# Presentation Abstract

Presentation: Environmental Scan 2021
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Abstract:
Environmental Scans are an important part of planning as they take stock of the changing external environment – the opportunities, the threats and developments that could impact the institution reaching its potential and fulfilling its mission. It is closely related to a S.W.O.T. analysis and should be used as part of the strategic planning process. The report examines the following trends:

Section I:  Social and Political

Section II:  Competition

Section III:  Demographics

Section IV:  Economy and Workforce

Section V:  Education

Section VI:  Technology

SWOT:  *Stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of the college.  Specific to this article or book, use a SWOT analysis to identify YC's advantages (strengths) and challenges (weaknesses), and assess new opportunities or threats to the college.*

**Strengths**:
- Community colleges viewed by public as good value—YC is very competitive on price and overall has a positive reputation in the County.
- YC's Equity Taskforce is a proactive and good start to ensuring the college fosters a climate of respect among all students, staff, and faculty.
- Evidence is strong that increasing educational attainment of people is highly associated with higher wages (and taxes paid), and reduced poverty (less need for social services).

**Weaknesses/Challenges**:
- Lack of diversity in YC staff and faculty.
- Financial barriers for students (1 in 4 county residents at near poverty or below); High number of high school students qualifying for free or reduced lunch.
- High cost of living driven by expensive and limited housing—could impact recruitment of qualified staff and faculty.
- Challenged K-12 system and many traditional age students not being college ready.

**Opportunities**:
- Young and growing Hispanic population in the County who demonstrate need for postsecondary education and have traditionally been underserved.
- Growing population at Yavapai County's southern border (City of Peoria)—marketing YC's programs beyond the County.
- Twice the national average of residents age 65 and older. 50 plus age group is fastest growing in the County—YC has the opportunity to become a leader in lifelong learning education.

**Threats**:
- Competition from universities and business competitors that are moving into the community colleges traditional space of offering degrees and credentials.
- Declining high school and traditional college age population.
- Aging workforce.
- Aging population not traditionally accessing higher education.