



# FOOTHILL COLLEGE

## Institutional Research and Planning

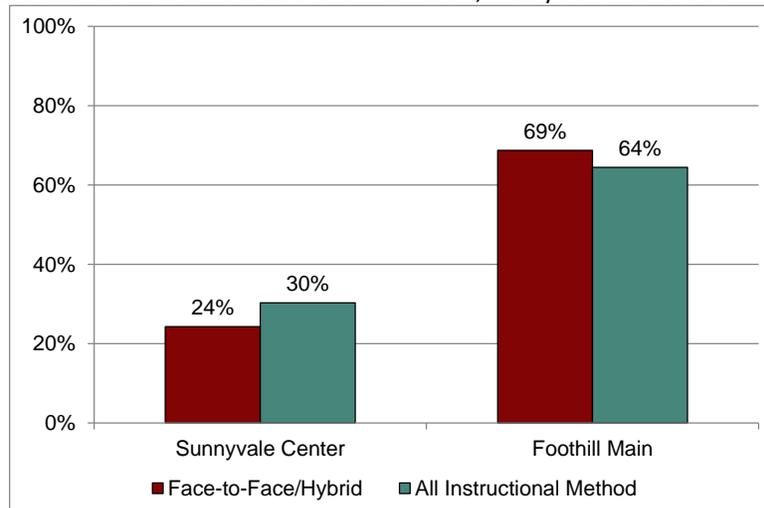
DATE: February 24, 2017  
TO: Moaty Fayek, Interim Vice President of Workforce Development & Institutional Advancement  
Andrew LaManque, Interim Vice President of Instruction & Institutional Research  
FROM: Lisa Ly, Acting College Researcher  
RE: Winter 2017 Sunnyvale Center Analysis

This report is a continuation of the Fall 2016 Sunnyvale Center Analysis<sup>1</sup> and provides demographic and enrollment profiles of winter 2017 Sunnyvale Center students. The findings are compared to fall 2016 to assess any differences in students' demographics or enrollments. The analyses for both terms reflect the same number of instruction days. Unless specified, data in this report reflects students enrolled in face-to-face and/or hybrid sections, hereafter referred to as face-to-face students. The data for this report is current as of February 14, 2017.

### Persistence Rate, Fall 2016 to Winter 2017

- At the end of fall 2016, there were 1,650 face-to-face students enrolled at Sunnyvale Center, and 24% (401) persisted, enrolling in face-to-face sections in winter 2017 at the Center.<sup>2</sup>
- For comparison, persistence rate for those enrolled in face-to-face sections fall 2016 to winter 2017 at Foothill Main Campus is 69%.
- Even when online sections are included, Sunnyvale Center has a lower fall 2016 to winter 2017 persistence rate than Foothill Main, 30% vs. 64%.

Figure 1: Fall 2016 to Winter 2017 Persistence Rate, Sunnyvale Center vs. Foothill Main

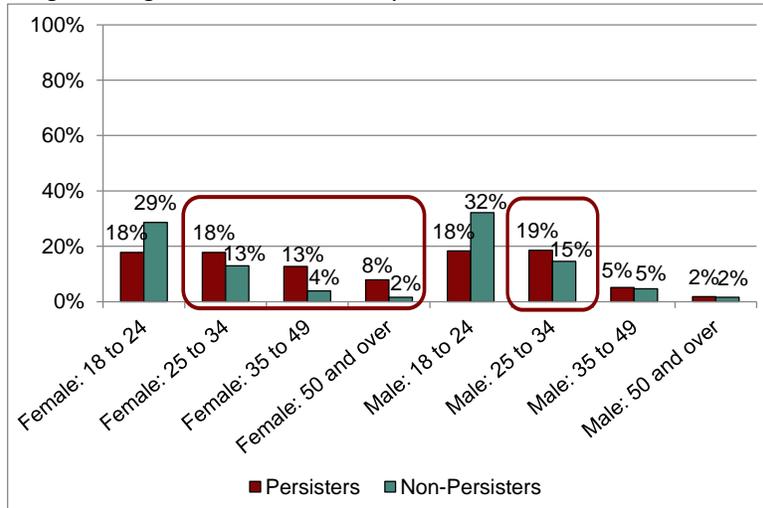


- Students who persisted in face-to-face sections at Sunnyvale Center are more likely to be female (56%) than male (46%), and are more likely to be age 25 or older. There was no observed difference when ethnicity was examined.

<sup>1</sup> Fall 2016 Sunnyvale Center Analysis accessible at [http://www.foothill.edu/staff/irs/Fall2016\\_Sunnyvale\\_Center\\_Analysis.pdf](http://www.foothill.edu/staff/irs/Fall2016_Sunnyvale_Center_Analysis.pdf)

<sup>2</sup> The low persistence rate is consistent with the findings from the Fall 2016 Sunnyvale Center Student Survey where 64% of the 205 respondents were unsure or do not plan to enroll at the Center for the winter term.

Figure 2: Age and Gender of Sunnyvale Persisters vs. Non-Persisters



Age 17 and under is less than 1% and is not shown.

- Of the 76% (1,249) students who *did not* persist in face-to-face sections fall 2016 to winter 2017 at the Center, 52% (652) students did enroll at a FHDA campus.
  - Most of them enrolled at Foothill Main (79%), followed by De Anza Main (10%).
  - Some students (7%) did enroll at the Center, but in online sections.

### Sunnyvale Center Headcount and Enrollment (Overview)

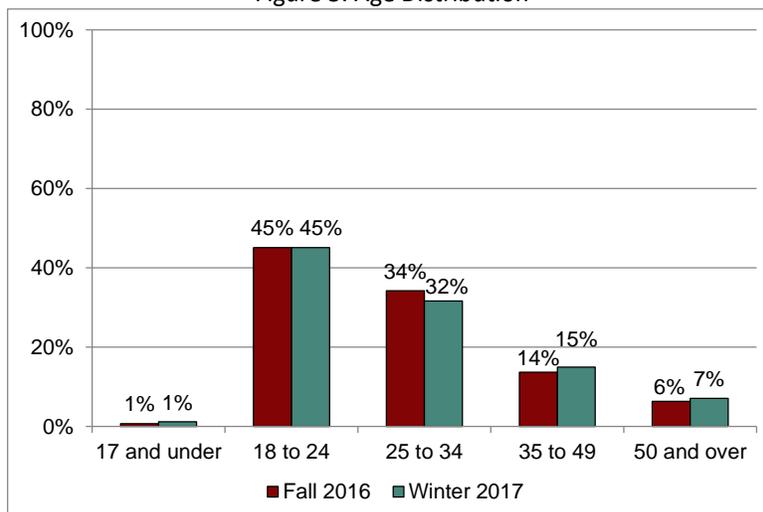
- Headcount and enrollment are lower in winter 2017 than compared to fall 2016.
  - Face-to-Face Headcount: 1,670 (fall 2016) vs. 1,278 (winter 2017)
  - Face-to-Face Enrollment: 1,955 (fall 2016) vs. 1,502 (winter 2017)

### Student Profile

#### Age

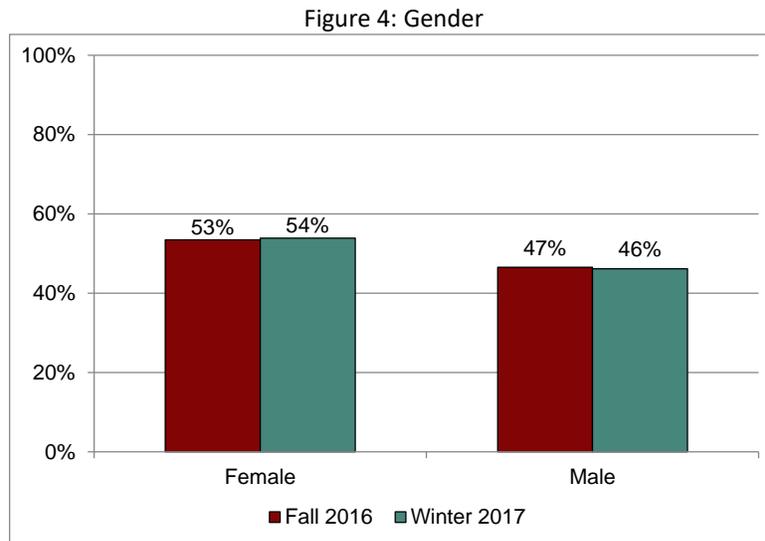
- The majority of face-to-face students continue to be of traditional college age, 18 to 24 years old (45%). Those ages 25 to 34 comprise the second largest age group of face-to-face students (32%).

Figure 3: Age Distribution



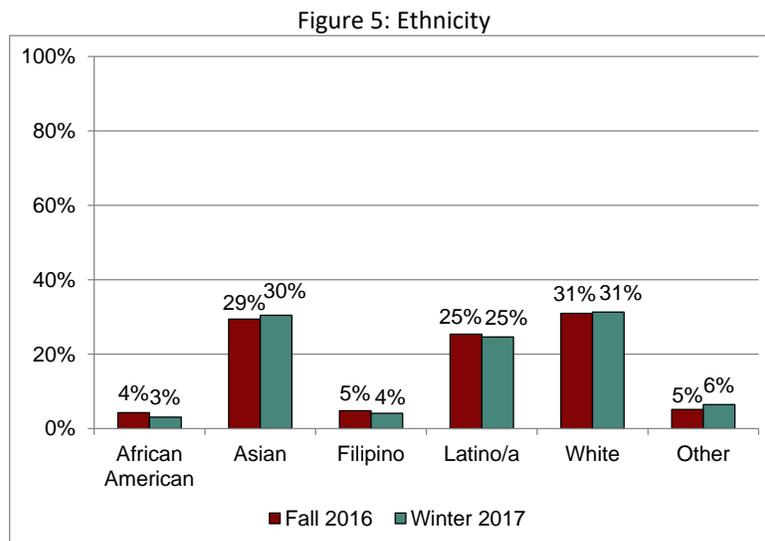
## Gender

- There continues to be more female than male students, 54% vs. 46%.



## Ethnicity

- White students continue to make up the majority of face-to-face students (31%), followed by Asian (30%) and Latino/a (25%) students.



Other includes Native American, Pacific Islander and Decline to state.

## Ethnicity and Gender

- In winter 2017, most female face-to-face students self-identify as Asian (30%) or White (30%), whereas in fall 2016 they were mostly Asian (30%) and Latina (28%).
- Among face-to-face males, there continues to be more White (32%) and Asian (30%) students.

Table 1: Female Students by Ethnicity

Females	Fall 2016		Winter 2017	
	Students	Percent	Students	Percent
African American	38	4%	22	3%
Asian	264	30%	204	30%
Filipina	44	5%	26	4%
Latina	246	28%	170	25%
White	237	27%	202	30%
Other	40	5%	48	7%
Total	869	100%	672	100%

Table 2: Male Students by Ethnicity

Males	Fall 2016		Winter 2017	
	Students	Percent	Students	Percent
African American	32	4%	17	3%
Asian	225	29%	182	31%
Filipino	35	5%	26	4%
Latino	174	22%	141	24%
White	265	34%	187	32%
Other	43	6%	32	5%
Total	774	100%	585	100%

### Location of Residence

- Most face-to-face students reside in the immediate service area of Foothill Main Campus—Cupertino, Sunnyvale, Los Altos, Mountain View or Palo Alto (40%).
- San Jose (east of 880), Alviso, Milpitas, Fremont, Union City, Newark, Hayward and East Palo Alto areas continue to draw the second largest group of students to the Center (30%).

Table 3: Location of Residence

Zip Code Grouping	Fall 2016		Winter 2017	
	Students	Percent	Students	Percent
Cupertino, Sunnyvale, Los Altos, Mountain View, Palo Alto, Los Gatos, Saratoga	660	40%	509	40%
San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward, East Palo Alto	478	29%	380	30%
San Jose Other, Santa Clara, Morgan Hill, Gilroy, Campbell	179	11%	144	11%
San Mateo County Other	81	5%	57	4%
San Mateo, Atherton, Redwood City, San Carlos, Foster City	97	6%	73	6%
All Other Areas	175	10%	105	8%
Total	1,670	100%	1,268	100%

### F1/FZ Visa Students

- At winter 2017 census, 1,061 F1/FZ visa students enrolled at Foothill College.
- Of these students, 121 (11%) have 143 face-to-face/hybrid enrollments at Sunnyvale Center, comprising 15 FTES at the Center. Online FTES (9) rounds out the remaining F1/FZ FTES.
- These findings are similar to fall 2016.

### English Primary Language at Home

- Based on the most recent CCCApply application, most winter 2017 face-to-face students (57%) indicated their primary language at home is English. This finding is similar to fall 2016.

### First-Generation College

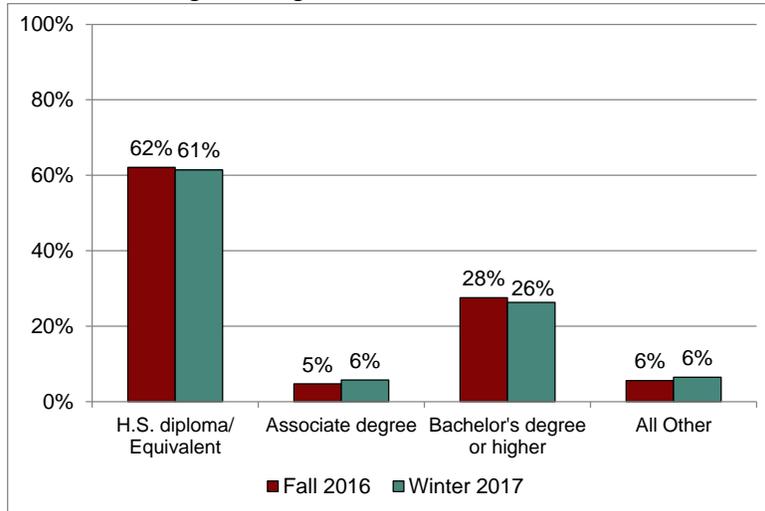
- Most face-to-face students have at least one parent or legal guardian who has at least some college education. Like fall 2016, the majority of winter 2017 face-to-face students (63%) are not first-generation college students.<sup>3</sup>

### Highest Educational Attainment

- The majority of winter 2017 face-to-face students have a high school diploma or equivalent (61%), followed by a bachelor's degree or higher (26%).

<sup>3</sup> National Center for Educational Statistics (NCES) defines first-generation college as a student whose parent/legal guardian did not attain an education beyond high school.

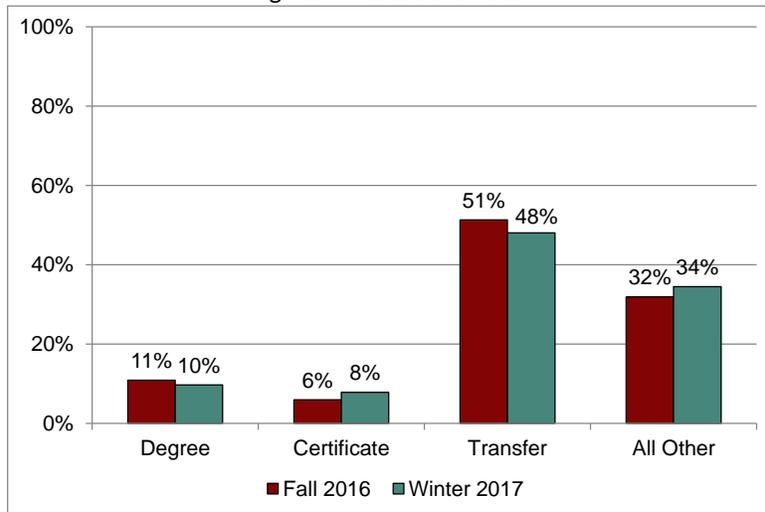
Figure 6: Highest Educational Attainment



**Educational Goal**

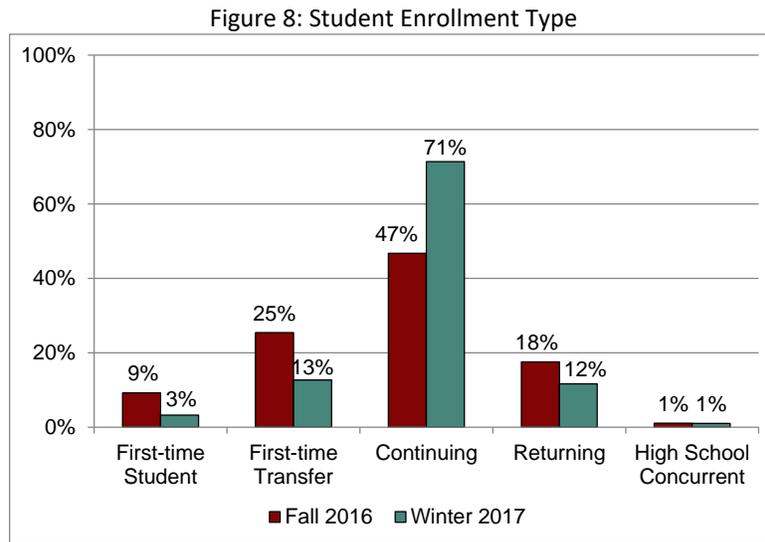
- While the majority of face-to-face students indicated they would like to transfer to a four-year institution, the proportion of transfer-seeking students is less in winter 2017 than compared to fall 2016, 48% vs. 51% (figure 7).
- Compared to fall 2016, in winter 2017, there are higher proportions of students who would like to earn a certificate (8% vs. 6%) or Other educational goal (34% vs. 32%). Other includes goals such as prepare for new career, advance in current career, maintain certificate/license, educational development and improve basic skills.

Figure 7: Educational Goal



## Student Type

- Most winter 2017 face-to-face students are continuing students (71%), followed by first-time transfer students (13%) and returning students (12%).



## Selected Major

- Consistent with fall term<sup>4</sup>, Child Development, Business Administration, Computer Science, Paramedic and Biological Sciences are majors selected by most winter 2017 students.

Table 4: Top 10 Selected Majors, Winter 2017

	Major	Students	Percent
1	Child Development	124	11%
2	Business Administration	86	8%
3	Computer Science	71	6%
4	Paramedic	58	5%
5	Biological Sciences	55	5%
6	English	54	5%
7	Computer Science for Transfer	40	4%
8	Accounting	39	3%
9	Paramedic-CEA	34	3%
10	Business Admin for Transfer	30	3%
	Psychology for Transfer	30	3%
	Radiologic Technology	30	3%

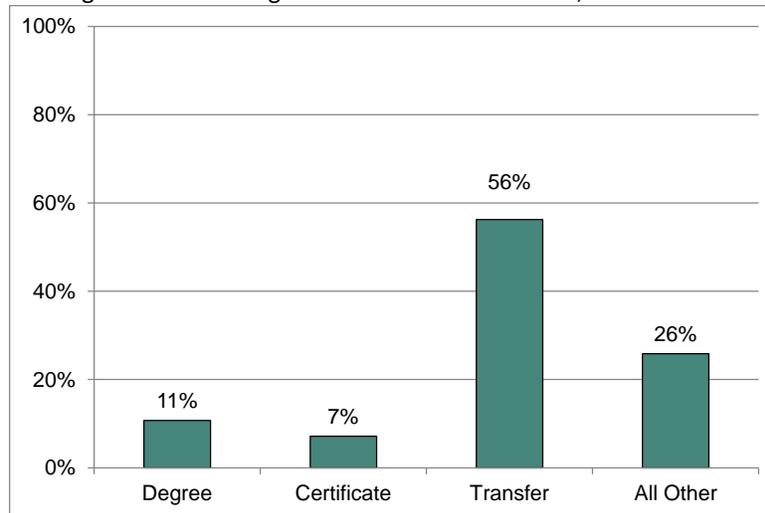
## Continuing Students - Educational Goal and Major

Since the majority of winter 2017 face-to-face students are continuing students, in order to determine which programs or courses may attract continuing students to Sunnyvale Center, their educational goal and major were examined.

- Educational Goal:** Over half of continuing students indicated their educational goal is to transfer to a four-year institution (56%), followed by Other (26%). Very few continuing students indicated they want to earn a degree (11%) or certificate (7%).

<sup>4</sup> Fall 2016 top 10 majors: Child Development (10%), Business Administration (8%), Computer Science (8%), Paramedic (6%), English (5%), Accounting (4%), Biological Sciences (4%), Paramedic-CEA (4%), Computer Science for Transfer (4%) and Psychology for Transfer (3%).

Figure 9: Continuing Students' Educational Goal, Winter 2017



- **Major:** Table 5 lists the top 10 majors<sup>5</sup> selected by continuing students. These 10 majors account for 52% of all majors. More specifically, Child Development, Business Administration, Computer Science, Paramedic and Biological Sciences are majors selected by most continuing students.

Table 5: Continuing Students' Top 10 Majors Selected, Winter 2017

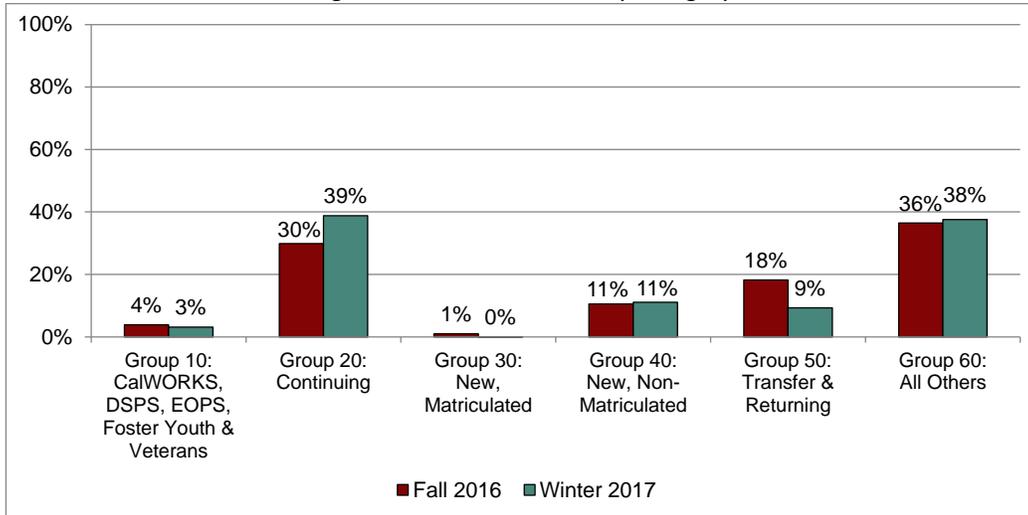
Major	Students	Percent
Child Development	79	10%
Business Administration	62	8%
Computer Science	50	6%
Paramedic	45	5%
Biological Sciences	43	5%
English	36	4%
Computer Science for Transfer	34	4%
Business Admin for Transfer	29	4%
Accounting	24	3%
Psychology for Transfer	24	3%

### Enrollment Priority

- Most winter 2017 face-to-face students were assigned a registration priority window that was at the beginning of the registration period, designated for continuing students (39%), or at the end of registration period for “All Others” (38%). All Others group consists of all students, including continuing students who have not declared a major or selected transfer, degree or certificate as an educational goal.

<sup>5</sup> Majors reflect both Foothill and De Anza since it is the program that is of interest and not whether the program is assigned to a Foothill or De Anza major code. Foothill majors were examined separately and findings do not differ from those listed in table 4.

Figure 10: Enrollment Priority Category



### Financial Aid Award

- Like fall 2016, over three-fourths (77%) of face-to-face students do not have financial aid for the winter 2017 term.<sup>6</sup>
- Of those who have received financial aid, 6% and 17% of students are awarded the Pell Grant or Other Aid (i.e. non-Pell Grant), respectively.

### Ever Took Foothill Placement Test

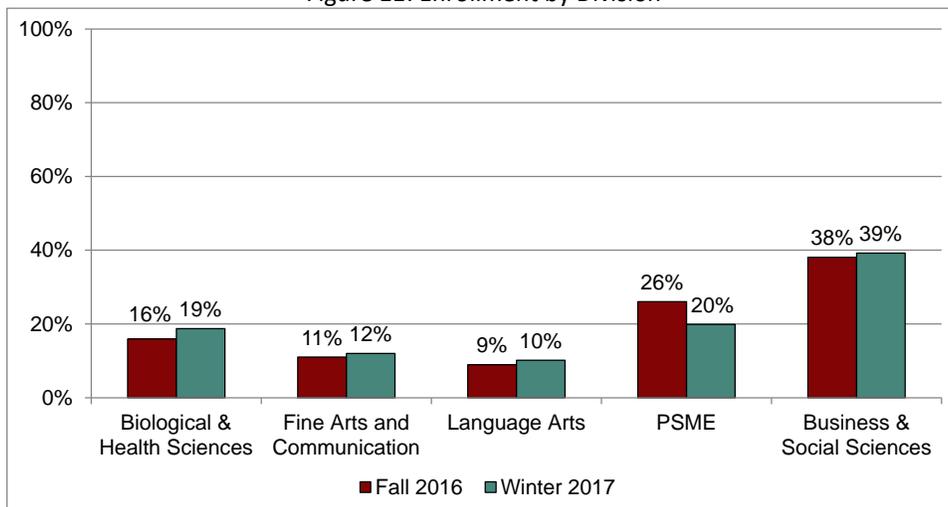
- Nearly three-fourths (73%) of winter 2017 face-to-face students have taken a placement test at Foothill. This finding is similar to fall 2016.

### Course Enrollment Profile

#### Enrollment by Division

- Most of the face-to-face/hybrid enrollments continue to come from Business & Social Sciences (39%), Physical Science, Math & Engineering (20%) and Biological & Health Sciences (19%) divisions. Combined, these three divisions account for nearly 80% of winter 2017 enrollments.

Figure 11: Enrollment by Division

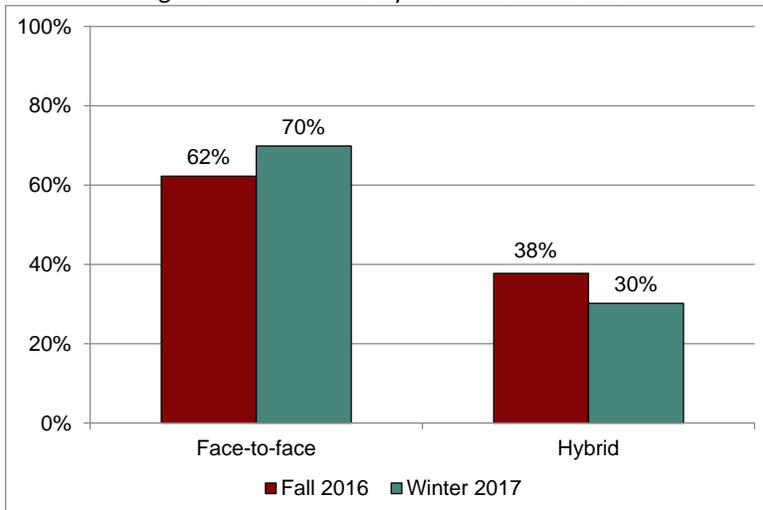


<sup>6</sup> Financial aid award data as of February 14, 2017.

### Enrollment by Instructional Method

- Face-to-face and hybrid sections account for 70% and 30% of the enrollment, respectively.
- Compared to fall 2016, winter 2017 has fewer sections.
  - Fall 2016 section count: face-to-face=50 | hybrid=33 | total=83
  - Winter 2017 section count: face-to-face=47 | hybrid=20 | total=67

Figure 12: Enrollment by Instructional Method



### Instructional Method by Division

Instructional method is disaggregated by division to determine which division provides the most face-to-face and hybrid course enrollments. Findings for winter 2017 are consistent with fall 2016. Refer to the Appendix for instructional method disaggregated by department.

- **Face-to-Face enrollment:** The division with the most face-to-face enrollment is Business & Social Sciences (37%) and Biological & Health Sciences (25%).

Table 6: Face-to-Face Enrollment by Division

Division	Fall 2016			Winter 2017		
	Sections	Enrollment	Percent	Sections	Enrollment	Percent
Biological & Health Sciences	14	311	26%	13	261	25%
Fine Arts and Communication	4	94	8%	4	88	8%
Language Arts	9	175	14%	6	153	15%
PSME	7	264	22%	7	155	15%
Business & Social Sciences	16	373	31%	17	392	37%
Total	50	1,217	100%	47	1,049	100%

- **Hybrid enrollment:** The division with the most hybrid enrollment is Business & Social Sciences (43%) and Physical Science, Math & Engineering (32%).

Table 7: Hybrid Enrollment by Division

Division	Fall 2016			Winter 2017		
	Sections	Enrollment	Percent	Sections	Enrollment	Percent
Biological & Health Sciences	0	0	0%	1	20	4%
Fine Arts and Communication	6	122	17%	4	92	20%
Language Arts	0	0	0%	0	0	0%
PSME	12	245	33%	6	144	32%
Business & Social Sciences	15	371	50%	9	197	43%
Total	33	738	100%	20	453	100%

### Credit vs. Degree vs. Non-Credit

- Similar to fall 2016, the majority (89%) of winter 2017 face-to-face enrollment is degree applicable, followed by non-credit (7%) and Credit (4%).
- When the characteristics of the course is factored, the majority of the enrollments consist of degree and occupational-applicable courses (33%), followed by degree- and transfer-applicable courses (30%).
- While enrollment is lower for credit- and degree-applicable courses in winter 2017 versus fall 2016, the opposite was observed for non-credit. In winter 2017, non-credit account for 7% (109) of enrollments compared to 4% (76) in fall 2016.

Table 8: Credit, Degree and Non-Credit by Course Characteristics, Winter 2017

	Basic Skills	Degree Applicable	Transfer Applicable	Occupational Course	Enrollment	Percent
<b>Credit</b>						
	Yes	No	No	No	34	2%
	No	No	No	Yes	19	1%
Subtotal					53	4%
<b>Degree</b>						
	No	Yes	Yes	Yes	337	22%
	No	Yes	Yes	No	450	30%
	No	Yes	No	Yes	502	33%
	No	Yes	No	No	51	3%
Subtotal					1,340	89%
<b>Non-Credit</b>						
	Yes	No	No	Yes	25	2%
	Yes	No	No	No	70	5%
	No	No	No	Yes	14	1%
Subtotal					109	7%
<b>Total</b>					1,502	100%

### Days with the Most Students at Sunnyvale Center

In order to determine which day of the week has the most students on campus, fully online course sections is excluded from this portion of the analysis. Enrollments are accounted for accordingly based on the number of times a section met. For instance, if a section has an enrollment count of 22 students and met on Mondays and Wednesdays, then the anticipated foot traffic from this course is 44 students during a given week. Courses that include lab sections are accounted for as well.

- Thursdays has the most students and accounts for 21% of all foot traffic in a given week.
- Wednesdays (20%) and Mondays (19%) comprise the remaining foot traffic.
- As reference, fall 2016 survey respondents prefer taking classes at Sunnyvale Center on Wednesdays (20%) and Thursdays (20%), followed by Mondays (19%) and Tuesdays (19%).

Table 9: Days with the Most Students at Sunnyvale Center, Winter 2017

	Enrollment by Course Meeting Type			
	Lecture	Lab	Total	Percent
Monday	546	89	635	19%
Tuesday	387	79	466	14%
Wednesday	600	60	660	20%
Thursday	538	158	696	21%
Friday	117	73	190	6%
Saturday	86	25	111	3%
Sunday	0	0	0	0%
Unknown	259	245	504	15%
Total	2,533	729	3,262	100%

Note: Some hybrid sections do not specify a course meeting day. The enrollments from these sections are denoted as “unknown.”

### Times During the Day with the Most Students at Sunnyvale Center

In table 10, foot traffic takes into account the section start time. For sections that do not start at the top of the hour or half hour thereafter, their start times are grouped with the preceding start time. For example, if a section starts at 12:15 PM, it was grouped with the 12:00 PM start time.

- 56% of the foot traffic on a given day occurs during the evening hours of 4:30 PM to 9:00 PM, particularly 6:00 PM.
- 30% of the foot traffic occurs in the morning hours of 7:00 AM to 11:59 AM.
- 14% of the foot traffic occurs in the afternoon hours of 12:00 PM to 4:29 PM.
- As reference, fall 2016 survey respondents indicated they prefer to take courses in the evening (44%), followed by afternoon (30%) and morning (26%).

Table 10: Time Periods with the Most Students at Sunnyvale Center

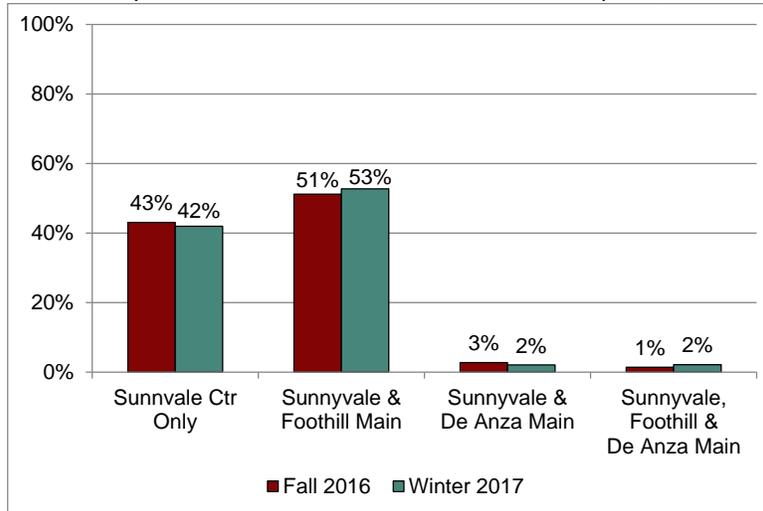
	Enrollment	Percent
Morning 7:00 AM - 11:59 AM	775	30%
Afternoon Noon - 4:29 PM	379	14%
Evening 4:30 PM - 9:00 PM	1,462	56%
Total	2,616	100%

### Sunnyvale Students Enrolled at Other FHDA Campuses

In this section of the report, the 1,268 Sunnyvale Center face-to-face students are tracked to determine if they are concurrently enrolled at another FHDA campus for winter 2017 term.

- Most students are concurrently enrolled at Sunnyvale Center and Foothill Main (53%).
- More than one-third is exclusively enrolled at Sunnyvale Center (42%).
- Few students are enrolled at Sunnyvale Center and De Anza Main (2%).

Table 13: Sunnyvale Students Enrolled at Other FHDA Campuses, Winter 2017



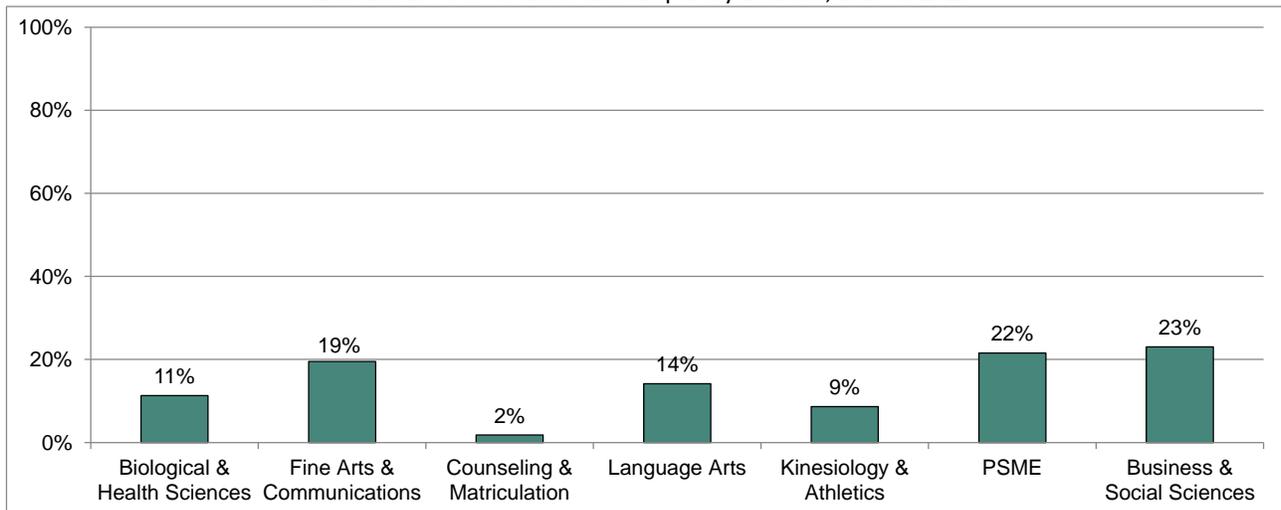
**Students Concurrently Enrolled at Sunnyvale Center and Only Foothill Main Campus**

Since 53% of Sunnyvale Center face-to-face students are concurrently enrolled at Foothill Main Campus, *this section of the report examines their course enrollment at Foothill Main Campus*. These 668 students have a total of 1,308 enrollments at Foothill Main, or 1.96 course enrollments per student.

**Enrollment by Division**

- The majority of the enrollment is in Business & Social Sciences (23%), followed by Physical Science, Math & Engineering (22%) and Fine Arts & Communications (19%). Combined, these three divisions account for 64% of Sunnyvale students’ enrollment at Foothill Main Campus.

Figure 14: Sunnyvale Center Students Concurrently Enrolled at Foothill Main: Enrollment at Foothill Main Campus by Division, Winter 2017



### Enrollment by Instructional Method

- Sunnyvale Center face-to-face students who are concurrently enrolled at Foothill Main, enroll in mostly face-to-face sections at Foothill Main (57%), followed by online (27%) and hybrid (16%) sections.

Figure 15: Sunnyvale Center Students Concurrently Enrolled at Foothill Main:  
Enrollment at Foothill Main by Instructional Method, Winter 2017

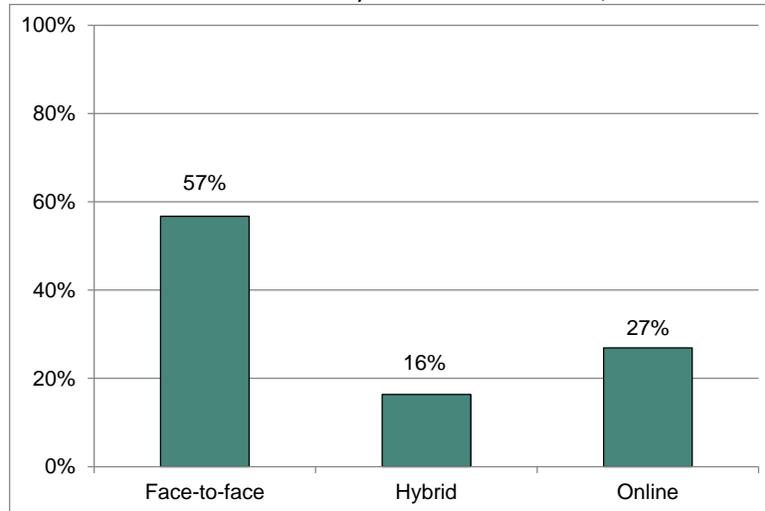
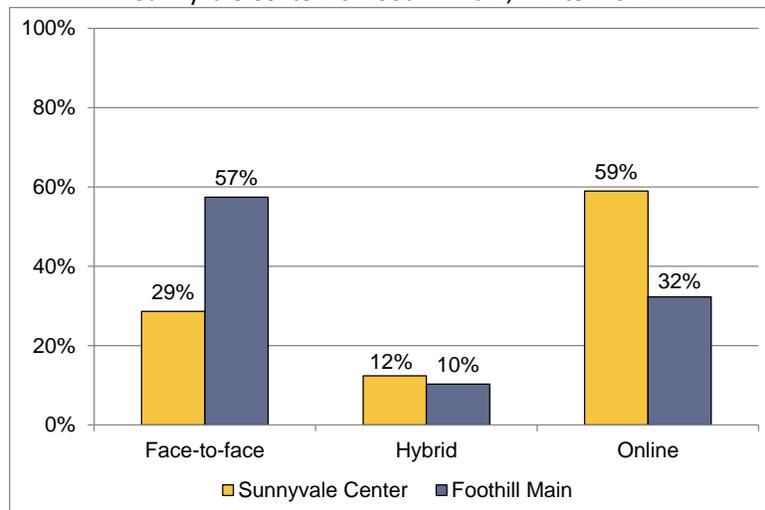


Figure 15 is consistent with Foothill College’s enrollment trends—face-to-face comprises the majority of enrollments, followed by online and hybrid. Is this enrollment trend similar at Sunnyvale Center?

- Figure 16 compares winter 2017 enrollment by instructional method of *all students* at Sunnyvale Center versus Foothill Main Campus.
- Unlike Foothill Main, most of the enrollments at Sunnyvale Center are online (59%), followed by face-to-face (57%) and hybrid (10%).

Figure 16: Enrollment by Instructional Method:  
Sunnyvale Center vs. Foothill Main, Winter 2017



### Instructional Method by Division

- **Face-to-face:** Physical Science, Math & Engineering (27%), Language Arts (22%) and Business & Social Sciences (15%) divisions have the most face-to-face enrollments.
- **Hybrid and Online:** Students are likely to enroll in Fine Arts & Communications and Business & Social Sciences hybrid and online sections. Combined, these two divisions account for 67% of hybrid and 69% of online enrollments.

Table 11: Sunnyvale Center Concurrently Enrolled at Foothill Main:  
Enrollment at Foothill Main Campus by Division and Instructional Method, Winter 2017

Division	Face-to-Face		Hybrid		Online	
	Enrollment	Percent	Enrollment	Percent	Enrollment	Percent
Biological & Health Sciences	91	12%	37	17%	20	6%
Fine Arts & Communications	59	8%	70	33%	126	36%
Counseling & Matriculation	15	2%	0	0%	9	3%
Language Arts	165	22%	2	1%	18	5%
Kinesiology & Athletics	101	14%	2	1%	10	3%
PSME	198	27%	31	14%	53	15%
Business & Social Sciences	113	15%	72	34%	116	33%
<b>Total</b>	<b>742</b>	<b>100%</b>	<b>214</b>	<b>100%</b>	<b>352</b>	<b>100%</b>

## Appendix

Table 12: Sunnyvale Center Face-to-Face Enrollment by Department, Winter 2017

Division & Department		Enrollment	Percent (Dept)	Percent (Division)
<b>1BH</b>	<b><u>Biological &amp; Health Sciences</u></b>			
EMTP	Emerg Med Tech: Paramedic-FH	103	39%	-
EMT	Emergency Medical Technic-FH	94	36%	-
AHS	Allied Health Sciences-FH	36	14%	-
EMR	Emergency Medical Responder-FH	28	11%	-
	<b>Subtotal</b>	<b>261</b>	<b>100%</b>	<b>25%</b>
<b>1FA</b>	<b><u>Fine Arts &amp; Communication</u></b>			
COMM	Communications-FH	50	57%	-
GID	Graphic & Interactive Des-FH	29	33%	-
MUS	Music-FH	9	10%	-
	<b>Subtotal</b>	<b>88</b>	<b>100%</b>	<b>8%</b>
<b>1LA</b>	<b><u>Language Arts</u></b>			
NCEL	Non Credit: ESL-FH	95	62%	-
ENGL	English-FH	26	17%	-
ESLL	English as Second Language-FH	16	10%	-
JAPN	Japanese-FD	16	10%	-
	<b>Subtotal</b>	<b>153</b>	<b>100%</b>	<b>15%</b>
<b>1PS</b>	<b><u>Physical Science, Math &amp; Engineering</u></b>			
MATH	Mathematics-FD	118	76%	-
ASTR	Astronomy-FD	37	24%	-
	<b>Subtotal</b>	<b>155</b>	<b>100%</b>	<b>15%</b>
<b>1SS</b>	<b><u>Business &amp; Social Sciences</u></b>			
CHLD	Child Development-FH	240	61%	-
BUSI	Business-FH	46	12%	-
ANTH	Anthropology-FD	25	6%	-
HIST	History-FD	21	5%	-
PSYC	Psychology-FD	21	5%	-
GIST	Geospatial Technology-FH	18	5%	-
PHIL	Philosophy-FD	11	3%	-
ACTG	Accounting-FH	10	3%	-
	<b>Subtotal</b>	<b>392</b>	<b>100%</b>	<b>37%</b>
<b>Division Grand Total</b>		<b>1,049</b>	<b>-</b>	<b>100%</b>

Table 13: Sunnyvale Center Hybrid Enrollment by Department, Winter 2017

Division & Department		Enrollment	Percent (Dept)	Percent (Division)
<b>1BH</b>	<b><u>Biological &amp; Health Sciences</u></b>			
HLTH	Health-FD	20	100%	-
	<b>Subtotal</b>	<b>20</b>	<b>100%</b>	<b>4%</b>
<b>1FA</b>	<b><u>Fine Arts &amp; Communication</u></b>			
COMM	Communications-FH	50	54%	-
MTEC	Music Technology-FH	24	26%	-
GID	Graphic & Interactive Des-FH	18	20%	-
	<b>Subtotal</b>	<b>92</b>	<b>100%</b>	<b>20%</b>
<b>1PS</b>	<b><u>Physical Science, Math &amp; Engineering</u></b>			
C S	Computer Science-FH	144	100%	-
	<b>Subtotal</b>	<b>144</b>	<b>100%</b>	<b>32%</b>
<b>1SS</b>	<b><u>Business &amp; Social Sciences</u></b>			
ECON	Economics-FD	61	31%	-
GIST	Geospatial Technology-FH	38	19%	-
ACTG	Accounting-FH	37	19%	-
SOC	Sociology-FD	37	19%	-
PSYC	Psychology-FD	17	9%	-
BUSI	Business-FH	7	4%	-
	<b>Subtotal</b>	<b>197</b>	<b>100%</b>	<b>43%</b>
<b>Division Grand Total</b>		<b>453</b>	<b>-</b>	<b>100%</b>