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EDUCATIONAL MASTER PLAN 2011-2015

ORANGE COAST  
COLLEGE



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## President's Message

I'm proud to present Orange Coast College's 2011-15 Educational Master Plan.

For more than 60 years, Orange Coast College has transformed lives by setting new standards of excellence in education. It began with a bold commitment that shaped planning efforts when the College first opened its doors to students in 1948: "we will be dedicated to meeting the educational needs of the people in our community."

Today, setting new standards and meeting community needs still serve as the foundation for our planning efforts. In fact, it is our shared strategic vision that makes OCC one of the County's preeminent sources of economic and cultural vitality, the region's recognized leader in career technical training, and the state's top combined transfer school.

The Educational Master Plan, formulated through broad-based collaboration among faculty, staff, students, and community constituents, outlines this shared vision that will guide the College's future. It draws from our proud history, accentuates our unique strengths, and identifies the ongoing challenges we face. Aligned with the Coast Community College District's Vision 2020 strategies, our master plan is flexible, adaptable, and highly focused on student success, community access, stewardship, and sustainability.

Perhaps most importantly, it unites all of us in a common purpose to transform lives by setting new standards of excellence.

Thank you for your commitment to Orange Coast College.



Dennis R. Harkins, Ph.D.  
President



# Mission, Vision and Values

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## Our Mission

Orange Coast College serves the educational needs of its diverse local and global community.

The college empowers students to achieve their educational goals by providing high quality and innovative programs and services leading to academic degrees, college transfer, certificates in career and technical education, basic skills, and workforce development to enable lifelong learning.

The college promotes student learning and development by fostering a respectful, supportive and participatory campus climate of student engagement and academic inquiry.

## Our Vision

To be the standard of excellence in transforming lives through education.

## Our Values (CLASS)

- Community:** We value a culture that serves, engages and connects all campus and community members.
- Learning:** We value measured learning outcomes that guide continuous improvement. The Institutional Student Learning Outcomes (ISLOs) are Communication, Thinking Skills, Global Awareness, and Personal Development and Responsibility.
- Access:** We value effective and equitable access to support services, learning resources, and instructional programs in a welcoming and supportive atmosphere.
- Stewardship:** We value programs, resources and infrastructure that ensure compliance, accountability, and long-term economic viability.
- Sustainability:** We value practices that maintain and improve the environment and contribute to the quality of life for future generations.





# Introduction

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## Coast Community College District Vision 2020 Educational Master Plan

The District's five-year *Vision 2020 Educational Master Plan* promotes student success while maintaining the vitality of the Coast Colleges. Initiated by the Board of Trustees, the plan's 10-year outlook, or "vision," shaped strategic themes, implementation strategies, and district-wide goals.

### Strategic Themes with Supporting District-wide Goals

**1. Degree and Certificate Completion, Transfer with Competence**

Goal: The District will support and encourage the colleges' efforts to increase certificate, degree completion, and transfer with competence.

**2. Basic Skills**

Goal: The District will support and encourage the colleges' efforts to assure that students have or acquire adequate levels of math, language and other skills necessary to be successful in the programs offered by the Coast Colleges.

**3. Scientific, Technological, Engineering, Mathematics, and Medical (STEM2)**

Goal: The District will support and encourage the colleges' efforts to create integrated strategies in support of enhanced STEM2 certificates and degrees.

**4. Career and Technical Education (CTE) and the Creative Arts**

Goal: The District will support and encourage the colleges' efforts to take a leadership role in developing the region's Career and Technical Education (CTE) and Creative Arts workforce.

**5. Global/International Education**

Goal: The District will support and encourage the colleges' efforts to become one of America's community college leaders in promoting global/international education.

**6. Diversity**

Goal: The District will support the colleges' efforts to encourage and increase diversity – social, ethnic, racial, talent and economic.

## District-wide Implementation Goals:

### 1. Cooperation and Collaboration

Goal: The District will encourage and support proactive and purposeful cooperation and collaboration within and between the colleges.

### 2. College Master Plans

Goal: The District will encourage the colleges, through their respective master planning processes and subsequent master plans, to identify strategies and metrics that align with the six district-wide goals.

### 3. Partnerships

Goal: The District will encourage and support the colleges' efforts to form partnerships with strategic partners having shared goals.

### 4. Technology

Goal: The District will encourage and support efforts to bring together the technological expertise of the Coast Colleges to facilitate improved day-to-day operations and innovations in content delivery, student performance-early warning systems, individualized educational planning and expanded 24/7 services.

### 5. Sustainability

Goal: The District will encourage and support the colleges' efforts to attain environmental and Cost-to-Operate (CTO) sustainability for all Coast College programs and services.

### 6. Cultivate a Culture of Inquiry and Accountability through Evidence

Goal: The District will encourage and support the colleges' efforts to cultivate a culture of inquiry and accountability through evidence.



## OCC Vision 2020 Process and Relationship to District Vision 2020 Plan

The District's Vision 2020 plan guides the College's master planning process and subsequent Educational Master Plan (EMP). The EMP's core themes emerged from a series of 21 town hall meetings that generated input from students, faculty, staff, and community stakeholders. The campus also analyzed emerging trends and program review data to develop strategic themes that support Vision 2020 implementation strategies.

### OCC Vision 2020 Strategic Themes:

- Maximizing student success
- Expanding a culture of evidence
- Fostering internal and external communications
- Supporting sustainable human resources
- Internationalizing the college
- Enhancing Institutional advancement





# College Goals

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The College's goals support its **values** and align with district-wide strategic themes.

## COMMUNITY

### Goal 1

Provide international and multicultural activities to promote a culture of diversity, inclusiveness and global competence.

### Goal 2

Maintain relationships and partnerships with local and global businesses, communities, and organizations to foster diversity and workforce development.

### Goal 3

Foster a participatory, productive and supportive campus climate to ensure collegiality and informed decision making.

## LEARNING

### Goal 4

Assure students receive a quality education with academic support to become self-directed and successful lifelong learners.

### Goal 5

Provide instructional and co-curricular activities to enhance student development.

### Goal 6

Provide for the growth and development and recognition of employees to create a leading-edge workforce.





## ACCESS

### Goal 7

Utilize effective outreach, partnerships, and enrollment strategies to enhance the diversity and success of our students.

### Goal 8

Provide a technologically advanced learning environment to increase student success and access to institutional resources.

### Goal 9

Recruit a diverse population of students and employees and provide continuous training to create a highly competitive and desirable workplace.

## STEWARDSHIP

### Goal 10

Implement comprehensive and deliberate long-term planning to be strategically and financially responsible.

### Goal 11

Promote a culture of evidence and continuous improvement for the public good.

### Goal 12

Pursue a variety of resources to augment, expand and maintain programs, personnel, facilities, infrastructure, and services.

## SUSTAINABILITY

### Goal 13

Educate the community on environmentally responsible practices to change behavior.

### Goal 14

Integrate environmentally responsible practices into college operations.

### Goal 15

Foster and expand relationships with partners to support innovative solutions that reduce resource consumption.

Objectives show the explicit link to district-wide goals and implementation themes. The matrices below illustrate this alignment.

Alignment of Coast Community College District Strategic Goals and OCC Strategic Goals						
OCC Strategic Goals	Coast Community College District-Wide Goals					
	Student Success	Basic Skills	STEM	CTE	Global Education	Diversity
Assure students receive a quality education with academic support to become self-directed and successful lifelong learners.	✓	✓	✓	✓		
Provide instructional and co-curricular activities to enhance student development.	✓	✓			✓	
Utilize effective outreach, partnerships, and enrollment strategies to enhance the diversity and success of our students.	✓	✓	✓			✓
Provide a technologically advanced learning environment to increase student success and access to institutional resources.	✓	✓				
Provide international and multicultural activities to promote a culture of diversity, inclusiveness and global competence.					✓	✓
Maintain relationships and partnerships with local and global businesses, communities, and organizations to foster diversity and work force development.			✓	✓	✓	
Recruit a diverse population of students and employees and provide continuous training to create a highly competitive and desirable workplace.						✓

## Alignment of Coast Community College District Implementation Themes and OCC Foundational Goals

OCC Strategic Goals	Coast Community College District Implementation Themes				
	Cooperation & Collaboration	College Master Plans	Partnerships	Technology	Sustainability
Implement comprehensive and deliberate long-term planning to be strategically and financially responsible.	✓	✓			
Pursue a variety of resources to augment, expand and maintain programs, personnel, facilities, infrastructure, and services.	✓	✓	✓	✓	
Provide for the growth and development and recognition of employees to create a leading-edge work force.	✓	✓	✓		
Foster a participatory, productive and supportive campus climate to ensure collegiality and informed decision making.	✓	✓		✓	
Promote a culture of evidence and continuous improvement for the public good.	✓	✓		✓	
Educate the community on environmentally responsible practices to change behavior.		✓			✓
Integrate environmentally responsible practices into college operations		✓			✓
Foster and expand relationships with partners to support innovative solutions that reduce resource consumption.		✓	✓		✓

## Educational Master Plan Review Cycle

The College's Educational Master Plan requires an annual review of goals and objectives, and a structured three-year review of the vision, mission and values.

The three-year review allows for changes to goals and objectives based on student needs. The EMP rolling cycle through 2020-2021 is outlined below.

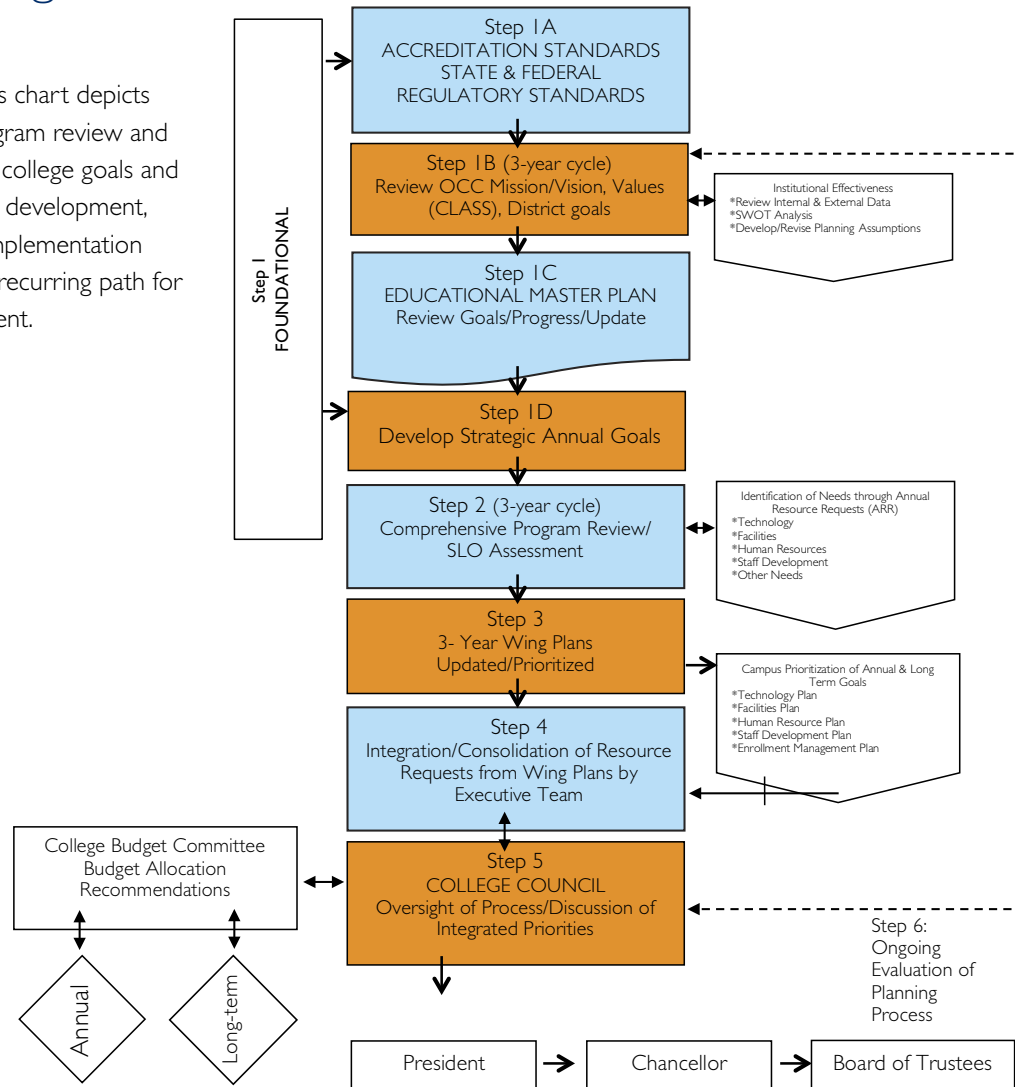
Educational Master Plan Process Chart 2010-11 through 2020-21										
2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Vision 2020										Vision 2030
5-Year Plan (2010-2015)										
Annual Progress Review	Annual Progress Review	Structured Review *Vision *Mission *Values *Goals *Objectives *Planning assumptions	Renewal	Final Review *Goal & Objective Completion						
			5-Year Plan (2013-2018)							
			Annual Progress Review	Annual Progress Review	Structured Review *Vision *Mission *Values *Goals *Objectives *Planning assumptions	Renewal	Final Review *Goal & Objective Completion			
						5-Year Plan (2017-2021)				
						Annual Progress Review	Annual Progress Review	Structured Review *Vision *Mission *Values *Goals *Objectives *Planning assumptions	Renewal	Final Review *Goal & Objective Completion

# OCC Planning Process

## Strategic Planning Process

The strategic planning process chart depicts the annual cycle for how program review and SLO assessment support the college goals and provide the basis for planning development, budget determination, plan implementation and evaluation that follows a recurring path for continuous quality improvement.

## OCC Annual Strategic Planning Process



## Student Learning Outcomes (SLO)

SLO assessment uses well-defined criteria to improve programs, services, and facilities. Each department coordinate the implementation of course, program, and institutional outcomes and assessment.

### Institutional Level SLOs

Students will demonstrate competency in the following four core outcome areas and are aligned with general education outcomes.

#### I. Communication

- A. Reading
- B. Writing
- C. Listening
- D. Speaking
- E. Non-verbal

#### II. Thinking Skills

- A. Critical thinking
- B. Creative thinking
- C. Problem solving
- D. Quantitative reasoning
- E. Information competency
- F. Technological competency

#### III. Global Awareness

- A. Science and society
- B. The arts and society
- C. Social diversity
- D. Civics

#### IV. Personal Development and Responsibility

- A. Self-management
- B. Social well-being
- C. Physical and emotional health
- D. Workplace/professional skills
- E. Ethics
- F. Aesthetic appreciation



# District and College Overview

## History

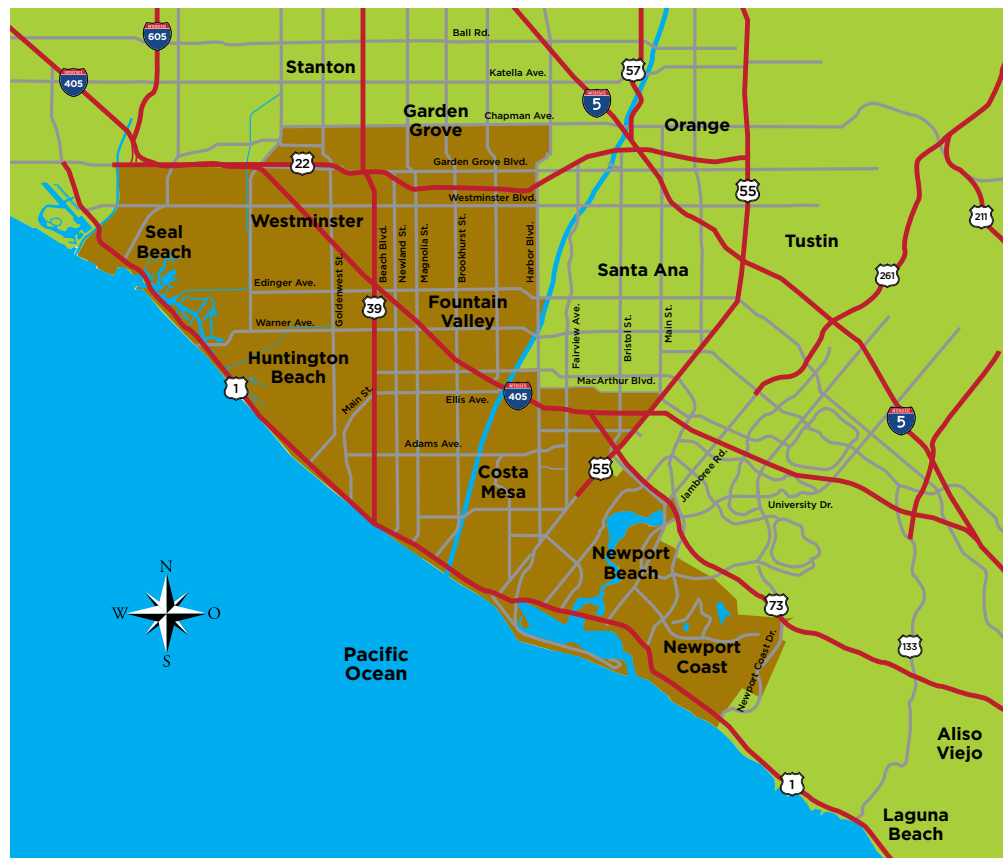
Orange Coast College originated in 1947 as part of the Orange Coast Junior College District. The federal government deeded 243 acres of land from the deactivated Santa Ana Army Air Base, which trained aviation cadets during WWII. In 1948, the campus held its first classes – in military barracks.

Today, the expansive 164-acre campus features an inviting blend of modern and classic architecture with state-of-the-art facilities.

## Service Area

The Coast Community College District service area includes the following cities:

- Costa Mesa
- Fountain Valley
- Garden Grove
- Huntington Beach
- Midway City
- Newport Beach
- Seal Beach
- Sunset Beach
- Westminster





# College Profile

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Orange Coast College offers 241 leading-edge academic and career training programs. The College features exceptional facilities and the latest in computer and high-tech equipment. OCC ranks first statewide in the number of combined transfers to the California State University and UC systems.

Located in the City of Costa Mesa, Orange Coast College enrolls 22,000 students each semester and offers nearly 250 leading-edge academic and career training programs. Classes are scheduled during the day, evening and on weekends to meet the full spectrum of community needs. The College's expansive 164-acre campus, an inviting blend of modern and retro architecture, features state-of-the-art facilities including an ultra-modern library, contemporary arts pavilion, 900-seat theatre, fully-equipped film and television studios, and athletic fields. OCC offers men's and women's sports, a unique professional mariner program from its Newport Beach sailing center, and a wide range of student services.

The College ranks as California's leading combined transfer school and one of the top 100 degree producers nationwide. Instructors hold advanced degrees from Stanford, Berkeley, Harvard, M.I.T. the Culinary Institute of America, Otis Art Institute, and the American Conservatory of Music, to name a few.

The College is organized into four administrative wings under the management of the President and three vice presidents: the Vice President of Instruction, the Vice President of Student Services, and the Vice President of Administrative Services. College committees, important components of the governance structure, are composed of representatives from the faculty, classified staff, students, and administration.



# External and Internal Scans

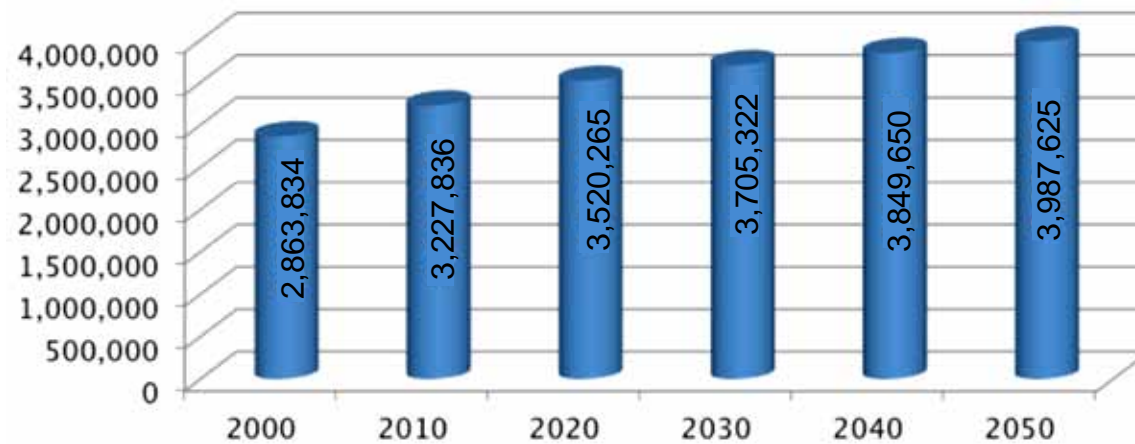
The data and trends outlined in this section were major inputs into the development of the college's goals and formed many of the planning assumptions guiding the college. Local and national external factors encompassing the economy, demographic changes and educational trends and best practices influence the college's planning. Internal factors highlighted in our student population and performance trends play an implicit role in the college's planning through their analysis in program review at the department level and are also analyzed at the college level.

## External Scan

### Population and Population Projections

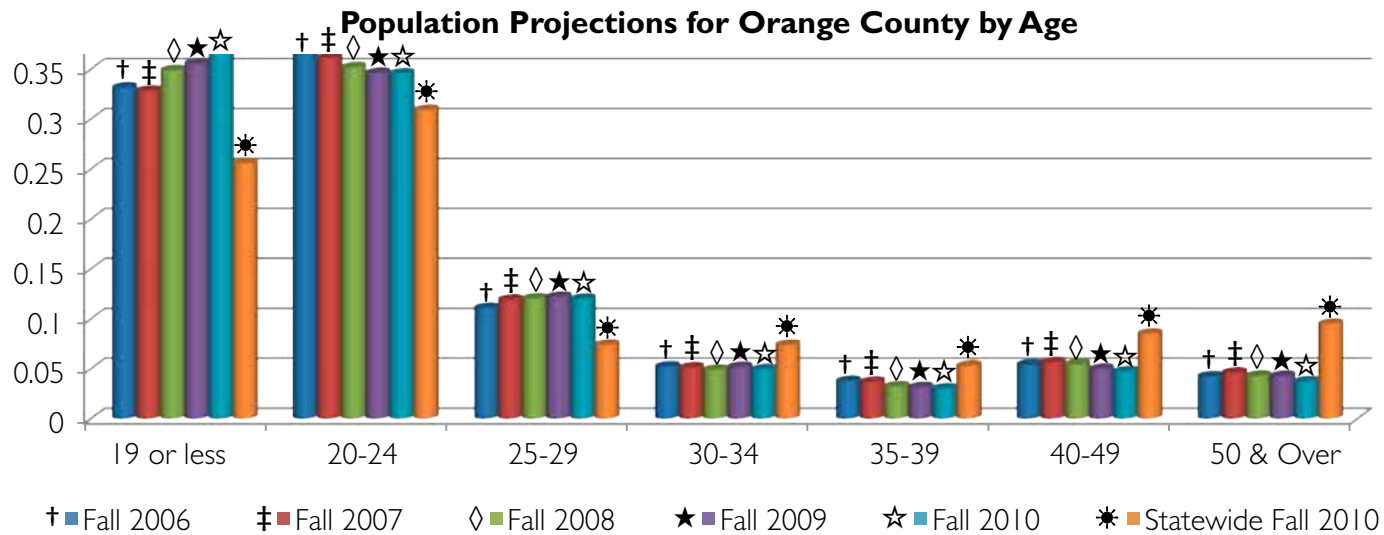
The overall population in Orange County is projected to grow based on estimates through 2050. Although the population is growing, growth is slowing. From 2000 – 2010, the population in Orange County increased 13%. From 2010 – 2020, it is projected to grow 9%. By 2030-40, the growth estimates decrease to less than 4%. Additionally, further analyses indicate that growth across demographic groups and cities within the county are varied.

**Projected Population for Orange County**



State of California, Department of Finance, *Population Projections for California and Its Counties 2000-2050, July, 2007.*

With population growth slowing in Orange County, the population is projected to grow older not younger. Projections from the State of California Department of Finance (2011) indicate the following:

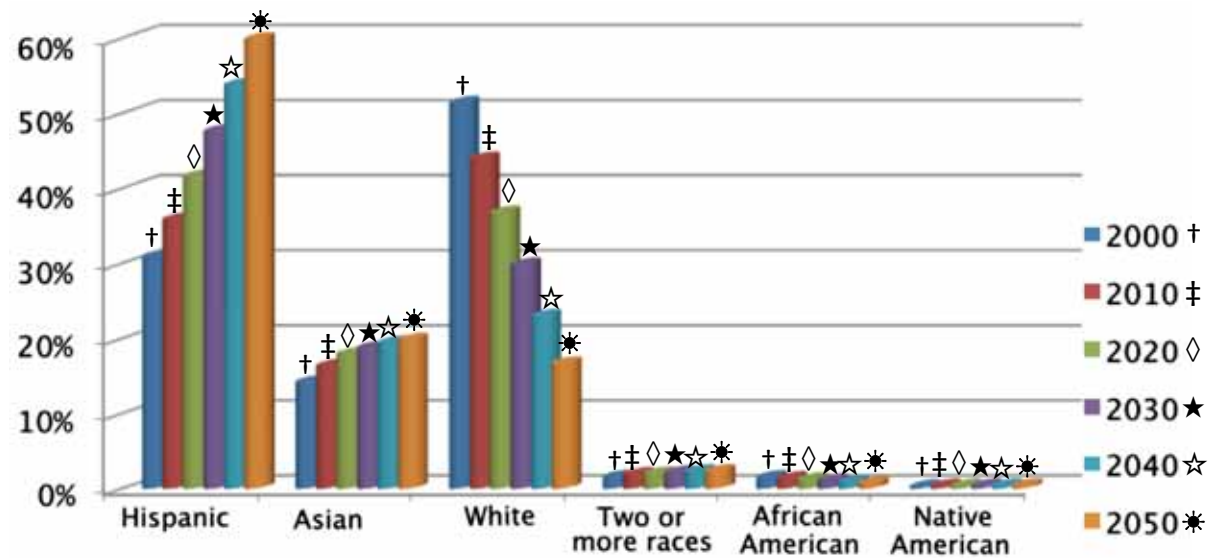


State of California, Department of Finance, *Population Projections for California and Its Counties 2000-2050, July, 2007*

- From 2000 to 2020, the under 20 group will experience a decrease from 30% to 26%, which will hold steady through 2050.
- The 20 to 24 group will only show a slight decline from 7% in 2000 to 6% in 2030, which will hold steady through 2050.
- The 25-39 group showed an initial decline from 2000 to 2010 (25% to 21%). This group will experience a large decline between 2030 and 2040 from 20% to 18% presumably as they migrate to the next age category.
- The 40 – 54 group peaks at 22% in 2010 and starts dipping in 2020 as the 55-69 age group peaks at 17%. The over 70 group peaks at 17% in 2040.
- A resurgence of 25-39 group is projected in 2050 with an increase to 19%.

The population in Orange County will become more ethnically diverse, in line with state and national trends. Between 2010 and 2020, the county's Hispanic presence will grow from 36% to 42%. During the same period, the Asian group will increase from 16% to 18%, while Whites will decrease from 44% to 37%. By 2050, the Caucasian population will decrease to 17%, Latino population increase to 60% and Asian American/Pacific Islander population increasing to 20% (State of California Department of Finance, 2008).

### Orange County Populations by Ethnicity



Orange County Population by Ethnicity						
	2000	2010	2020	2030	2040	2050
Hispanic	31%	36%	42%	48%	54%	60%
Asian	14%	16%	18%	19%	19%	20%
White	51%	44%	37%	30%	23%	17%
Two or more races	2%	2%	2%	2%	2%	2%
African American/Black	2%	1%	1%	1%	1%	1%
Native American	0%	0%	0%	0%	0%	0%
Total	2,863,834	3,227,836	3,520,265	3,705,322	3,849,650	3,987,625

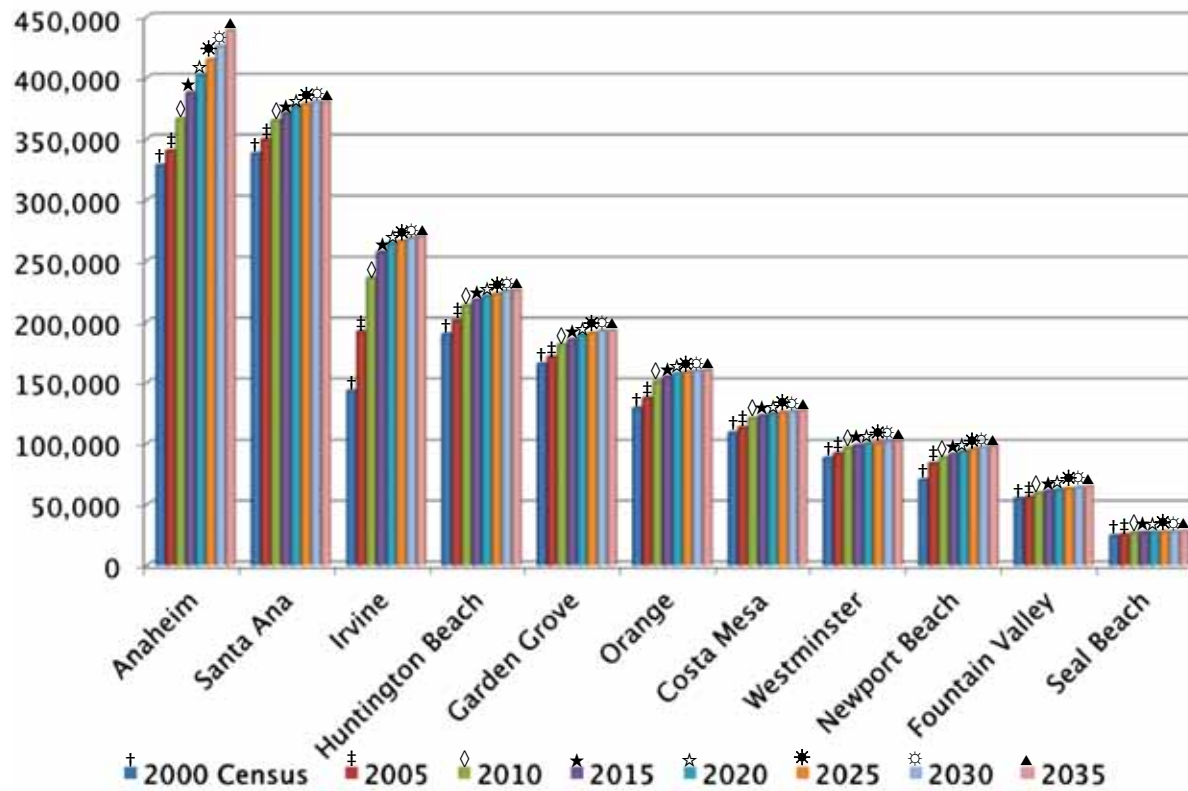
Race/ethnic population projections for Orange County. *Prepared by Stephen Webster, District Research Office.*

## Population by City (Historical and Projections)

The table below details the adult population (18 years of age and older) in the district from 2000 to 2035. Also included in the table below are the top cities students come from out of district. As of fall 2010, 49% of our students come from out of district.

The cities projected to grow in Orange County are Anaheim, Irvine, and Santa Ana. Orange Coast College's out-of-district population has increased over 6% over the last ten years to 49% by fall 2010. While close to half of Orange Coast College's students come from out of district, approximately 90% reside in Orange County (Orange Coast College Atlas 2010-11).

**Population Projections for Orange County Service Area**



## Orange County Population Projections

	2000 Census	2005	2010	2015	2020	2025	2030	2035
Anaheim	11.5%	11.1%	11.0%	11.2%	11.4%	11.6%	11.7%	12.0%
Santa Ana	11.8%	11.4%	11.0%	10.7%	10.6%	10.6%	10.5%	10.4%
Irvine	5.0%	6.3%	7.1%	7.4%	7.5%	7.4%	7.4%	7.4%
Huntington Beach	6.6%	6.5%	6.4%	6.3%	6.3%	6.2%	6.2%	6.2%
Garden Grove	5.8%	5.6%	5.5%	5.4%	5.3%	5.3%	5.3%	5.3%
Orange	4.5%	4.5%	4.5%	4.5%	4.4%	4.4%	4.4%	4.4%
Costa Mesa	3.8%	3.7%	3.6%	3.6%	3.5%	3.5%	3.5%	3.5%
Westminster	3.1%	3.0%	2.9%	2.9%	2.8%	2.8%	2.8%	2.8%
Newport Beach	2.4%	2.7%	2.7%	2.6%	2.6%	2.7%	2.7%	2.7%
Fountain Valley	1.9%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%
Seal Beach	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
<b>Orange County Total</b>	<b>2,863,834</b>	<b>3,059,952</b>	<b>3,314,948</b>	<b>3,451,755</b>	<b>3,533,935</b>	<b>3,586,283</b>	<b>3,629,539</b>	<b>3,653,990</b>

Source: Southern California Association of Governments. RTP07\_Citylevel and American FactFinder: Population Finder.



## Participation Rates

Participation rate is a measure of how well a college is meeting the needs of the residents within its district. The measure shows the number of students registered at the college per each 1,000 in the adult population. The table below shows the participation rate for each city in the college's official service area. The overall participation rate for Orange Coast College is 29, the historical statewide participation rate is 70.

Orange Coast College Participation Rates by City								
City	Zip Code	Adult Population 2010 Estimate	Total Enrollment 2010*	Credit Participation Rate 2010	Adult Population 2000	Total Enrollment 2000	Credit Participation Rate 2000	Participation Change 2000 to 2010
Costa Mesa	92626-92628	93,849	4,864	52	108,724	6,563	60	-8
Fountain Valley	92708, 92728	47,269	1,861	39	54,978	2,179	40	-1
Garden Grove	92840-92845	131,946	2,335	18	165,196	2,254	14	4
Huntington Beach	92615, 92646-92649	162,967	4,724	29	189,627	6,000	32	-3
Newport Beach	92625, 92658-92663	71,914	2,004	28	70,032	2,633	38	-10
Seal Beach	90740	23,064	114	5	24,157	152	6	-1
Westminster	92683-92685	72,556	1,762	24	88,207	1,759	20	4
Service Area Total		603,565	17,664	29	702,921	23,540	33	-4

Source: MIS student data, U.S. Census Bureau, 2005-2009 American Community Survey, and State of California, Department of Finance, E-4 Population Estimates for Cities, Counties and the State, 2001-2010, with 2000 Benchmark. Sacramento, California, May 2010.

## The Effective Service Area of the College

(CambridgeWest 2011 report)

Historically, Orange Coast College has drawn a large segment of its student population from outside of the official district boundaries. In fall 2000, 43% of students were out of district and it has continued to grow with 49% of students out of district in fall 2010. Based on an analysis of the student origins, the “effective service area” of Orange Coast College is defined as a 10-mile radius from the center of the campus. This area is currently responsible for generating in excess of 70% of all enrollments at the College. The effective service area has expanded in the past five years from a 7.5-mile radius to a 10-mile radius. The effective service area is illustrated in the graphic that follows with red illustrating the 5-mile radius, green the 7.5-mile radius and blue the 10.0-mile radius.





## Demographic Profile of the Effective Service Area

The 10-mile service area has a current (2010) population base of 1,506,770 and an annual growth rate of 0.39%. The population growth rate is a little less than half of the state, which has a current annual rate of .70%. Households in the effective service area are growing at a rate of 0.34%. Again, this is approximately half of the state's average of 0.63%. The national average for household growth is 0.76%.

The median age of the effective service area is 33.4. There is a trend for service area becoming older rather than younger in the future. The age segment 45 years and above is projected to comprise 35% of the population base by 2015. This represents an increase of two full percentage points from 2010. When viewed from the year 2000, the gain is even more pronounced at seven percentage points. Overall, the next five years show flat to decreasing trends for age groups from 0 – 44. There is, however, a current anomaly on the radar screen for age groups 20 to 24 and 25 to 34 years of age. Between 2010 and 2015, these age segments are projected to grow at 0.4% and 0.7% respectively. This may provide a very small window of opportunity for the College over the next five years.

The effective service area has an affluent median household income of \$76,238 and a per capita income of \$30,475. These incomes measures are considerably above the averages for the state. Households with incomes above \$100,000 per year have experienced the greatest percentage increase over the past ten years. In 2000, households with incomes over \$100,000 represented 21.3% of the population base. For 2010, this segment comprised 33.8%. They are projected to reach 43.0% by the year 2015. Of this segment, households with incomes that were in excess of \$200,000 are projected to represent 10% of the population base by the year 2015. Alternately, there were 9.6% of households with incomes that were below the poverty line in year 2000. In 2010, only 5.9% of households within the effective service area fell into this category. Projections for 2015 indicate a drop to 4.3%. Overall, the annual rate of growth for median household income is outpacing the state at 2.80% to 2.59%.

The race/ethnicity breakdown of the effective service area indicates a dominant but declining White race/ethnic segment. Representing 58.8% of the population base in 2000, this segment declined to 53.2% in 2010. It is projected to further decrease to 50.5% by 2015. The Hispanic race/ethnic segment followed with 39.1% of the current (2010) population base. In 2000, this segment represented 36.2%. It is projected to reach 40.3% by the year 2015. The Asian segment also exhibits an increasing trend. It was at 16.3% in 2000; it currently stands at 19.9% (2010) and is projected to reach 21.7% by the year 2015. The table that follows provides a snapshot of the key demographic and income markers for the effective service area of the College. These markers provide the basis for understanding what the College might expect for the future.

**Key Demographic Markers  
Orange Coast College Effective Service Area**

Characteristic	Year 2010	Year 2015
Demographic Data		
Population	1,506,770	1,536,161
Population Rate of Growth	0.39%	0.34%
Average Household Size	3.19	3.2
Household Rate of Growth	0.34%	0.32%
Income Data		
Median Household Income	\$76,238	\$87,526
Per Capita Income	\$30,475	\$34,835
Household Income Over \$100K	33.8%	43.0%
Age Segmentations		
Median Age	33.4	33.5
0 to 19 Years of Age	28.8%	28.0%
20 to 24 Years Age	7.7%	8.1%
25 to 54 Years of Age	43.8%	42.4%
55 Years and Above	19.5%	21.6%
Primary Race/Ethnicity		
White	53.2%	50.5%
Hispanic*	39.1%	40.3%
Asian	19.9%	21.7%
Black	1.5%	1.5%

\*Persons of Hispanic Race/Ethnicity may be of any race

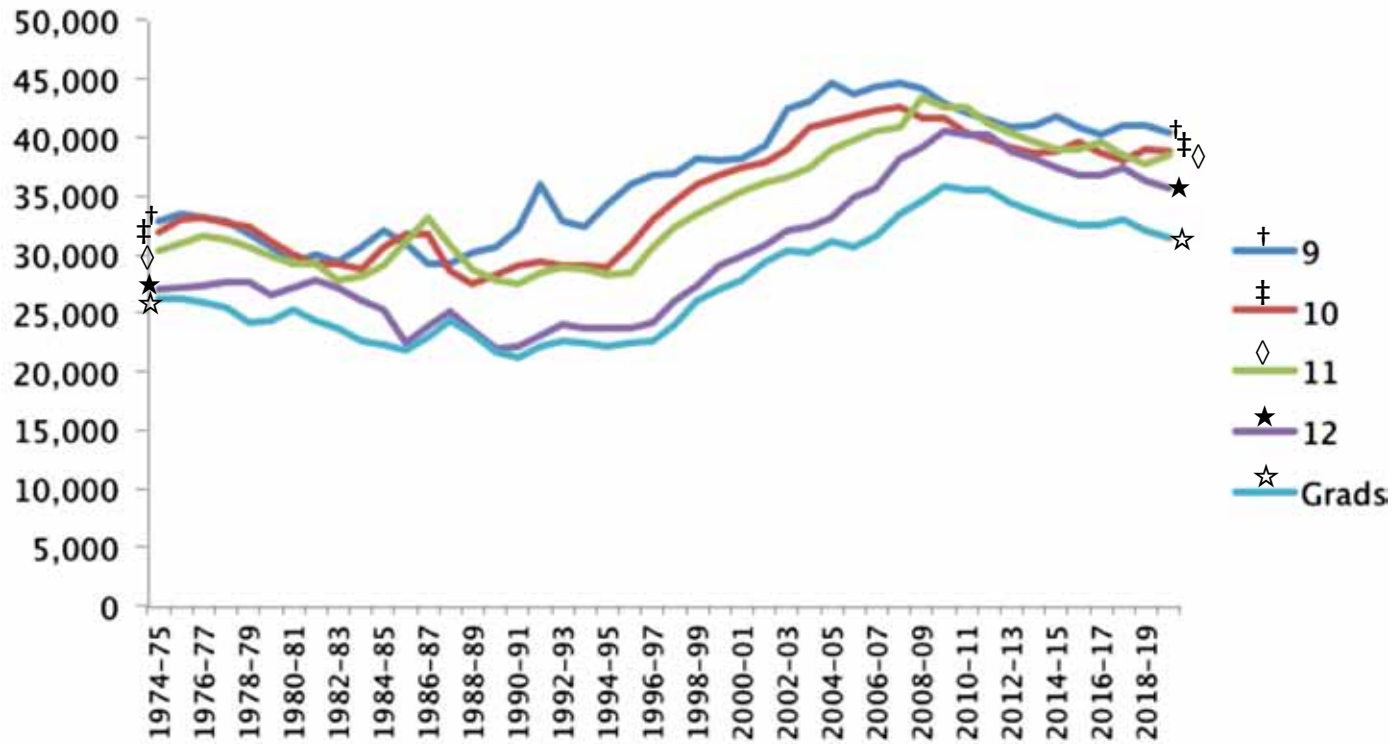
Source: ESRIBIS Demographic and Data Services; analysis Cambridge West Partnership

**K-12 Enrollment and Preparation Trends**

Over the next ten to twenty years, the number and composition of K-12 students is projected to drastically change in Orange County. These changes naturally have implications for all higher education institutions, but more so for colleges like Orange Coast College where we draw a higher percentage of younger, directly out of high school students than our neighboring community colleges.

According to the latest projections from the State of California Department of Finance, it is predicted there will be a 6.7% decrease in Orange County's overall K-12 enrollment by 2020. Starting in 2010-2011, it is projected that the number of high school graduates in Orange County will begin to decline with a projected 8% decrease by 2015 (State of California Department of Finance, 2011). Historically, Orange Coast College's graduate trends have closely mirrored Orange County graduation trends.

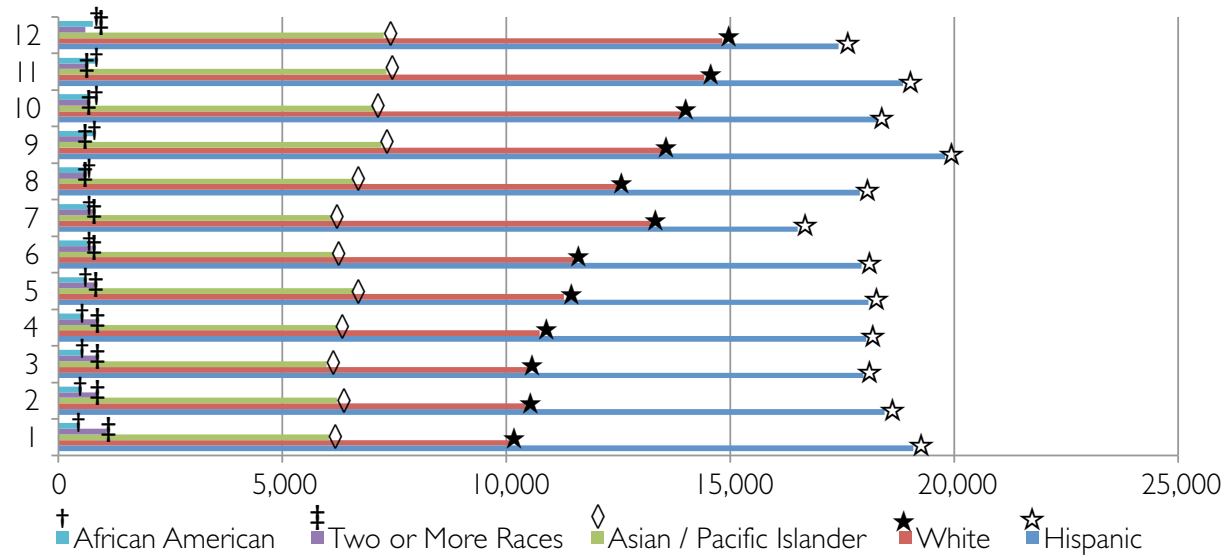
### Orange County Public K-12 Grade Enrollments 1974-75 through 2019-2020 for 9th through 12th Grade with High School Graduate Projections



Projected enrollments in the K-12 pipeline. *Prepared by Stephen Webster, District Research Office.*

Equally important is the anticipated changes in ethnicity. The changes start with a gradual decrease in the total number of White students when moving from 12th to 1st grade, with a slight decrease in Asian students, while the number of Hispanic students remains relatively stable.

## 2010-2011 Orange County K-12 Enrollments



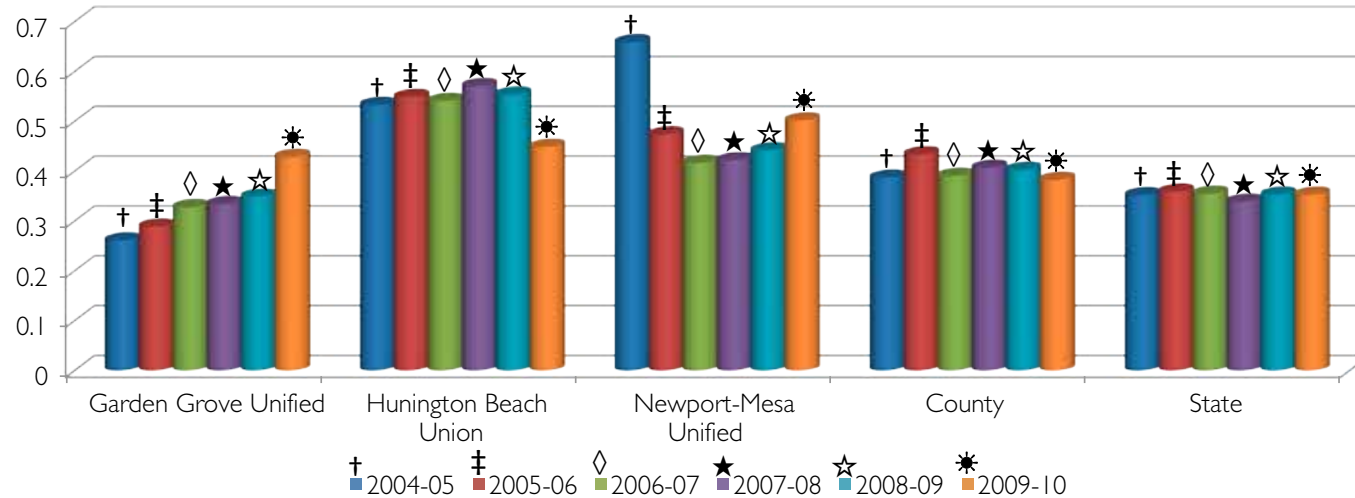
### Orange County Headcount Per Grade

	1	2	3	4	5	6	7	8	9	10	11	12
Hispanic	19,091	18,451	17,968	18,036	18,090	17,928	16,510	17,894	19,799	18,277	18,859	17,419
White	10,062	10,425	10,476	10,743	11,278	11,493	13,213	12,462	13,474	13,892	14,419	14,822
Asian / Pacific Islander	6,033	6,215	5,987	6,202	6,583	6,139	6,099	6,579	7,212	7,030	7,320	7,258
Two or More Races	1,078	854	850	830	787	744	755	617	567	671	625	595
African American	454	519	545	531	610	640	644	631	782	719	822	771

### High School Graduates with UC/CSU Required Courses

Another important factor is the level of preparation of high school graduates. The percent of graduates meeting CSU/UC coursework upon high school graduation is a measure of college readiness. An analysis of the three high school districts within the college's official service area shows varying trends in each of the districts. At Huntington Beach Unified, the college's largest feeder district, approximately 45% of their graduates are prepared for CSU/UC and this is a decline from the previous 5 years which had over a 50% preparedness rate. At Newport Mesa Unified School district, where OCC is that district's top transfer school, showed a sharp decline in prepared graduates from 2005-06 to 2008-09, but increased to over 50% in 2009-10. Garden Grove Unified, the largest growing feeder district to Orange Coast College, has the most CSU/UC underprepared students although they have made significant progress from 26% in 2004-05 to 42.9% in 2009-10.

## Within Coast Community College District High School Graduates with UC/CSU Required Courses



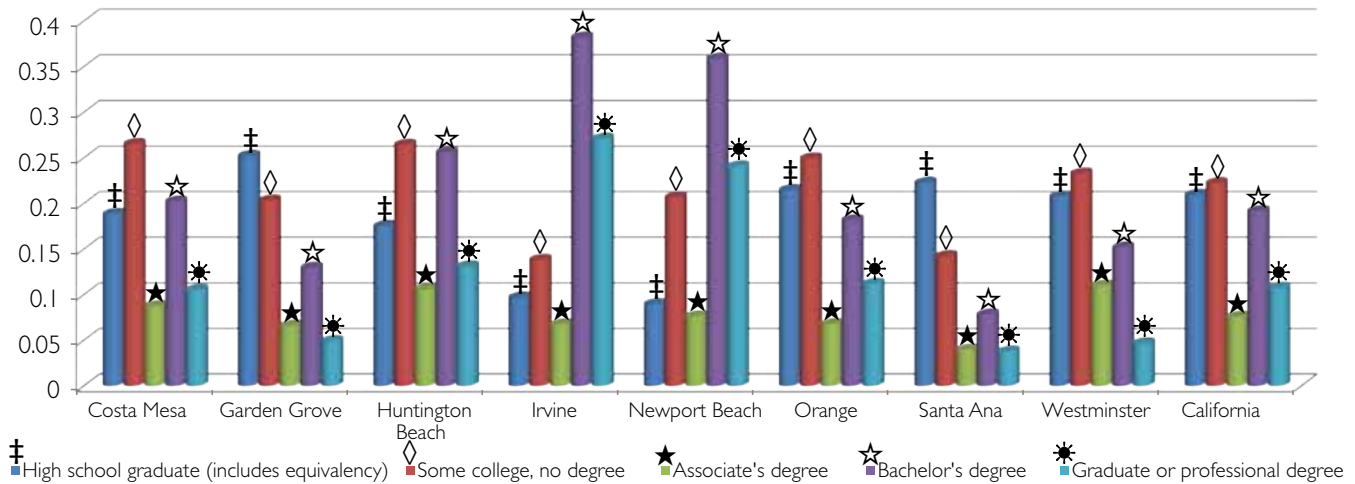
	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Garden Grove Unified	26.1%	28.9%	32.8%	33.4%	34.9%	42.9%
Huntington Beach Union	53.3%	54.9%	54.1%	57.1%	55.4%	44.9%
Newport-Mesa Unified	65.9%	47.4%	41.7%	42.2%	44.2%	50.2%
County	38.7%	43.4%	39.1%	40.7%	40.3%	38.3%
State	35.2%	35.9%	35.5%	33.9%	35.3%	35.3%

Ed-Data Education Data Partnership. Fiscal, Demographic and Performance Data on California's K-12 Schools. Data for 2010/2011 not available as of 1/26/2011.

### Education Attainment of Effective Service Area

According to the US Census Bureau's 2010 Census figures, 83.2% of the over 25 population in Orange County have a high school diploma or higher degree. Of this 83.2%, 7.6% have an Associate's degree and 36.6% have a Bachelor's degree or higher. These statistics and the detailed statistics for cities feeding into Orange Coast College show a strong need for post-secondary education opportunities when coupled with the trends for education and training for employment observed in the labor market.

## Orange County Education Attainment of District Populations 25+ by City Estimated 2009



### Orange County Educational Attainment of District Population 25+ by City

2009 Estimates	High school graduate (includes equivalency)	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree	Total High School Graduate or Higher
Anaheim	24%	20%	7%	16%	7%	74%
Costa Mesa	19%	27%	9%	20%	10%	85%
Garden Grove	25%	20%	7%	13%	5%	70%
Huntington Beach	18%	26%	11%	26%	13%	93%
Irvine	10%	14%	7%	38%	27%	95%
Newport Beach	9%	21%	8%	36%	24%	97%
Orange	21%	25%	7%	18%	11%	82%
Santa Ana	22%	14%	4%	8%	4%	52%
Westminster	21%	23%	11%	15%	5%	75%
California	21%	22%	8%	19%	11%	81%

Source: U.S. Census Bureau, 2009 American Community Survey. B15003. EDUCATIONAL ATTAINMENT FOR THE POPULATION 25 YEARS AND OVER - Universe: POPULATION 25 YEARS AND OVER Data Set: 2009 American Community Survey 1-Year Estimates.

The estimated 2009 figures Orange Coast College's service area cities for a high school diploma or higher are: Costa Mesa, 85%;

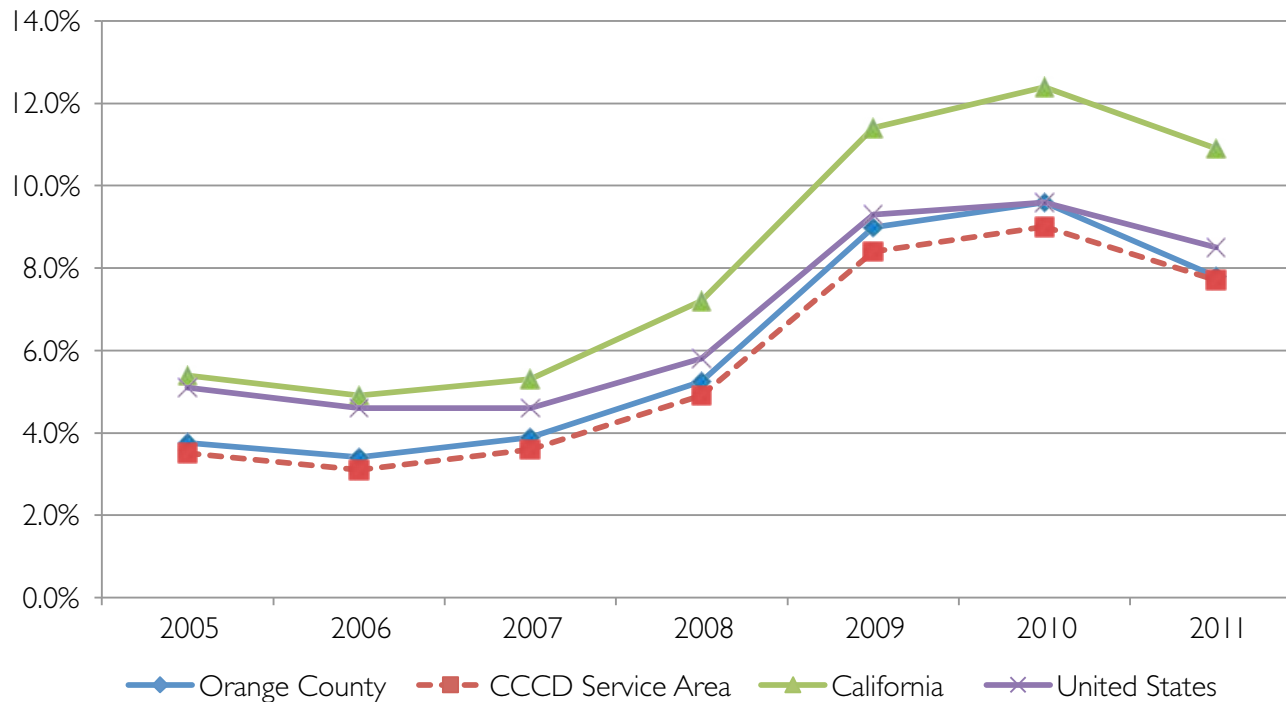
Garden Grove, 70%; Huntington Beach, 93%; Newport Beach, 97%; and Westminster, 75%. The estimated 2009 state numbers for a high school diploma or higher is 81%.

For the high growth Orange County cities outside of our service area, the figures are: Anaheim, 74%; Irvine, 95%; Orange, 82%; and Santa Ana, 52%. Cities with high school education levels below 80% have the following percentages of their over 25 populations with an education level between 9<sup>th</sup> and 12<sup>th</sup> grade and no high school diploma: Anaheim, 13%; Garden Grove, 13%; Santa Ana, 20%; and Westminster, 13%.

## Employment and Economy

The unemployment rate in Orange County for March 2011 is 8.5%, which is less than the United States average at 9.0%. Orange County unemployment is significantly lower than the California average at 11.2% (December 9, 2011, EDD). The CCCD service area estimate shows the unemployment rate of cities we serve is collectively lower than the county, state, and nation.

**Unemployment Rates for CCCD Service Area**



## Orange County and OCC Service Area Unemployment Rates

2005 through 2010, and 2011

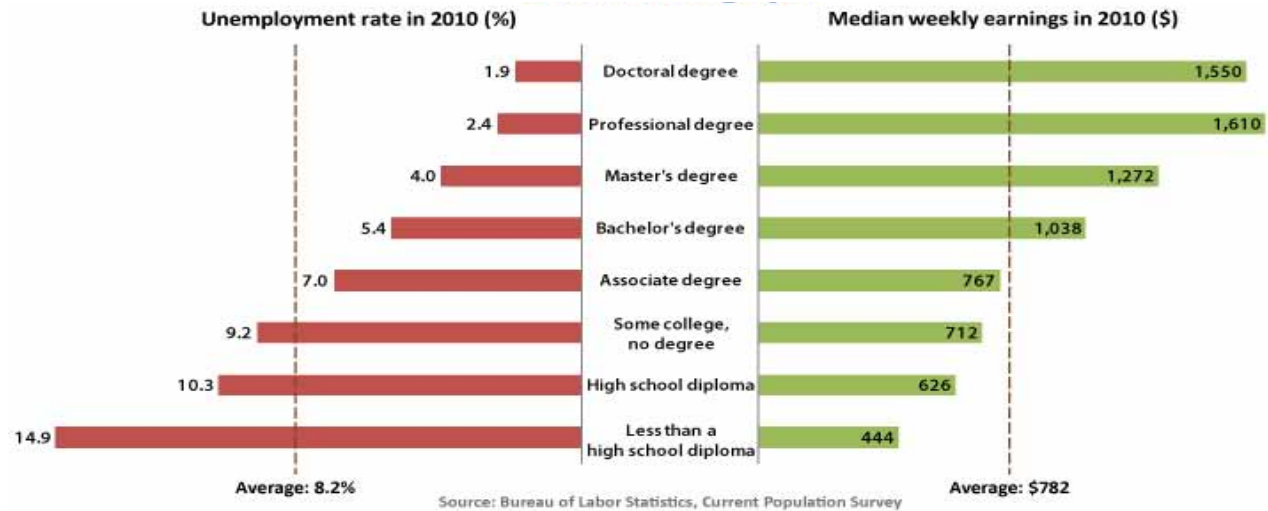
	2005	2006	2007	2008	2009	2010	2011
Orange County	3.8%	3.4%	3.9%	5.3%	9.0%	9.6%	7.8%
CCCD Service Area	3.5%	3.1%	3.6%	4.9%	8.4%	9.0%	7.7%
California	5.4%	4.9%	5.3%	7.2%	11.4%	12.4%	10.9%
United States	5.1%	4.6%	4.6%	5.8%	9.3%	9.6%	8.5%

State of California. Employment Development Department. Labor Market Information Division. March 2010 Benchmark.  
[www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)

Consistent with historical trends outlined in the Orange Coast College Atlas 2010-11, as unemployment rates increase, college demand and enrollment also increases. Drastic increases in enrollment have not been observed over the past two years as unemployment has skyrocketed due to a decrease in course sections offered. Demand is present, as measured in number of applications and wait list requests.

An analysis of unemployment rates by educational attainment shows lower unemployment rates based on the level of education achieved (Bureau of Labor Statistics). The Bureau of Labor Statistics also evaluated annual average weekly earnings by educational level. Average earnings are progressively higher based on education level. In 2010, the average annual wages of workers with an Associate's degree were close to the median weekly earnings for all workers (\$767 compared to \$782). As educational level decreases, average weekly earnings decrease, with these workers earning below the median wage.

### Education Pays



Note: Data are 2010 annual averages for persons age 25 and over. Earnings are for full-time wage and salary workers.



## Major Employers in Orange County

An analysis of the major employers in Orange County show a large concentration in the health field (52%), followed by two local universities (8%), real estate (8%) and retail manufacturers (8%). Other top employers were in the aerospace industry, social media, city/government, information technology and temporary employment services.

Major Employers in Orange County		
Employer Name	Location	Industry
Allergan Inc	Irvine	Drug Millers (Mfrs)
Anaheim City Hall	Anaheim	City Government-Executive Offices
Blogtagon Social Media	Fountain Valley	Multimedia (Mfrs)
Boeing Co	Seal Beach	Aerospace Industries (Mfrs)
Broadcom Corp	Irvine	Semiconductors & Related Devices (Mfrs)
California State-Fullerton	Fullerton	Schools-Universities & Colleges Academic
Edwards Lifesciences Corp	Irvine	Physicians & Surgeons Equip & Supls-Mfrs
Fairview Developmental Ctr	Costa Mesa	Residential Care Homes
First American Title Ins Co	Santa Ana	Title Companies
Fountain Valley Regl Hosp	Fountain Valley	Hospitals
Hoag Hospital	Newport Beach	Hospitals
Jones Lang La Salle	Brea	Real Estate Management
Mission Hospital	Mission Viejo	Hospitals
PacificCare Health Systems	Cypress	Health Plans
Quest Diagnostics	San Juan Capistrano	Laboratories-Medical
Quiksilver Eyeware USA	Huntington Beach	Optical Goods-Retail
Saddleback Health Information	Laguna Hills	Physicians & Surgeons Information Bureau
Saddleback Memorial Med Ctr	Laguna Hills	Hospitals
St John Knits Intl Inc	Irvine	Women's Apparel-Retail
St Jude Medical Ctr	Brea	Physicians & Surgeons Equip & Supls-Whls
St Jude Medical Ctr	Fullerton	Hospitals
Staffpay Inc	Irvine	Employment Contractors-Temporary Help
Tri Zetto Group	Newport Beach	Information Technology Services
UC Irvine Healthcare	Orange	Hospitals
University Of Ca-Irvine	Irvine	Schools-Universities & Colleges Academic

This list of major employers was extracted from the America's Labor Market Information System (ALMIS) Employer Database, 2011 1st Edition. Employer information is provided by infogroup®, Omaha, NE, 800-555-5211. Copyright © 2010.

Retrieved May 3, 2011 from the California Employment Development Department. <http://www.labormarketinfo.edd.ca.gov/majorer/countrymajorer.asp?CountyCode=000059>

## Labor Market Trends

According to the Employment Development Department, Orange County provides 10% of California's nonfarm employment and will continue to provide about 8% of the state's new nonfarm jobs for the 2008-2018 period. The top high demand three occupations will be waiters and waitresses, retail salespersons, and cashiers. These jobs require on-the-job training and average \$9 - \$11 per hour. For the fastest growing occupations, nearly half will be in a health related occupation, and is projected have a minimum hourly pay of \$40 per hour. These jobs have a higher educational requirement ranging from an associate degree to a professional degree.

## Orange County Industry Trends

Over the past five years, many industry sectors in Orange County experienced job declines, as referenced in the table below. The Education and Health Services sector, however, experienced a 13% growth over this period.

Orange County Employment by Industry Trends						
Industry Sector	2006	2007	2008	2009	2010	Percent Change 2006-2010
Goods Producing	295,099	284,936	268,198	232,869	222,324	-25%
Construction	107,272	102,968	90,707	73,992	67,436	-37%
Manufacturing	181,796	176,344	172,188	154,569	150,664	-17%
Natural Resources and Mining	6,031	5,625	5,303	4,309	4,224	-30%
Service Producing	1,072,604	1,074,683	1,063,879	993,541	991,006	-8%
Education and Health Services	136,617	140,747	147,988	150,957	154,555	13%
Financial Activities	138,606	127,667	113,287	105,522	103,520	-25%
Information	31,412	30,259	29,585	27,265	24,845	-21%
Leisure and Hospitality	169,638	172,819	176,414	169,050	168,439	-1%
Other Services	48,120	47,862	49,173	47,542	48,100	0%
Professional and Business Services	276,171	272,887	267,992	239,901	243,473	-12%
Trade, Transportation and Utilities	271,945	281,333	273,339	249,330	244,321	-10%
Unclassified	96	1,110	6,103	3,974	3,753	3809%
Total-Private Industry	1,367,703	1,359,619	1,332,078	1,226,410	1,213,330	-11%

California Employment Development Department, California Regional Economies Employment Series. <http://www.labormarketinfo.edd.ca.gov>

## High Demand Jobs in Orange County

High demand jobs are those that are projected to show the most growth in total number of openings. Seventy-six percent (64%) of the top 25 jobs projected to be in high demand between 2008-2018 only require short-term training. The table below shows the projected high demand jobs in Orange County requiring moderate-on-the-job training to a Bachelor's degree.

High Demand Jobs in Orange County				
Job Title	Total Job Openings	2010-1st Quarter Wages		Education and Training Levels
		Median Hourly	Median Annual	
Registered Nurses	8,700	\$37.12	\$77,209	Associate Degree
General and Operations Managers	7,700	\$55.32	\$115,064	Bachelor's Degree or Higher and Some Work Experience
First-Line Supervisors/Managers of Office and Administrative Support Workers	6,100	\$26.28	\$54,660	Work Experience in a Related Occupation
Accountants and Auditors	5,000	\$31.11	\$64,712	Bachelor's Degree
First-Line Supervisors/Managers of Retail Sales Workers	4,700	\$18.31	\$38,087	Work Experience in a Related Occupation
Elementary School Teachers, Except Special Education	4,500	N/A	\$67,897	Bachelor's Degree
Bookkeeping, Accounting, and Auditing Clerks	4,100	\$18.89	\$39,289	Moderate-Term On-the-Job Training
Cooks, Restaurant	4,000	\$12.03	\$25,023	Long-Term On-the-Job Training
Medical Secretaries	3,400	\$14.74	\$30,661	Post-Secondary Vocational Education
Construction Laborers	3,400	\$15.99	\$33,263	Moderate-Term On-the-Job Training
Team Assemblers	3,300	\$12.08	\$25,128	Moderate-Term On-the-Job Training
Secondary School Teachers, Except Special and Vocational Education	3,100	N/A	\$76,447	Bachelor's Degree
Maintenance and Repair Workers, General	3,000	\$18.51	\$38,512	Long-Term On-the-Job Training
Licensed Practical and Licensed Vocational Nurses	2,900	\$24.55	\$51,053	Post-Secondary Vocational Education
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,900	\$37.41	\$77,811	Moderate-Term On-the-Job Training
Sales Managers	2,800	\$54.64	\$113,641	Bachelor's Degree or Higher and Some Work Experience
Management Analysts	2,600	\$35.18	\$73,185	Bachelor's Degree or Higher and Some Work Experience
Medical Assistants	2,600	\$15.18	\$31,572	Moderate-Term On-the-Job Training
Computer Support Specialists	2,500	\$23.97	\$49,864	Associate Degree
Carpenters	2,500	\$24.60	\$51,180	Long-Term On-the-Job Training

California Employment Development Department, California Regional Economies Employment Series. 2008-2018 Occupations with the Most Job Openings. Santa Ana-Anaheim-Irvine Metropolitan Statistical Area. <http://www.labormarketinfo.edd.ca.gov>



## High Growth Jobs in Orange County

High demand jobs are those that are projected to show the highest percent change in job openings. In contrast to the high demand jobs, only 14% of the projected high growth jobs require short-term training. These were primarily aide/assistant positions in the health care field. The table below shows the projected high growth jobs in Orange County requiring moderate-on-the-job training to a Bachelor's degree.

*Many of these jobs are in the STEM2 job cluster: Science, Technology, Mathematics and Medicine. The district has identified specific goals aimed at enhancing STEM2 certificates and degrees. The college's strategic goals are supported by objectives and strategies that address STEM2 initiatives.*

## High Growth Jobs in Orange County

Job Title	Annual Average Employment		Percent Change	2010-1st Quarter Wages		Education and Training Levels
	2008	2018		Median Hourly	Median Annual	
Biomedical Engineers	460	700	52.2	\$42.43	\$88,254	Bachelor's Degree
Network Systems and Data Communications Analysts	3,160	4,460	41.1	\$36.65	\$76,245	Bachelor's Degree
Veterinary Technologists and Technicians	1,470	2,010	36.7	\$14.95	\$31,102	Bachelor's Degree or Higher and Some Work Experience
Physical Therapist Assistants	630	840	33.3	\$28.41	\$59,104	Bachelor's Degree or Higher and Some Work Experience
Physician Assistants	610	810	32.8	\$46.12	\$95,928	Bachelor's Degree
Surgical Technologists	770	1,000	29.9	\$21.87	\$45,505	Post-Secondary Vocational Education
Pharmacy Technicians	2,560	3,310	29.3	\$17.03	\$35,432	Moderate-Term On-the-Job Training
Fitness Trainers and Aerobics Instructors	2,490	3,210	28.9	\$18.27	\$37,988	Post-Secondary Vocational Education
Skin Care Specialists	540	690	27.8	\$14.79	\$30,776	Post-Secondary Vocational Education
Paralegals and Legal Assistants	3,430	4,360	27.1	\$27.87	\$57,966	Bachelor's Degree or Higher and Some Work Experience
Respiratory Therapists	1,240	1,570	26.6	\$30.52	\$63,476	Bachelor's Degree or Higher and Some Work Experience
Mixing and Blending Machine Setters, Operators, and Tenders	1,740	2,190	25.9	\$13.25	\$27,574	Moderate-Term On-the-Job Training
Civil Engineers	4,860	6,080	25.1	\$44.73	\$93,025	Bachelor's Degree
Medical and Public Health Social Workers	1,380	1,720	24.6	\$28.89	\$60,075	Bachelor's Degree
Compliance Officers, Except Agriculture, Construction, Health and Safety, and Transportation	2,610	3,250	24.5	\$28.44	\$59,168	Long-Term On-the-Job Training
Nuclear Engineers	490	610	24.5	\$47.64	\$99,096	Bachelor's Degree
Medical Assistants	7,530	9,370	24.4	\$15.18	\$31,572	Moderate-Term On-the-Job Training
Law Clerks	540	670	24.1	\$18.41	\$38,304	Bachelor's Degree
Registered Nurses	20,880	25,880	23.9	\$37.12	\$77,209	Associate Degree
Licensed Practical and Licensed Vocational Nurses	5,430	6,670	22.8	\$24.55	\$51,053	Post-Secondary Vocational Education

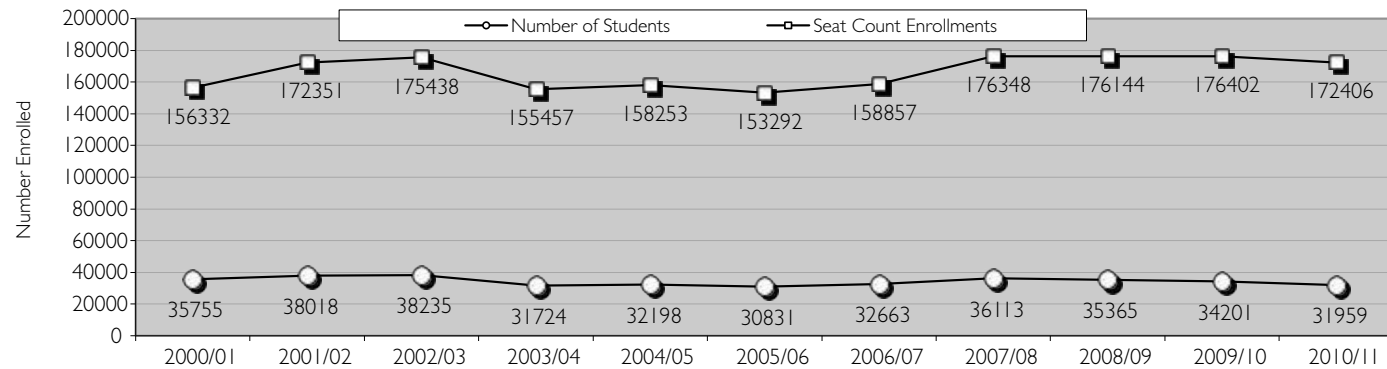
California Employment Development Department, California Regional Economies Employment Series. 2008-2018 Fastest Growing Occupations. Santa Ana-Anaheim-Irvine Metropolitan Statistical Area. <http://www.labormarketinfo.edd.ca.gov>

# Internal Scan

## Current Enrollment and Full-time Equivalent Student (FTES) Trends

Orange Coast College's headcount and enrollment has fluctuated with budget trends. The college reached a high of 38,235 students in 2002-03 before the budget decrease the following year and started to regain students with the most recent budget decrease. In 2010-11, 31,959 students were enrolled at the college.

**OCC Overall Headcount and Enrollment Trends**



**OCC Headcount Enrollment by Academic Year 2000/01 - 2010/11**

Number	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Number of Students	35,755	38,018	38,235	31,724	32,198	30,831	32,663	36,113	35,365	34,201	31,959
Percent change from prior year		6.0%	0.6%	-20.5%	1.5%	-4.4%	5.6%	9.6%	-2.1%	-3.4%	-7.0%
Seat Count Enrollments	156,332	172,351	175,438	155,457	158,253	153,292	158,857	176,348	176,144	176,402	172,406
Percent change from prior year		9.3%	1.8%	-12.9%	1.8%	-3.2%	3.5%	9.9%	-0.1%	0.1%	-2.3%

Source: OCC MIS Student Basic Data, 2000-2011.

NOTE: Academic year data was calculated based on prior summer, fall and spring semesters.

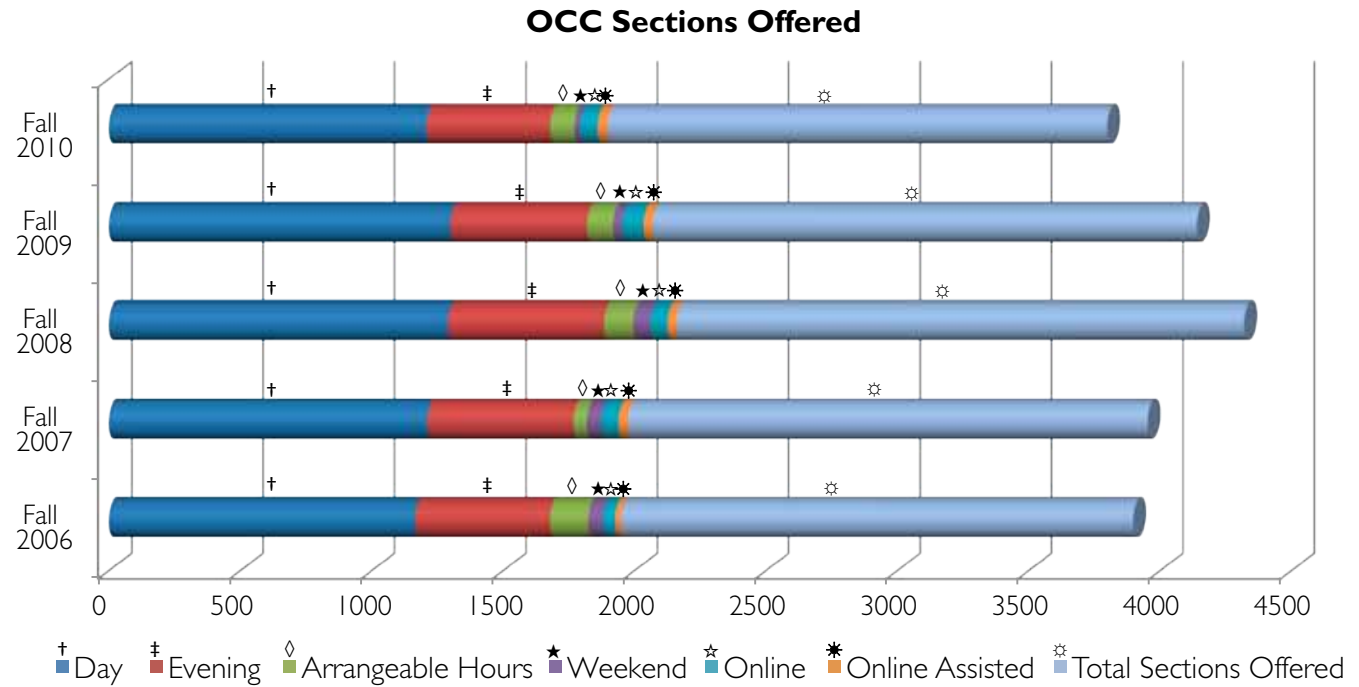
A student completing 15 units a semester across two semesters is considered one full-time student. Since students vary in the number of units completed each semester, the procedure employed to compute full-time equivalent student for apportionment purposes is determined by the type of course, the way it is scheduled and its length. The college's FTES has followed the enrollment trend. FTES decreases have been the result of budgetary constraints and the need to reduce sections. The increase in 2010/2011 was due to a very productive class schedule rather than section increases. The class schedule has been very productive with fill rates ranging from 94% to over 100% in the last three years. The college has come close to 20,000 FTES and could easily attain that goal with offering sufficient course sections. There is an additional financial gain to reaching 20,000 FTES as a college.

**OCC Credit Resident and Non Resident FTES generated within the Fiscal Years 1999/2000 - 2010/2011**

Number	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
Primary Terms (Fall & Spring)	16,996.29	17,371.56	16,635.57	16,618.67	16,054.50	17,373.88	18,744.51	18,287.90	18,276.09	19,010.04
% Change (Prior Year)	15.73%	2.21%	-4.24%	-0.10%	-3.39%	8.22%	7.89%	-2.44%	-0.06%	4.02%
Summer	816.86	1,660.70	808.82	741.26	85.02	704.81	1,419.55	1,299.34	941.44	574.22
% Change (Prior Year)	-43.52%	103.30%	-51.30%	-8.35%	-88.53%	728.99%	101.41%	-8.47%	-27.54%	-39.01%
Total Credit FTES	17,813.15	19,032.26	17,444.39	17,359.93	16,139.52	18,078.69	20,164.06	19,587.24	19,217.53	19,584.26



The number of course sections offered have an impact on FTES generated, but also provide insight into scheduling trends. Online and online assisted (hybrid) courses continue to be a popular scheduling alternative. During the same time period, the college saw reductions in weekend offerings.



OCC Sections Offered Fall 2006 - Fall 2010					
Number	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
Day	1,166	1,213	1,292	1,301	1,210
Evening	514	556	594	521	471
Arranged Hours	146	52	111	98	92
Weekend	56	55	65	36	23
Online	45	66	67	81	67
Online Assisted	23	35	32	34	37
<b>Total Sections Offered</b>	<b>1,950</b>	<b>1,977</b>	<b>2,161</b>	<b>2,071</b>	<b>1,900</b>

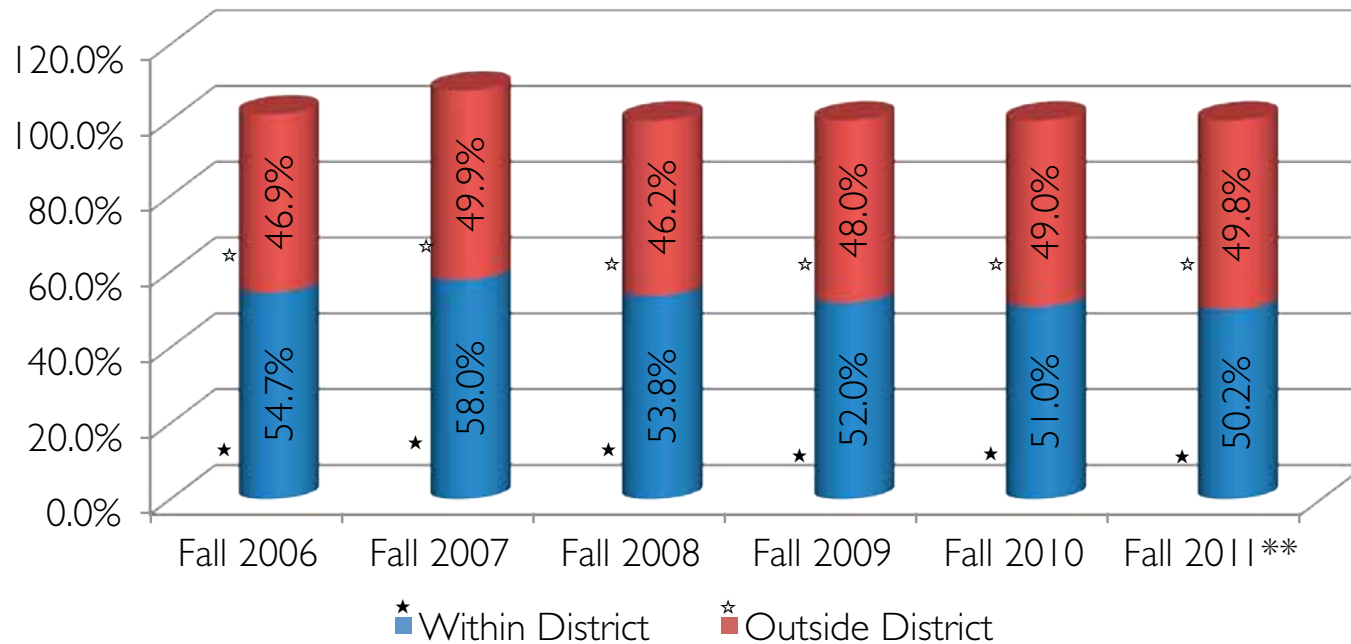
Source: OCC MIS Student Enrollment and Section Data, DIS Enstat Reports and Banner ODS Report, Fall 2006-Fall 2010.



## Student Enrollment Trends

The cities projected to grow in Orange County are Garden Grove, Anaheim, Irvine, Santa Ana and Orange, and only include one city in the Coast Community College District's official service area. Orange Coast College's out-of-district population has increased over 3% over the last five years to 49% by fall 2010. While close to half of Orange Coast College's students come from out of district, approximately 90% reside in Orange County (Orange Coast College Atlas 2010-11).

**OCC Student Enrollment In-District and Out-of-District**



**OCC Student Enrollment by Zip Code (Within/Outside District Boundaries) Fall 2006 - Fall 2010**

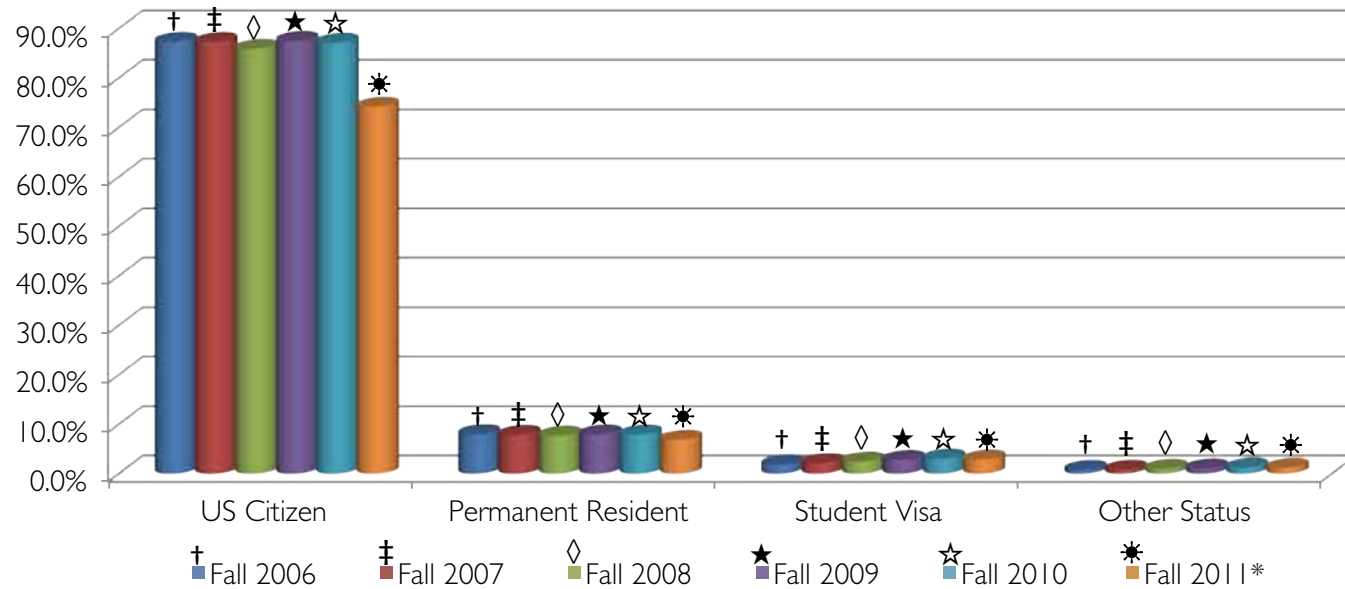
Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
Within District	53.8%	53.7%	53.8%	52.0%	50.9%
Outside District	46.2%	46.2%	46.2%	48.0%	49.1%
Unknown Zip	0.0%	0.1%	n/a	n/a	n/a
Total	23,071	24,915	25,115	25,947	25,033

NOTE: Data reflects where students actually live rather than legal residency. Source: OCC MIS Census Data, Fall 2006-Fall 2010.

\* Percentages of within and outside district figures were adjusted when omitting the 'Unknown Zip' student counts from the cumulative total.

After fall 2001, international students began to decline at Orange Coast College. By fall 2005, this student population reached a low of 533 students. The table below shows the gradual increase in terms of the student population starting in fall 2006 with a total of 618 students accounting for 2.7% (Student Visa and Other Status combined). Since this time, international students have steadily increased, reaching 950 in fall 2009, marking a 78% increase since fall 2005.

### OCC Student by Citizenship (Summary)



### OCC Students by Citizenship Status at First Census Fall 2006 - Fall 2010

Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010
US Citizen	87.3%	87.3%	85.9%	87.5%	87.2%
Permanent Resident	8.0%	7.9%	7.7%	8.0%	7.9%
Temporary Resident	0.7%	0.6%	0.4%	0.4%	0.3%
Refugee	0.2%	0.3%	0.2%	0.2%	0.2%
Student Visa	1.9%	2.2%	2.5%	2.8%	3.1%
Other Status	0.8%	0.8%	1.0%	1.1%	1.3%
Unknown	1.1%	1.0%	2.3%	0.0%	0.0%
<b>Total</b>	<b>23,071</b>	<b>24,915</b>	<b>25,115</b>	<b>25,947</b>	<b>25,033</b>

Source: OCC MIS Enrollment data, Fall 2000 – Fall 2010.

## Demographic Trends

Over the past ten years, there has been a shift from a high percentage of female students to a higher percentage of male students. This occurred in fall 2007 and the gap has continued to gradually widen. This is opposite of the Coast Community College District and statewide figures, where female students are the predominant gender.

<b>OCC Students by Gender Fall 2006 - Fall 2010</b>						
Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	State Wide Fall 2010*
Female	50.2%	49.8%	49.4%	49.2%	48.7%	54.0%
Male	49.8%	50.2%	50.6%	50.8%	51.3%	46.0%
Unknown	0.2%	0.3%	1.5%	1.9%	3.0%	1.3%
Total Enrollments	23,071	24,915	25,115	25,947	25,033	1,528,223

\*State wide Fall 2010 data is based on 104 reporting colleges. Retrieved April 19, 2010. Source: MIS Student Enrollment data and California State Chancellor Office. DataMart.

The age composition of Orange Coast College students also varies greatly from statewide, with a much younger under 25 population. The under 25 population has been steadily growing over the last ten years. Even in the last five years, the under 25 population continues to grow from 70.3% to 71.5% of the total student population compared to 56.2% statewide. The under 19 population, generally a first-time student population with high needs, was 36.9% in fall 2010 compared to 25.6% statewide.

<b>OCC Students by Age at Census Fall 2006 - Fall 2010</b>						
Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	State Wide Fall 2010*
19 or less	33.2%	32.9%	34.9%	35.5%	36.9%	25.6%
20-24	37.1%	36.1%	35.2%	34.6%	34.6%	30.9%
25-29	5.2%	5.1%	4.9%	5.2%	5.0%	7.4%
30-34	5.2%	5.1%	4.9%	5.2%	5.0%	7.4%
35-39	3.8%	3.7%	3.2%	3.2%	3.0%	5.3%
40-49	5.4%	5.6%	5.5%	5.0%	4.7%	8.5%
50 & Over	4.2%	4.6%	4.3%	4.3%	3.7%	9.5%
Total Enrollments	23,071	24,915	25,115	25,947	25,033	1,527,512

\*State wide Fall 2010 data is based on 104 reporting colleges. Retrieved April 19, 2011. Source: MIS Student Enrollment data and California State Chancellor Office. DataMart.

## Ethnicity Trends in Demographics

Orange Coast College's student population continues to become more diverse in terms of ethnicity. While the five year trend in the table below only shows minor changes in the ethnic composition of the student population, an analysis of the ten year trend shows more dramatic differences with the Caucasian population declining from 51.8% to 40.7%, the Hispanic/Latino population increasing from 15.7% to 25.2% and the Asian/Pacific Islander population increasing from 25.0% to 25.4%. Although the college's student population is not as diverse as community college students statewide, it is more diverse than its service area (Orange Coast College Atlas 2010-11).

<b>OCC Students by Ethnicity at First Census Fall 2006 - Fall 2010</b>						
Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	State Wide Fall 2010*
White/Non-Hispanic	44.7%	43.5%	42.1%	41.8%	40.7%	34.2%
Asian/Pacific Islander	25.9%	25.5%	25.7%	25.3%	25.4%	15.6%
Hispanic/Latino	18.6%	19.0%	19.3%	21.8%	25.2%	32.0%
Unknown/Other	8.4%	9.7%	10.4%	7.0%	3.7%	8.6%
Two or More Races	0.0%	0.0%	0.0%	1.9%	2.9%	2.2%
African American	1.8%	1.7%	1.9%	1.7%	1.6%	6.7%
Native American	0.7%	0.6%	0.7%	0.5%	0.4%	0.6%
Total Enrollments	23,071	24,915	25,115	25,947	25,033	1,528,223

\*State Wide Fall 2010 data is based on 104 reporting colleges. Retrieved April 19, 2011. Source: MIS Student Enrollment data and California State Chancellor Office. DataMart.

## Student Goals and Preparation

The educational goal is derived from the student's intent listed on their initial application to OCC. Over the past ten years, the majority of OCC students have transfer goals. This has fluctuated over the years from 60.3% in fall 2001 to the current percent of 62.4% in fall 2010 (Orange Coast College Atlas 2010-11).

<b>OCC Students by Educational Goal Fall 2006 - Fall 2010</b>						
Percent	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	
BA/S w/AA/S Degree	45.4%	44.9%	43.2%	42.1%	44.6%	
BA/S wo/AA/S Degree	20.6%	20.2%	18.5%	17.7%	17.8%	
AA/S wo Transfer	4.4%	4.8%	4.7%	4.6%	4.6%	
AA/S Vocational	1.1%	1.0%	0.9%	0.9%	0.9%	
Vocational Cert.	2.9%	2.8%	2.6%	2.5%	2.5%	
Career Plans/Goals	2.0%	1.9%	1.8%	1.8%	1.9%	
New Career/Job Skills	3.2%	3.3%	3.3%	3.2%	3.5%	
Advance Current Job	2.3%	2.3%	2.4%	2.2%	1.8%	
Maintain Cert/License	0.8%	0.8%	1.1%	1.0%	1.1%	
Ed Development	4.5%	4.3%	3.7%	3.0%	2.5%	
Improve Basic Skills	1.7%	2.2%	2.2%	1.9%	1.8%	
HS Diploma or GED	0.3%	0.3%	0.3%	0.3%	0.2%	
Undecided on Goal	10.6%	9.9%	9.8%	9.8%	9.6%	
Move from Non Credit to Credit Coursework	0.0%	0.0%	0.0%	0.0%	0.0%	
Four Year Students Taking Requirements	0.0%	1.2%	2.6%	2.9%	3.3%	
Uncollected	0.2%	0.1%	2.9%	6.2%	4.1%	
<b>Total Enrollments</b>	<b>23,071</b>	<b>24,915</b>	<b>25,115</b>	<b>25,947</b>	<b>25,033</b>	

Source: MIS Student Enrollment data.

## Placement Test Trends

Students have been increasingly less prepared for college-level course work in English and math, and more students are demonstrating below college level reading skills. Currently, 42.7% of students test below college level English, 75.9% test below college level math and 41.7% test below college level reading skills. Five years ago, 42.1% of students test below college level English, 70.9% test below college level math and 43.4% test below college level reading skills. An analysis of transfer course success rates by placement level has shown that in top transfer, students have lower success course success rates when not at college level reading or composition.

Composition Placements Percentage	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
<b>Below College Level</b>										
Learning Skills N001ad	2.2%	2.1%	2.3%	3.2%	2.6%	1.6%	1.1%	1.5%	0.9%	1.1%
English N098	11.4%	11.3%	12.4%	11.0%	12.7%	8.8%	9.2%	9.9%	8.7%	8.5%
English 099	30.7%	32.0%	32.2%	30.3%	13.5%	33.3%	38.9%	39.1%	35.8%	38.0%
<b>College Level</b>										
English 100	55.8%	54.6%	53.1%	55.6%	71.2%	56.3%	50.8%	49.4%	54.7%	52.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Reading Placements Percentage	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
<b>Below College Level</b>										
Learning Skills N001ad	3.2%	3.3%	3.2%	4.7%	3.5%	2.2%	1.6%	1.9%	1.3%	1.1%
Engl N005ab	18.3%	18.7%	20.0%	18.1%	18.6%	17.1%	19.4%	16.8%	14.7%	14.9%
Engl N050	23.5%	23.8%	24.5%	23.2%	24.6%	26.3%	34.7%	26.6%	24.9%	26.8%
<b>College Level</b>										
No Recommendation	55.0%	54.2%	52.3%	54.0%	53.4%	54.5%	44.3%	54.7%	59.1%	57.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Math Placements Percentage	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
Below College Level										
Learning Skills N001ad	3.1%	2.5%	2.2%	2.6%	1.4%	2.0%	2.4%	2.1%	2.5%	2.5%
Math N005, N008	19.1%	18.4%	16.4%	15.8%	13.2%	14.8%	18.6%	20.1%	18.7%	19.0%
Math 010	33.4%	32.9%	32.2%	31.0%	26.9%	30.8%	34.8%	36.0%	35.9%	35.4%
Math 020, N021, 030, 070	22.0%	23.4%	24.3%	25.3%	24.2%	25.3%	21.2%	20.2%	21.3%	21.5%
College Level										
M100, I20, I30, I54, I57, M/ Psyl60	10.8%	11.5%	13.1%	12.4%	20.9%	14.6%	12.5%	11.8%	11.1%	11.7%
Math 170	4.3%	5.5%	6.3%	6.8%	6.9%	6.7%	5.4%	4.7%	5.3%	5.3%
Math 180	7.2%	5.7%	5.6%	6.1%	6.3%	5.8%	5.2%	5.1%	5.1%	4.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Esl Placements Percentage	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011
Esl N011ab, N015ab	25.0%	29.7%	28.5%	20.5%	24.1%	22.9%	13.7%	12.0%	11.5%	10.9%
Esl I21Ab, I25Ab	24.7%	25.3%	27.3%	22.2%	23.9%	24.5%	18.7%	20.0%	14.3%	17.4%
Esl I31Ab, I35Ab, I47Ab	30.2%	23.3%	22.0%	25.1%	20.4%	19.9%	14.6%	14.8%	21.6%	16.5%
Esl I51Ab, I55Ab	10.0%	16.5%	16.5%	17.5%	18.4%	16.5%	23.1%	22.2%	22.3%	16.1%
Esl I51Ab, I60Ab	26.6%	19.8%	15.7%	21.2%	15.7%	15.5%	23.1%	22.2%	24.9%	29.0%
Esl I99Ac	0.0%	0.4%	0.2%	1.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%
English 100	8.6%	14.7%	18.2%	13.0%	20.8%	22.7%	20.4%	20.8%	16.9%	21.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Student Progress and Achievement

As part of achieving President Obama's American Graduation Initiative, California community colleges will need to increase their completions rates from 1,200 to 3,500 by 2025. For California the challenge will be meeting the changing diversity of the student and the unstable funding from the state, and the six-year graduation rates of bachelor's degree-seeking students. College Board's Policy and Advocacy Center recommends focusing on three metrics for increasing completion rates: Freshman-to-sophomore retention, three year graduation rates of Associate degree-seeking students, and six-year graduation rates of Bachelor's degree-seeking students. (District Vision 2020, p.18)

The Accountability Report for Community Colleges (ARCC) Student Program and Achievement Rate shows the college's completion rate for first time freshmen cohorts. The college has performed above state and peer group averages in completion rates. Sixty-six percent (66%) of first-time, full-time transfer directed students in 2004-2005 reached one of the following goals within six years: AA/AS degree, certificate, transfer or became transfer prepared/transfer directed. The table below details the outcomes for the last three

cohorts. In addition to the overall rate, the outcome(s) each student obtained is detailed. Although completion of an outcome is counted once in the overall rate, each student may have achievement multiple outcomes (such as, transfer and AA degree).

<b>ARCC Student Program and Achievement Rates</b>			
	2002-03 to 2007-08	2003-04 to 2008-09	2004-05 to 2009-10
<b>Overall Rate</b>	<b>64.80%</b>	<b>64.10%</b>	<b>66.00%</b>
<b>Outcomes Obtained</b>			
AA/AS Degree	23.90%	24.70%	24.20%
Transfer	41.40%	40.70%	41.90%
Certificate	4.20%	5.10%	4.30%
Transfer Prepared	41.70%	43.80%	46.30%
Transfer Directed	48.50%	49.10%	52.50%

The number of AA/AS degree and certificates awarded are detailed in the table below. Increases in combined AA/AS degrees have been observed, with a 10% increase over the past 5 years. Certificates of specialization are awarded at the division level and are manually counted /reported.

<b>OCC Degrees and Certificates Awarded</b>									
	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
<b>Awards and Certificates</b>									
AA DEGREE	1,199	1,362	1,326	1,350	1,439	1,226	1,119	1,220	1,130
AS DEGREE	0	0	0	0	0	249	328	385	444
Achievement - 60 or more units	28	32	40	75	88	59	12	5	9
Achievement - 30 to 59.99 units	204	164	144	205	206	166	137	181	196
Achievement - 18 to 29.99 units	275	201	146	124	122	160	165	207	209
<b>Certificates of Specialization or Skill</b>									
6 to 17.99 units	519	3	292	362	341	326	243	259	517
Under 6 units	3	0	1	0	0	0	0	0	0
<b>Total Awards</b>	<b>2,228</b>	<b>1,762</b>	<b>1,949</b>	<b>2,116</b>	<b>2,196</b>	<b>2,186</b>	<b>2,004</b>	<b>2,257</b>	<b>2,505</b>

Source: MIS Student Program Award (SP) Data.



## Course Success and Retention Rates

The overall college success rates increased from 70.4% (fall 2006) to 74.5% (fall 2010). This increase was seen in all types of courses: basic skills, vocational and transfer. The largest portion of the college's enrollment is in transfer courses (74%). The success rate for transfer level courses has increased over the past five years from 71.6% (fall 2006) to 75.8% (fall 2010). Similarly, vocational courses, which comprise 23% of the fall 2010 offerings, have shown success rate increases from 71.9% (fall 2006) to 75.7% (fall 2010). The college has seen slight, but not as dramatic, success rate increases overall in basic skills from 67.2% (fall 2006) to 69.3% (fall 2010). Basic skills enrollments totaled a little over 3% of the college's total enrollment in fall 2010.

	Basic Skills	CTE	Transfer	Overall Success & Retention
<b>Fall 2006</b>				
Success Rate	67.2%	71.9%	71.6%	70.4%
Retention Rate	88.9%	86.4%	85.9%	85.3%
Enrollment	1,772	18,301	62,485	66,127
Number of Sections Offered	37	675	1,774	1,950
<b>Fall 2007</b>				
Success Rate	65.8%	72.6%	71.8%	70.6%
Retention Rate	87.2%	86.3%	86.2%	85.6%
Enrollment	2,035	20,185	67,355	71,520
Number of Sections Offered	37	708	1,890	1,977
<b>Fall 2008</b>				
Success Rate	72.6%	75.6%	73.6%	72.5%
Retention Rate	89.6%	90.4%	88.3%	87.9%
Enrollment	2,753	19,683	69,177	75,299
Number of Sections Offered	54	733	1,995	2,161
<b>Fall 2009</b>				
Success Rate	68.1%	75.9%	75.5%	74.2%
Retention Rate	88.9%	88.9%	88.8%	88.4%
Enrollment	3,122	21,859	70,686	77,688
Number of Sections Offered	37	711	1,856	2,071
<b>Fall 2010</b>				
Success Rate	69.3%	75.7%	75.8%	74.5%
Retention Rate	88.5%	88.9%	88.9%	88.4%
Enrollment	3,235	21,722	70,728	74,935
Number of Sections Offered	32	690	1,743	1,900

Source: MIS Student Enrollment (SX) Data.

The number of students seeking assistance through the Student Success Center for tutoring and supplemental instruction has been increasing. The table below shows the number of students served over the last three years.

Headcount- students served	2007/2008	2008/2009	2009/2010
Supplemental Instruction			1,259
Tutoring		1,804	3,192

An analysis of the success and retention rates of students receiving tutoring and supplemental instruction indicate higher rates in most classes when compared to students not receiving services. The data does not control for other factors that may contribute to the differences observed. Detailed data about the success and retention rates are available through the Student Success Center.

### Basic Skills Improvement Rates

The Accountability Report for Community Colleges (ARCC) details progression through the basic skills curriculum in the basic skills and ESL improvement rates. Unlike other ARCC indicators, the college is not performing above its peer group average for the basic skills improvement rate. The ESL improvement rate at 65.8% only represents the non-transferable ESL courses (two courses) and is not representative of the entire ESL curriculum. A locally created rate is 44%. The table below shows the basic skills and ESL ARCC improvement rates. These rates have generally been below the designated peer groups.

ARCC Basic Skills and Improvement Rates			
	2006-2007 to 2008-2009	2007-2008 to 2009-2010	2008-2009 to 2010-2011
ESL Improvement Rate	63.4%	54.2%	65.8%
Basic Skills Improvement Rate	59.3%	57.0%	57.0%

Chancellor's Office. California Community Colleges. (Oct. 2011) *Accountability Reporting for the Community Colleges: Draft Report, p.329.*

### Planning Assumptions from External and Internal Scans

In fall 2009, the College Council analyzed internal and external data and conditions affecting the college. These were broadly categorized into six main areas: Fiscal, Human, Physical and Technology Assumptions; Demographic Assumptions; Education Assumption; Employment, Housing and Income Assumptions; Multicultural Awareness and Student/Staff Diversity Assumptions; and Consultation and Collegiality Assumptions. The information analyzed, their interpretation and recommendations were distributed campus-wide and feedback was solicited. The planning assumption data was updated with 2010/2011 data and analyzed to determine if assumptions changed based on data trends.

# Supporting Planning Documents

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## Organizational Unit Summaries

All wings, divisions and departments on campus developed a comprehensive program review summary and planning review in spring 2011. These documents were used to determine trends across organizational units for the last three years in the development of the Educational Master Plan. These documents can be accessed at:  
[www.orangecoastcollege.edu/about\\_occ/office\\_of\\_the\\_president](http://www.orangecoastcollege.edu/about_occ/office_of_the_president)

## College Supplemental Plans

The following supplemental plans support the implementation of the Educational Master Plan.

- Enrollment Management
- Facilities
- Finance
- Human Resources
- Technology

These plans can be accessed at:  
[www.orangecoastcollege.edu/about\\_occ/office\\_of\\_the\\_president](http://www.orangecoastcollege.edu/about_occ/office_of_the_president)

## Planning Assumptions

The college's planning assumptions can be accessed at:  
[www.orangecoastcollege.edu/about\\_occ/office\\_of\\_the\\_president](http://www.orangecoastcollege.edu/about_occ/office_of_the_president)





## The Vision to Succeed During Challenging Times



LEARNING  
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