

**EXTERNAL
SCAN**

**INTERNAL
SCAN**



EXTERNAL SCAN



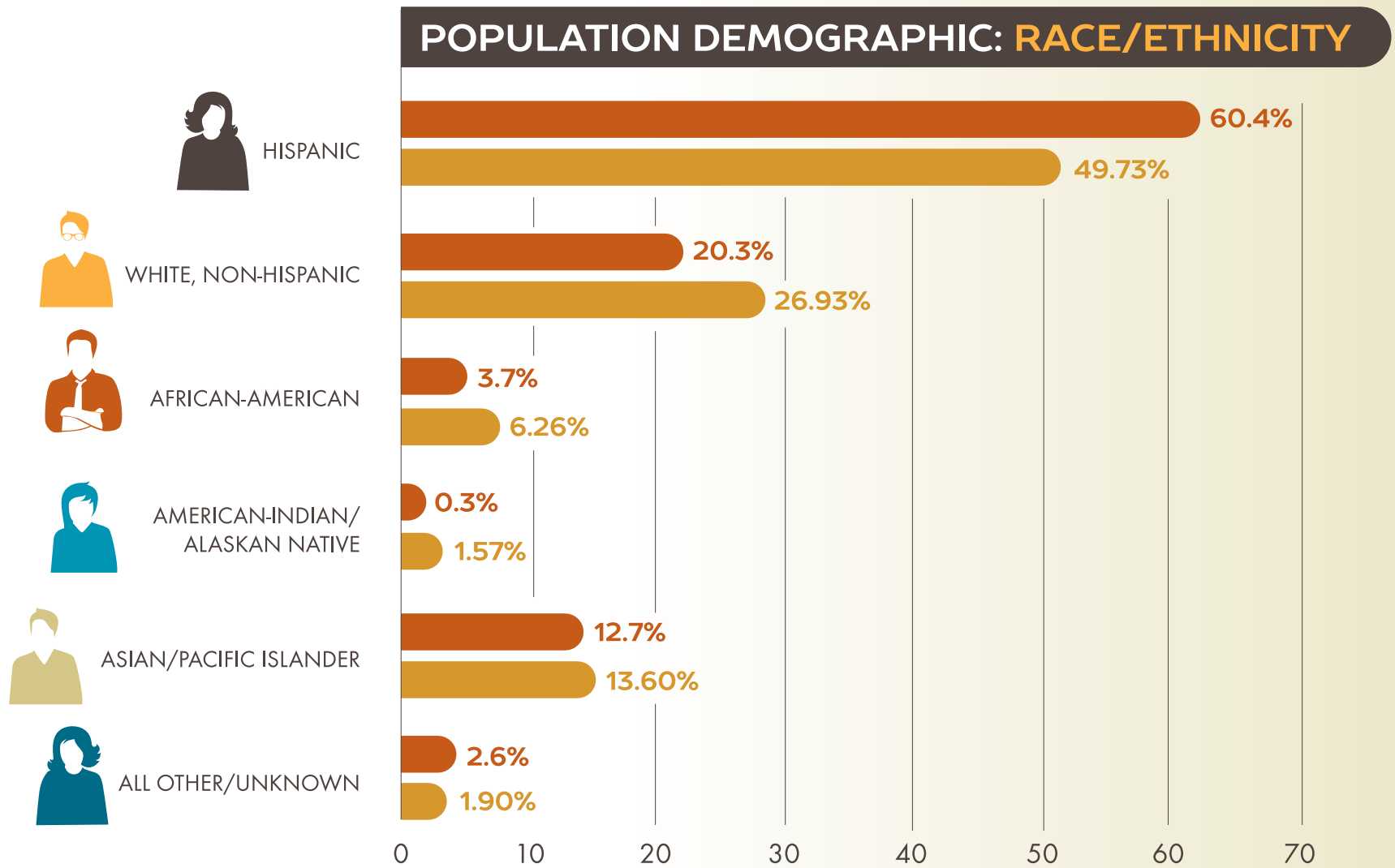
SOUTHWESTERN COMMUNITY COLLEGE DISTRICT SERVICE AREA



- BONITA
- CHULA VISTA
- CORONADO
- IMPERIAL BEACH
- LA PRESA
- NATIONAL CITY
- SAN DIEGO

Source: California Community Colleges Geographic Information Systems

EXTERNAL-INTERNAL COMPARISON: RACE/ETHNICITY

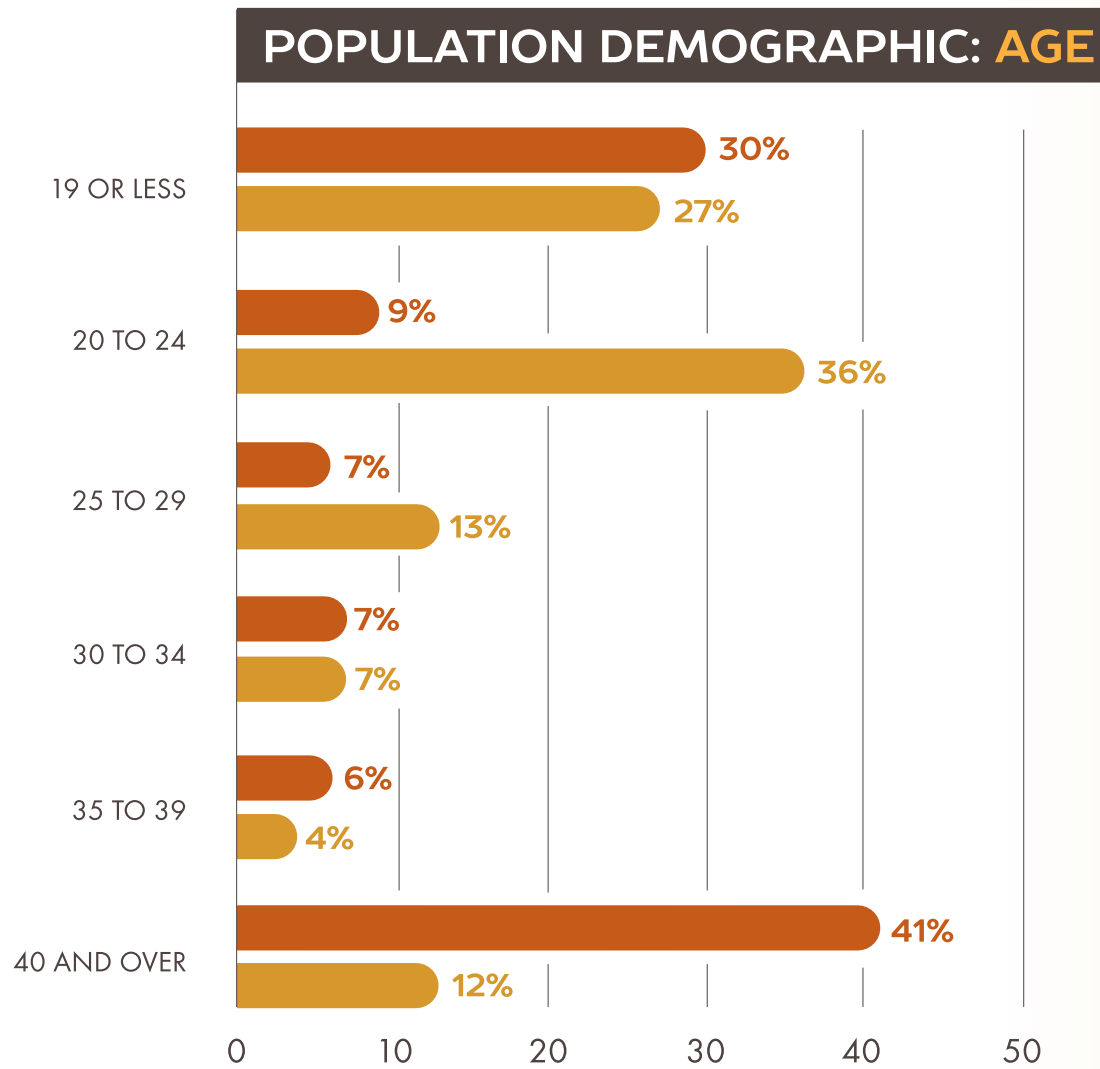


Source: San Diego Association of Governments (SANDAG)
California Community Colleges Chancellor's Office

SOUTHWESTERN COMMUNITY COLLEGE DISTRICT **SERVICE AREA**

SOUTHWESTERN COLLEGE **DISTRICT**

EXTERNAL-INTERNAL COMPARISON: AGE



30%
AGE 19
OR LESS

41%
AGE 40
AND OVER



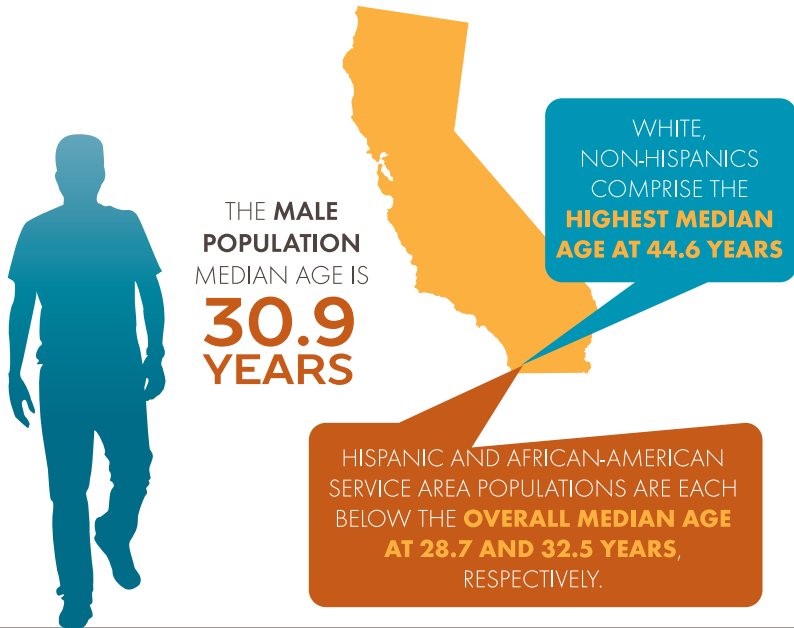
SOUTHWESTERN COMMUNITY COLLEGE DISTRICT **SERVICE AREA**

SOUTHWESTERN COLLEGE **DISTRICT**

Source: San Diego Association of Governments (SANDAG)
California Community Colleges Chancellor's Office

POPULATION PROJECTIONS

POPULATION DEMOGRAPHIC: MEDIAN AGE

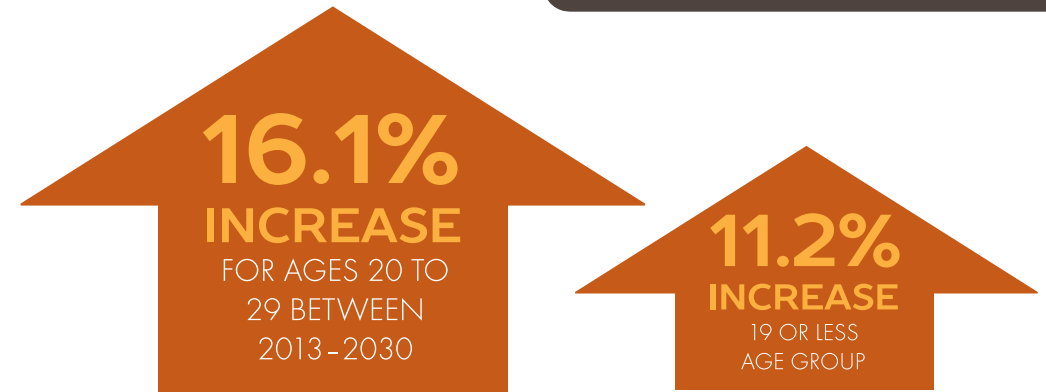


POPULATION PROJECTION: SOUTHWESTERN COLLEGE CCD SERVICE AREA: OVERALL POPULATION

BASED ON PROJECTION ESTIMATES FOR THE 2013-2030 PERIOD, THE SOUTHWESTERN COMMUNITY COLLEGE DISTRICT SERVICE AREA POPULATION IS EXPECTED TO **INCREASE 22.7%**

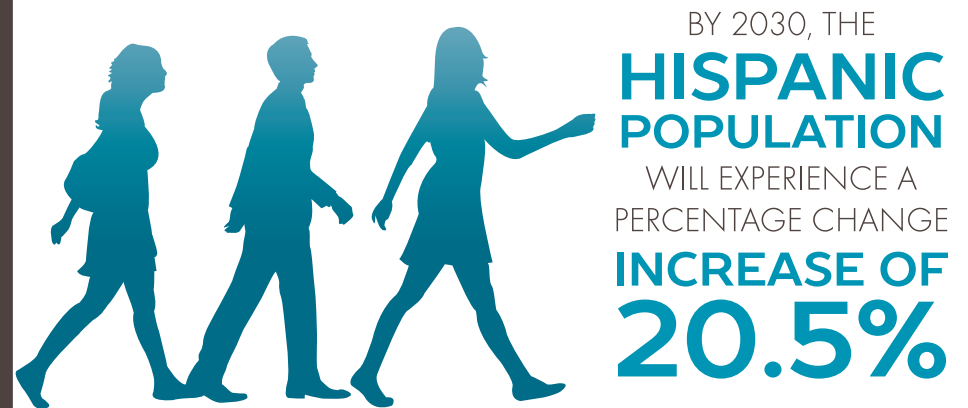
Source: San Diego Association of Governments (SANDAG)

POPULATION PROJECTION: SOUTHWESTERN COLLEGE CCD SERVICE AREA: AGE



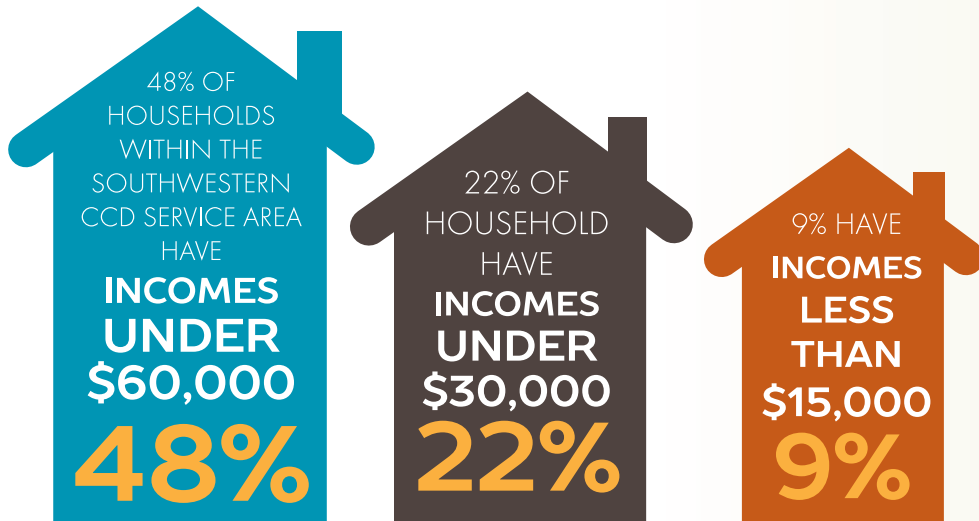
POPULATION PROJECTION: SOUTHWESTERN COLLEGE CCD SERVICE AREA: RACE/ETHNICITY

FROM 2013-2030, THE **AFRICAN-AMERICAN** POPULATION IS PROJECTED TO EXPERIENCE THE GREATEST PERCENTAGE CHANGE INCREASE AT **64.1%**



MEDIAN INCOME

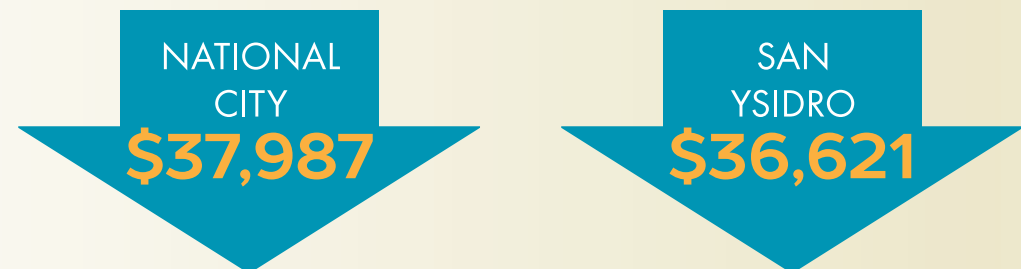
INCOME: SOUTHWESTERN CCD MEDIAN HOUSEHOLD INCOME



INCOME: SOUTHWESTERN CCD MEDIAN INCOME BY LOCALITY



LOCALITIES WITH THE **LOWEST** MEDIAN INCOME WITHIN THE DISTRICT'S SERVICE AREA



Source: San Diego Association of Governments (SANDAG); U.S. Census Bureau

POVERTY BY LOCALITY

INCOME: SOUTHWESTERN CCD POVERTY RATE ESTIMATE BY LOCALITY

THE SOUTHWESTERN CCD SERVICE AREA **POVERTY RATE** ESTIMATE IS

15.7%

WHICH IS HIGHER THAN THE SAN DIEGO COUNTY POVERTY RATE OF 14.4%

3 HIGHEST POVERTY RATES OCCUR WITHIN



Source: U.S. Census Bureau

POVERTY BY EDUCATIONAL ATTAINMENT

EDUCATIONAL DATA: SOUTHWESTERN CCD EDUCATIONAL ATTAINMENT AND POVERTY RATE ESTIMATE

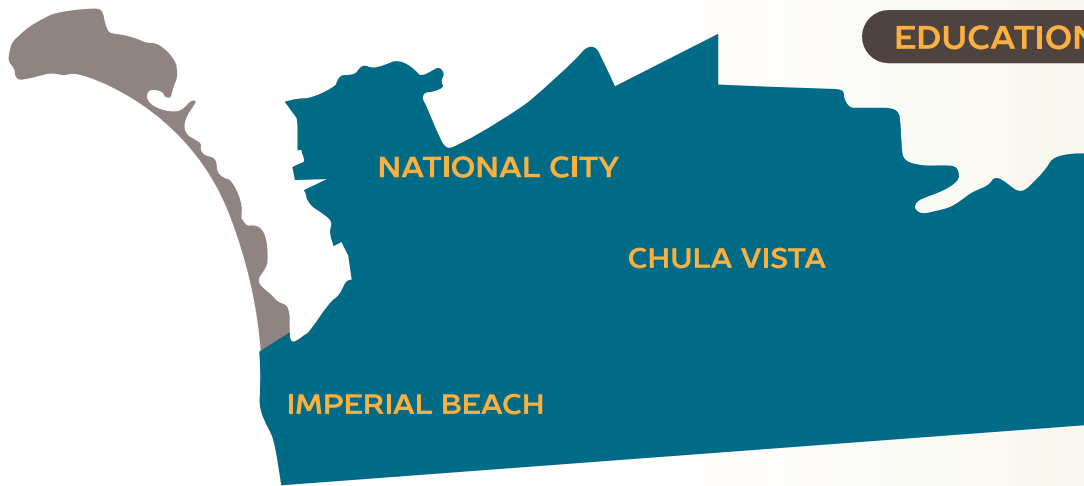
Within the Southwestern CCD, poverty level estimates indicate that those with some college, or an associate's degree, have poverty rates at least **5% lower** than high school graduates and **15% lower** than those not graduating high school

50% LOWER
POVERTY RATE

FOR THOSE WITH A BACHELOR'S DEGREE OR HIGHER THAN THOSE WITH SOME COLLEGE, OR AN ASSOCIATE'S DEGREE

SWEETWATER HIGH SCHOOL AND

COMMUNITY COLLEGE DISTRICTS



EDUCATIONAL DEMOGRAPHICS: HIGHER EDUCATION DESTINATIONS OF SWEETWATER HIGH SCHOOL DISTRICT STUDENTS

APPROXIMATELY **65%** OF SWEETWATER HIGH SCHOOL DISTRICT GRADUATES WILL ENROLL IN A CALIFORNIA COMMUNITY COLLEGE SYSTEM SCHOOL WITHIN FIVE YEARS.

SAN DIEGO COUNTY REGIONAL COMMUNITY COLLEGE COMPARISONS

Based on the 2013-14 academic year, the Southwestern CCD constitutes 14% of all San Diego County community college enrollments.

Southwestern CCD has the highest percentage of Hispanic enrollments among the county's community colleges at 49.7%.

Enrollments for the under 25 years of age group are the second highest (63.0%) among San Diego County community colleges.

Female students comprise 53.8% of district enrollments, third highest for the county's community colleges.

OCCUPATIONAL/INDUSTRY SNAPSHOT

OCCUPATIONAL DATA: LARGEST EMPLOYMENT SECTORS BY INDUSTRY

**EDUCATIONAL,
HEALTH CARE, AND
SOCIAL ASSISTANCE
SERVICES**

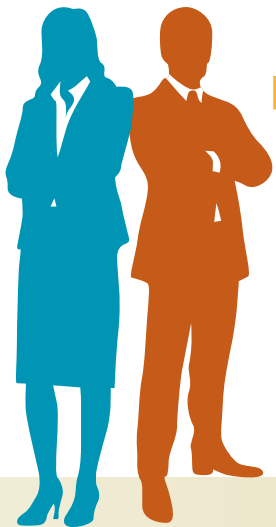


COMPRISE THE **LARGEST
EMPLOYMENT SECTOR** WITHIN
THE SOUTHWESTERN COMMUNITY
COLLEGE SERVICE AREA WITH
42,785 (22.7%) EMPLOYEES

**RETAIL TRADE, ARTS,
ENTERTAINMENT, RECREATION,
AND ACCOMODATION AND
FOOD SERVICES**



ARE THE **SECOND AND THIRD
LARGEST** EMPLOYMENT SECTORS,
RESPECTIVELY, AT **25,085 (13.3%)**
AND **20,193 (10.7%)** EMPLOYEES
WITHIN THE DISTRICT SERVICE AREA



INTERNAL SCAN



STUDENT HEADCOUNT

7% INCREASE
FROM 2012-13

2013-2014
ENROLLMENT
27,717



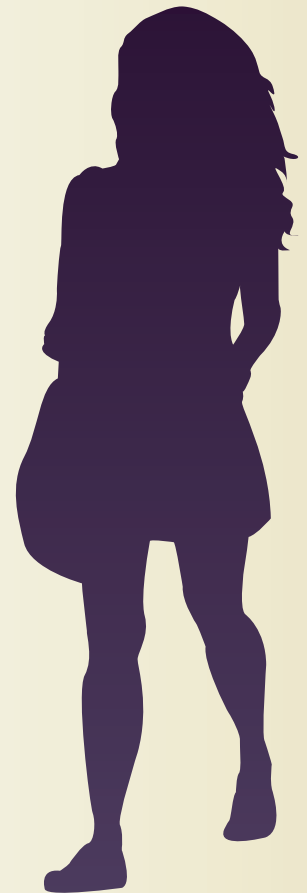
Source: California Community Colleges Chancellor's Office

STUDENT AGE & GENDER

TYPICAL OF MOST COLLEGES,
FEMALE STUDENTS MAKE
UP THE MAJORITY

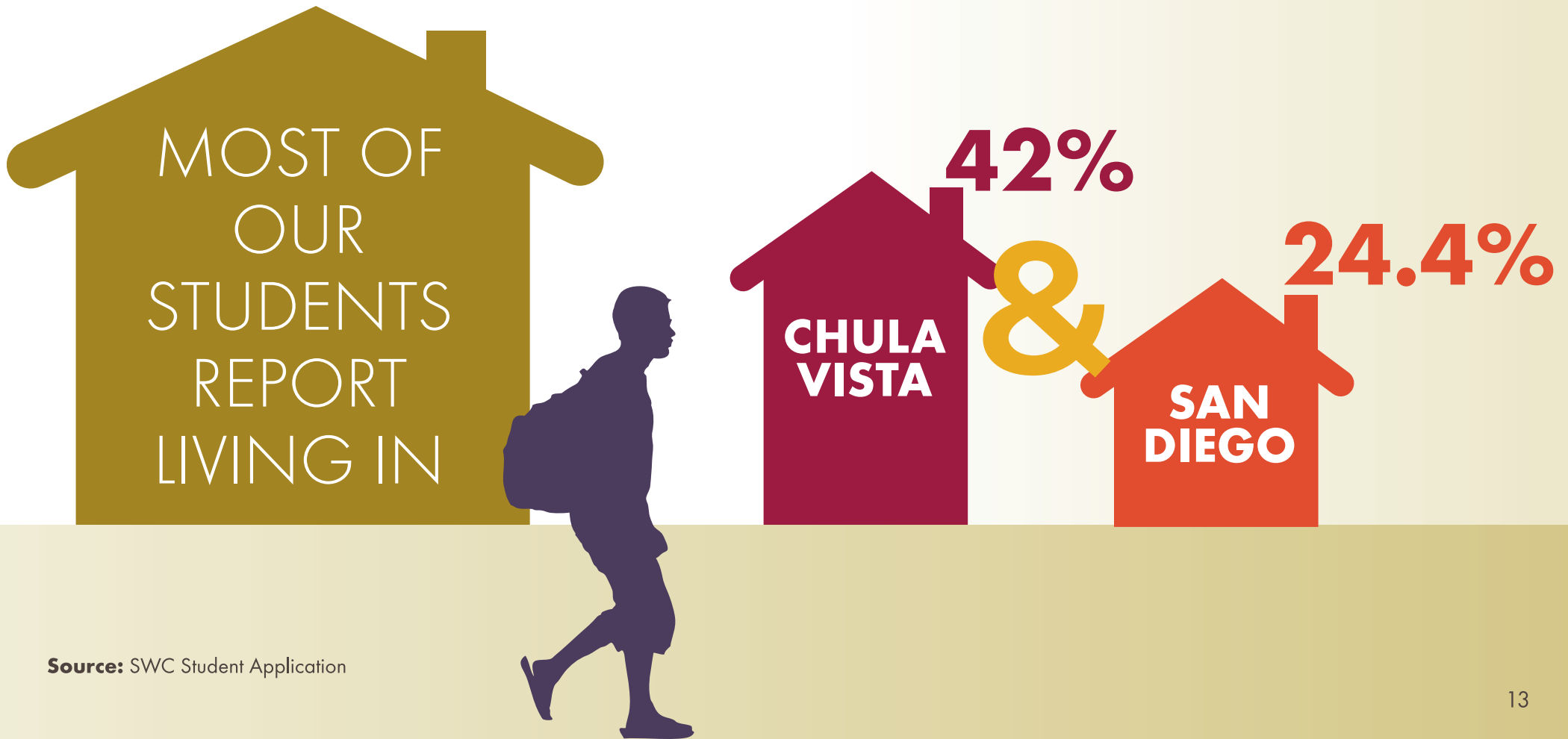
53.8%

AT SOUTHWESTERN
COLLEGE AND MOST
STUDENTS SERVED ARE
BETWEEN THE
**AGES OF
17 AND 24**



STUDENT

RESIDENCE DISTRIBUTION



Source: SWC Student Application

COURSE OFFERINGS

ONLINE AND BASIC SKILLS

25.7% of all classes offered in 2013-14 are offered online.

21%
ONLINE COURSES
OF **ALL CLASS SECTIONS**
OFFERED IN 2013-14 WERE
ONLINE OR HYBRID
COURSES.



4.5% of all classes offered in 2013-14 were Basic Skills.

9.7%
OF ALL CLASS
SECTIONS OFFERED IN
THE 2013-14 WERE
BASIC SKILLS COURSES

BASIC SKILLS PLACEMENTS

IN 2013-14, **79%** OF ENTERING
SWC STUDENTS **PLACED** INTO
BASIC SKILLS MATH

IN 2013-14, **35%** OF
ENTERING SWC STUDENTS
PLACED INTO **BASIC SKILLS
ENGLISH/ESL**

Source: SWC
Assessment Office

BASIC SKILLS **COURSE SUCCESS RATES**

OF THE **419** **STUDENTS** WHO **ENTERED IN
FALL 2010** AND PLACED FOUR LEVELS BELOW
TRANSFER IN BASIC SKILLS MATH, FIVE OF THEM
ATTEMPTED A TRANSFER-LEVEL COURSE BY
SUMMER 2014 AND ONLY THREE OF THOSE
STUDENTS SUCCESSFULLY COMPLETED THE COURSE

Source: California
Community Colleges
Chancellor's Office Basic
Skills Tracker



EDUCATIONAL GOALS

IN
**FALL
2013,**

THE MOST
POPULAR
STUDENT-REPORTED
EDUCATIONAL GOAL
WAS TO OBTAIN A
**BACHELOR'S
DEGREE**

AFTER
OBTAINING AN
ASSOCIATE'S
DEGREE

TOP MAJORS

MAJORS

COUNT PERCENT %

NURSING, ASSOCIATES DEGREE	1616	7.1%
CRIMINAL JUSTICE	1285	5.6%
PSYCHOLOGY	1016	4.5%
BUSINESS ADMINISTRATION	951	4.2%
ENGINEERING	730	3.2%
BIOLOGY	690	3.0%
CHILD DEVELOPMENT	523	2.3%
ACCOUNTING	454	2.0%
COMPUTER SCIENCE	390	1.7%
FIRE SCIENCE TECHNOLOGY	377	1.7%

CSU/UC TRANSFERS

49% OF ALL SWC TRANSFER STUDENTS ENTERED INTO THE CSU SYSTEM.

OF THAT 49%,
78% OF CSU TRANSFERS ENROLLED AT  **SAN DIEGO STATE UNIVERSITY**

UCSD TRANSFERS

Academic Year	Applicants	Admits	Enrollees
2012	201	117	94
2013	174	76	52
2014	159	66	47

Source: CSU Analytic Studies; University of California Information Center

OTHER TRANSFER INSTITUTIONS

IN-STATE-PRIVATE

N=314

NATIONAL UNIVERSITY	132
UNIVERSITY OF PHOENIX	104
CALIFORNIA COLLEGE - SAN DIEGO	24
UNIVERSITY OF SAN DIEGO	10

OUT-OF-STATE

N=205

ASHFORD UNIVERSITY	18
UNIVERSITY OF MARYLAND	12
GRAND CANYON UNIVERSITY	10
WESTERN GOVERNORS UNIVERSITY	10

Source: National Student Clearinghouse; California Community Colleges Chancellor's Office

COMPLETION & PERSISTENCE

STUDENT COMPLETION & PERSISTENCE

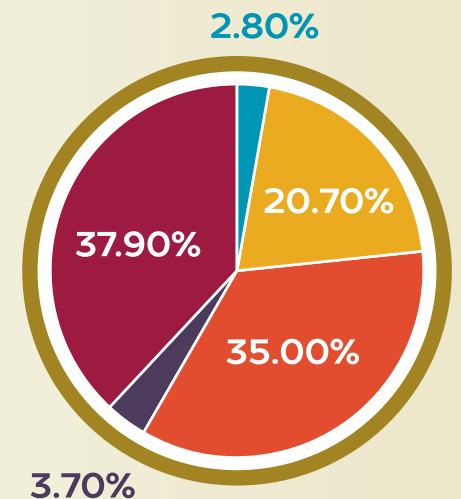
as measured by the Chancellor's
Office 2015 Scorecard, remain
relatively unchanged from the
prior year's cohort at

43.9% & 70.4%
respectively.

EMPLOYEE ETHNICITY

EMPLOYEE FTE | FALL 2013

ETHNICITY	TOTAL PERCENTAGES
African-American	4.91%
American Indian/ Alaskan Native	1.40%
Asian	7.40%
Hispanic	27.80%
Pacific Islander	3.50%
Unknown	3.89%
White Non-Hispanic	51.09%



- Educational Administrator ●
- Tenured/Tenure Track ●
- Academic Temporary ●
- Classified Administrator ●
- Classified Staff ●

Source: California Community Colleges Chancellor's Office

