

*Yavapai*  
COLLEGE

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# Environmental Scan Summary

2005-06

**Office of Academic Affairs**

**The Office of Institutional Research**

**Environmental Scan Summary  
Yavapai College  
2005-2006**

**National Outlook**

Over 1,000 community colleges exist in the United States. Nationwide, more than 11.6 million students are enrolled in community colleges<sup>1</sup>. Community colleges continue to be at the forefront of many important areas. As students and employers require quick and cost-effective education and training, it should not be surprising that 50% of new nurses and the majority of allied health workers are educated at community colleges. Similarly, almost 80% of firefighters, emergency medical personnel, and law enforcement are trained by community colleges.

**Arizona Outlook**

Immigration was a dominate theme in the 2006 Legislative session. An immigration bill introduced employer sanctions, criminal trespass, mandates that local governments apprehend and detain illegal immigrants and requirements for many state programs to ensure that benefits were not going to illegal residents. Included in the bill, universities and community colleges would be prohibited from granting financial assistance, in-state tuition or Adult Basic Education services to non-citizens. The Governor vetoed the bill; however, the legislature successfully added an immigration reform measure to the 2006 ballot. This measure provides the same prohibitions for educational institutions that appeared in the vetoed package<sup>2</sup>.

The Eller College of Management at the University of Arizona has predicted a positive outlook for Arizona in 2006-07. While the overall economic picture is positive, there are warning signs in consumer behavior that could have long-term consequences<sup>3</sup>.

- Household saving is negative, debt at record high
- Rising interest rates mean higher debt service
- More difficult to tap equity in homes
- New bankruptcy laws require payment
- Higher minimum payments on credit cards
- Higher energy prices

For Arizona, one of the largest employment shortages is in the area of healthcare and social services – particularly nurses, medical technologists, and pharmacists<sup>3</sup>.

## Yavapai County Outlook

Yavapai County and its major cities and towns are expected to continue to grow rapidly in the next five-years. Current forecasts show Yavapai County growing 11% over the next half decade<sup>4</sup>. The highest growth category continues to be older individuals who relocate to the area.

Major industries in the county continue to be retail trade, services, and public administration. Best paying industries include: finance, insurance and real estate, public administration, and manufacturing<sup>5</sup>. While manufacturing is one of the best paying sectors, it's relatively small. Efforts to bring in clean manufacturing businesses would increase area wages and be a benefit to the community and college.

## Geo-Demographic Trends

Yavapai County Population by Location Areas and Selected Age Groups

Age Groups	15-19		20-24		25-39		50-64		All Ages	
	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
County Pop.	12,371	12,946 (5%)	12,521	14,439 (15%)	32,146	37,157 (16%)	40,134	48,173 (20%)	198,701	221,299 (11%)
<b>East County</b>	<b>15-19</b>		<b>20-24</b>		<b>25-39</b>		<b>50-64</b>		<b>All Ages</b>	
	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
Verde <sup>1</sup>	1,916	2,016 (5%)	1,935	2,235 (16%)	4,980	5,763 (16%)	6,038	7,257 (20%)	30,357	33,886 (12%)
Camp Verde <sup>2</sup>	857	892 (4%)	854	989 (16%)	2,176	2,510 (15%)	2,683	3,214 (20%)	13,395	14,903 (11%)
Sedona	1,237	1,292 (4%)	1,255	1,445 (15%)	3,220	3,725 (16%)	4,087	4,905 (20%)	20,056	22,319 (11%)
<b>East Total</b>	<b>4,010</b>	<b>4,200 (5%)</b>	<b>4,044</b>	<b>4,669 (15%)</b>	<b>10,376</b>	<b>11,998 (16%)</b>	<b>12,808</b>	<b>15,376 (20%)</b>	<b>63,808</b>	<b>71,108 (11%)</b>
<b>West County</b>	<b>15-19</b>		<b>20-24</b>		<b>25-39</b>		<b>50-64</b>		<b>All Ages</b>	
	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
Prescott	3,534	3,680 (4%)	3,580	4,124 (15%)	9,165	10,586 (16%)	11,753	14,090 (20%)	57,403	63,807 (11%)
Prescott Valley	2,047	2,152 (5%)	2,073	2,393 (15%)	5,337	6,179 (16%)	6,538	7,859 (20%)	32,678	36,462 (12%)
Chino Valley <sup>3</sup>	1,004	1,053 (5%)	1,019	1,175 (15%)	2,624	3,030 (15%)	3,242	3,893 (20%)	16,134	17,978 (11%)
69 Corridor <sup>4</sup>	879	913 (4%)	894	1,029 (15%)	2,289	2,639 (15%)	2,984	3,573 (20%)	14,458	16,049 (11%)
Blk Canyon/Crown King	209	215 (3%)	212	244 (15%)	536	616 (15%)	732	873 (19%)	3,473	3,839 (11%)
Congress <sup>5</sup>	403	423 (5%)	410	472 (15%)	1,057	1,219 (15%)	1,309	1,571 (20%)	6,503	7,245 (11%)
Ash Fork/Seligman	252	276 (10%)	256	297 (16%)	678	791 (17%)	661	807 (22%)	3,716	4,217 (13%)
<b>West Total</b>	<b>8,328</b>	<b>8,712 (5%)</b>	<b>8,444</b>	<b>9,734 (15%)</b>	<b>21,686</b>	<b>25,060 (16%)</b>	<b>27,219</b>	<b>32,666 (20%)</b>	<b>134,365</b>	<b>149,597 (11%)</b>

Source: CCBenefits, Community College Strategic Planner, 10/9/2006

<sup>1</sup>Clarkdale, Cottonwood, Cornville, Jerome; <sup>2</sup>Camp Verde, Rimrock, Lake Montezuma; <sup>3</sup>Chino, Paulden; <sup>4</sup>Dewey, Humboldt, Mayer; <sup>5</sup>Congress, Yarnell, Bagdad, Iron Springs, Kirkland.

Notes: CCBenefits sub-county data uses zip code information to group areas.

- Yavapai County's rapid growth is expected to continue over the next five years. Current population estimates show Yavapai County as the home of 198,701 persons in 2005, and this figure is projected to grow 11% over the next five years.
- Hispanics are the fastest growing population sector and are projected to grow 20% over the next five years and represent 13% of the county's population. The Hispanic population is also considerably younger (median age 26) than the county median average of 45 years of age.

- Population projections for the next five years suggest a viable and growing market for recruiting traditional age students in east and west Yavapai County. In addition to targeting graduating students, the current emphasis on recruiting dual enrollment students should continue.
- Past surveys of traditional age students 18-24 show that parents have the strongest influence on students' higher education decisions. Therefore, in addition to marketing to high school students, their parents should also be courted.
- The largest and fastest market growth is occurring in the age range between 45 and 64. Determining the needs and developing courses for this rapidly growing market should be a high priority.

<sup>1</sup>American Association of Community Colleges (2006). Community College Fact Sheet.

<sup>2</sup>Boilini, R., Kristen (2006). Overview of the 2006 Legislative Session. K.R.B. Consulting, Inc.

<sup>3</sup>Vest, M., Swanson, J., Gerald., Portney, R., Paul (2005). Economic Outlook: 2006/2007: UA's 25<sup>th</sup> Annual Forecast Luncheon Presentation. Eller College of Business and Public Administration, University of Arizona.

<sup>4</sup>CCBenefits, Community College Strategic Planner, (2006): Population Estimates 2005 and 2010.

<sup>5</sup>Profile: Yavapai County, Arizona: 2005. Arizona Department of Commerce.