Welcome to the Los Medanos Strategic Planning Retreat

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District Office of Research & Planning
March 3, 2014
Welcome
Expectations for the day
Situational and environmental overview
Discussion: LMC’s Identity in the community
Discussion: Defining excellence
Wrap up & Next Steps
LMC Planning Process

- Opening Day dialogues
- Retreat #1
- Retreat #2 (w/ community members)
- College-wide survey
- Retreat #3
- Draft Strategic Plan (college feedback provided)
- Final Strategic Plan
Developing LMC’s Strategic Plan

Strategy ➔ Planning ➔ The Plan

• Opening Day
  • Retreat #1
  • Retreat #2

• Retreat #3
  • Drafts & Feedback
  • Final Plan
Expectations for Today

- Review environmental data as a foundation for two group dialogues.
- An opportunity for you to share your perspective.
- Consider questions about LMCs current identity, future aspirations & paths to excellence.
- Capture your thoughts on the cards provided.
Environmental Scan
Highlights from the Highlights
Contra Costa county was broken up into three regions using census tracks associated with each college’s service area.
We’re going to focus on the LMC Service Area in the East County
Highlights from the Environmental Scan

We examined multiple data points in ten domains:

- Population growth
- Age Distribution
- Ethnicity
- Origin of Birth
- Language Spoken
- Education Attainment
- High School Graduate Market
- Feeder High School data
- Labor Market
- Income & Housing Market
1. Experiencing a modest economic recovery

2. Growth in both younger and older populations

3. Steady growth in Hispanic and African American populations

4. Rapid growth in foreign born and non-English speakers

5. Relative to the rest of the county, lower overall levels of educational attainment, but growing high school graduation rates
Distribution of Racial and Ethnicity Groups


Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.
Distribution of Hispanic Residents


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Distribution of Households Earning Under $30K


Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.
Distribution of Households Earning Over $200K

Maps were taken from the New York Times online resource titled: Mapping America: Every City, Every Block (link: http://projects.nytimes.com/census/2010/explorer?ref=us). Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.
Distribution of High School Graduates

Maps were taken from the New York Times online resource titled: Mapping America: Every City, Every Block (link: http://projects.nytimes.com/census/2010/explorer?ref=us). Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.
Distribution of Bachelors Degrees

Maps were taken from the New York Times online resource titled: Mapping America: Every City, Every Block (link: http://projects.nytimes.com/census/2010/explorer?ref=us). Map source data come from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.
Distribution of Masters Degrees


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Highlights from the Environmental Scan

Let’s pause...

Any questions?
Los Medanos College Fall Headcount since 1978

Roughly 25 years of growth

Period of volatility

Peak of Recession

Brentwood Campus opens
Percentage growth since Fall 2008 by student gender

Peak of Recession

- Male: 3,920
- Female: 4,658

Current Size

Gender Distribution:
- Female: 33%
- Male: 45%
- Unknown: 2%
Percentage growth since Fall 2008 by student age

Peak of Recession

Current Size
- < 20 Yrs Old = 2,901
- 20-24 Yrs Old = 3,019
- 25-49 Yrs Old = 2,414
- 50+ Yrs Old = 391

- < 20 Yrs Old
- 20-24 Yrs Old = 20 – 24 Yrs Old
- 25-49 Yrs Old
- 50+ Yrs Old
Percentage growth since Fall 2008 by student ethnicity

Peak of Recession

Hispanic
Asian
Afr-American
Filipino
White

Current Size
- Hispanic = 3,045
- Afr-American = 1,454
- Asian = 424
- White = 2,414
- Filipino = 412
- Multi-Race = 708

Note: Trends for students identified as Native American or Pacific Islander were not included here due to small sample sizes. Data for those populations are included in the full report.
Student Goals and Awards

Educational Goal
- Transfer (with or without Degree): 51%
- Career Dev (Degree, Cert, Lic): 21%
- Educational Development: 15%
- 4-Yr Student Attending 2-Yr: 11%
- Undecided on Goal: 2%

Awards
- AA/AS degree: 55%
- At least 1 but less than 4-year certificate: 39%
- Less than 1-year certificate: 6%

Source: Accreditation Evidence Packets for Los Medanos College (2014)
Student Transfers

- CSUs
- Out of State Colleges
- UCs

In-State Private Institutions

Graph showing trends from 2002-03 to 2012-13.
Dominant political and economic trends
National Trends in Higher Education

1. Improving economy but resources will remain scarce

2. Continued push toward greater accountability

3. Continued focus on completion

4. Expansion of market-based innovations

5. Increased attention on labor market outcomes

6. More discourse and attention on the Achievement Gap
Wordmap of LMC’s major strategy themes
Our first topic for discussion

The Los Medanos identity
## California Geographic Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of California Community Colleges</th>
<th>Total College Headcount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern California</td>
<td>7</td>
<td>44,000</td>
</tr>
<tr>
<td>Greater Sacramento</td>
<td>8</td>
<td>120,000</td>
</tr>
<tr>
<td><strong>San Francisco Bay Area</strong></td>
<td><strong>26</strong></td>
<td><strong>354,000</strong></td>
</tr>
<tr>
<td>Central Valley</td>
<td>13</td>
<td>160,000</td>
</tr>
<tr>
<td>Central Coast</td>
<td>5</td>
<td>73,000</td>
</tr>
<tr>
<td>Southern California</td>
<td>54</td>
<td>1,000,000</td>
</tr>
<tr>
<td>State of California</td>
<td>112</td>
<td>1,750,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent of California Community Colleges in Region</th>
<th>Percent of California Total Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern California</td>
<td>6.4%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Greater Sacramento</td>
<td>7.3%</td>
<td>16.8%</td>
</tr>
<tr>
<td><strong>San Francisco Bay Area</strong></td>
<td><strong>23.6%</strong></td>
<td><strong>20.2%</strong></td>
</tr>
<tr>
<td>Central Valley</td>
<td>11.8%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Central Coast</td>
<td>4.5%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Southern California</td>
<td>49.1%</td>
<td>57.2%</td>
</tr>
<tr>
<td>State of California</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Los Medanos is one of 112 Community Colleges in California.
State Context

California Community College System:

Strategic Goals

1) College Awareness and Access
2) Student Success and Readiness
3) Partnerships for Economic & Workforce Development
4) System Effectiveness
5) Resource Development
(a) From your perspective as a resident what are the key distinguishing characteristics of Los Medanos College?

(b) A close friend, new to Contra Costa County is considering sending her child to LMC and asks for your honest and candid opinion. What do you say?

(c) In your opinion, given the all various needs of the community, what should Los Medanos College be known for? Try to rank your ideas in terms of importance.
In recent strategy conversations, Los Medanos faculty and staff identified several characteristics and qualities they would like to be known for, among them were:

• Excellence in learning
• Innovative practices
• Impactful partnerships
Discussion questions:

(a) What would excellence in learning look like? How would you know LMC was achieving it?

(b) If LMC was known throughout the state as a leader in innovative practices, what would it be doing? How would that impact your organization?

(c) If LMC was in partnership with your organization, what would make it exceptionally successful or impactful?
Report Out
Strategic Plan Time Line

Strategy → Planning → The Plan

- Opening Day
  - Retreat #1: March 3rd
  - Retreat #2

February 24th

- Retreat #3: March 28th

- Drafts & Feedback
- Final Plan
Any final thoughts?
THANK YOU!

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THANK YOU!
If you have any questions related to the information presented here today don’t hesitate to contact my office:

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District Research Page: http://www.4cd.edu/research/default.aspx