



College Planning Committee Updates

College Council • March 22, 2018

Spring 2018

- Review key external and internal trends
- Review mission statement
- Develop a vision statement
- Conduct collegewide dialogue and activities around the mission, vision and strategic initiatives



STRATEGIC INITIATIVES

Outreach

Student Success
and Retention

Equity

Civic Engagement

MANDATED PLANS

Basic Skills
Innovation Program
(AB 705)

Strong
Workforce
\$\$\$

SSSP, Equity, BSI
Integrated Plan
\$\$\$

Guided
Pathways
\$

MANDATED PLAN THEMES

Increase Completions
of Historically
Underserved Students

X

X

X

X

Increase Overall
Student Completions

X

X

X

X

Increase Student
Supports

X

X

X

X

Provide Clear
Pathways

X

X

X

X

Reduce Basic Skills
Course Sequences

X

X

X



State of the Valley 2018

<https://jointventure.org/events/state-of-the-valley>

Age

- 17 and under decreased by 0.2%
- 18-24 decreased by 1.5%
- 65 and older increased by 1.5%
- Birth rates peaked 18 years ago and consistently decreased through 2017



High School Graduates

- 10% of students do not complete high school, down from 12% six years ago
- 54% are not eligible for UC or CSU – increased from 47% six years ago



- Unemployment at 3%
 - Latina/o and African American residents continue to comprise the largest unemployed group
- 50% of all jobs are in **Community Infrastructure and Services (+23%)** (healthcare, social services, retail, food services, education, construction, transportation, banking, warehousing and storage)
- 26% (+35%) in **Innovation and Information Products and Services** (technical research, software, telecommunications manufacturing, pharmaceuticals, biotechnology, I.T. repair services)
- 16% (+21%) in **Business Infrastructure and Services** (engineering, goods movement, legal, investment and employer insurance, marketing, advertising, public relations)

Employment

- Tier 1 = 25% of total employment
 - \$56.88 per hour; approximately \$118,310 per year
 - Managers, lawyers, accountants, highly-skilled technical occupations, scientists, programmers, engineers
- Tier 2 = 43% of total employment
 - \$26.07 per hour; approximately \$54,226 per year
 - Sales representatives, teachers, librarians, administrative positions, manufacturing, operations and production
- Tier 3 = 32% of total employment
 - \$13.18 per hour or approximately \$27,414 per year
 - Security guards, food service, retail, janitors, home health and child care workers

Housing

- Median home price +7% in 2017 = \$968,000
 - Highest in nation
- Rental costs are flat
- Rise in multigenerational households between 18-40 years old
 - More young adults living at home



Poverty

- High-income, low-poverty region – 8.6% poverty rate compared to 14.4% in California
 - Poverty rate is three times higher for minority groups
- 1 in 10 children live in poverty
- More than 1/3 of students ages 5-17 receive free or reduced-price school meals
- 30% of all households do not earn enough money to meet their basic needs without public or private assistance



Commuting

- +17% in commute times = additional 43 minutes per commuter
- 70% drive alone
- Public transportation use down 15%
- Express bus services up 31%
- Private shuttles are the seventh largest mass transit system in the area



What does this mean for us?

- Fewer college-aged students in the Valley is an ongoing trend
 - What enrollment number is sustainable in light of the continued enrollment reductions?
 - As fewer students are eligible for a state university, how can we get them to enroll here?
- Commute times continue to grow
 - What can we do as a college to help students, faculty and staff in this area?
- Wage growth has not kept pace with inflation
 - What services can we provide to students and their families to ensure their basic needs are met while attending De Anza?
- Largest area of employment growth: innovation and information products and services
 - Are we aligning with employment growth in the Valley, including through liberal education, transfer preparation and degrees, and career technical education?

Additional Considerations

- According to the Bureau of Labor Statistics, the average worker holds **ten** different jobs before age forty – number is projected to grow
 - Today's youngest workers are predicted to hold 12 – 15 different jobs in their lifetime.
- Soft skills employers are looking for:
 - Communication
 - Teamwork
 - Adaptability
 - Problem Solving
 - Critical Observation
 - Leadership
 - Conflict Resolution

Questions/Comments





College Planning Committee Updates

College Council • March 22, 2018