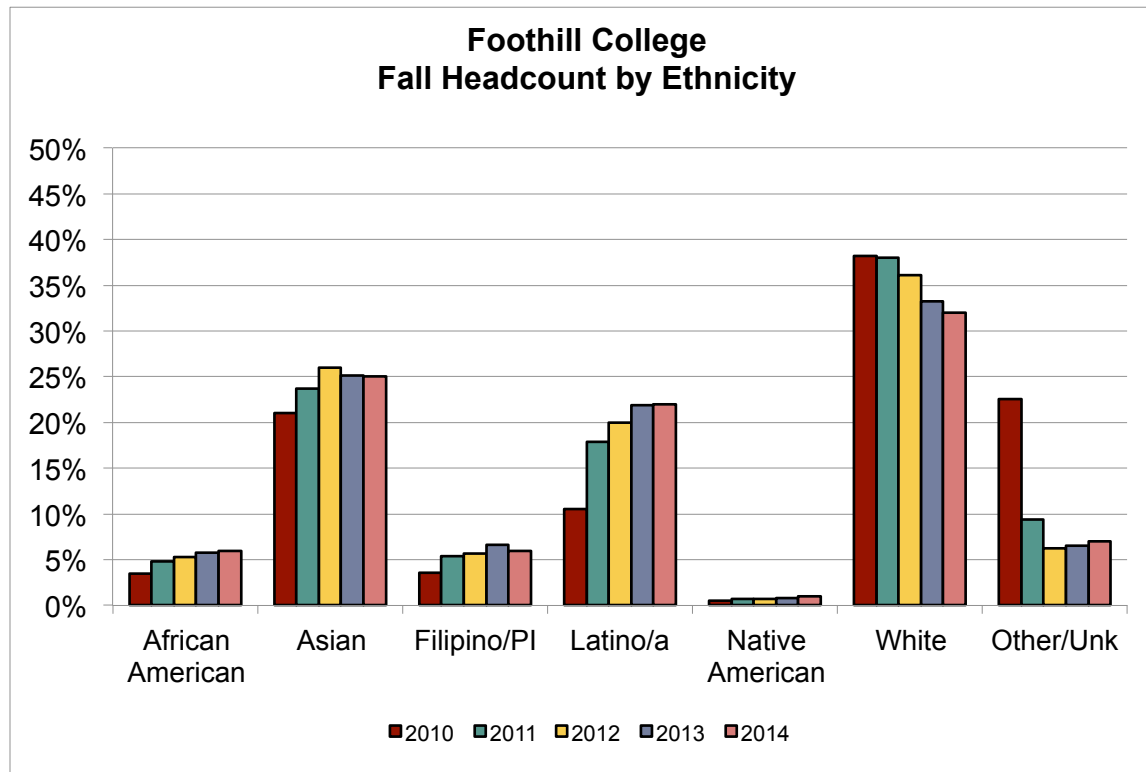
# Enrollment



FHDA IR&P, ODS

- Increasing trend of full-time enrollment

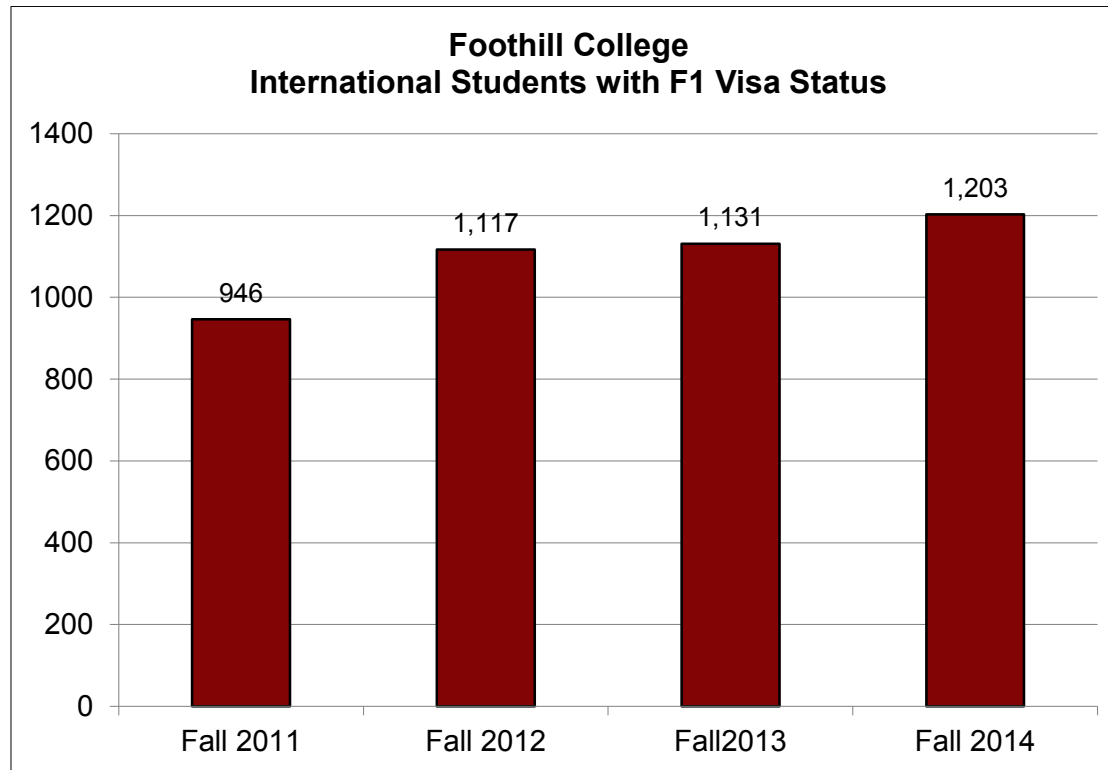
# Enrollment



CCCCO Datamart

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

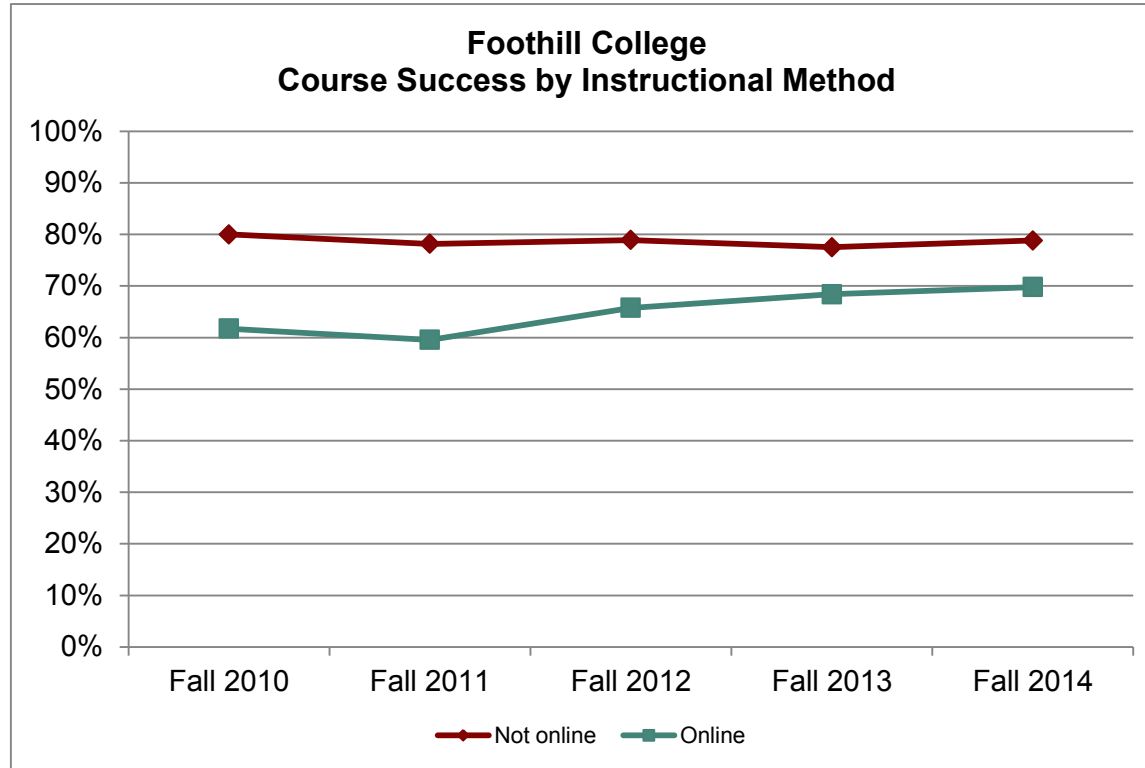
# International Students



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

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

# 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%

# Are they successful?

What's the course success gap by ethnicity?

In Fall 2014: 21%

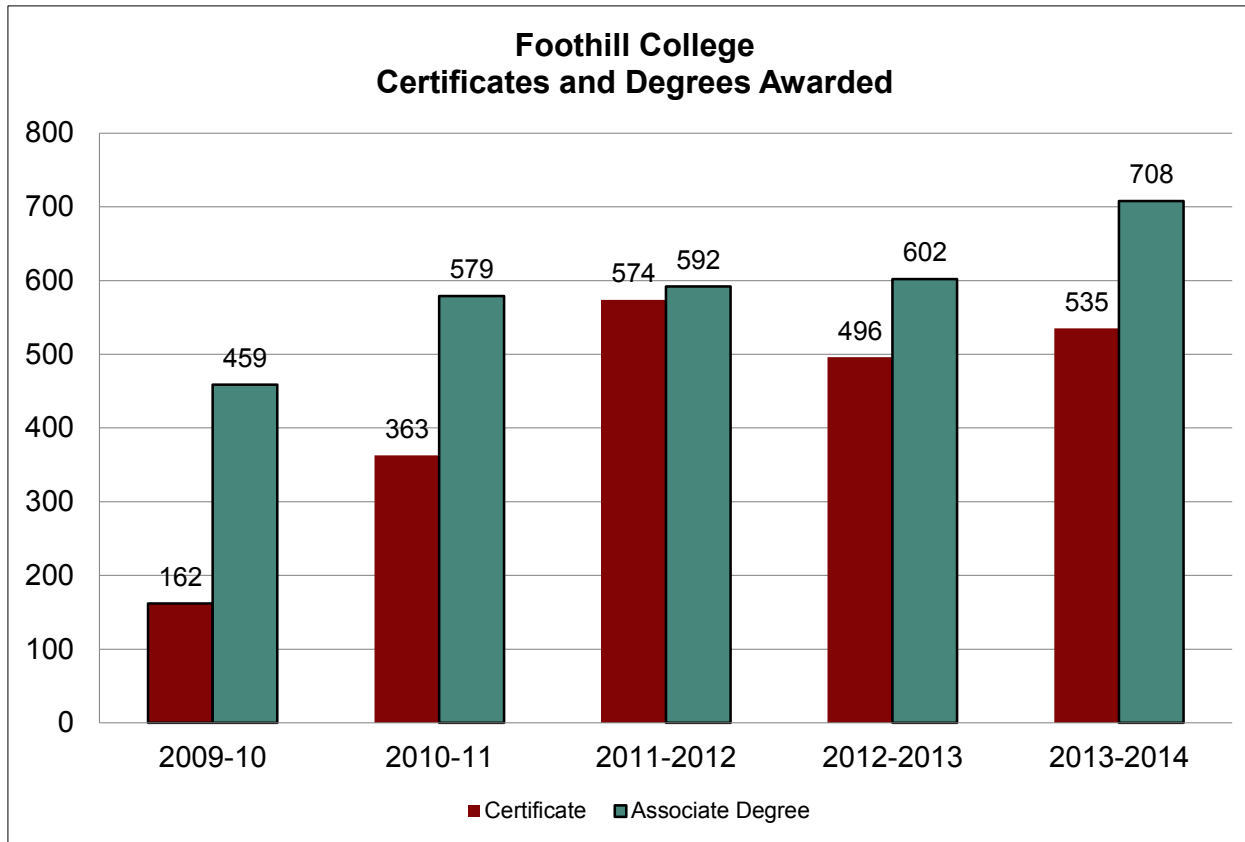
In Fall 2010: 17%

Where is the greatest gap?

Asians and African Americans



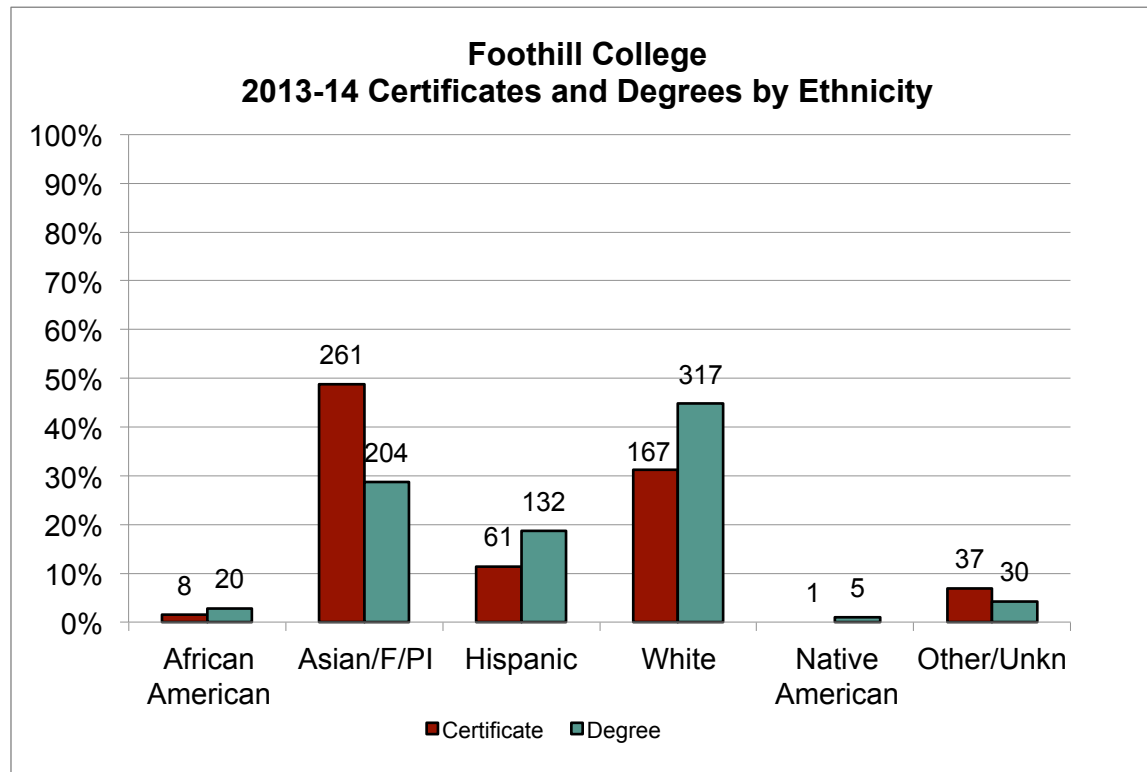
# Graduation



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



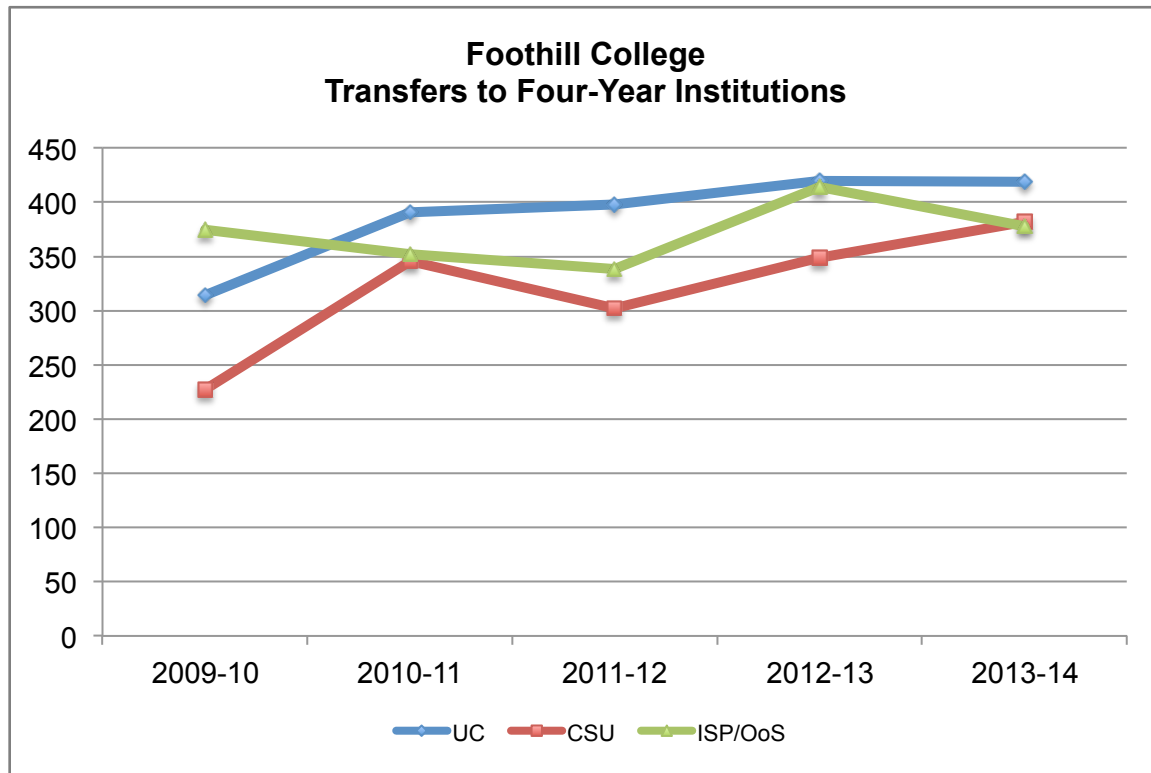
# Graduation



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?



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# Top Transfer Destinations

- UC system



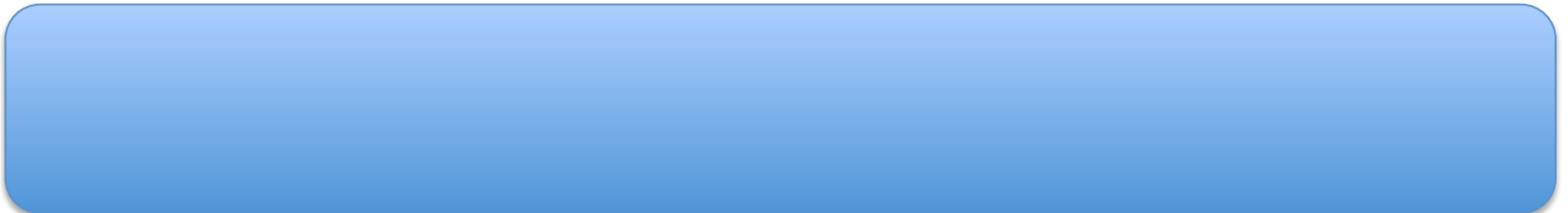
- CSU system



- In-state privates



- Out-of-State



What's  
your  
guess?

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

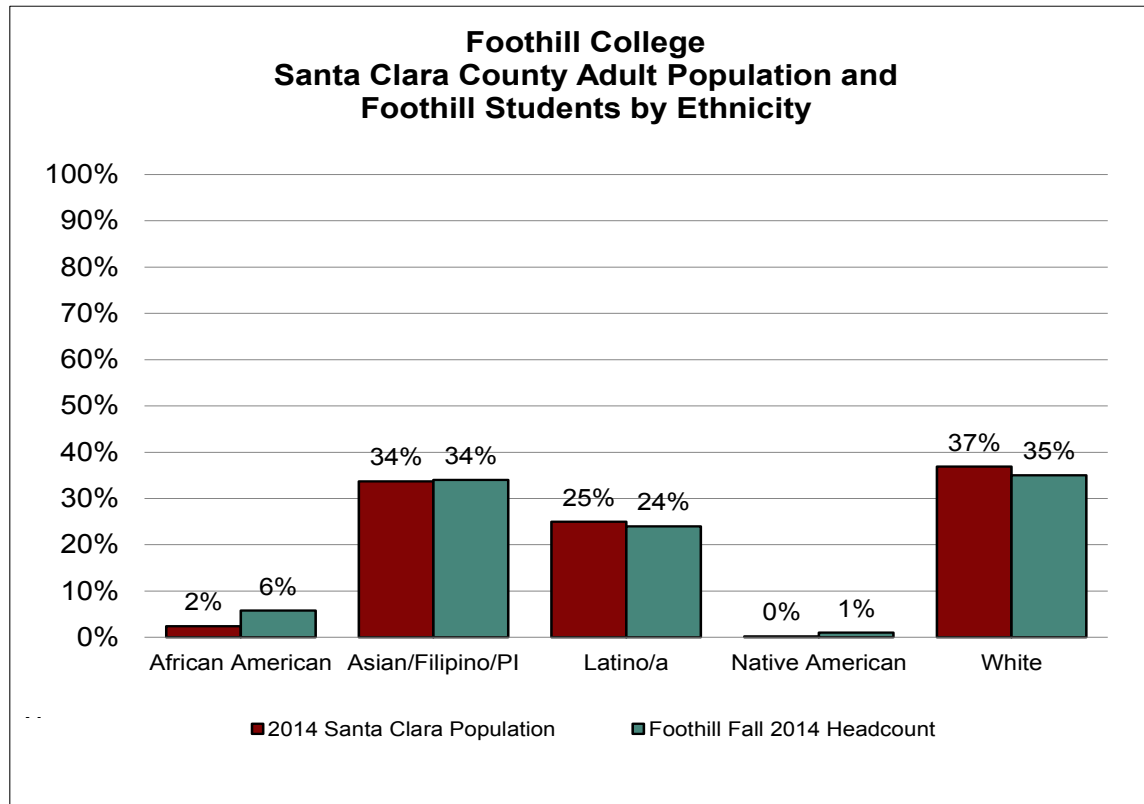
# Online Input

- 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

# Are our students representative?



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

# 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]



# 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 4<sup>th</sup>, 11 am-noon (Toyon Room)
- [Online feedback](#) through June 12<sup>th</sup>:  
<http://irp.fhda.edu/cgi-bin/rws5.pl?FORM=EMPinput>



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