2009-2019 ECONOMIC TRENDS
For LAHC, Rising Unemployment is associated with Rising Enrollment

Sources: LACCD Office of Institutional Research; CA Economic Dev. Dept.
What's Hot

Source: EMSI Complete Employment - 1st Quarter 2010
What’s Not

Source: EMSI Complete Employment — 1st Quarter 2010
What’s Hot

- Other sales and related workers
- Financial specialists
- Other management occupations
- Health diagnostic and treating practitioners
- Retail sales workers
- Other personal care and service workers
- Business operations specialists
- Building cleaning and janitorial workers
- Secretaries and administrative assistants
- Primary, secondary, and special education teachers
- ...
2010-2019 ECONOMIC TRENDS—Changes in Occupations

What’s Not

Source: EMSI Complete Employment – 1st Quarter 2010
In March 2009, the national unemployment rate was 8.5, but Educational background is a major factor.

Unemployment Rate by Educational Level, National Data, March 2009

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a high school diploma</td>
<td>13.3</td>
</tr>
<tr>
<td>HS graduates, no college</td>
<td>9</td>
</tr>
<tr>
<td>Some college or associate degree</td>
<td>7.2</td>
</tr>
<tr>
<td>Bachelor's degree or higher</td>
<td>4.3</td>
</tr>
</tbody>
</table>

ECONOMIC TRENDS
Foreclosures surrounding the LAHC Area

Housing Foreclosure Rates - January 2010

- Carson and Harbor City have the highest foreclosure rates within LAHC’s surrounding areas. These rates are also higher compared to L.A. County and the State.

Source: www.realtytrac.com, March 8, 2010
2009-2019 ECONOMIC TRENDS SUMMARY

• High demand for classes will continue through at least Fall 2010—perhaps Spring 2011.

• Industrial and Occupational Projections are still impacted by the recession and should be examined carefully.

• Education remains the “best defense” against unemployment.
2010-2020 DEMOGRAPHIC TRENDS
2010-2020 DEMOGRAPHIC TRENDS—Numbers

Los Angeles County is projected to grow by 7%, the state is projected to grow by 13%.
A year ago, the percentages were 4 and 7% respectively.

The number of High School Seniors in our Service Area will peak in 2010 and then **decline**

Source: LACCD Office of Institutional Research and Information
LA County’s population is aging

LA County’s population is aging

Source: http://www.dof.ca.gov/research/demographic/ Population Projections by Race/Ethnicity for California and Its Counties 2000-2050
2010-2020 DEMOGRAPHIC TRENDS—Ethnicity

In LA County, current trends continue

In LA County, current trends continue

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>% Change 2010-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>-10.00</td>
</tr>
<tr>
<td>Hispanic</td>
<td>16.24</td>
</tr>
<tr>
<td>Asian</td>
<td>13.21</td>
</tr>
<tr>
<td>Pac. Islander</td>
<td>17.32</td>
</tr>
<tr>
<td>Black</td>
<td>-6.28</td>
</tr>
<tr>
<td>Am. Indian</td>
<td>11.42</td>
</tr>
<tr>
<td>Multirace</td>
<td>14.89</td>
</tr>
</tbody>
</table>

2010-2020 DEMOGRAPHIC TRENDS
While Our Service Area Population is Aging, our Students Are Not

Source: LACCD Office of Institutional Research and Information, Information Digest, February 2009. [http://research.laccd.edu/research/]
2010-2020 DEMOGRAPHIC TRENDS
So, putting the two together, you get something like this

Fall 2009 students
- 15-20: 32%
- 20-24: 22%
- 25-34: 20%
- 35 and over: 16%

LA County, 2010
- 15-20: 11%
- 20-24: 9%
- 25-34: 16%
- 35 and over: 64%

LA County, 2020
- 15-20: 8%
- 20-24: 9%
- 25-34: 20%
- 35 and over: 63%

Number of Housing Units Receiving a Foreclosure Filing
January 2010

- Carson – 1 in 122
- Gardena – 1 in 216
- Harbor City – 1 in 161
- Lomita – 1 in 475
- Long Beach – 1 in 220
- Palos Verdes – 1 in 556
- San Pedro – 1 in 326
- Signal Hill – 0
- Torrance – 1 in 379
- Wilmington – 1 in 212
- L.A. County – 1 in 208
- California – 1 in 185

Source: [www.realtytrac.com](http://www.realtytrac.com), March 8, 2010
2010-2020 DEMOGRAPHIC TRENDS SUMMARY

- Over the next 10 years, the population in LA county is projected to grow by 7%, the state will grow by 13%.

- Over the next 10 years, the population in LA County will age and the number of people in the age groups of traditional college students will decline.

- The percentage of Hispanics/Latinos and Asians will increase, while the percentage of whites and African-Americans will decrease.

- Although the 6-month foreclosure trend has been falling, the economic effects and demographic decline will continue in the next several years.
Data from the 2009 Student Survey at Los Angeles Harbor College:

- More than 88% of our students often or sometimes use a computer at home to do school work.
- Almost 85% often or sometimes use the Internet for an assignment.
- Another 85% utilized the Internet to apply, register, check grades, and add or drop classes.
Excerpts from the National Education Technology Plan (2004):

- 90% of children between ages 5 and 17 use computers.
- 94% of online teens use the Internet for school-related research.
- The largest group of new users of the Internet from 2000-2002 were 2-5 year olds.
- About 25% of all K–12 public schools now offer some form of e-learning or virtual school instruction. Within the next decade every state and most schools will be doing so.
Excerpts from the National Education Technology Plan (2004):

- Today’s students are very technology-savvy, feel strongly about the positive value of technology and rely upon technology as an essential and preferred component of every aspect of their lives.

- Students are not just using technology differently today but are approaching their lives and their daily activities differently because of the technology.

- As students get older, their use of technology becomes more sophisticated, but, comparatively, the younger students are on a fast track to becoming greater technology users and advocates.

- The access point for technology use, particularly for older students, is home-focused, not school-focused.
Excerpt from the National Education Technology Plan (2010):

Just as technology is at the core of virtually every aspect of our daily lives and work, we must leverage it to provide engaging and powerful learning experiences, content, and resources and assessments that measure student achievement in more complete, authentic, and meaningful ways. Technology-based learning and assessment systems will be pivotal in improving student learning and generating data that can be used to continuously improve the education system at all levels.
2010-2020 TECHNOLOGICAL CHANGES TRENDS—
LAUSD Instructional Technology Plan

“Strategic planning goals for the Instructional Technology Planning project are offered below:

Curriculum
• Identify student technology standards and deliver them equitably to all students.

• Identify and implement approaches for using technology resources to support the District’s goals and learning priorities.

• Establish electronic access to appropriate informational and learning resources from school to homes and community centers.

• Provide e-learning opportunities for remediation, acceleration, and possible reduction of class size.”
Growth in Online Programs

- Five colleges in the LACCD are now offering online degrees.

- 74% of the US colleges surveyed in the 2008 Distance Education Survey offer online degrees.

- More Los Angeles Harbor College students who transfer to private colleges/universities in California transfer to the University of Phoenix than any other private college or university.
2010-2020 TECHNOLOGICAL TRENDS SUMMARY

- Almost 90% of our students use computers for school work.
- 90% of children and teenagers use computers.
- They rely upon technology as an essential and preferred component of every aspect of their lives.
- Even LAUSD has a plan for integrating technology and e-learning into their operations.
- Online Degree Programs are the fastest growing sector of higher education.
COMPETITION IN PHYSICAL SPACE
COMPETITION
OUR PHYSICAL SERVICE AREA

Service Areas
- Zip Codes w/ 1000 or more students
- Zip codes w/ 200-999 students
- Zip codes w/ less than 200 students

Service Area Boundary
COMPETITION
OUR PHYSICAL SERVICE AREA

Students per 1000 residents
Age 15 or older

- <2
- 2-4.9
- 5-8
- 10-20
- >20

Service Area Boundary
OUR PHYSICAL SERVICE AREA—
LAHC and our feeder high schools
OUR PHYSICAL SERVICE AREA—
LAHC and our feeder high schools and other Public Colleges

LOS ANGELES HARBOR COLLEGE
1111 Figueroa Place
Wilmington, California 90744-2397
OUR PHYSICAL SERVICE AREA—
LAHC and our feeder high schools and Private Agencies that offer Educational Services
COMPETITION IN PHYSICAL SPACE

SUMMARY

- The Pacific Ocean to the west and south.
- Bigger colleges with lower over-heads to the north and east.
- Hundreds of other organizations w/in our service area that offer “education”.
COMPETITION IN VIRTUAL SPACE
COMPETITION--
OUR VIRTUAL SERVICE AREA

Moderate Growth in Online Classes

Percent Change in Online Enrollments

Academic Year

Percent Change


East  Harbor  Mission  Trade-Tech  LACCD  CA cc's*  *Fall only
COMPETITION--
OUR VIRTUAL SERVICE AREA

Rapid Growth in Online Classes

Percent Change in Online Enrollments

Academic Year

Harbor
CA cc's*
City
LACCD
Pierce
South-west
West
Growth in Online Degrees

- Five colleges in the LACCD are now developing or offering online degrees.
- Seventy-four percent of the colleges surveyed in the 2008 Distance Education Survey offer online degrees.
- More Los Angeles Harbor College students who transfer to private colleges/universities in California transfer to the University of Phoenix than any other private college or university.
COMPETITION IN VIRTUAL SPACE

SUMMARY

- Online classes and degrees are the fastest growing part of higher education (and soon, K-12 education).

- Our students see online programs as a viable choice in continuing their education.

- There will be increasing pressure to move from “online classes” to a “virtual campus”.
2010-2020
ACCOUNTABILITY
2010-2020 PUBLIC ATTITUDES TOWARDS HIGHER EDUCATION

From “Squeeze Play 2010: Continued Public Anxiety on Cost, Harsher Judgments on How Colleges Are Run.”

- Six out of ten Americans now say that colleges today operate more like a business, focused more on the bottom line than on the educational experience of students.

- Two Colliding Trends:
  A growing conviction about the necessity of a higher education for success in contemporary America.

  The belief that just as college has become more and more necessary, it is becoming less and less available to many qualified people.
From “Drive-Through Education: Consumerism & Higher Education”

- The vocation-focus of higher education has only increased, as have the levels of consumerism and social demand for education at the will and fingertips of the people.

- “Students have become customers, and colleges have become vendors” (O'Meara, 2001). Students arrive on our campuses as consumers first and students second.

- Student-customers rarely drive educational improvements because many are satisfied with the least demanding curriculum available for their dollar.
From the 2008 LACCD Strategic Plan:

- As public demand for access to higher education increases in response to increasing global competition, it is predicted that demands for public, data-driven forms of accountability will also increase.

- The final report of the 2006 Federal Commission on the Future of Higher Education recently echoed this trend by criticizing U.S. colleges for “a remarkable lack of accountability” and recommending the implementation of additional accountability reporting measures…
Excerpts from the National Education Technology Plan (2010):

- Technology-based learning and assessment systems will be pivotal in improving student learning and generating data that can be used to continuously improve the education system at all levels.

- *The model of 21st century learning requires new and better ways to measure what matters, diagnose strengths and weaknesses in the course of learning…*

- With assessments in place that assess the full range of expertise and competencies reflected in standards, student learning data can be collected and used to continually improve learning outcomes and productivity.
Public Anxiety has created two opposing concerns:

1) From the public:
   - Access
   - Value in terms of better life chances
   - Less demanding curricula

2) From the Government:
   - Accountability—evidence that colleges are about learning, not money
   - Value
   - More demanding curricula