

The background image shows a college campus at night. A large tree is in the center, with its trunk and branches visible. In the foreground, two people are sitting on the grass, facing each other. In the background, a building with large windows is visible, and two more people are walking on a path. The scene is lit with a mix of warm and cool colors, creating a serene atmosphere.

# Southwestern College 2012-15 Strategic Plan External Environmental Scan

Stephen Weidlich

October 1, 2011



**AECOM**

# Environmental Scan Topics

- Population
- Population Projections
- Income
- Housing
- Labor Force, Employment, and Unemployment
- Occupational Growth Projections
- Educational Attainment

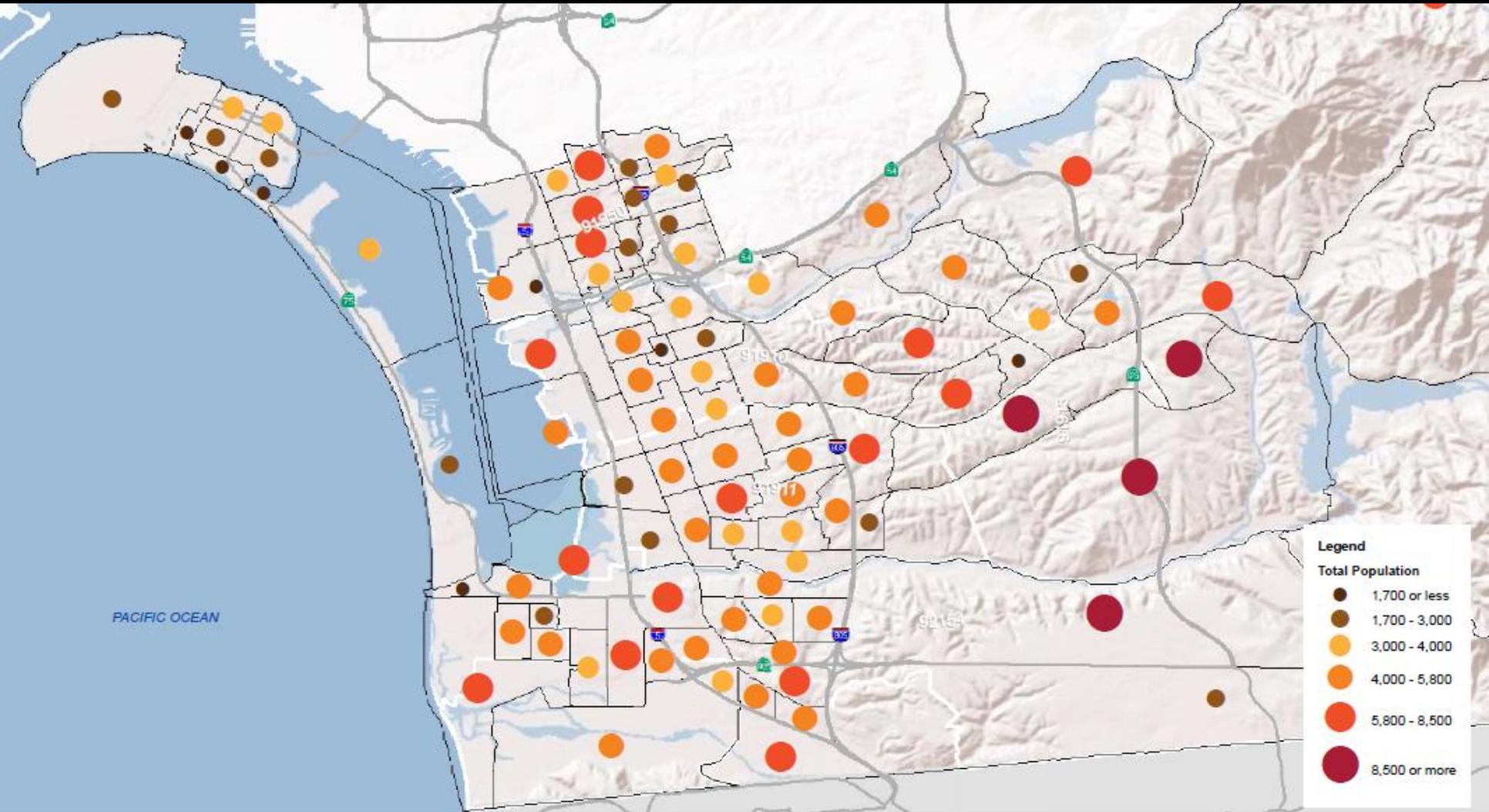




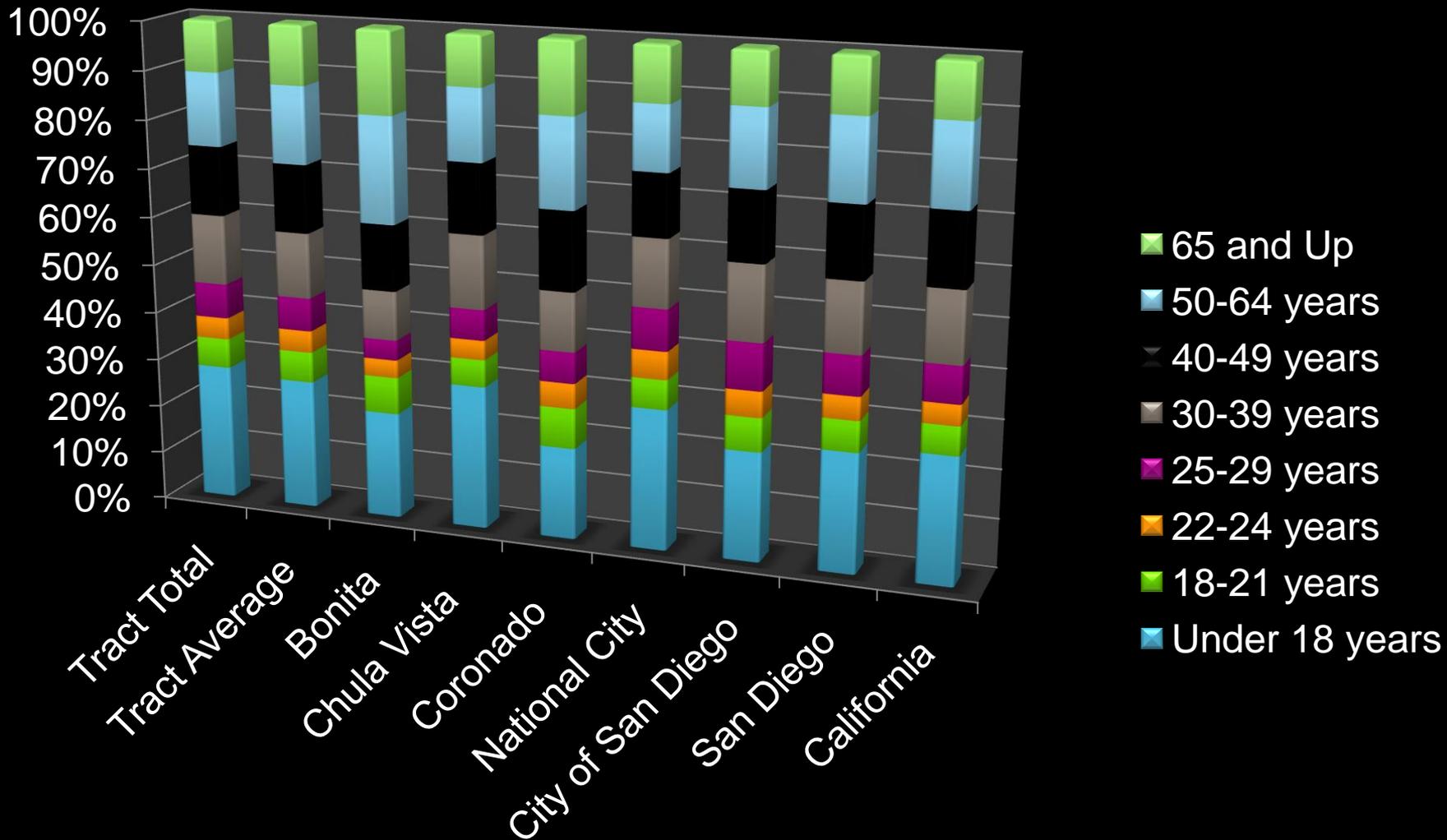
# Total Population, 2009

Geographies	2009 Population Estimate	% of County Population
<b>Study Area</b>		
Study Area Total	453,264	15.2%
Study Area Tract Average	4,722	0.2%
<b>Communities</b>		
Bonita	12,661	0.4%
Chula Vista	215,447	7.2%
Coronado	22,376	0.7%
National City	53,747	1.8%
San Diego	1,297,618	43.4%
<b>County</b>		
San Diego	2,987,543	100.0%
<b>State</b>		
California	36,308,527	---

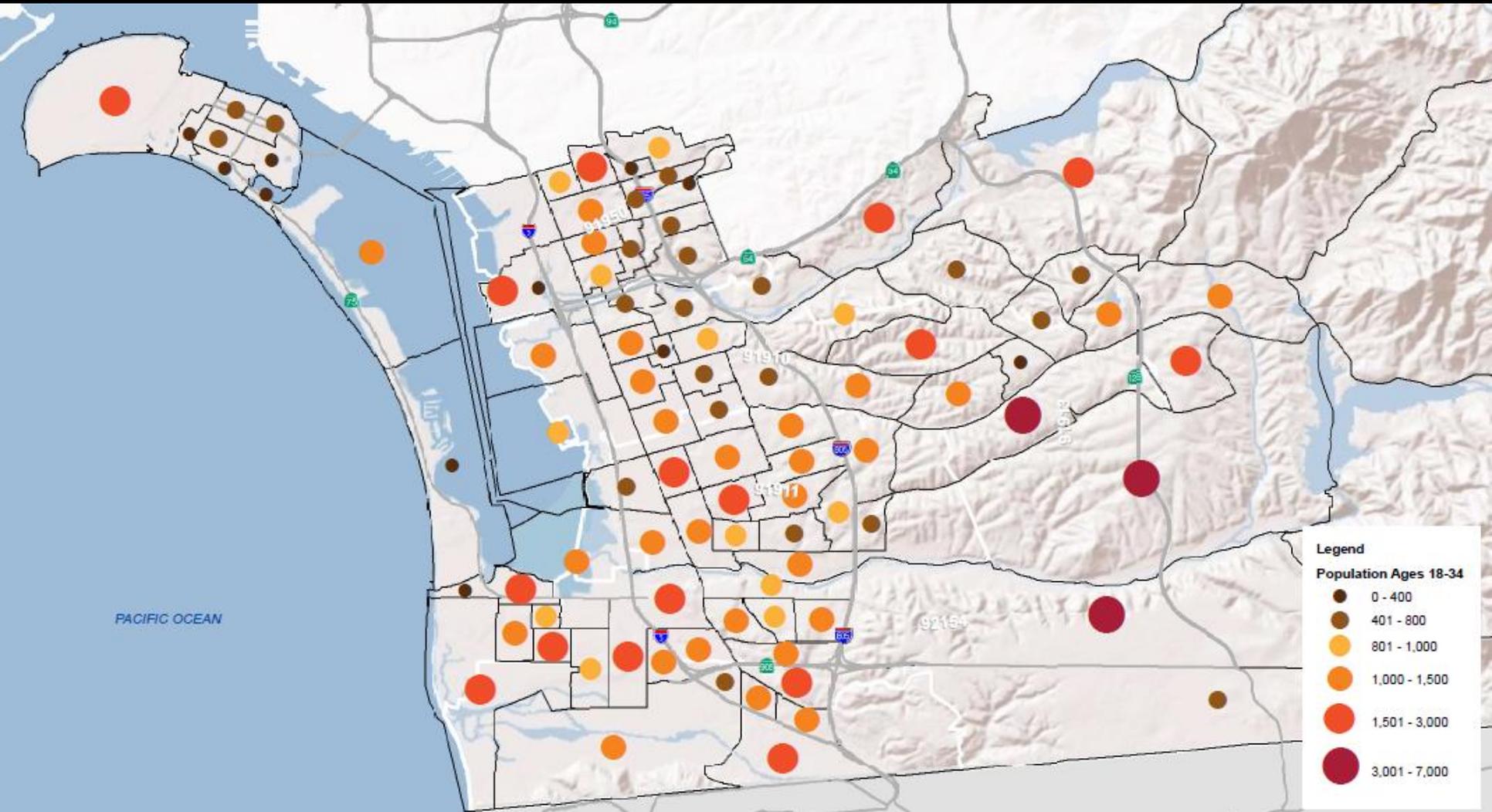
# Total Population, 2009



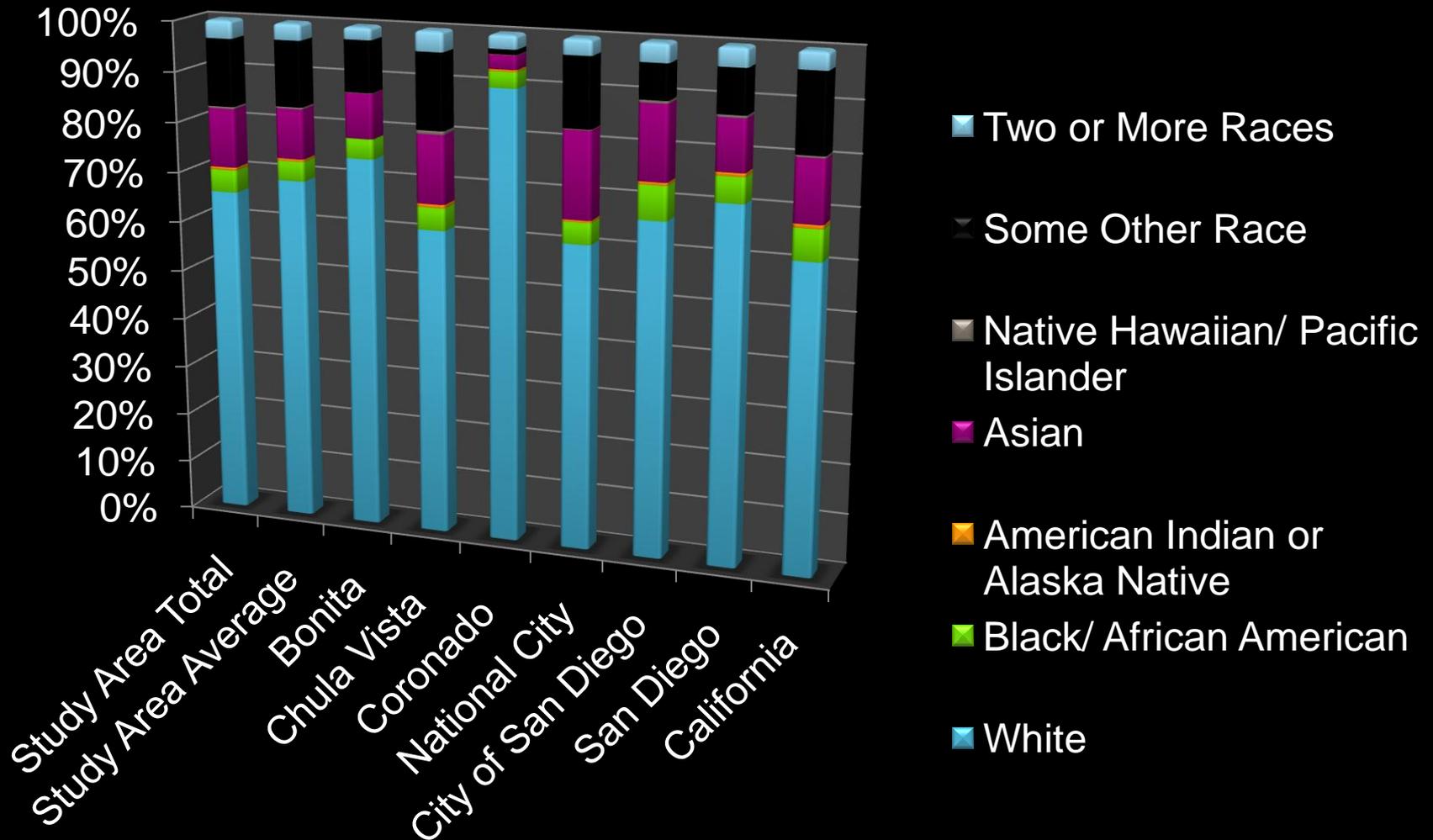
# Total Population by Age, 2009



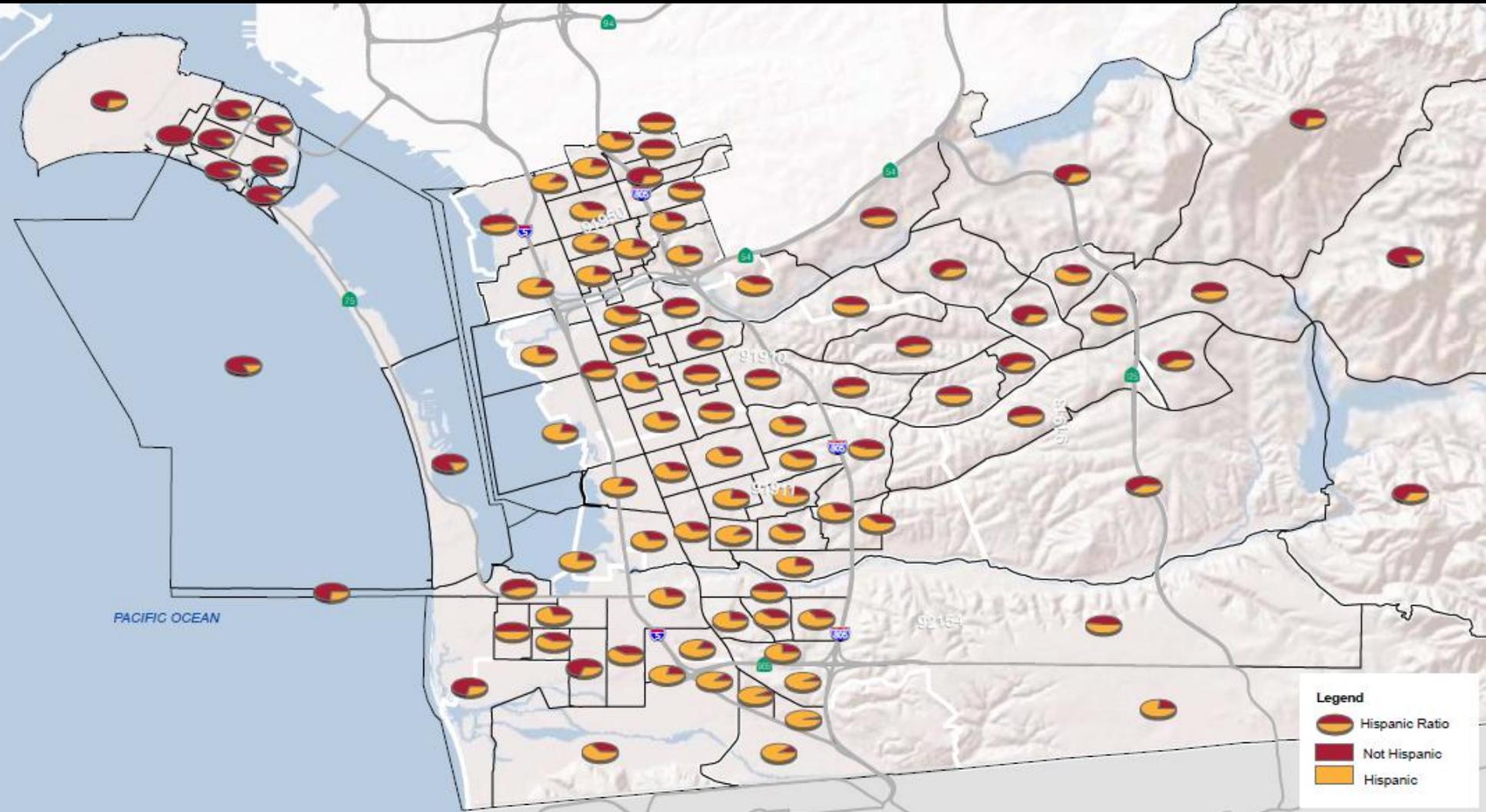
# Population Ages 18-34



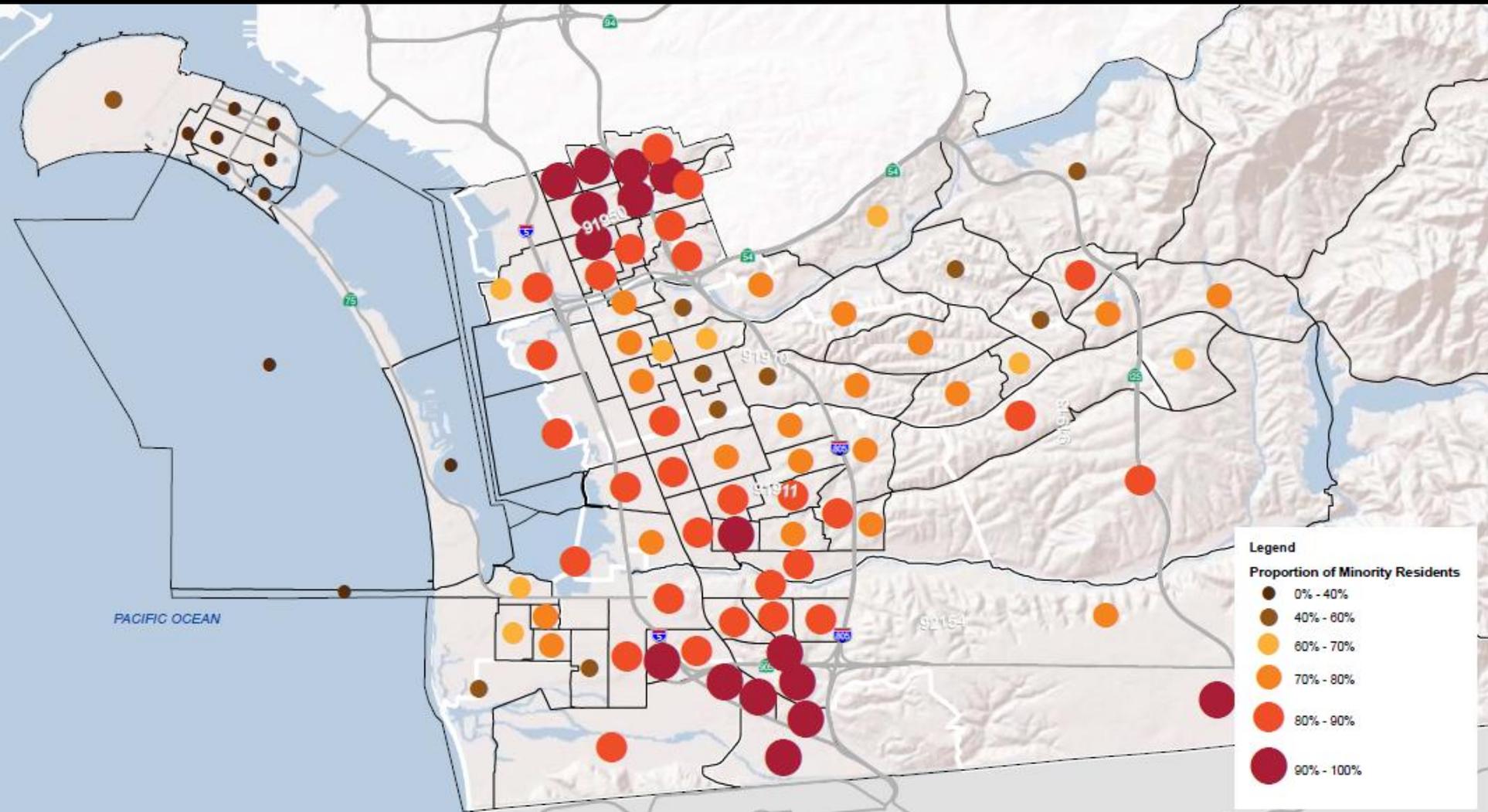
# Total Population by Race, 2009



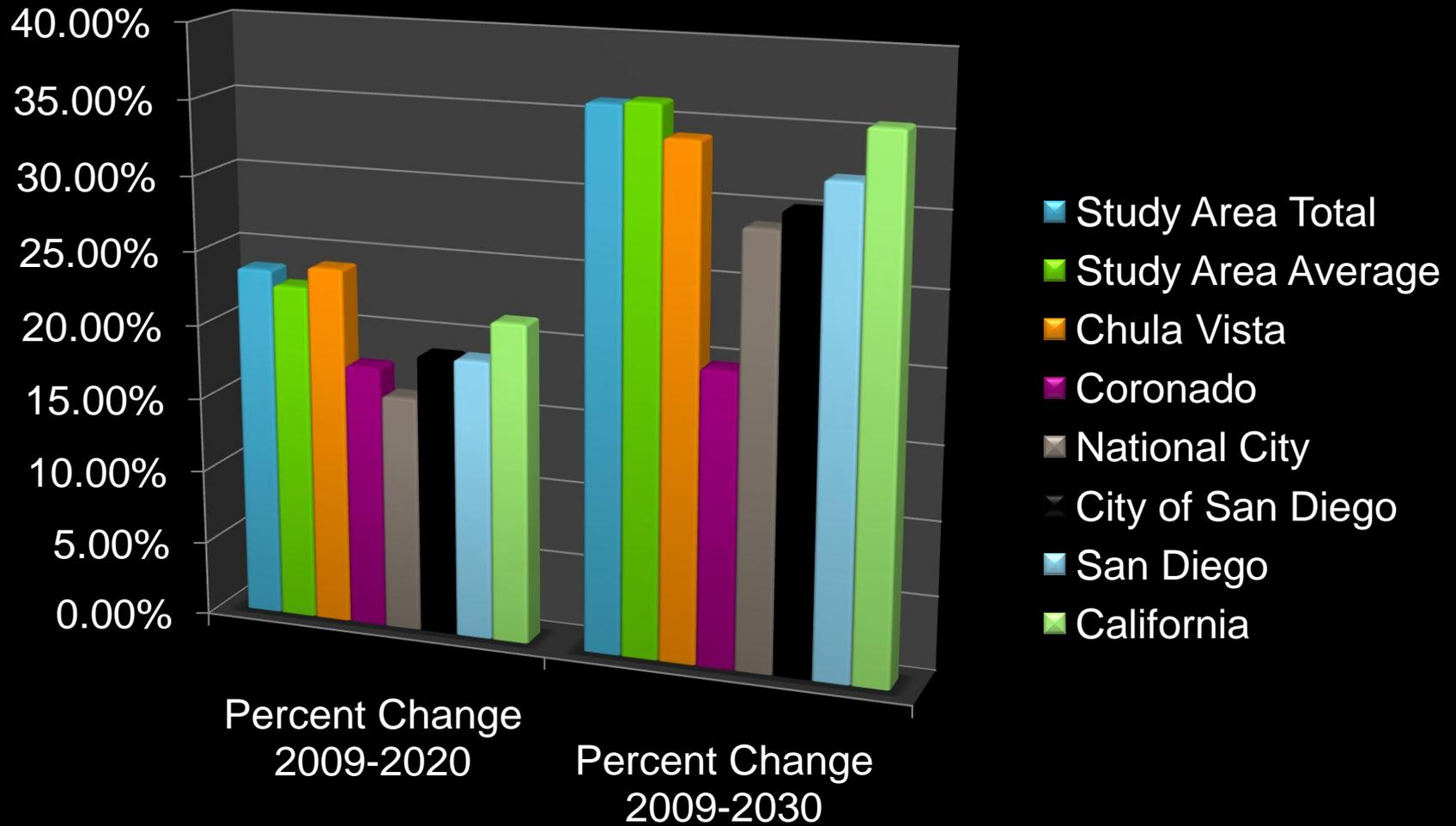
# Hispanic Population Percentages



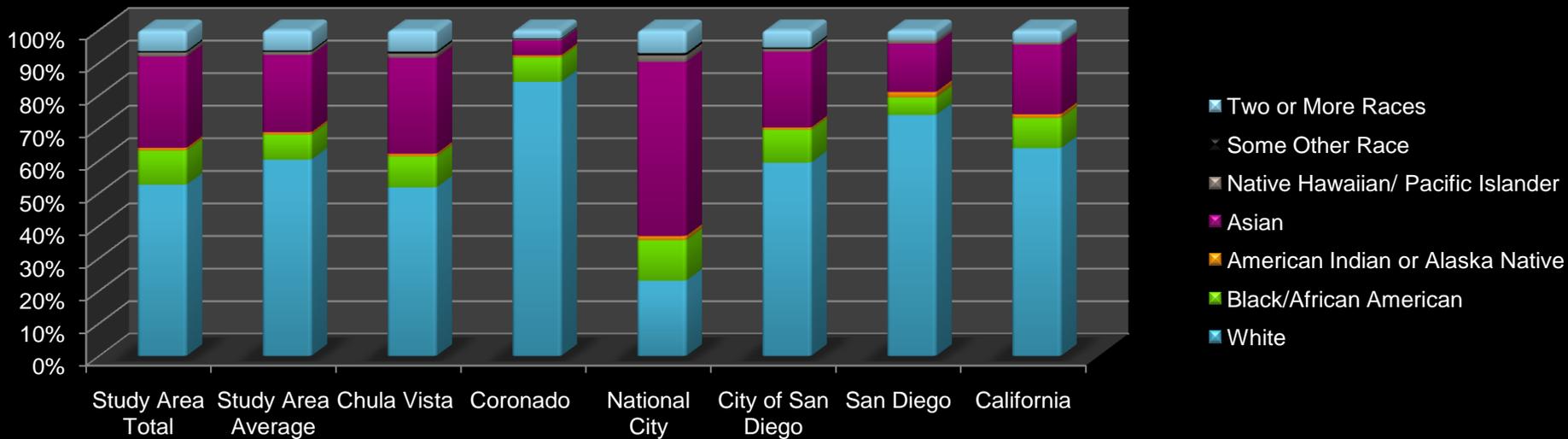
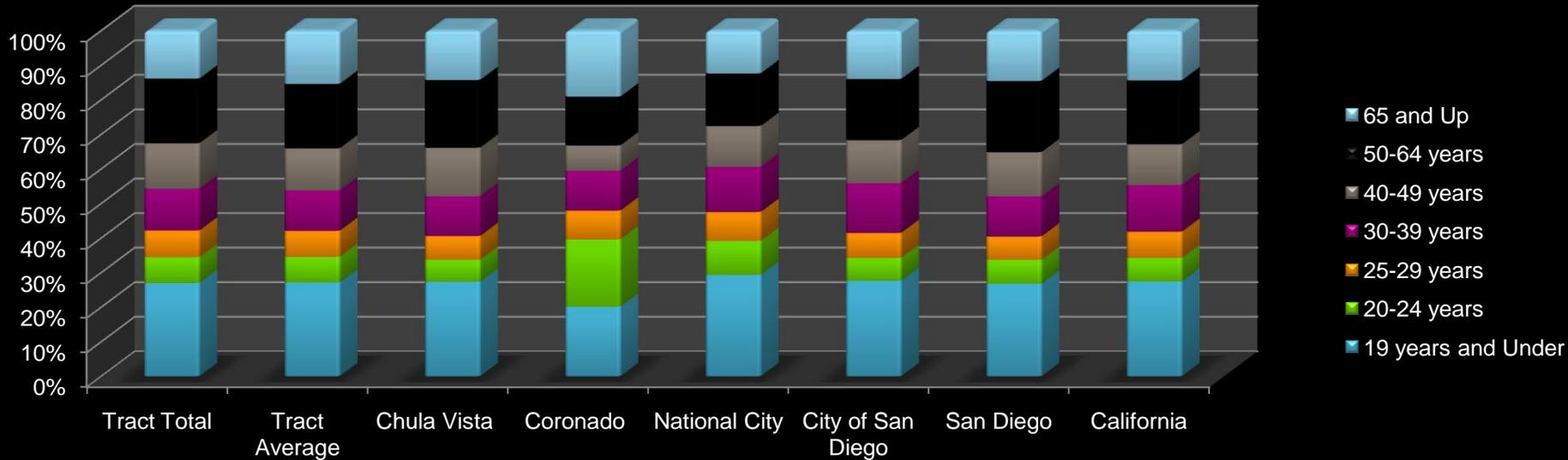
# Total Minority Percentages



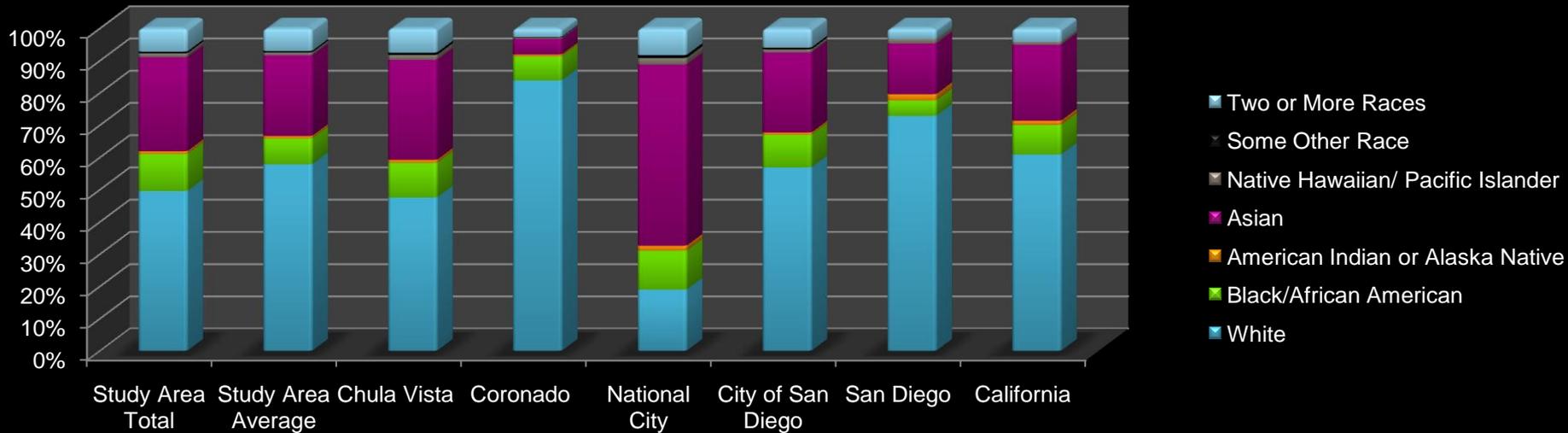
# Population Increase Projections, 2009-2010 and 2009-2030



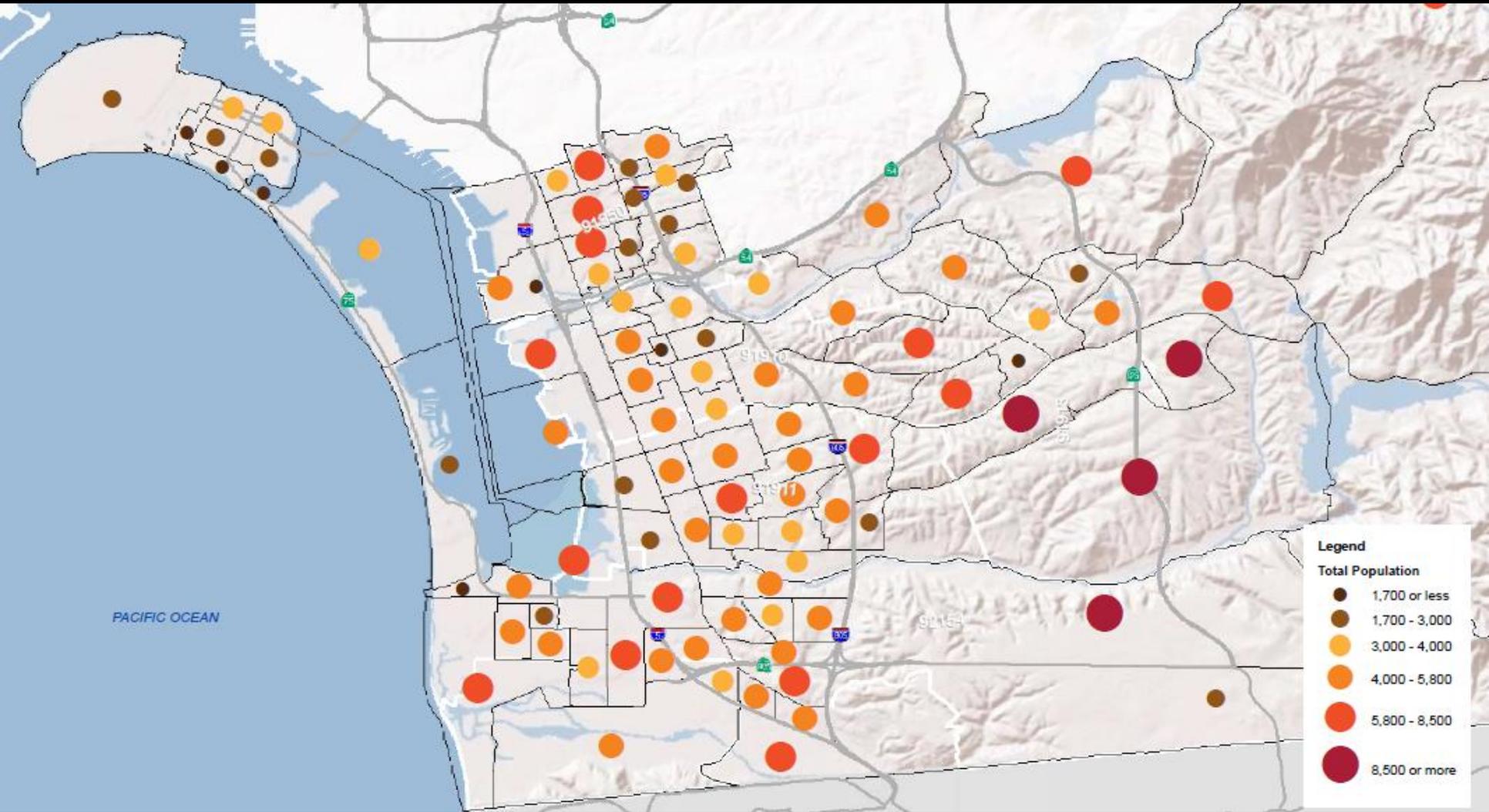
# Projected Population by Age and Race, 2020



# Projected Population by Age and Race, 2030

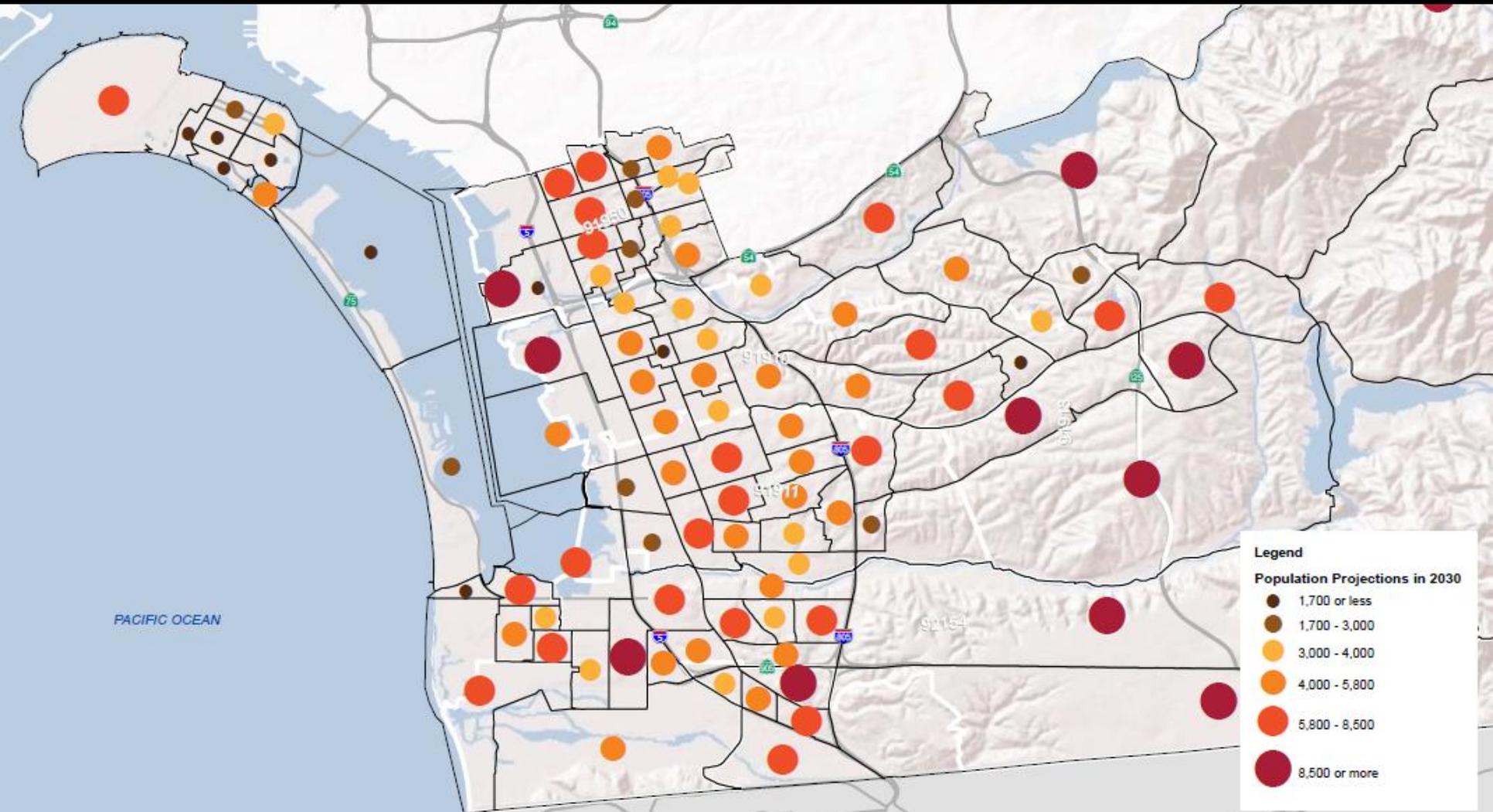


# Total Population, 2009

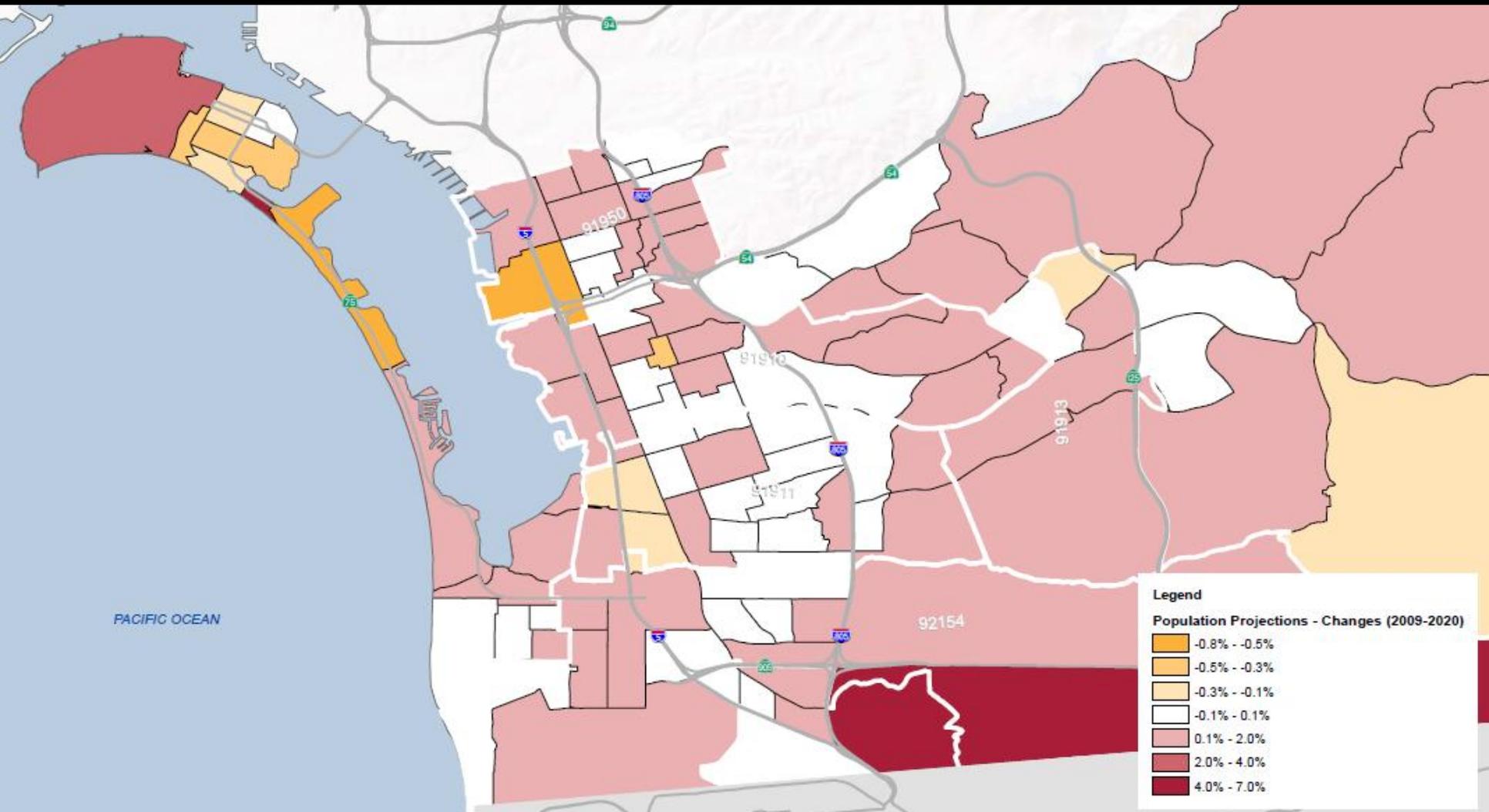




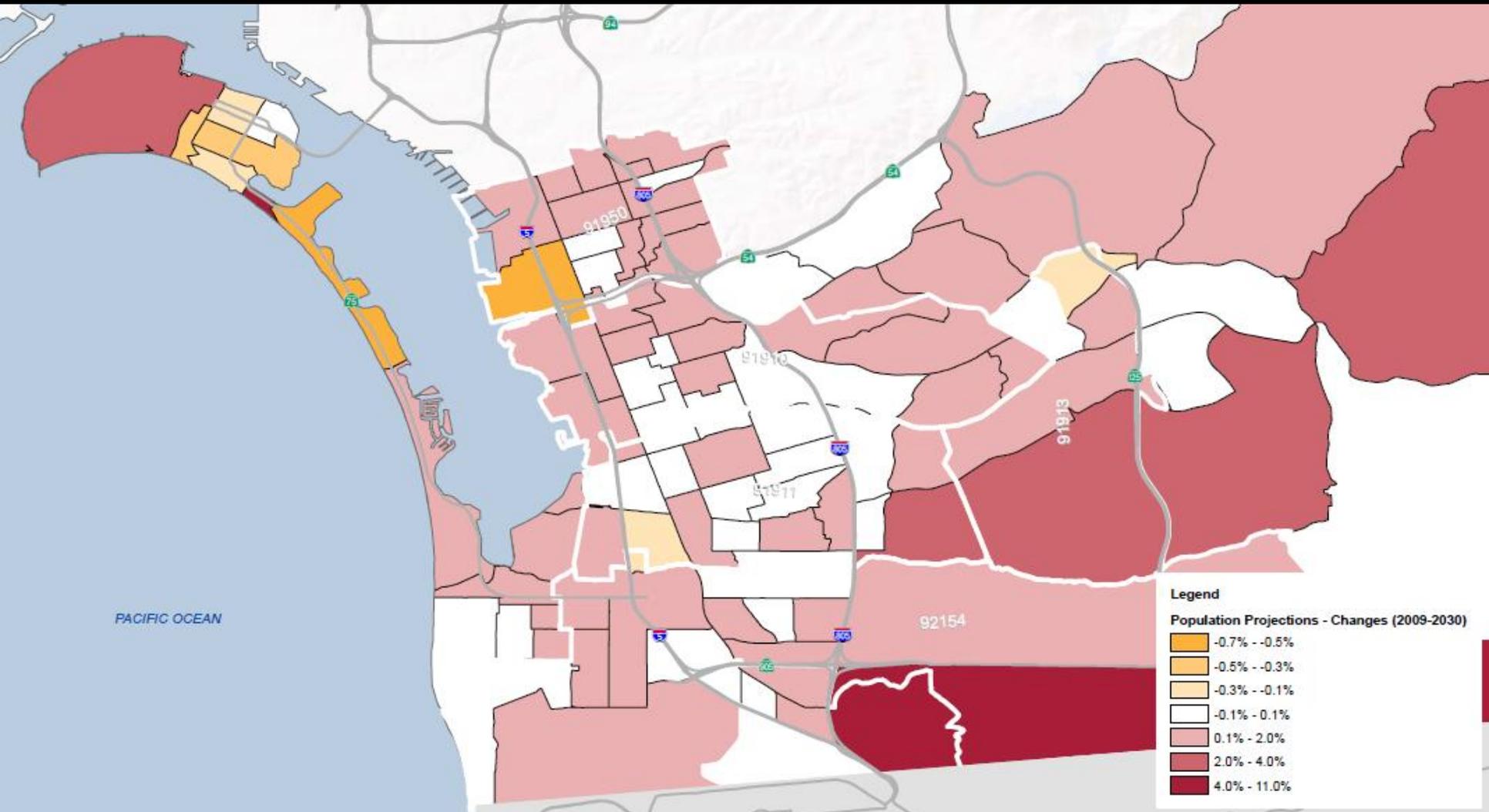
# Total Population, 2030



# Percentage Change 2009-2020



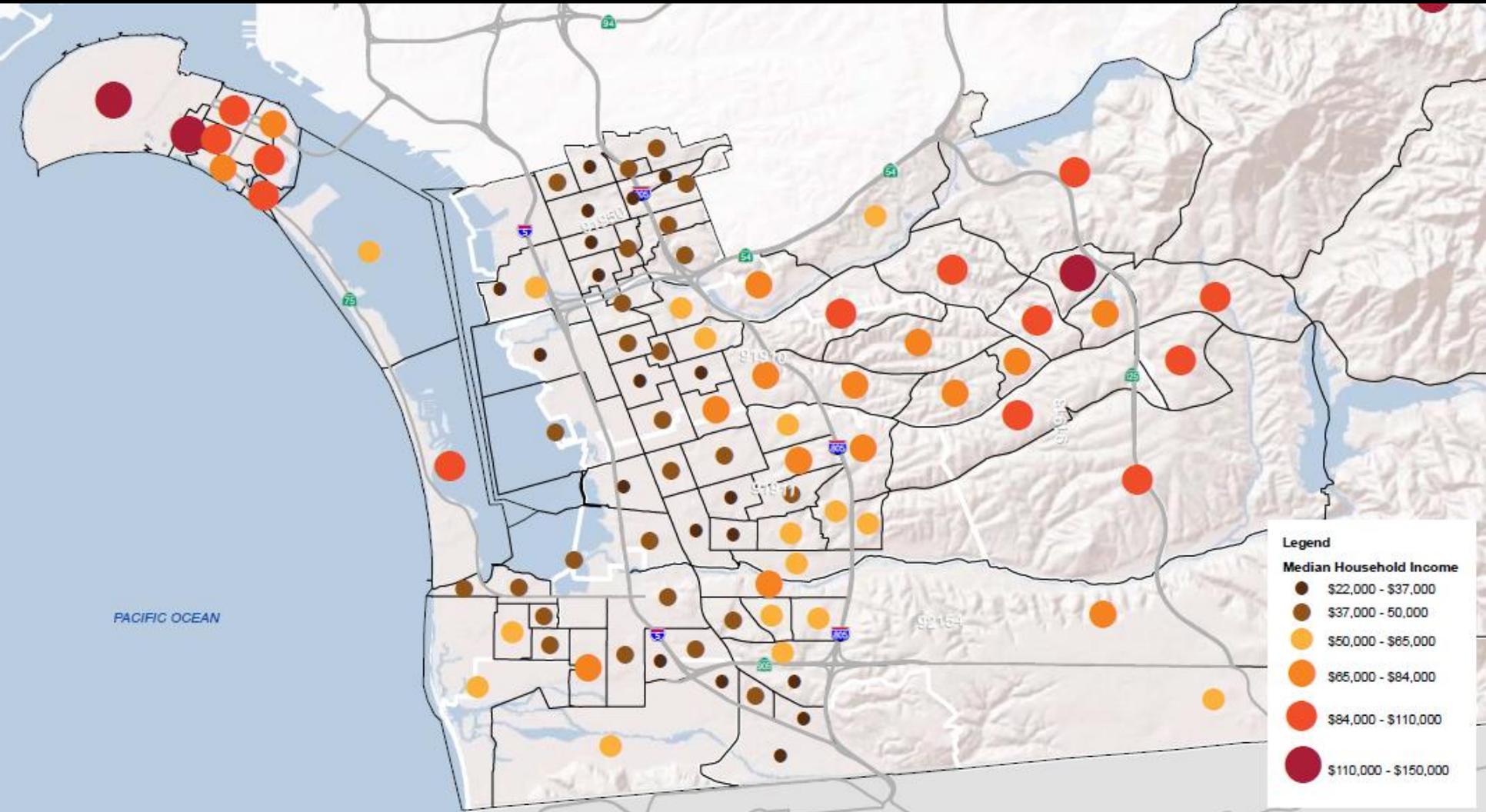
# Percentage Change, 2009-2030



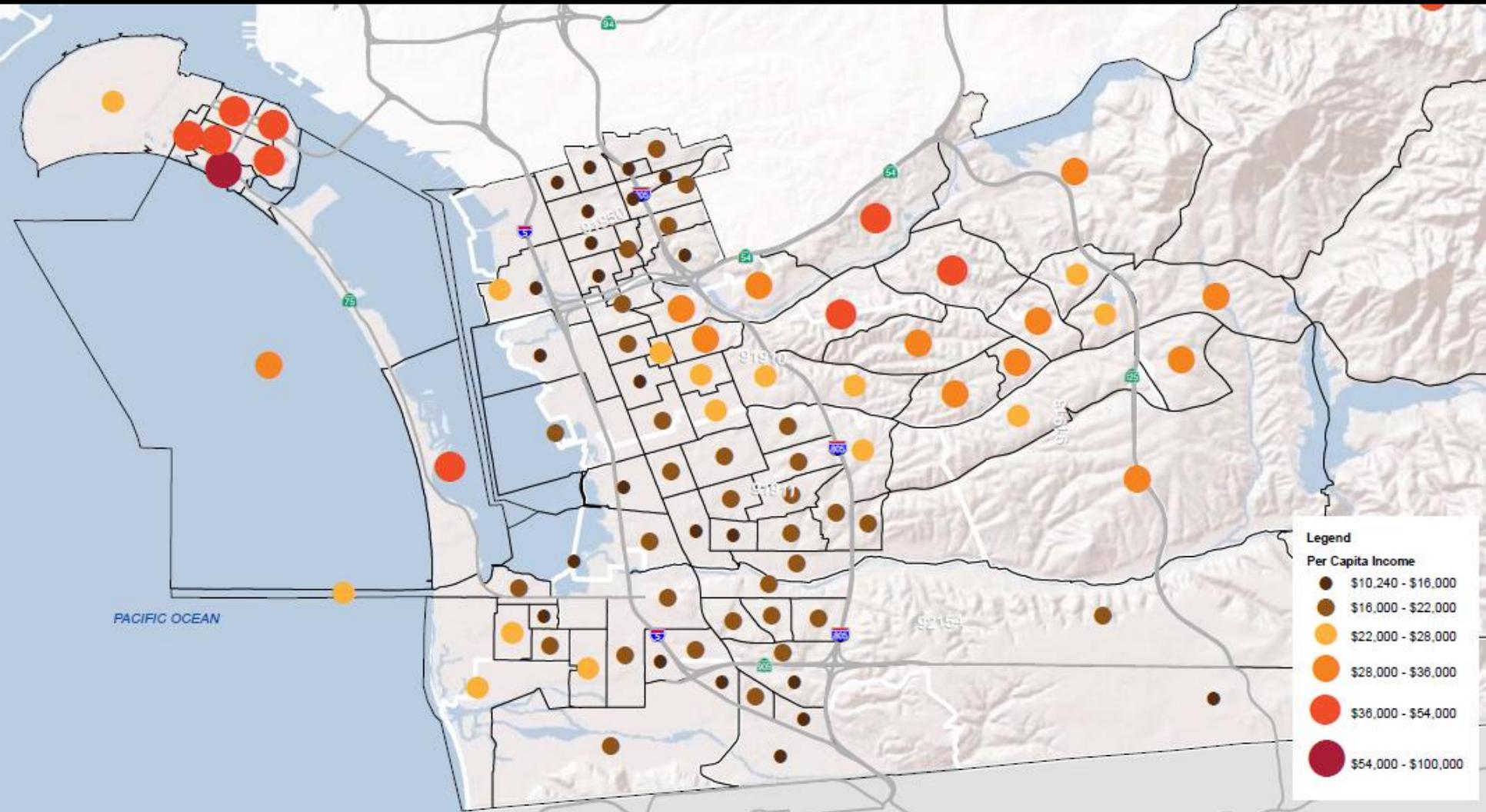
# Per Capita Income and Median Household Income, 2009

Geographies	Per Capita Income	Median Household Income
<b>Study Area</b>		
Study Area Range	\$10,240-\$100,053	\$21,788-\$150,000
Study Area Tract Average	\$24,951	\$60,377
<b>Communities</b>		
Bonita	\$38,665	\$75,147
Chula Vista	\$24,697	\$62,581
Coronado	\$49,749	\$89,857
National City	\$15,840	\$36,898
San Diego	\$32,348	\$61,962
<b>County</b>		
San Diego	\$30,705	\$62,901
<b>State</b>		
California	\$29,020	\$60,392

# Median Household Income



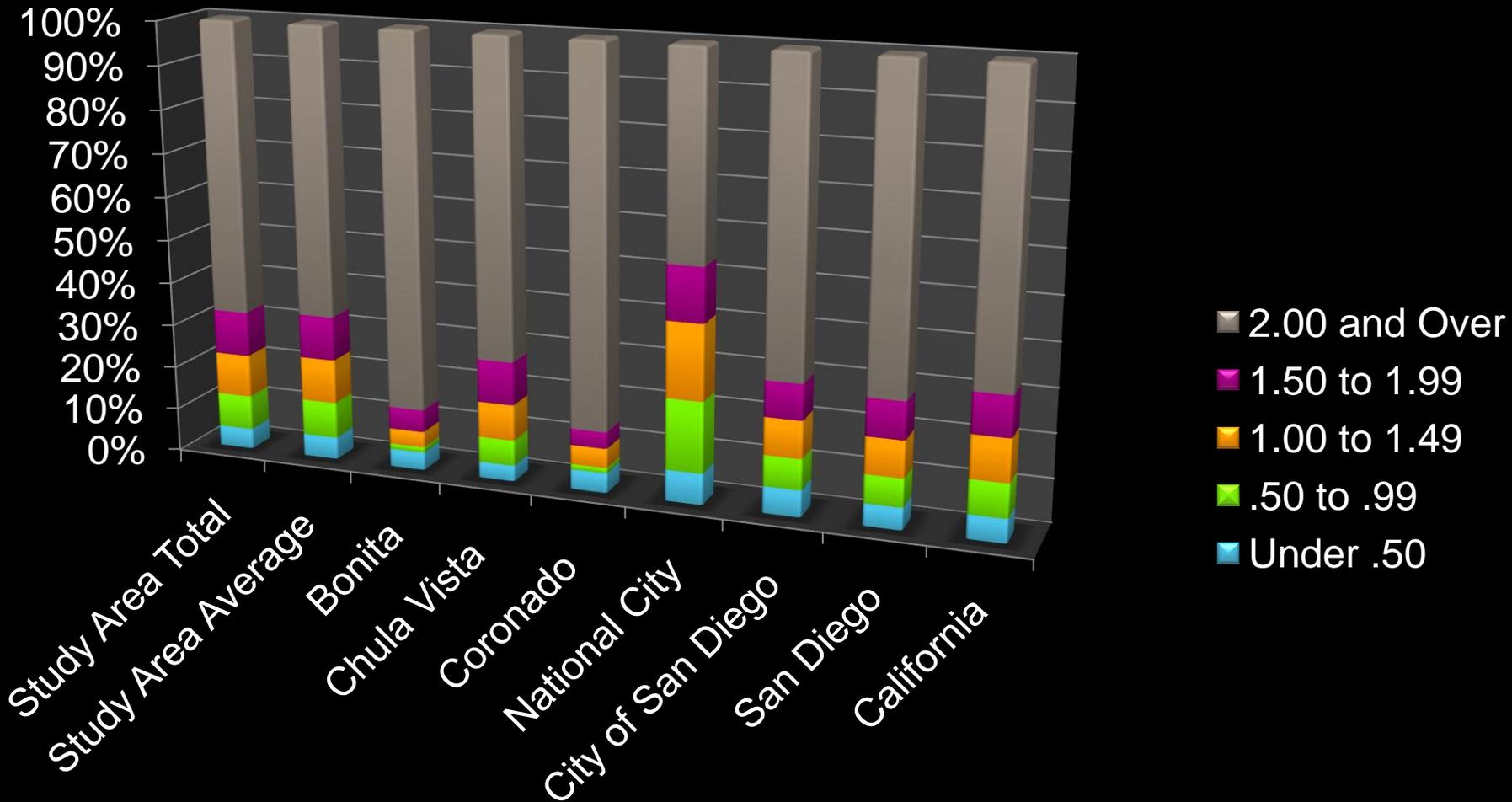
# Per Capita Income



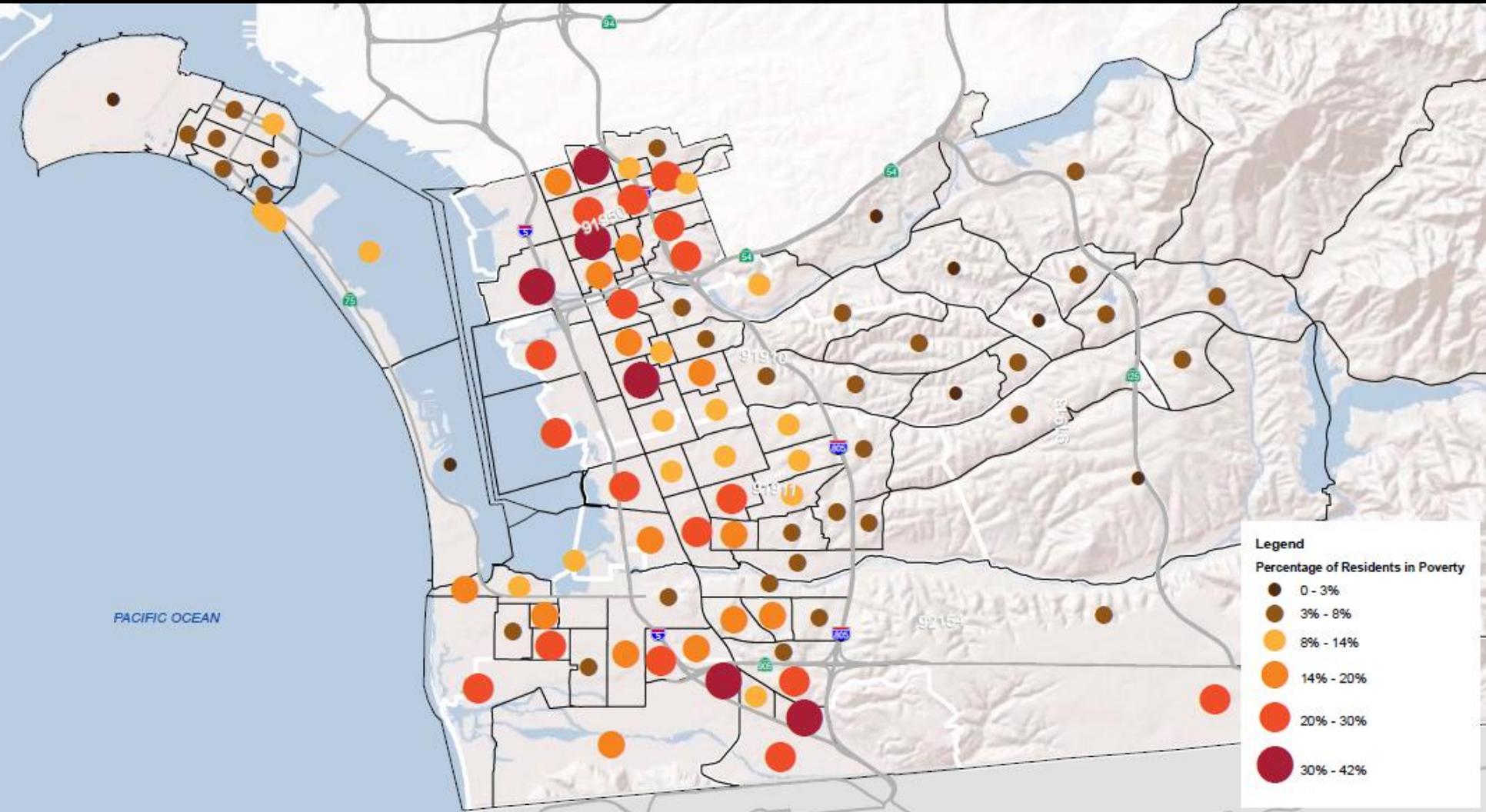
# Distribution of Household Income, 2009

Geographies	Under \$10,000	%	\$10,000-\$19,999	%	\$20,000-\$29,999	%	\$30,000-\$39,999	%
<b>Study Area</b>								
Study Area Total	6,862	5.0%	13,944	10.2%	13,834	10.2%	13,441	9.9%
Study Area Tract Average	71	5.3%	145	10.5%	144	10.4%	140	9.9%
<b>Communities</b>								
Bonita	55	1.3%	154	3.7%	260	6.3%	309	7.5%
Chula Vista	2,785	4.1%	6,274	9.3%	6,147	9.1%	5,789	8.6%
Coronado	392	4.9%	333	4.1%	573	7.1%	551	6.9%
National City	1,315	9.1%	2,501	17.3%	1,985	13.7%	2,017	13.9%
San Diego	26,155	5.5%	43,713	9.1%	41,905	8.7%	42,405	8.8%
<b>County</b>								
San Diego	49,487	4.7%	91,290	8.7%	91,480	8.8%	95,200	9.1%
<b>State</b>								
California	648,213	5.3%	1,196,044	9.8%	1,153,123	9.5%	1,094,110	9.0%

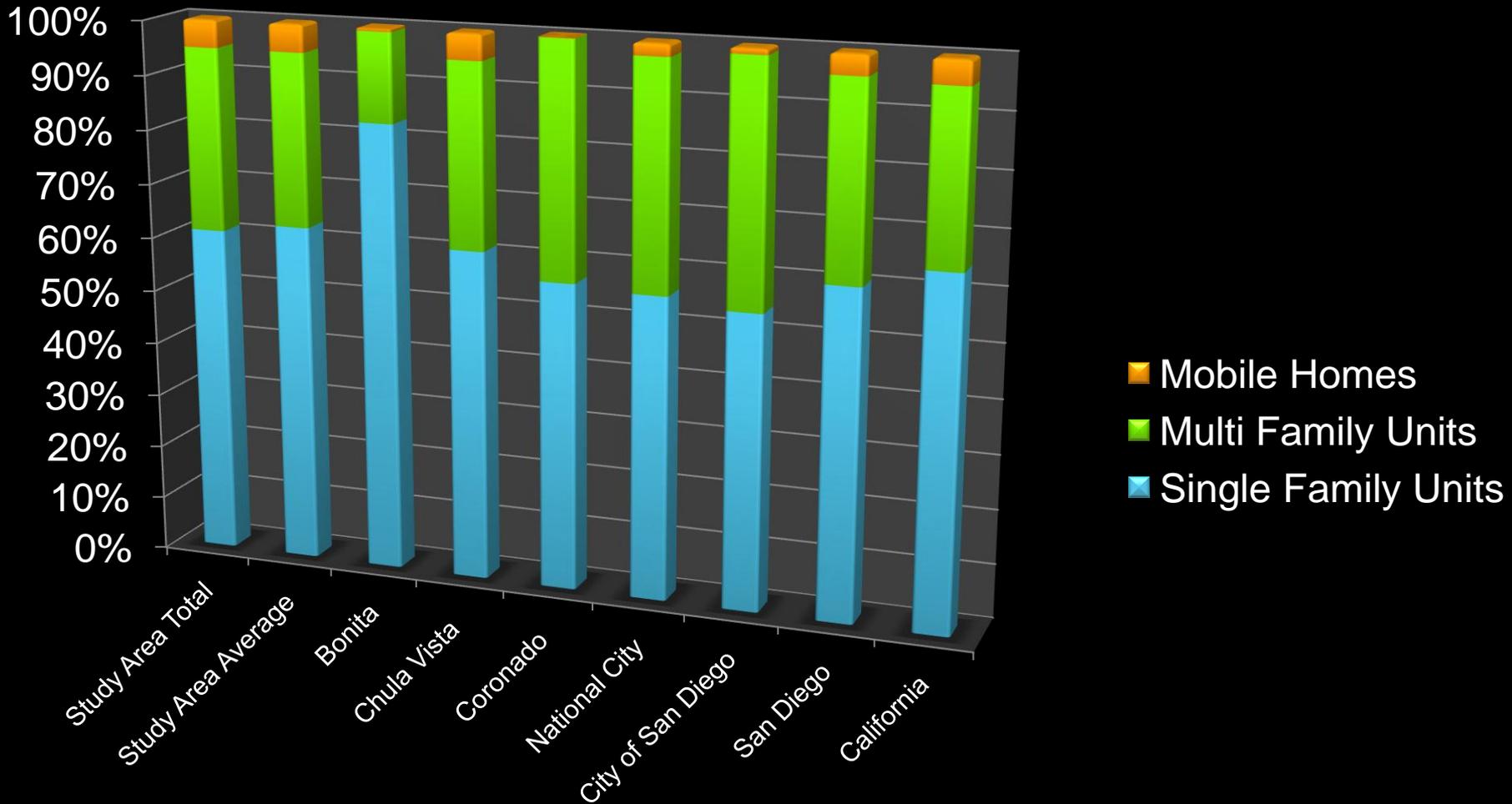
# Poverty Ratios, 2009



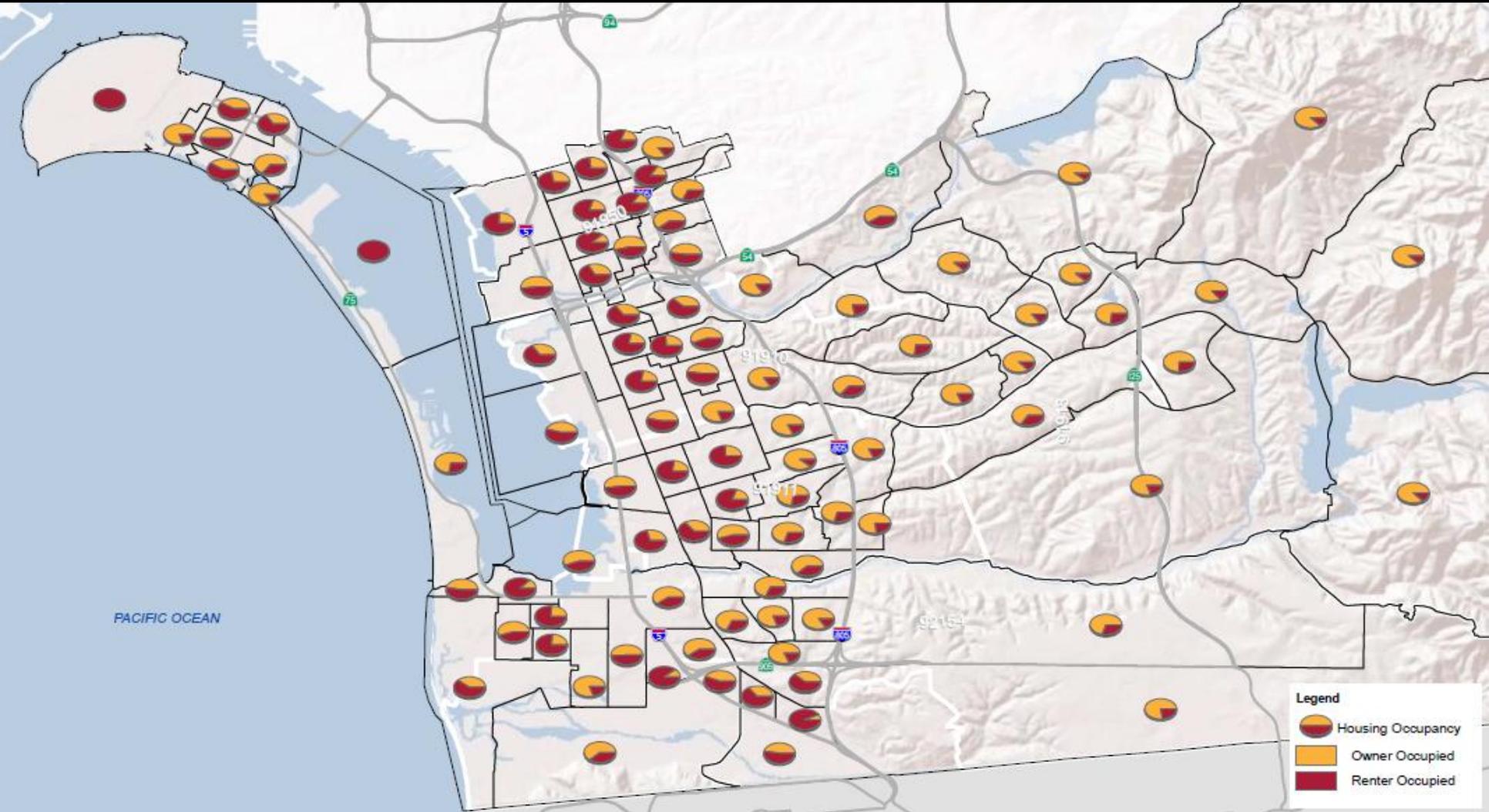
# Residents Living Below the Poverty Threshold



# Housing Types, 2009



# Housing Occupancy



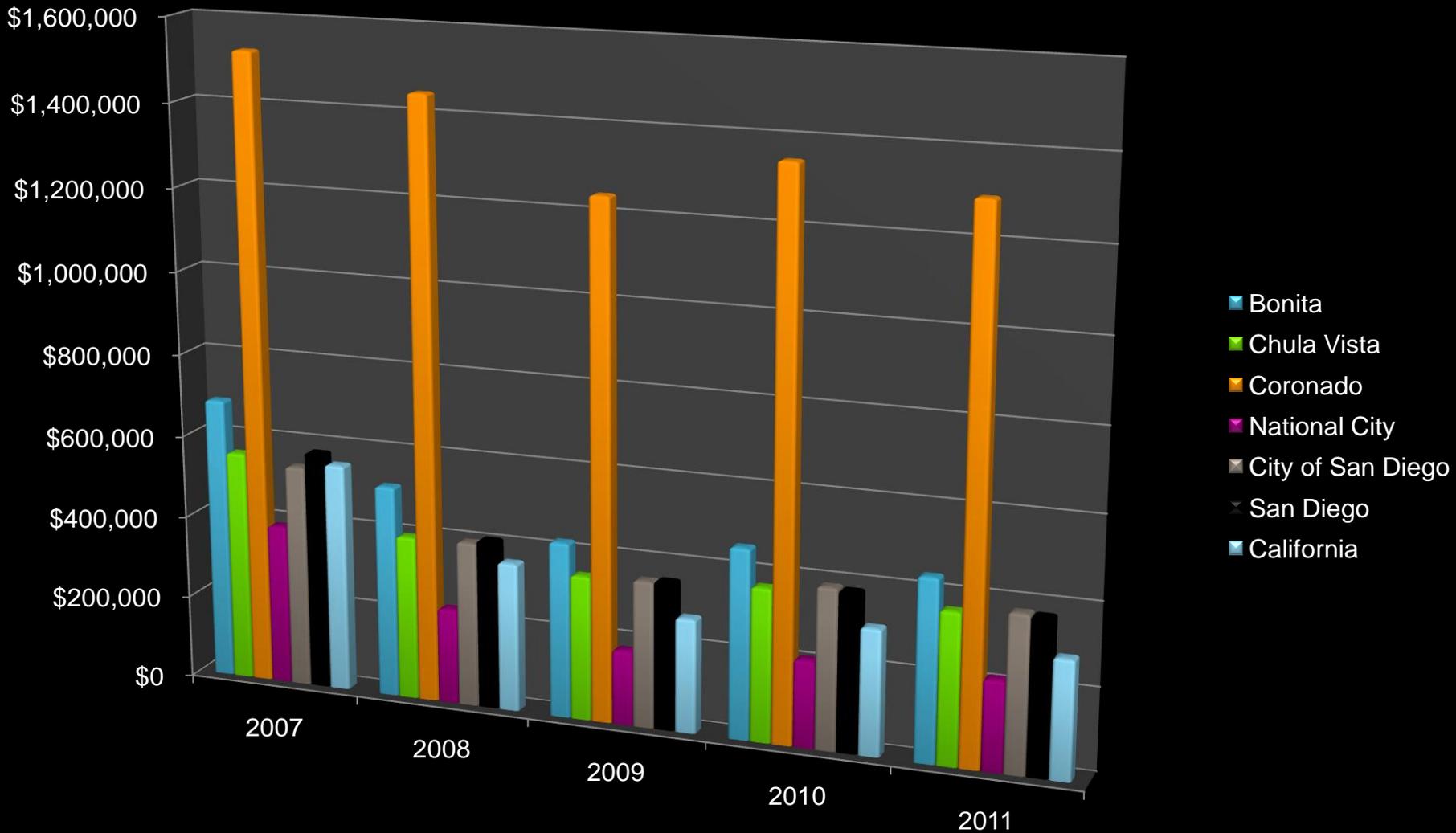
# Housing Occupancy Per Room, 2009

Geographies	1.00 or Fewer	%	1.01-1.5	%	1.51-2.0	%	More than 2.0	%
<b>Study Area</b>								
Study Area Total	122,896	90.4%	7,778	5.7%	3,113	2.3%	2,129	1.6%
Study Area Tract Average	1,280	90.4%	81	5.7%	32	2.3%	22	1.6%
<b>Communities</b>								
Bonita	4,029	97.2%	100	2.4%	0	0.0%	17	0.4%
Chula Vista	62,677	93.2%	3190	4.7%	1091	1.6%	304	0.5%
Coronado	7,857	97.7%	88	1.1%	60	0.7%	34	0.4%
National City	12,035	83.1%	1509	10.4%	684	4.7%	255	1.8%
San Diego	452,216	94.3%	18133	3.8%	6437	1.3%	2607	0.5%
<b>County</b>								
San Diego	987,040	94.4%	40,367	3.9%	13,057	1.2%	4,795	0.5%
<b>State</b>								
California	11,236,377	92.2%	639,569	5.2%	227,943	1.9%	83,302	0.7%

# Persons Per Occupied Households, 2005-2030

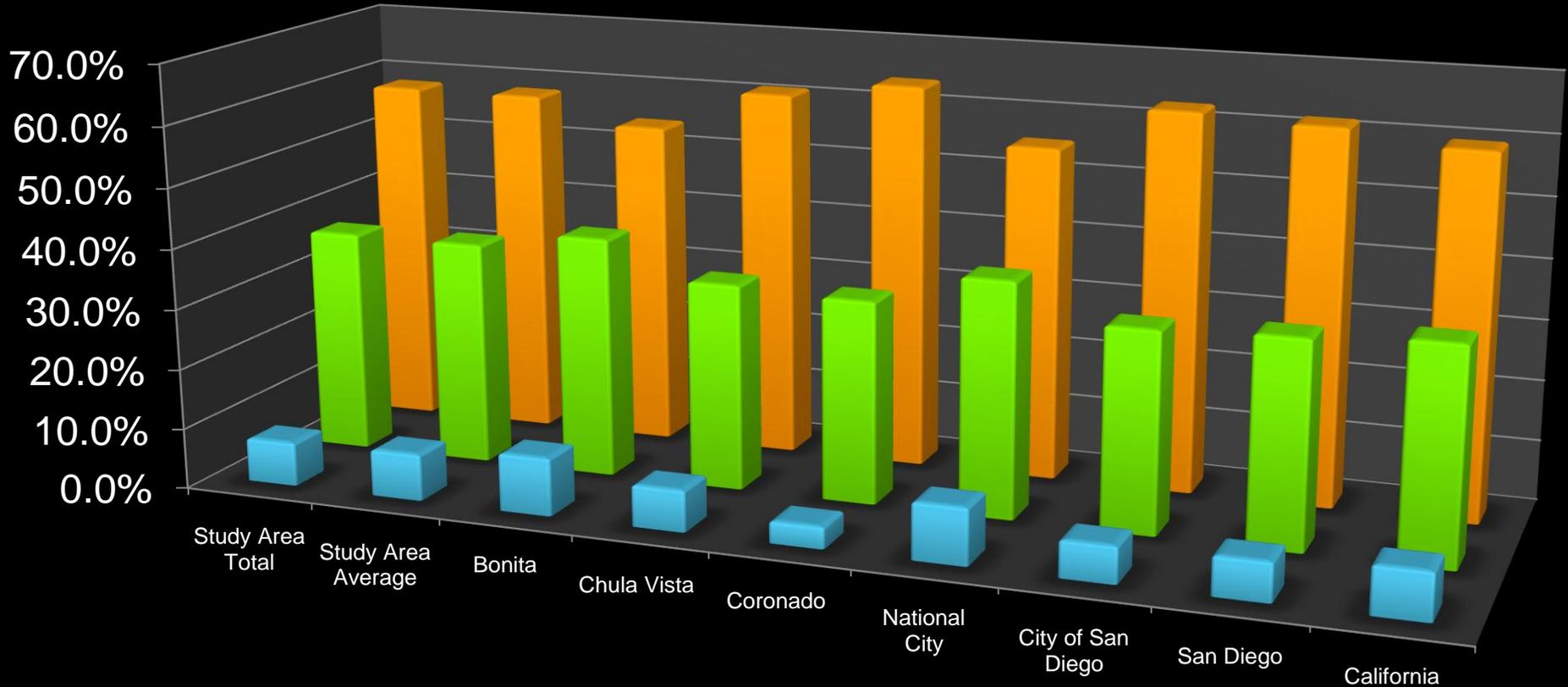
Geographies	2005	2010	2020	2030
<b>Study Area</b>				
Study Area Range	2.0-4.3	2.1-4.8	2.0-4.6	2.0-4.5
Study Area Tract Average	3.2	3.4	3.3	3.3
<b>Communities</b>				
Bonita	*	*	*	*
Chula Vista	3.0	3.3	3.1	3.1
Coronado	2.4	2.5	2.4	2.4
National City	3.5	3.8	3.5	3.6
San Diego	2.7	2.8	2.7	2.7
<b>County</b>				
San Diego	2.8	2.9	2.8	2.9
<b>State</b>				
California	2.9	3.0	*	*

# Median Housing Price, 2007-2011



# Labor Force and Unemployment, 2009

■ Unemployed    
 ■ Not in Labor Force    
 ■ Employed or in Armed Services



# Employment by Occupation, 2009

Occupations	Geographies						
	Communities					County	State
	Bonita	Chula Vista	Coronado	National City	San Diego	San Diego	California
Management occupations	740	8,591	1,063	658	67,155	146,295	1,649,519
	11.9%	8.2%	8.6%	2.7%	9.7%	9.5%	9.1%
Education, training, and library occupations	376	5,712	623	601	37,308	78,562	912,759
	6.0%	5.5%	5.0%	2.5%	5.4%	5.1%	5.0%
Sales and related occupations	813	12,654	1,140	1,784	70,948	166,073	1,924,070
	13.1%	12.1%	9.2%	7.3%	10.2%	10.8%	10.6%
Office and administrative support occupations	843	15,466	700	2,782	78,575	181,716	2,297,755
	13.6%	14.8%	5.6%	11.5%	11.3%	11.8%	12.7%
Construction and extraction occupations	229	6,050	156	1,668	28,177	79,257	967,533
	3.7%	5.8%	1.3%	6.9%	4.1%	5.1%	5.3%
Production occupations	143	4,627	86	1,266	24,054	57,927	932,612
	2.3%	4.4%	0.7%	5.2%	3.5%	3.8%	5.2%
Transportation and material moving occupations	142	3,941	259	1,247	22,062	54,438	932,612
	2.3%	3.8%	2.1%	5.1%	3.2%	3.5%	5.2%

# Employment by Industry, 2009

Industry Sectors	Geographies						
	Communities					County	State
	Bonita	Chula Vista	Coronado	National City	San Diego	San Diego	California
Construction	295	6,732	233	1,648	35,222	103,380	1,224,186
	4.7%	6.4%	1.9%	6.8%	5.1%	6.7%	6.8%
Manufacturing	430	8,367	223	1,606	56,836	126,675	1,745,489
	6.9%	8.0%	1.8%	6.6%	8.2%	8.2%	9.6%
Retail trade	737	12,207	605	1,947	60,617	149,116	1,825,116
	11.9%	11.7%	4.9%	8.0%	8.7%	9.7%	10.1%
Finance and insurance, and real estate and rental and leasing	524	7,163	1,011	847	50,256	106,631	1,194,673
	8.4%	6.9%	8.1%	3.5%	7.2%	6.9%	6.6%
Professional, scientific, and technical services	365	5,299	852	801	73,704	130,752	1,230,831
	5.9%	5.1%	6.9%	3.3%	10.6%	8.5%	6.8%
Educational services	675	8,512	702	742	57,887	117,594	1,389,786
	10.9%	8.2%	5.7%	3.1%	8.3%	7.6%	7.7%
Health care and social assistance	674	11,534	1,243	2,925	69,780	150,008	1,842,893
	10.8%	11.0%	10.0%	12.0%	10.1%	9.7%	10.2%
Accommodation and food services	339	5,824	576	2,043	51,962	102,633	1,097,674
	5.5%	5.6%	4.6%	8.4%	7.5%	6.6%	6.1%

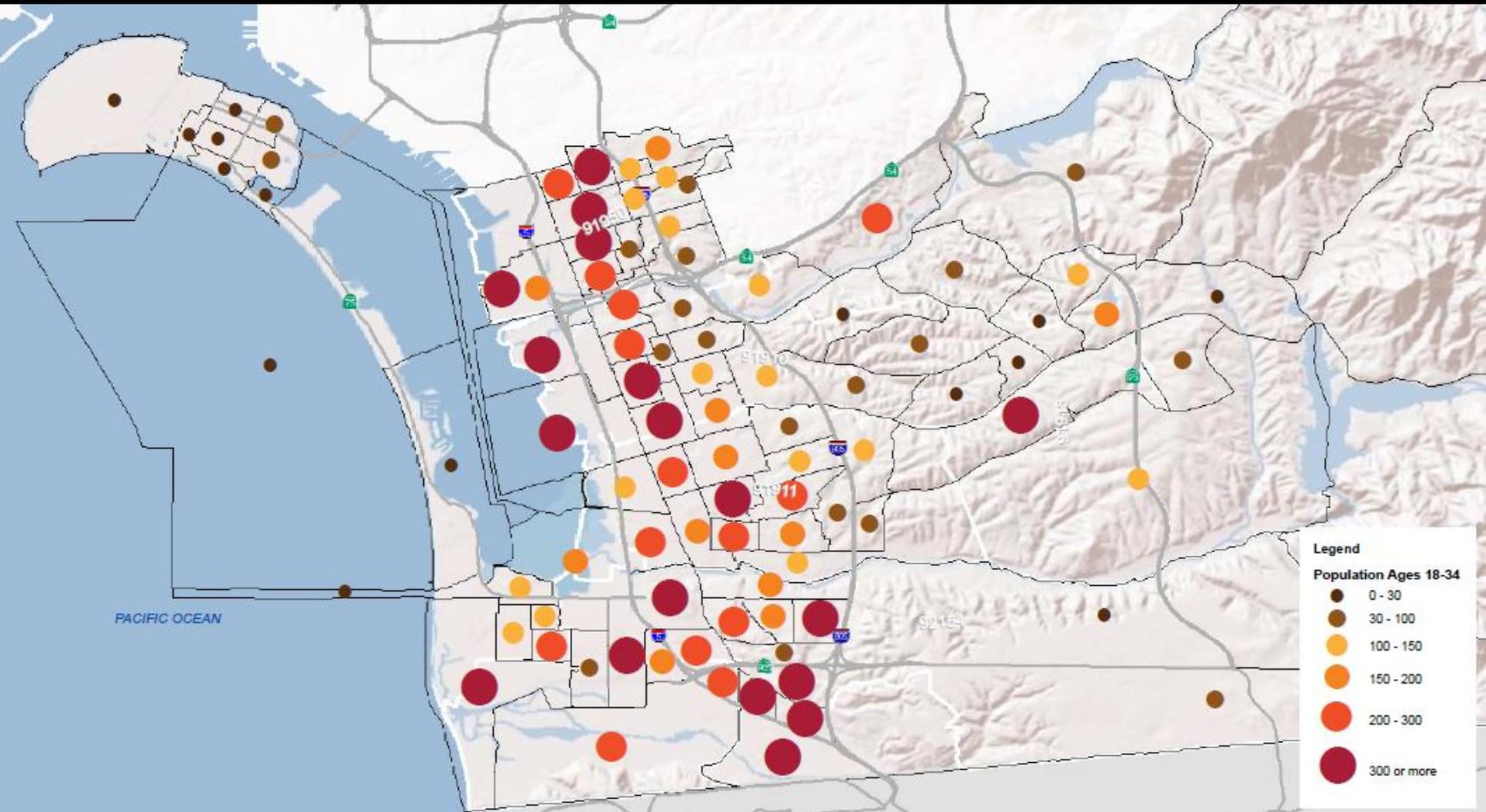
# Occupational Growth Projections, 2008-2018

Occupation	Annual Average Employment		Employment Change		Average Annual Job Openings		
	2008	2018	#	%	New Jobs	Replace-ment Needs	Total Jobs
Total, All Occupations	1,440,800	1,578,000	137,200	9.5	14,437	33,253	47,690
Management Occupations	98,790	103,850	5,060	5.1	554	2,114	2,668
Architecture and Engineering Occupations	37,560	40,560	3,000	8.0	310	795	1,105
Life, Physical, and Social Science Occupations	27,210	31,220	4,010	14.7	410	806	1,216
Community and Social Services Occupations	17,930	20,410	2,480	13.8	248	391	639
Legal Occupations	13,050	14,490	1,440	11.0	145	216	361
Education, Training, and Library Occupations	81,940	92,050	10,110	12.3	1,011	1,758	2,769
Arts, Design, Entertainment, Sports, and Media Occupations	26,220	28,190	1,970	7.5	208	667	875
Healthcare Practitioners and Technical Occupations	61,290	72,750	11,460	18.7	1,146	1,252	2,398
Healthcare Support Occupations	32,040	38,760	6,720	21.0	677	381	1,058
Protective Service Occupations	32,490	35,530	3,040	9.4	305	904	1,209
Food Preparation and Serving Related Occupations	130,710	141,880	11,170	8.5	1,119	4,832	5,951
Building and Grounds Cleaning and Maintenance Occupations	54,820	57,400	2,580	4.7	258	887	1,145
Personal Care and Service Occupations	62,790	70,790	8,000	12.7	801	1,477	2,278
Sales and Related Occupations	154,060	166,230	12,170	7.9	1,303	4,495	5,798
Office and Administrative Support Occupations	223,490	238,330	14,840	6.6	1,900	4,596	6,496
Farming, Fishing, and Forestry Occupations	8,130	8,360	230	2.8	22	216	238
Construction and Extraction Occupations	78,770	91,070	12,300	15.6	1,232	1,333	2,565
Installation, Maintenance, and Repair Occupations	45,630	49,970	4,340	9.5	436	879	1,315
Production Occupations	71,860	75,290	3,430	4.8	424	1,390	1,814
Transportation and Material Moving Occupations	67,820	71,130	3,310	4.9	377	1,658	2,035

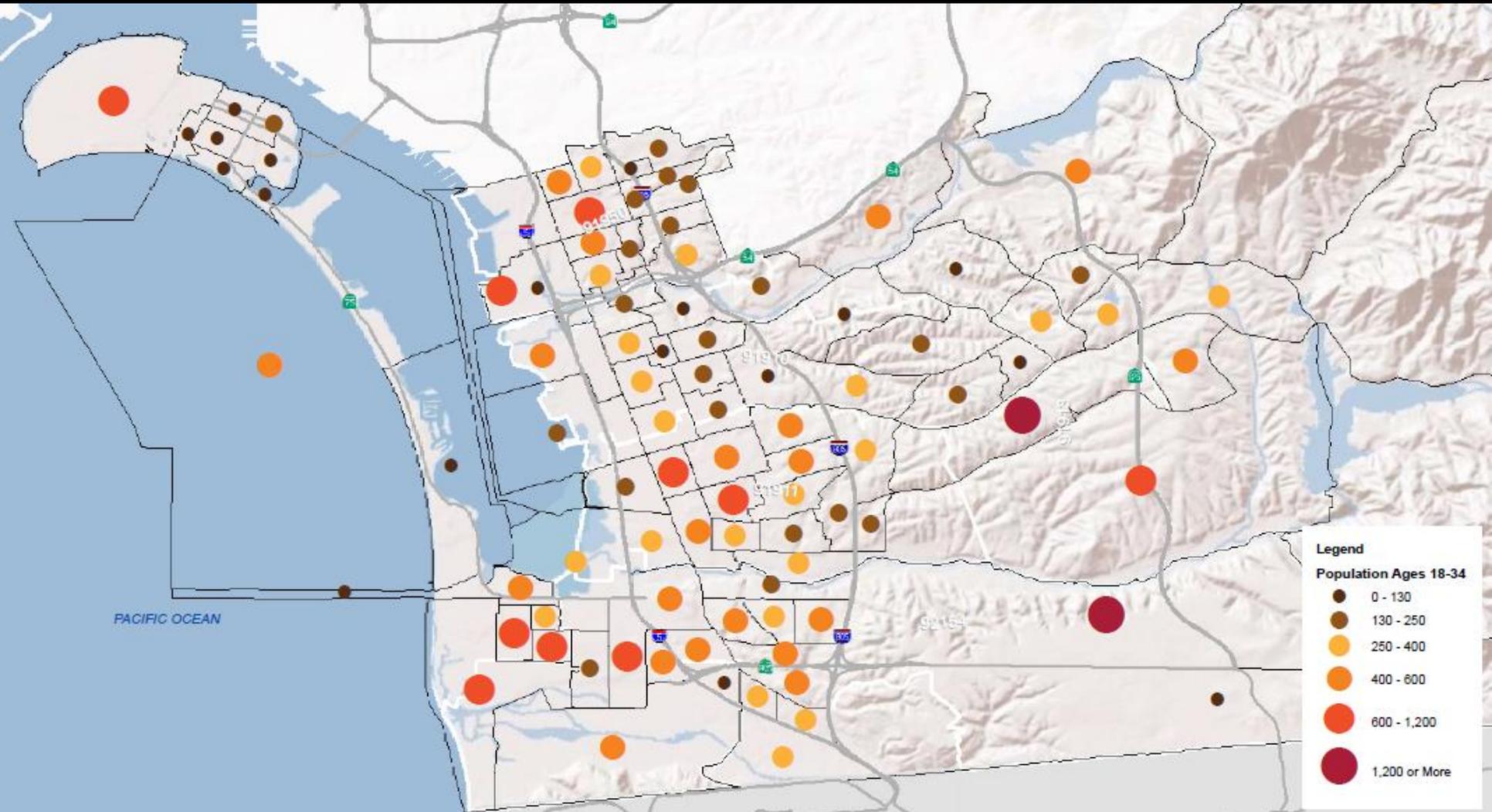
# Industry Growth Projections, 2008-2018

Industry	Annual Average Employment		Employment Change	
	2008	2018	#	%
Total Employment	1,440,800	1,578,000	137,200	9.5
Mining and Logging	400	300	-100	-25.0
Construction	76,100	90,500	14,400	18.9
Trade, Transportation, and Utilities	215,900	232,300	16,400	7.6
Wholesale Trade	44,900	49,200	4,300	9.6
Retail Trade	142,000	152,400	10,400	7.3
Transportation, Warehousing, and Utilities	29,000	30,700	1,700	5.9
Utilities	6,900	7,300	400	5.8
Transportation and Warehousing	22,100	23,400	1,300	5.9
Information	38,500	41,200	2,700	7.0
Financial Activities	75,200	79,600	4,400	5.9
Professional and Business Services	215,100	239,100	24,000	11.2
Management of Companies and Enterprises	15,900	16,700	800	5.0
Administrative and Support and Waste Management and Remediation Services	85,900	95,500	9,600	11.2
Education Services, Health Care, and Social Assistance	137,300	165,700	28,400	20.7
Educational Services	24,400	30,500	6,100	25.0
Health Care and Social Assistance	112,900	135,200	22,300	19.8
Leisure and Hospitality	164,000	176,800	12,800	7.8
Arts, Entertainment, and Recreation	25,300	27,800	2,500	9.9
Other Services (excludes 814-Private Household Workers)	48,400	51,600	3,200	6.6
Government	225,100	246,200	21,100	9.4
Federal Government	41,600	45,500	3,900	9.4
State and Local Government	183,500	200,700	17,200	9.4

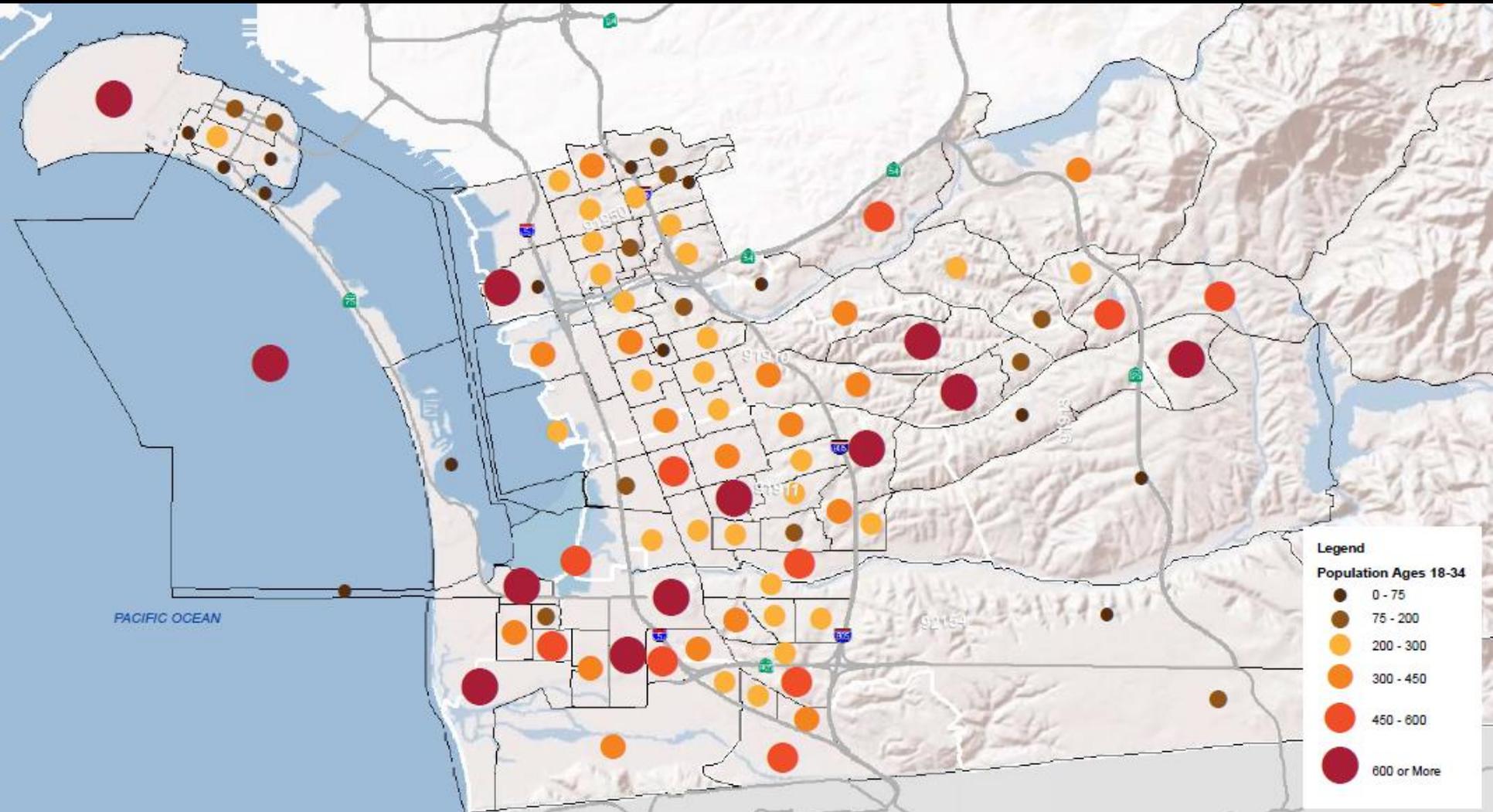
# Educational Attainment: No High School Diploma



# Educational Attainment: HS Degree or GED



# Educational Attainment: Some College



# Community College Enrollment, 2010

Institution	Full Time Equivalent Students 09-10	Headcount	Continuing Student	%	First-Time Student	%
Cuyamaca College	6,089	10,684	6,625	62.01%	497	4.65%
Grossmont College	14,564	19,840	12,522	63.11%	605	3.05%
San Diego City College	11,232	17,487	9,456	54.07%	2,738	15.66%
San Diego Mesa College	15,287	24,844	12,775	51.42%	3,487	14.04%
San Diego Miramar College	6,307	11,351	5,613	49.45%	1,407	12.40%
Southwestern College	17,922	20,893	14,270	68.30%	6,122	29.30%

# For-Profit College Enrollment, 2009

Institution	Total	Full-Time	%	2009 Graduation Rate
University of Phoenix-San Diego Campus	3,395	3,395	100.0%	8%
The Art Institute of California-San Diego	2,000	1,568	78.4%	51%
ITT Technical Institute-San Diego	1,429	1,087	76.1%	28%
Kaplan College-San Diego	1,402	1,402	100.0%	66%
California College-San Diego	1,299	1,299	100.0%	68%
Kaplan College-Vista	1,235	1,235	100.0%	75%
Pima Medical Institute	896	896	100.0%	66%
Concorde Career Colleges	657	657	100.0%	82%
Valley Career College	416	416	100.0%	71%
Academy of Hair Design-Poway	391	391	100.0%	65%
Newschool of Architecture and Design	350	266	76.0%	50%

# Feeder High Schools

School District	Institution	2009 - 2010 Enrollment	Graduation Rate	2010 Base API
Sweetwater Union School District	Alta Vista Academy	71	33.3%	455
	Bonita Vista High School	2368	95.0%	834
	Castle Park High School	1579	91.2%	767
	Chula Vista High School	2662	90.7%	735
	East Hills Academy	55	83.3%	672
	Eastlake High School	2467	97.2%	814
	Hilltop High School	2318	94.8%	773
	Bounce Back Independent Study High School	2802	73.3%	556
	MAAC Community Charter	300	40.9%	594
	Mar Vista High School	1775	92.1%	716
	Montgomery High School	1716	88.2%	729
	Olympian High School	1565	95.3%	816
	Options Secondary School	297	85.7%	706
	Otay Ranch High School	2705	97.6%	797
	Palomar High School	441	67.3%	534
	San Ysidro High School	2392	85.8%	734
	Southwest High School	1739	89.2%	712
Sweetwater High School	2456	87.7%	733	
Grossmont Union High School District	Steele Canyon High School	2209	93.3%	777
Coronado Unified School District	Coronado High School	1120	94.2%	865
	Palm Academy Alternative High School	13	83.3%	none
Stae-wide Benefit Charter School	High Tech High Chula Vista	453	N/A	741



# Thank You

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October 1, 2011



**AECOM**