Contra Costa Community College District

ENVIRONMENTAL SCAN
(External)

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Office of District Research

Contra Costa Community College District

500 Court Street

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The population of Contra Costa County has been growing steadily over the past 100 years. The number of county residents increased from fewer than 20,000 persons in 1900 to more than one million in 2011. Demographers project a relatively slower rate of growth in the county's population in the next 25 years. By the year 2030, more than 200,000 persons are expected to be added to the current population of the county, making the total more than 1.25 million persons.

Working age adults (age 18 to 64) represent a sizable county age group (63% of the population). This group includes the traditional college age students (18 to 24) and others who are in their prime career building, childbearing, and home buying years. This group will have a major impact on the business outlook, the housing market, college enrollment, and adult learning within the county over the next several decades.

Between 2000 and 2011, the population in the county grew by 89,001 persons (9.4%). Most of this growth was the result of the increase in the population of Hispanics and Asians. These two groups are leading the population growth in the county and have contributed 90 percent of that growth between 2000 and 2011.

The number of foreign-born residents in the county increased from 180,488 in 2000 to 245,126 persons in 2011, or 36% increase during this period.

Between 2000 and 2011, the number of county persons speaking a language other than English at home increased from 229,484 persons to 318,027 persons, an increase of 88,543 persons or 38.6%, during this period.

The relative share of Contra Costa County college enrollment in comparison to total enrollment at all levels of education increased from 22.9% in 2000 to 25.0% in 2011. This increase reflects a slightly higher level of community participation in higher education than in past years.

Educational attainment has a direct impact on household income and employment. Persons with a bachelor's degree earn 61% higher income compared to those who have a high school diploma and are more like to be employed. Contra Costa residents with the bachelor's degree and those with graduate or professional degrees constituted 38.9% of the population 25 years and older in 2011, compared to 35.0% in 2000.

The number of high school graduates is expected to reach its peak by 2013-14, but a declining trend will follow for the next four to five years up to 2017-18. Unless there is a surge in the number of adult learners, overall college enrollment is expected to follow a similar pattern.

The high school graduation rate in Contra Costa County for 2010-11 was 83.1%. Asian and White students have graduation rates that are 15 to 25 percentage points higher than those of African American and Hispanic students. These lower high school graduation rates mean lower lifetime economic opportunity, higher unemployment rates, and lower chances for completing college.

The serious gap in the Academic Performance Index (API) among the schools in different parts of the county is a reflection of the differences in educational attainment and the household income of the respective regions. The challenge for the district is to work collaboratively with the K-12 system to improve the API scores for all students regardless of their location.

While UC, CSU and independent colleges have increased their share of high school graduates, community colleges in the county appear to have some difficulty attracting their rightful share. Intense marketing efforts will be needed to recruit more students at all three colleges.

Recruitment of adult learners is another piece of the enrollment puzzle. The adult participation rate represents the proportion of the general population 18 to 64 years old who enrolled at community colleges in the district within a given period. A higher participation rate reflects a larger college enrollment, a relatively younger population, or both. In 2011-12, the annual participation rate for the district stood at 8.3%, compared to 11.9% in 2001-02, reflecting the decline in enrollment resulting from factors such as tuition increases.

The market potential for community colleges in the district represents the population 25 years and older who have an educational attainment less than an associate degree. In 2011, the market included 370,903 persons in Contra Costa County. Examining how to appeal to these individuals can increase college participation rates and expand district-wide enrollments.

Job openings in the County show continued growth and stability over the next ten years. However, reliance on manufacturing, extraction, mining and farming is currently transitioning to more service-oriented industries including healthcare, environmental technology, and software development. The implication for the community colleges is that programs for healthcare should be strengthened and expanded. The colleges may want to invest their limited resources in developing curricula in the areas of telecommunication, bioscience, medical technology and environmental technology.

In 2011, the median household income for the wealthiest city in the county (Danville) was $133,360, compared to $45,305 for the lowest income city (San Pablo). The implication for higher education is that a steadily large number of elite applicants go to elite colleges because the upper middle class wants the best for their children. The open admissions institutions and the community colleges had to settle for students who are under-prepared for college work.

The implication of the unaffordable housing market is that recruitment of professional talent to fill faculty and staff positions becomes a serious challenge. Industry relocation in the area becomes extremely difficult. Students who graduate from the colleges in the district will be facing a tough housing market and may have to locate elsewhere. Students who are educated in California but locate in other states represent a brain drain and a net loss for the state's taxpayers.

Over 30 years (1970 to 2000) revenue per FTES for California community colleges has grown from $4,402 to $4,560 in constant 2001-02 dollars, an increase of only 4% in real terms. In contrast, funding per FTES for the state's other higher education segments is much higher in absolute terms and has increased at a far greater rate. Funding per FTES for community colleges is only 45% of that for CSU and 20% of that for UC, despite much high rates of enrollment growth in community colleges.

Introduction

Environmental Scanning

Traditionally, colleges have relied on historical data to provide the basis upon which to build strategic plans. However, relying too heavily on historical data limits an institution's ability to anticipate change and adapt to the changing environment in a systematic manner. On the other hand, the further out one ventures in anticipating change, the less effective will be the ability to predict it. Therefore, one needs to strike a balance between over-prediction and heavy reliance on historical data. For this reason, environmental scanning is most useful when applied to the mid-range planning process which projects the future three to five years hence.

Environmental scanning is defined by Brown and Weiner as "… a kind of radar to scan the world systematically and signal the new, the unexpected, the major and the minor"[1].

The environment in which community colleges must function is a complex set of social, cultural, political, and economic conditions that affect the nature of their service areas and their internal operations. However, effective environmental scanning should not be limited to the examination of forces of change in the external environment; it should be extended to evaluating the internal environment as well. Scanning the internal environment focuses on analyzing and using information about the institutional resources (human, financial, facilities, technology), organizational climate and internal communication, enrollment trends, student demographics, student success and progress, student services, and other similar elements and processes that assist the district in determining how to proceed.

Jack Welch, the former chief executive officer of General Electric, once said, "When the rate of change on the outside exceeds the rate of change on the inside, the end is in sight"[2]. In other words, an organization that is not in tune with its environment will soon lose its competitive edge, and its ability to adapt to change will be diminished. Environmental scanning is the first step in becoming proactive rather than reactive to change.

Effective environmental scanning for the Contra Costa Community College District should be based on identifying the broad trends, both internally and externally, determining which of these trends may be relevant to both present and future operations of the district, and projecting the impact of these trends on the future. Environmental scanning should be used as a basis for charting the strategic directions and goals for the district.

Forces of Change

The basic framework of higher education in California has been essentially unaltered for almost forty years, when the state's master plan for higher education was completed in the 1960s. However, specific

[1] A. Brown and Eric Weiner, Supermanaging: How to Harness Change for Personal and Organizational Success (New York: Mentor, 1985), p. ix.

[2] William A. Wojciechowski and Dedra Manes, Planning for the 21st Century: A Guide for Community Colleges (Leadwood, KS: Leathers Publishing, 2003), p.33

policies have been continuously enacted regarding finance, governance, accountability, and other related topics, and these have resulted in substantial changes in the state's educational landscape. However, these changes have been anchored within a fundamental policy framework characterized by the following basic elements:

- A limited definition of the student base encompassing primarily those recently graduated from high schools.
- A brick and mortar mentality presuming that education will be delivered on college campuses through face-to-face interactions between students and faculty.
- An assumption that educational objectives of both students and institutions can be measured by transfer to four-year institutions and by graduation rates in terms of degrees and certificates received and granted.
- Acceptance of self-reported quality assurance based on traditionally defined academic processes. [3]

Many forces are emerging to challenge these basic premises and alter the parameters within which higher education operates. The new environment suggests a paradigm shift and a new conceptual understanding of the role of post-secondary education in the state.

Higher education has traditionally believed that it has three roles, namely the creation and validation of knowledge, preservation of knowledge and information, and the transmission of this knowledge to others through teaching and publications. However, with the continuous rise in the cost of education and with no apparent increase in benefits, students, young and old, are expecting a return on their investment. In effect, the public is demanding evidence of improved student learning, in addition to fulfilling the traditional roles of higher education. These demands are justified given the recent national studies pointing to an accelerating trend in the opposite direction.[4]

Business and political leaders expect higher education to provide the training and retraining of the workforce in order to be able to compete in a global economy and maintain the standard of living. However, one of the largest barriers to local and statewide economic development is the area of basic skills education. A large number of adults remain functionally illiterate.

Students come to college with different backgrounds, experiences, cultures, and educational needs. They also come in a variety of races and ethnicities and different levels of competencies in the use of English. Students are also growing more diverse as ethnic and cultural diversification accelerates in the population to be served.

Another complexity is the age distribution of students. We are beyond the time when college was the domain of those between the ages of 18 to 24. Many people do not begin college until later in life. Even those who earn degrees in their twenties, return to college for further education or "booster shots" at

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[3] Dennis Jones, Peter Ewell, and Aims McGuiness, The Challenge and Opportunity Facing Higher Education: An Agenda for Policy research, The National Center for Public Policy and Higher Education, December, 1998.

[4] Justin D. Baer, Andrea L. Cook and Stéphane Baldi, The Literacy of America's College Students, American Institutesfor Research (funded by the Pew Charitable Trusts), January 2006

different times in their lives. The older the students, the more diverse their experiences will have been, and the more complex the task of responding to their needs.

As the learners become more diverse, so should the learning methods. No one method of teaching works all the time. Particular methods flow from the specific type of learning needed to achieve desired results in a given course or program. Learning and understanding do not necessarily occur because one is taught. The paradigm shift from teaching to a learning focus provides a different set of lenses that will undoubtedly impact the way we view our policies, practices and our organizational architecture.

The advancement in technology represents another challenge that has significantly impacted traditional methods of delivery. The so called iPod generation is at the door demanding eye-catching visuals, interactive instructional methods, and active engagement in learning. Moreover, Eli Noam of Columbia University predicted that "…the future will witness a reversal in the historic direction of information flow. In the past, people came to the information, which was stored at the university. In the future, the information will come to the people wherever they are." [5]

The Framework

The environmental scanning framework consists of two components: The external environment and the internal profile. The external environment includes analysis and discussion of the forces of change external to the district, including the demographic, social, and economic changes and competition. The internal profile includes analysis and discussion of student access and success issues, programs and curricular offerings, human resources, and productivity. Detailed discussion of these items follows.

[5] Noam, Eli. "Electronics and the Dim Future of the University." Science, Vol. 270, pp. 247-249, October 13, 1995. Can be found at http://www.asis.org/annual-96/noam.html

External Environment

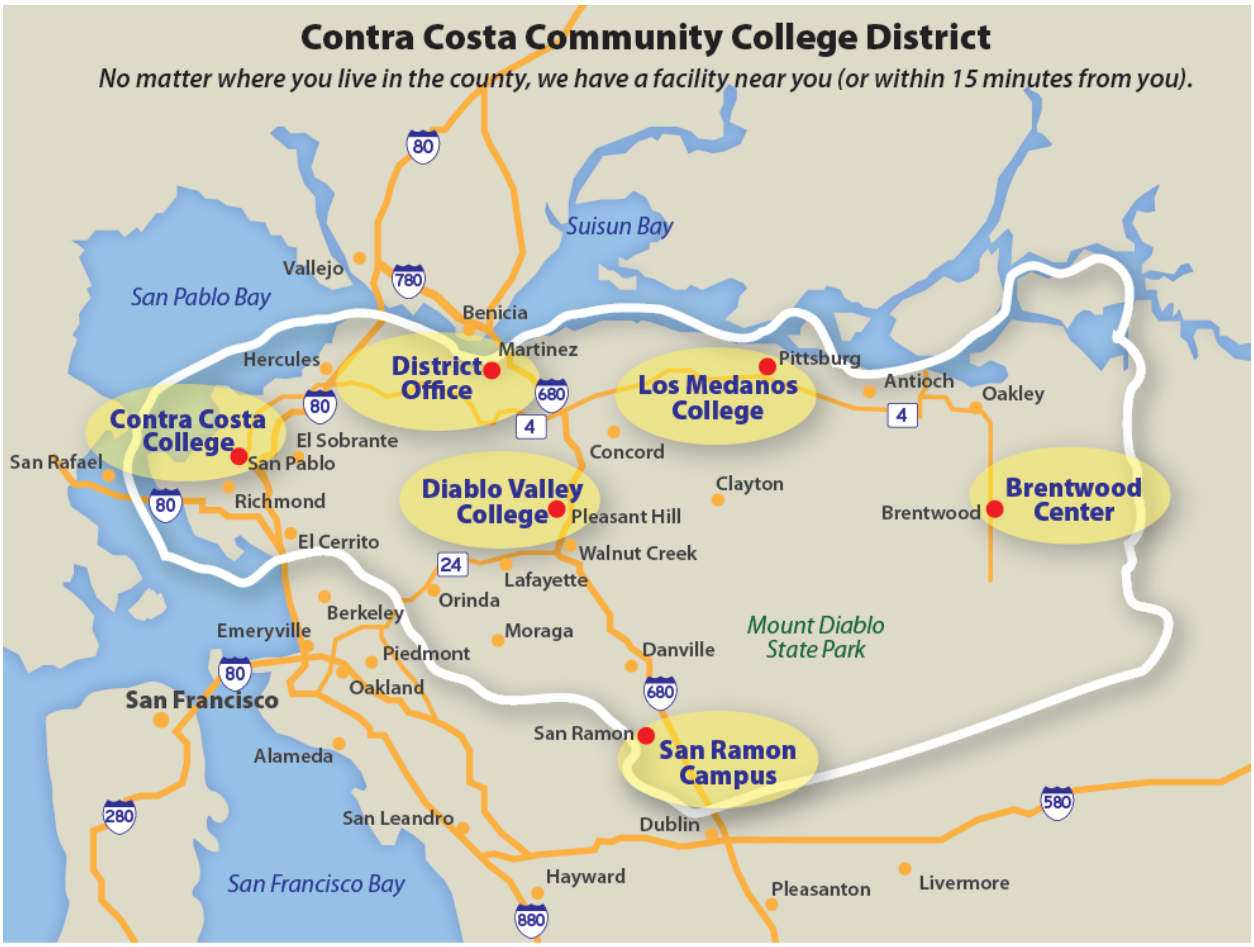
This section provides information about Contra Costa County and its sub-regional areas. Issues discussed include demographic trends, educational opportunities, socioeconomic characteristics, and financing of California community colleges. Information has been drawn from a variety of sources including the US Census, US Census 2010, the 2011 American Community Survey, and the 2012 Performance Index of Contra Costa County.

General Overview of the County

Contra Costa County is a suburban-commercial county of more than one million residents who live in 19 cities and towns and dozen unincorporated areas (Figure 1). The county ranks ninth in the state (out of 58 counties) and 37th in the US (out of 3,141 counties) in terms of population size. Following are brief statements that provide summary information about the county. More details will be presented later in this report.

- In the last decade, Contra Costa County's population grew by 16.0% compared to 10.0% for California, and 9.7% for the US.
- The County has 720 square miles in land area (the size of Rhode Island), but it has high population density of 1,465 persons per square mile, compared to 239 for California and 87 for the US. The high population density impacts college enrollment, housing cost, and the quality of life.
- In 2011, 96.1% of the county population reported only one race, with 68.8% of the population reporting White, compared with 74.0% for the state, and 78.1% for the US. African Americans represented 9.7% in the County, compared to 6.6% in the state and 13.1% in the US. Asians and Pacific Islanders constituted 15.8% in the county, compared to 13.6% in the state, and only 5.2% in the US. The population of the county is 24.8% Hispanic (of any race), compared to 38.1% in California and 16.7% in the nation as a whole.
- In 2012, Health Care and Social Assistance was the largest of 21 major business sectors.
- Median household income in 2011 was $79,135 in the county, compared to only $61,632 in the state, and $52,762 in the US.

Figure 1: Map of Contra Costa Community College District



Section 1: Demographic Trends

Population Growth

This study presents a discussion of several factors including population growth, gender, age, ethnicity, place of birth, and the language spoken at home. The underlying theme in this section is the presentation of tables, graphs, and narrative related to the current state of affairs, the longitudinal changes between 2000 and 2010, and the differences among the three geographical regions of the county (east, west, and central), based on US Census information. The implications of the data for strategic planning at the district and its colleges will also be highlighted.

Longitudinal Changes: The population of Contra Costa County has been growing steadily over the past 100 years. The number of county residents increased from less than 20,000 persons in 1900 to more than one million in 2010. This phenomenal increase represents the gradual settlement of the county through domestic and foreign migration. With the exception of the phenomenal growth following World War II, each ten-year period witnessed a double digit growth rate. Despite the continued increase in population, the rate of growth has been slowing down. Between 2000 and 2010, the rate of growth was 10.6%, compared to two and three times that rate in earlier years. (Table 1)

Demographers project a relatively slower rate of growth in the County's population (Table 2), compared to the growth level of the past. By the year 2050, more than 450,000 persons are expected to be added to the current population of the county, making the total more than 1.4 million persons.

Most of the population growth is projected to take place in the eastern and southern parts of the county due to the availability of land and the more affordable housing cost. This population growth will impact the population density and quality of life, and therefore require major investments in highway construction, mass transit systems, new schools, parks, and other infrastructure needs.

Regional Differences: In both 2000 and 2010, Contra Costa's five largest cities were Concord, Antioch, Richmond, San Ramon, and Walnut Creek. While every place in Contra Costa grew, some grew much more than others. The fastest growing city in the county was Brentwood, which more than doubled in population. The cities of Oakley and San Ramon also expanded rapidly. While the population growth in West county and Central county remained in the single digits from 2000 to 2010, (4.8% and 5.7%, respectively), East county's population grew into the double digits (26.6%).

Table 1: Regional Differences in Population Growth for Contra Costa County

Year	West County	Central County	East County	All Contra Costa
2000	242,439	475,403	230,974	948,816
2010	254,165	502,422	292,438	1,049,025
% Growth	4.8%	5.7%	26.6%	10.6%

Source: U.S. Census Bureau Decennial Census information for Contra Costa County, 2000 and 2010.

Table 2: Total Population Projections for California and Contra Costa County, 2010 to 2050

	Estimates	Projections			
	2010	**2020**	**2030**	**2040**	**2050**
California	37,309,382	40,643,643	44,279,354	47,690,186	50,365,074
Contra Costa	1,052,211	1,147,399	1,254,205	1,392,509	1,489,068

Projections Prepared by Demographic Research Unit, California Department of Finance, January 2013

Gender

Of the 1,037,817 persons living in Contra Costa County in 2011, 51.2% were females and 48.8% were males (Table 3). This breakdown is similar to that of California, but it is slightly different from that of the US as a whole (males, 49.2%; females, 50.8%). In effect, women outnumber men since their life expectancy is usually longer than that of men. However, this relationship may be altered slightly due to other factors such as wars, immigration, and levels of educational attainment.

Longitudinal changes: The proportion of men (48.8) and women (51.2) in Contra Costa County have not changed from 2000 to 2011 (Table 3). The number of females exceeded that of males by 22,276 persons in 2000 and by 24,617in 2011. The ratio of males to females has remained at 954 males to every 1,000 females.

Regional Differences: There are some differences among the county's regions and these differences are reflected, to some extent, in college enrollment. East County has the highest proportion of men to women (967 men per 1,000 women) among all three regions. See Figure 2. This is mostly due to the movement of young families in their prime age into this area. Central County and West County have lower proportions of men to women (949 and 950 men per 1,000 women, respectively). This relatively lower ratio may be due to population aging (women's life expectancy is higher than men) and probably the existence of a larger percentage of female households.

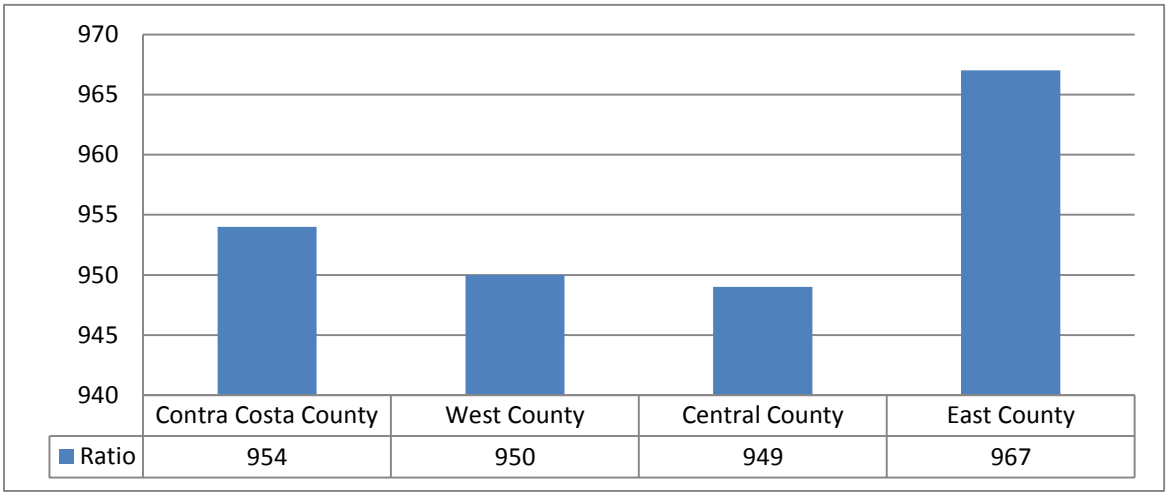
The implications of this analysis will become apparent when enrollment demographics are discussed later. However, it is important to note that as the population ages, there will be more women than men and that younger communities tend to have a more balanced distribution among the genders.

Table 3: Change to Gender Distribution in Contra Costa County, 2000 to 2011

	2000		2011 ACS		Change: 2000 to 2011	
Region / Gender	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
Female	485,546	51.2%	531,217	51.2%	45,671	9.4%
Male	463,270	48.8%	506,600	48.8%	43,330	9.4%
Total	948,816	100.0%	1,037,817	100.0%	89,001	9.4%
West County						
Female	125,018	51.6%	128,228	51.3%	3,210	2.6%
Male	117,421	48.4%	121,794	48.7%	4,373	3.7%
Total	242,439	100.0%	250,022	100.0%	7,583	3.1%
Central County						
Female	243,973	51.3%	263,098	51.3%	19,125	7.8%
Male	231,430	48.7%	249,579	48.7%	18,149	7.8%
Total	475,403	100.0%	512,677	100.0%	37,274	7.8%
East County						
Female	116,555	50.5%	139,891	50.8%	23,336	20.0%
Male	114,419	49.5%	135,227	49.2%	20,808	18.2%
Total	230,974	100.0%	275,118	100.0%	44,144	19.1%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 2: Ratio of Males to Females per One Thousand Persons in Contra Costa County, 2011



Age

In 2011, Contra Costa County had a population of 1,037,817 persons, with a median age of 38.3 years, compared to 35.1 years for California and 37.0 for the US (Table 4). The age distribution is grouped into five categories. Following is the relative size of these groups in 2011

- The school age group (under 19), 27.5% of the population
- The college age group (20 to 24), 5.8% of the population
- The young adults group (25 to 44), 26.8% of the population
- The older adults group (45 to 64), 27.7% of the population
- The elderly group (65 and older), 12.3% of the population

Longitudinal changes: The relative size of the youngest (under 19) and oldest (65 and older) age groups remained about the same in 2011 as they were in 2000. However, the size of the two adult groups (25 to 44 and 45 to 64) has changed considerably between 2000 and 2011 (Table 4).

There is a gradual shift toward a much older age distribution, primarily due to the significant size of the Baby Boomer Generation (those born between 1946 and 1964) and to the location of Rossmoor (one the largest retirement communities in Northern California) in Central County.

The State of California, Department of Finance Unit projects that by 2050, the percentage of the elderly will increase from its current level of 12.3% to almost 22.4%. On the other hand, by 2050, the percentage of school age youth (those under the age of 18) is expected to decline from 27.5% to 20.5% of the county's population. Working age adults (age 18 to 64) will represent a sizable group (57.1% of the population).

This group includes the traditional college age students (18 to 24) and others who are in their prime career building, childbearing, and home buying years. It will have a major impact on the business outlook, the housing market, college enrollment, and adult learning within the county over the next several decades.

Regional Differences: There are some differences among the three regions of the county (Figure 3).

- East County tends to have the most youth (36.4% under 19), the fewest elderly (8.9% above 65), and the smallest working-age adults (54.8%)
- Central County had a larger elderly population (14.0%), fewer young people (25.8% under 19), and a relatively large percentage of working-age adults (60.2%)
- West County has 26.3% youth, 11.8% elderly, and the greatest percentage of working-age adults (61.8 %)

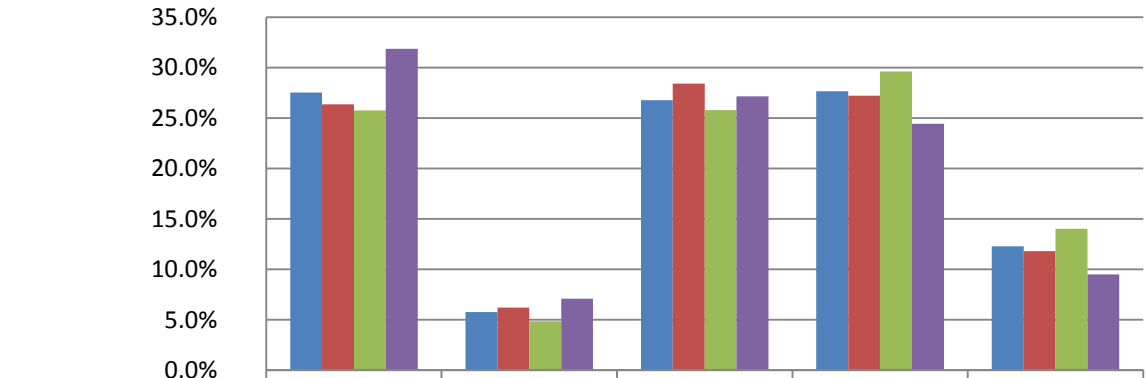
In summary, communities in East County will support a younger population with school and college age students. Communities in South County will have patterns of growth similar to that of the east. In contrast, the population in central and West County will be aging. Communities with large youth populations tend to require more social services such as schools, daycare, health care, and other services. Elderly communities also require a high level of social services including healthcare, adult learning activities, and other social services. The types of educational programs offered by community colleges must change to reflect the demographic makeup of the population.t

Table 4: Change in Age Distribution by County Region, 2000 to 2011

Region / Group	2000		2011 ACS		Change: 2000 to 2011	
	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
Under 19	274,300	28.9%	285,627	27.5%	11,327	4.1%
20 to 24	50,696	5.3%	59,788	5.8%	9,092	17.9%
25 to 44	290,142	30.6%	277,835	26.8%	(12,307)	-4.2%
45 to 64	226,406	23.9%	287,030	27.7%	60,624	26.8%
65 plus	107,272	11.3%	127,537	12.3%	20,265	18.9%
Total	**948,816**	**100.0%**	**1,037,817**	**100.0%**	**89,001**	**9.4%**
West County						
Under 19	70,123	28.9%	65,872	26.3%	(4,251)	-6.1%
20 to 24	15,545	6.4%	15,501	6.2%	(44)	-0.3%
25 to 44	74,113	30.6%	71,046	28.4%	(3,067)	-4.1%
45 to 64	55,284	22.8%	68,057	27.2%	12,773	23.1%
65 plus	27,374	11.3%	29,546	11.8%	2,172	7.9%
Total	**242,439**	**100.0%**	**250,022**	**100.0%**	**7,583**	**3.1%**
Central County						
Under 19	124,485	26.2%	132,078	25.8%	7,593	6.1%
20 to 24	21,602	4.5%	24,799	4.8%	3,197	14.8%
25 to 44	141,882	29.8%	132,151	25.8%	(9,731)	-6.9%
45 to 64	125,733	26.4%	151,766	29.6%	26,033	20.7%
65 plus	61,701	13.0%	71,883	14.0%	10,182	16.5%
Total	**475,403**	**100.0%**	**512,677**	**100.0%**	**37,274**	**7.8%**
East County						
Under 19	79,692	34.5%	87,677	31.9%	7,985	10.0%
20 to 24	13,549	5.9%	19,488	7.1%	5,939	43.8%
25 to 44	74,147	32.1%	74,638	27.1%	491	0.7%
45 to 64	45,389	19.7%	67,207	24.4%	21,818	48.1%
65 plus	18,197	7.9%	26,108	9.5%	7,911	43.5%
Total	**230,974**	**100.0%**	**275,118**	**100.0%**	**44,144**	**19.1%**

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 3: Age Distribution by County Region, 2011



	Under 19	20 to 24	25 to 44	45 to 64	65 plus
Contra Costa County	27.5%	5.8%	26.8%	27.7%	12.3%
West County	26.3%	6.2%	28.4%	27.2%	11.8%
Central County	25.8%	4.8%	25.8%	29.6%	14.0%
East County	31.9%	7.1%	27.1%	24.4%	9.5%

Race/Ethnicity

Contra Costa County has a significant mix of races and ethnic groups that vary by county region. Of the 1,037,817 county residents in 2011, 96.5% indicated only one race, while 3.5% cited two or more races. The county has the following ethnic breakdown in 2011 (Table 5):

- White Non-Hispanic accounted for 48.5%
- African Americans Non-Hispanic represented 8.9%
- Asian / Pacific Islanders Non-Hispanic accounted for 14.5%
- Hispanics of any race represented 23.9%
- American Indians accounted for 0.2%
- Two or more races and other races represented 3.9%

Longitudinal Changes: Between 2000 and 2011, the population in the county grew by 89,001 persons or 9.4%. Most of this growth was the result of the increase in the population of Hispanics and Asians. The number of Hispanics of any race increased from 167,776 in 2000 to 248,089 persons in 2011, a 47.9% increase during this period. The number of Asians/Pacific Islanders also increased sharply by 42.3% during the same period. On the other hand, the number of Whites declined by 45,704 persons, or 8.3% during this period. The implication of this population shift is clear. Two ethnic groups are leading the population growth in the county. It is projected that the size of these two groups will continue to increase in future years.

Regional Differences: The ethnic diversity of the three service areas of the county exhibits sharp contrasts.

- West County has the highest percentage of Hispanic (31.2%) and African American (17.7%) populations of among the three regions. Whites account for 27.5% of the population, Asian 14.5%, Two or More Races 3.5%, Some Other Race 0.4%, and American Indians 0.2%.

- Central County has a majority White population (63.8%) at a proportion that exceeds that of other regions. Asian/Pacific Islanders represent 15.0%, while African Americans account for a tiny minority of the population, only 2.4%. Two or More Races was 3.5%, Some Other Race 0.4%, American Indians 0.2%. Hispanics of any race, counted separately, represent 14.7%.
- East County has a majority of Whites at 39.2%, while African Americans account for 12.9%, Asians/Pacific Islanders for 9.2%, and American Indians 0.3%. Two or more Races was 3.4% and Some Other Race was 0.4%. Hispanics in East County, counted separately, represent the highest percentage among the three regions (34.5%).

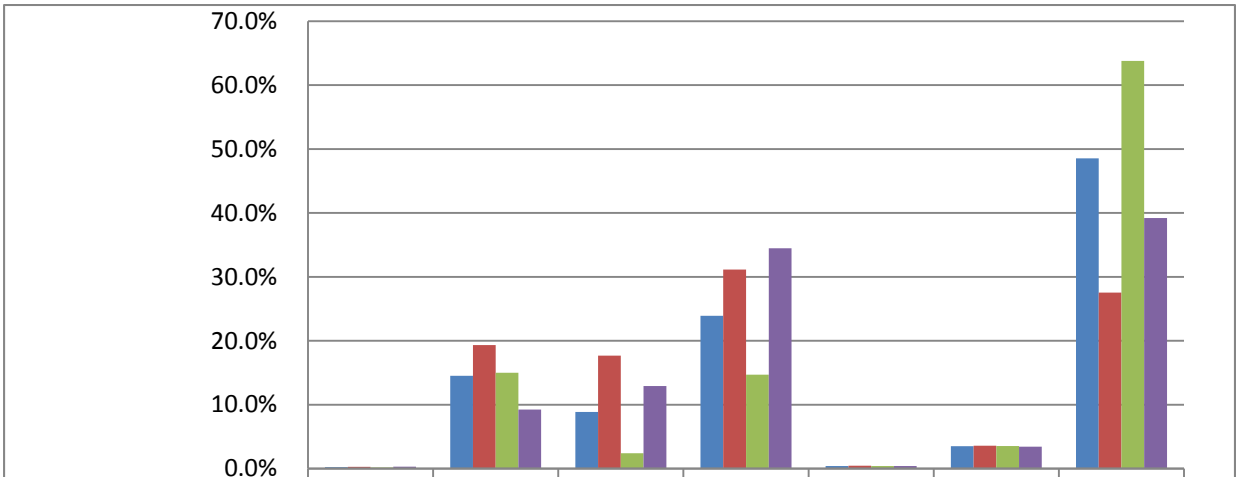
In summary, each college has unique student and staff diversity issues that are quite different from those of other colleges. It is as if the geography of the county has created three individual communities that are thinly or minimally related to each other.

Table 5: Change in the Race/Ethnicity of Contra Costa County Population, 2000 to 2011

	2000 Population		2011 Population		Change: 2000 to 2011	
Region / Group	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
American Indian	3,648	0.4%	2,488	0.2%	(1,160)	-31.8%
Asian/ Pac.Is.	105,838	11.2%	150,630	14.5%	44,792	42.3%
Black or African American	86,851	9.2%	92,044	8.9%	5,193	6.0%
Hispanic	167,776	17.7%	248,089	23.9%	80,313	47.9%
Some Other Race	2,636	0.3%	4,350	0.4%	1,714	65.0%
Two or More Races	32,658	3.4%	36,511	3.5%	3,853	11.8%
White	549,409	57.9%	503,705	48.5%	(45,704)	-8.3%
Total	**948,816**	**100.0%**	**1,037,817**	**100.0%**	**89,001**	**9.4%**
West County						
American Indian	699	0.3%	691	0.3%	(8)	-1.1%
Asian/ Pac.Is.	45,094	18.6%	48,339	19.3%	3,245	7.2%
Black or African American	61,337	25.3%	44,175	17.7%	(17,162)	-28.0%
Hispanic	58,913	24.3%	77,897	31.2%	18,984	32.2%
Some Other Race	921	0.4%	1,119	0.4%	198	21.5%
Two or More Races	9,047	3.7%	8,963	3.6%	(84)	-0.9%
White	66,428	27.4%	68,838	27.5%	2,410	3.6%
Total	**242,439**	**100.0%**	**250,022**	**100.0%**	**7,583**	**3.1%**
Central County						
American Indian	1,251	0.3%	966	0.2%	(285)	-22.8%
Asian/ Pac.Is.	46,114	9.7%	76,881	15.0%	30,767	66.7%
Black or African American	8,557	1.8%	12,315	2.4%	3,758	43.9%
Hispanic	52,294	11.0%	75,363	14.7%	23,069	44.1%
Some Other Race	956	0.2%	2,097	0.4%	1,141	119.4%
Two or More Races	15,384	3.2%	18,075	3.5%	2,691	17.5%
White	350,847	73.8%	326,980	63.8%	(23,867)	-6.8%
Total	**475,403**	**100.0%**	**512,677**	**100.0%**	**37,274**	**7.8%**
East County						
American Indian	1,121	0.5%	831	0.3%	(290)	-25.9%
Asian/ Pac.Is.	18,709	8.1%	25,410	9.2%	6,701	35.8%
Black or African American	24,021	10.4%	35,554	12.9%	11,533	48.0%
Hispanic	60,284	26.1%	94,829	34.5%	34,545	57.3%
Some Other Race	521	0.2%	1,134	0.4%	613	117.7%
Two or More Races	9,214	4.0%	9,473	3.4%	259	2.8%
White	117,104	50.7%	107,887	39.2%	(9,217)	-7.9%
Total	**230,974**	**100.0%**	**275,118**	**100.0%**	**44,144**	**19.1%**

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 4: Race/Ethnic Distribution by County Region, 2011



	American Indian	Asian/ Pac.Is.	Black or African American	Hispanic	Some Other Race	Two or More Races	White
Contra Costa County	0.2%	14.5%	8.9%	23.9%	0.4%	3.5%	48.5%
West County	0.3%	19.3%	17.7%	31.2%	0.4%	3.6%	27.5%
Central County	0.2%	15.0%	2.4%	14.7%	0.4%	3.5%	63.8%
East County	0.3%	9.2%	12.9%	34.5%	0.4%	3.4%	39.2%

Place of Birth

Contra Costa County has a mosaic of cultures and people who were born in six different continents. In 2011, 23.6% of the people living in the county were foreign-born, compared to only 19.0% in 2000 (Table 6). In effect the county has a rich geographical and cultural mix. This cultural diversity enriches the community and contributes to a broad, rather than a parochial, view of the world. The educational needs for this heterogeneous group will be different from those of more homogeneous communities.

Longitudinal Change: The number of foreign-born residents in the county increased from 180,488 in 2000 to 245,126 persons in 2011, or 35.8% increase during this period. The majority of this increase was due to migration from Latin America and Asia (Figure 5.). For the 245,126 county's foreign-born residents in 2011, Latin America (42.7%) leads the way, followed by Asia (42.4%), Europe (9.1%), Africa (2.9%), North America (1.5%), and Oceania (1.4%). Proximity to California, economic prosperity of the home country, and applicable immigration laws have an impact on the immigration figures.

Regional Differences: There are some striking differences among the three regions.

- West County's foreign-born residents came almost equally from Latin America (49.5%) and Asia (42.3%). Europeans accounted for a much smaller share of only 4.1%. Other continents had much smaller shares.
- Compared to other county regions, Central County had by far the greatest percentage of foreign-born Europeans (15.6%). However, the largest percentage of foreign born residents came from Asia (49.8%), followed by Latin America (28.9%).

- In East County, the majority (59.9%) of foreign-born residents came from Latin America, while 28.9% came from Asia, 4.1% from Africa, and only 4.0% from Europe. Other continents had much smaller shares.

In summary, there are different patterns of diversity based on the nativity of birth in the three county areas. The dominant immigrants in East County are mostly Hispanics; in West County, it is both Hispanics and Asians; and in Central County, it is mostly Asians. Europeans seem to show a preference for Central County. Three times as many foreign-born Europeans (16,864) reside in Central County, compared to the other two county regions combined (5,547).

The implications of this analysis are that each college may address the issue of diversity from different perspectives. Programs in English as a Second Language (ESL) may be expanded at different rates in each region. However, bilingual student services should become more accessible to students at different locations on all three campuses. More importantly, the three colleges should make serious efforts to integrate the multi-cultural perspectives into the curriculum.

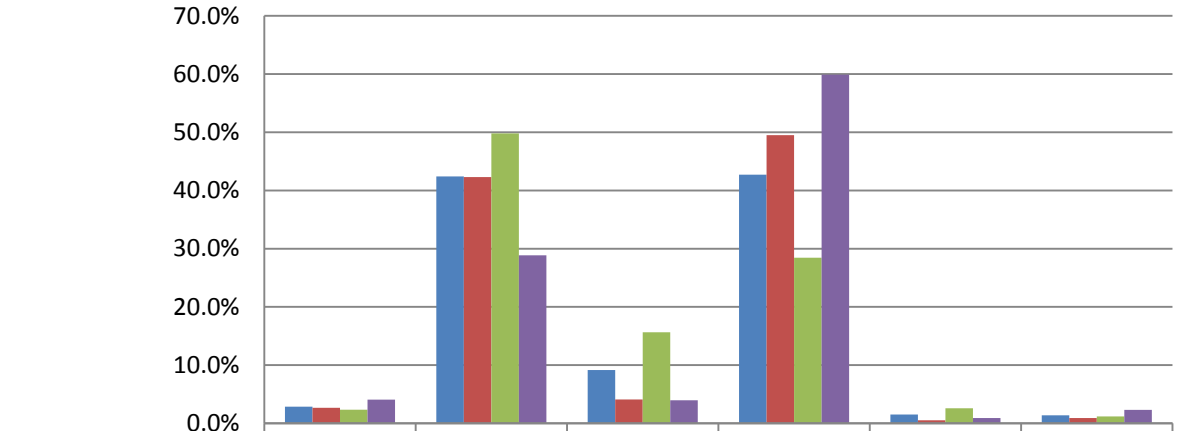
Enhancing the faculty and staff diversity is also an important factor to be considered in the hiring process. All colleges must continue to develop strategies for preparing students and workers who are more competent culturally and globally.

Table 6: Nativity of Birth by County Region, 2011

	2000		2011 ACS		Change: 2000 to 2011	
Region / Group	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
Native Born in U.S.	768,328	81.0%	792,691	76.4%	24,363	3.2%
Foreign Born	180,488	19.0%	245,126	23.6%	64,638	35.8%
Total Population	948,816	100.0%	1,037,817	100.0%	89,001	9.4%
West County						
Native Born in U.S.	178,121	73.5%	171,161	68.5%	(6,960)	-3.9%
Foreign Born	64,318	26.5%	78,861	31.5%	14,543	22.6%
Total Population	242,439	100.0%	250,022	100.0%	7,583	3.1%
Central County						
Native Born in U.S.	397,929	83.7%	404,839	79.0%	6,910	1.7%
Foreign Born	77,474	16.3%	107,838	21.0%	30,364	39.2%
Total Population	475,403	100.0%	512,677	100.0%	37,274	7.8%
East County						
Native Born in U.S.	192,278	83.2%	216,691	78.8%	24,413	12.7%
Foreign Born	38,696	16.8%	58,427	21.2%	19,731	51.0%
Total Population	230,974	100.0%	275,118	100.0%	44,144	19.1%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 5: Region of Foreign-Born by County Area, 2011



	Africa	Asia	Europe	Latin America	Northern America	Oceania
Contra Costa County	2.9%	42.4%	9.1%	42.7%	1.5%	1.4%
West County	2.7%	42.3%	4.1%	49.5%	0.5%	0.9%
Central County	2.3%	49.8%	15.6%	28.5%	2.6%	1.2%
East County	4.1%	28.9%	4.0%	59.9%	0.9%	2.3%

Language Spoken at Home

Cultural and linguistic diversity of the population may be represented by the proportion of persons (5 years and older) speaking languages other than English at home. While English remains the dominant language of choice for the majority of people in California, other languages have gained some importance as several waves of immigrants arrived at shores over the past 100 years. California lies at the high end of the spectrum regarding the percentage of persons speaking languages other than English at home. In 2011, that percentage stood at 44%, compared to only 21% for the US as a whole. In Contra Costa County, 32.8% of the population who were 5 years and older spoke a language other than English at home.

Longitudinal Change: Between 2000 and 2011, the number of persons speaking a language other than English at home increased from 229,484 persons to 318,027 persons, an increase of 88,543 persons or 38.6%, during this period (Table 7). In contrast, the number who spoke English only at home increased modestly by 28,557 persons, or 4.6%. In effect, the percentage of those who spoke a language other than English at home stood at 32.8% in 2011, compared to 26.9% in 2000. In 2011, Spanish was the dominant (53.1%) foreign language among those who spoke other languages at home, followed by Asian languages (27.6%), Indo-European languages (16.5%), and Other languages (2.9%). See Figure 6.

Regional Differences: The three regions of the county exhibited different patterns with respect to languages spoken at home in 2011.

- West County had the highest percentage of those who spoke a language other than English (45.4%). This percentage exceeded that of the state (44%).

- Central County had the lowest percentage (26.3%) of persons speaking a foreign language other than English at home.
- In East County, 33.4 % of the population, five years and older, spoke a language other than English at home, while 66.6% spoke English.

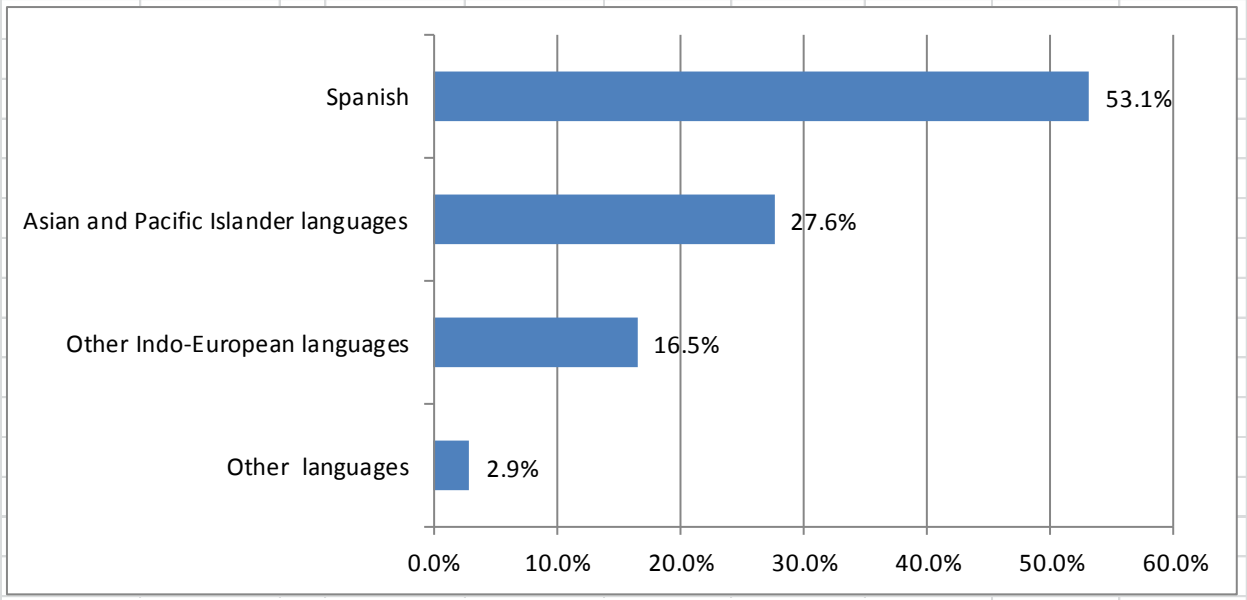
In summary, the county represents a mosaic of cultures and languages that is probably unsurpassed in other parts of the country. The challenge for the colleges is to be prepared to absorb the influx of these rich cultures and to offer the academic programs and services that meet the needs of different students. As a starting point, information concerning the colleges should be made available in the predominant languages of the people living in different regions.

Table 7: Language Spoken at Home by County Region, 2011

	2000		2011 ACS		Change: 2000 to 2011	
Region / Group	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
English Only	624,278	73.1%	652,835	67.2%	28,557	4.6%
Language other than English	229,484	26.9%	318,027	32.8%	88,543	38.6%
Do not speak English "very well"	101,195	44.1%	227,078	71.4%		
Total Population	853,762	100.0%	970,862	100.0%	117,100	13.7%
West County						
English Only	142,536	63.1%	127,243	54.6%	(15,293)	-10.7%
Language other than English	83,329	36.9%	105,746	45.4%	22,417	26.9%
Do not speak English "very well"	41,069	49.3%	53,028	50.1%		
Total Population	225,865	100.0%	232,989	100.0%	7,124	3.2%
Central County						
English Only	356,531	79.9%	355,686	73.7%	(845)	-0.2%
Language other than English	89,731	20.1%	127,168	26.3%	37,437	41.7%
Do not speak English "very well"	34,359	38.3%	58,197	45.8%		
Total Population	446,262	100.0%	482,854	100.0%	36,592	8.2%
East County						
English Only	155,211	73.3%	169,906	66.6%	14,695	9.5%
Language other than English	56,424	26.7%	85,113	33.4%	28,689	50.8%
Do not speak English "very well"	25,767	45.7%	35,007	41.1%		
Total Population	211,635	100.0%	255,019	100.0%	43,384	20.5%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 6: Percent of the Population 5 years and over who Speak a Language Other than English in Contra Costa County in 2009-2011



Source: 2009-2011 American Community Survey (ACS) for Contra Costa County.

Section 2: Educational Opportunity

School Enrollment

In 2011, Contra Costa County had a total school enrollment (population of 3 years and older) of 283,527 students, of whom 25.0% enrolled in college or graduate school, and 75.0% enrolled in nursery school through high school. The comparable rates for California were 28.9% for college or graduate school, and 71.1% for nursery school through high school. For the USA, the rates were 27.5% and 72.5%, respectively.

Longitudinal Change: The total number of students enrolled at all levels of education in Contra Costa County increased from 270,131 students in 2000 to 283,527 students in 2011, representing an increase of 13,396 students or 5.0%, during this period. The growth in school enrollment during this period was uneven. Nursery-kindergarten enrollment stayed flat (0.1%). Enrollment in grades 1-8 dropped 2.8%. High school enrollment increased 13.7%; and college of graduate enrollment experienced the greatest growth, at 14.5%. (Table 8)

Regional Differences: School enrollment patterns in the three county regions vary. (Figure 7)

- West county's college-graduate enrollment (27.4%) represents the highest rate among the three county regions. Apparently, the proximity of West County to the University of California at Berkeley has impacted its high percentage of college enrollment. On the other hand, it has the lowest rate of pre-college enrollment at 72.6%.
- Central county falls somewhere in between the two extremes of east and west counties. It has 74.4% school enrollment (K-12) and 25.6% college enrollment.

- East county had the highest level of pre-college enrollment at 77.7%, compared to enrollment of 23.3%. The high percentage of kindergarten through 12th grade enrollment reflects the phenomenal population growth in East county, to which families with young school-age children were attracted because of affordable housing.

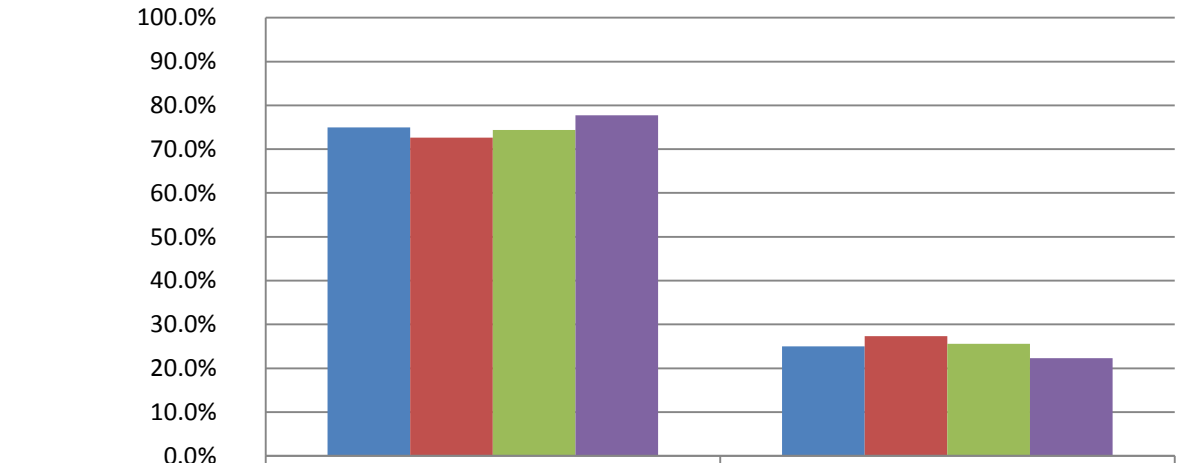
In summary, the relative share of college enrollment in comparison to total enrollment at all levels of education increased from almost 23% in 2000 to 25% in 2011. This is a significant increase that reflects a higher level of community participation in higher education.

Table 8: Change in School Enrollment in Contra Costa County, 2000 to 2011

	2000		2011 ACS		Change: 2000 to 2011	
Region / Group	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
Nursery-Kindergarten	32,943	12.2%	32,979	11.6%	36	0.1%
Elementary (1-8)	119,161	44.1%	115,812	40.8%	(3,349)	-2.8%
High School (9-12)	56,052	20.7%	63,751	22.5%	7,699	13.7%
College or Graduate	61,975	22.9%	70,985	25.0%	9,010	14.5%
Population 3+ yrs. enrolled	270,131	100.0%	283,527	100.0%	13,396	5.0%
West County						
Nursery-Kindergarten	7,678	10.9%	7,370	11.3%	(308)	-4.0%
Elementary (1-8)	30,982	44.0%	25,791	39.4%	(5,191)	-16.8%
High School (9-12)	13,939	19.8%	14,352	21.9%	413	3.0%
College or Graduate	17,813	25.3%	17,905	27.4%	92	0.5%
Population 3+ yrs. enrolled	70,412	100.0%	65,418	100.0%	(4,994)	-7.1%
Central County						
Nursery-Kindergarten	16,494	13.0%	17,099	12.6%	605	3.7%
Elementary (1-8)	53,254	41.8%	54,643	40.4%	1,389	2.6%
High School (9-12)	26,703	21.0%	28,967	21.4%	2,264	8.5%
College or Graduate	30,815	24.2%	34,629	25.6%	3,814	12.4%
Population 3+ yrs. enrolled	127,266	100.0%	135,338	100.0%	8,072	6.3%
East County						
Nursery-Kindergarten	8,771	12.1%	8,510	10.3%	(261)	-3.0%
Elementary (1-8)	34,925	48.2%	35,378	42.7%	453	1.3%
High School (9-12)	15,410	21.3%	20,432	24.7%	5,022	32.6%
College or Graduate	13,347	18.4%	18,451	22.3%	5,104	38.2%
Population 3+ yrs. enrolled	72,453	100.0%	82,771	100.0%	10,318	14.2%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 7: School Enrollment by County Region, 2011



	K-12 Enrollment	College Enrollment
Contra Costa County	75.0%	25.0%
West County	72.6%	27.4%
Central County	74.4%	25.6%
East County	77.7%	22.3%

Educational Attainment

Educational attainment is one of the most important indicators of lifetime economic opportunities. Higher educational attainment is associated with lower unemployment, higher wages, higher family income and better health. Parental education is associated with enriched environment and greater educational opportunities for the children. For the purposes of this discussion, there are four categories of educational attainment: high school or less, some college including the associate degree, bachelor's degree, and graduate or professional degrees. In 2011, the county surpassed the state in terms of higher levels of educational attainment. Comparison between the county and the state follows:

- High School or Less: 30.2% for the county vs. 40.3% for California
- Associate Degree or Some College: 30.9% for the county vs. 29.5% for California
- Bachelor's Degree, 24.8% for the county vs. 19.3% for California
- Graduate or Professional Degrees: 14.1% for the county vs. 11.0% for California

Longitudinal Change: In 2011, the population in Contra Costa County had attained a higher level of education, compared to that of 2000. Persons with the bachelor's degree and those with graduate or professional degrees increased substantially during this period. These two groups constituted 38.9% of the population 25 years and older in 2011, compared to 35.0% in 2000. In contrast, the percentage of persons with high school diploma or less declined from 32.9% of the population 25 years and older in 2000 to 30.2% in 2011. The percentage of those with associate degree or some college decreased slightly between 2000 and 2011, from 32.1% to 30.9%. (Table 9)

Regional Differences: There are striking differences among the county areas. (Figure 8)

- West county has a high percentage (39.6%) of persons with high school diploma or less. The percentage of persons with an associate degree and some college stood at 30.9%. Bachelor's degrees and graduate/professional degrees stood at 20.1% and 10.9%, respectively.
- Central County represents has the highest percentage of persons with the bachelor's degree (32.3%) and graduate/professional degrees (20.0%), compared to the other two regions of the county. These two percentages combined (52.3%) are almost three times as much as those in East county and more than one and one-half times as those in west county.
- East county has the highest percentage of persons with high school diploma or less (43.4%). Also, the lowest proportion of bachelor's degree (14.1%) and graduate degree holders (5.2%), compared to the other two regions. However, this region has the highest percentage of those with associate degree or some college (37.8%).

To a large extent, the educational differences among the three regions of the county impact the strategic directions of each college. While all colleges have a comprehensive mission to prepare students for transfer, train them for different occupations, meet their aspiration for life-long learning, and address their remedial educational needs, the educational attainment of the local community provides the mandate for each college to place emphasis on certain aspects of the mission more than others. Some have done well in transfer programs, while others have had strong basic skills and vocational programs. In summary, the educational level of the community impacts the college's educational and service programs.

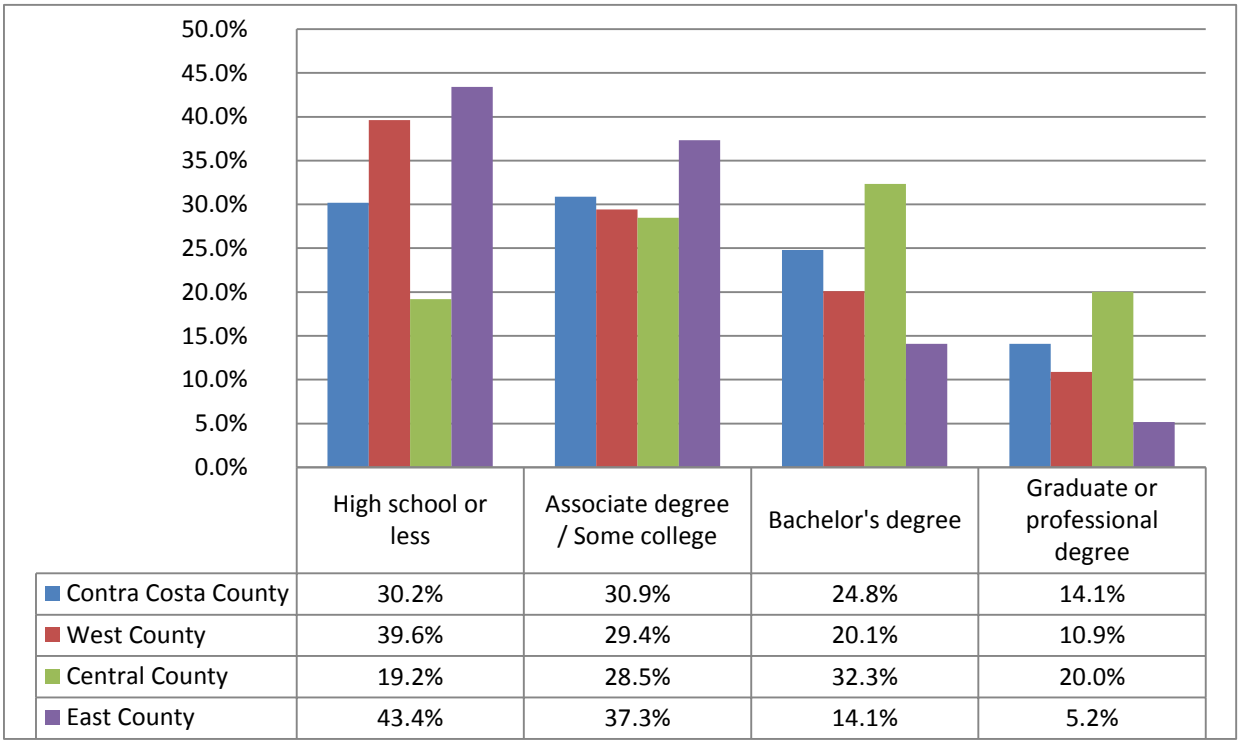
Weave in narrative for Figure 9.

Table 9: Educational Attainment by County Region, 2011

Region / Group	2000		2011 ACS		Change: 2000 to 2011	
	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
High school or less	205,823	32.9%	205,987	30.2%	164	0.1%
Associate degree / Some college	200,770	32.1%	210,810	30.9%	10,040	5.0%
Bachelor's degree	142,909	22.8%	169,329	24.8%	26,420	18.5%
Graduate or professional degree	76,139	12.2%	96,276	14.1%	20,137	26.4%
Population 25 yrs. and over	625,641	100.0%	682,402	100.0%	56,761	9.1%
West County						
High school or less	65,586	41.7%	66,794	39.6%	1,208	1.8%
Associate degree / Some college	48,352	30.8%	49,616	29.4%	1,264	2.6%
Bachelor's degree	27,232	17.3%	33,880	20.1%	6,648	24.4%
Graduate or professional degree	16,065	10.2%	18,359	10.9%	2,294	14.3%
Population 25 yrs. and over	157,235	100.0%	168,649	100.0%	11,414	7.3%
Central County						
High school or less	76,566	23.2%	66,305	19.2%	(10,261)	-13.4%
Associate degree / Some college	100,780	30.5%	98,488	28.5%	(2,292)	-2.3%
Bachelor's degree	98,672	29.9%	111,791	32.3%	13,119	13.3%
Graduate or professional degree	54,413	16.5%	69,216	20.0%	14,803	27.2%
Population 25 yrs. and over	330,431	100.0%	345,800	100.0%	15,369	4.7%
East County						
High school or less	63,671	46.1%	72,888	43.4%	9,217	14.5%
Associate degree / Some college	51,638	37.4%	62,706	37.3%	11,068	21.4%
Bachelor's degree	17,005	12.3%	23,658	14.1%	6,653	39.1%
Graduate or professional degree	5,661	4.1%	8,701	5.2%	3,040	53.7%
Population 25 yrs. and over	137,975	100.0%	167,953	100.0%	29,978	21.7%

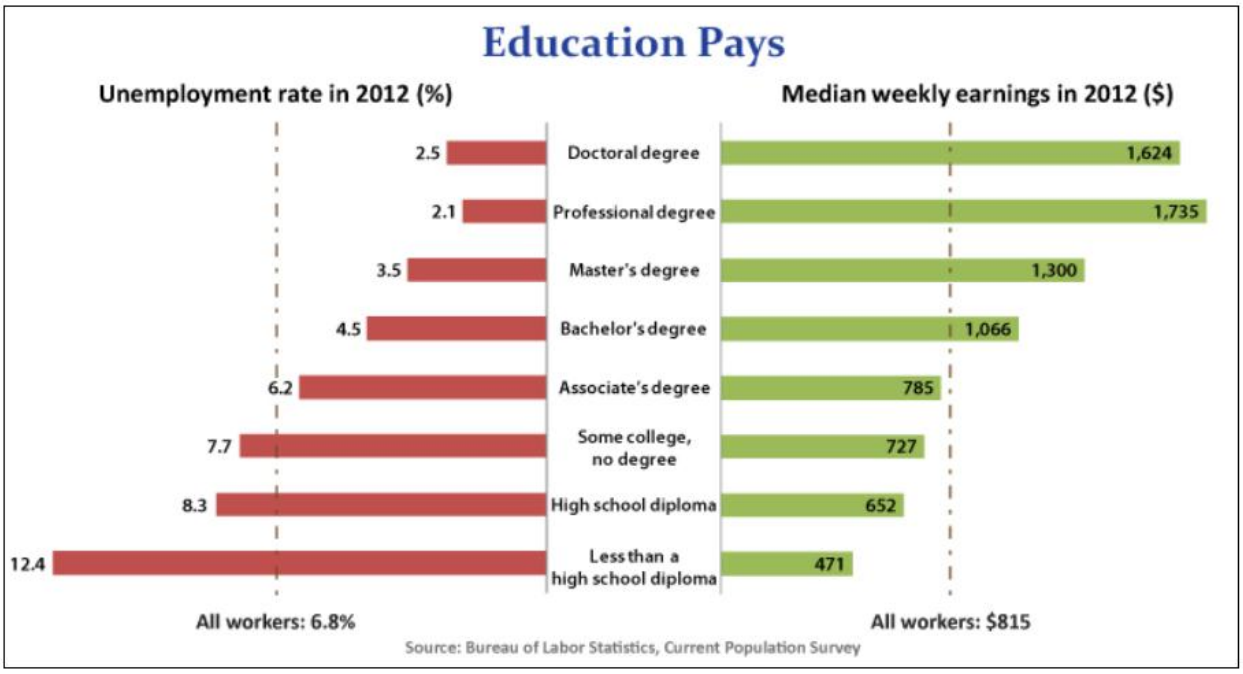
Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 8: Educational Attainment by County Region, 2011



	High school or less	Associate degree / Some college	Bachelor's degree	Graduate or professional degree
Contra Costa County	30.2%	30.9%	24.8%	14.1%
West County	39.6%	29.4%	20.1%	10.9%
Central County	19.2%	28.5%	32.3%	20.0%
East County	43.4%	37.3%	14.1%	5.2%

Figure 9: Education Pays . . . Education pays in higher earnings and lower unemployment rates



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: Bureau of Labor Statistics, Current Population Survey. Last modified January 28, 2013.

High School Graduates

The number of high school graduates is an important predictor of future enrollment in postsecondary institutions. For planning purposes, the combination of the number of high school graduates and the college-going rate is used as a basis for projecting future enrollment patterns at the community colleges. Contra Costa County has 56 high schools: 45 public and 11 private. Almost 90% of the graduates come from the county's public high schools.

Longitudinal Change: In 2010-11, the number of graduates from the public high schools reached 11,273 students compared to 9,139 graduates in 2000-01, an increase of 23.4% during this period. (Table 10 and Figure 10) This growth reflects the high birthrate among certain groups and the increased immigration in 1990s and 2000s. The number of graduates is expected to reach its peak by 2013-14, but a declining trend will follow for the next four to five years up to 2017-18 (Figure 11). Unless there is a surge in the number of adult learners, overall college enrollment is expected to follow a similar pattern.

Regional Differences: The change in the number of high school graduates will impact the three county regions in different ways.

- West county experienced the least growth in the number of public high school graduates in the past ten years. The number of graduates increased from 1,764 in 2000-01 to 1,863 in 2010-11, a lower than average growth of only 5.6%. Based on population changes, slow rates of growth are expected in the next few years.
- Central county's number of graduates increased from 5,138 in 2000-01 to 6,052 in 2010-11, a rate of growth of 17.8%. This growth was due to two factors, faster population growth in Clayton and San Ramon and the higher than average academic performance index for the schools in Orinda, Moraga, and Walnut Creek. This high academic quality served as a magnet that attracted students from other parts of the county.
- East county experienced the largest increase in the number of public high school graduates among all three areas of the county. The number of graduates increased from 2,237 graduates in 2000-01 to 3,358 graduates in 2010-11, an increase of 50.1% during this period. The growth in the number of graduates will continue due to the movement of young families to that area of the county. Land availability and housing affordability contributed to this movement.

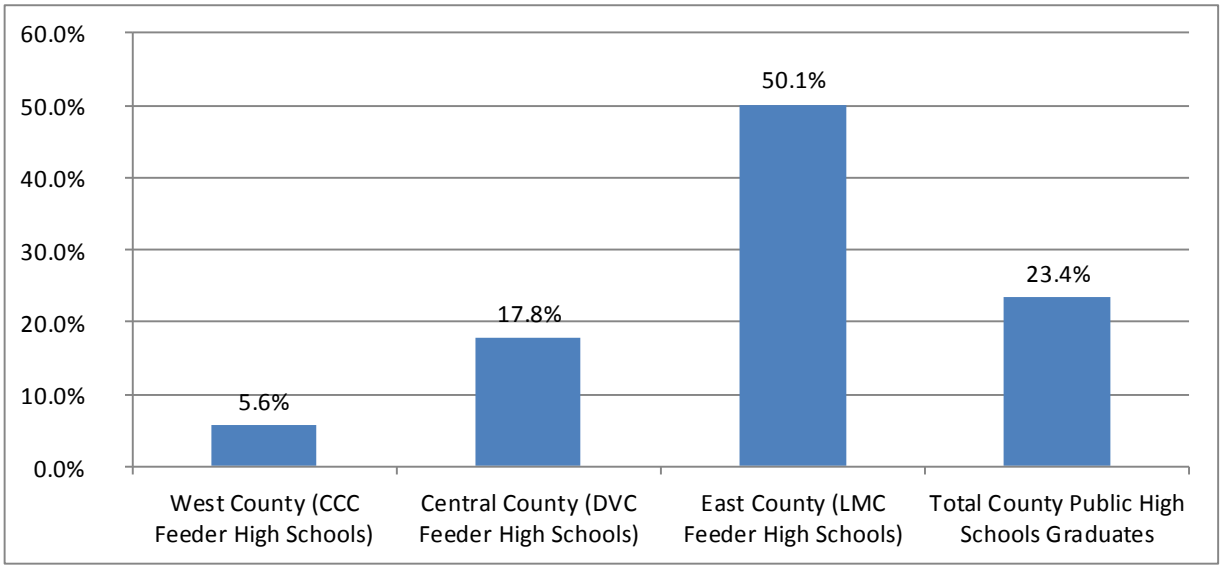
In summary, the prospects for growth in community college enrollment as a result of high school graduation will vary among the three regions of the county.

Table 10: Public High School Graduates by County Region, 2000-01 and 2010-11

	2000-01		2010-11		Change: 2000-01 to 2010-11	
Public High Schools Graduates	n	%	n	%	n	%
	(a)		(b)		(b-a)	(b-a)/a
West County (CCC Feeder High Schools)	1,764	19.3%	1,863	16.5%	99	5.6%
Central County (DVC Feeder High Schools)	5,138	56.2%	6,052	53.7%	914	17.8%
East County (LMC Feeder High Schools)	2,237	24.5%	3,358	29.8%	1,121	50.1%
Total County Public High Schools Graduates	9,139	100.0%	11,273	100.0%	2,134	23.4%

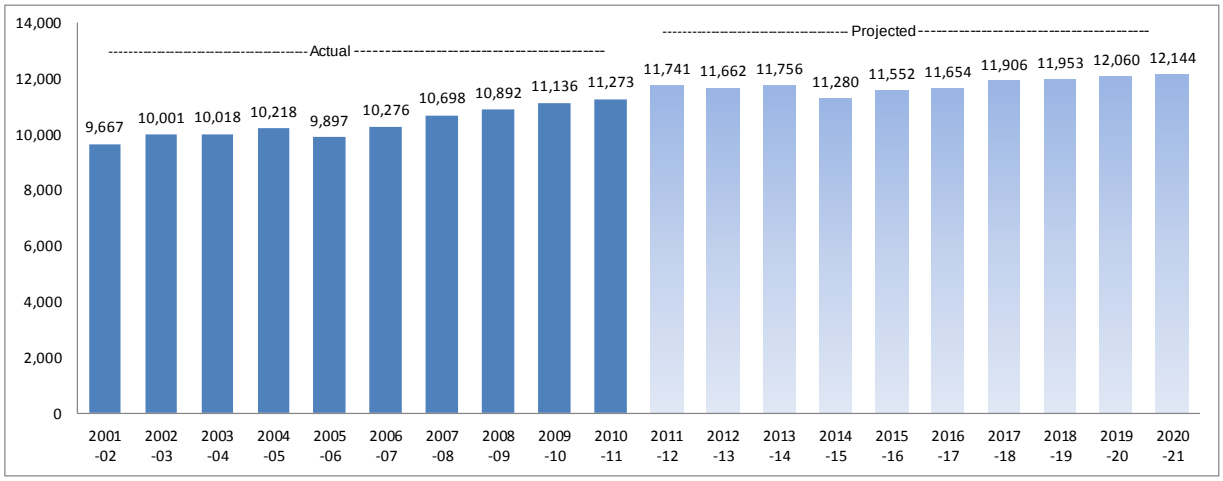
Source: California Department of Education: http://dq.cde.ca.gov/dataquest.

Figure 10: Percent Growth in the Number of Public High School Graduates by County Region, 2000-01 and 2010-11



Source: California Department of Education: http://dq.cde.ca.gov/dataquest.

Figure 11: Contra Costa County Actual and Projected Public High School Graduates



Source: Department of Finance Projections: 2012 Series_K-12_Reports

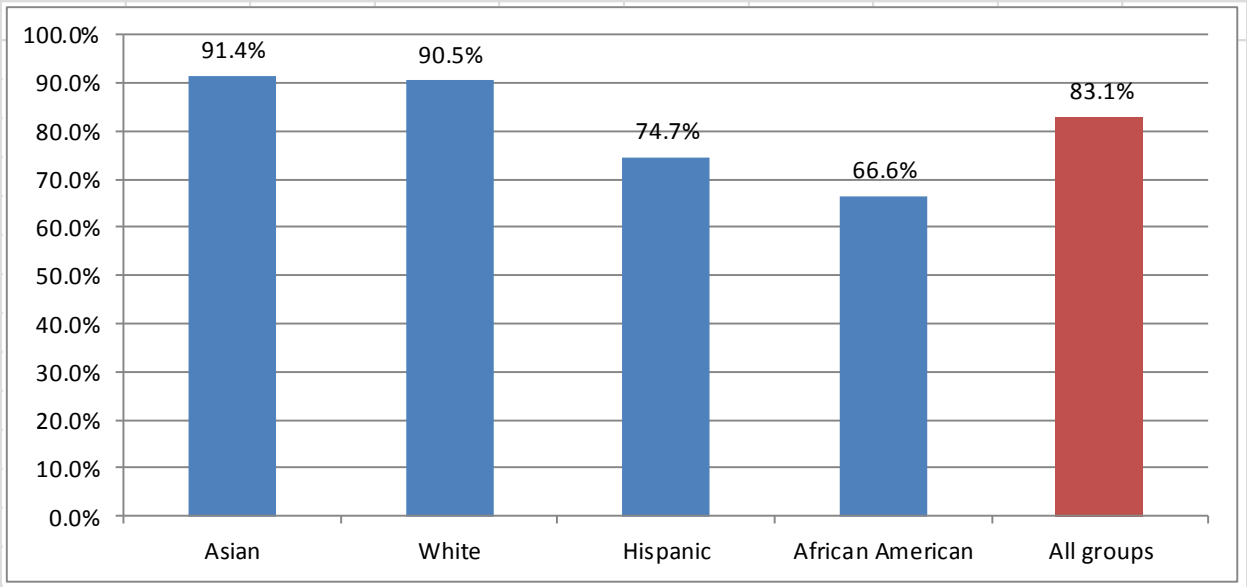
High School Graduation Rate

One of the major challenges facing Contra Costa County is the lower level of high school graduation rate, particularly among the Hispanic and African American students. The high school graduation rate is based on the percentage of ninth-grade students who receive a high school diploma in four years. The rate for the cohort graduating in Contra Costa County in 2010-11 was 83.1%. The comparable rate for California was 76.3%. California ranks 32nd among other states with respect to high school graduation rate.

The high school graduation rate varies among ethnic groups (Figure 12). Asian and White students have graduation rates that are 15 to 25 percentage points higher than those of African American and Hispanic

students. These lower high school graduation rates mean lower lifetime economic opportunity, higher unemployment rates, and lower chances for completing college.

Figure 12: County Public High School Graduation Rate by Race/Ethnicity, 2010-11



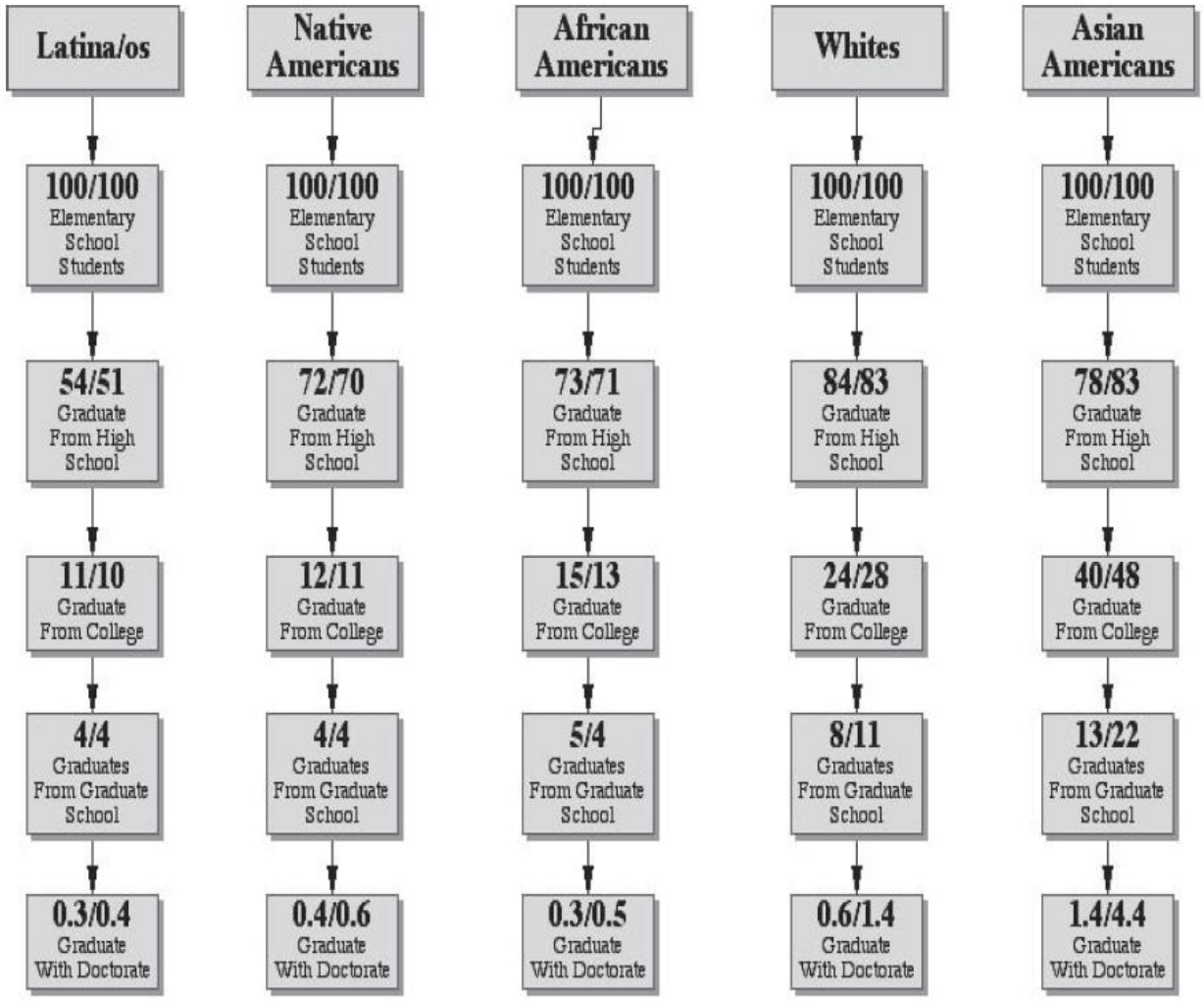
Source: California Department of Education.

The Education Pipeline

The lower high school graduation rate for certain ethnic groups is also reflected in lower college graduation rates. The following chart represents the national loss of students at key points in the educational pipeline, a pattern reflected in California and in Contra Costa County as well. As Figure 13 indicates, the college graduation rate for ninth-grade African American students is only one-half of that for Whites, while the college graduation rate for Hispanics is a dismal one-third.

These statistics have serious implications for the district and will ultimately impact future enrollment. It will also impact the curriculum and the academic programs as more students will be in need of basic skills and remedial education in English, math or both.

Figure 13: The U.S. Educational Pipeline, by Race/Ethnicity and Gender, 2000

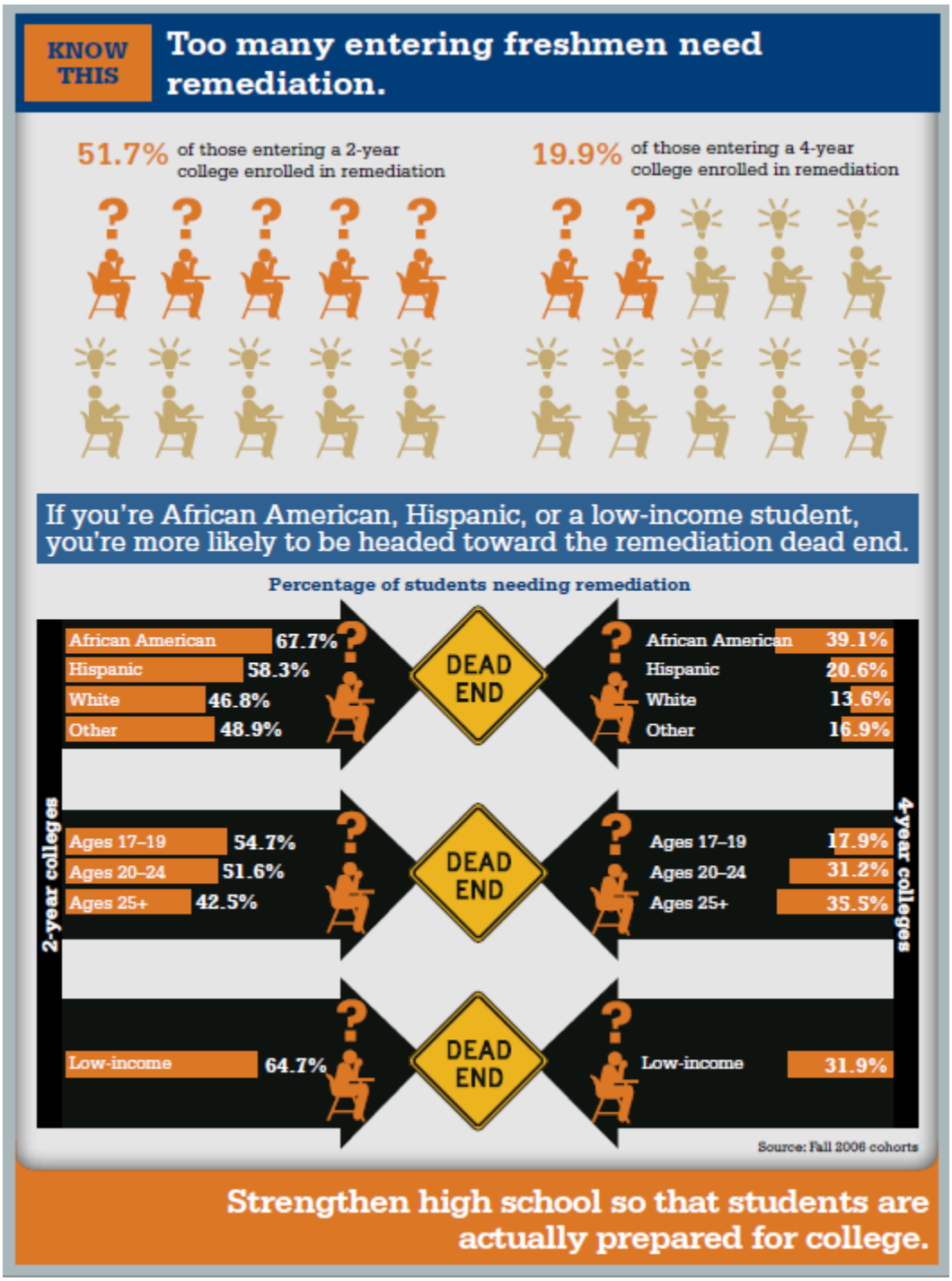


Note: The first number in each box represents females; the second, males.
Source: U.S. Bureau of the Census (2000).

Readiness

Figure 14 shows the percentage of incoming college students who are unprepared for college-level coursework. Nationwide over half of the incoming community college students need basic skills programs, and Contra Costa County is not much different. Many teens and young adults leave the education system before attaining the necessary skills.

Figure 14: Percentage of Freshmen Needing Remediation



Source: Complete College America. (2012). Remediation: Higher education's bridge to nowhere. Washington, DC: Author. Retrieved from http://www.completecollege.org/docs/CCA-Remediation-final.pdf

Academic Performance Index, 2012

The Academic Performance Index (API) is an indicator of preparation for postsecondary education. The API provides scores based on the results of the California Standardized Testing and Reporting (STAR)

program in secondary schools. The API is a rating from 200 to 1,000 and it represents how well a school performed on the spring testing. Examination of the relationship between the API and college success rates for the fall terms immediately following high school graduation indicates a high level of correlation.* On the average, graduates from high schools with higher API had higher course success rates, compared to their counterparts from schools that had lower API scores.

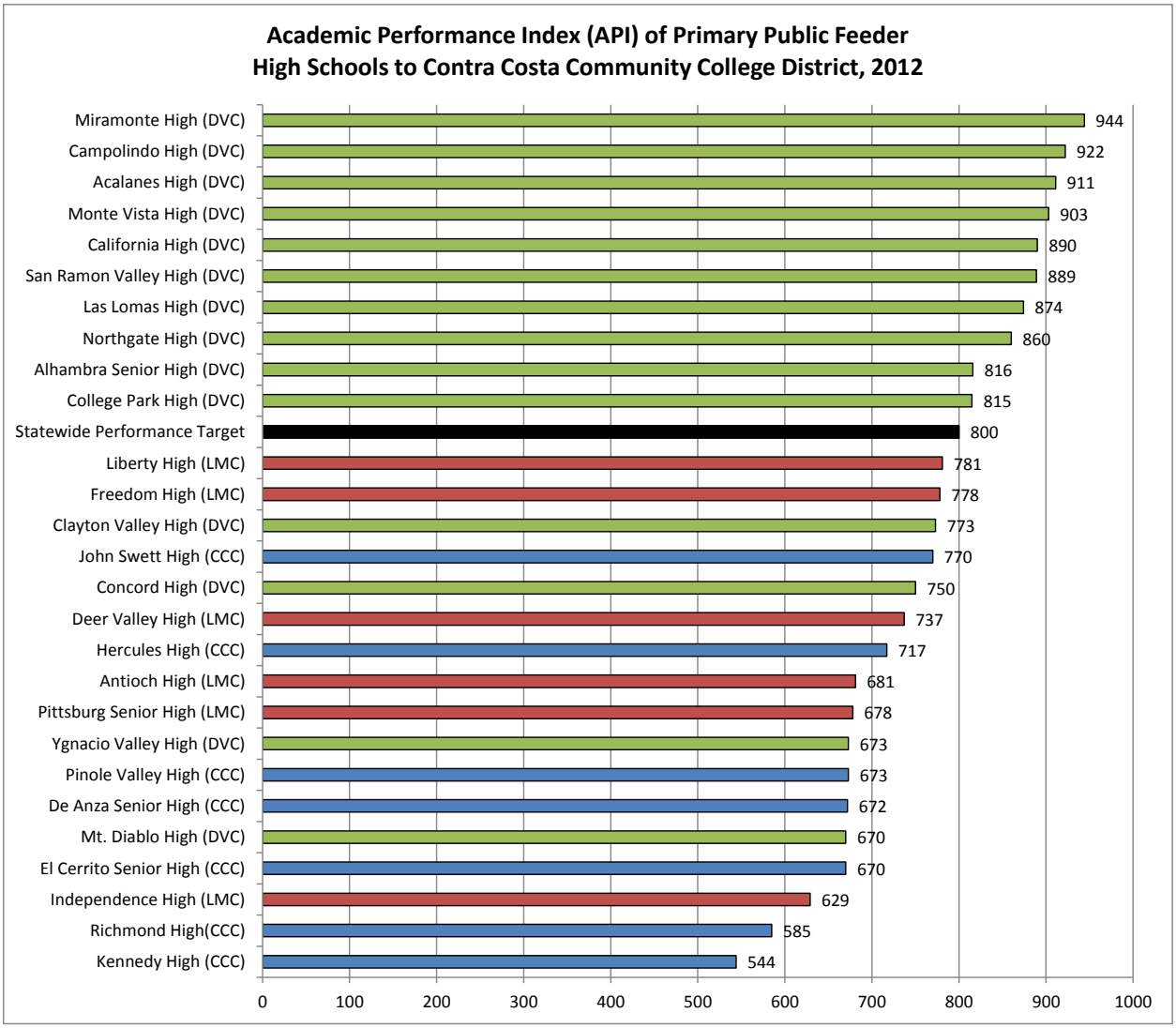
The academic performance index for public high schools in Contra Costa County (Figure 15) indicates the following:

- The statewide performance target for the API is 800. Of the 27 public schools in Contra Costa County, 10 schools had scores above the above the target, and 17 schools had scores below the target.
- The range of API scores was 544 for Kennedy High School in Richmond (West county) to 944 for Miramonte High School in Orinda (Central county), a staggering gap of 44%.
- All of the top ten schools are located in Central county.
- The average API score for schools in West county stood at 699, compared to 734 for East county's schools, and 818 for Central county schools. In effect the scores in Central county were 12% higher than those in West county and 8% higher than those of East county.

The serious gap in API scores among the schools in different parts of the county is a reflection of the differences in educational attainment and the household income of the respective regions. The API index translates later to student success, retention and achievement in college.

Colleges that admit students from high schools with higher API scores have enjoyed relatively higher transfer rates to four-year institutions. The challenge for the district is to work collaboratively with the K-12 System to improve the API scores for all students regardless of their location.

Figure 15: 2012 Academic Performance Index (API) of Primary Public Feeder High Schools to Contra Costa Community College District



High School College-Going Rates

The high school college-going rate indicates the proportion of high school graduates enrolled at different levels of post-secondary education within one year immediately following their graduation. The college-going rate presented in this section includes three components that are based on college enrollment in different segments of higher education, comprising the following:

- University of California System (UC)
- California State University System (CSU)
- California Public Community Colleges System (CCC)

For many years, the college-going rate data were collected, analyzed, and reported by the California Post-Secondary Education Commission (CPEC) for the state as a whole as well as for each of the 58 counties in the state. However, in November 2011 the Commission's funding was eliminated. The last complete year in the data system is 2009-10.

The average college-going rate in Contra Costa County between 2000 and 2009 stood at 34.8% (Table 11), compared to 45.6% for the state as a whole. While the numbers for UC and CSU have increased steadily from the year 2000, rates of high school graduate enrollment in community colleges have been erratic due to several factors including the changing demographics of the population and the successive increases in tuition.

A review of county public high school graduates attending CCCCD in the academic year of 2011-12 (Table 12) indicates the following:

- The college-going rate for public community colleges in the county stands at 25.9%.
- East county had the highest college-going rate at 30.6%, compared to 23.9% for West county, and 23.8% for Central county.

In summary, while CSU and UC have increased their share of high school graduates, community colleges in the county appear to have some difficulty attracting their rightful share of the high school graduates. Intense marketing efforts will be needed to recruit more students' at all three colleges. Furthermore, recruitment of adult learners is another piece of the enrollment puzzle.

Table 11: Public High School College-Going Rate for Contra Costa County, 2000 to 2009

Year	Graduates from Public High Schools	First-Time Freshmen				College-Going Rate			
		UC	CSU	CCC	Total	UC	CSU	CCC	Total
2000	8,738	870	751	847	2,468	10.0%	8.6%	9.7%	28.2%
2001	9,098	896	866	1,738	3,500	9.8%	9.5%	19.1%	38.5%
2002	9,597	993	855	1,947	3,795	10.3%	8.9%	20.3%	39.5%
2003	9,928	980	938	1,695	3,613	9.9%	9.4%	17.1%	36.4%
2004	9,903	904	995	1,903	3,802	9.1%	10.0%	19.2%	38.4%
2005	10,091	942	1,077	1,266	3,285	9.3%	10.7%	12.5%	32.6%
2006	9,597	1,135	1,155	933	3,223	11.8%	12.0%	9.7%	33.6%
2007	9,935	1,022	1,288	1,851	4,161	10.3%	13.0%	18.6%	41.9%
2008	10,336	1,070	1,247	842	3,159	10.4%	12.1%	8.1%	30.6%
2009	10,600	1,013	1,258	708	2,979	9.6%	11.9%	6.7%	28.1%
Average Rate 2000 to 2009						10.1%	10.6%	14.1%	34.8%

Source: CPEC

Table 12: Percentage of County Public High School Graduates Attending CCCCD, 2011-12

Public High Schools Graduates by Service Area	High School Graduates 2010-11 Cohort	Number from 2010-11 Cohort Enrolled at CCCCD 2011-12	Percent of 2010-11 Cohort Enrolled at CCCCD 2011-12
Contra Costa County	**11,273**	**2,916**	**25.9%**
West County (CCC Feeder High Schools)	1,863	445	23.9%
Central County (DVC Feeder High Schools)	6,052	1,443	23.8%
East County (LMC Feeder High Schools)	3,358	1,028	30.6%

New high school graduates have a Grad Type status of 3=high school graduate, have a graduation date of 2011, and their first term occurs in 2011SU, 2011FA, or 2012SP.

Source: 2011-12 high school graduate information from California Dept. of Education. College information from Colleague. Run date 10/21/12.

Population Participation Rates

Adult Participation at the Community Colleges

The adult participation rate is an indicator of the extent of community participation in the educational services provided by the district and its colleges. It represents the proportion of the general population 18 to 64 years old who enrolled at community colleges in the district within a given period. The adult participation rate consists of two components: Unduplicated headcount enrollment, and count of the general population age 18 to 64 years (Table 13).

A higher participation rate reflects a larger college enrollment, a relatively younger population, or both. On the other hand, a lower participation rate reflects a lower college enrollment, aging of the population, or both.

Longitudinal Changes: In 2011-12, the adult participation rate in Contra Costa County stood at 8.3%, compared to 10.2% for the state as a whole (Figure 16). These participation rates represent a decline from the rates of the peak period of 2001-02 (11.9% for the county and 13.5% for the state). This decline is due to a lower enrollment at the district and at the state as a result of successive tuition increases, among other factors. On the other hand, the gap between the county and the state is caused by the difference in age distribution. The median age in the county stood at 38.3 years, compared to 35.1 years for the state as a whole. With an aging population and declining enrollment, the participation rate will be lower.

Regional Differences: There are regional differences in the participation rates due to a multitude of factors. Socioeconomic issues and the age distribution of the community play major roles.

Central county, with the largest proportion of the population, has the highest participation rate at 9.1%, compared to that of west county at 7.6% and East county at 7.9%. (Figure 17)

A countywide participation rate of 8.3% in 2011-12 implies that a large segment of the population, 90% or more, is not engaged in community college education. This large percentage creates marketing potential and great opportunity for the district to expand its educational services to meet the needs of the population.

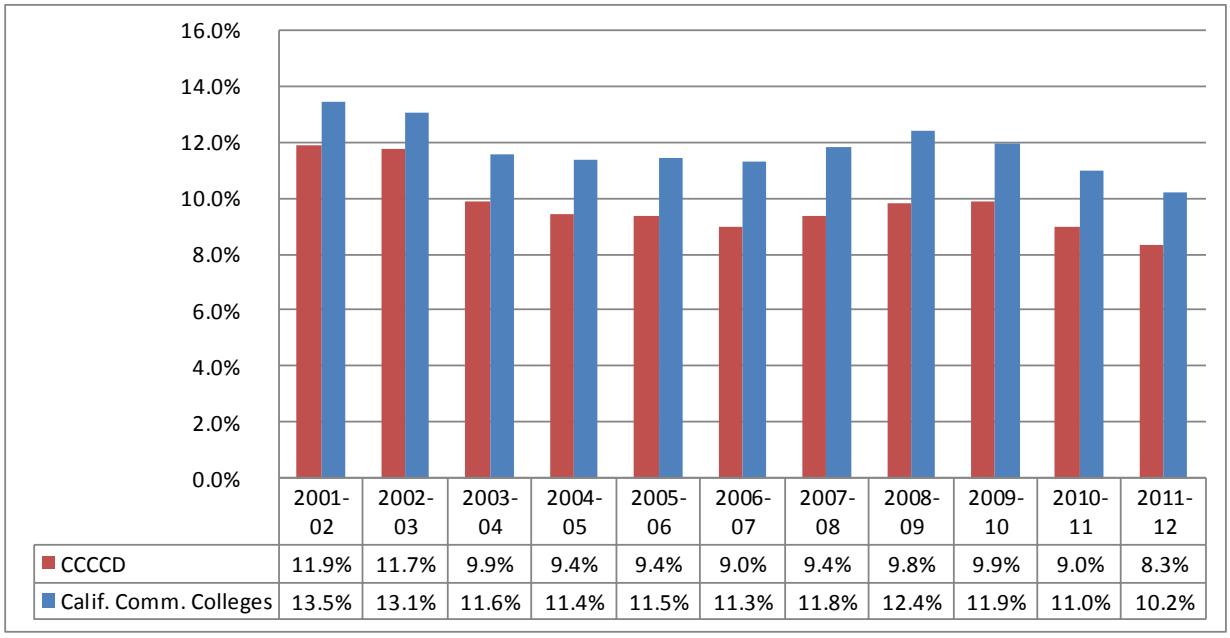
Table 13: Annual Participation of Adults (18-64 yrs.) at CCCCD and California Community Colleges, 2000-01 to 2011-12

Year	County Adult Pop (18-64 yrs.)	Annual Headcount at CCCCD	% Pop at CCCCD	Calif. Adult Pop (18-64 yrs.)	Annual Headcount at System	% Pop at System
2001-02	595,005	70,959	**11.9%**	20,552,831	2,768,848	**13.5%**
2002-03	613,074	72,035	**11.7%**	21,350,457	2,792,452	**13.1%**
2003-04	627,269	62,043	**9.9%**	21,708,189	2,512,463	**11.6%**
2004-05	628,626	59,222	**9.4%**	21,849,050	2,481,273	**11.4%**
2005-06	633,033	59,509	**9.4%**	21,922,522	2,515,368	**11.5%**
2006-07	650,698	58,451	**9.0%**	22,998,673	2,596,413	**11.3%**
2007-08	648,237	60,919	**9.4%**	23,168,645	2,739,821	**11.8%**
2008-09	656,828	64,493	**9.8%**	23,277,872	2,894,133	**12.4%**
2009-10	656,037	65,047	**9.9%**	23,112,731	2,758,686	**11.9%**
2010-11	658,082	59,233	**9.0%**	23,712,402	2,610,119	**11.0%**
2011-12	660,391	54,880	**8.3%**	23,764,806	2,423,853	**10.2%**

State and County Adult Population figures (18-64 years old) based on U.S Census Bureau, American Community Survey findings, http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml

California Community Colleges and CCCCD population figures based on annual headcount totals from the State Chancellor's Data Mart, http://datamart.cccco.edu/Students/Default.aspx

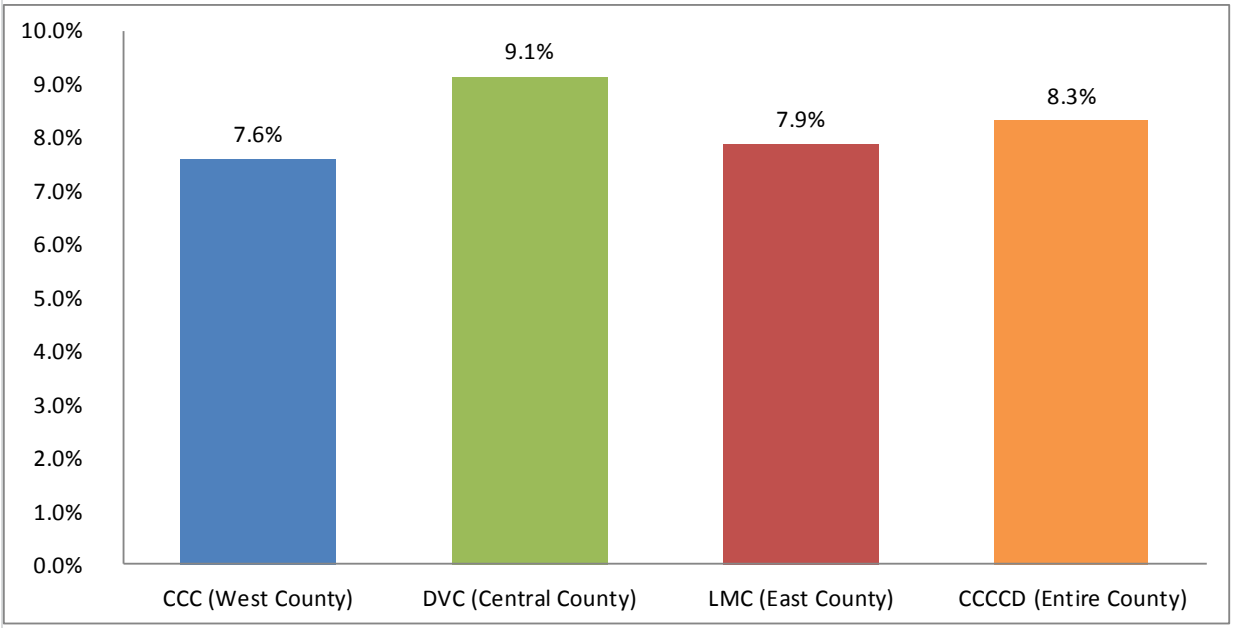
Figure 16: Annual Participation Rate of Adults (18-64 yrs.) at CCCCD and California Community Colleges, 2000-01 to 2011-12



	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
CCCCD	11.9%	11.7%	9.9%	9.4%	9.4%	9.0%	9.4%	9.8%	9.9%	9.0%	8.3%
Calif. Comm. Colleges	13.5%	13.1%	11.6%	11.4%	11.5%	11.3%	11.8%	12.4%	11.9%	11.0%	10.2%

Source: California Community Colleges, Data Mart and U.S. Census Bureau, American Community Surveys.

Figure 17: Annual Participation Rate of Adults (18-64 yrs.) by County Region, 2011-12



Source: California Community Colleges, Data Mart and U.S. Census Bureau, 2011 American Community Survey.

Market Potential

The market potential for community colleges in the district represents the population 25 years and older who have an educational attainment less than an associate degree. This segment includes persons with less than a high school diploma, persons with a high school diploma but no college, and persons with some college but no degree.

Longitudinal changes: Based on the data from the U.S. Census, the size of the district's market potential has expanded slightly since 2000. In 2011, the market included 370,903 persons with less than an associate degree, compared to 358,508 in 2000, a growth of 3.5% during this period (Table 14). The growth was the result of two opposing factors, the growth in population, and the decline in the percentage of persons with less than an associate degree. The rise in educational attainment will in effect reduce the size of market potential.

Regional Differences: The three areas of the county show stark differences with respect to market potential (Figure 18).

- West county had a market potential of 103,401 persons in 2011. This number represents 61.3% of population 25 years and older with no college degree.
- Central county is the most populous region, but it has the least market potential. Only 41.6% of the population 25 years and older has no college degree. The market size in this region stood at 147,878.
- East county had the least number of persons 25 years and older, compared to other regions, yet it has the highest market potential because 71.2% of the population has no college degree. The size of the market is 119,624 persons.

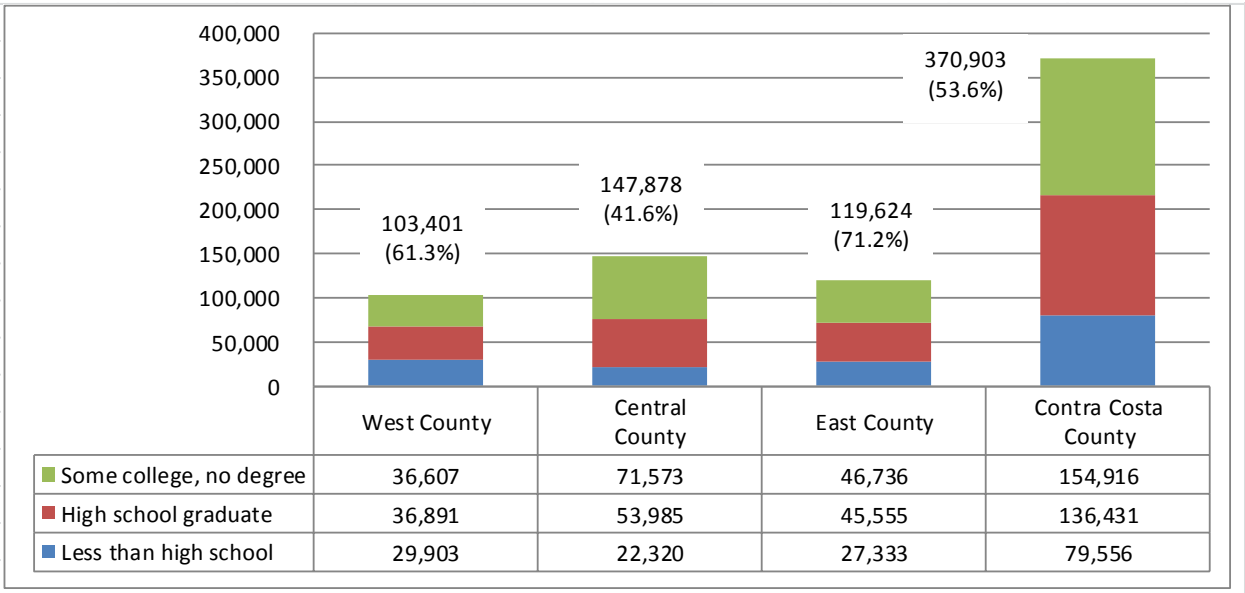
In summary, there was a potential market of 370,903 persons in Contra Costa County who could benefit from community college education. This market represents a goldmine that should be tapped by the community colleges in the district.

Table 14: Market Potential of Population 25 Years and Over by County Region, 2000 and 2011

	2000		2011 ACS		Change:	
Region / Group	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
Population 25 years and over	625,641		692,402		66,761	10.7%
Less than high school, no diploma	81,867	13.1%	79,556	11.5%	(2,311)	-2.8%
High school graduate (includes equivalency)	123,956	19.8%	136,431	19.7%	12,475	10.1%
Some college, no degree	152,680	24.4%	154,916	22.4%	2,236	1.5%
Market potential of persons 25 years and over	358,503	57.3%	370,903	53.6%	12,400	3.5%
West County						
Population 25 years and over	157,235		168,649		11,414	7.3%
Less than high school, no diploma	31,641	20.1%	29,903	17.7%	(1,738)	-5.5%
High school graduate (includes equivalency)	33,945	21.6%	36,891	21.9%	2,946	8.7%
Some college, no degree	37,299	23.7%	36,607	21.7%	(692)	-1.9%
Market potential of persons 25 years and over	102,885	65.4%	103,401	61.3%	516	0.5%
Central County						
Population 25 years and over	330,431		355,800		25,369	7.7%
Less than high school, no diploma	24,635	7.5%	22,320	6.3%	(2,315)	-9.4%
High school graduate (includes equivalency)	51,931	15.7%	53,985	15.2%	2,054	4.0%
Some college, no degree	75,016	22.7%	71,573	20.1%	(3,443)	-4.6%
Market potential of persons 25 years and over	151,582	45.9%	147,878	41.6%	(3,704)	-2.4%
East County						
Population 25 years and over	137,975		167,953		29,978	21.7%
Less than high school, no diploma	25,591	18.5%	27,333	16.3%	1,742	6.8%
High school graduate (includes equivalency)	38,080	27.6%	45,555	27.1%	7,475	19.6%
Some college, no degree	40,365	29.3%	46,736	27.8%	6,371	15.8%
Market potential of persons 25 years and over	104,036	75.4%	119,624	71.2%	15,588	15.0%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Figure 18: Market Potential of Population 25 Years and Over by County Region, 2011



	West County	Central County	East County	Contra Costa County
Some college, no degree	36,607	71,573	46,736	154,916
High school graduate	36,891	53,985	45,555	136,431
Less than high school	29,903	22,320	27,333	79,556

Souce: Based on information from American Community Survey information (ACS_11_5YR_DP02).

Section 3: Socio-Economic Factors

To examine the socio-economic characteristics of the community is to address a number of issues, including the changing family structure, the transformation of industry, the occupational outlook, income disparity and housing affordability.

Changing Family Structure

America's divorce rates are among the highest in the world. The traditional institution of marriage has been declining steadily. In 2010, the U.S. Department of Health and Human Services reported that 40.8% of all children born in the United States were born out of wedlock. In California, that percentage stood at 40.5%. More importantly, the family unit is changing. In the 1950's, 60% of the families in the U.S. consisted of a father, a mother and two children. Today, that typical nuclear family amounts to only 24%. According to the 2011 American Community Survey for Contra Costa County (Table 15), the percentage of married-couple families with their own children under 18 years of age was 25.3%. The number of female households with no husband present, and with own children under 18, increased by 8.3% (from 22,363 to 24,225) from 2000 to 2011, and the number of county married couples who are separated increased by 23.3% (from 13,383 to 16,501). Statistics show that the nuclear family is now the minority. *Postmodern family* is the new term used to describe the variety of family arrangements that now constitute the majority of households.

Since traditional parents have been the primary educators and chief payers of college tuition, the new pattern of childrearing has had a profound impact on the life of children and on schools.

The implications for higher education will include an increased need for financial aid.

In California, the percentage of community college students needing financial doubled from 2001-02 to 2011-12, from 18.5% to 41.1%. In the same timeframe at CCCCD, the percentage of students needing financial has more than tripled. In 2001-02, 11.0% (7,800) of students needed financial aid. In 2011-12 that figure grew to 35.0% (19,215) of students. (Table 16)

Table 15: Select Social Characteristics, 2000 and 2011

Subject	2000		2011 ACS		Change: 2000 to 2011	
	n	%	n	%	n	%
Contra Costa County	(a)		(b)		(b-a)	(b-a)/a
HOUSEHOLDS BY TYPE						
Total households	344,129	344,129	370,925	370,925	26,796	7.8%
Family households (families)	242,233	70.4%	262,415	70.7%	20,182	8.3%
With own children under 18 years	121,884	35.4%	127,060	34.3%	5,176	4.2%
Married-couple family	187,613	54.5%	199,017	53.7%	11,404	6.1%
With own children under 18 years	91,975	26.7%	93,734	25.3%	1,759	1.9%
Female householder, no husband present, family	39,683	11.5%	43,977	11.9%	4,294	10.8%
With own children under 18 years	22,363	6.5%	24,225	6.5%	1,862	8.3%
MARITAL STATUS						
Persons 15 years and over	737,293	737,293	825,780	825,780	88,487	12.0%
Never married	189,832	25.7%	250,562	30.3%	60,730	32.0%
Now married, except separated	416,292	56.5%	433,220	52.5%	16,928	4.1%
Separated	13,383	1.8%	16,501	2.0%	3,118	23.3%
Widowed	43,390	5.9%	45,656	5.5%	2,266	5.2%
Divorced	74,396	10.1%	79,841	9.7%	5,445	7.3%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Table 16: Students Needing Financial Aid, 2001-02 and 2011-12

Location	2001-02			2011-12			Change: 2001-02 to 2011-12	
	Annual Headcount	Students Receiving Finacial Aid		Annual Headcount	Students Receiving Finacial Aid			
	n	n	%	n	n	%	n	%
		(a)			(b)		(b-a)	(b-a)/a
Statewide	2,768,848	511,395	18.5%	2,425,898	996,981	41.1%	485,586	95.0%
Districtwide	70,959	7,800	11.0%	54,880	19,215	35.0%	11,415	146.3%
Contra Cost College	15,037	2,592	17.2%	12,229	5,883	48.1%	3,291	127.0%
Diablo Valley College	37,383	3,299	8.8%	29,311	8,319	0.8%	5,020	152.2%
Los Medanos College	18,539	2,331	0.5%	13,340	6,424	0.6%	4,093	175.6%

Source: California Community Colleges, Chancellor's Office, Data Mart.

Today's students tend to work longer hours per week than formerly. The majority of all U.S. undergraduate students work 12 to 40 hours a week to help pay the rising cost of tuition, fees, and books.

A study conducted by American Council on Education during the 2003-04 academic year found 78% of undergraduates worked while they were enrolled. The share of students who work has remained virtually unchanged since the federal government first began asking students detailed questions about

their employment in the mid-1990s. On average, employed students spend almost 30 hours per week working while enrolled. Again, this figure has changed little since the mid-'90s. Among the highlights:

- Regardless of age, gender, race/ethnicity, dependency or marital status, enrollment status, type of institution attended, or even income or educational and living expenses, 70-80% of students work while they are enrolled.
- There is predictable variability in the amount of time students spend working, with part-time students, older students, low-income students, and students from under-represented minority groups spending more time at work than others.
- Despite this variability, surprisingly large shares of white and upper-income students work more than 20 hours per week.
- About one-quarter of full-time students work full time.
- One-third of working students describe themselves as employees who also are taking classes. These individuals—most of whom are older and attend college part time—continue to hold the jobs they had prior to enrolling in college.
- Most of the remaining two-thirds of working students state that their primary reason for working is to pay tuition, fees, and living expenses, with upper-income students more likely to work in order to earn spending money or gain job experience.
- Research has shown that working 15 or fewer hours per week—ideally, on campus or in a position related to one's academic interests—has a positive effect on persistence and degree completion. Only a minority of working students hold such positions.
- It is difficult to understand the role that work may play in helping dependent students pay for college because income and educational expenses do not appear to significantly influence the likelihood that students will work, the amount that they work, or the amount that they earn.

Industries

Analysis of the industries and occupations in Contra Costa County provides valuable information for developing and enhancing the career and technical programs at the district. These programs aim at meeting the workforce needs of the industry.

The major industries in Contra Costa County in 2013 (Table 17) and projected into 2018 are as follows:

- Health Care and Social Assistance
- Retail Trade
- Professional, Scientific, and Technical Services
- Government
- Finance and Insurance

Longitudinal changes: The major transformations in the mix of industries in Contra Costa County have been taking place gradually in the past two decades. As manufacturing moved overseas to take advantage of cheap labor and lower cost of operations, the service industries have taken the center stage. This is expected in a global economy. Sectors that are still labor-intensive and personal -- arts, health care, police, good restaurants, auto repair, higher education, finance, real estate, and insurance -- have risen faster than the manufacturing sector which lends itself to productivity gains and robotics.

In summary, eight out of ten jobs are in service industries, while the remaining jobs are in manufacturing, construction, agriculture, mining, transportation and utilities. The implication for higher education is clear. Future curricular designs should take into account these changes in the economy. Programs in education, health care, business and finance will remain strong in this community.

Table 17: Industries in Contra Costa County, 2013 to 2018 (Projected)

NAICS Code	Description	2013 Jobs	2018 Jobs	Change	2012 Avg. Annual Wage
62	Health Care and Social Assistance	56,037	61,132	5,095	$78,107
44-45	Retail Trade	49,630	52,174	2,544	$34,874
54	Professional, Scientific, and Technical Services	49,534	52,157	2,623	$70,461
90	Government	49,136	49,546	410	$73,085
52	Finance and Insurance	37,231	42,801	5,570	$82,294
81	Other Services (except Public Administration)	33,214	35,053	1,839	$27,476
53	Real Estate and Rental and Leasing	33,097	34,526	1,429	$30,701
72	Accommodation and Food Services	30,935	33,644	2,709	$21,567
56	Administrative and Support and Waste Management	27,758	28,427	669	$36,859
23	Construction	26,655	26,488	(167)	$63,735
31-33	Manufacturing	18,523	18,317	(206)	$163,264
71	Arts, Entertainment, and Recreation	13,378	14,118	740	$19,462
61	Educational Services (Private)	11,916	13,174	1,258	$31,443
51	Information	10,950	11,590	640	$96,260
42	Wholesale Trade	10,200	10,482	282	$82,478
48-49	Transportation and Warehousing	9,290	9,608	318	$49,888
55	Management of Companies and Enterprises	5,886	5,160	(726)	$115,662
22	Utilities	2,952	3,158	206	$155,417
21	Mining, Quarrying, and Oil and Gas Extraction	2,809	3,207	398	$105,853
11	Agriculture, Forestry, Fishing and Hunting	1,667	1,544	(123)	$31,683
99	Unclassified Industry	1,479	1,609	130	$70,740
	Total	**482,276**	**507,916**	**25,640**	**$60,595**

Source: EMSI Complete Employment - 2013.1

Occupations

The U.S. Census groups all occupations into six major categories including management and professional, sales and office, service, farming and forestry, construction and extraction, and production and transportation. The first three occupations constituted more than 80% of the employed urban population 16 years and over in Contra Costa County.

Longitudinal differences: Grouping of the occupations has changed since 1990. Accordingly the longitudinal comparisons between 1990 and 2004 are not possible at this time. However, comparisons between 2000 and 2004 indicate that almost half of the jobs created during this time were in the service occupations.

Regional differences: Data for 2000 reveal some commonalities and some differences among the three regions of the county. Management/Professional and Sales/Office occupations represent the two most dominant occupations in all three regions. However, the proportionate shares for each region vary.

- In East county, one in every four persons (27.9%) had a management or professional occupation, compared to one in three (35.9%) in West county, and one in every two (48.7%) in Central county.
- The percentage of persons in construction and extraction in East county (13.6%) was almost twice as much as that in Central county (6.91%). West county was somewhere in between (8.6%).
- Production and transportation was low in Central county (5.81%) compared to the other regions (11.8% for the East and 11.7% for the West).

The implication for the community colleges in the district is that each college may institute different occupational programs that meet the workforce development needs of the respective community. Furthermore, each college may need to engage in an ongoing dialogue with business and industry to ensure that new technologies and business methods used in the world of work are taught and learned.

Table 18: Occupations in Contra Costa County, 2013 to 2018 (Projected)

SOC	Description	2013 Jobs	2018 Jobs	Change	% Change	Openings	Annual Openings	Median Hourly Earnings
41-0000	Sales and Related Occupations	73,345	77,479	4,134	6%	14,665	2,933	$17.55
43-0000	Office and Administrative Support Occupations	61,169	63,180	2,011	3%	9,114	1,823	$19.51
13-0000	Business and Financial Operations Occupations	36,328	39,781	3,453	10%	6,895	1,379	$34.77
11-0000	Management Occupations	33,231	34,326	1,095	3%	4,755	951	$36.73
35-0000	Food Preparation and Serving Related Occupations	30,686	33,444	2,758	9%	8,126	1,625	$9.62
25-0000	Education, Training, and Library Occupations	26,593	27,740	1,147	4%	4,009	802	$22.77
29-0000	Healthcare Practitioners and Technical Occupations	24,722	26,358	1,636	7%	4,177	835	$50.19
39-0000	Personal Care and Service Occupations	24,147	26,195	2,048	8%	4,859	972	$11.45
37-0000	Building and Grounds Cleaning and Maintenance Occupations	21,689	23,454	1,765	8%	3,662	732	$13.24
47-0000	Construction and Extraction Occupations	20,998	21,063	65	0%	3,042	608	$24.63
53-0000	Transportation and Material Moving Occupations	19,459	20,340	881	5%	3,416	683	$16.34
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	19,258	20,301	1,043	5%	3,277	655	$17.86
49-0000	Installation, Maintenance, and Repair Occupations	14,800	15,717	917	6%	2,675	535	$23.29
51-0000	Production Occupations	14,376	14,356	(20)	0%	2,033	407	$19.45
31-0000	Healthcare Support Occupations	13,260	14,870	1,610	12%	2,545	509	$15.71
15-0000	Computer and Mathematical Occupations	12,060	12,305	245	2%	1,487	297	$37.62
17-0000	Architecture and Engineering Occupations	8,980	9,061	81	1%	1,253	251	$42.40
21-0000	Community and Social Service Occupations	6,313	6,618	305	5%	978	196	$23.63
33-0000	Protective Service Occupations	5,632	5,902	270	5%	1,004	201	$24.77
19-0000	Life, Physical, and Social Science Occupations	5,620	5,828	208	4%	1,089	218	$35.66
23-0000	Legal Occupations	4,953	5,139	186	4%	623	125	$42.44
99-0000	Unclassified Occupation	2,175	2,206	31	1%	31	6	$13.58
55-0000	Military occupations	1,657	1,530	(127)	(8%)	0	0	$15.31
45-0000	Farming, Fishing, and Forestry Occupations	825	722	(103)	(12%)	136	27	$10.87
	Total	**482,276**	**507,916**	**25,640**	**5%**	**83,851**	**16,770**	**$23.40**

Source: EMSI Complete Employment - 2013.1

Occupational Outlook/Job Opportunities

This section examines the projected job openings in Contra Costa and Alameda Counties within a period of five years (2013 to 2018) from three perspectives:

- Largest occupations
- Highest paying occupations
- Fastest-growing occupations

Of the top 10 fastest-growing occupations 14 are in health care and related industries, 5 are in engineering and construction, and the remaining are in other areas such as environmental cleanup, social and human services, teaching, insurance sales, paralegal, and software engineering.

Considering the most job openings, there is a healthy industrial diversity in Contra Costa and Alameda Counties. Several industries are considered the leaders in job openings over the next ten years, including retail and wholesale sales, hospitality and restaurant, construction, teaching, computer software, and health care.

In summary, job openings in the County show continued growth and stability over the next ten years. However, reliance on manufacturing, extraction, mining and farming is currently transitioning to more service-oriented industries including healthcare, environmental technology, and software development. The implication for the community colleges is that programs for healthcare should be strengthened and expanded. Health services will continue to increase as healthcare becomes more important with the aging of the "baby boom" generation in central county and the needs of young children recently residing in East county. The colleges may want to invest their limited resources in developing curricula in the areas of telecommunication, bioscience, medical technology and environmental technology.

Table 19: Largest Growing Occupations in Contra Costa and Alameda Counties, 2013 to 2018

SOC Code	Description	2013 Jobs	2018 Jobs	Change	% Change	2012 Median Hourly Earnings
43-0000	Office and Administrative Support Occupations	178,644	184,422	5,778	3%	$19.55
41-0000	Sales and Related Occupations	178,175	187,150	8,975	5%	$17.96
11-0000	Management Occupations	93,863	98,253	4,390	5%	$40.83
13-0000	Business and Financial Operations Occupations	93,783	102,722	8,939	10%	$33.97
35-0000	Food Preparation and Serving Related Occupations	83,992	91,760	7,768	9%	$10.06
25-0000	Education, Training, and Library Occupations	75,075	79,150	4,075	5%	$25.71
53-0000	Transportation and Material Moving Occupations	68,927	71,822	2,895	4%	$17.31
29-0000	Healthcare Practitioners and Technical Occupations	68,615	73,996	5,381	8%	$47.28
39-0000	Personal Care and Service Occupations	65,073	71,764	6,691	10%	$11.39
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	57,246	61,214	3,968	7%	$18.48

Source: EMSI Complete Employment - 2013.1

Figure 19: Largest Growing Occupations in Contra Costa and Alameda Counties, 2013 to 2018

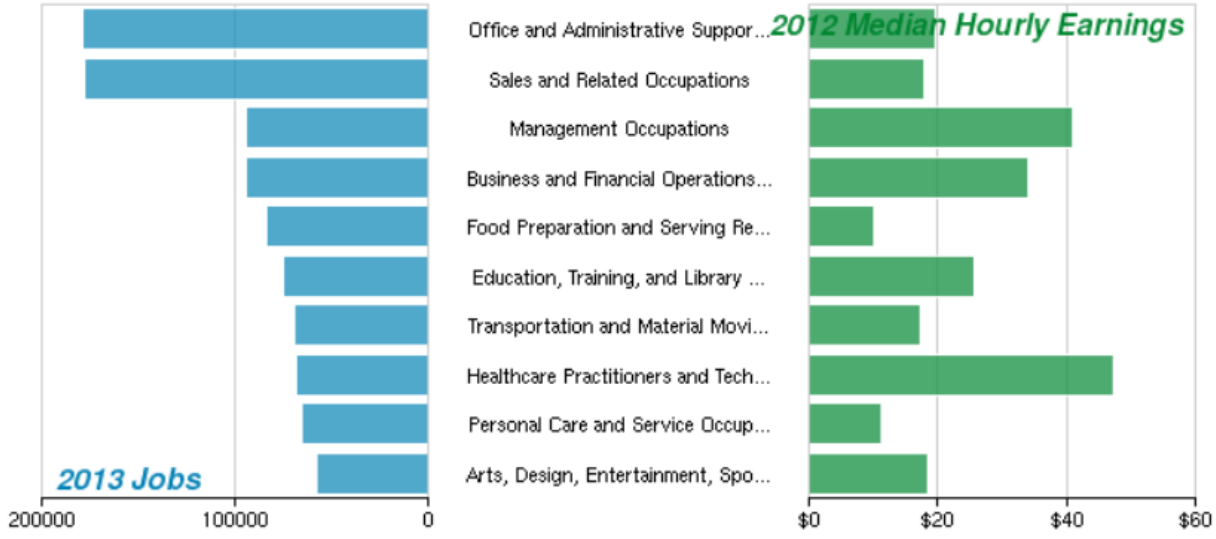


Table 20: Highest Paying Occupations in Contra Costa and Alameda Counties, 2013 to 2018

SOC Code	Description	2013 Jobs	2018 Jobs	Change	% Change	2012 Median Hourly Earnings
29-0000	Healthcare Practitioners and Technical Occupations	68,615	73,996	5,381	8%	$47.28
23-0000	Legal Occupations	13,013	13,472	459	4%	$43.46
17-0000	Architecture and Engineering Occupations	31,412	32,570	1,158	4%	$42.48
15-0000	Computer and Mathematical Occupations	44,904	47,109	2,205	5%	$40.90
11-0000	Management Occupations	93,863	98,253	4,390	5%	$40.83
19-0000	Life, Physical, and Social Science Occupations	20,636	22,004	1,368	7%	$35.85
13-0000	Business and Financial Operations Occupations	93,783	102,722	8,939	10%	$33.97
25-0000	Education, Training, and Library Occupations	75,075	79,150	4,075	5%	$25.71
33-0000	Protective Service Occupations	20,143	21,483	1,340	7%	$25.35
47-0000	Construction and Extraction Occupations	56,292	59,970	3,678	7%	$25.05

Source: EMSI Complete Employment - 2013.1

Figure 20: Highest Paying Occupations in Contra Costa and Alameda Counties, 2013 to 2018

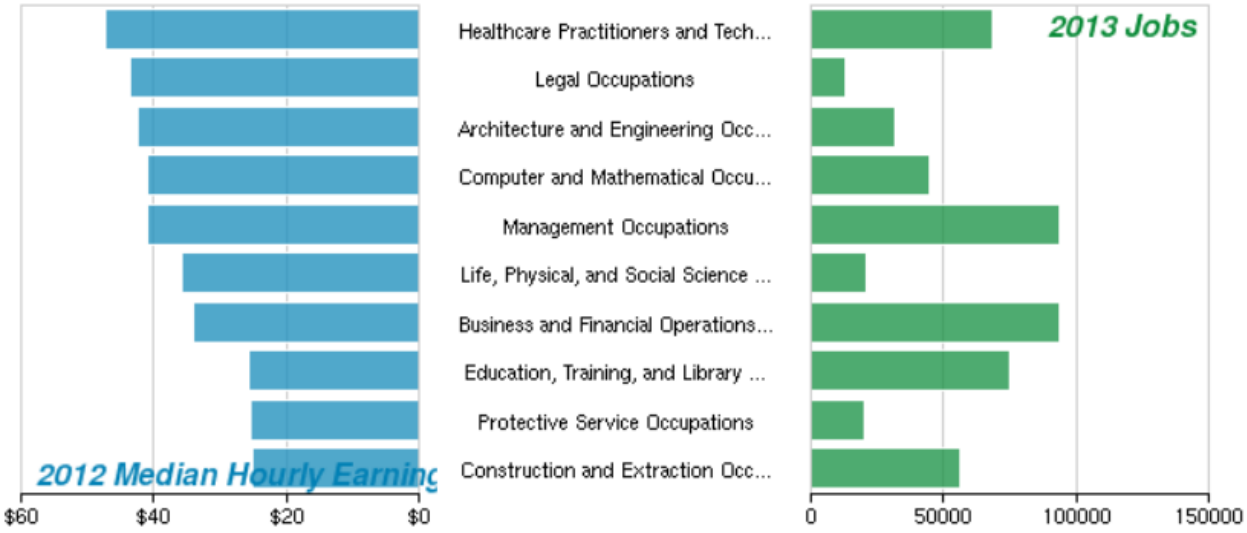
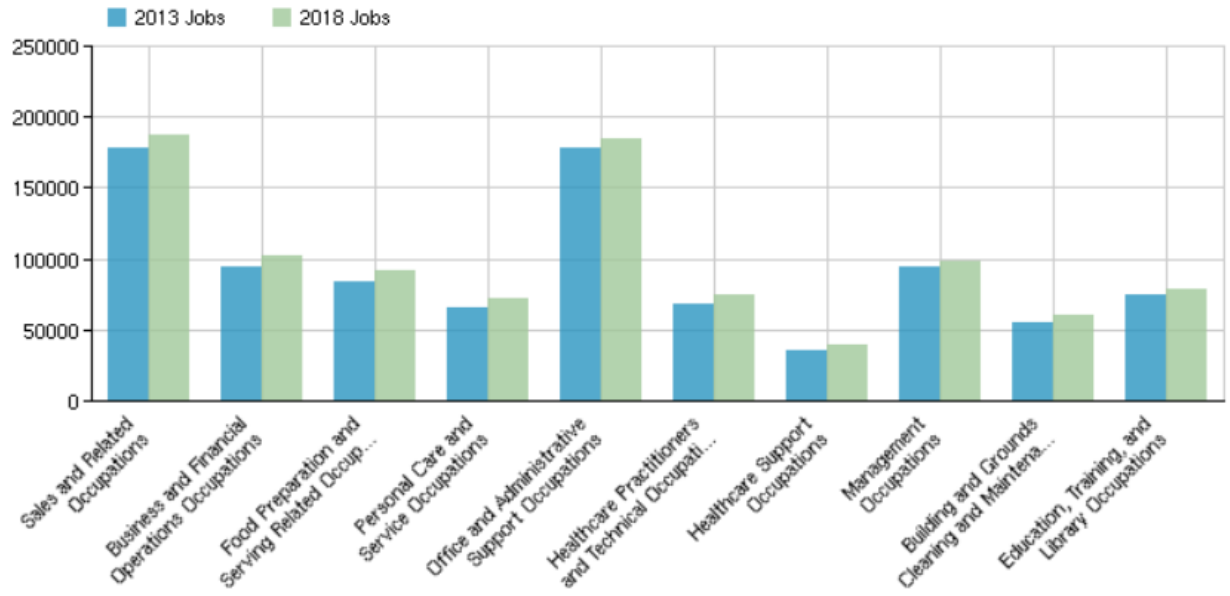


Table 21: Fastest Growing Occupations in Contra Costa and Alameda Counties, 2013 to 2018

SOC Code	Description	2013 Jobs	2018 Jobs	Growth	Growth %	2012 Median Hourly Earnings
41-0000	Sales and Related Occupations	178,175	187,150	8,975	5%	$17.96
13-0000	Business and Financial Operations Occupations	93,783	102,722	8,939	10%	$33.97
35-0000	Food Preparation and Serving Related Occupations	83,992	91,760	7,768	9%	$10.06
39-0000	Personal Care and Service Occupations	65,073	71,764	6,691	10%	$11.39
43-0000	Office and Administrative Support Occupations	178,644	184,422	5,778	3%	$19.55
29-0000	Healthcare Practitioners and Technical Occupations	68,615	73,996	5,381	8%	$47.28
31-0000	Healthcare Support Occupations	35,430	39,913	4,483	13%	$15.53
11-0000	Management Occupations	93,863	98,253	4,390	5%	$40.83
37-0000	Building and Grounds Cleaning and Maintenance Occupations	55,505	59,736	4,231	8%	$13.36
25-0000	Education, Training, and Library Occupations	75,075	79,150	4,075	5%	$25.71

Source: EMSI Complete Employment - 2013.1

Figure 21: Fastest Growing Occupations in Contra Costa and Alameda Counties, 2013 to 2018



Income and Poverty

Household Income

In 2011, the median household income in Contra Costa County was $79,135, compared to $61,632 in California and $52,762 in the US (Table 22). The relatively high income level in the county is a reflection of the higher than average level of educational attainment and the relatively high cost of living in the county. Furthermore, 39% of the households in Contra Costa County had incomes of $100,000 or more, compared to 28% in California, and only 22% in the US as a whole.

Despite the county's wealth, the poverty rate for the individuals living in the county stood at 10%, compared to 14% for California and the US (Table 23). There are also variations in the poverty rate

based on the dependency factors. Thirteen percent of related children under 18 were below the poverty level, compared with 6% for persons 65 years and over, and 21% for female householder families with no husband present (Figure 22). Note: The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. Each person or family is assigned 1 of 48 possible poverty thresholds. The same thresholds do not vary geographically. The poverty threshold for one person is $10,890; for a family of four $22,350).

Undoubtedly there is a significant income disparity between the "haves" and the "have-nots" in the county. While income for the top tier of the population has increased sharply in the past 20 years, income for the bottom tier has declined. Furthermore, in 2011, the median household income for the wealthiest city in the county (Danville) was $133,360 compared to $45,305 for the lowest income city (San Pablo). While the upper middle class has grown, there is a disturbingly large unemployed, dysfunctional class, especially in the large cities. The main determinants of income seem to be the strength of the family bonds, work ethics, and college education. Those who go to college seem to do very well, while the young people who bear children at the age of 14 and 15, with no claimed paternity, end up on some type of governmental assistance and probably never finish high school. The children in turn have slipped into a large underclass.

The implication for higher education is that a steadily large number of elite applicants go to elite colleges because the upper middle class wants the best for their children. The open admissions institutions and the community colleges have to settle for students who are underprepared for college work (compare the API index for Central County feeder high schools to those of West County). As a result, community colleges must invest heavily in basic skills education and in tutoring and mentoring services.

Table 22: Median Household Income by Region, 2000 and 2011

Geographic Region	2000	2011 ACS	Change: 2000 to 2011	
	(a)	(b)	(b-a)	(b-a)/a
United States	$ 41,994	$ 52,762	$ 10,768	25.6%
California	$ 47,493	$ 61,632	$ 14,139	29.8%
Contra County County	$ 63,675	$ 79,135	$ 15,460	24.3%
West County	$ 50,025	$ 63,510	$ 13,485	27.0%
Central County	$ 73,060	$ 90,983	$ 17,923	24.5%
East County	$ 68,464	$ 82,640	$ 14,176	20.7%

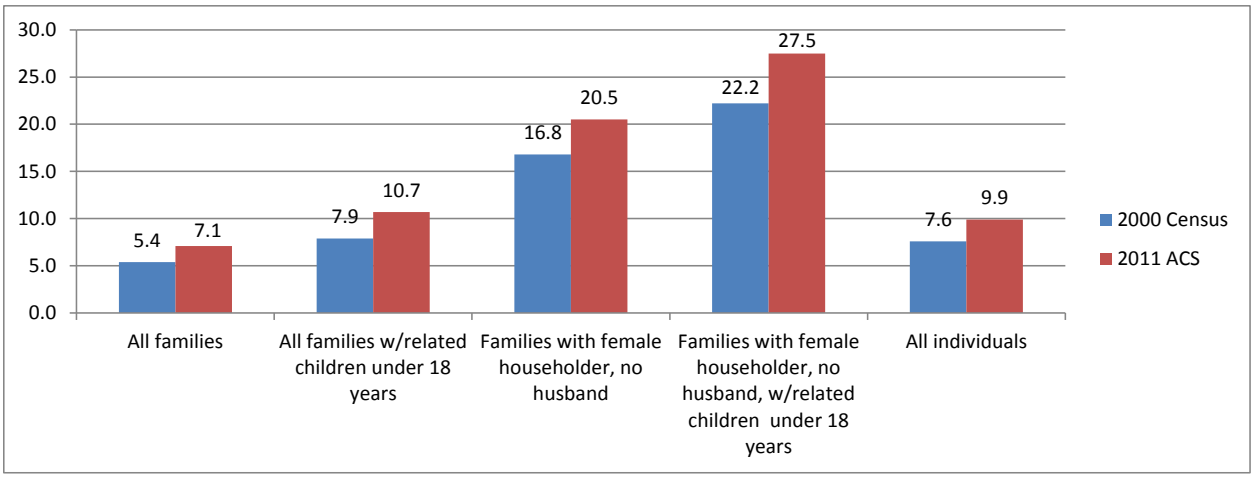
Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Table 23: Poverty Rate of Individuals among Population of U.S., California, Contra Costa County and County Region, 2000 and 2011

Geographic Region	2000 Census	2011 ACS	Difference
	a	b	(b-a)
United States	12.4	14.3	1.9
California	14.2	14.4	0.2
Contra County County	7.6	9.9	2.3
West County	12.4	13.6	1.2
Central County	4.5	6.5	2.0
East County	5.8	7.9	2.1

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

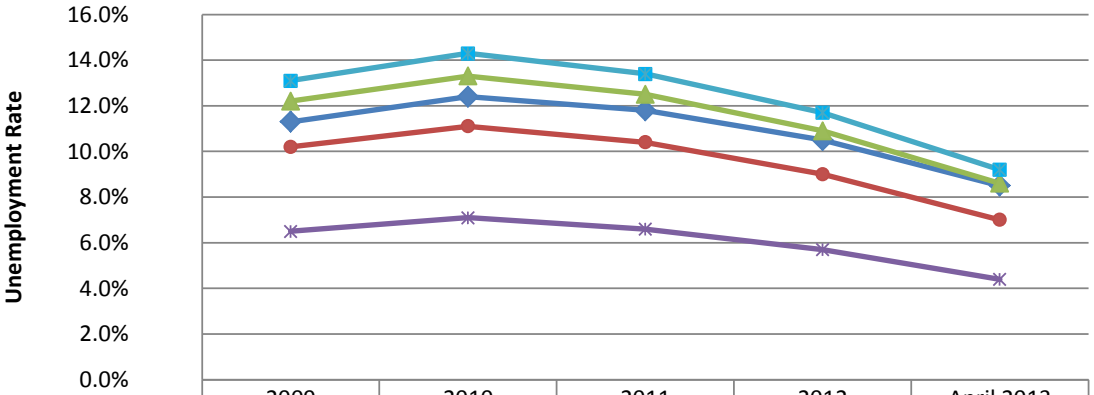
Figure 22: Percentage of Contra Costa County Families and People Whose Income is Below the Poverty Level, 2000 and 2011



Unemployment

In Contra Costa County, the unemployment rate in April 2013 was 7.0%, compared to 8.5% for California, and 7.1% for the US. While unemployment rates have improved significantly since 2009, see Figure 23, the regions within Contra Costa County have experienced improvement at different rates. Central county's unemployment has remained consistently lower than that of West county and East county. In 2013, Central county's unemployment rate was 4.4%, while West county's was 8.6% and East county's was 9.2%. Given the disparity between county regions in terms of median age and educational attainment, it is not surprising that Central county maintains a lower unemployment rate than the other regions of the county where populations are younger and have not attained the same degree of education.

Figure 23: Unemployment Rates among Population of U.S., California, Contra Costa County and County Regions



	2009	2010	2011	2012	April 2013
California	11.3%	12.4%	11.8%	10.5%	8.5%
Contra County County	10.2%	11.1%	10.4%	9.0%	7.0%
West County	12.2%	13.3%	12.5%	10.9%	8.6%
Central County	6.5%	7.1%	6.6%	5.7%	4.4%
East County	13.1%	14.3%	13.4%	11.7%	9.2%

Housing Affordability

In Contra Costa County, the median price of a house in 2011 was $490,200, compared to $421,600 for California, and $186,200 for the US (Table 24). In effect, the housing cost in the county was almost three times as much as that for the nation as a whole. The county ranks 21st in the nation and 15th in California in terms of the median price of a house. Furthermore, 49% of the homes in the county cost more than $500,000. Henry David Thoreau once wrote that no home should cost more than what a person earns in one year. By that standard, these statistics seem to be astronomical in comparison to the median household income.

Longitudinal Changes: Between 2000 and 2011, the median price of a house in the county increased from $267,800 to its current level of $490,200, an 83% increase during this period. At the same time, the median household income increased by only 24.3% (from $63,675 to $79,135). This phenomenal increase in housing cost was due to the high demand for housing, lower than average mortgage rates, and the shortage of land for expansion in many communities.

Regional Differences: Housing affordability varies by county region. In 2011, the median home price in West county was $395,700. In East county, it was $379,400, and in Central county, it was $636,200. In effect, Central county was more expensive than the other two regions. The attraction of Central county was due to the quality of life in general, including quality schools, availability of jobs in professional fields, low crime rates, and accessibility to the highway infrastructure. Undoubtedly, the high educational attainment and high income has impacted the demand for housing in this area.

The implications of this unaffordable housing market is that recruitment of professional talent to fill faculty and staff positions becomes a serious challenge. Many people have given up the idea of ever owning a home. Industry relocation in the area becomes extremely difficult. Retired people on fixed income may not be able to afford the high mortgage payment and may have to relocate in Oregon, Arizona or Nevada. More importantly, students who graduate from CCCCD will be facing a tough housing market and may have to locate elsewhere. Students who are educated in California but locate in other states represent a brain drain and a net loss for the state's taxpayers.

Table 24: Median Home Price by Region, 2000 and 2011

Geographic Region	2000	2011 ACS	Change: 2000 to 2011	
	(a)	(b)	(b-a)	(b-a)/a
United States	$ 119,600	$ 186,200	$ 66,600	55.7%
California	$ 211,500	$ 421,600	$ 210,100	99.3%
Contra County County	$ 267,800	$ 490,200	$ 222,400	83.0%
West County	$ 198,900	$ 395,700	$ 196,800	98.9%
Central County	$ 367,300	$ 636,200	$ 268,900	73.2%
East County	$ 226,900	$ 379,400	$ 152,500	67.2%

Source: 2000 U.S. Census and 2011 American Community Survey (ACS) for Contra Costa County.

Section 4: Financing of Higher Education

California community colleges occupy a unique place in the state's public education landscape. These colleges offer instruction that overlaps both K-12 and the four-year institutions, in addition to offering their own curricula. Composed of 112 colleges and operated by 72 local districts, community colleges offer services that range from academic instruction and occupational training to economic development and services to welfare recipients. Collectively, these colleges are a $6 billion dollar enterprise serving 2.4 million state residents. This is the largest system of its kind in the nation.

Given the scale of these colleges and their special location between high school and university education, they do contribute significantly to the development of human capital and the training of the state's workforce. The amount of financial resources available to community colleges has a direct impact on student access and the quality of instruction and services.

The analysis in this section focuses on the following issues:

- Sources and allocation of funds
- Funding trends
- Comparison with other segments of education
- Comparison with other states
- District funding

The discussion in this section relies on a recent (2004) publication by Patrick J. Murphy, entitled "Financing California's Community Colleges," published by the Public Policy Institute of California. Murphy's report describes funding trends for community colleges and assesses their ability to meet future challenges.

Sources of Funds

Two sources generate most of the revenue for California's community colleges: the state general fund and the local property taxes. Together these two sources account for over three quarters of all resources flowing to the state's community colleges in 2004-05, a pattern that has been sustained for over half a century. Federal resources provide 4% of total revenue in 2004- 05. Enrollment fees contributed 6.6%, a significant change from 2000-01 (3.0%) that was due to two successive increases in student tuition in 2003-04 and 2004-05. State lottery revenue, several small state and local sources and other charges account for the balance of resources.

The role of property taxes in the financing of community colleges has changed dramatically since Proposition 13 (1978). Prior to Proposition 13, property taxes provided almost two-thirds of total community college revenues. Passage of Prop 13 altered the equation. As of 2004-05, the relative share of property taxes reached only 30%. The General fund and other sources increased significantly to fill the gap left by the property taxes.

In terms of expenditures, the majority of community college funds (57%) are devoted to providing instruction and instructional support. Student services and admissions expenditures account External Environment Financing of California Community Colleges 80 for 13% of total outlays in 2004-05. In effect 70% of community college funds provide direct services for students. The balance is devoted to administrative services (17%), operations and maintenance (8%), and other expenses (5%). This pattern of expenditure has not changed much in the past five years except for folding some instructional support services into instruction.

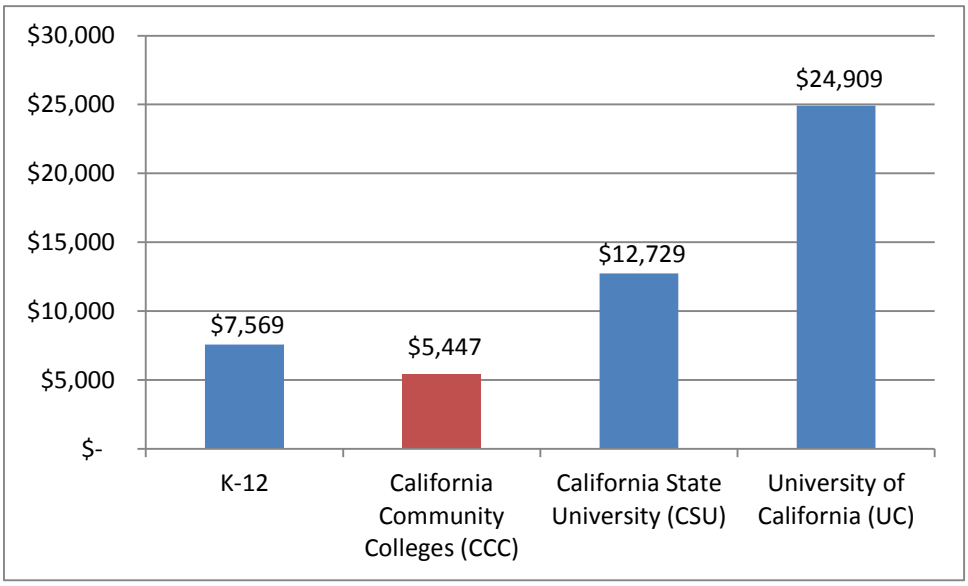
Funding Trends

Funding in nominal dollars has risen considerably since the early 1970s. According to Murphy, the state general fund and local property taxes provided community colleges with slightly less that $0.5 billion dollars. By 2004-05, that amount has increased to almost $6 billion dollars. After adjusting for inflation, the growth is significant, with total revenues nearly doubling over the period measured in constant dollars. Modest increases also took place in the past four years. Between 2000-01 and 2004-05, total revenues flowing to community colleges increased from $5.3 billion to more than $6 billion, an increase of 13% during this period.

Despite these impressive increases over the past 35 years, community colleges enjoyed only two periods of prosperity, the first five years of the 1970s (prior to Prop 13) and the last five years of the 1990s (before the dot-com bust). Revenues jumped by almost 38% (Murphy, p. 15) during each of these periods. However, other than these two periods, total revenues for community colleges had difficulty keeping pace with inflation. In some years, revenues in constant dollars declined, as was the case following the energy crises in the state (early 2000s).

To understand the meaning of these trends, one needs to place these figures in the context of comparison with other segments of education in California and with similar institutions in other states. It is also important to examine the relative change in enrollments in comparison to changes in revenues.

Figure 24: California Funding per Full Time Equivalent Student (FTES), 2012-13



Comparison with Other Higher Education Segments

Funding for public education in California reflects a great disparity among the four segments of education in the state: K-12, community colleges, California State University, and the University of California. While total revenues for California community colleges have grown over time, they have essentially kept pace with growing enrollment that has reached its zenith of almost 1,769,000 students in 2009. Murphy argued that over 30 years (1970 to 2000) revenue per FTES for California community colleges has grown from $4,402 to $4,560 in constant 2001-02 dollars, an increase of only 4% in real terms.

In contrast, funding per FTES for the state's other higher education segments is much higher in absolute terms and has increased at a far greater rate. According to Murphy, state general funds for the UC system were $22,634 per FTES in 2001-02, while the CSU system had $10,191 per FTES. The revenue gap between community colleges and the other two systems has been growing steadily over time. Between 1970-71 and 2001-02, per-FTES revenue for community colleges grew by 4%, compared to a growth rate of six times as much for UC (23%) and CSU (24%) in real terms after adjusting for inflation. In other words, funding per FTES for community colleges is only 45% of that for CSU and 20% of that for UC. While it is not expected that funding per FTES should be the same for all systems of higher education, it is difficult to explain why the rate of funding growth of one system is only one-sixth of the rate for the other two systems. The implication of this funding disparity is clear: community colleges in California do not constitute an educational priority for the state despite their large scale and their impact on millions of state residents. However, this disparity should not be allowed to continue if the state plans to maintain a high quality system of education.

Table 25: Per-Student Funding by Education System

System	2008-09	2009-10	2010-11	2011-12	2012-13
K-12	$ 8,423	$ 7,957	$ 7,417	$ 7,708	$ 7,569
California Community Colleges (CCC)	$ 5,499	$ 5,376	$ 5,321	$ 5,400	$ 5,447
California State University (CSU)	$ 9,842	$ 11,614	$ 11,722	$ 11,500	$ 12,729
University of California (UC)	$ 18,054	$ 20,641	$ 22,290	$ 21,500	$ 24,909
NA - Not available.					
Source: Community College League of California, Fast Facts: http://www.ccleague.org/					

Table 26: Undergraduate Fees by Education System

System	2010-11	2011-12	2012-13
California Community Colleges (CCC)			
Resident	$ 780	$ 1,080	$ 1,380
Non-resident	$ 6,630	$ 6,409	$ 9,030
California State University (CSU)			
Resident	$ 5,202	$ 6,422	$ 7,017
Non-resident	$ 16,053	$ 17,582	$ 18,489
University of California (UC)			
Resident	$ 10,678	$ 13,218	$ 13,877
Non-resident	$ 34,400	$ 34,164	$ 36,738
NA - Not available.			
Source: Community College League of California, Fast Facts: http://www.ccleague.org/			

Table 27: California Community Colleges Enrollment Fee History

Academic Year	Per Unit	12 Units	Annual Full Time**
1983/84 and prior years	$0	$0	$0
1984/85 - 1990/91	$5	$50*	$100
1991/92	$6	$60*	$120
1992/93	$10	$120	$300
1993/94 - 1997/98	$13	$156	$390
1998/99	$12	$144	$360
1999/00 - 2002/03	$11	$132	$330
2003/04	$18	$216	$540
2004/05 - 2005/06	$26	$312	$780
2006/07	$20	$240	$600
2007/08	$20	$240	$600
2008/09 - 2009/10	$26	$312	$780
2010/11	$26	$312	$780
2011/12	$36	$432	$1,080
Summer 2012 to Present	$46	$552	$1,380
*Statutory maximum per term			
**Based on 30 units			