ECONOMIC TRENDS
1987-2011 Unemployment and Enrollment

For LAHC, Rising Unemployment is Associated with Rising Enrollment

Source: LACCD Office of Institutional Research; CA Economic Dev. Dept.
ECONOMIC TRENDS

Census Enrollment

UNDUPLICATED FIRST CENSUS CREDIT ENROLLMENT FOR FALL
ECONOMIC TRENDS
Occupations That Require Less Than an AA Degree

Top 20 Jobs Requiring Less Than AA
Harbor MSA Growth, 2011-2016

ECONOMIC TRENDS

Occupations That Require an AA Degree

Top 20 Jobs Requiring an AA
Harbor MSA Growth, 2011-2016

ECONOMIC TRENDS

Occupations That Require a BA Degree or Higher

Top 20 Jobs Requiring a BA or Higher
Harbor MSA Growth, 2011-2016

ECONOMIC TRENDS
Unemployment and Educational Attainment

Unemployment Rate by Educational Level
National Data, June 2012

- Less than a high school diploma: 12.6%
- HS graduates, no college: 8.4%
- Some college or associate degree: 7.5%
- Bachelor’s degree or higher: 4.1%

ECONOMIC TRENDS
Foreclosures Surrounding the LAHC Area

Housing Foreclosure Rates - May 2012

- National: 0.16%
- California: 0.31%
- L.A. County: 0.24%
- Wilmington: 0.21%
- Torrance: 0.14%
- Signal Hill: data not available
- San Pedro: 0.20%
- Palos Verdes: 0.06%
- Long Beach: 0.25%
- Lomita: 0.19%
- Harbor City: 0.26%
- Gardena: 0.29%
- Carson: 0.39%

- One in every 324 housing units in California received a foreclosure filing in May 2012.
- Carson and Gardena 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, July, 2012
**ECONOMIC TRENDS SUMMARY**

- High demand for classes will continue.

- 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 5 out of the 10 cities surrounding LAHC fall below the county of L.A.’s foreclosure rate.
Los Angeles County is projected to grow by 6.9%, the state is projected to grow by 9.4%.
A year ago, the percentages were 9.4% and 8.8% respectively.
The number of High School Seniors in our Service Area peaked in 2010 and is declining.
LA County’s population is aging

![Change of Population Age in Los Angeles County](image)

Source: Economic Modeling Specialists, Inc, Demographic Data Report, 1st Quarter, 2012
LA County’s population is aging

Change of Population Age in Los Angeles County, 2011-2021

Source: Economic Modeling Specialists, Inc, Demographic Data Report, 1st Quarter, 2012
In LA County, current trends continue

Change in Ethnicity in Los Angeles County

Source: Economic Modeling Specialists, Inc, Demographic Data Report, 1st Quarter, 2012
In LA County, current trends continue

**Change in Ethnicity in Los Angeles County, 2011-2021**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>-6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>9%</td>
</tr>
<tr>
<td>Asian</td>
<td>43%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>2%</td>
</tr>
<tr>
<td>Afr Amer</td>
<td>-5%</td>
</tr>
<tr>
<td>Amer Indian</td>
<td>-16%</td>
</tr>
<tr>
<td>Multirace</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: Economic Modeling Specialists, Inc, *Demographic Data Report, 1st Quarter, 2012*
**DEMOGRAPHIC TRENDS**

While Our Service Area Population is Aging, Our Students Are Not

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2001</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent HS</td>
<td>755</td>
<td>1,025</td>
</tr>
<tr>
<td>Under 20 years</td>
<td>1,388</td>
<td>2,166</td>
</tr>
<tr>
<td>20-24 years</td>
<td>2,577</td>
<td>3,492</td>
</tr>
<tr>
<td>25-34 years</td>
<td>2,016</td>
<td>2,048</td>
</tr>
<tr>
<td>35 and over</td>
<td>2,119</td>
<td>1,474</td>
</tr>
</tbody>
</table>

Source: LACCD Office of Institutional Research and Information (http://research.laccd.edu/research/).
DEMOGRAPHIC TRENDS
So, putting the two together, you get something like this

Demographic Trends -
LAHC, LA County 2011, and LA County 2021 Projection

DEMOGRAPHIC TRENDS
Projected Fall 2015 Enrollment Based on Age-Specific Participation Rates

Fall 2005 Enrollment: 8,313
Fall 2015 Enrollment: 7,887

*Percentage-2005  Percentage-2015*
DEMOGRAPHIC TRENDS
Foreclosures Surrounding the LAHC Area

Number of Housing Units Receiving a Foreclosure Filing
May 2012

Carson – 1 in 258
Gardena – 1 in 346
Harbor City – 1 in 378
Lomita – 1 in 523
Long Beach – 1 in 395

Palos Verdes – 1 in 1804
San Pedro – 1 in 502
Signal Hill – no data available
Torrance – 1 in 711
Wilmington – 1 in 474

L.A. County – 1 in 410
California – 1 in 324

Source: www.realtytrac.com, July, 2012
DEMOGRAPHIC TRENDS SUMMARY

- Over the next 10 years, the population in LA county is projected to grow by 6.9%, the state will grow by 9.4%.

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

- Although the 6-month foreclosure trend has been falling, the demographic decline will continue in the next several years.
TECHNOLOGICAL CHANGES

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.
- 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.
“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.

Source: LAUSD Instructional Technology Plan
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
Our Physical Service Area

Service Areas
- Zip codes with 1000 or more students
- Zip codes with 200-999 students
- Zip codes with 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
COMPETITION
LAHC and Our Feeder High Schools


OUR PHYSICAL AREA
LAHC and Our Feeder High Schools and Other Public Colleges

Service Areas
- Feeder High Schools
- Public Colleges

OUR PHYSICAL 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
Our Virtual Service Area

Moderate Growth in Online Classes
COMPETITION

Our Virtual Service Area

Rapid Growth in Online Classes

Percent Change in Online Enrollments

- Harbor
- CA cc's
- City
- LACCD
- Pierce
- South-west
- West
COMPETITION
Our Virtual Service Area

Growth in Online Degrees

Curriculum

- Five colleges in the LACCD now offer 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”.
CONSUMERISM AND 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.
CONSUMERISM AND ACCOUNTABILITY
2010-2020 Public Attitudes Towards Higher Education—Consumerism

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.
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.
CONSUMERISM AND ACCOUNTABILITY
2010-2020 Public Attitudes Towards Higher Education—Demands for Accountability

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