

Yavapai College 2018-2019 Environmental Scan

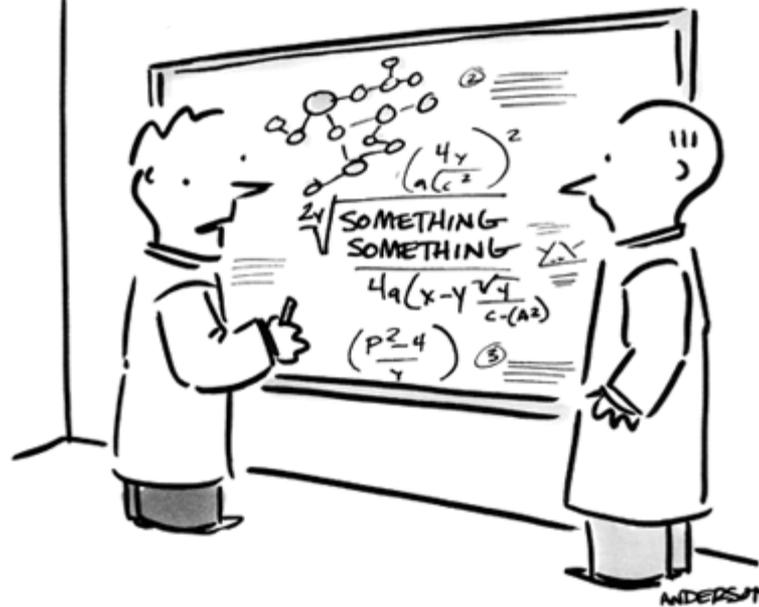
Prepared for
the Yavapai College District Governing Board
September 10, 2018

By Tom Hughes
Director, Institutional Effectiveness and Research

Social and Political

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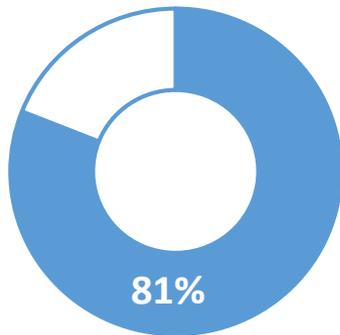
"It's an inexact science."

Perceptions of Higher Education

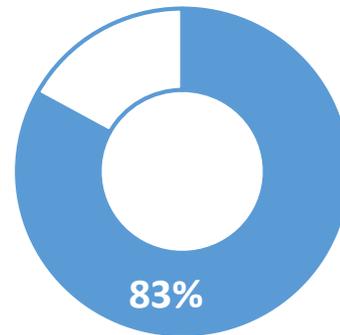
- Americans believe public colleges and universities are worth the cost but feel mixed about private and for-profit colleges and universities
 - Public 4-Year Universities (65%)
 - Private (44%)
 - For-Profit (40%)
- Americans believe higher education is a public benefit and that the government should do more to make it affordable
 - Government should spend tax dollars on higher education because it is good for society (60%)
- Americans want change in higher education.
 - Americans believing higher education is fine the way it is (25%)

Americans like their local community colleges best

Worth the Cost

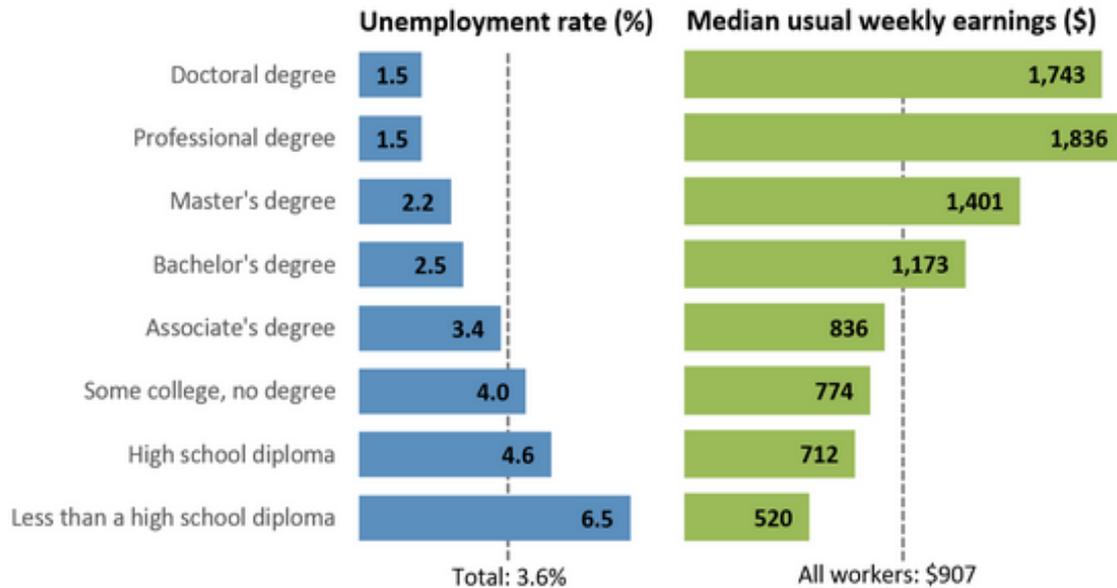


Contribute to a strong American workforce



Education and Earnings

Unemployment rates and earnings by educational attainment, 2017



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.

Innovation

“As an industry, higher education has been better known for inertia than for innovation.”



Whether you need a desk, office suite, or entire HQ, we create environments that increase productivity, innovation, and collaboration.

Welcome to WeWork

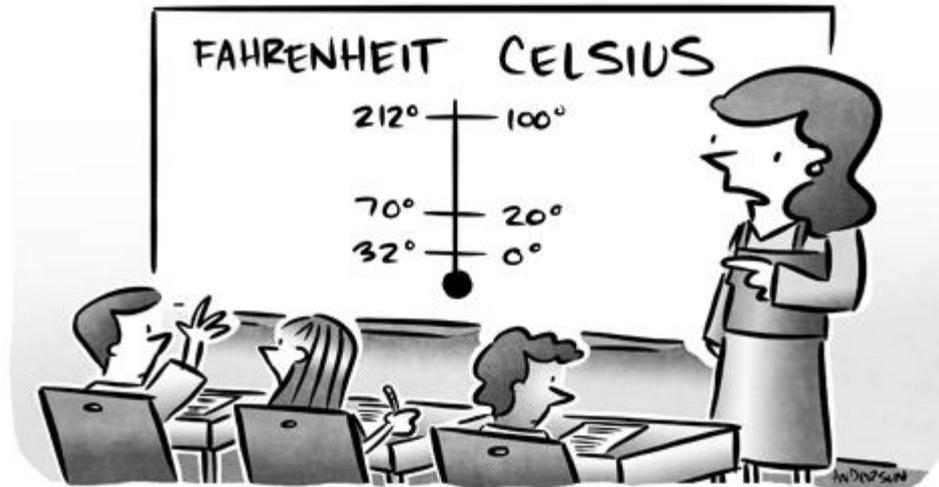
Make a life, not just a living.



Competition

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"Neither one is better than the other, but if you want to be Team Celsius, that's fine."

State Universities



UNIVERSITY OF ARIZONA

WORLDWIDE WE ARE 53 OF 16,000! (by reputation)

34th in the United States (by reputation)

UA is ranked in the **TOP 0.28%** of universities worldwide

rankings

WORLDWIDE

- 53 IN QUALITY OF FACILITY
- 43 IN INFLUENCE
- 48 IN CITATIONS

ASU ARIZONA STATE UNIVERSITY | **NORTHERN ARIZONA UNIVERSITY** | **THE UNIVERSITY OF ARIZONA**

RANKED AMONG

THE BEST UNIVERSITIES WORLDWIDE

Regions

#1



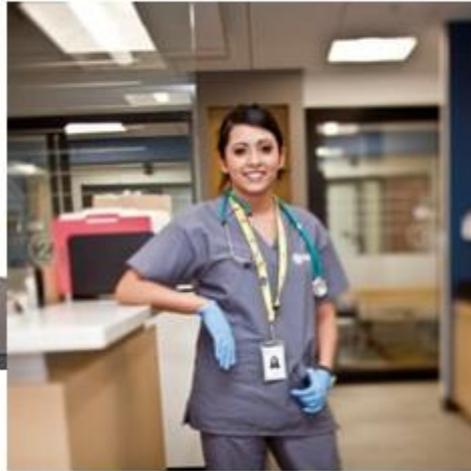
Online Competition

Rio Salado
College

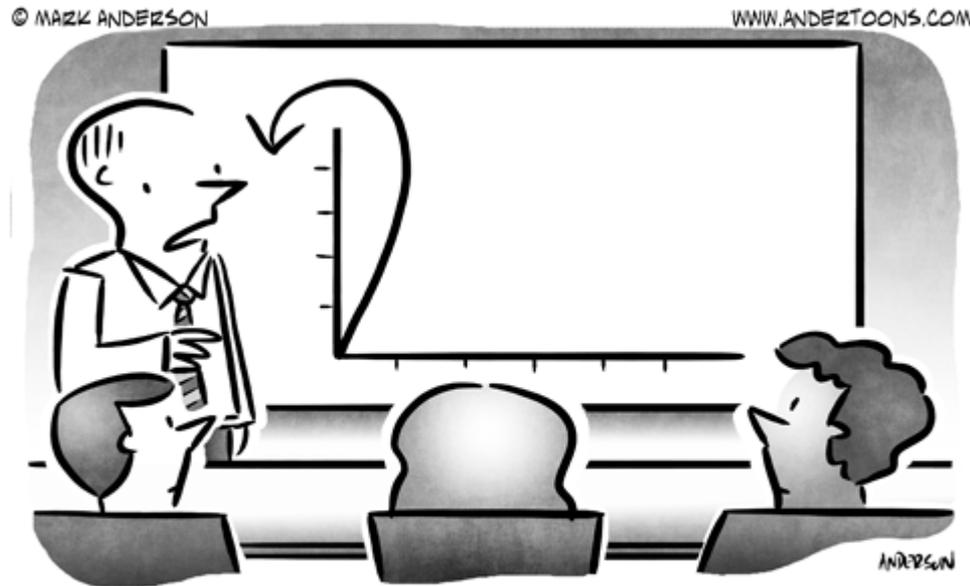
A Maricopa Community College



Private Education Competitors

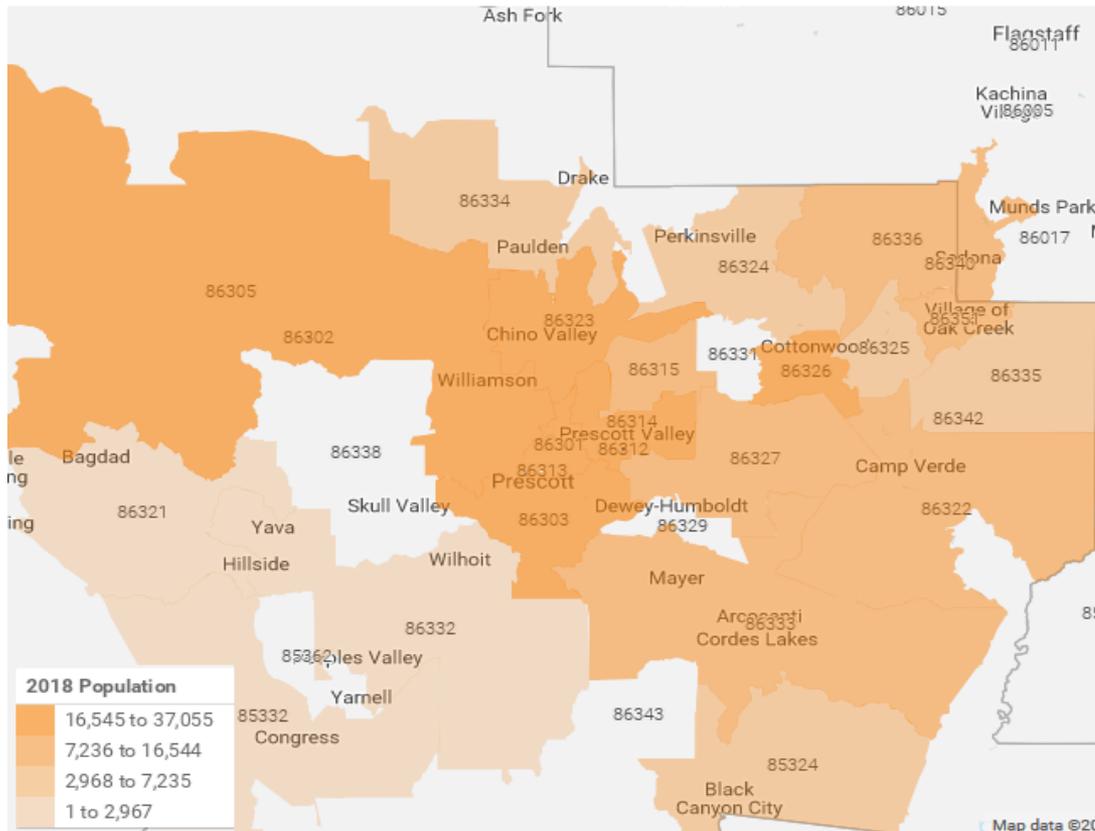


Demographics



"I'm gonna be honest with you; I have no idea what the hell is happening here."

Yavapai County Population



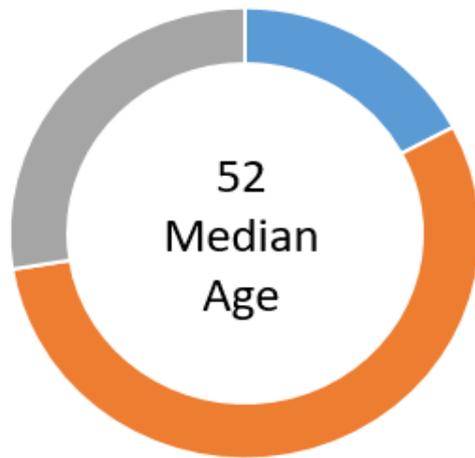
2018

West	145,776
East	74,663
Balance	12,295
	<hr/>
	231,092

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

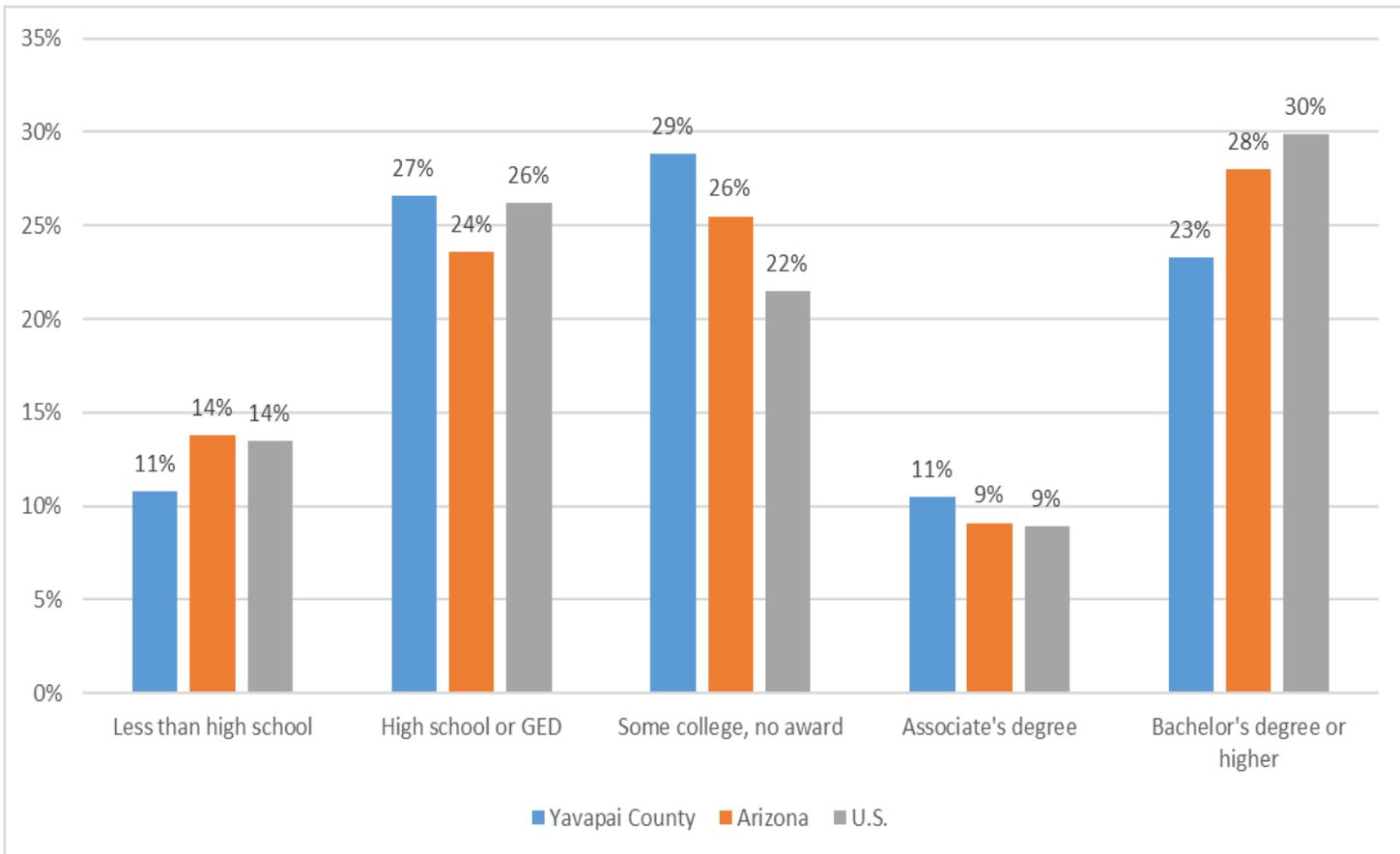
Population by Age Group

Yavapai County Population Projections by Age Group

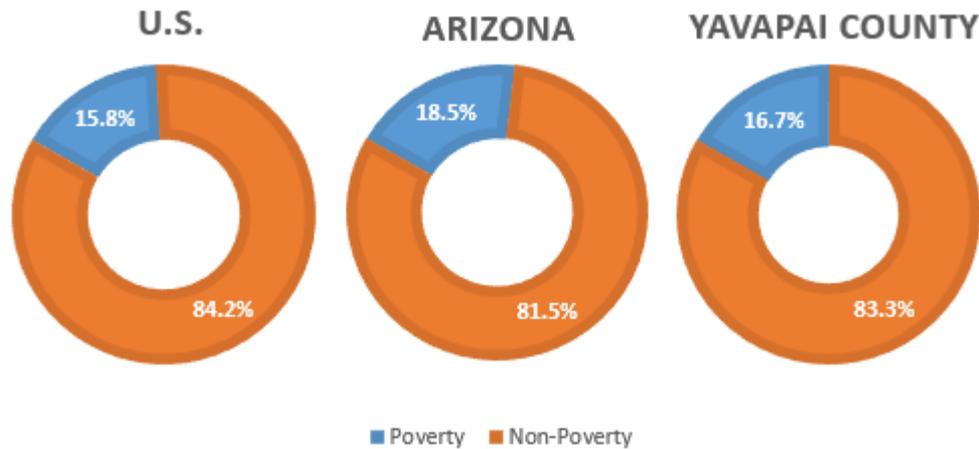
	2018	2023	Net Growth Forecast (2018-2023)	% Growth Forecast (2018-2023)
Population, Median Age	51.8	53.8		3.9
Population Aged 0 to 5 Years	12,612	12,386	-226	-1.8%
Population Aged 6 to 11 Years	13,615	13,575	-40	-0.3%
Population Aged 12 to 17 Years	14,225	13,884	-341	-2.4%
Population Aged 18 to 24 Years	15,302	15,206	-96	-0.6%
Population Aged 25 to 34 Years	20,677	21,796	1,119	5.4%
Population Aged 35 to 44 Years	20,161	19,585	-576	-2.9%
Population Aged 45 to 54 Years	27,907	25,756	-2,151	-7.7%
Population Aged 55 to 64 Years	41,855	43,679	1,824	4.4%
Population Aged 65 to 74 Years	40,310	47,262	6,952	17.2%
Population Aged 75 to 84 Years	17,468	17,557	89	0.5%
Population Aged 85 Years & Older	6,960	7,381	421	6.0%

Source: Easy Analytics, Inc., 2018

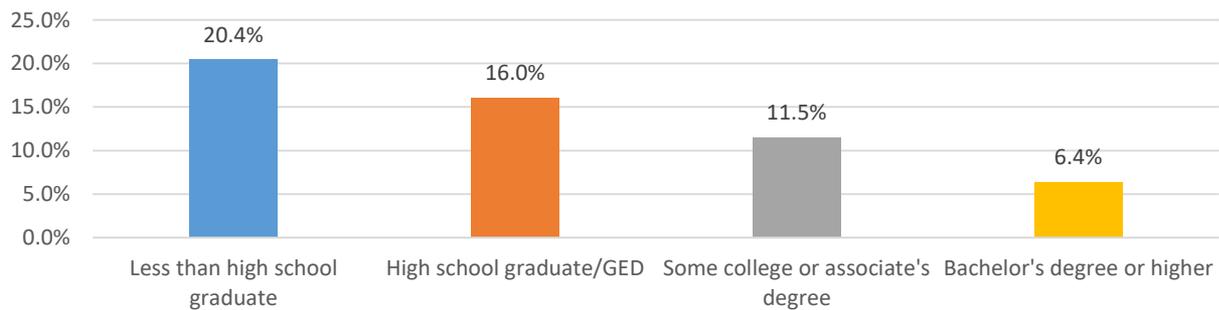
Educational Attainment Workforce Population 25-64



Poverty



Yavapai County Poverty Rate by Educational Attainment



Economic

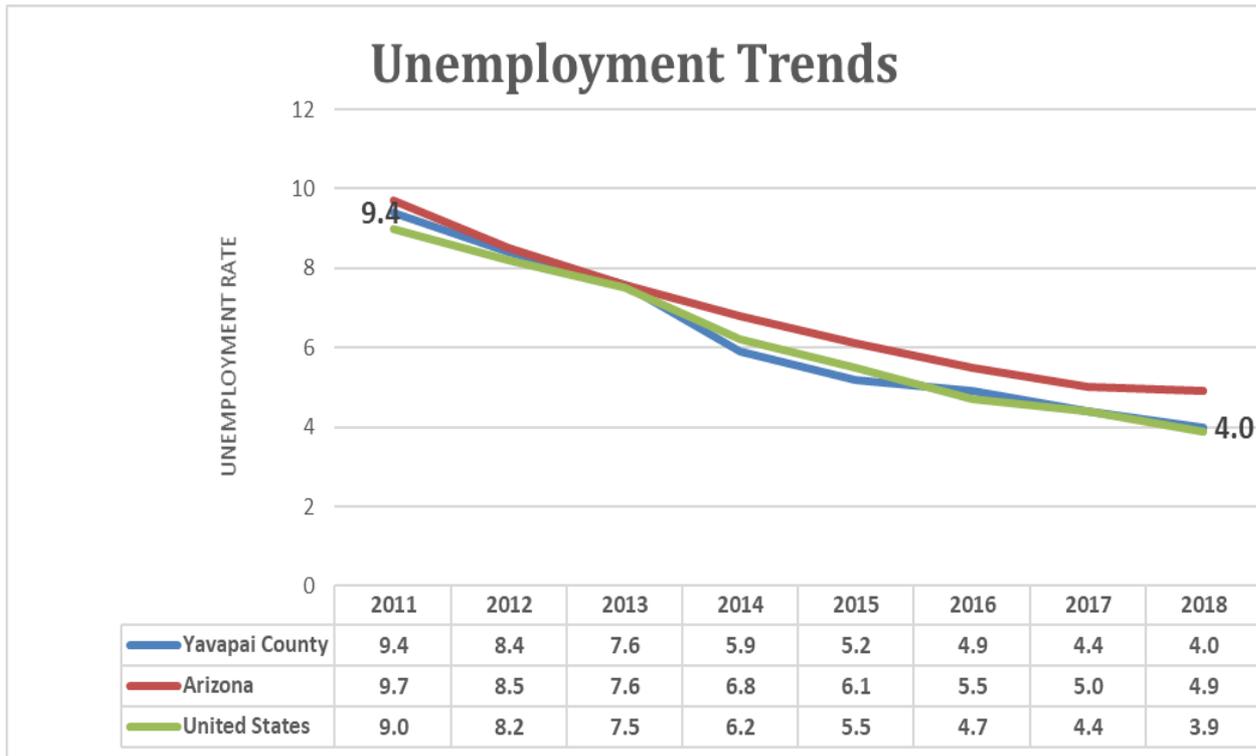
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"And those ship free, right?"

Economic Trends



Economic Highlights

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

Figure 1. What is a good job?



In defining a good job, we have chosen **\$35,000** (\$17 per hour for a full-time job) as the minimum earnings for those under age 45 and **\$45,000** (\$22 per hour for a full-time job) for workers age 45 and older.

\$55,000



In 2015, these good jobs had median earnings of **\$55,000** per year.

Source: Carnevale et al., *Good Jobs That Pay without a BA*, 2017.

Labor Force

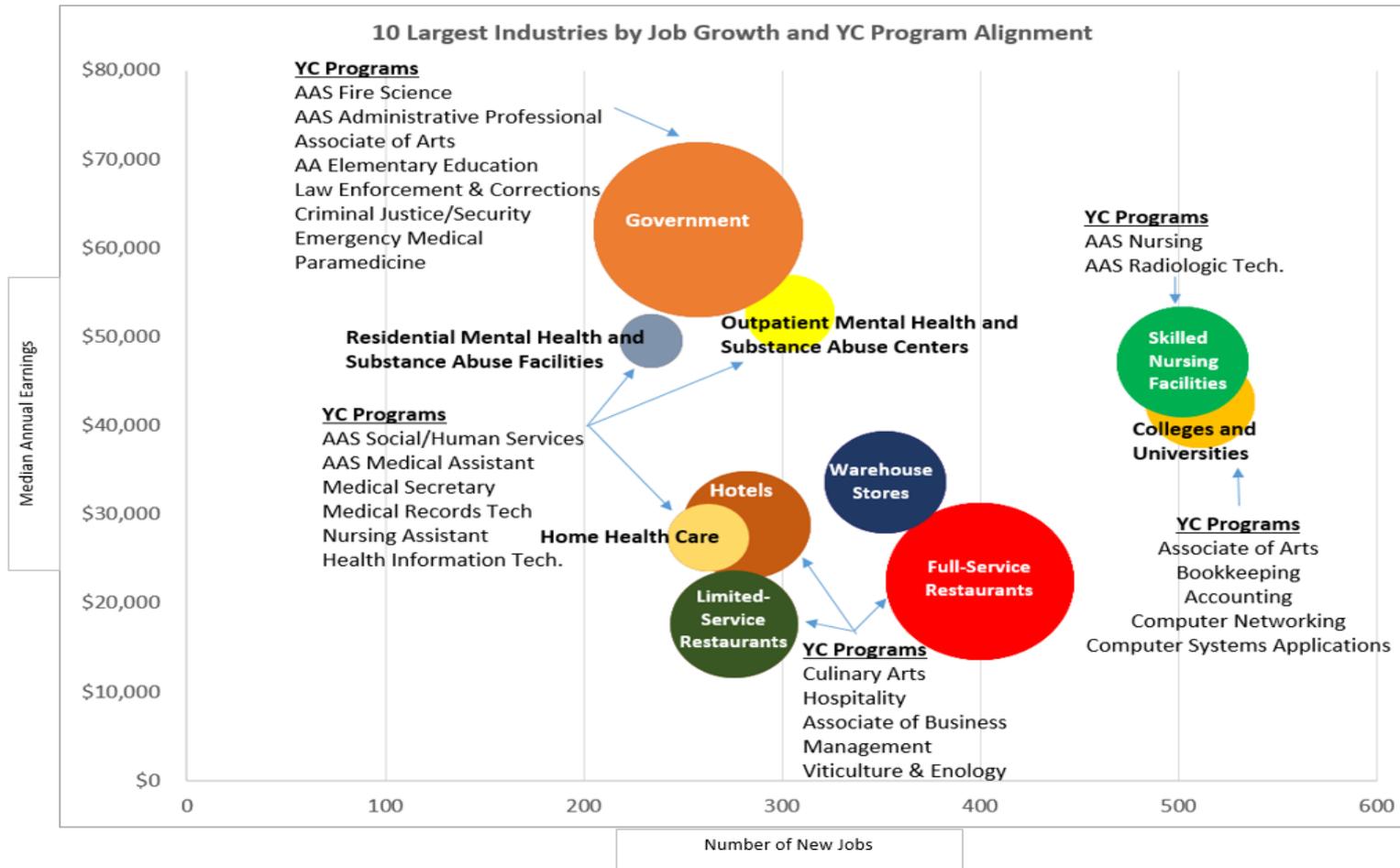
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"We can either pay you pennies on the dollar,
or nickel and dime you to death. It's up to you."

Industry & Workforce



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



AZ Student Performance



ARIZONA

Grade 4 Math-2017 average score for Arizona is significantly lower than the national public average



ARIZONA

Grade 8 Math-2017 average score for Arizona is not significantly different than the national public average



ARIZONA

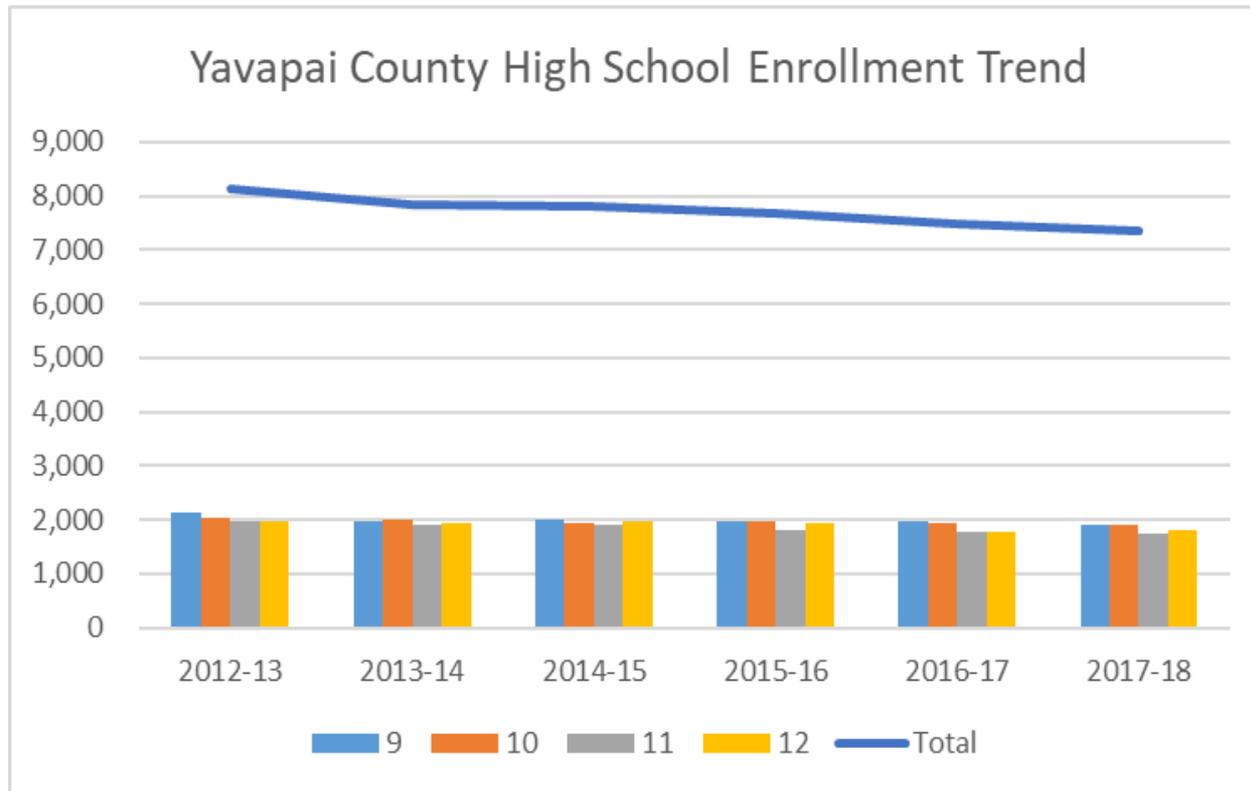
Grade 4 Reading-2017 average score for Arizona is significantly lower than the national public average



ARIZONA

Grade 8 Reading-2017 average score for Arizona is significantly lower than the national public average

High School Enrollment



College Trends

No Bottom Yet in 2-Year College Enrollments

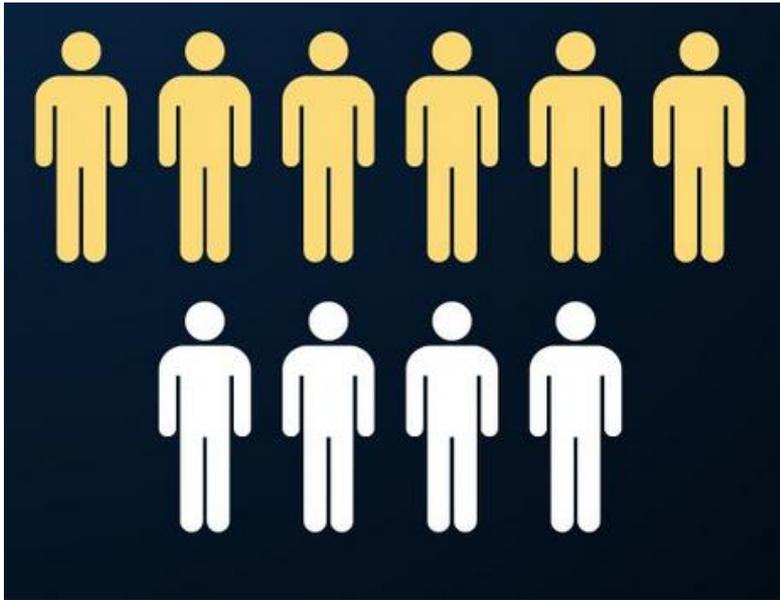
Some researchers are warning community colleges that enrollment isn't expected to improve, even as they grapple with declines in state funding and demand for better performance and outcomes.

By [Ashley A. Smith](#) // June 21, 2018

9 COMMENTS 

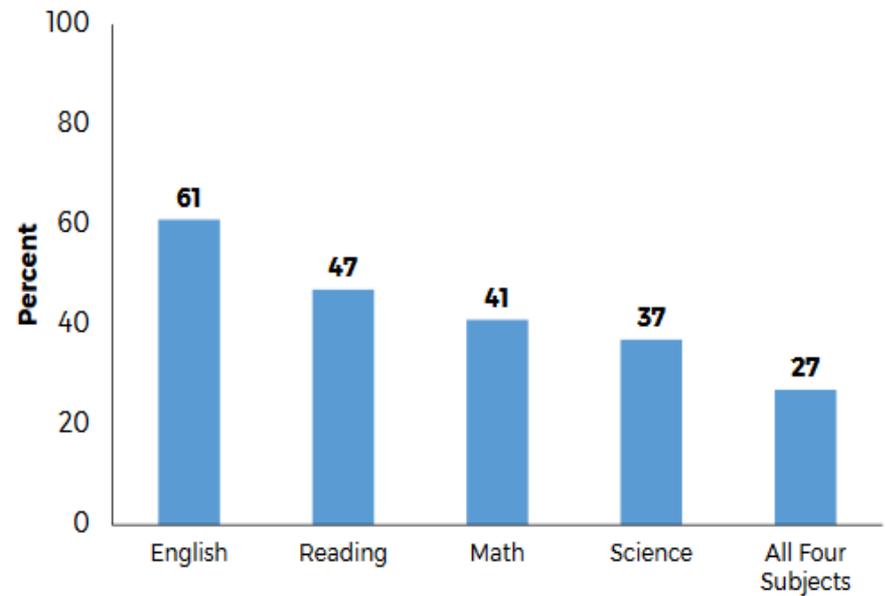
College Trends

UNDERPREPARED STUDENTS



COLLEGE READINESS

Percent of 2017 ACT-Tested High School Graduates Meeting ACT College Readiness Benchmarks by Subject



Technology

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"Come on you guys. If you're gonna snicker every time I say 'dump file' we're gonna be here all day."

Cybersecurity & Constant Change

❖ Cybersecurity

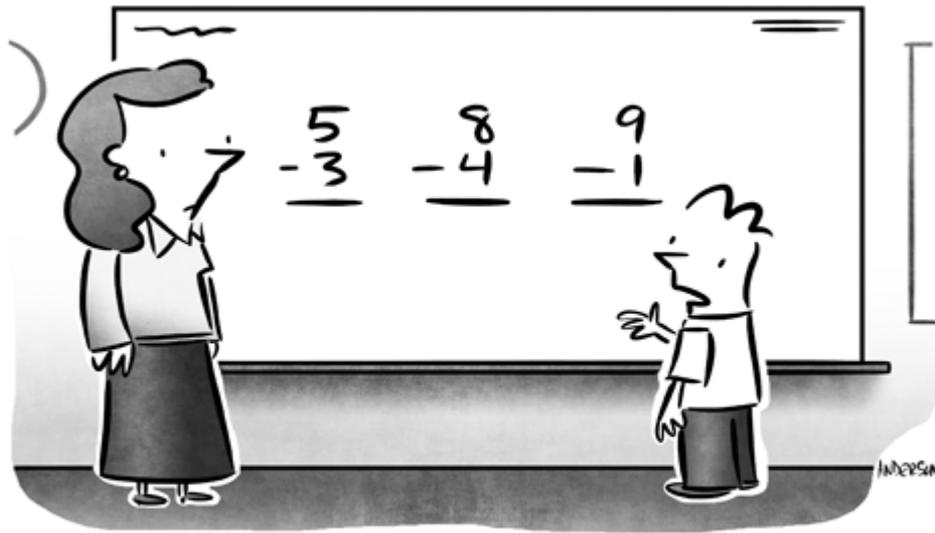
❖ Artificial Intelligence

❖ Technological Disruption

Internal Scan Highlights

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"This is why no one likes math; it's a branding issue.
Everything's a problem."

Recruitment



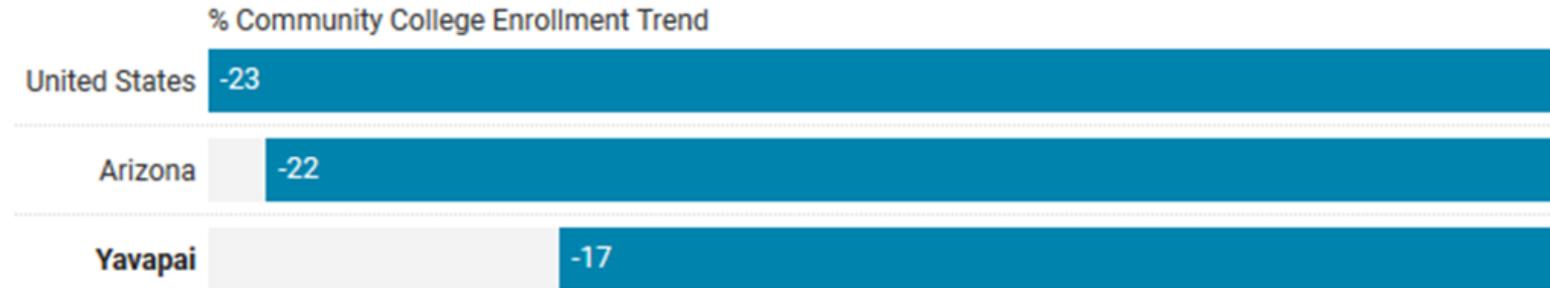
6 IN 10

RECENT COLLEGE GOING
COUNTY HIGH SCHOOL GRADUATES
ATTENDED YAVAPAI COLLEGE.

Source: National Student Clearinghouse, 2015-16 high school graduates

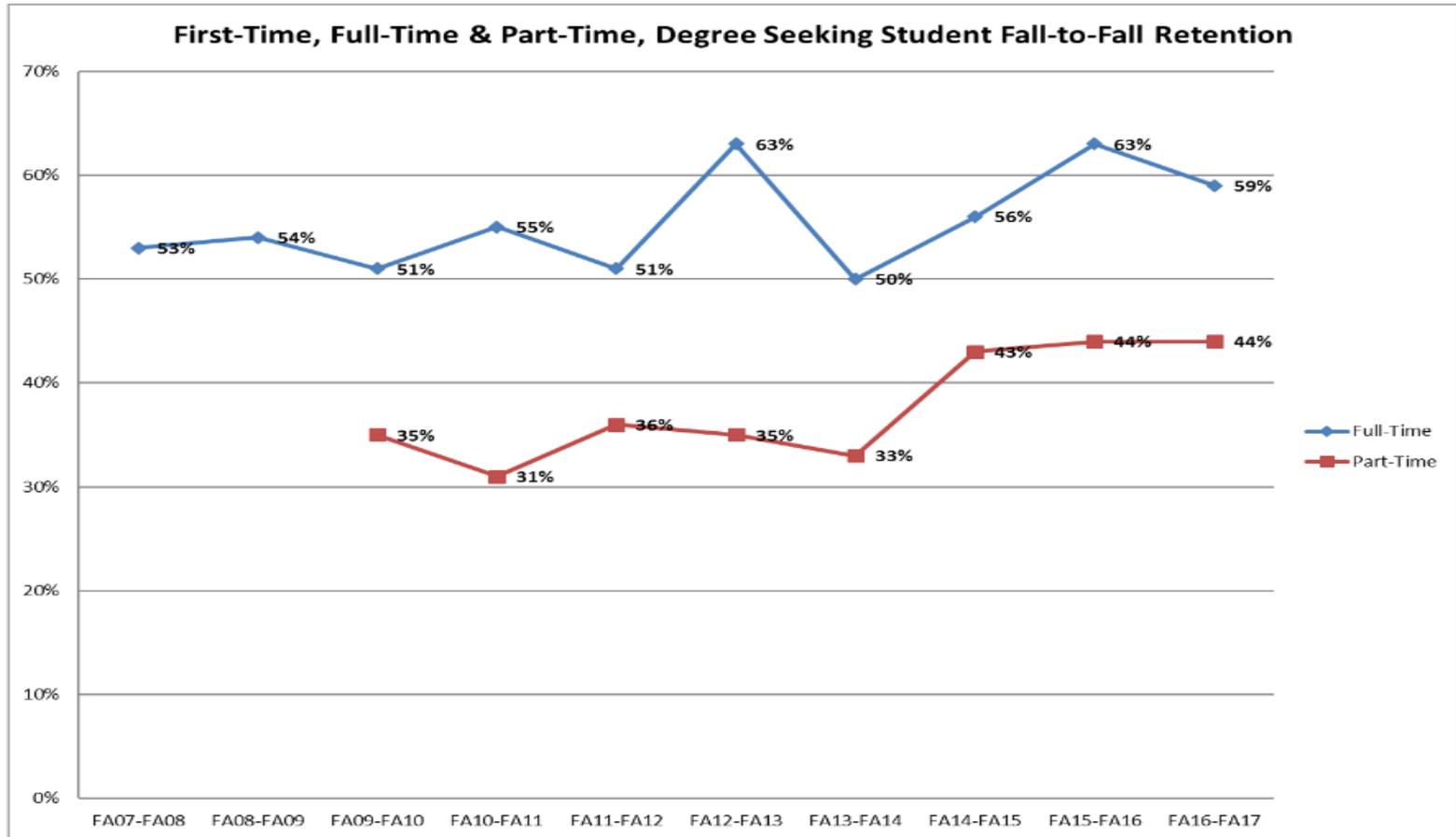
YC Enrollment Comparison

Community College Enrollment Trends 2011 - 2018



Yavapai College enrollment increased in 2018 for the first time in six years breaking with the national and Arizona trends.

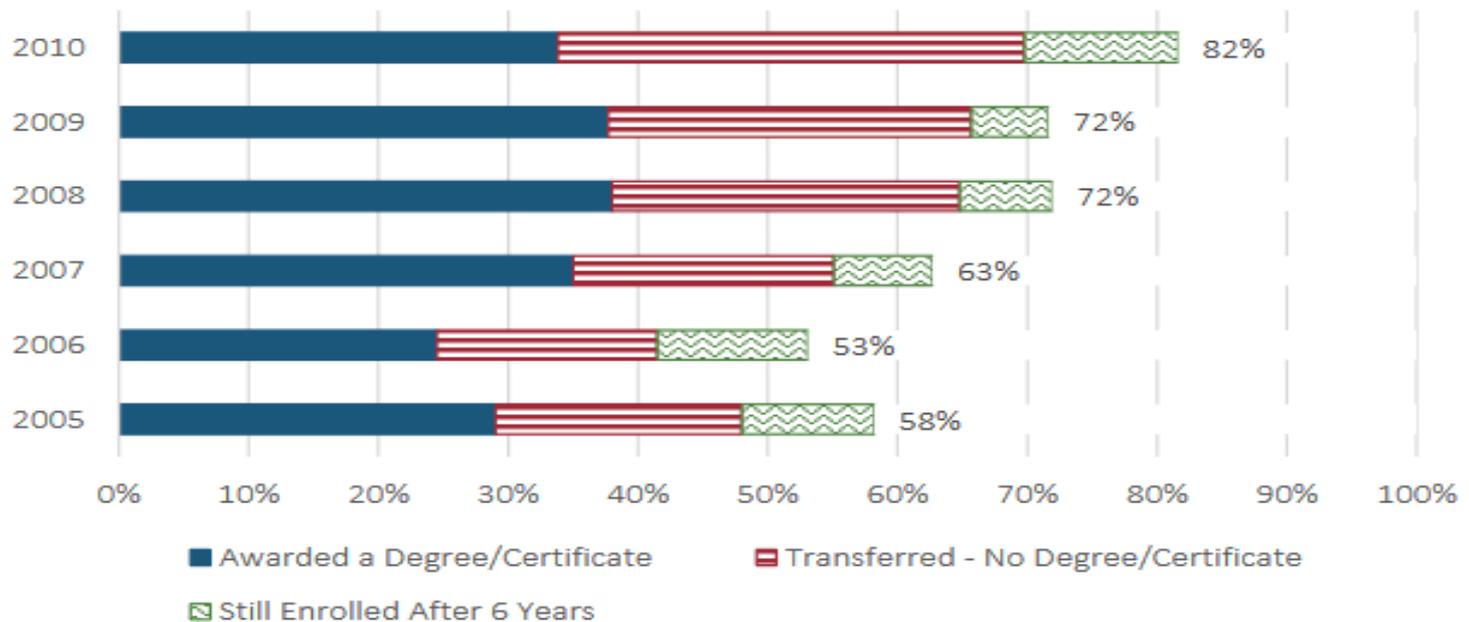
Retention



Source: IPEDS

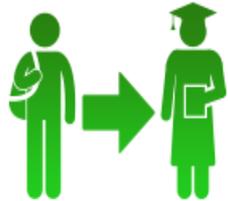
Successful Outcomes

Metric 27 : Percent of Learners Achieving a Successful Outcome



Transfer Success

JUNIOR YEAR GPA COMPARISONS:



YC Transfer Students
3.29 GPA



Native University Students
3.11 GPA



Other Transfer Students
3.07 GPA

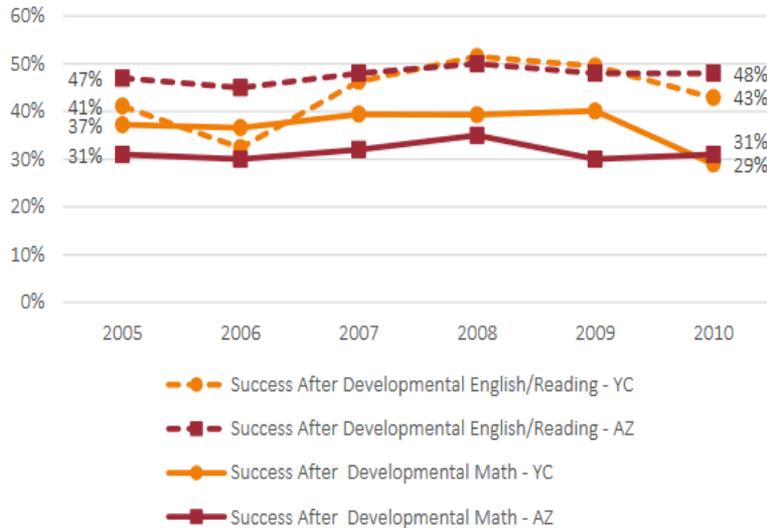
Source: AZTransfer ASSIST, 2017

Areas for Improvement

REMEDIAL EDUCATION

2018 ONLINE SUCCESS RATES

Metrics 11 and 12:
Success After Developmental Education



Classroom Success Rate

78%

Online Success Rate

71%

Questions?

