

Santa Ana College

Educational Master Plan

2023-2028

EMP Task Force Meeting #1
Discovery Report Presentation
Part I: External Environmental Scan
November 17, 2023

Welcome and Introductions

- ▶ Welcome - Dr. Jeffrey Lamb
- ▶ Introductions
 - ▶ EMP Task Force Tri-chairs and Members
- ▶ Collaborative Brain Trust (CBT) Overview and Team
 - ▶ Dr. Lori Bennett
 - ▶ Dona Boatright
 - ▶ KC Greaney

Districtwide Integrated Planning Project

- ▶ Enhanced Districtwide Integrated Planning
 - ▶ Aligned, eight-year cycle
- ▶ RSCCD Comprehensive Master Plan (CMP)
- ▶ District Services and Operations (DSO) Plan
- ▶ Santa Ana College Educational Master Plan (EMP)
- ▶ Santiago Canyon College Educational Master Plan (EMP)

RSCCD: CBT Project for Educational Master Plan Development Services – Project Timeline

October 2023 – March 2024 (Revised 10.03.23)

	Oct – Dec 2023			Jan – Feb 2024		Feb – Mar 2024		C B T P R O J E C T C O M P L E T E S 3/31/24 Final Report Due	Apr – June 2024 [RSCCD Work]
Phases	Phase I Planning Integration & Discovery Phase			Phase II Data Portfolio Development & Planning Assumptions		Phase III Goal-Setting & Next Steps Planning Draft Documents complete March 31			Participatory Governance Review <i>April-May</i> Board Approval June Production • Graphics • Photos • Digital & print docs
Activities	Oct	Nov	Dec	Jan	Feb	Mar		June-August	
<u>Activity 1</u> Enhanced Districtwide Integrated Planning								Develop Implementation & Monitoring Process	
<u>Activity 2</u> RSCCD Comprehensive Master Plan (CMP)				Goal Setting					
<u>Activity 3</u> District Services and Operations (DSO) Plan					Goal Setting	Final edits due 3/22		Plan Updates: • Facilities • Technology • Staffing	
<u>Activity 4a</u> SAC Educational Master Plans (EMP)					Goal Setting	Final edits due 3/22		Plan “roll-out”	
<u>Activity 4b</u> SCC Educational Master Plans (EMP)					Goal Setting	Final edits due 3/22		Plan “roll-out”	

Santa Ana College

Educational Master Plan 2024-2028 Project Overview

▶ **The Educational Master Plan:**

- ▶ provides visionary direction for the College for the next four years
- ▶ integrates the various planning efforts that currently exist in the College
- ▶ serves as a guide for facilities improvements, resource allocation, and other emerging plans of the College

EMP Task Force Role

▶ **The EMP Task Force serves as a working group and helps guide development of the Santa Ana College Educational Master Plan (EMP)**

▶ **The EMP Task Force will:**

- Ensure representation of all areas of the College in developing the EMP,
- Work in collaboration with the CBT Consultant Team, providing input and feedback from constituents throughout the process of the plan's development,
- Support alignment of the EMP with the College's Mission and Vision,
- Keep students, student success, equity, and service to the community at the center of discussion during EMP development,
- Actively engage in the development process and serve as a communication body to the rest of the internal college community, and
- Ensure each voice is heard and valued in the process.

EMP Project Phases and Timeline

Project Phases and Timeline

Phase I	Discovery Phase	Oct - Dec '23
Phase II	Portfolio Development & Planning Assumptions	Jan - Feb '24
Phase III	Goal Setting & Recommendations	Feb - Mar '24
Plan Completion	Constituent Review & Board Approval	Apr - May '24

Listening Sessions

▶ **Internal Stakeholders (20-25 Sessions)**

- ▶ Faculty, Classified Professionals, Students, and Administrators representing all major areas of the college

▶ **External Stakeholders (15-20 Sessions)**

- ▶ Business and Industry Partners
- ▶ K-12 and University Partners
- ▶ City and County Representatives
- ▶ Elected Officials
- ▶ Community Partners
- ▶ SAC Foundation

Communication and Webpage

- ▶ EMP Webpage
- ▶ Monthly Updates
- ▶ President's Communication
- ▶ Cabinet, Councils, and Committees

Discovery Report: External Environmental Scan Data

As you listen today and review the Discovery Report, please keep these four questions in mind. Feel free to write notes for use during the group discussion.

- *Does anything you hear surprise you?*
- *Does the data indicate any potential opportunities for the College?*
- *Does the data indicate any possible threats or challenges for the College?*
- *Does anything in the presentation make you curious?*

Santa Ana College Mission

**Santa Ana College inspires,
transforms, and empowers a diverse
community of learners.**

RSCCD COMPREHENSIVE MASTER PLAN

External Scan Data

College Presentations

November 2023

National Trends to Consider



Social

- Student demand for more flexible and convenient learning modalities is increasing
- The focus on equitable and inclusive teaching and learning has expanded and intensified
- Microcredentials programs are gaining momentum and maturity

*Excerpted from 2023 EDUCAUSE Horizon Report:
Teaching and Learning Edition*

Additional National Trends to Consider

Technological

- The potential for AI to become mainstream is growing
- The online versus face-to-face dichotomy is being disrupted
- Low- and no-code technologies that simplify complex processes are enabling more people to create digital content



*Excerpted from 2023 EDUCAUSE Horizon Report:
Teaching and Learning Edition*

Additional National Trends to Consider



Economic

- Affordability and “Return on Investment” are impacting potential students’ decisions to enroll in postsecondary education
- As funding for public education declines, institutions are expected to do more with less
- The need and demand for lifelong, workplace learning are increasing

*Excerpted from 2023 EDUCAUSE Horizon Report:
Teaching and Learning Edition*

Additional National Trends to Consider

Environmental

- Climate Change is increasingly impacting our daily lives
- Environmental issues are being integrated into academic programs and institutional operations



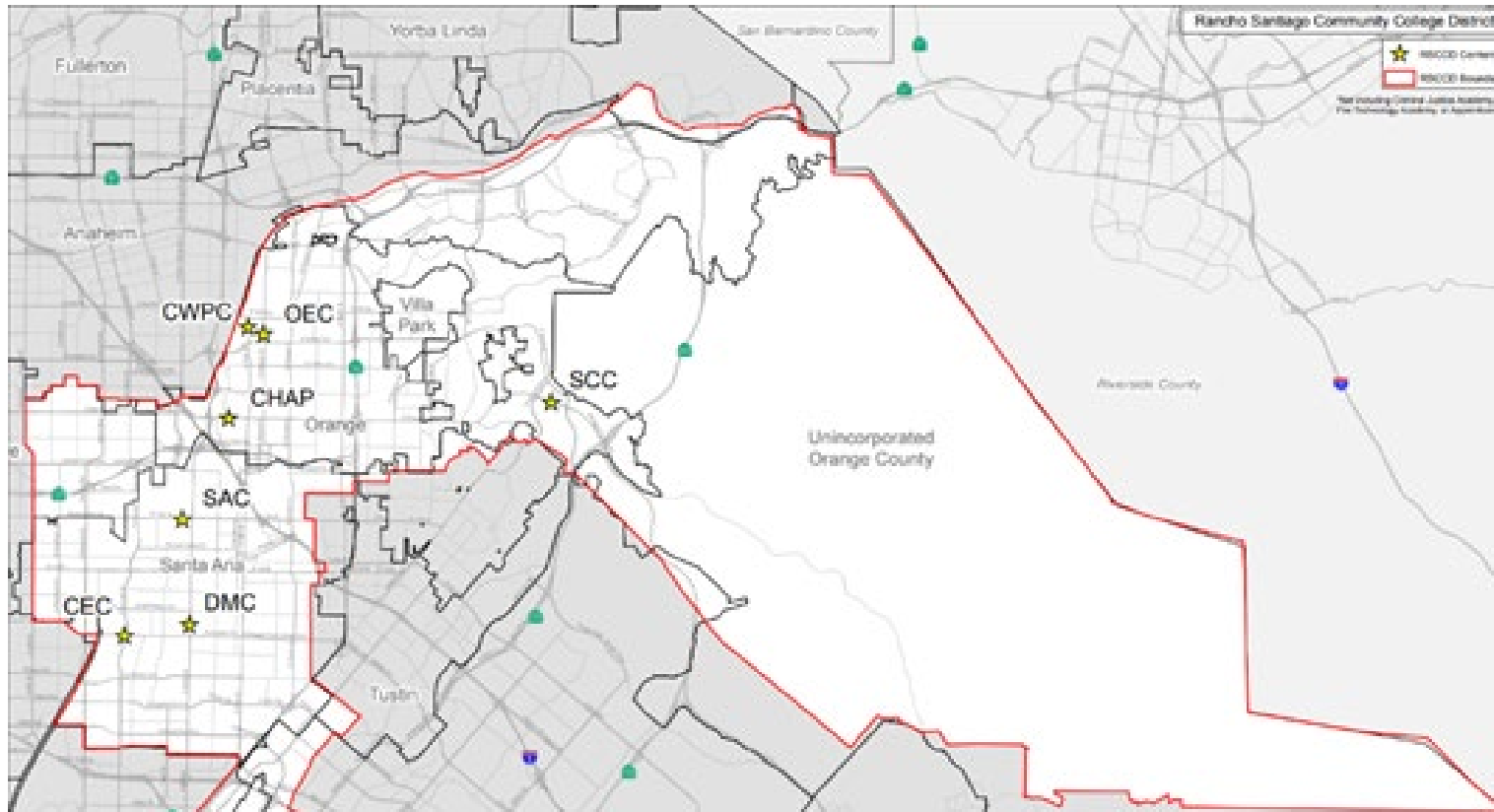
*Excerpted from 2023 EDUCAUSE Horizon Report:
Teaching and Learning Edition*

Your thoughts?



- What are the college educational master planning implications based on these national trends?

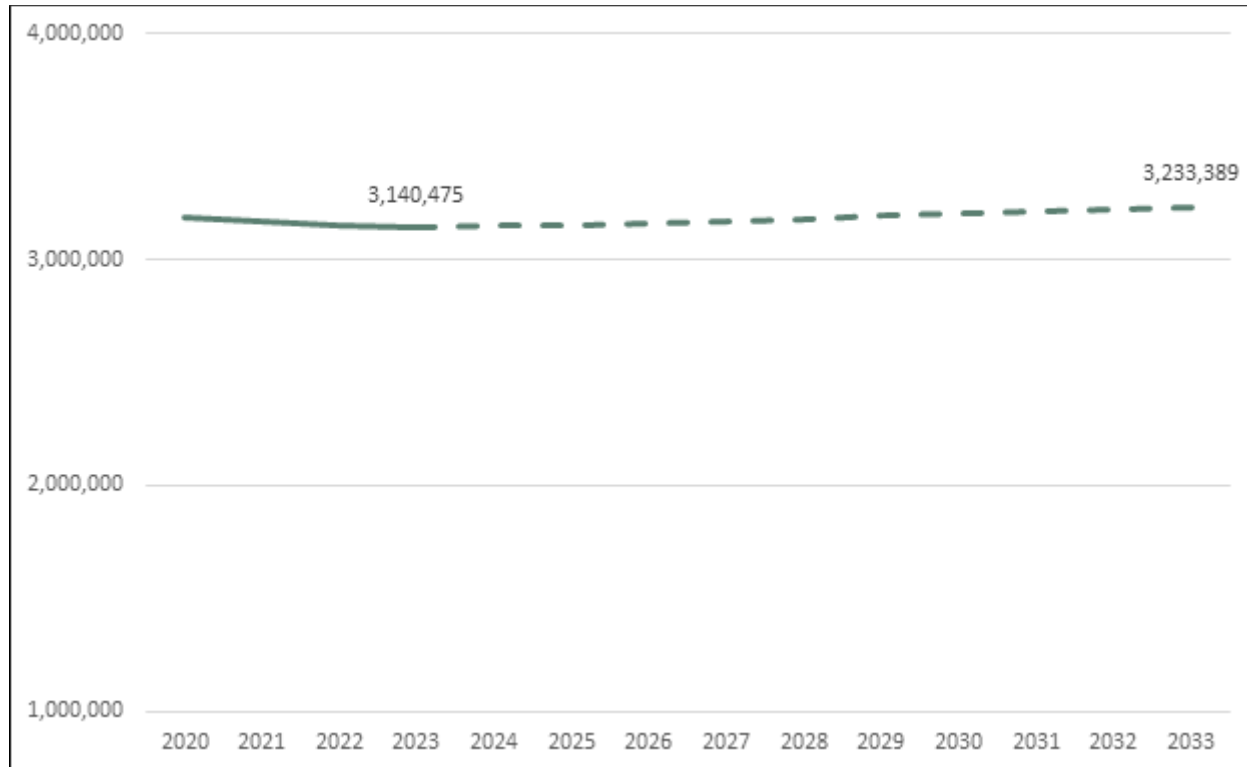
RSCCD Service Area



- The RSCCD Service Area includes Santa Ana, Garden Grove, Orange, and parts of Anaheim and Tustin
- Students enroll from throughout Orange County and Beyond

Population Projections: Orange County

County of Orange, Projected Population, 2020-2033

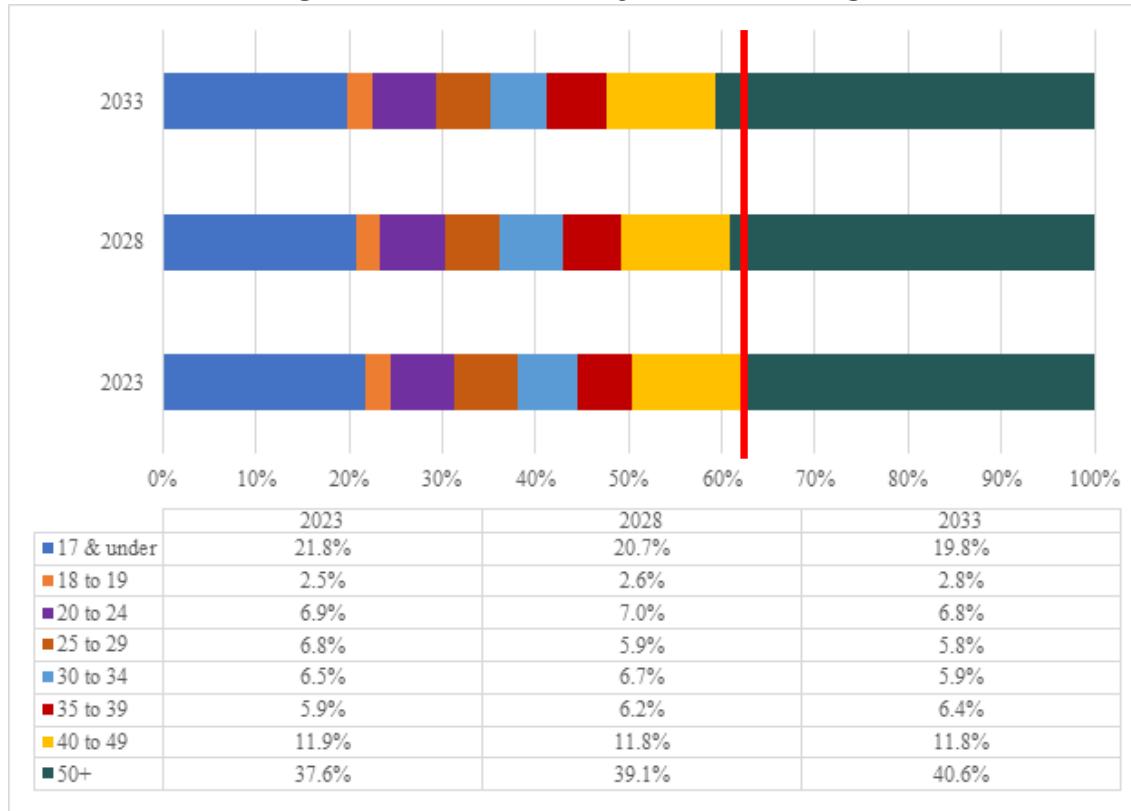


- The population of Orange County is expected to increase slightly (3%) in the next decade

Source: California Department of Finance

Projections by Age

County of Orange, Population Projections by Age, 2023-2033

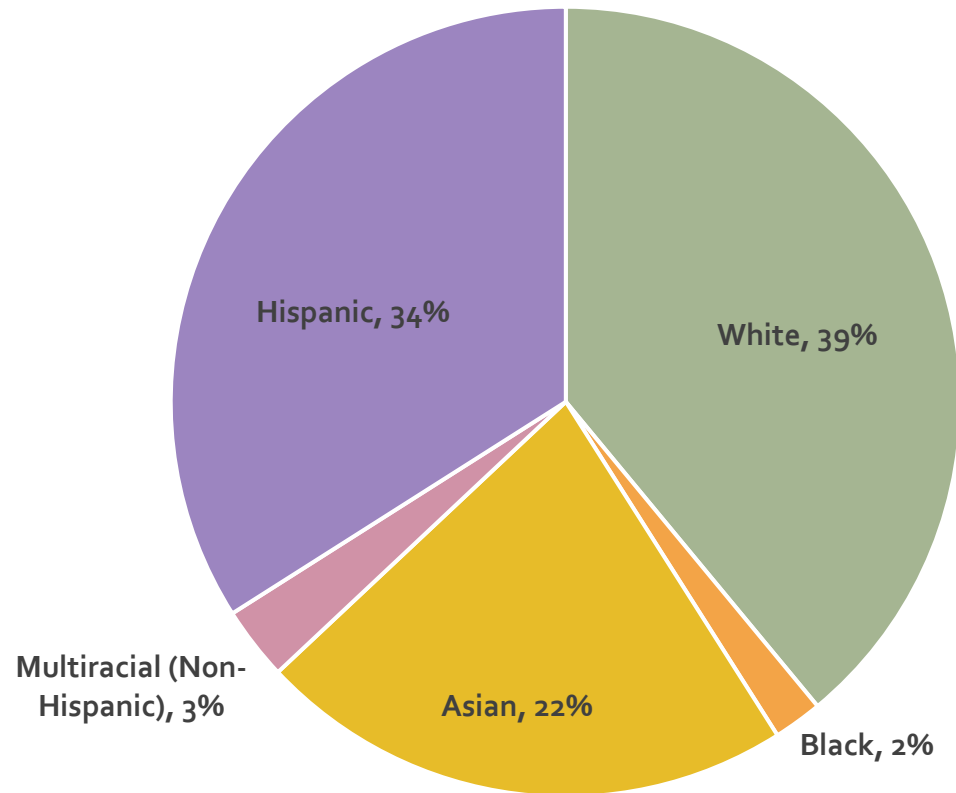


- The 3% projected population growth in Orange County will come from Older Adults
- The proportion of typical college-aged students (20-35) is projected to slightly shrink

Source: California Department of Finance

Projections by Ethnicity

County of Orange, Population Projections by Ethnicity, 2023-2033



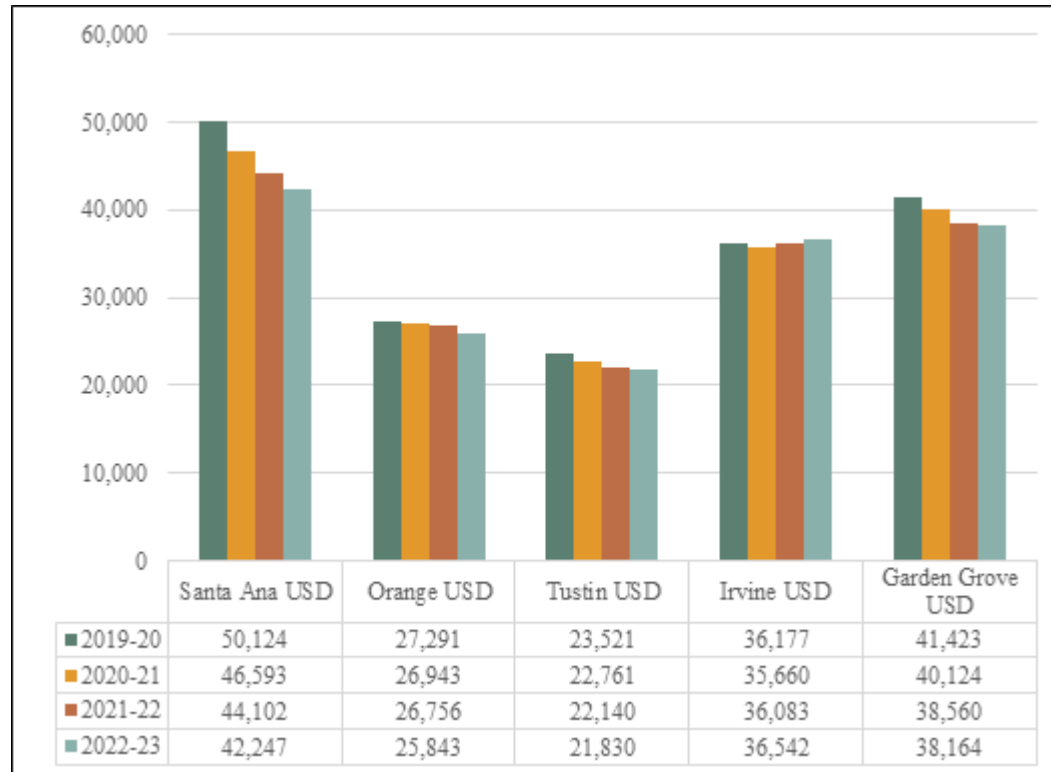
- In Orange County, the proportion of various ethnic groups is projected to remain stable over the next decade
- There is no majority ethnic group in Orange County
- Majority ethnic groups do present in cities*:
 - Anaheim, 54% Hispanic
 - Santa Ana, 77% Hispanic
 - Villa Park, 67% White
 - Garden Grove, 42% Asian

*Source: US Census Bureau, Quick Facts, 2022

Source: California Department of Finance

Local School Districts

Local Unified School Districts, K-12 Enrollment 2019-20 to 2022-23

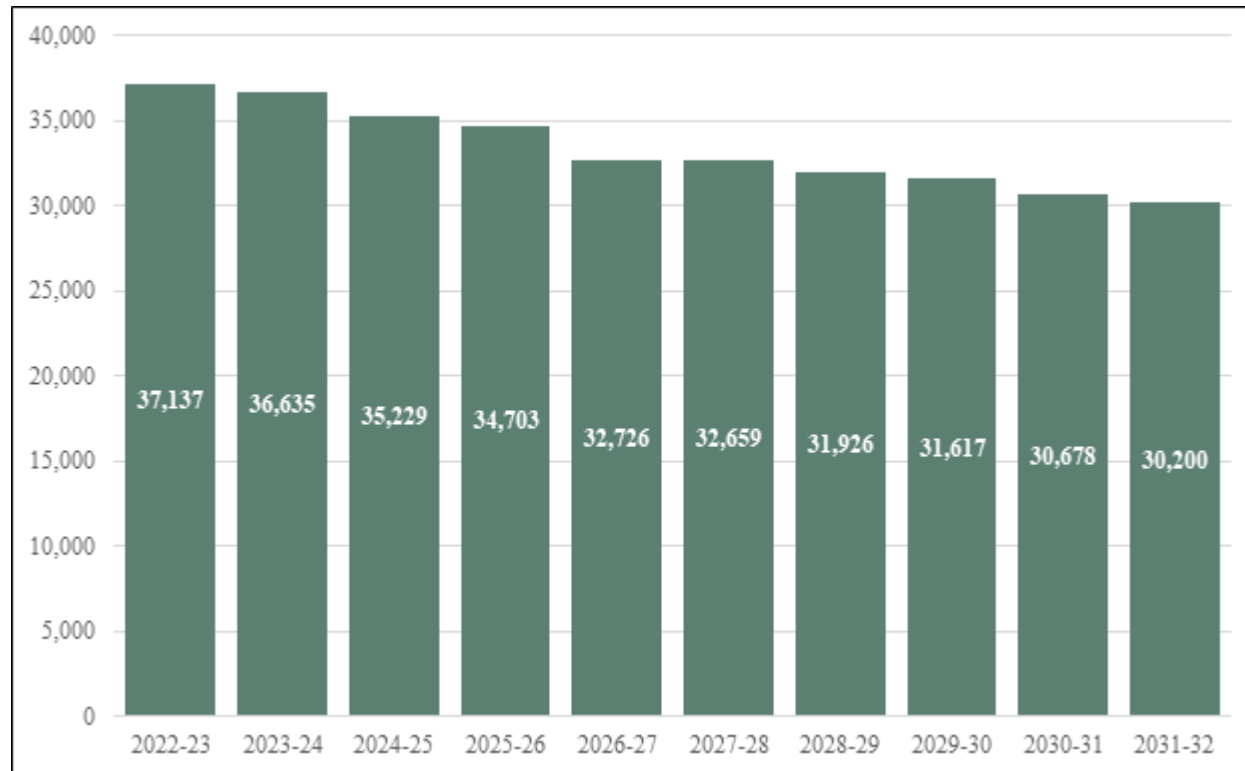


- Enrollment in local school districts has been trending downward

Source: California Department of Education

High School Graduate Projections

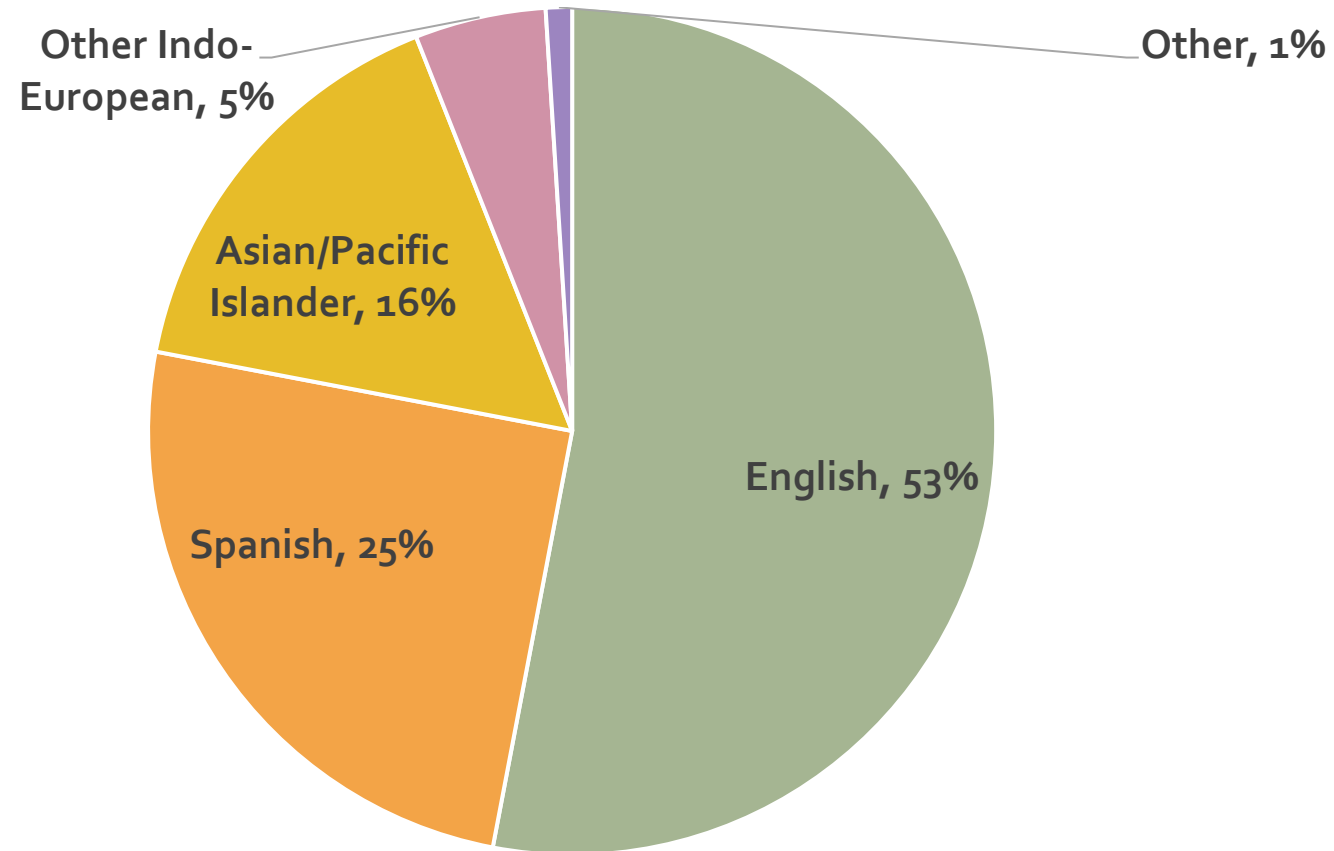
Orange County High School Graduate Projection, 2022-23 to 2031-32



- The number of Orange County high school graduates is projected to decrease

Source: California Department of Finance

Language Other Than English Spoken at Home



Source: US Census Bureau, ACS, 2022 estimates

Orange County K-12 English Language Learner (ELL) Enrollment by Language

There are 81 first languages spoken by ELL students in Orange County Schools.

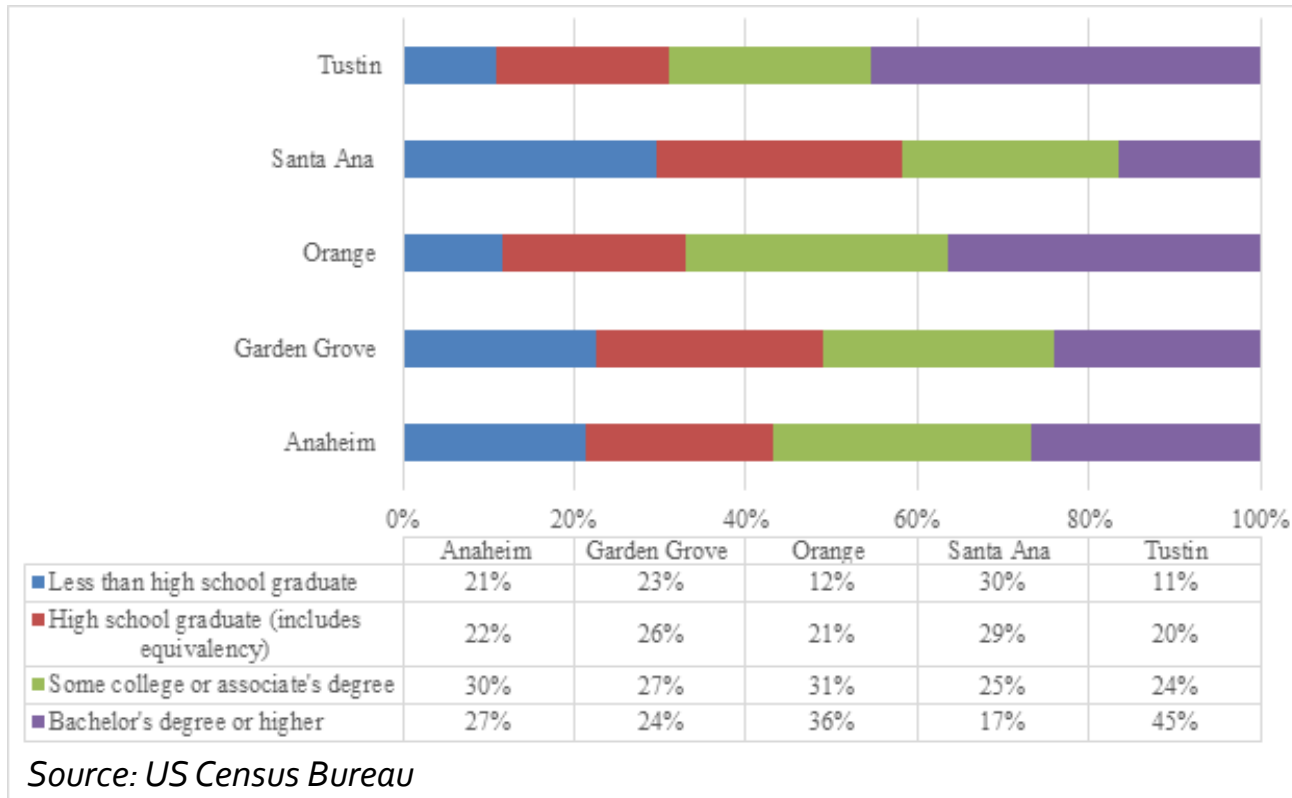
The top 5 are:

1. Spanish (79% of ELL students)
2. Vietnamese (8%)
3. Korean (3%)
4. Mandarin (2%)
5. Arabic (2%)

All other languages are 1% or less

Socioeconomic Data: Educational Attainment

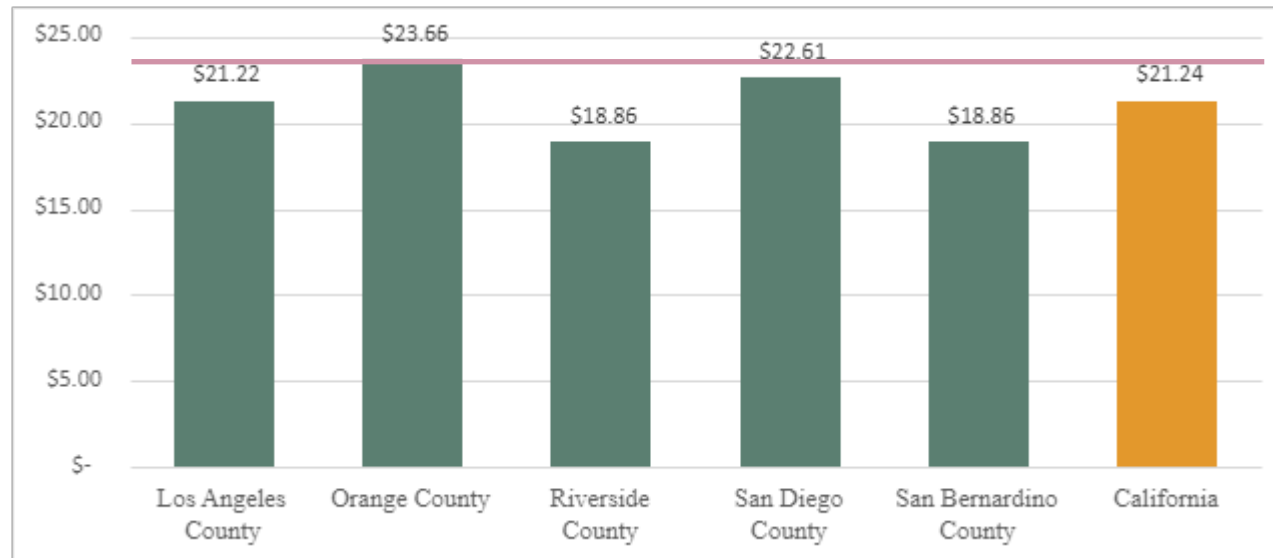
Local Cities within RSCCD Boundaries, Educational Attainment of 18 Years and Over, 2022



- Roughly 40% of the population in local cities has less than “some college or associate’s degree”

Socioeconomic Data: Living Wage

Living Wage for Local Counties, and State of California, 2023

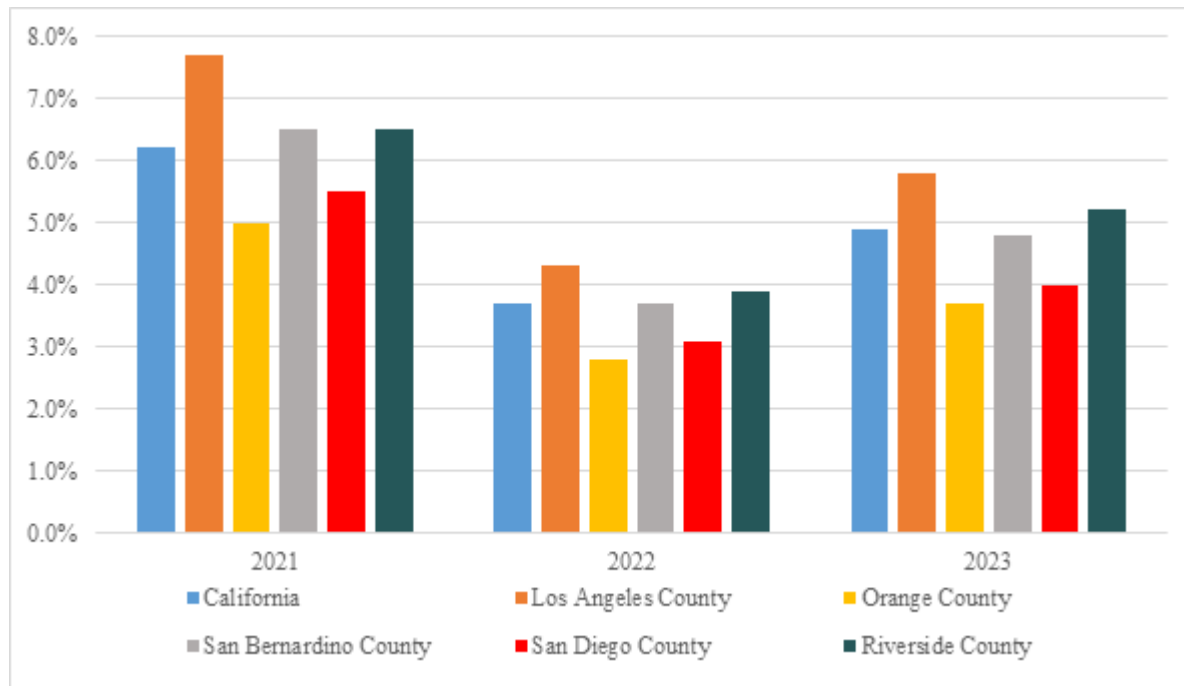


- Orange County has the highest living wage of local counties
- Orange County's living wage is higher than the state's
- *Living wage is the hourly rate an individual within a household must earn to live comfortably in their region*

Source: Living Wage Calculator, MIT

Socioeconomic Data: Unemployment

Unemployment Rates for Local Counties and California, 2021-2023



Source: California Employment Development Department

- Orange County has the lowest unemployment rate of local counties
- Orange County's unemployment rate is lower than the state's

Orange County Population Compared

	Anaheim	Santa Ana	Garden Grove	Orange (city)	Tustin	Villa Park	Orange County	California	United States
Population									
Population Estimates, July 1, 2022, (V2022)	344,461	308,189	169,254	136,178	78,418	5,731	3,151,184	39,029,342	333,287,557
Population per square mile, 2020	6,899	11,347	9,576	5,451	7,193	2,813	4,020	254	94

Source: US Census Bureau, Quick Facts, 2022

- Anaheim is the largest city served by RSCCD, followed by Santa Ana, Garden Grove, Tustin, and Villa Park
- The population of Orange County, and its cities, is extremely dense compared to the state and the nation

Orange County Demographics

	Anaheim	Santa Ana	Garden Grove	Orange (city)	Tustin	Villa Park	Orange County	California	United States
Black or African American alone, percent	2.7%	1.0%	1.0%	1.5%	2.8%	0.4%	2.3%	6.5%	13.6%
American Indian and Alaska Native alone, percent	0.7%	0.9%	0.6%	0.9%	0.6%	0.0%	1.1%	1.7%	1.3%
Asian alone, percent	17.3%	11.9%	41.9%	13.0%	24.3%	14.4%	23.3%	16.3%	6.3%
Native Hawaiian and Other Pacific Islander alone, percent	0.4%	0.2%	0.3%	0.4%	0.3%	0.0%	0.4%	0.5%	0.3%
Two or More Races, percent	12.3%	8.8%	7.2%	10.5%	9.2%	6.9%	3.9%	4.3%	3.0%
Hispanic or Latino, percent	54.0%	76.7%	36.9%	39.1%	40.0%	15.9%	34.0%	40.3%	19.1%
White alone, not Hispanic or Latino, percent	23.2%	9.5%	18.1%	41.5%	29.6%	67.3%	38.0%	34.7%	58.9%

Source: US Census Bureau, Quick Facts, 2022

- Orange County is far more ethnically diverse (with no majority ethnic group) than the nation
- There is great variation in ethnicity by cities within Orange County

Orange County Demographics

	Anaheim	Santa Ana	Garden Grove	Orange (city)	Tustin	Villa Park	Orange County	California	United States
Demographics									
Persons under 18 years, percent	23.4%	25.0%	21.6%	20.7%	25.2%	21.7%	20.8%	21.8%	21.7%
Persons 65 years and over, percent	11.8%	10.0%	14.1%	13.7%	12.0%	28.6%	16.4%	15.8%	17.3%
Foreign born persons, percent, 2017-2021	35.0%	41.7%	43.9%	21.8%	30.8%	12.9%	29.4%	26.5%	13.6%
Language other than English spoken at home, percent of persons age 5 years+, 2017-2021	59.4%	78.5%	67.2%	38.7%	50.2%	15.7%	45.1%	43.9%	21.7%
Bachelor's degree or higher, percent of persons age 25 years+, 2017-2021	27.1%	17.3%	23.0%	39.0%	45.5%	53.6%	42.1%	35.3%	33.7%
Mean travel time to work (minutes), workers age 16 years+, 2017-2021	28.7	25.3	29.5	26.3	24.5	24.1	27.6	29.5	26.8

Source: US Census Bureau, Quick Facts, 2022

- Orange County has a slightly lower proportion of children than the state or nation
- Orange County has a higher rate of foreign born than the state and nation, and a higher % of a language other than English spoken at home
- Orange County has a higher rate of persons with a Bachelor degree or higher than the state or nation

Orange County: Income & Poverty

	Anaheim	Santa Ana	Garden Grove	Orange (city)	Tustin	Villa Park	Orange County	California	United States
Income & Poverty									
Median household income (in 2021 dollars), 2017-2021	\$81,806	\$77,283	\$78,046	\$102,125	\$93,901	\$172,375	\$100,485	\$84,097	\$69,021
Per capita income in past 12 months (in 2021 dollars), 2017-2021	\$32,053	\$24,766	\$28,391	\$44,157	\$43,933	\$87,948	\$46,099	\$41,276	\$37,638
Persons in poverty, percent	13.0%	12.3%	13.3%	10.3%	10.2%	7.6%	9.9%	12.2%	11.5%

Source: US Census Bureau, Quick Facts, 2022

- Both Median Household and Per Capita Income are higher in Orange County than the state or nation
- Orange County has lower poverty rates than the state or nation
- There is great variation by city, with Villa Park showing the greatest affluence
- The Living Wage of Orange County (\$23.66) translates to an annual salary of \$49,213
 - Only Villa Park shows a per capita income greater than the Living Wage for Orange County

Orange County: Housing

	Anaheim	Santa Ana	Garden Grove	Orange (city)	Tustin	Villa Park	Orange County	California	United States
Housing									
Owner-occupied housing unit rate, 2017-2021	46.5%	45.7%	53.7%	59.3%	50.4%	92.4%	57.0%	55.5%	64.6%
Median value of owner-occupied housing units, 2017-2021	\$623,300	\$556,300	\$601,000	\$712,500	\$735,400	\$1,287,100	\$738,100	\$573,200	\$244,900
Persons per household, 2017-2021	3.32	4.04	3.54	3.03	2.97	2.96	2.97	2.92	2.6
Households with a computer, percent, 2017-2021	95.0%	95.3%	94.4%	96.7%	97.7%	94.0%	96.8%	95.2%	93.1%
Households with a broadband Internet subscription, percent, 2017-2021	90.40%	87.4%	89.4%	93.9%	94.8%	94.0%	92.9%	90.40%	87.0%

Source: US Census Bureau, Quick Facts, 2022

- Orange County, and each of the cities listed, have more persons living per household than the state or national average
- Similar patterns of affluence by city emerge in the Housing statistics
- Households in Orange County have greater access to computers, and broadband internet, than the state or national average, although there are variations by city

Take-Aways

- The population of Orange County will grow slightly in the next decade, but the growth will come from an aging population
- K-12 enrollment in Orange County is trending downward
- Approximately 40 % of the Orange County population has less than “some college or Associate Degree”
- While Orange County is relatively affluent compared to the state, nation, and local counties, the cost of living is higher and per capita income is below the Living Wage
- Within Orange County, there is great variation by city in terms of demographics and income & poverty, with RSCCD serving some of the largest cities with the lowest socioeconomic indicators

Your thoughts?



- What are your take-aways?
- What are the college educational master planning implications based on these regional trends?

Economic Development Trends

The Orange County Community Services Division *2019-2023 Comprehensive Economic Development Strategy Report* identified the following new socioeconomic trends:

1. Technological advances are disrupting many traditional industries
2. Surging housing market indicates economic growth while simultaneously creating affordability concerns for many residents
3. Very low unemployment rates and significant employment growth in traditional and emerging industries



Labor Market Trends

The Orange County *Workforce Indicators Briefing, 2021* emphasized five emerging technology industries in Orange County:

1. Cybersecurity
2. Artificial Intelligence (AI)
3. Computer and Video Gaming
4. Ophthalmics/Vision
5. Drones



ORANGE COUNTY

BUSINESS COUNCIL

Strong Workforce Program Priority Industries

The 2021-2024 Strong Workforce Program (SWP) *Orange County Regional Plan* highlighted four priority industries that are projected to play a pivotal role in shaping the Orange County economy over the coming decades:

- **Advanced Manufacturing** which includes middle-skill occupations in computer and electrical engineering; fabricated metal product manufacturing, medical equipment and supply manufacturing; and aerospace products and parts manufacturing. The majority of job opportunities in this sector are arising due to the retirement of an aging manufacturing workforce in the county
- **Health Care** a major employer in the region providing low-, middle-, and high-skill occupations that is projected to grow rapidly over the next decade
- **Information Technology** a booming industry that produces jobs not only in technology firms, but also in other sectors including health care, financial services, and government
- **Hospitality and Tourism** a legacy industry that is bolstered by the county's 42 miles of scenic coastline and attractions such as Disneyland, Knott's Berry Farm, and Mission San Juan Capistrano

**ORANGE
COUNTY
REGIONAL
CONSORTIUM**

**WORKFORCE
DEVELOPMENT ALLIANCE**



California
Community
Colleges

Fasted Growing Industries in Orange County

Top by volume:

1. Services for the Elderly/Disabled
2. Amusement/Theme Parks
3. Hotels/Motels*
4. Electronic Shopping/Mail Order Houses*
5. Security Guards/Patrol Services*
6. Hospitals*
7. Mental Health Practitioners
8. Sports & Recreation Instruction
9. Civic & Social Organizations
10. Drinking Places (Alcoholic Beverages)

Top by percent growth:

1. Promoters of Performing Arts/Sports/etc.
2. Motion Picture Theaters
3. Sports & Recreation Instruction
4. Outpatient Care Centers*
5. Amusement Arcades
6. Theater Companies/Dinner Theater
7. Solar Electric Power Generation*
8. Parking Lots and Garages
9. Amusement and Theme Parks
10. Electronic Computer Manufacturing

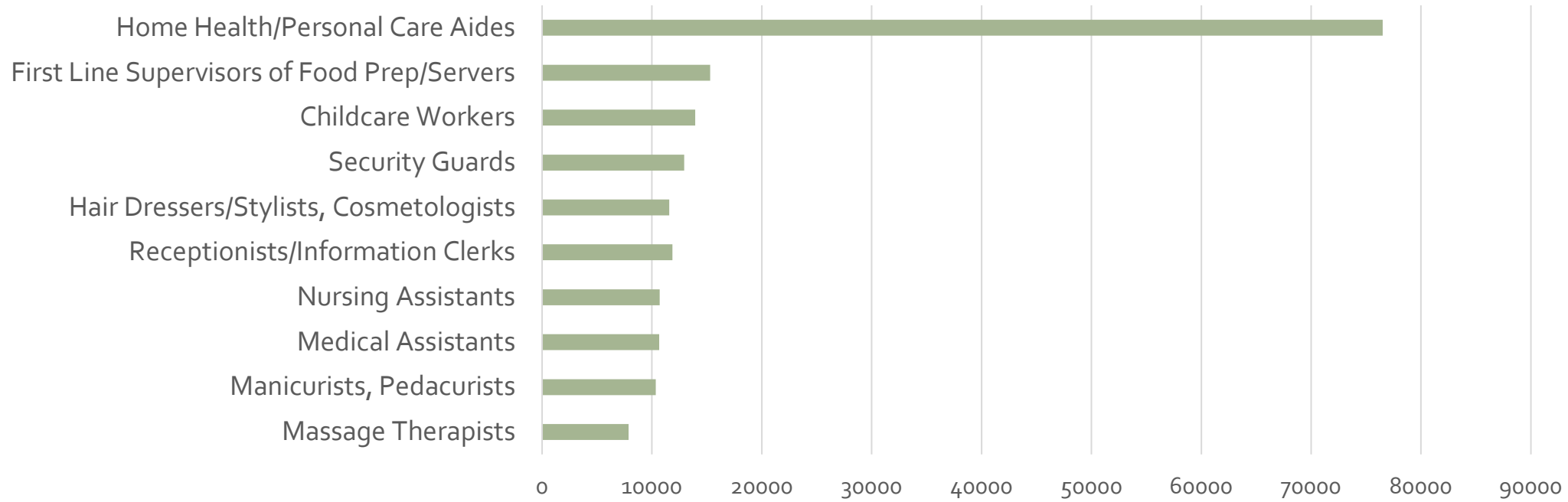
Source: Orange County Center of Excellence, Labor Market Data from 2021 projected to 2031

** Indicates average earnings are above the Living Wage for Orange County*

Fastest Growing Middle Skills Occupations

(requiring less than a Bachelor Degree)

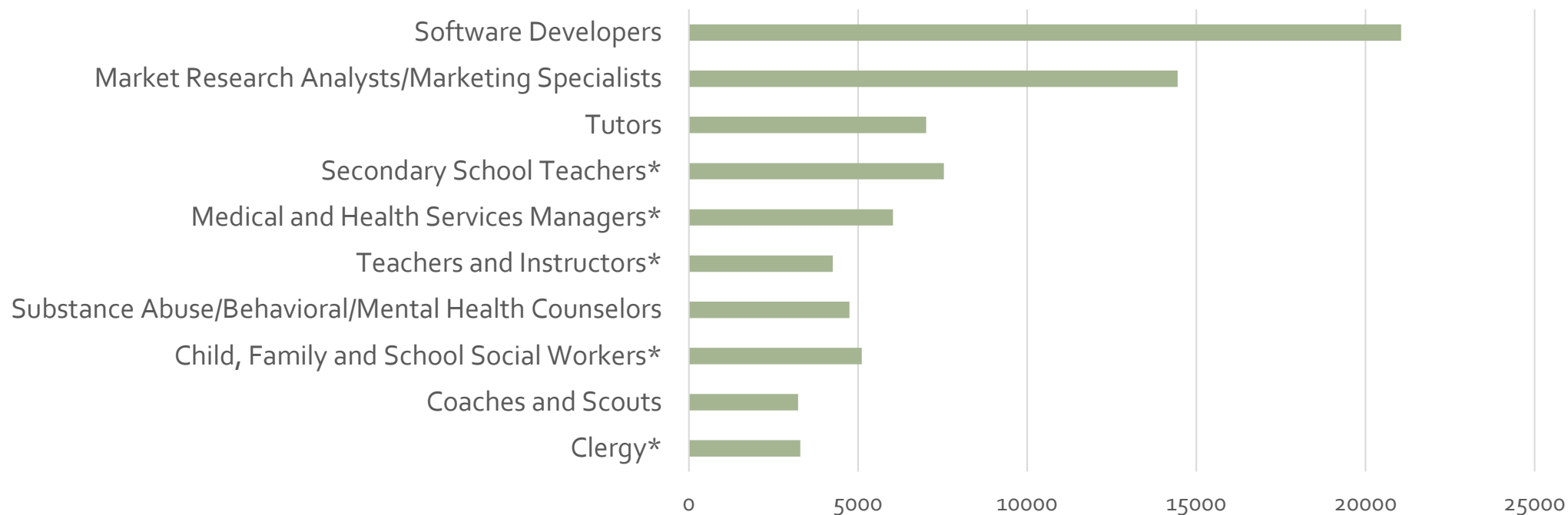
Listed by 2031 Projected Total



Source: Orange County Center of Excellence, Labor Market Data from 2021 projected to 2031
* Indicates average earnings are above the Living Wage for Orange County

Fastest Growing Above Middle Skills Occupations (requiring a Bachelor Degree or higher)

Listed by 2031 Projected Total

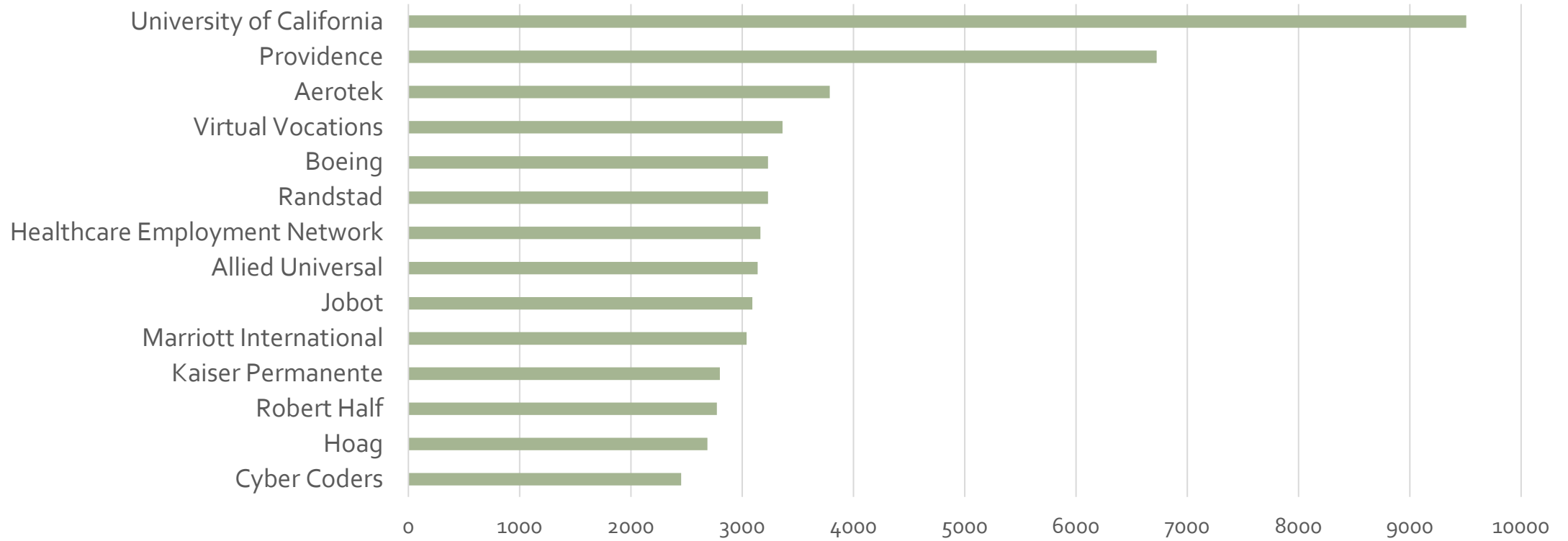


Source: Orange County Center of Excellence, Labor Market Data from 2021 projected to 2031

* Indicates average earnings are above the Living Wage for Orange County

Top Employers

Top Employers by Number of Employees, June 2022 – May 2023



Source: Orange County Center of Excellence,

Your thoughts?

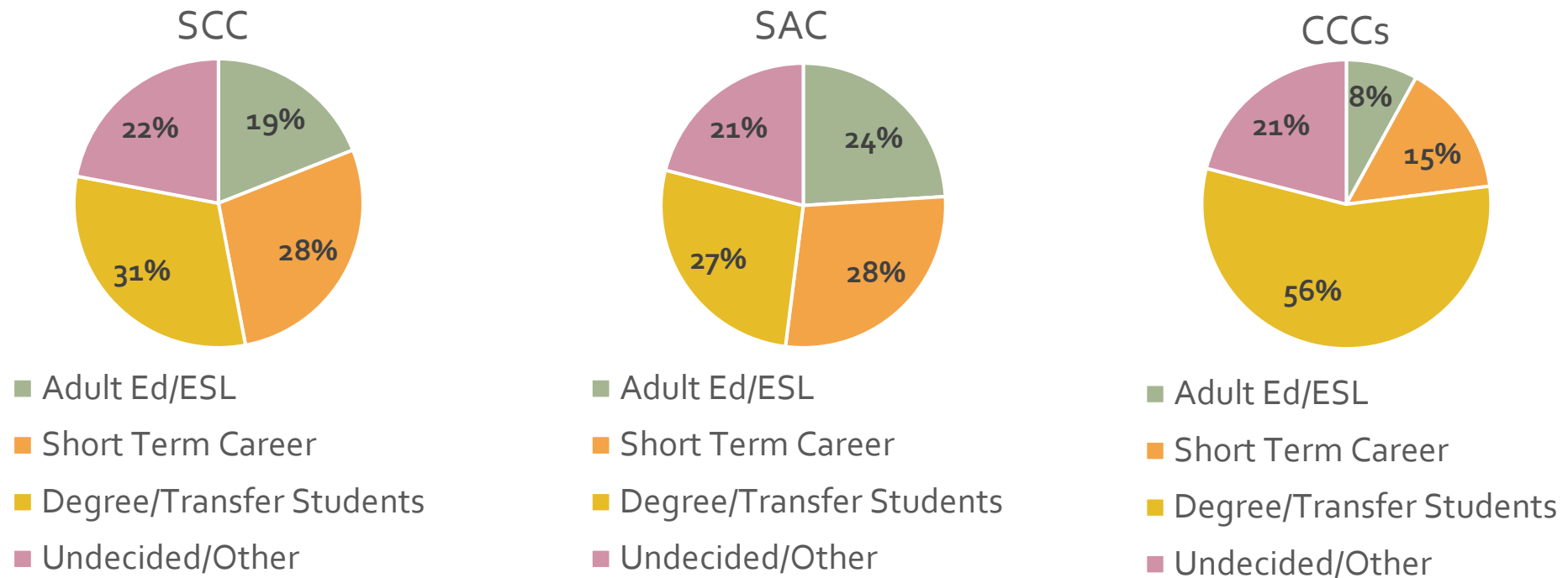


- What are your take-aways?
- What are the college educational master planning implications based on these workforce and economic development trends?

Student Success Metrics: RSCCD Compared

Students by SSM Journey Type:

RSCCD students are more likely to be Adult Ed/ESL and Short-Term Career



Source: CCCCO Student Success Metrics, 2021-2022

Student Journey: Adult Education/ESL

	RSCCD	SAC	SCC	OC	CA
Learning Progress: Skills Gain	14%	17%	7%	16%	17%
Transitioned from Adult Basic Ed/ESL to Adult Secondary Education*	7%	6%	13%	5%	5%
Transitioned to Postsecondary Coursework	7%	6%	11%	7%	11%
Earned a Noncredit Certificate	7%	7%	7%	6%	5%
Became Employed*	4%	4%	7%	7%	11%
Median Change in Earnings	18%	14%	27%	16%	18%
Median Annual Earnings*	\$39,086	\$39,354	\$37,970	\$39,212	\$38,016

Source: CCCCCO LaunchBoard, Student Success Metrics, 2021-2022

* indicates data lag and are from prior year(s)

Student Journey: Short Term Career

	RSCCD	SAC	SCC	OC	CA
Completed Noncredit CTE Course	76%	69%	82%	70%	59%
Earned 9+ Career Education Units	7%	8%	6%	12%	16%
Attained Vision Goal Definition of Completion	3%	4%	1%	5%	7%
Earned any Associate Degree	2%	3%	1%	3%	3%
Earned a Noncredit Certificate	2%	2%	4%	2%	1%
Earned a CCCCCO Approved Certificate	2%	3%	1%	4%	5%
Attained Apprenticeship Journey Status	2%	1%	4%	1%	1%
Job Closely Related to Field of Study*	68%	67%	70%	71%	74%
Median Annual Earnings*	\$65,196	\$66,138	\$62,800	\$50,980	\$54,060
Median Change in Earnings	21%	15%	35%	18%	18%
Attained the Living Wage	66%	67%	64%	58%	67%

Source: CCCCCO LaunchBoard, Student Success Metrics, 2021-2022

* indicates data lag and are from prior year(s)

Student Journey: Degree/Transfer

	RSCCD	SAC	SCC	OC	CA
Completed Transfer Level Math and English in the First Year	19%	15%	28%	25%	18%
Completed Transfer Level English in the First Year	36%	32%	45%	47%	39%
Completed Transfer Level Math in the First Year	25%	21%	34%	31%	24%
Persisted from Fall to Spring at the Same College	67%	65%	65%	71%	69%
Persisted from Fall to Spring at any CCC	71%	70%	73%	74%	71%
Attained Vision Goal Definition of Completion	10%	9%	8%	14%	12%
Earned any Associate Degree	8%	7%	7%	12%	11%
Earned a CCCCCO Approved Certificate	8%	6%	8%	11%	7%
Average No. of Units Accumulated by Associate Degree Earners	87	90	83	81	82
Transferred to a Four-Year Institution*	6%	5%	6%	11%	10%

Source: CCCCCO LaunchBoard, Student Success Metrics, 2021-2022

* indicates data lag and are from prior year(s)

Your thoughts?



- What are your take-aways?
- What are the college educational master planning implications based on Student Success Outcomes?

Closing

- ▶ Joint Session Update
- ▶ Questions??
- ▶ Closing Remarks
- ▶ Next EMP Task Force Meeting:
 - ▶ **December 7, 2023; 3-5pm; in-person**