

Summary of the Environmental Scan (8/23/01) **Social/Demographic Trends**

- a. Demand for higher education in California is expected to grow during this decade because 1) our students are taking longer to graduate than in the past, 2) the state's projected college-age population is growing, 3) Californians of prime college-going ages (18-24 years) are attending UC, CSU, and California community colleges at historically high rates.
- b. The Hispanic population in California and Orange County is growing. Hispanics represent the largest minority group in Costa Mesa, Garden Grove, Huntington Beach, Newport Beach, and Stanton. Asians represent the largest minority group in Fountain Valley and Westminster.
- c. Orange County businesses are responding to the growing Latino population through Spanish language publications, commercials and advertising.
- d. Spanish speaking students represent by far the largest non-English speaking ethnic group in the district's feeder K-12 system.

High School Graduate Trends for the District

- a. About 23% of Coastline College's students each fall are first-time freshmen (not transfers from another college).
- b. Asian students from Coast District's feeder high schools have the highest percentage of eligibility for UC/CSU (the range from high school to high school is 36% to 64%), followed by White students (23% to 50%), then Hispanic students (5% to 19%).

Students' Readiness for College

- a. A recent national report gave California schools a "C-minus" in college preparation (33 states ranked higher).
- b. UC/CSU eligibility for Orange County high school graduates has risen, largely attributable to increased eligibility for Asians and Whites; all other ethnicities did not see a similar trend in the past five years. Only one in six Hispanic students, who make up over 40% of total enrollment in Orange County, graduate with appropriate coursework to go to a state college.
- c. Just 17% of California 8th graders score at or above "proficient" in math on a national assessment exam.
- d. Almost half of regularly admitted CSU students (freshmen) arrive unprepared in writing and mathematics. For the last two years, the unpreparedness rate in mathematics has fallen – dropping to 45% in fall 2000.
- e. By ethnic-racial group statewide, 55% of Asian high school graduates and 41% of White graduates completed the university-preparatory curricula for UC/CSU, whereas only 26% of Black graduates, 22 % of Latino graduates, and 23% of Native American students did so.
- f. When the English learners (ESL) in Orange County public schools are ranked by grade and ethnicity, Spanish-speaking children are by far the largest group, followed by Vietnamese. Shown below are 1999-00 data. When one examines the kindergarten to 6th grade "ethnic pipeline," the differences are even more pronounced. That is – the Spanish to Vietnamese ratio among OC kindergartners is nearly 14:1.

Trends in Higher Education

- a. California's community college system is expected to grow nearly 36% by 2010. They're still talking about Tidal Wave II.
- b. Although often overlooked in college strategic planning processes, Institutional Technology services are providing an increasing number of services (e.g., on-line undergraduate applications; course catalogs available online; course reserves; and one or more full college courses via the Web).
- c. Trends point to increasing accountability for student learning. This is evidenced by proposed changes in the accreditation standards, and a recent white paper from the LAO's office urging use of exit assessment CC transfers. Distance education providers are using learning assessment to demonstrate the effectiveness of their on-line courses.
- d. One futurist predicts a shift away from awarding credits for seat time. Rather, he foresees, the focus will become student outcomes in terms of knowledge and skills attained. Having a degree will fade in importance compared to a transcript listing what the student knows or skills he or she can perform.
- e. Because colleges are afraid of losing out to competition, distance education in the form of on-line courses will continue to grow at a rapid pace.

Economic Development, Occupational, Workforce Trends

- a. The demand for high technology products and services will increase – this will be a growing advantage for those already familiar with technology (working in that field) and a growing disadvantage for others. Professional and technical occupations – virtually all of which require college degrees – will be the fastest growing occupations in California over the next decade.
- b. By 2011 nearly 300,000 positions in California's public schools will go unfilled (this includes administrators). School districts are beginning to look overseas to fill vacant slots. Besides the growing population, a major problem, particularly in urban schools, is the large number of recruits who become discouraged and leave after only of couple of years teaching.
- c. The Orange County Committee on Comprehensive Economic Development Strategies (CEDS) has a vision for the county: *An educated and trained workforce from diverse ethnic backgrounds who are equipped with the tools and skills required for the ever-changing job market of the twenty-first century.* The solution is to establish and/or strengthen linkages. An ideal situation for OC would have strong linkages from high school to both 2-year and 4-year college programs, as well as strong linkages for adults with no GED and workers in need of new training and the vocational and technical schools. The Council recommends forming innovative partnerships with industry, and targeting economic development efforts towards the high-wage, technology sectors. Trainers should create internships that provide experience for prospective workers
- d. The services, retail trade, and manufacturing sectors will account for 68% of Orange County job growth between 2000 and 2004.

Economic, Political and Legal Trends That Could Impact Community Colleges

Economic Trends

- a. Hourly pay remains higher than the national average but the current national minimum wage is likely to increase in the next five years.
- b. If the “guest worker” program is expanded and provides legal status to many illegal residents, the hourly rate will also increase.
- c. An expanded quest worker program could also current illegal residents to enroll in colleges as in-state students.
- d. Orange County continues to grow in high tech industries but most of the new employment comes from service and tourism related industries.

Environmental Trends

- a. Many district residents will demand greater emphasis be placed on environmental issues. This will slow the growth of many projects. Concerns about clean water, clean beaches, increased traffic, air pollution, and open spaces may overwhelm the push for new economic initiatives. Such environmental concerns in a district which is 90% built out will force greater demands for community redevelopment and improvement in the district’s infrastructure – sewers, water, etc.
- b. The alleged energy crises will probably not raise its ugly head in the next five years because of the new non-nuclear power plants ready to go on-line. However, nuclear power plants will continue to be hotly debated.
- c. There will be increased interest in alternatively fueled vehicles – particularly if there is a tax incentive for their purchase of if technology decreases their cost.

Competitive Conditions

- a. Students will seek the best program not only for their money but also their time – this philosophy will force more traditional institutions to become competitive for Coastline students.
- b. Also, many students recognize the greater importance of industry certifications that they view as more important to potential employers than degrees.
- c. Students will seek colleges that will prepare them to meet industry standards including shorter learning in the shortest amount of time, at the greatest convenience to the student – particularly in urban areas such as Orange County where the students have so many educational options.
- d. Several private entrepreneurial universities (e.g., Webster, Golden Gate) have closed their Orange County operations in 2001.
- e. Through distance education, students have many opportunities to enroll in universities around the world.

Student Trends

- a. 60% of the spring 2001 graduating seniors under the age of 30 expected to live in their parents' homes for at least 3 years following their graduation. (Source – American Demographics)
- b. More K-12 students are being educated in their homes. (Source – American Demographics)
- c. Private K-12 schools continue to grow rapidly in Orange County. (Source – American Demographics)
- d. Today's students are in no hurry to set up homes and have families before the age of 30. (Source – CC student focus group).
- e. Cohorts or teams of friends sharing the same educational experience is important to today's students – the "learning community" concept.
- f. Courses offered over the Internet are frequently more popular than the same courses offered in a classroom setting. Many students believe they receive more individualized attention from the instructor. Others believe the Internet courses are more condensed and will be completed in a shorter period of time.

Legal Political Trends (Source – Congressional and state legislative staff resources)

- a. Immigrant reform will have the greatest political/psychological impact in California and our district if the current illegal residents are given legal residential status.
- b. Greater educational accountability at the national and state level in exchange for increased funding will occur. At the federal level this accountability could come in the form of standardized achievement examinations for all students on federal financial aid.
- c. Through federal legislation, funding for California's occupational programs could become tied to student performance and outcomes.

INTERNAL SCAN

Trends Identified in Coastline's Program Review Process

- a. Basic Skills Program. The Basic Skills program has been experiencing declining enrollments. Despite a pattern of declining enrollments in Basic Skills classes in recent years, a fall 1999 survey of faculty indicated that Basic Skills are very important to the future of Coastline. Based upon changing community demographics and workforce requirements, faculty feel the need for Basic Skills will increase over the next five years.
- b. Math Program. Although surveys of math faculty and students found a satisfactory level of satisfaction with course offerings and instruction, the Math Department is aware of its higher-than-average course attrition rates. Steps being taken to reduce attrition include development of a home-grown math placement instrument to provide more accurate placement of students into math courses, thereby improving retention, and implementation of more distance education courses in order to better meet the needs of Coastline's non-traditional students.
- c. Other Programs. Pat Arlington recently agreed to provide additional internal scanning information derived from Coastline's program reviews.

Student Trends at Coastline

- a. Our students tend to be nontraditional. Only 3% are enrolled full time. Over 20% already have an AA degree or higher.
- b. In 1998 only 57% of Coastline's students lived in the Coast District. Seventeen percent lived outside the District, and 26% did not live in the Orange County area.
- c. Over the past ten years Coastline has experienced an increase (over 30%) in the number of Asian students and a decrease (over 40%) in the number of Caucasian students.
- d. English is a second language for about 23% of our students. The majority (over 56%) work full time.
- e. An accreditation survey of the students (n = 810) found that over 50% of the students reported that neither of their parents had attended college. Students between 25 and 50.
- f. Number of first time college students enrolling from local district high schools: (research currently underway).
- g. A growing proportion of graduates (43%) live outside of Orange County.
- h. There is a downward trend in the number of certificates awarded at graduation but an increase in the number of AA degrees awarded.
- i. A greater proportion of the graduating class (56%) than ever before plans to pursue a higher degree.

Distance Education Outcome Trends

- a. Course retention and success for different modes of instruction (this research is underway).