Welcome to the Los Medanos Strategic Planning Retreat

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Welcome

Expectations for the day

Situational and environmental overview

Discussion: LMC’s Identity in the community

Discussion: Defining excellence

Wrap up & Next Steps
LMC Planning Process

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

Strategy ➔ Planning ➔ The Plan

• Opening Day
  • Retreat #1
  • Retreat #2
  • Retreat #3
  • Drafts & Feedback
• Final Plan
Expectations for Today

• Review environmental data as a foundation for two group dialogues.

• An opportunity for you to share your perspective.

• Consider questions about LMCs current identity, future aspirations & paths to excellence.

• Capture your thoughts on the cards provided.
Environmental Scan
Highlights from the Highlights
Contra Costa county was broken up into three regions using census tracks associated with each college’s service area.
We’re going to focus on the LMC Service Area in the East County.
Highlights from the Environmental Scan

We examined multiple data points in ten domains:

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


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


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

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

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

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.
Highlights from the Environmental Scan

Let’s pause...

Any questions?
Contra Costa District Fall Headcount since 1978

- **Prop 13**: 1978
- **San Ramon Campus opens**: 1985
- **San Ramon Campus opens**: 1995
- **Brentwood Campus opens**: 2001
- **Fee Increase**: 1996, 2006
- **Enrollment Fees begin**: 1978

Graph shows enrollment numbers from 1978 to 2012.
Los Medanos College Fall Headcount since 1978

Peak of Recession

Peak of Recession

Peak of Recession

Roughly 25 years of growth

Brentwood Campus opens

Period of volatility
Percentage growth since Fall 2008 by student gender

Peak of Recession

Current Size

Male = 3,920
Female = 4,658
Percentage growth since Fall 2008 by student age

Peak of Recession

Current Size

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

20 – 24 Yrs Old

< 20 Yrs Old

25 – 49 Yrs Old

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

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

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

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

- **CSUs**
- **In-State Private Institutions**
- **Out of State Colleges**
- **UCs**

Years: 2002-03 to 2012-13
Dominant political and economic trends
National Trends in Higher Education

1. Improving economy but resources will remain scarce

2. Continued push toward greater accountability

3. Continued focus on completion

4. Expansion of market-based innovations

5. Increased attention on labor market outcomes

6. More discourse and attention on the Achievement Gap
Wordmap of LMC’s major strategy themes

- Learning
- Collaboration
- Entrepreneurship
- Engagement
- Technology
- Developmental Education
- Acceleration
- Completion
- Brentwood
- Passion
- First Year Experience
- Diversity
- Applied Learning
- Instruction
- Building Relationships
- Learning Communities
- Liberal Arts
- Business & Industry
- Educational Goals
- Evidence-based
- Transfer
- Student Success
- Partnerships
- Transformation
- Lifelong Learning
- Degrees
- Certificates
- Workforce Development
- Student careers
- Outreach
- Professional Development
- Equity
- Information
- Service Support
Our first topic for discussion

The Los Medanos identity
Northern California:
Greater Sacramento:
San Francisco Bay Area: 26
Central Valley:
Central Coast:
Southern California:
State of California:

Number of California Community Colleges

- Northern California: 7
- Greater Sacramento: 8
- San Francisco Bay Area: 26
- Central Valley: 13
- Central Coast: 5
- Southern California: 54
- State of California: 112

Total College Headcount

- Northern California: 44,000
- Greater Sacramento: 120,000
- San Francisco Bay Area: 354,000
- Central Valley: 160,000
- Central Coast: 73,000
- Southern California: 1,000,000
- State of California: 1,750,000

Percent of California Community Colleges in Region

- Northern California: 6.4%
- Greater Sacramento: 7.3%
- San Francisco Bay Area: 23.6%
- Central Valley: 11.8%
- Central Coast: 4.5%
- Southern California: 49.1%
- State of California: 100%

Percent of California Total Enrollment

- Northern California: 2.5%
- Greater Sacramento: 16.8%
- San Francisco Bay Area: 20.2%
- Central Valley: 9.1%
- Central Coast: 4.1%
- Southern California: 57.2%
- State of California: 100%
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
Group Discussion #1

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
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
Group Discussion #2

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

Strategy ➔ Planning ➔ The Plan

- Opening Day
  - Retreat #1
  - Retreat #2
  - Retreat #3

- February 24th
- March 3rd
- March 28th

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

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

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