

Yavapai College 2020-2021 Environmental Scan Draft

Prepared for
the Strategic planning Committee
October 13 & 20, 2020

By Tom Hughes
Director, Institutional Effectiveness and Research

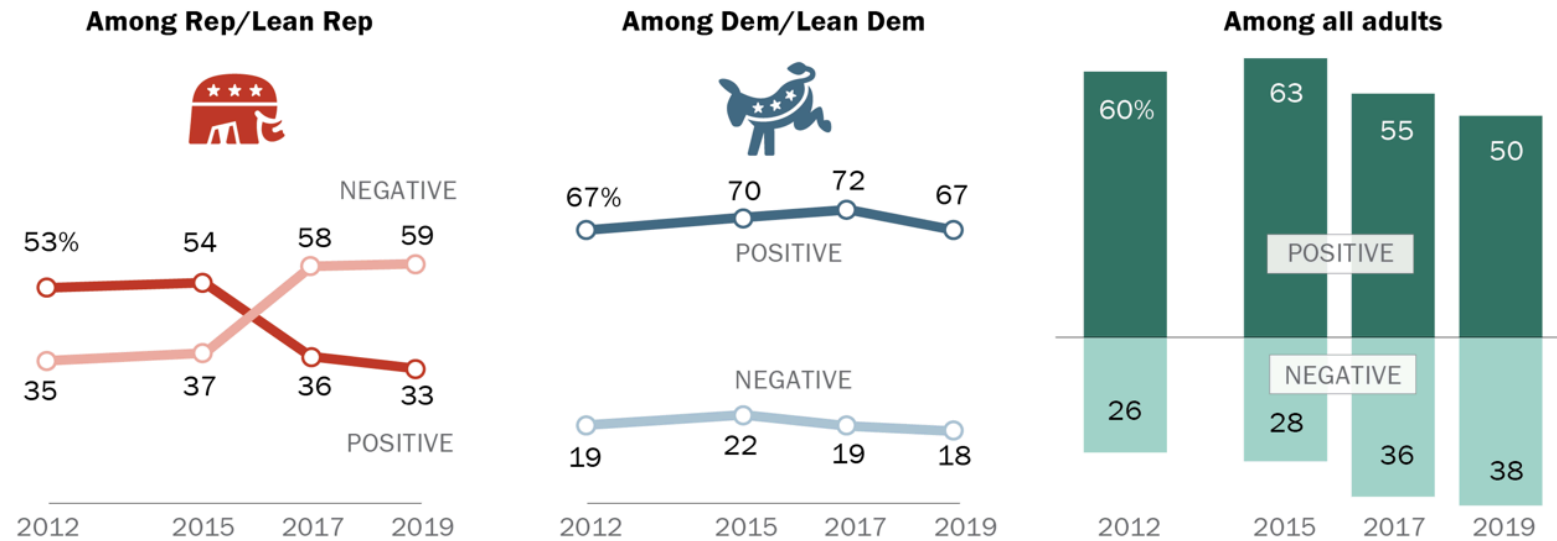
Social and Political



Perceptions of Higher Education

Increase in the share of Americans saying colleges have a negative effect on the U.S. is driven by Republicans' changing views

% saying colleges and universities have a positive/negative effect on the way things are going in the country



Note: Share of respondents who didn't offer an answer not shown.

Source: Pew Research Center surveys of U.S. adults conducted by telephone July 10-15, 2019, June 8-18, 2017, Sept. 16-Oct. 4, 2015, and Feb. 8-12, 2012.

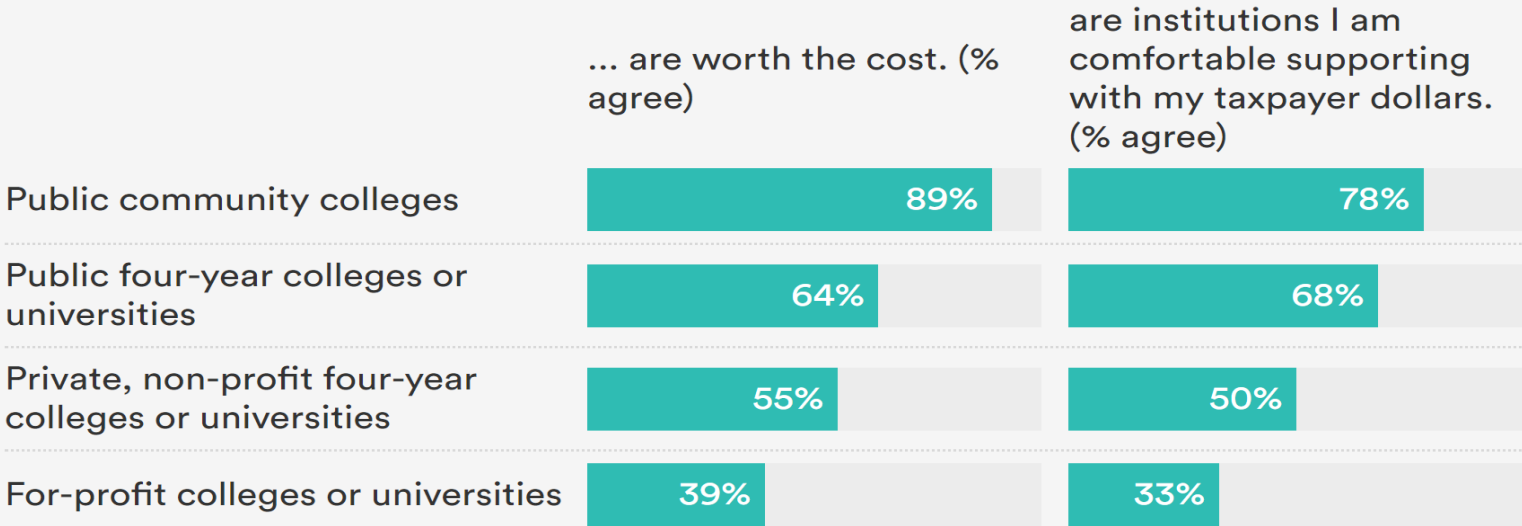
PEW RESEARCH CENTER

Source: Pew Research Center, The Growing Partisan Divide on Views of Higher Education, August 2019.

Americans like their local community colleges best

Figure 12. Americans believe public colleges and universities are worth the cost.

(n=1,512)



[Get the data](#)

NEW AMERICA

Source: New America's Annual Survey on Higher Education, 2020.

Diversity, Inclusivity, and Equity

Higher Learning Commission

1.C.1 The institution fosters a climate of respect among all students, faculty, staff, and administrators from a range of diverse backgrounds, ideas, and perspectives.

3.C.1 The institution strives to ensure that the overall composition of its faculty and staff reflects human diversity as appropriate within its mission and for the constituencies it serves.

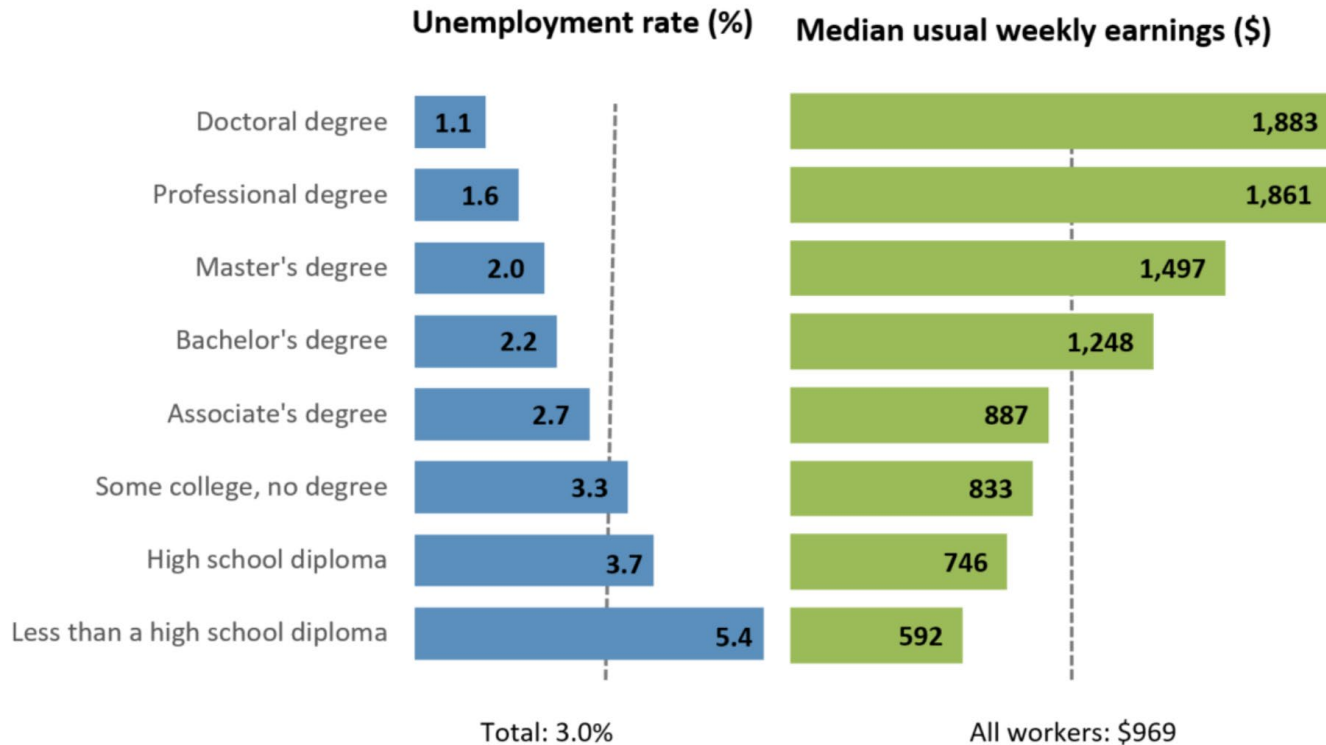
Arizona Republic article and opinion piece 10/12//2020

Confronting Prescott's racial divide: Why some don't feel welcome in 'Everybody's Hometown'

The reason surging racism in Prescott should not surprise you

Education and Earnings

Unemployment rates and earnings by educational attainment, 2019



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

Competition

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Online Competition

Rio Salado
College

A Maricopa Community College



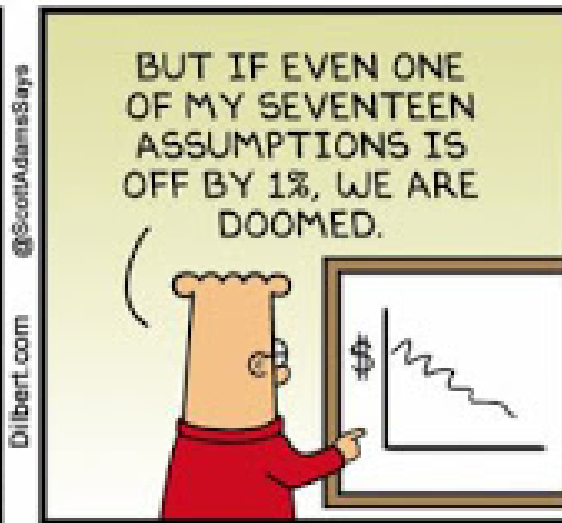
Private Education Competitors

Google IT Certificates; Boot Camps; RightSkills; LinkedIn Learning; edX



Demographics

Thursday November 30, 2017 *If We Are Off By One Percent*



Dilbert.com @ScottAdamsSays

11-30-17 © 2017 Scott Adams, Inc./Dist. by Andrews McMeel

Yavapai County Population

	2010	2020	2025	Net Growth Forecast (2020-2025)	% Growth Forecast (2020-2025)
Yavapai County	211,033	238,499	250,593	12,094	5.1%
West	133,038	155,072	163,054	7,982	5.1%
East	68,338	71,627	75,194	3,567	5.0%
Balance	9,657	11,800	12,345	545	4.6%

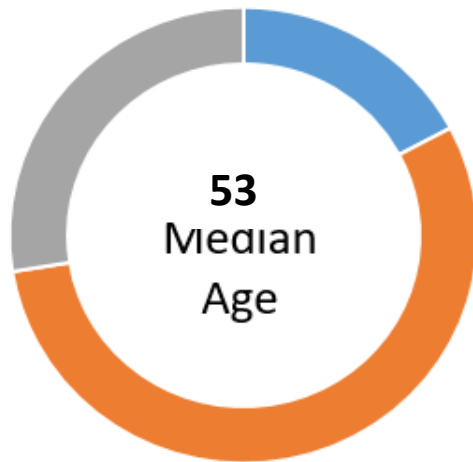
Source: EMSI, Quarter 3, 2020

Note: Region populations are determined by zip code and may not equal county total.

Population Trends

AGE GROUPS

TRENDS



- Under 18
- 18-64
- 65 and over

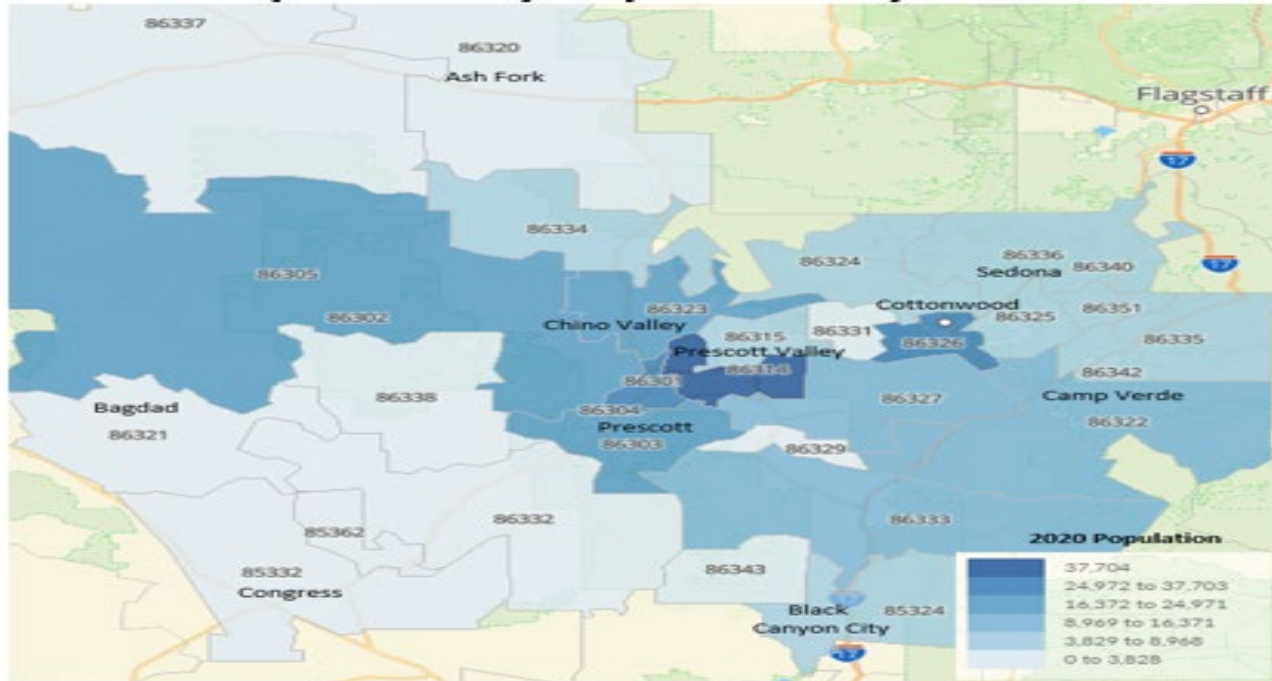
- Tepid population growth
- Decreasing workforce population
- Declining traditional college age population
- Aging population

Median Age by Ethnicity

Hispanic Median Age	28.3
White Non Hispanic Median Age	57.6

Yavapai County Population

Yavapai County Population by Location

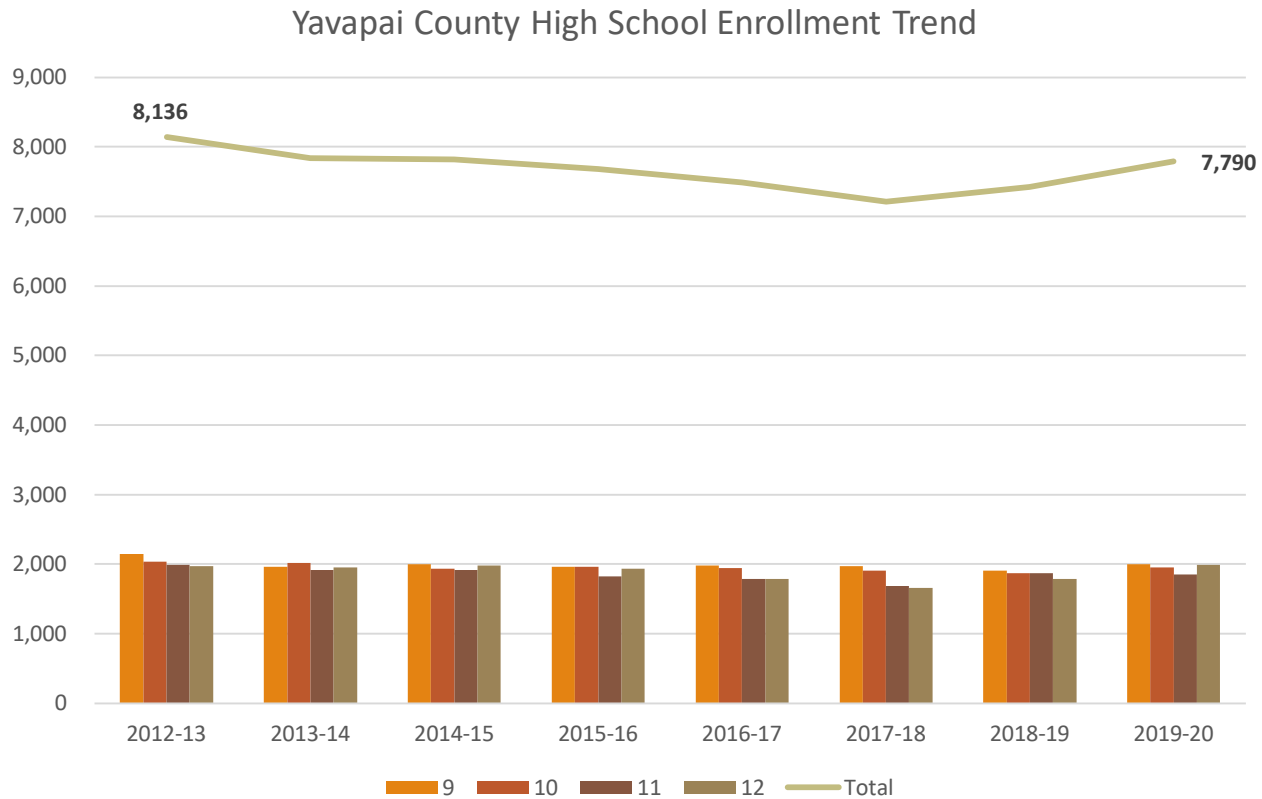


Source: EMSI, Quarter 3, 2020



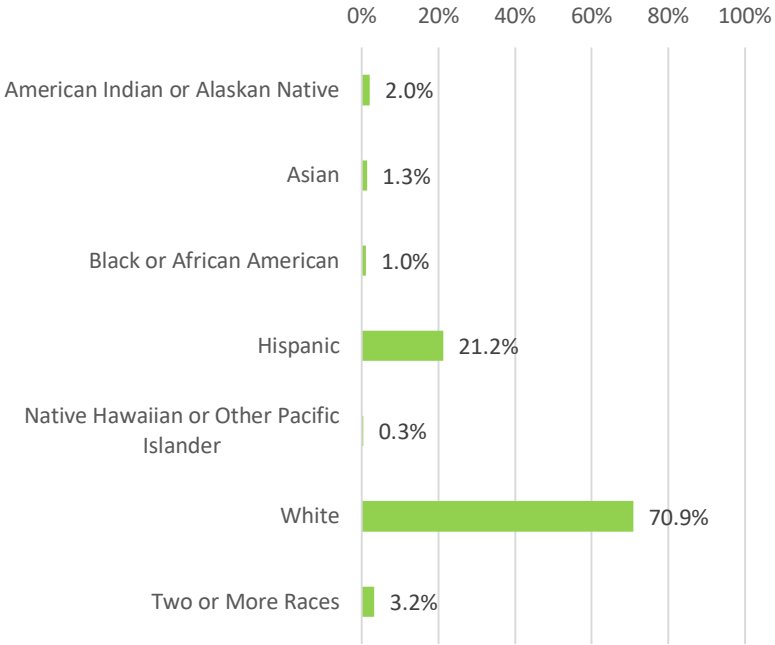
Pop. 182,579 Median Age 38.7

High School Enrollment



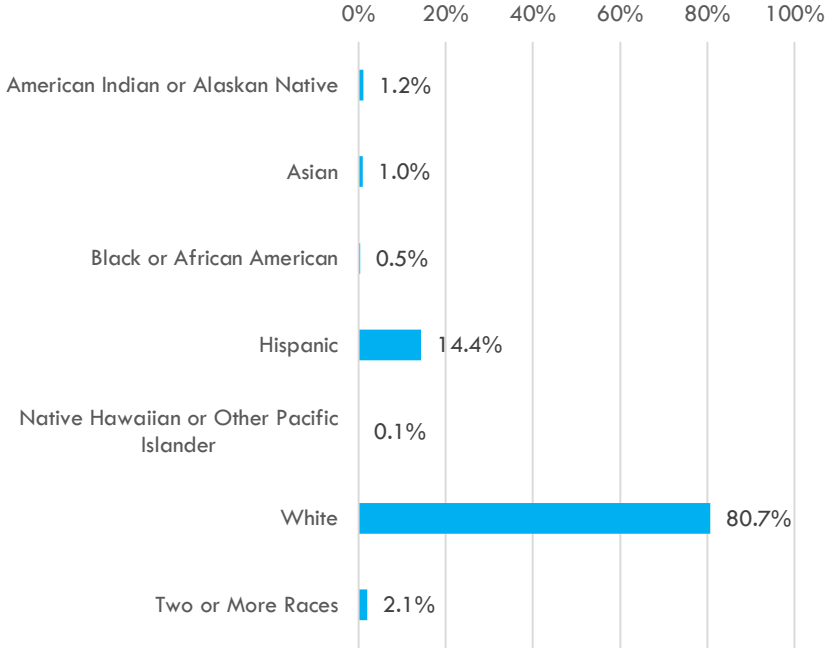
COLLEGE VS. COUNTY RACE & ETHNICITY

Yavapai College Race and Ethnicity: 2019



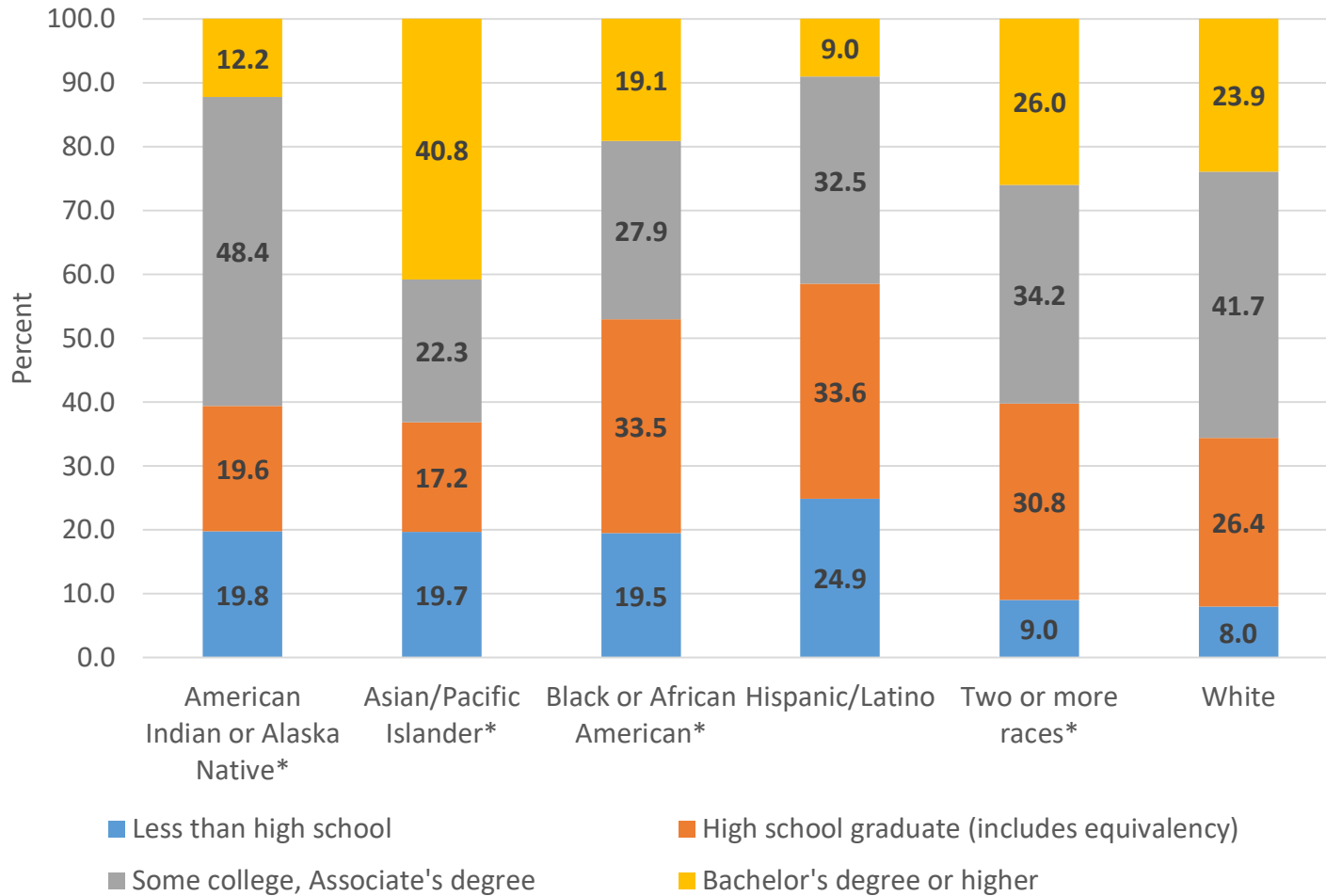
Source: IER, Fall 2019

Yavapai County Race and Ethnicity: 2018



Source: U.S. Census, ACS 2018 5-Year

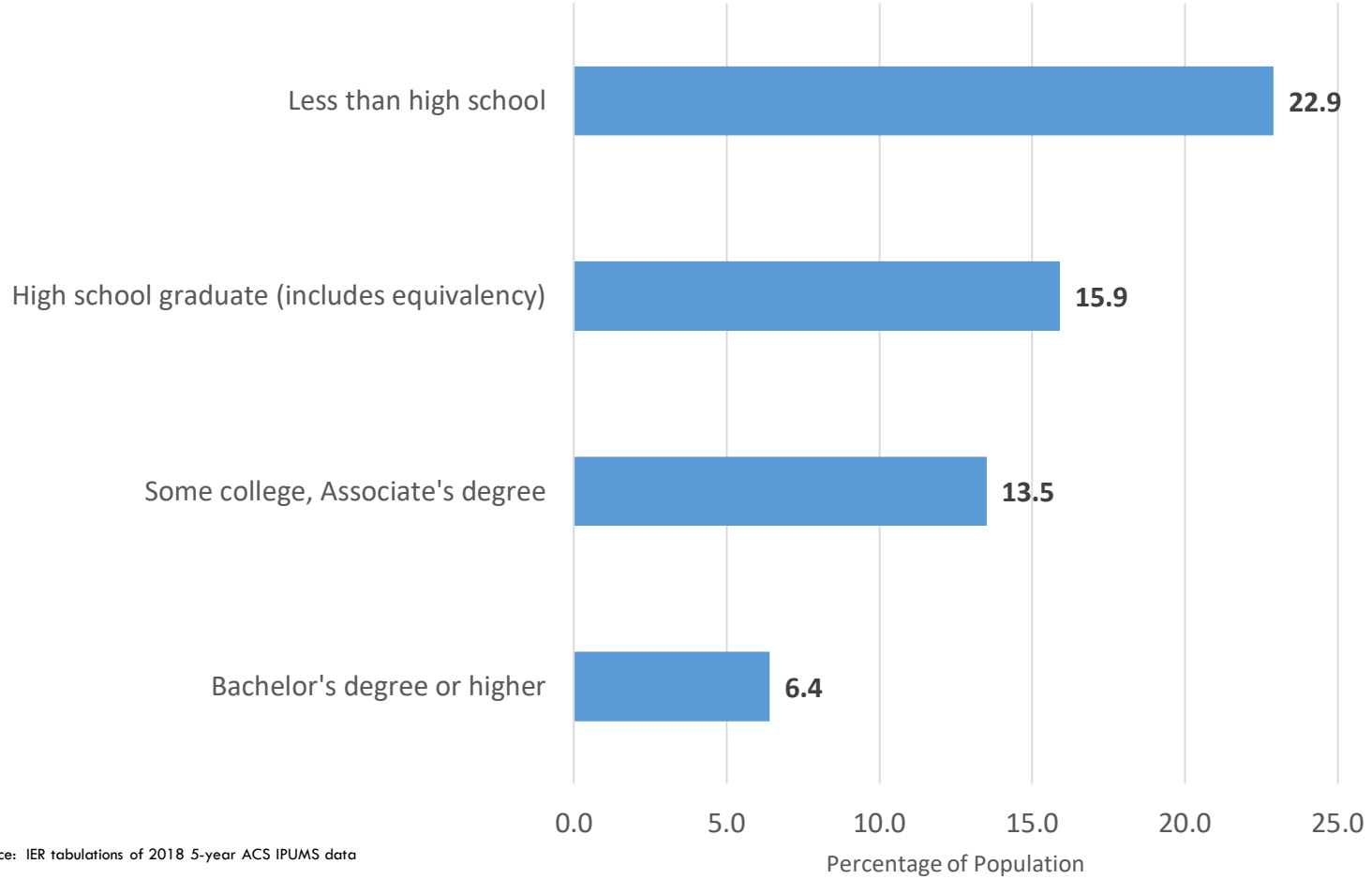
Educational Attainment of Adults Ages 25-64, by Race and Ethnicity: 2018 Yavapai County



Source: IER tabulations of 2018 5-year ACS IPUMS data

*Data should be interpreted with caution for American Indians, Asians, Black, and Two races or more. Ratio of standard errors to estimates is high.

Poverty Rate by Educational Attainment: 2018
Yavapai County, Ages 25-64



Source: IER tabulations of 2018 5-year ACS IPUMS data

- Almost 1 in 4 Yavapai County residents live in near poverty or lower.

Near Poverty by Selected Community	
Select	150% Poverty Level
City/Town/County	
Prescott	8,388 (21%)
Prescott Valley	11,163 (26%)
Chino Valley	2,787 (25%)
Cottonwood	4,008 (34%)
Camp Verde	3,402 (32%)
Sedona	1,976 (19%)
Yavapai County	53,818 (24%)

Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates

2019-2020 Yavapai County High Schools Free and Reduced Lunch

Site Name	H.S. Enrollment	Published F/R Percentage
Ash Fork High School	80	75%
Bagdad Middle / Senior High School	255	55%
Camp Verde Accommodation School	12	83%
Camp Verde High School	536	49%
Chino Valley High School	777	44%
Bradshaw Mountain High School	1567	47%
Mayer High School	157	82%
Mingus Union High School	785	70%
Prescott High School	1391	21%
Sedona Red Rock Junior/Senior High School	481	48%
Seligman High School	41	73%
Wickenburg High School	690	42%
Tri-City College Prep High School	279	*
Heritage Academy High School	396	63%
Arizona Agribusiness & Equine Center H.S.	298	37%
Northpoint Expeditionary Learning Academy H.S.	195	43%
Canyon View Prep Academy H.S.	168	42%

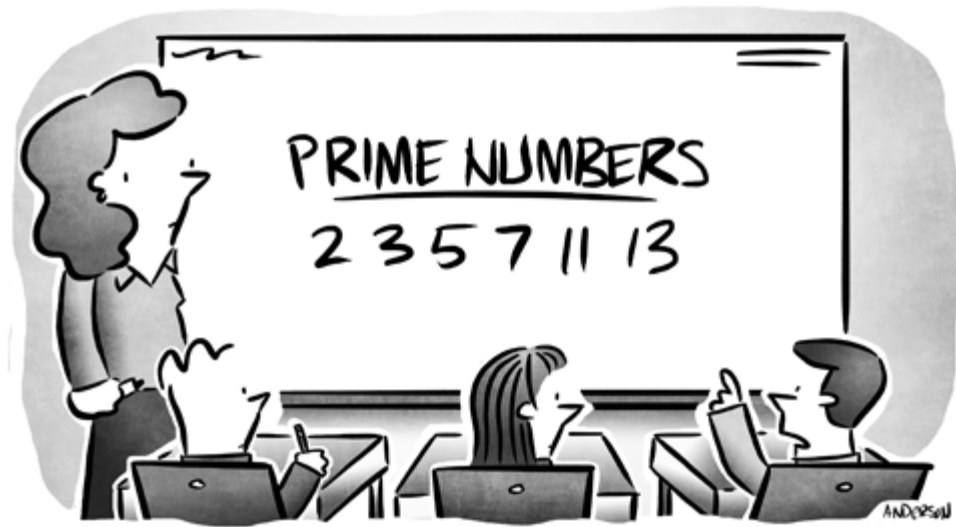
Source: School Food Authorities 19-20 for public high schools

Source: Arizona Department of Education 19-20 for charter high schools

Economic

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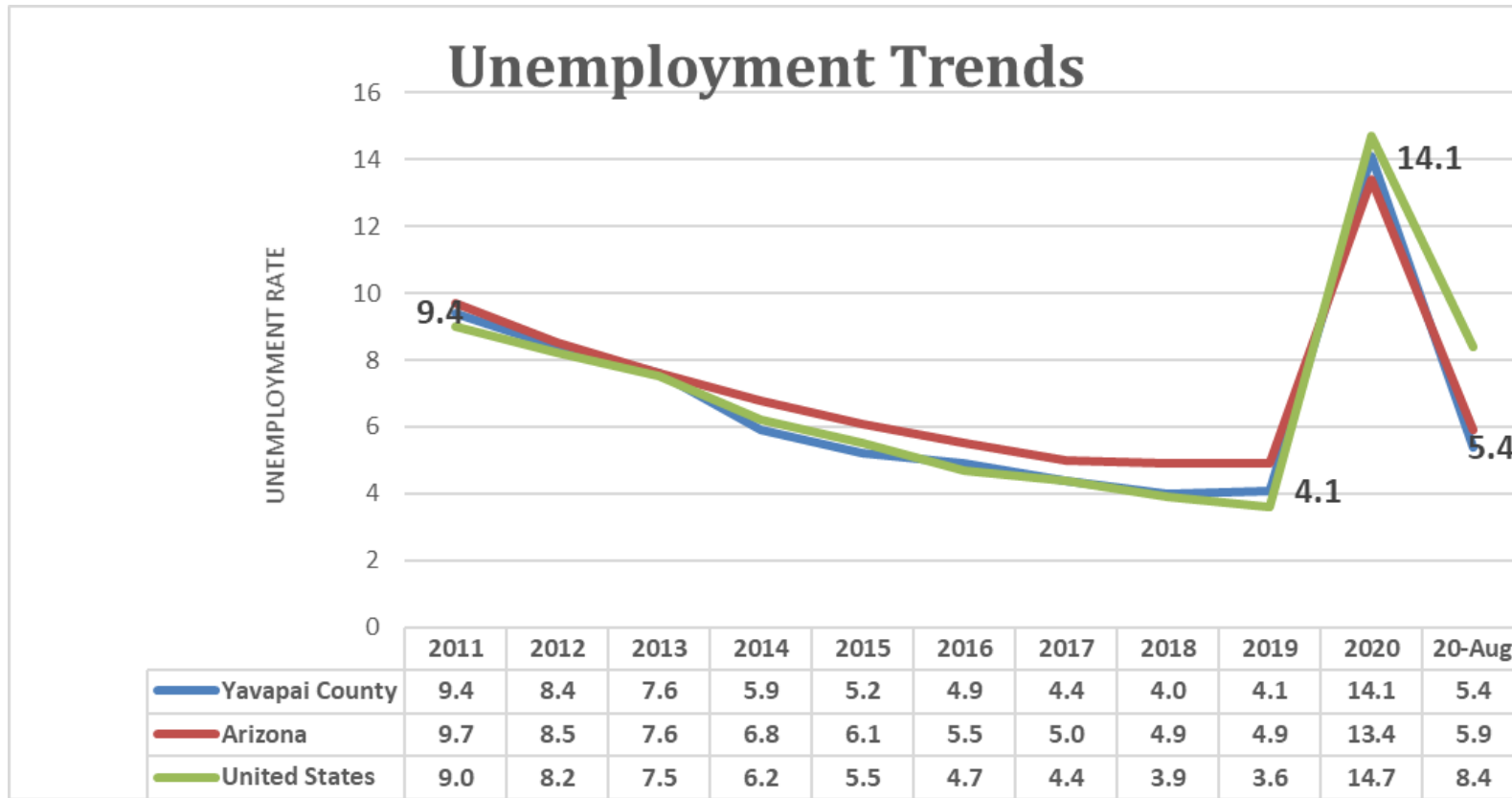
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"And those ship free, right?"



Economic Trends

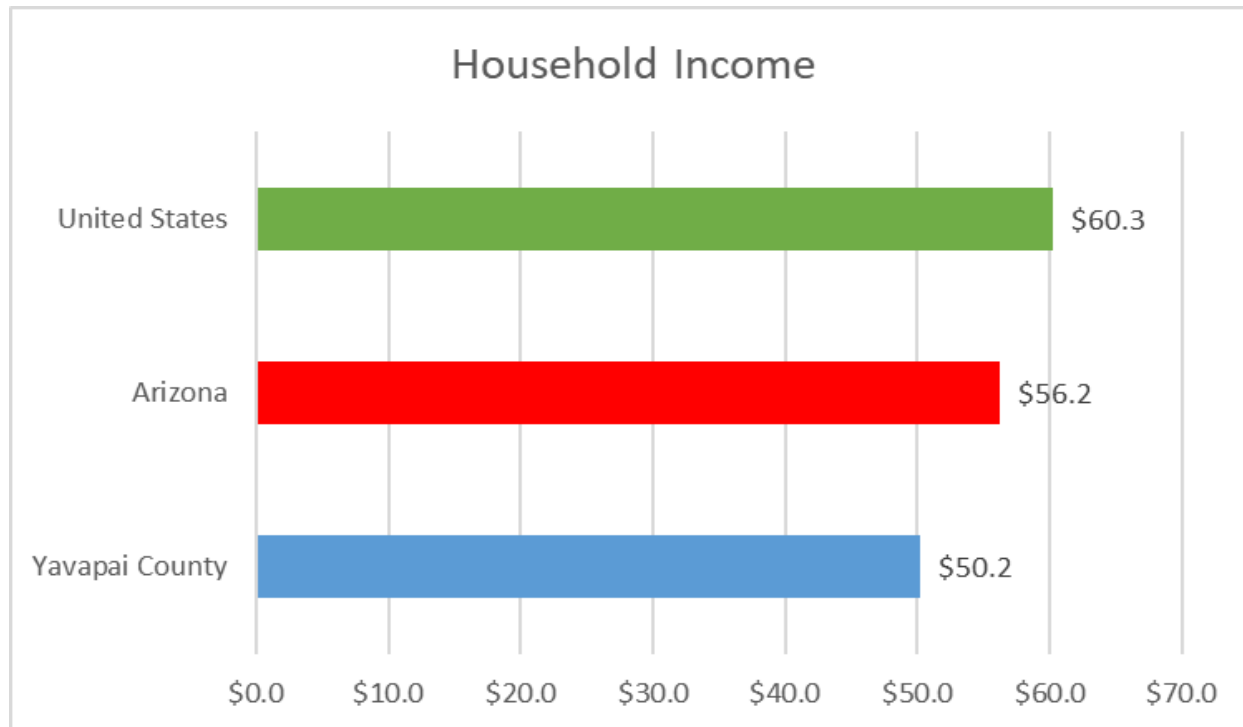


Cost of Living

Category	Prescott-Prescott Valley AZ	Phoenix AZ	National Average
Grocery	100.6	99.6	100
Housing	130.4	108.4	100
Utilities	94.9	105.9	100
Transportation	108.0	105.7	100
Health	96.9	89.9	100
Miscellaneous	108.3	96.4	100
Composite	111.5	101.6	100

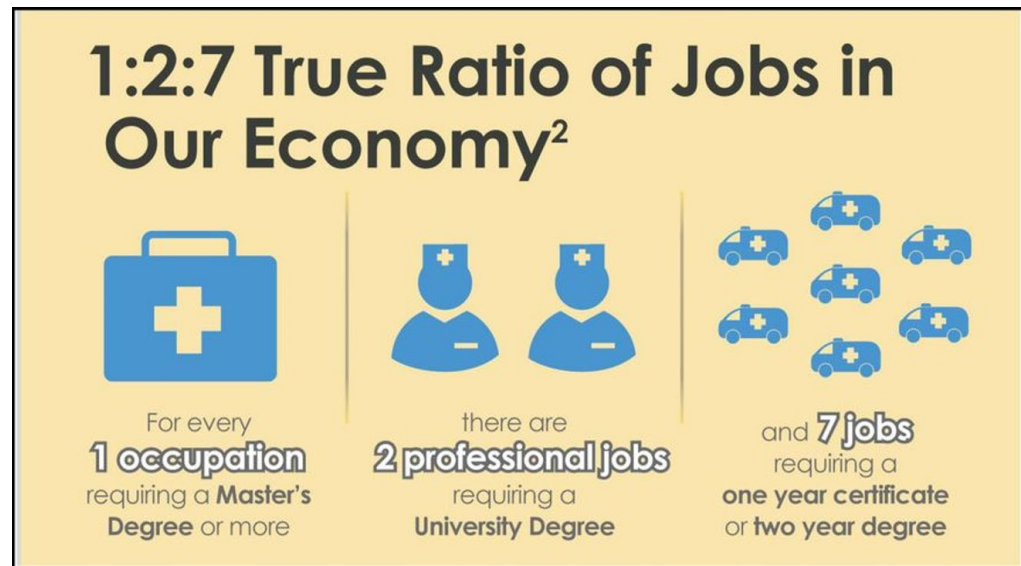
Source: Council for Community and Economic Research, 2020 Quarter 3.

Median Household Income



Economic Highlights

- ❖ Tight Housing Supply
- ❖ Aging Workforce
- ❖ 65% of jobs require some postsecondary training
- ❖ 30 million workers have good paying jobs that do not require a bachelor's degree



Labor Force



Workforce Pop. 25 -64

	2010	2020	2025	Net Growth Forecast (2020-2025)	% Growth Forecast (2020-2025)
Yavapai County		238,499	250,593	12,094	5.1%
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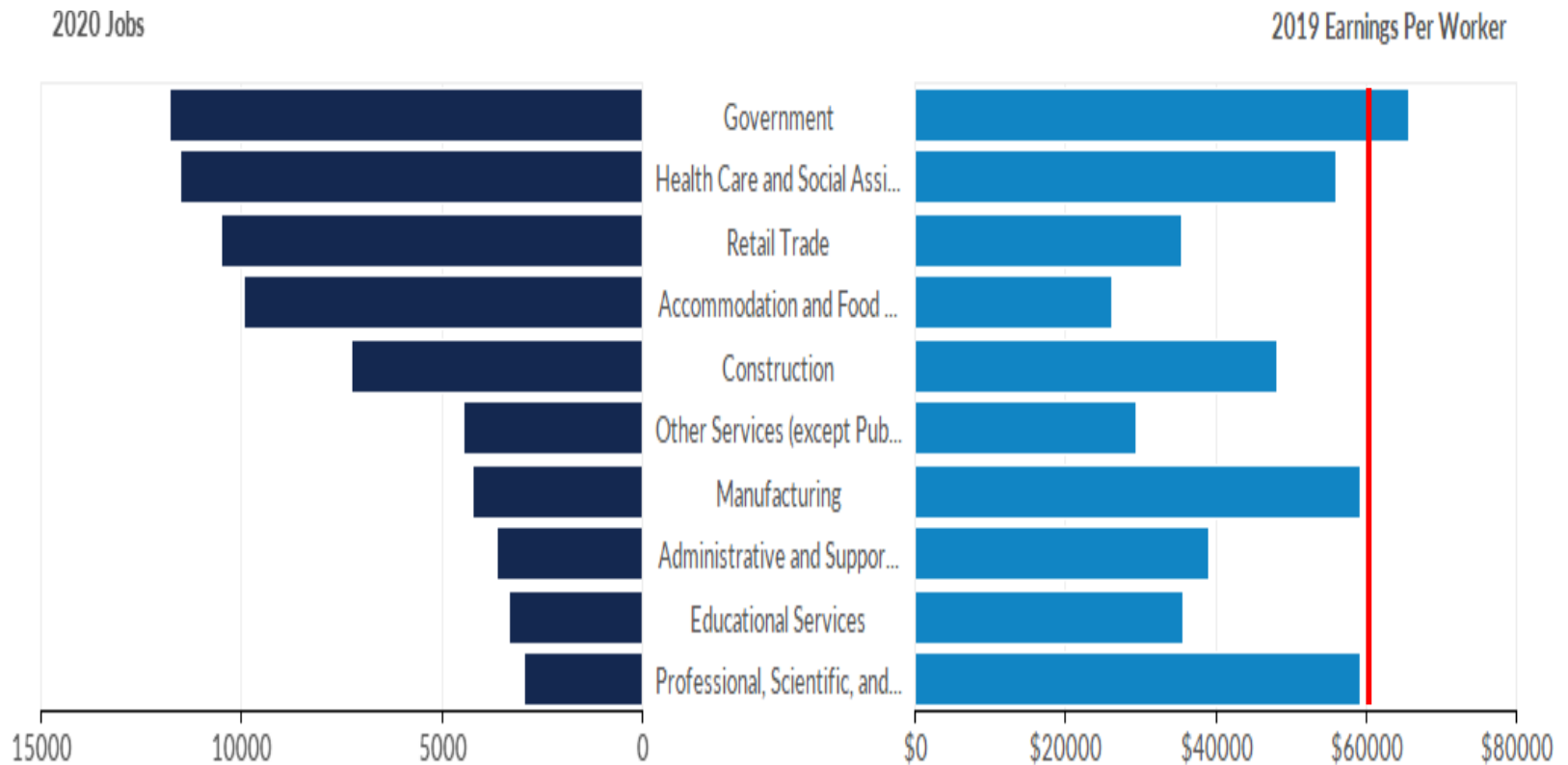
Source: EMSI, Quarter 3 2020

Note: Region populations are determined by zip code and may not equal county total.



Workforce Pop. 106,446

Largest Industry Sectors, Yavapai County 2020





Job Posting Data

Top Companies Posting

Company	Total/Unique (Mar 2020 - Sep 2020)
Yavapai Regional Medical Center Foundation	6,965 / 833
Northern Arizona Healthcare Corporation	1,106 / 208
C.R. England, Inc.	437 / 198
Elwood Staffing Services, Inc.	510 / 197
The Home Depot	770 / 193
Cliff Castle Casino	839 / 182
Care.com, Inc.	276 / 172
Soliant Health, Inc	244 / 149
Humboldt Unified School District 22	382 / 138
Evangelical Lutheran Good Samaritan Society	1,026 / 133

Top Posted Occupations

Occupation (SOC)	Total/Unique (Mar 2020 - Sep 2020)
 Heavy and Tractor-Trailer Truck Drivers	4,913 / 1,814
 Registered Nurses	8,464 / 1,654
 Retail Salespersons	3,253 / 785
 First-Line Supervisors of Retail Sales Workers	2,736 / 716
 Customer Service Representatives	3,084 / 701
 Home Health and Personal Care Aides	3,157 / 566
 Stockers and Order Fillers	1,928 / 396
 Light Truck Drivers	1,748 / 381
 Fast Food and Counter Workers	1,776 / 378
 Cashiers	1,702 / 365

Education

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"I can't this weekend, I'm doing a teacher triathlon - lesson plans, grading, *and* report cards."

Secondary Trends

Challenged K-12 system

	Arizona Ranking
Teacher Pay*	46th
Expenditures per Student**	47th




*National Education Center's 2018-19 data, analysis business.org

**U.S. Department of Education, National Public Education Financial Survey, 2016



AZ Student Performance

Arizona Grade 8 NAEP Results 2019

	At or above Proficient	At Advanced	Difference from National Public
Mathematics	31.0%	8.8%	
Reading	28.4%	2.9%	
Science*	25.5%	1.0%	

*Science assessment year is 2015

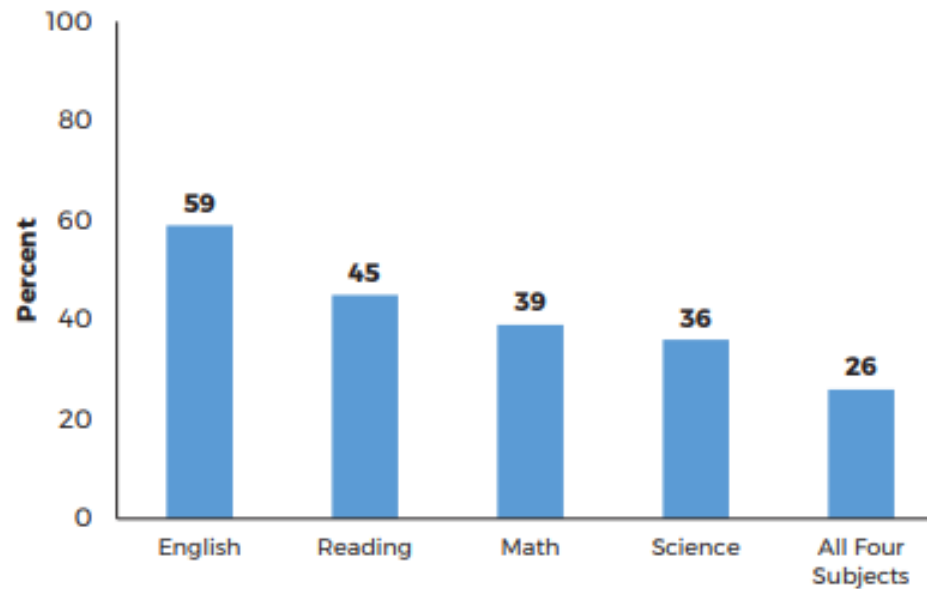


Not significantly different from National Public

Significantly lower than National Public

College Readiness

Percent of 2019 ACT-Tested High School Graduates Meeting ACT College Readiness Benchmarks by Subject

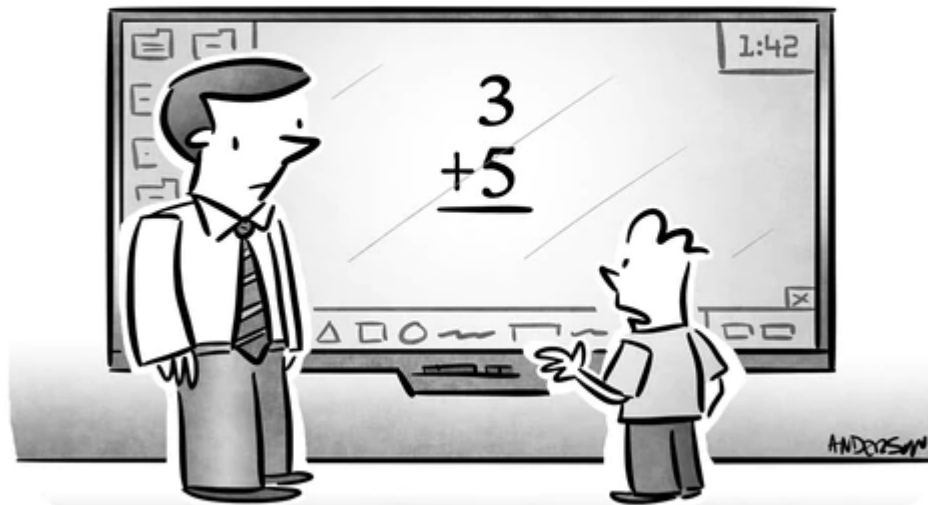


College Readiness by Major

Major Name	N-Count	English	Reading	Math	Science	All Four
No Major Indicated	401,782	36	26	21	19	12
Undecided	224,453	66	52	46	42	32
Nursing, Registered (BS/RN)	67,679	57	39	28	27	16
Medicine (Pre-Medicine)	56,237	83	69	63	60	49
Business Administration and Management, General	44,870	62	45	42	37	25
Biology, General	35,114	82	67	60	57	45
Mechanical Engineering	28,799	69	53	61	54	42
Computer Science and Programming	27,521	80	66	67	62	50
Criminology	23,759	54	40	26	25	15
Law (Pre-Law)	20,299	67	55	42	40	31
Physical Therapy (Pre-Physical Therapy)	17,267	67	46	41	38	25
Accounting	17,255	67	48	53	44	31
Engineering (Pre-Engineering), General	17,207	72	58	65	58	47
Biochemistry and Biophysics	17,116	85	72	70	67	56
Psychology, Clinical and Counseling	15,152	72	56	36	37	25
Aerospace/Aeronautical Engineering	14,381	84	71	76	70	58
Psychology, General	13,474	77	62	46	45	33

Technology

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"I'm just saying, with all the computing power in this electronic board, I bet it could take care of this itself."

Cybersecurity & Constant Change

❖ Cybersecurity

- ❖ Data and privacy protection
- ❖ Monitoring the potential for data to perpetuate bias

❖ Artificial Intelligence

- ❖ Bilingual Chatbot
- ❖ Virtual learning environments

❖ Technological Disruption

- ❖ Shared curriculum (edX, Coursera, Google IT)

Questions?

