2010 – 2020 ECONOMIC TRENDS
For LAHC, Rising Unemployment is associated with Rising Enrollment

Sources: LACCD Office of Institutional Research; CA Economic Dev. Dept.
2010-2020 ECONOMIC TRENDS
Census Enrollment

UNDUPLICATED FIRST CENSUS CREDIT ENROLLMENT FOR FALL

UNDUPLICATED FIRST CENSUS CREDIT ENROLLMENT FOR FALL


11,000
10,500
10,000
9,500
9,000
8,500
8,000
7,500
7,000

PROJECTION

UNDUPLICATED FIRST CENSUS CREDIT ENROLLMENT
2010-2020 ECONOMIC TRENDS
Occupations That Require Less Than an AA Degree

Top 20 Jobs Requiring Less Than AA
Harbor MSA Growth, 2010-2015

Source: EMSI Complete Employment - 3rd Quarter 2010
2010-2020 ECONOMIC TRENDS
Occupations That Require an AA Degree


Source: EMSI Complete Employment - 3rd Quarter 2010
2010-2020 ECONOMIC TRENDS
Occupations That Require a BA Degree or Higher

Top 20 Jobs Requiring BA or higher-Harbor MSA
Growth, 2010-2015

Source: EMSI Complete Employment - 3rd Quarter 2010
In February 2011, the national unemployment rate was 8.9, but educational background is a major factor.

Unemployment Rate by Educational Level
National Data, February 2011

- Less than a high school diploma: 15.9
- HS graduates, no college: 10.7
- Some college or associate degree: 8.2
- Bachelor's degree or higher: 4.4

2010-2020 DEMOGRAPHIC TRENDS
Foreclosures surrounding the LAHC Area

Housing Foreclosure Rates - December 2010

- National: 0.20%
- California: 0.49%
- L.A. County: 0.38%
- Wilmington: 0.39%
- Torrance: 0.19%
- Signal Hill: 0.00%
- San Pedro: 0.28%
- Palos Verdes: 0.17%
- Long Beach: 0.34%
- Lomita: 0.20%
- Harbor City: 0.41%
- Gardena: 0.40%
- Carson: 0.57%

*One in every 203 housing unit in California received a foreclosure filing in December 2010.
*Carson and Harbor City have the highest foreclosure rates within LAHC's surrounding area.
*These rates are also higher compared to L.A. County and the State.

Source: www.realtytrac.com, February 4, 2011
High demand for classes will continue through at least Spring 2011—perhaps Fall 2011.

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

Medical, business and information technology fields show the highest projected growth. Opportunities in education will grow.

Education remains the “best defense” against unemployment.

Housing foreclosure rates have slowly declined since early 2010. Rates for 6 out of 10 cities surrounding LAHC fall below the county of L.A.’s foreclosure rate.
2010 – 2010 DEMOGRAPHIC TRENDS
Los Angeles County is projected to grow by 9.4%, the state is projected to grow by 8.8%
A year ago, the percentages were 7 and 13% respectively.

Source: http://www.dof.ca.gov/research/demographic/ Population Projections by Race/Ethnicity for California and Its Counties 2000-2050
The number of High School Seniors in our Service Area will peak in 2010 and then decline.
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
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
In LA County, current trends continue

In LA County, current trends continue

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>% Change</th>
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<tbody>
<tr>
<td>White</td>
<td>-10.00</td>
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<tr>
<td>Hispanic</td>
<td>16.24</td>
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<tr>
<td>Asian</td>
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<tr>
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2010-2020 DEMOGRAPHIC TRENDS
While Our Service Area Population is Aging, Our Student Are Not

While our service area population is aging, our student population is not. The graph illustrates the number of students in different age groups over the years 2000 and 2009. The data shows a significant increase in the number of students in the 20-24 age group, indicating a shift in the demographics of our student population.

2010-2020 DEMOGRAPHIC TRENDS
So, putting the two together, you get something like this

http://www.dof.ca.gov/research/demographic/  Population Projections by Race/Ethnicity for California and Its Counties 2000-2050
2010-2020 DEMOGRAPHIC TRENDS
Projected Fall 2015 Enrollment Based on Age-Specific Participation Rates

Fall 2005 Enrollment: 8,313
Fall 2015 Enrollment: 7,887
2010-2020 DEMOGRAPHIC TRENDS
Foreclosures surrounding the LAHC Area Alternate View

Number of Housing Units Receiving a Foreclosure Filing
December 2010

Carson – 1 in 176
Gardena – 1 in 253
Harbor City – 1 in 246
Lomita – 1 in 502
Long Beach – 1 in 298
Palos Verdes – 1 in 600
San Pedro – 1 in 351
Signal Hill – no data available
Torrance – 1 in 531
Wilmington – 1 in 255

L.A. County – 1 in 263
California – 1 in 203

Source: www.realtytrac.com, February 4, 2011
DEMOGRAPHIC TRENDS SUMMARY

- Over the next 10 years, the population in LA county is projected to grow by 9.4%, the state will grow by 8.8%.

- 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.
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 percent 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:

• 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.
Excerpts 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.
“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.”

Source: LAUSD Instructional Technology Plan
2010-2020 TECHNOLOGICAL CHANGES
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.
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 and Other Public Colleges
OUR PHYSICAL SERVICE AREA
LAHC and Our Feeder High Schools and Private Agencies that Offer Educational Services
COMPETITION IN PHYSICAL SPACE SUMMARY

- Water to the west and south.
- Bigger colleges with lower over-heads to the north and east.
- Hundreds of other organizations within 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

- East
- Harbor
- Mission
- Trade-Tech
- LACCD
- CA cc's*

*Fall only
Rapid Growth in Online Classes

Percent Change in Online Enrollments

COMPETITION--
OUR VIRTUAL SERVICE AREA
Growth in Online Degrees

Curriculum

- Four 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 – 2010 ACCOUNTABILITY
CONSUMERISM AND ACCOUNTABILITY
2010-2010 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.
CONSUMERISM AND ACCOUNTABILITY
2010-2010 Public Attitudes Towards Higher Education

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.
CONSUMERISM AND ACCOUNTABILITY
2010-2010 Public Attitudes Towards Higher Education—Demands for Accountability

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.
CONSUMERISM AND ACCOUNTABILITY

SUMMARY

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