Fresno City College
Strategic Planning Council

Environmental Scan

Part 2: External Data

October 20, 2011

Prepared by:

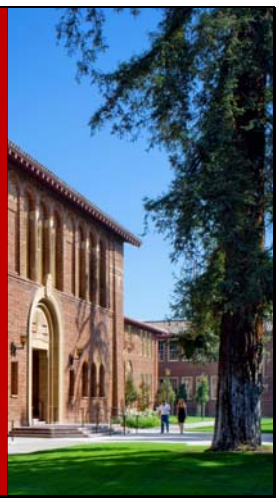
FCC Office of Institutional Research, Planning, and Assessment

Environmental Scan

Fall 2011

Part 2: External Data

FCC MISSION: Fresno City College is a comprehensive community college offering innovative instructional programs in anticipation of and responsive to the life-long learning needs of our diverse population. Fresno City College provides a wide variety of quality services to support student success by engaging our students in achieving their educational goals. Moreover, we are dedicated to working collaboratively with our community to enhance the economic and social development of the region.



Fall 2011 Environmental Scan:
Part 2, External Data

External Scan (Opportunities / Threats)

- Demographics
- Education
- Finance and Employment

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Fresno County Demographics: Population Growth

Year	Fresno	California	Percentage of State Population
1980	514,621	23,667,902	2.17%
1990	667,490	29,760,021	2.24%
2000	799,407	33,871,648	2.36%
2010	**930,450**	**37,253,956**	**2.50%**

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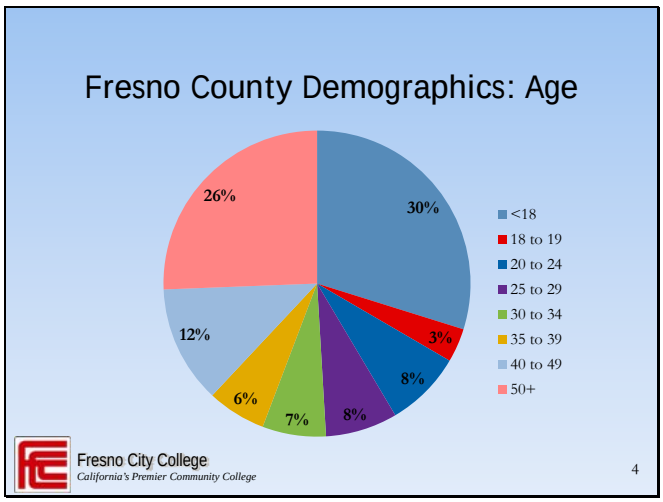
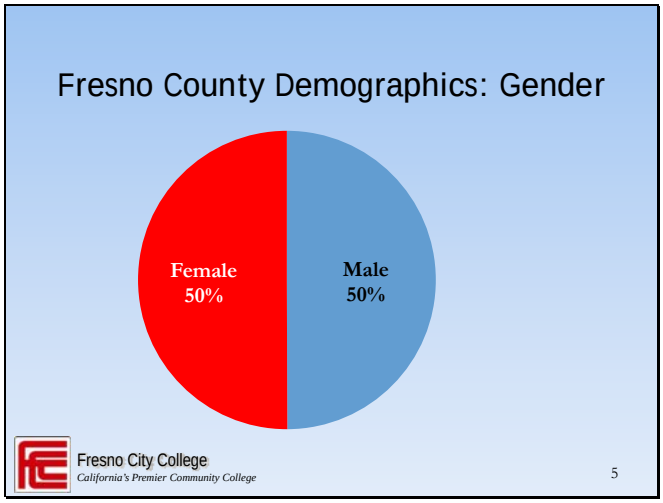
Fresno County Profile: The population of Fresno County continues to increase, along with that of the state. Fresno County is steadily increasing as a percentage of the state's population. If the population continues to grow at the current rate, the county will have over a million residents by the next US census.

Source: U.S. Census Bureau 2010 Census



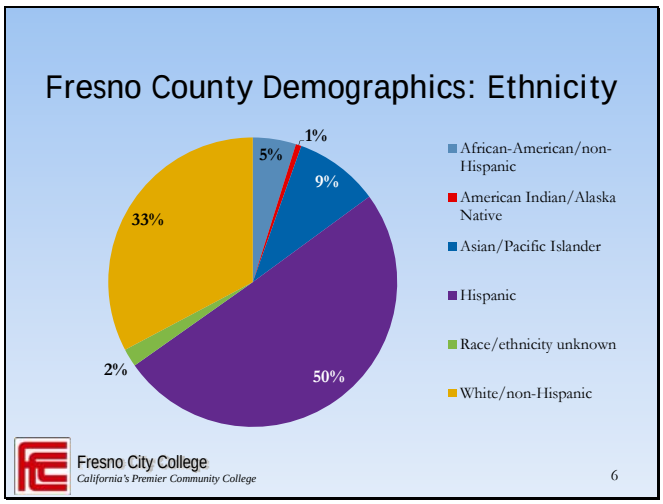
Fresno County Profile: Fresno County has a total population of 930,450. The median age is 30.6 years. Of the total population, 11% is between the ages of 18 and 24 – that is, approximately 167,481 college-age persons.

Source: U.S. Census Bureau 2010 Census



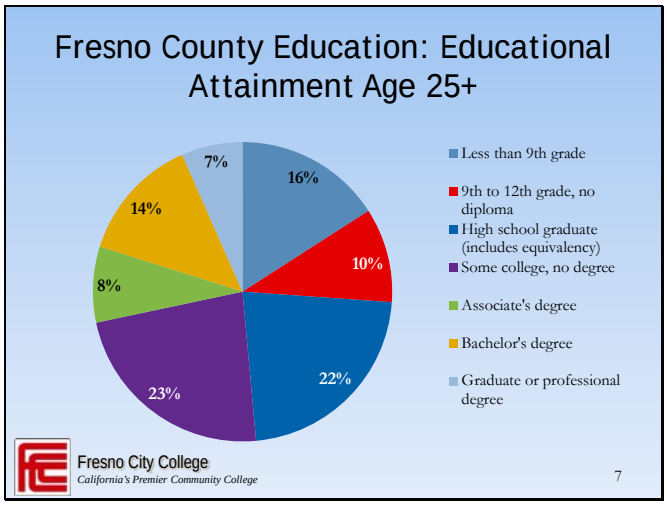
Fresno County Profile: Gender is relatively even by gender, although there are slightly more females. This is similar to FCC enrollments, which are also slightly higher among females.

Source: U.S. Census Bureau 2010 Census, SCCCD IR Website



Fresno County Profile: Just under half of Fresno County is Hispanic; this contrasts with FCC enrollments, which includes approximately 42% Hispanic students. Similarly, the county is just over one third white/non-Hispanic, while FCC enrolls around 25% white/non-Hispanic students. However, two ethnic groups show higher enrollments than the county percentages: first, the county is 5% African-American, while FCC enrollments include 8% African-Americans; in addition, FCC enrolls 17% Asian / Pacific Islanders, although the county is just under 9% Asian.

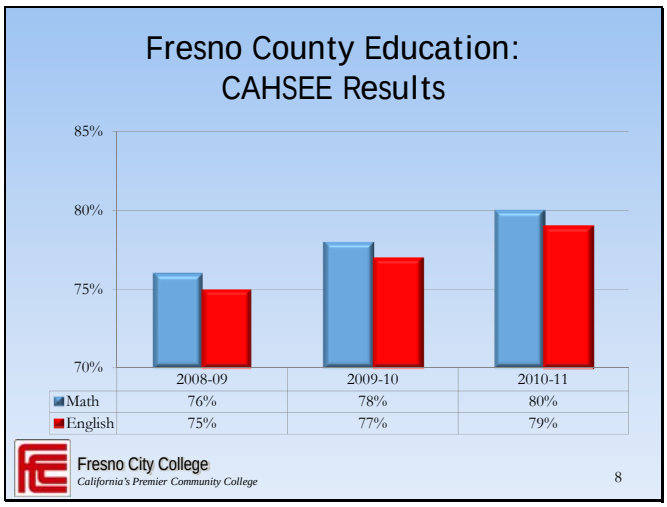
Source: U.S. Census Bureau 2010 Census, SCCCD IR Website



Fresno County Profile: Of the 545,988 persons in Fresno County 25 years or older, 71.6% have some college or less education. Just 20% have a bachelors degree or higher.

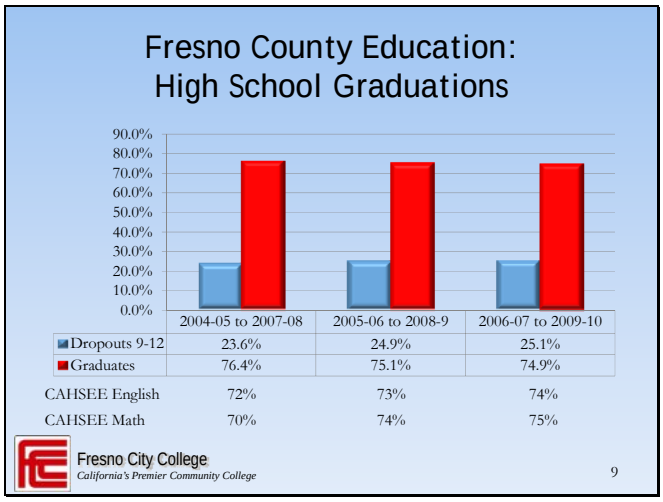
Current enrollments: In 2010, 67,419 students were enrolled in high school (grades 9-12); this is 3000 more students than last year's estimate. In Fresno County, 67,665 students were enrolled in collegiate undergraduate programs, up from 58,468 students in last year's data; of these students, 11% were enrolled in private colleges and 50% were FCC students (74% at SCCCD).

Source: U.S. Census Bureau 2010 American Community Survey, SCCCD Datatel System



CAHSEE Results: Students in Fresno County high schools show a steady improvement in California High School Exit Exam (CAHSEE) results over the past three years. Passing rates shown are for 10th grade students who passed the CAHSEE the first attempt, to avoid a bias toward repeat testers.

Source: California Department of Education (http://cahsee.cde.ca.gov)



HS Graduations: Students in Fresno County high schools show a steady decline in graduations over the past three years, matched by an increase in dropouts. This cohort data shows the progress of students beginning in 9th grade and their exit points, either for graduation or dropout. Compared to 10th-grade CAHSEE results within the cohort, a rise in CAHSEE scores appears to match a decline in graduations; however, more research needs to be done at the state level to determine the relationship between these measures.

Source: California Department of Education (http://www.cde.ca.gov/ds/)

Fresno City College: Top Feeder High Schools

High School	2010 Fall
Central High, Fresno	278
Sunnyside High, Fresno	237
Bullard High, Fresno	214
McLane High, Fresno	206
Roosevelt High, Fresno	178
Clovis East High, Clovis	163
Herbert Hoover High, Fresno	162
Fresno High, Fresno	154
Edison High, Fresno	139
Clovis High, Clovis	131
Buchanan High, Clovis	126
Clovis West High, Fresno	104

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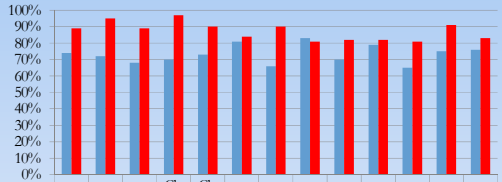
Feeder Schools: The numbers in this table include all students who started as first-time students at Fresno City College during the fall term of the year and graduated from the high school named. High schools sending 100+ students are included. Overall, 3036 first time students came to FCC in 2010 Fall from 147 public and 11 private schools statewide. The top feeder schools provide two thirds of those first time students.

Due to changes in the way the state collects this information, data now includes students who take time off before going to college and those who begin college with some credits (earned through AP or college classes taken while in high school). In the past, this data reported only those students coming *directly* to college after high school.

Source: California Postsecondary Education Commission (Freshmen Pathways)

Factors Affecting Feeder Schools: Access to Rigorous Coursework



	California	Buchanan	Clovis	Clovis East	Clovis West	Bullard	Central	Edison	Fresno	Hoover	McLane	Roosevelt	Sunnyside
% of college prep courses	74%	72%	68%	70%	73%	81%	66%	83%	70%	79%	65%	75%	76%
% CP teachers w/appropriate subject matter credential	89%	95%	89%	97%	90%	84%	90%	81%	82%	82%	81%	91%	83%

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Access to Rigorous Coursework: In order to gauge student access to the type of courses and instruction that lead to college success, high schools are measured on their percent of college prep courses offered, and what percent of those college prep courses are taught by teachers with the appropriate subject-matter credential. All Clovis schools and 3 of the 8 Fresno schools offer a lower percentage of college prep courses than the state average. However, more Clovis college prep course instructors are appropriately credentialed than the state average, but only 2 of the Fresno schools.

Source: UCLA/IDEA California Educational Opportunity Report (http://idea.gseis.ucla.edu/educational-opportunity-report)

Factors Affecting Feeder Schools: College Opportunity Ratio

	Total Students	Underrepresented Students
California	**100:67:26**	**100:32:09**
Buchanan	100:83:53	100:15:07
Clovis	100:78:40	100:23:08
Clovis East	100:68:34	100:18:05
Clovis West	100:85:54	100:22:09
Bullard	100:73:22	100:26:05
Central	100:69:13	100:34:05
Edison	100:60:28	100:40:16
Fresno	100:40:05	100:27:03
Hoover	100:54:07	100:26:03
McLane	100:38:06	100:23:02
Roosevelt	100:37:05	100:28:03
Sunnyside	100:53:14	100:31:06

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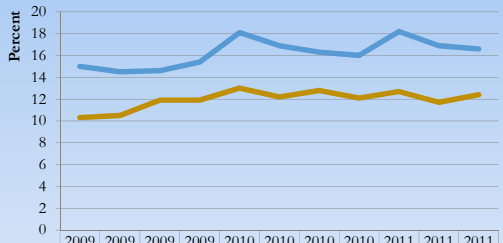
College Opportunity Ratio: The College Opportunity Ratio (COR) is a 3-number figure that reports how many students graduate and how many pass the A-G courses required for admission to CSU and UC compared to each 100 students enrolled as 9th graders four years before. For example a COR of 100:90:50 means that for every 100 9th graders, 90 graduated four years later and 50 passed the courses required for admission to CSU and UC. Both total student and underrepresented student ratios are shown; underrepresented students include African American, Latino/Hispanic, and American Indian students, all underrepresented in California's colleges. Data shown is for the 2005-2009 cohort.

Source: UCLA/IDEA California Educational Opportunity Report (http://idea.gseis.ucla.edu/educational-opportunity-report)

Fresno County Economics and Labor: Unemployment Rate



	2009 -Jan	2009 -Apr	2009 -Jul	2009 -Oct	2010 -Jan	2010 -Apr	2010 -Jul	2010 -Oct	2011 -Jan	2011 -Apr	2011 -Jul
Fresno County	15	14.5	14.6	15.4	18.1	16.9	16.3	16	18.2	16.9	16.6
California	10.3	10.5	11.9	11.9	13	12.2	12.8	12.1	12.7	11.7	12.4

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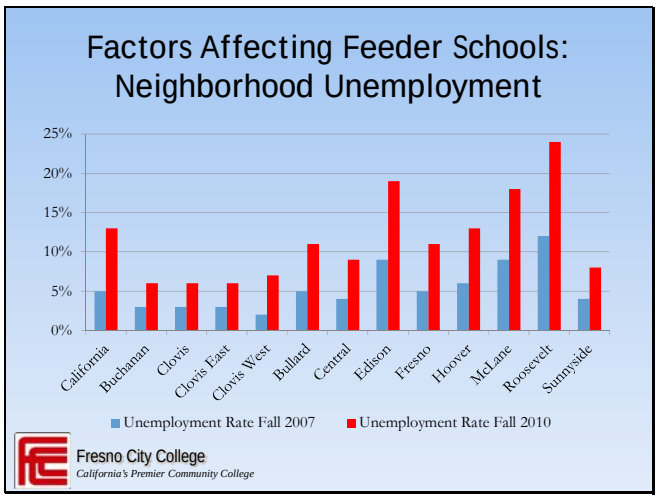
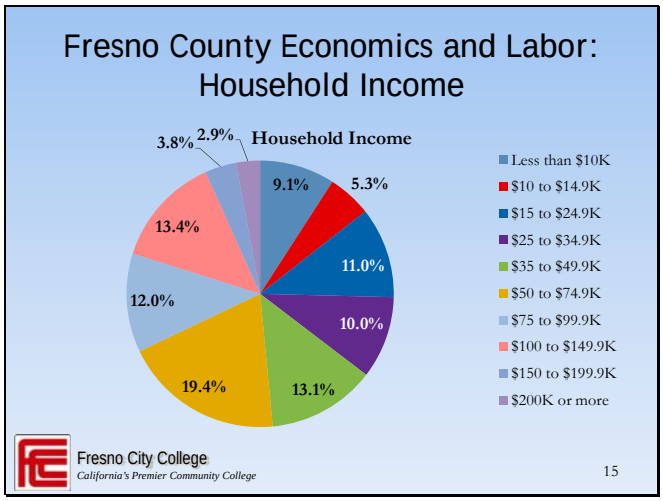
Unemployment Rate: The Fresno County unemployment rate is consistently higher than state averages, with the greatest differences showing at the beginning of each calendar year.

Source: Federal Bureau of Labor Statistics (http://www.bls.gov/home.htm), California Employment Development Department (http://www.edd.ca.gov/)



Neighborhood Unemployment: Data shown are the unemployment rates for the 1-mile area surrounding each school. Feeder schools are clustered by city; state averages are shown for comparison purposes. In most cases, unemployment has doubled in the area around each high school; this has had a greater impact on Fresno schools. Roosevelt (24%), Edison (19%), and McLane (18%) neighborhoods have the highest unemployment. A similar measure shows the percent of households in school areas with household income over $125,000. The state average school neighborhood affluence is 18%; three of the four Clovis schools are at 31%, with Clovis West at 26%. Fresno feeder high schools neighborhood affluence ranges from 1% for Roosevelt HS to a high of 11% for Central and Sunnyside.

Source: UCLA/IDEA California Educational Opportunity Report (http://idea.gseis.ucla.edu/educational-opportunity-report)



Fresno County Profile: Of the 284,690 households in Fresno County, approximately 21.8% are at or below the poverty level for a 2-person household, a significant increase over the previous 16.6%. The median income in Fresno County is $45,221 (down slightly); the mean household income is $59,964, down significantly from the previous $62,451.

(Per the Census Bureau, changes in data are marked as significant at the 90% confidence level.)

Source: U.S. Census Bureau 2010 American Community Survey

Fresno County Economics and Labor: Top Projected Occupations

	2008	2018	% Change	New Jobs	Replacement Needs	Total Jobs
1. Office and Administrative Support Occupations	57,830	58,900	1.9	296	1,186	1,482
2. Sales and Related Occupations	32,690	34,970	7.0	236	977	1,213
3. Farming, Fishing, and Forestry Occupations	41,320	40,430	-2.2	9	1,105	1,114
4. Food Preparation and Serving Related Occupations	26,530	28,010	5.6	155	905	1,060
5. Education, Training, and Library Occupations	29,000	30,610	5.6	162	637	799

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Top Occupations: By category, the greatest number of new jobs by occupational category are in office and administrative support. This category includes projected need for 140 secretaries and administrative assistants, and 275 other office and administrative support workers including office clerks and workers skilled in word processing and/or data entry.

Sales and related occupations includes some jobs that require college-level training; examples are real estate (21 jobs) and insurance (24 jobs) sales. However, most of the projected jobs in this category are in retail sales and related work, which does not require college-level training.

Although farming and related jobs are among the top five occupational categories, the number of workers needed is declining, and none require community college training. Most of the work in food preparation also does not need college-level training.

Education and library occupations includes a projected need for 172 elementary school teachers, 68 middle school teachers, 118 secondary school teachers, and 98 teacher assistants. At the postsecondary level, projections show a need for 113 instructors.

Source: California Employment Development Department (http://www.edd.ca.gov/)

Fresno County Economics and Labor: Top Projected Occupations

	2008	2018	% Change	New Jobs	Replacement Needs	Total Jobs
6. Transportation and Material Moving Occupations	24,590	25,450	3.5	114	575	689
7. Personal Care and Service Occupations	16,740	19,510	16.5	277	361	638
8. Production Occupations	22,010	22,950	4.3	122	488	610
9. Healthcare Practitioners and Technical Occupations	16,060	18,150	13.0	215	329	544
10. Business and Financial Operations Occupations	14,230	15,700	10.3	152	306	458

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Top Projected Occupations: Occupational projections are for Fresno County, and include anticipated new and replacement jobs between 2008 and 2018.

Transportation and personal care / service occupations do not need college-level training for the most part; the one exception is in fitness and recreation workers, with a projected 23 jobs. With the exception of welding and related work (25 jobs projected) production occupations do not require college-level training.

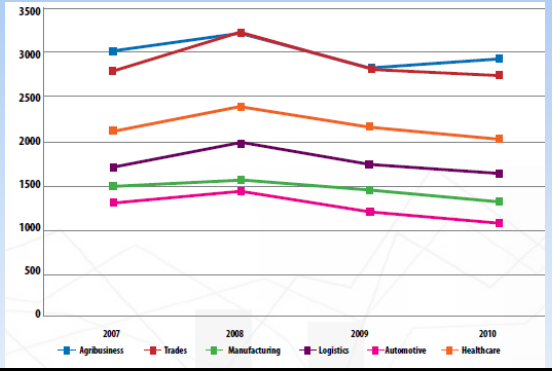
Health care continues to be an area of strength related to projected job growth and required education. At the community-college level, registered nursing is the leading area of need, with 204 project jobs, closely followed by 181 health technologists and technicians (including 11 dental hygienists, 10 medical record and health information technicians, and 53 licensed practical or vocational nurses).

Business and financial operations occupations often require a bachelor's degree. However, 273 business operations jobs are projected, along with 185 financial specialist jobs in areas like accountants/auditors and tax examiners, collectors, and revenue agents.

Although not in the top 10 projected occupational categories, other specific jobs of interest include projections for protective services (47 fire fighters, 30 correctional officers, and 48 police and sheriff's patrol officers) and community and social services (132 counselors, social workers, and other community and social service specialists).

Source: California Employment Development Department (http://www.edd.ca.gov/)

Fresno County Economics and Labor: Business Birth / Death Rates



Employment Study: In 2010, the Fresno Regional Workforce Investment Board conducted a study of county employers, with 1418 surveys representing 169 occupations. 3587 employers were invited to participate. While conducting the employment study, researchers noted a trend that was not present in previous studies: previously-contacted companies were no longer in business. To confirm this trend, the Fresno WIB accessed the National Establishment Time Series (NETS) data for Fresno County; although not all industries are included, the trend clearly shows a decline in the number of businesses in key industry segments.

Source: Fresno Regional Workforce Investment Board 2010 Fresno County Employment Study

Fresno County Economics and Labor: Business Obstacles to Growth

Labor Availability and Cost: 11%

- Lack of qualified workers for technical positions
- Job seekers/employees do not appear to be committed to job, just the paycheck
- Job seekers' lack of work ethic and proper training
- Job seekers' poor skills
- Job seekers' basic comprehension–cannot read or follow instructions

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Employment Study: As part of the 2010 study, employers were asked to identify obstacles they face in order to retain or grow their businesses. As might be expected, current market conditions was the single most important obstacle to growth (mentioned by 33% of employers); however, 11% gave labor availability and cost as a critical factor. Some of the specific barriers to labor availability include a lack of appropriate qualifications and/or training.

Source: Fresno Regional Workforce Investment Board 2010 Fresno County Employment Study