

Welcome  
to the  
Los Medanos  
Strategic Planning Retreat

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District Office of Research & Planning  
March 3, 2014

# Today's Agenda

Welcome

Expectations for the day

Situational and environmental overview

Discussion: LMC's Identity in the community

Discussion: Defining excellence

Wrap up & Next Steps

# LMC Planning Process

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

# Developing LMC's Strategic Plan

## Strategy → Planning → The Plan

- Opening Day
  - Retreat #1
  - Retreat #2
- Retreat #3
  - Drafts & Feedback
- Final Plan

# Expectations for Today

- Review environmental data as a foundation for two group dialogues.
- An opportunity for you to share your perspective.
- Consider questions about LMCs current identity, future aspirations & paths to excellence.
- Capture your thoughts on the cards provided.

# Environmental Scan

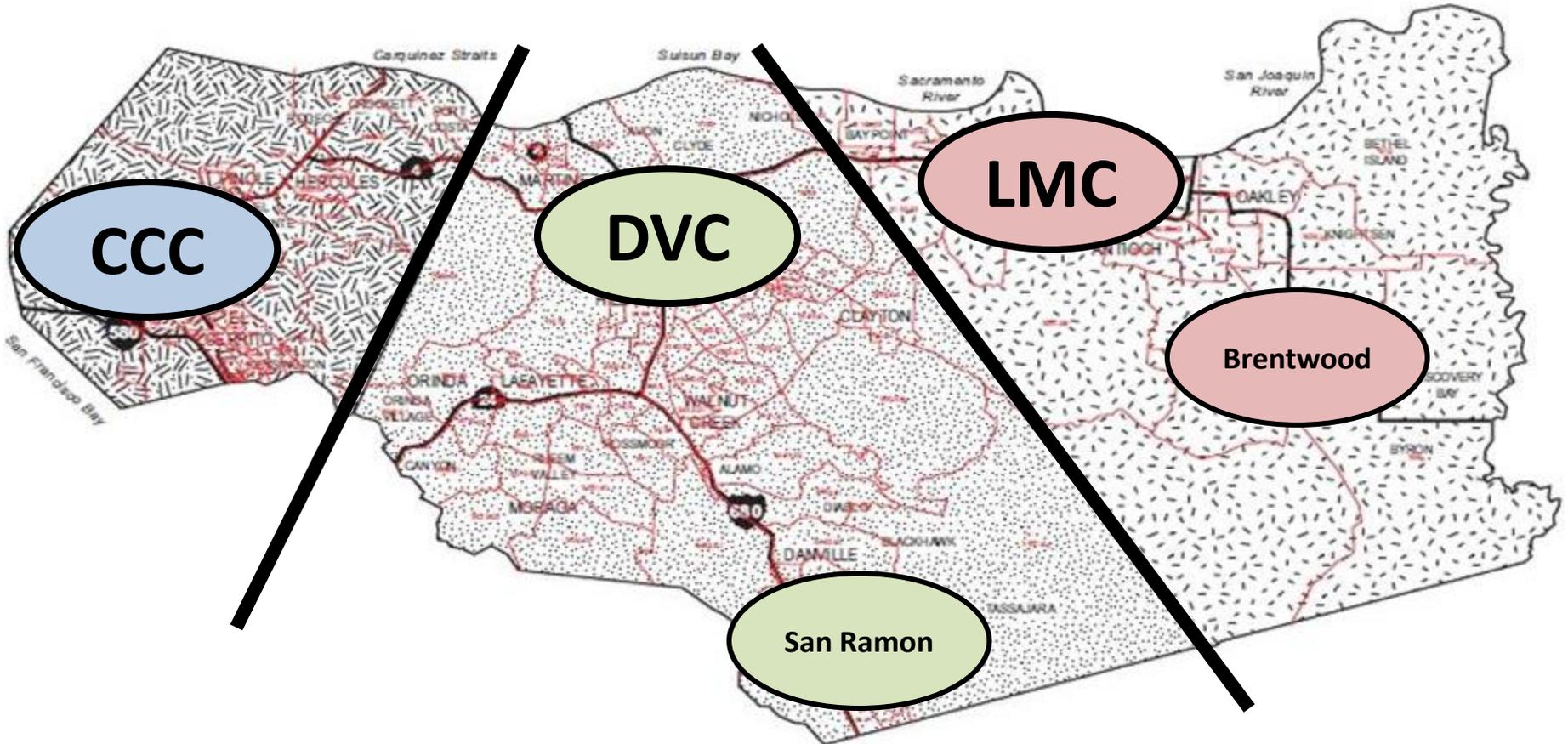
## Highlights from the Highlights

# Environmental Scan Geography

**West County**

**Central County**

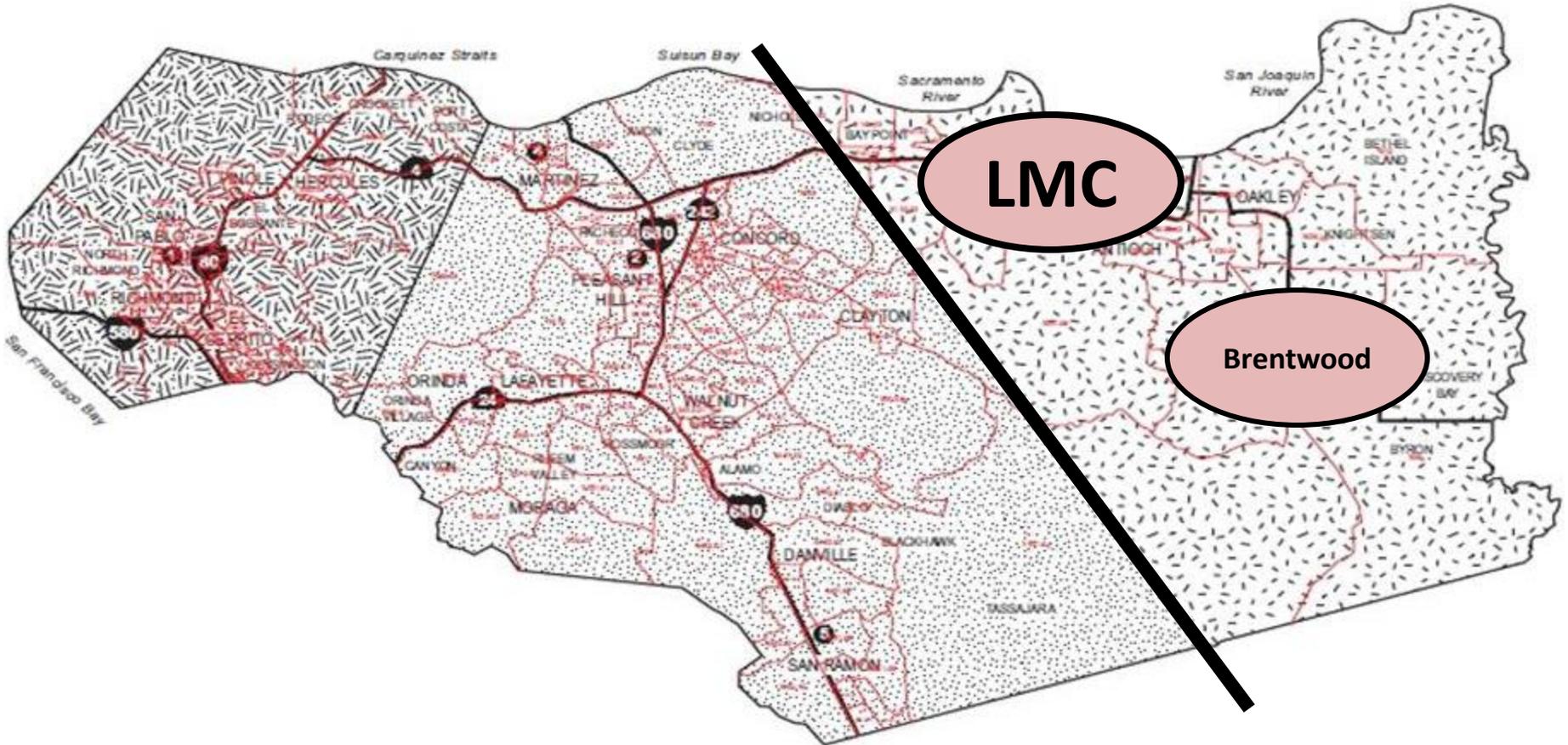
**East County**



Contra Costa county was broken up into three regions using census tracks associated with each college's service area.

# Environmental Scan Geography

## East County



We're going to focus on the LMC Service Area in the East County

# Highlights from the Environmental Scan

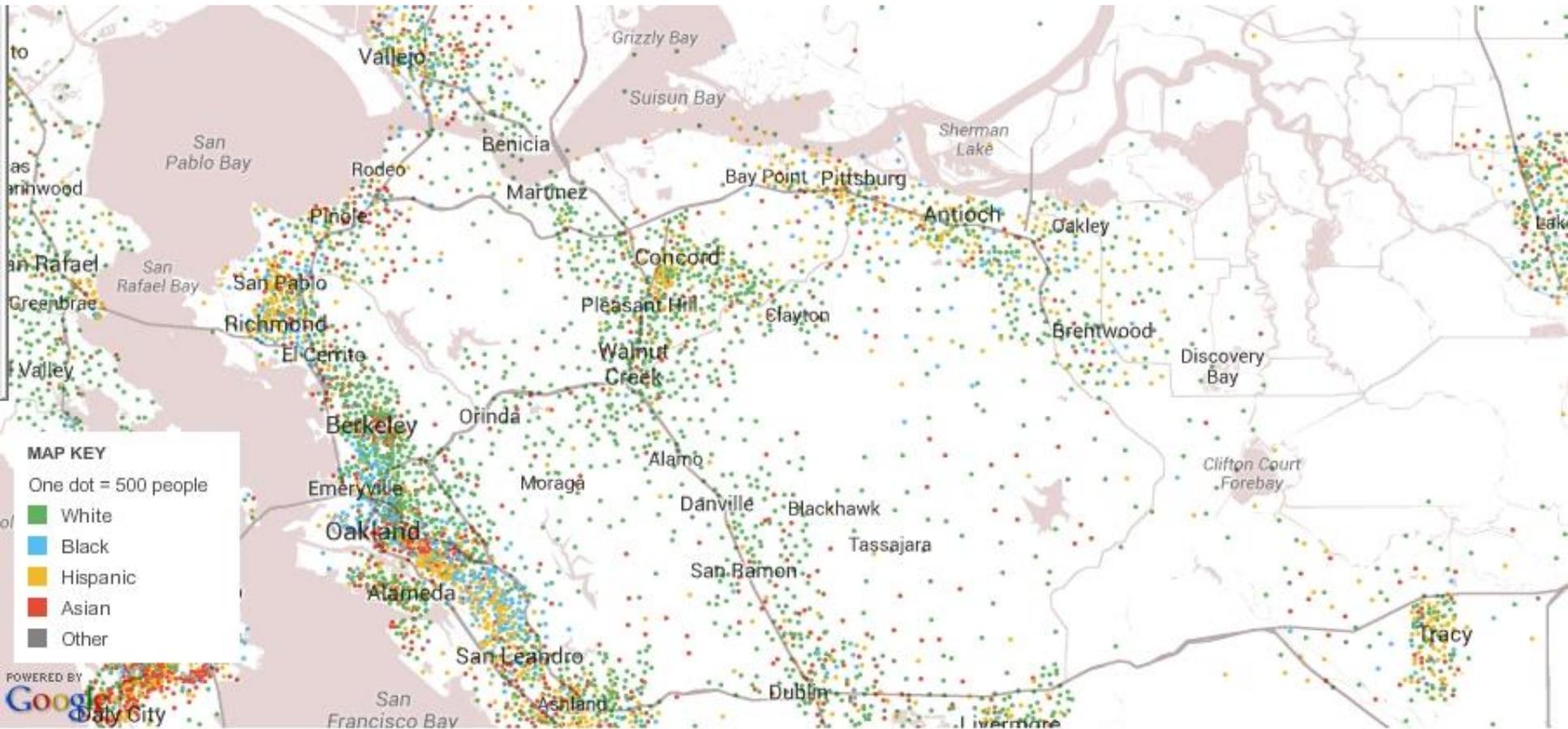
We examined multiple data points in ten domains:

- **Population growth**
- **Age Distribution**
- **Ethnicity**
- **Origin of Birth**
- **Language Spoken**
- **Education Attainment**
- **High School Graduate Market**
- **Feeder High School data**
- **Labor Market**
- **Income & Housing Market**

# Highlights from the Environmental Scan

1. Experiencing a modest economic recovery
2. Growth in both younger and older populations
3. Steady growth in Hispanic and African American populations
4. Rapid growth in foreign born and non-English speakers
5. Relative to the rest of the county, lower overall levels of educational attainment, but growing high school graduation rates

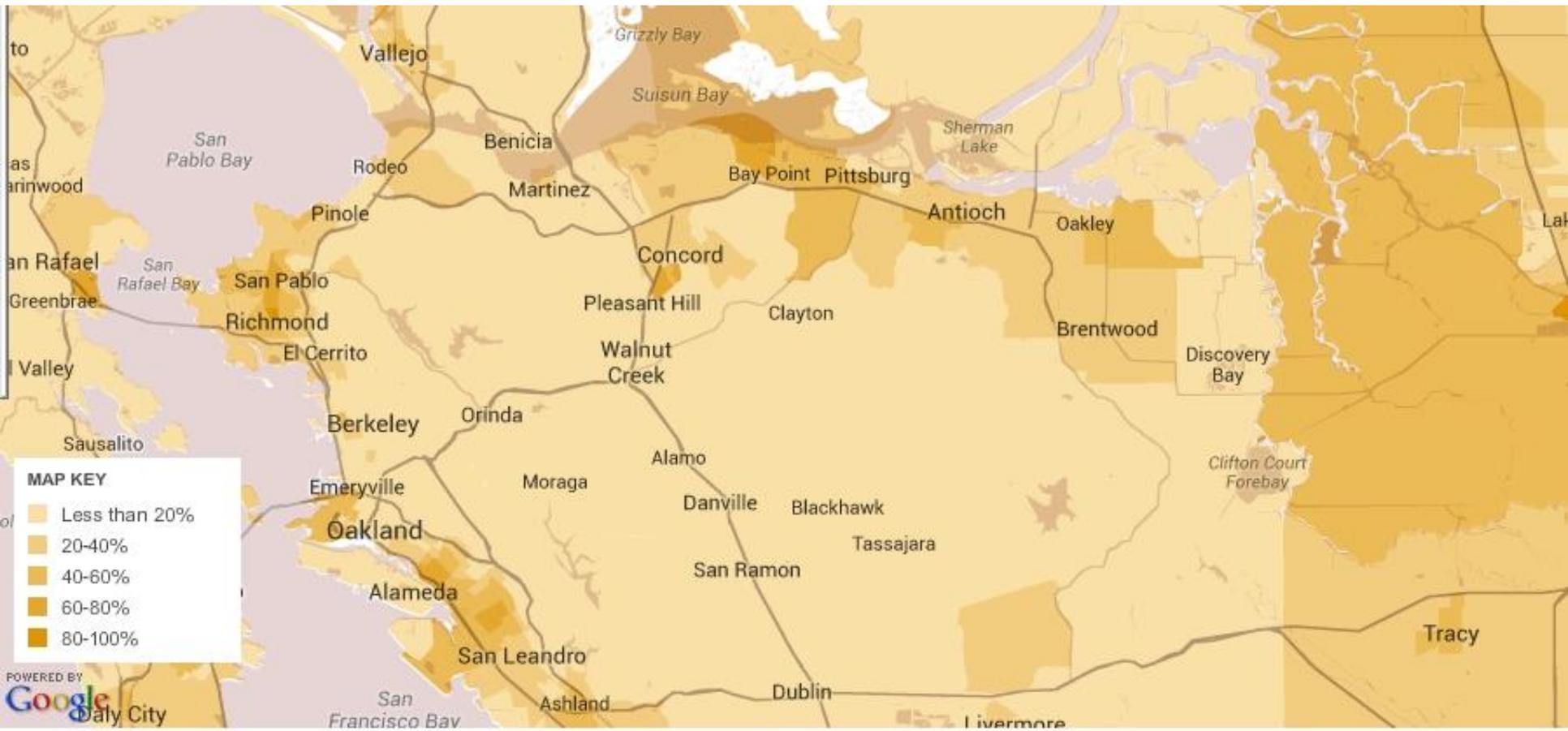
# Distribution of Racial and Ethnicity Groups



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

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

# Distribution of Hispanic Residents



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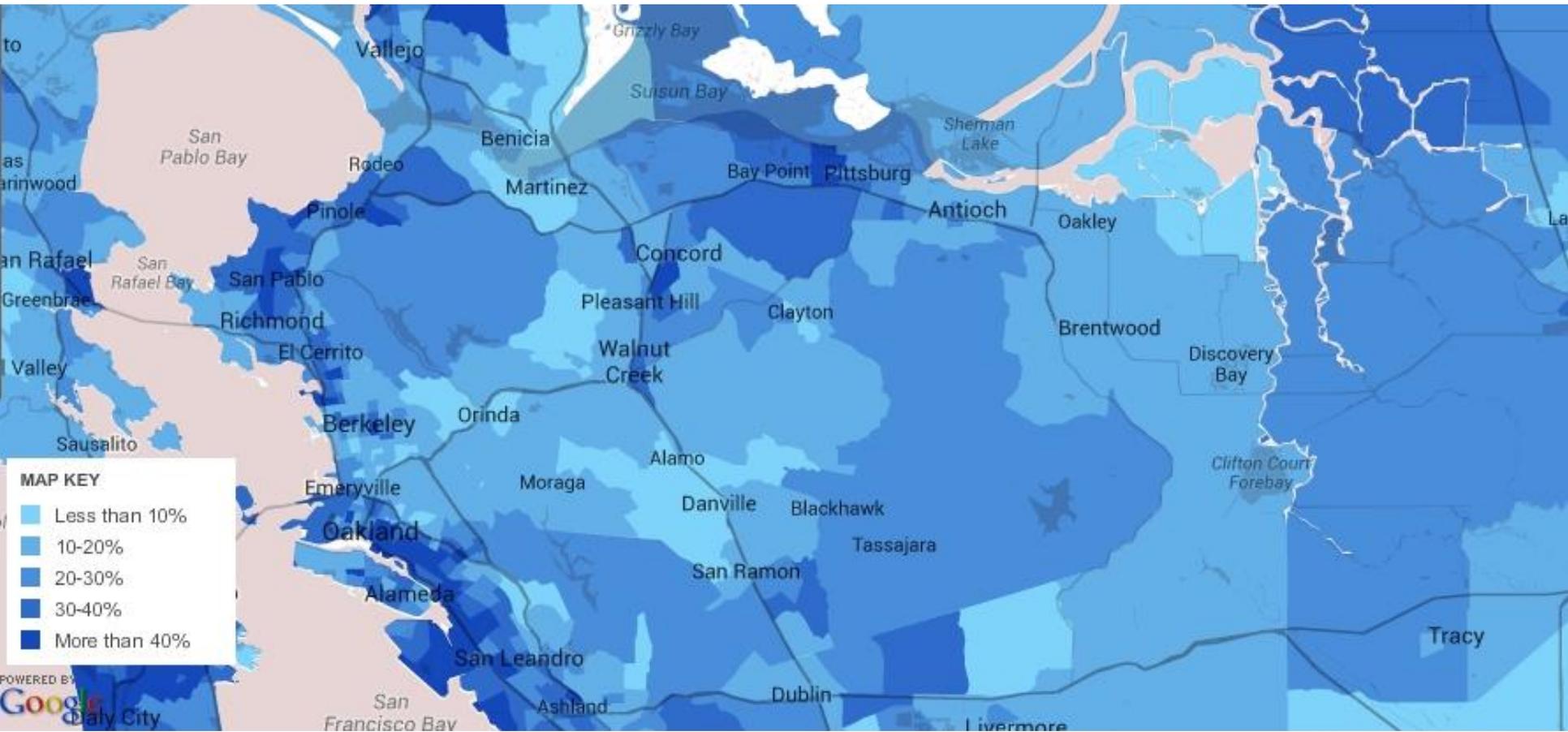
# Distribution of African American Residents



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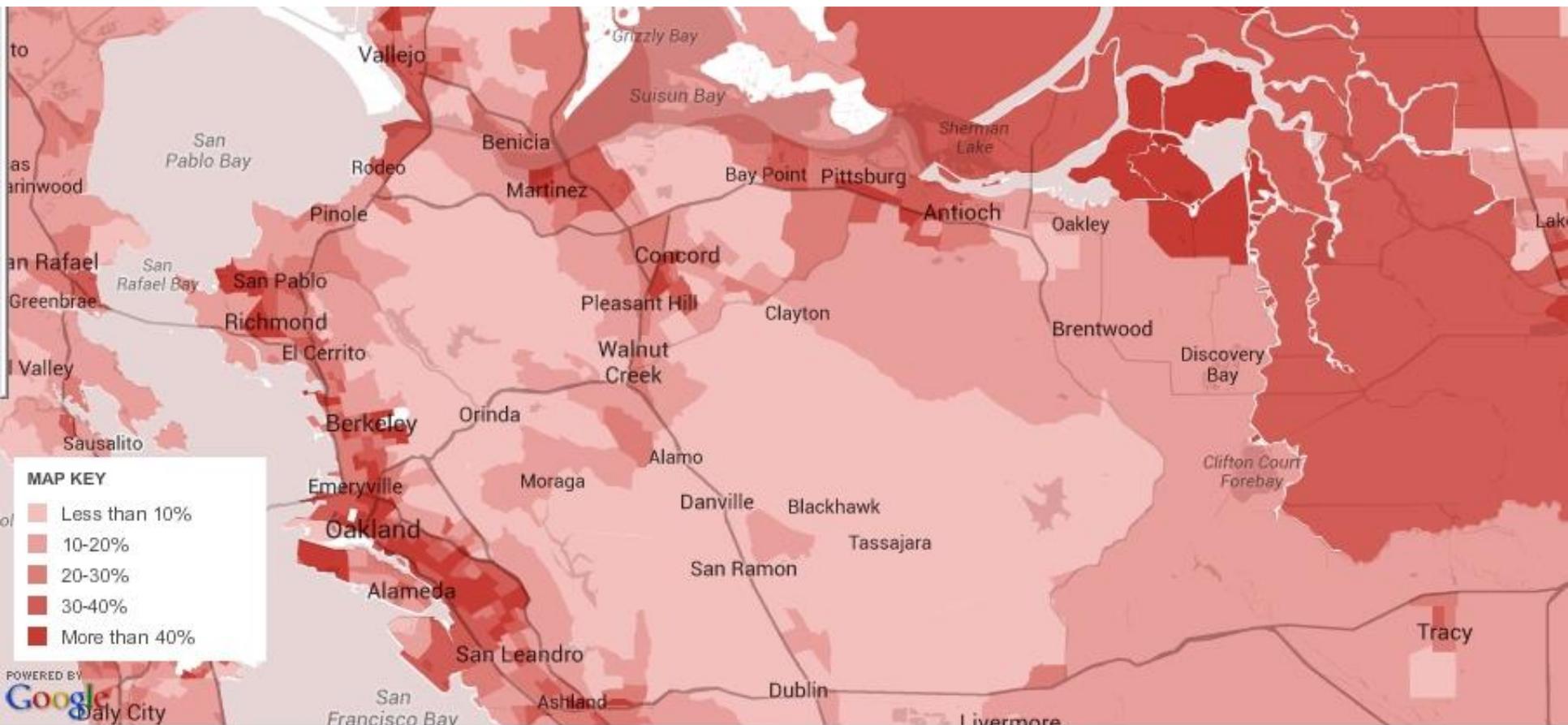
# Distribution of Foreign Born Residents



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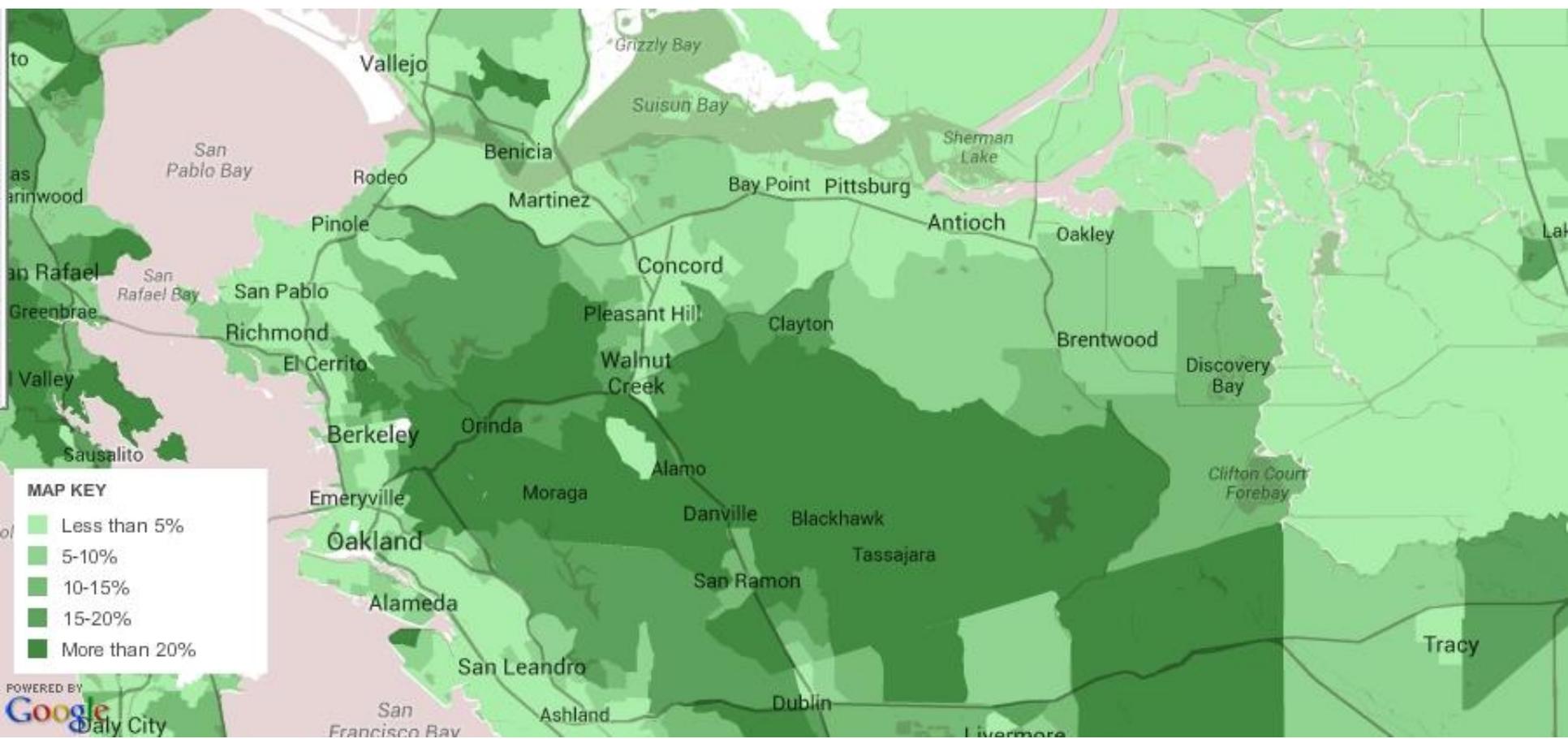
# Distribution of Households Earning Under \$30K



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

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

# Distribution of Households Earning Over \$200K



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

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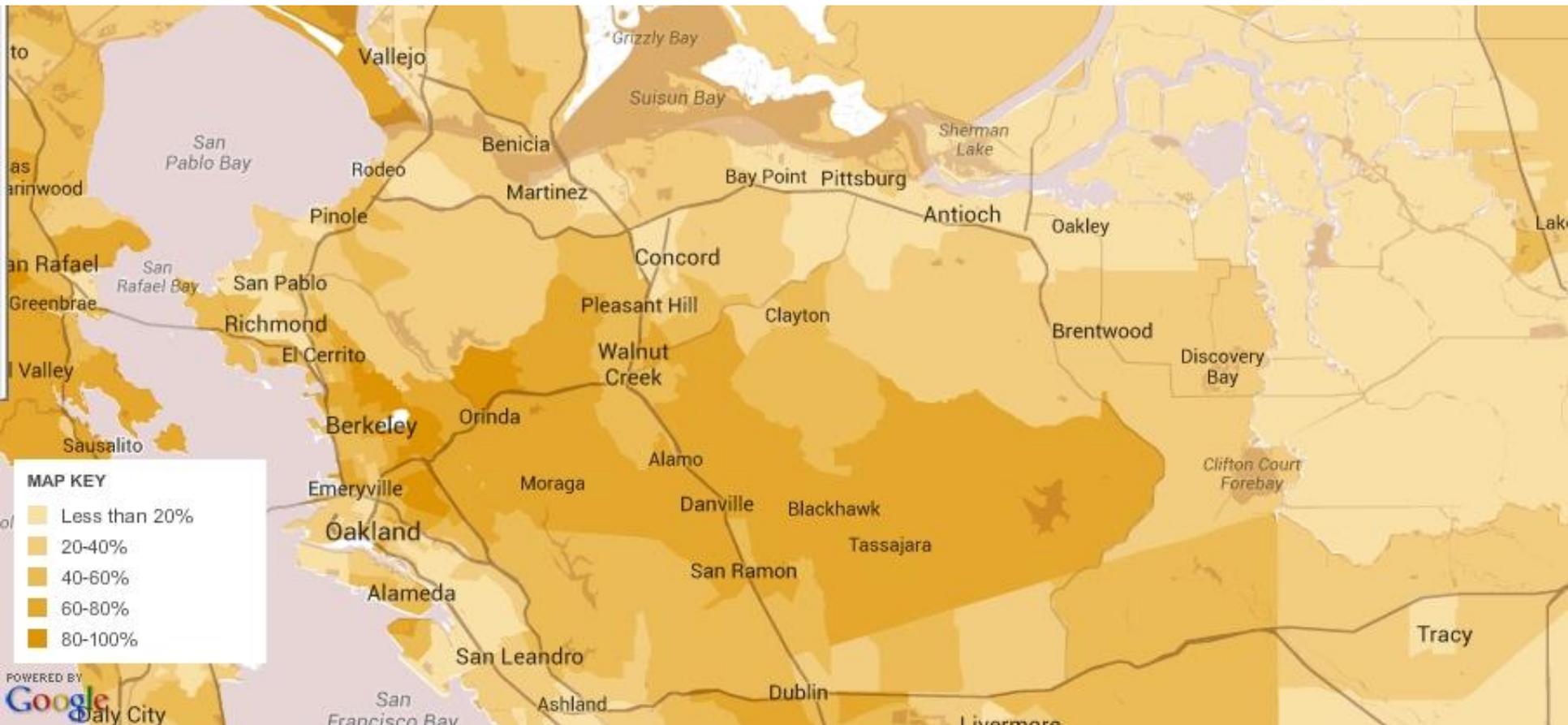
# Distribution of High School Graduates



Maps were taken from the New York Times online resource titled: *Mapping America: Every City, Every Block* (link: <http://projects.nytimes.com/census/2010/explorer?ref=us>).

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# Distribution of Bachelors Degrees



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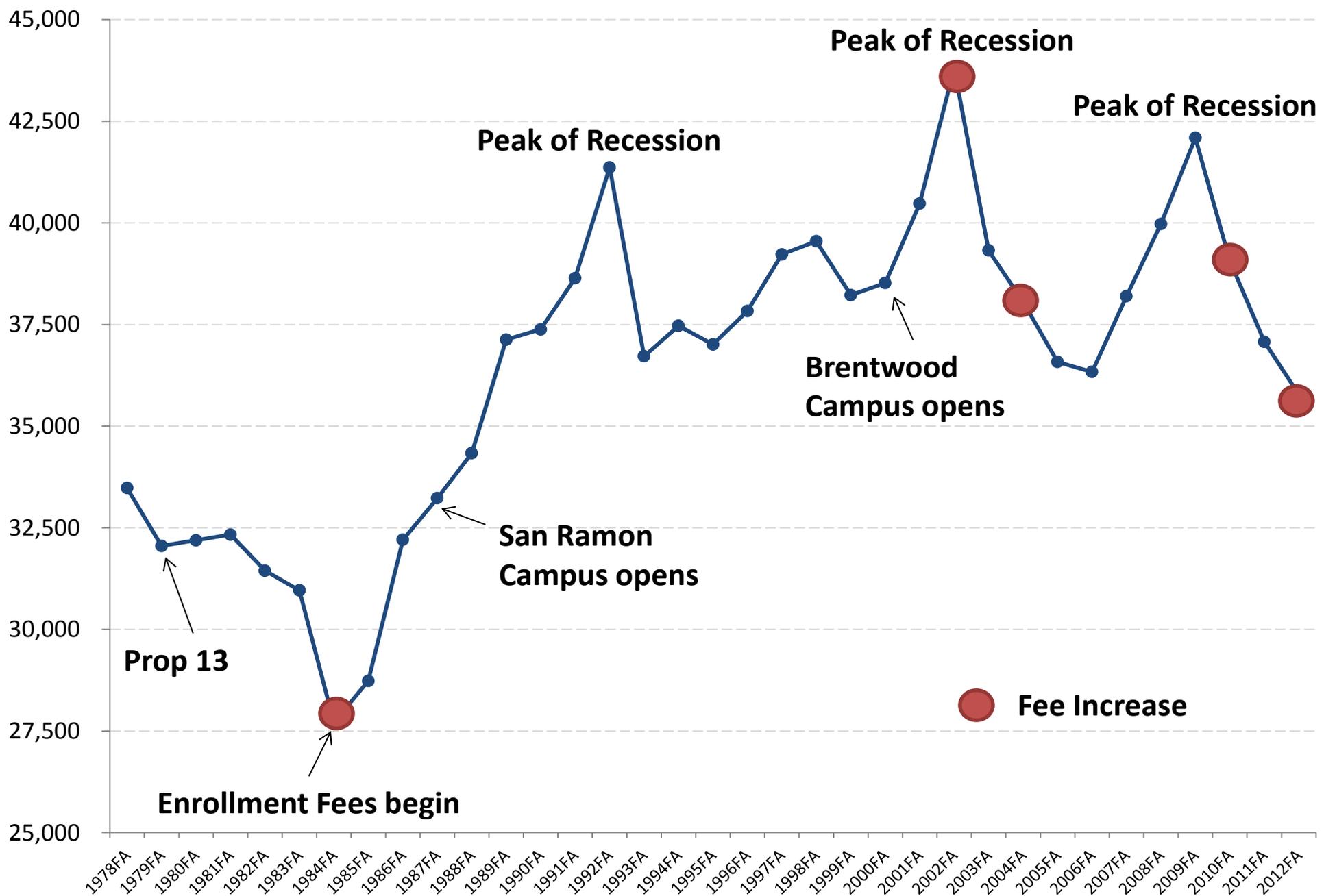
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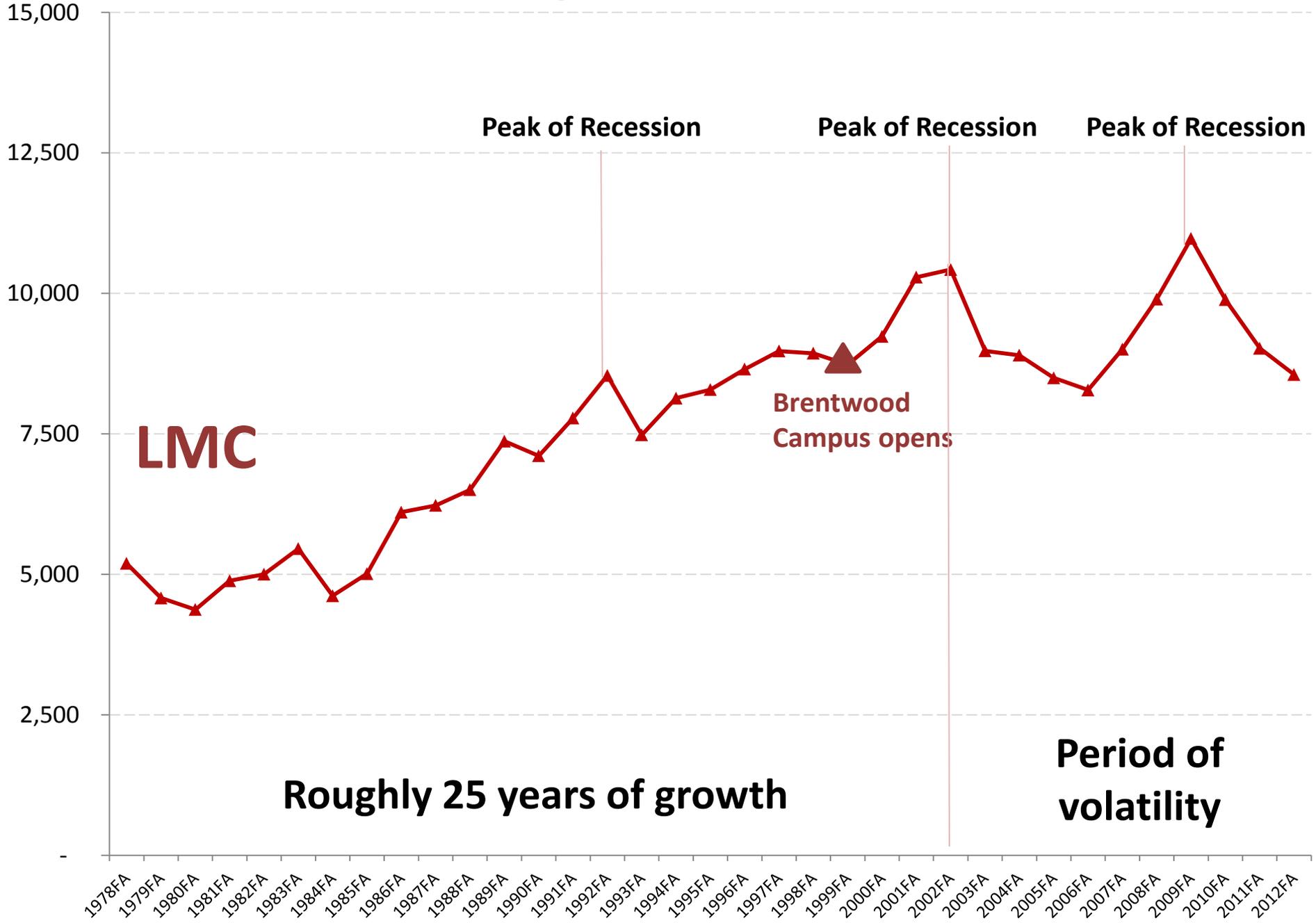
Let's pause...

Any questions?

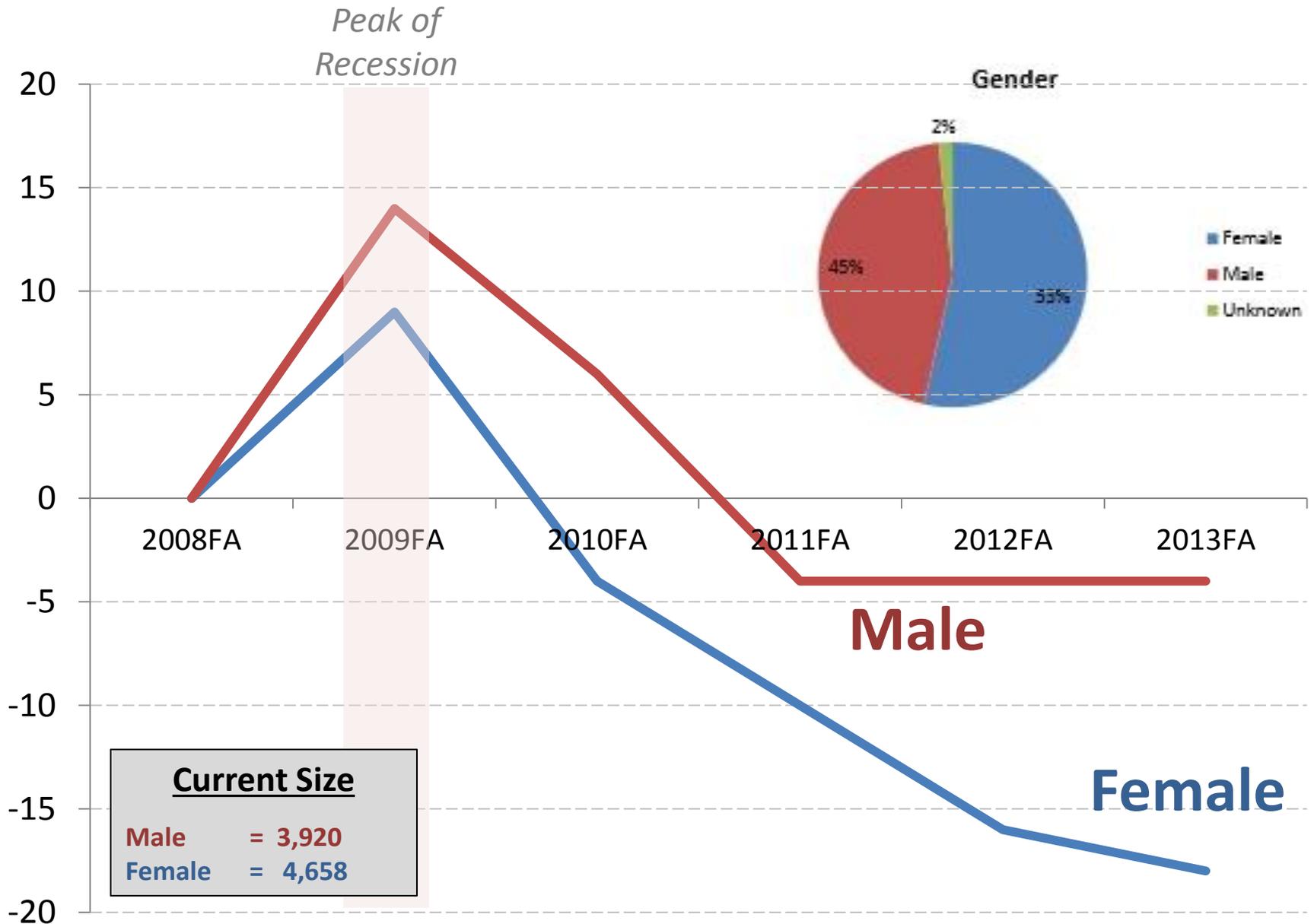
# Contra Costa District Fall Headcount since 1978



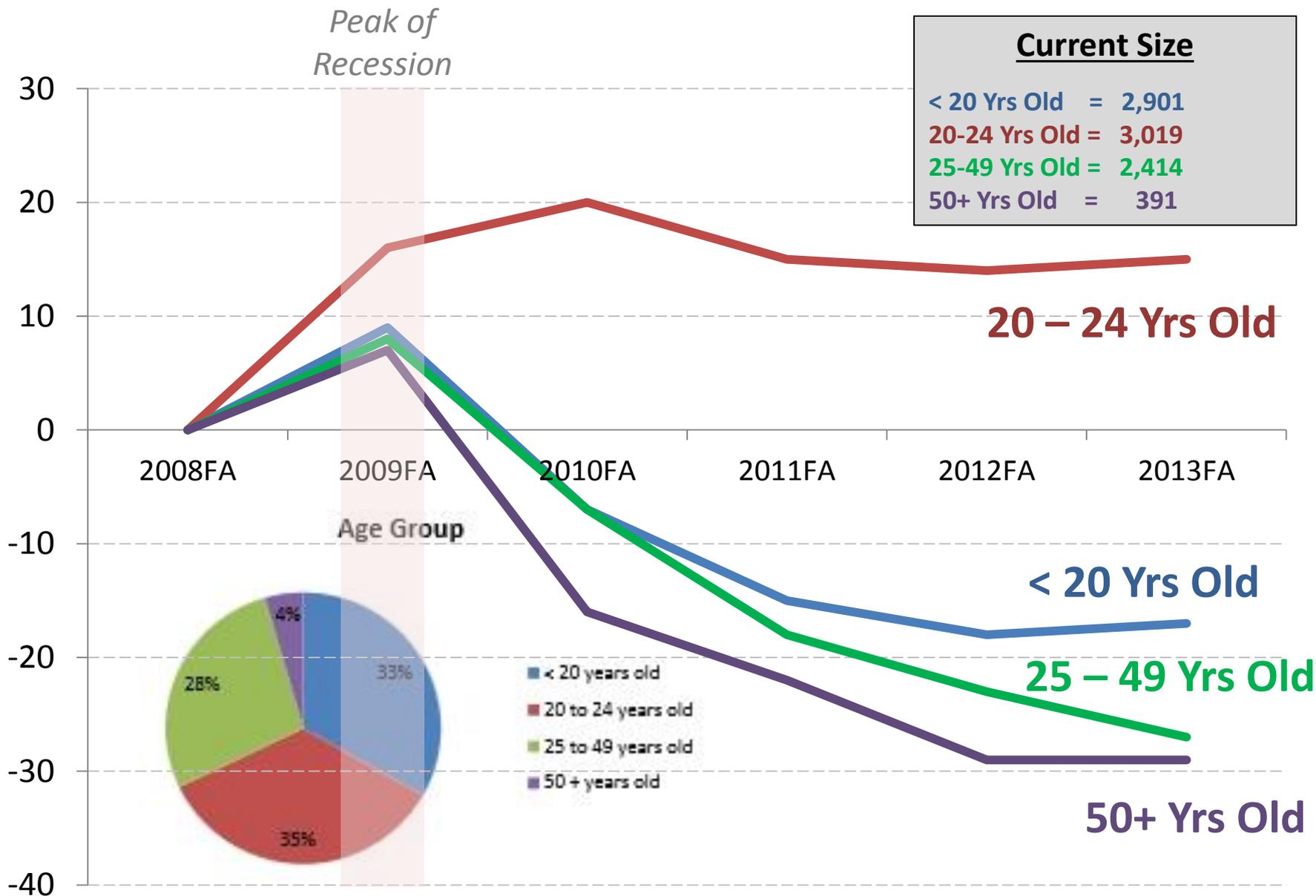
# Los Medanos College Fall Headcount since 1978



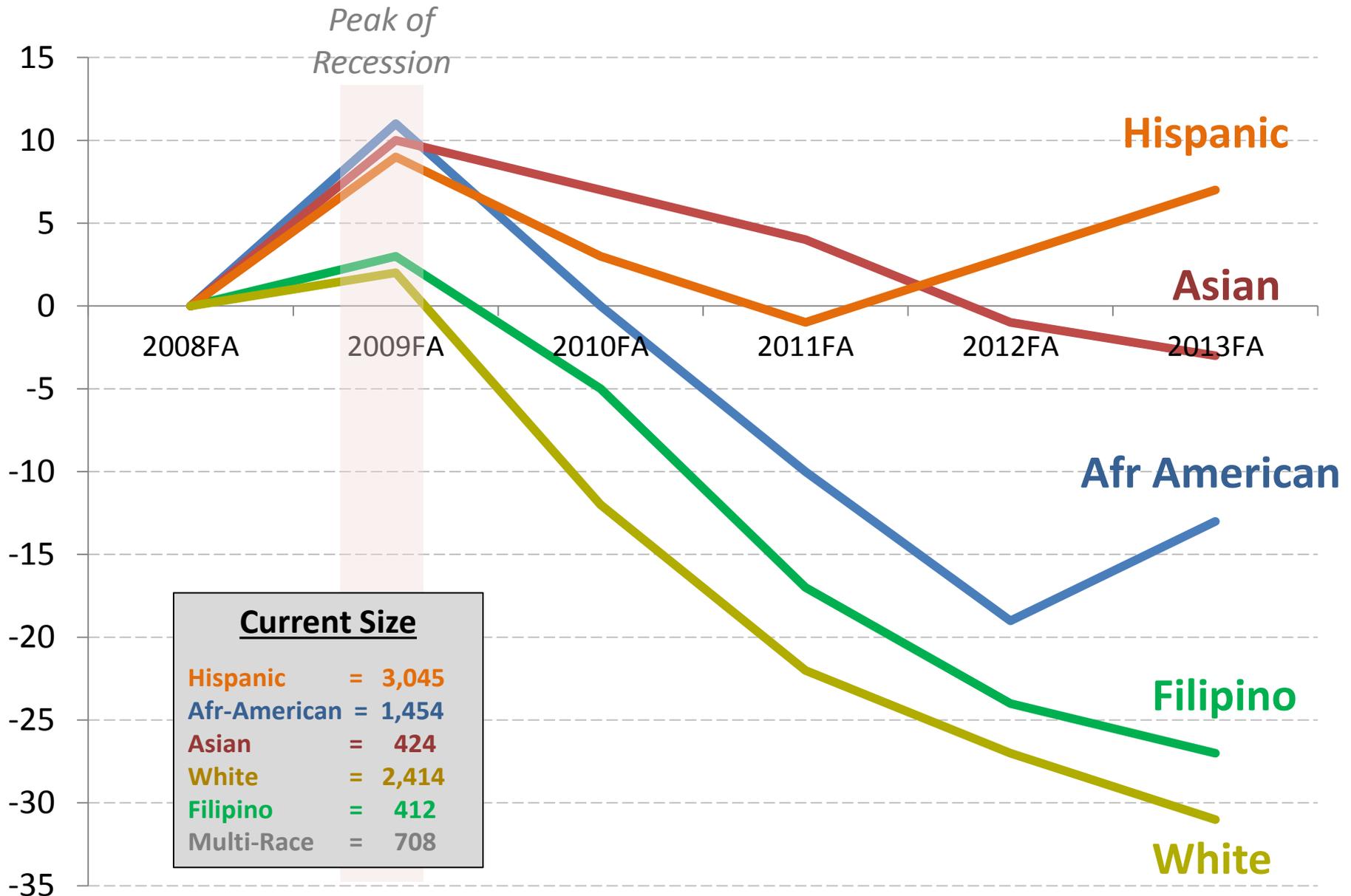
# Percentage growth since Fall 2008 by student gender



# Percentage growth since Fall 2008 by student age



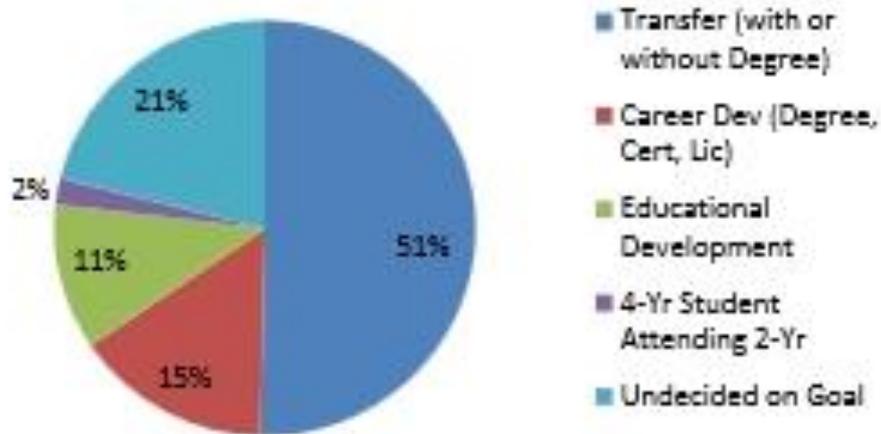
# Percentage growth since Fall 2008 by student ethnicity



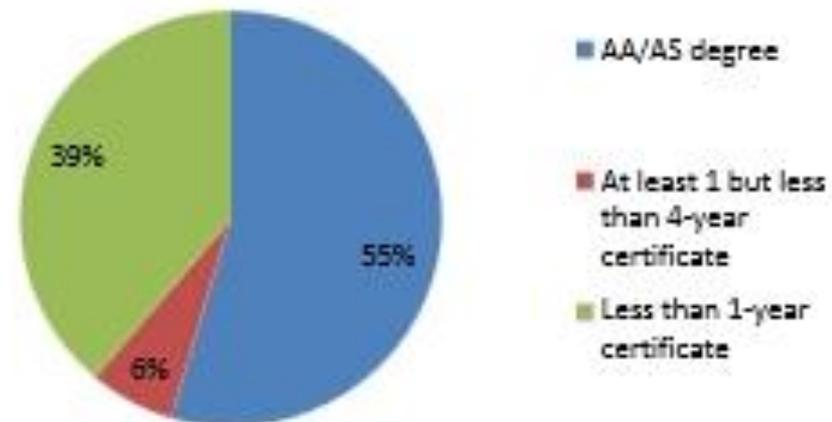
Note: trends for students identified as Native American or Pacific Islander were not included here due to small sample sizes. Data for those populations are included in the full report

# Student Goals and Awards

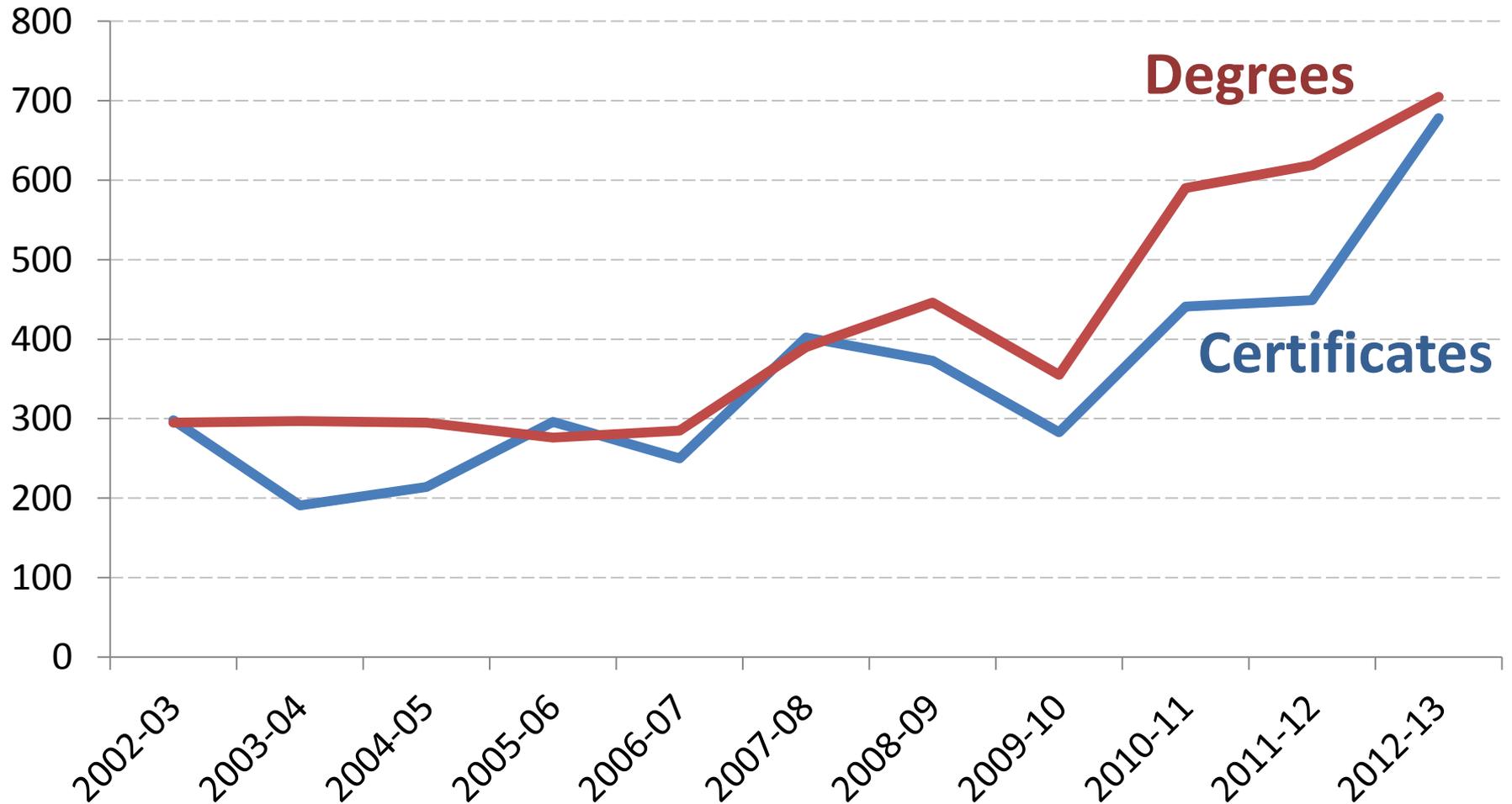
**Educational Goal**



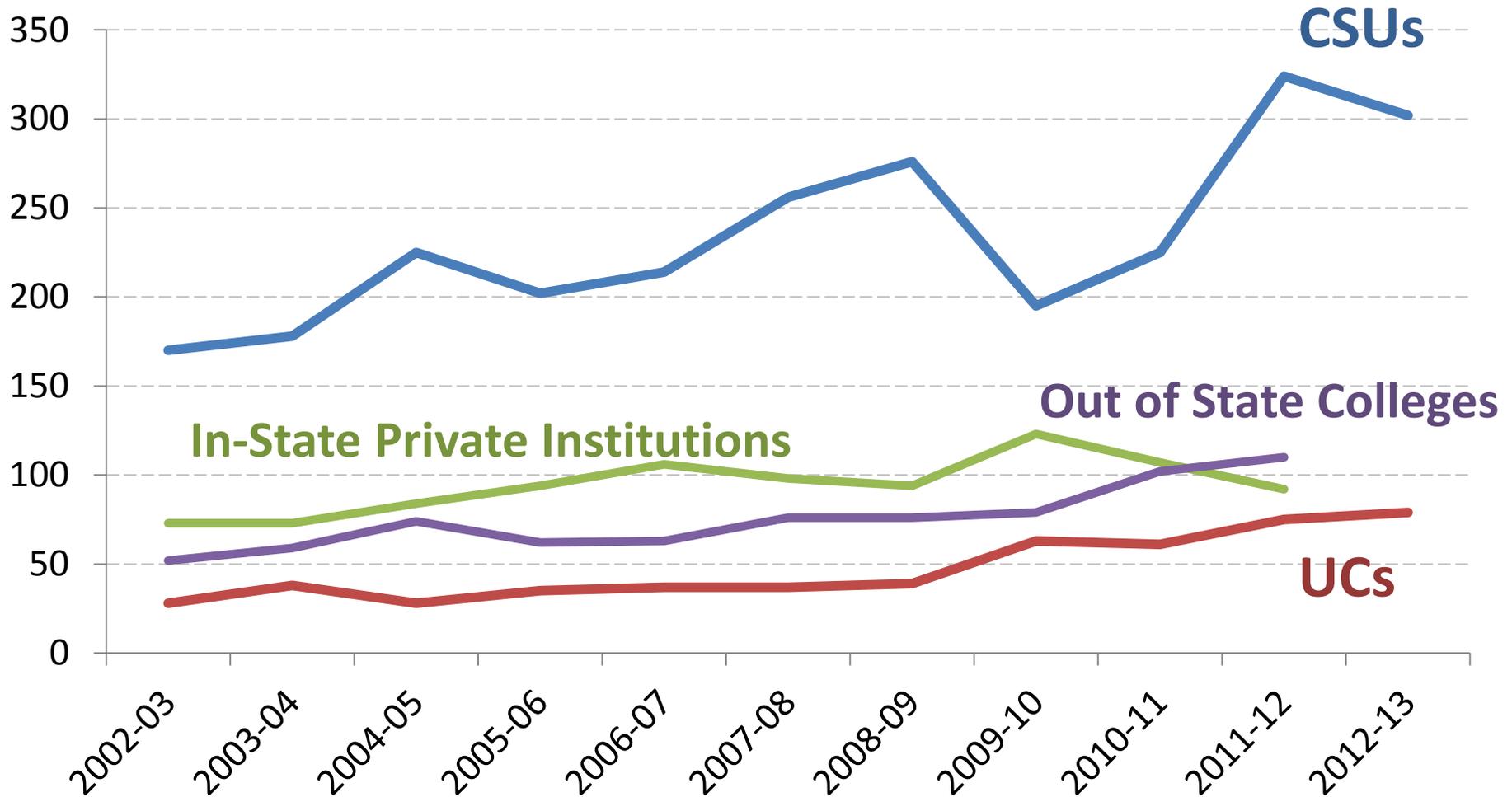
**Awards**



# Degrees & Certificates Awarded



# Student Transfers



# **Dominant political and economic trends**

# National Trends in Higher Education

1. Improving economy but **resources will remain scarce**
2. Continued push toward greater **accountability**
3. Continued focus on **completion**
4. Expansion of market-based **innovations**
5. Increased attention on **labor market outcomes**
6. More discourse and attention on the **Achievement Gap**

# Wordmap of LMC's major strategy themes



Our first topic for  
discussion

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# The Los Medanos identity



# Community Colleges in California

Number of  
California  
Community  
Colleges

Total  
College  
Headcount

Northern California:	7	44,000
Greater Sacramento:	8	120,000
<b>San Francisco Bay Area:</b>	<b>26</b>	<b>354,000</b>
Central Valley:	13	160,000
Central Coast:	5	73,000
Southern California:	54	1,000,000
State of California:	112	1,750,000

Percent of  
California  
Community  
Colleges in  
Region

Percent of  
California  
Total  
Enrollment

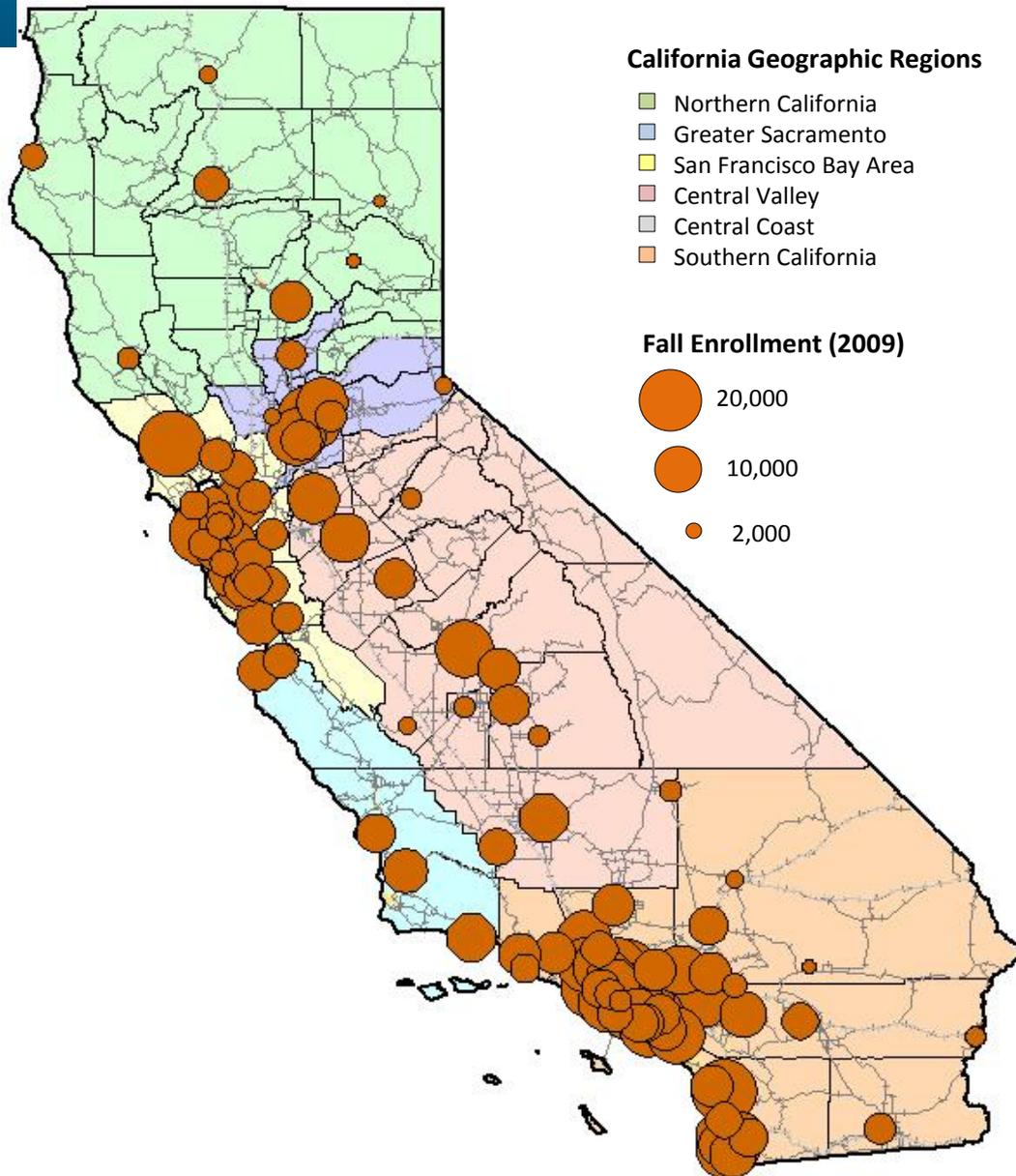
Northern California:	6.4%	2.5%
Greater Sacramento:	7.3%	16.8%
<b>San Francisco Bay Area:</b>	<b>23.6%</b>	<b>20.2%</b>
Central Valley:	11.8%	9.1%
Central Coast:	4.5%	4.1%
Southern California:	49.1%	57.2%
State of California:	100%	100%

## California Geographic Regions

- Northern California
- Greater Sacramento
- San Francisco Bay Area
- Central Valley
- Central Coast
- Southern California

## Fall Enrollment (2009)

- 20,000
- 10,000
- 2,000



## California Community College System:

### Strategic Goals

- 1) College Awareness and Access
- 2) Student Success and Readiness
- 3) Partnerships for Economic & Workforce Development
- 4) System Effectiveness
- 5) Resource Development

## Discussion questions:

- (a) From your perspective as a resident what are the key distinguishing characteristics of Los Medanos College?
- (b) A close friend, new to Contra Costa County is considering sending her child to LMC and asks for your honest and candid opinion. What do you say?
- (c) In your opinion, given the all various needs of the community, what should Los Medanos College be known for? Try to rank your ideas in terms of importance.

# Report Out

# Group Discussion #2

In recent strategy conversations, Los Medanos faculty and staff identified several characteristics and qualities they would like to be known for, among them were:

- Excellence in learning
- Innovative practices
- Impactful partnerships

## Discussion questions:

From your organization's perspective

- (a) What would excellence in learning look like? How would you know LMC was achieving it?
- (b) If LMC was known throughout the state as a leader in innovative practices, what would it be doing? How would that impact your organization?
- (c) If LMC was in partnership with your organization, what would make it exceptionally successful or impactful?

# Report Out

# Strategic Plan Time Line



- Opening Day

February 24<sup>th</sup>

- Retreat #1

- Retreat #2

March 3<sup>rd</sup>

- Retreat #3

March 28<sup>th</sup>

- Drafts & Feedback

- Final Plan

Any final  
thoughts?

THANK YOU!

THANK YOU!

THANK YOU!

If you have any questions related to the information presented here today don't hesitate to contact my office:

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