Student Data for Enrollment Planning November 9, 2023



Asking questions with data

 Support students toward their educational goal(s) attainment

 Create an environment that supports students for as long as they need or want to be at Foothill



Exploring Student Data

- Provide an overview
- Projections
- Comparisons
- Complexity



Environmental Context

- Situate our location
- Who enrolls?
- Who might enroll?
- What might students need?



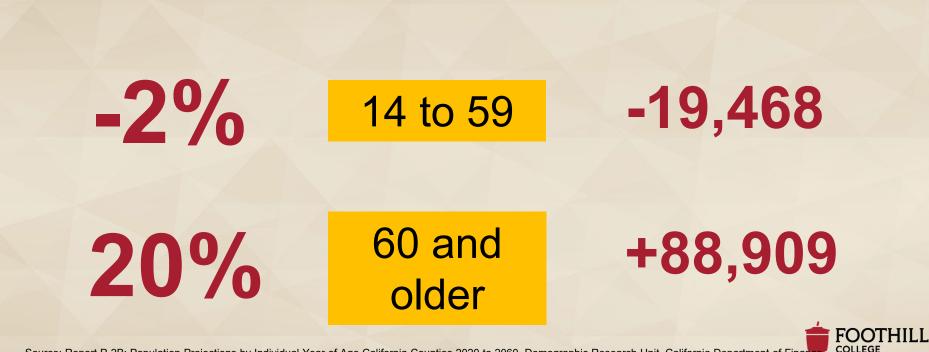
Will the population increase between 2022 to 2030?





Source: Report P-2A; Total Population Projections California and Counties 2020 to 2060, Demographic Research Unit, California Department of Finance (July 2023)

Will the population age between 2022 to 2030?



Source: Report P-2B; Population Projections by Individual Year of Age California Counties 2020 to 2060, Demographic Research Unit, California Department of Finance (July 2023) [Data reports Santa Clara County population projections, 2022 to 2030.]

What occupations will experience the greatest growth between 2022 to 2030?

Top Occupations by Median Hourly Earnings with >10% Growth

- Web/Digital Interface Designers (\$102.53/hr)
- Licensed Practical/Vocational Nurses (\$37.13/hr)
- Computer User Support (\$36.98/hr)
- Dental Assistants (\$28.99/hr)
- Medical Assistants (\$27.01/hr)
- Nursing Assistants (\$22.71/hr)
- Personal Care (manicurists, hairstylists) (\$16.98/hr)



Source: Lightcast Top 10 Occupations (5-Digit) in Santa Clara County, CA 2022 to 2030 (Q4 2023 Data Set, QCEW Employees, Non-QCEW Employees, Self-Employeer)

How much do students' wages change?

Median Change in
EarningsMedian Annual
Earnings38%Foothill\$67,480

\$38,552 27% California



Source: CO Student Success Metrics, Earnings All Students (2020-21)

What are the wage changes for skills builders?

Median Hourly Wages Increase Among Non Transfers

\$25→\$48 Foothill \$25→\$50

\$17→\$28 California \$26→\$30



Source: CTEOS, 2022 Report (based on last enrollment in 2019-20)

What will the public high school enrollments change between 2022 to 2030?

-20%



Source: California Public K-12 Graded Enrollment and High School Graduate Projections by County — 2023 Series (October 2023); -16,400 fewer grades 9 to 12 students between 2022 (80,600) and 2030 (64,200)

What percentage of students under age 19?

28%



31% 2022-23

Source: FHDA IRP, ODS [Program Review data queries, 2021-22 and 2022-23; includes credit and non-credit.] Fall 2022 to Fall 2023 suggests a 34% decrease in concurrent student enrollment (mostly accounted for by a 42% decrease in non-CCAP/MOU enrollment).



Is there a majority population group?



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Source: Report P-2D; Total Population by Total Hispanic and Non-Hispanic Race Projections California Counties 2020 to 2060, Demographic Research Unit, California Department of Finance (July 2023); COMIS Data Mart; Annual/Term Student Count Report Dashboard (2022-23)

Has enrollment changed from fall-to-fall?

2022 2023 11,174 Headcount 11,639 23,599 25,291 Enrollment **FTES** increase 9%



Source: FH IRP, ODS [Excludes Apprenticeship | Census data only.]

Has the ethnicity representation changed from fall-to-fall?

Fall 2023 Headcount		Percent Change
3,299	Asian	8%
3,415	Latina/o/x	4%
3,059	White	1%



Has the course offerings changed from fallto-fall?

Fall 2023

Percent Change

7,672 In Person 26%

13,293



1%



Source: FH IRP, ODS [Excludes Apprenticeship | Census data only]

What percent of our enrollment are in online classes?



Source: Precision Campus Census Dashboard, Fall 2023 [credit and non-credit] (Fall 2022: 58%) | Santa Clara County students represent 65% of in person enrollment and 51% of online asynchronous enrollment in Fall 2022 and Fall 2023.



Where do our students reside?

2022		2023
29%	Service Area	31%
26%	Santa Clara County (rest of)	25%
18%	San Mateo County	17%

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Source: FH IRP, ODS (Fall 2022 - Service Area: 3,198; Santa Clara County rest of: 2,228; San Mateo County: 1,990; Fall 2023 – Service Area: 3,568; Santa Clara County rest of: 2,853; San Mateo County: 2,022) [Excludes Apprenticeship | Census data only.]

Who are Foothill students?

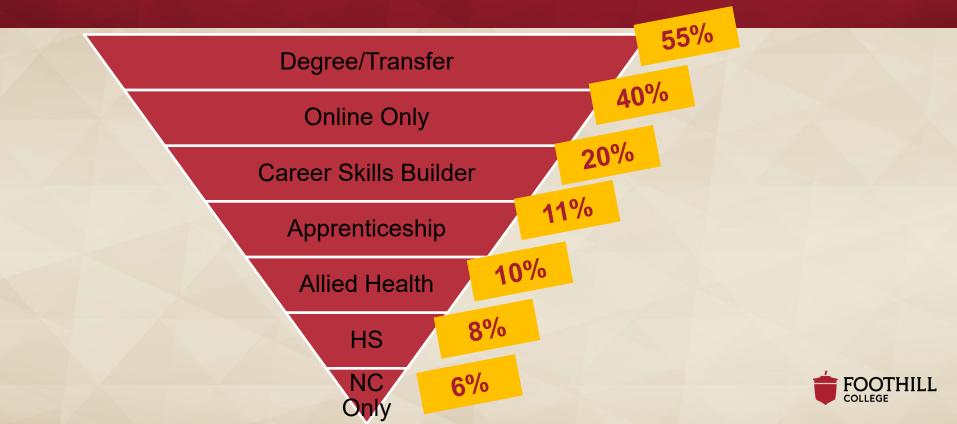
- Allied Health
- Apprenticeship
- Career Skills Builder
- Degree/Transfer Directed
- HS Student
- Non-Credit Only
- Online Only

How might key characteristics affect students' experiences?

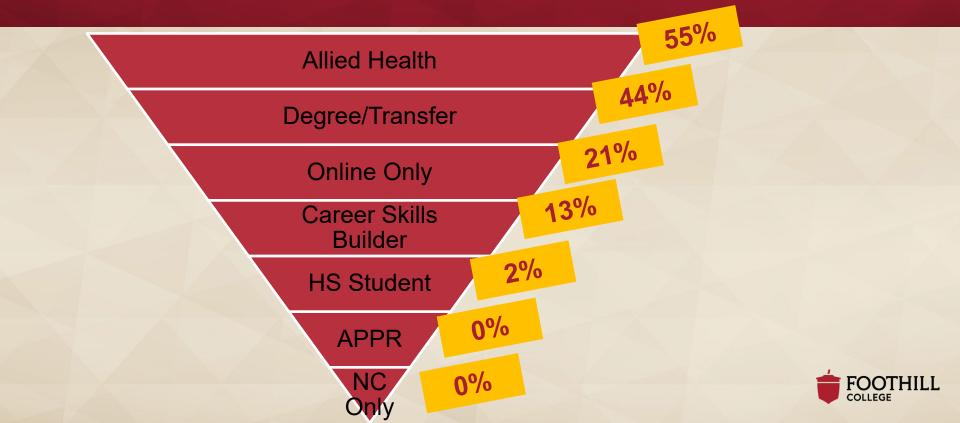


Source: FH IRP, ODS [Fall 2022; Allied Health and Apprenticeship includes enrollment in at least one related subject class; Career Skills Builders and COLLEGI Degree/Transfer Directed identified from ed goal; HS Student based on student type code; Non-credit only excludes tutoring classes | Students may be counted in multiple categories]

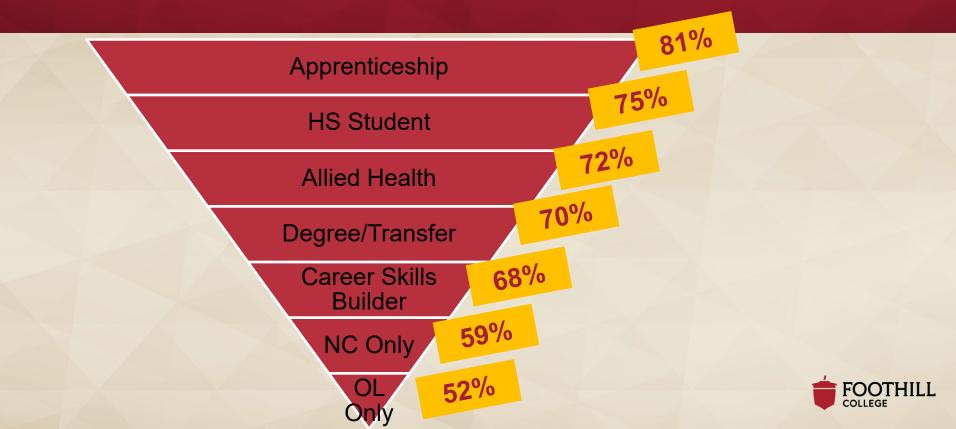
What percent of total enrollment?



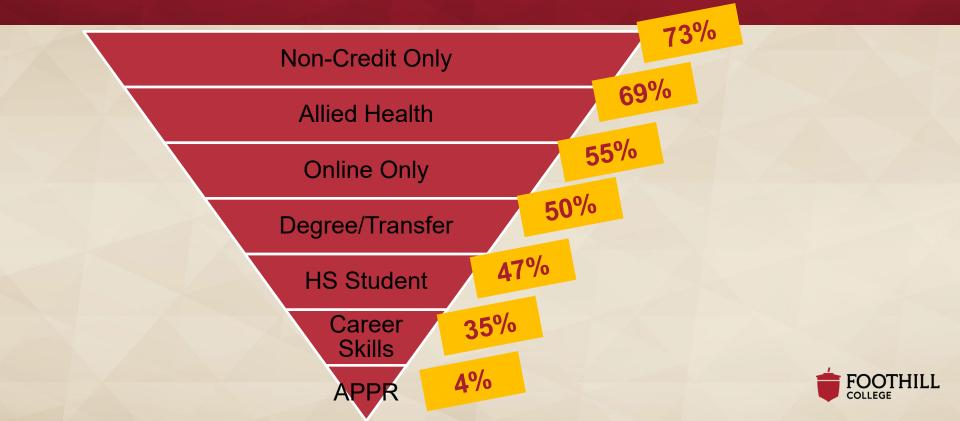
How many are full-time students?



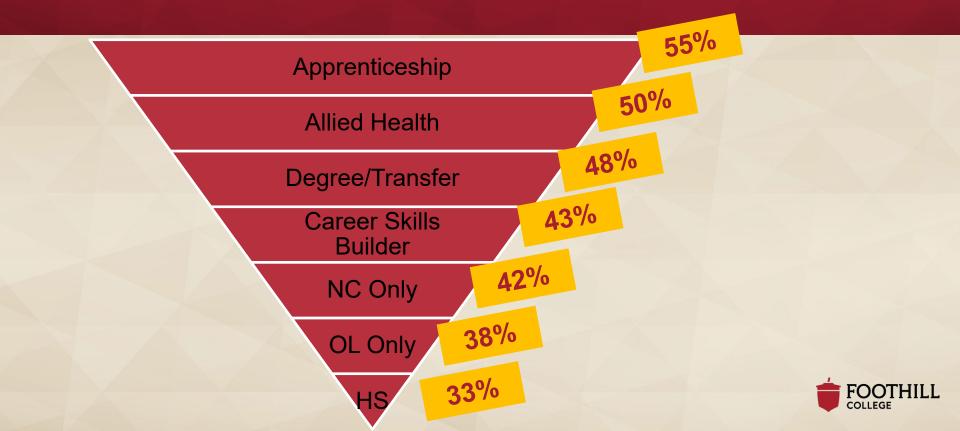
How many enrolled in fall and winter?



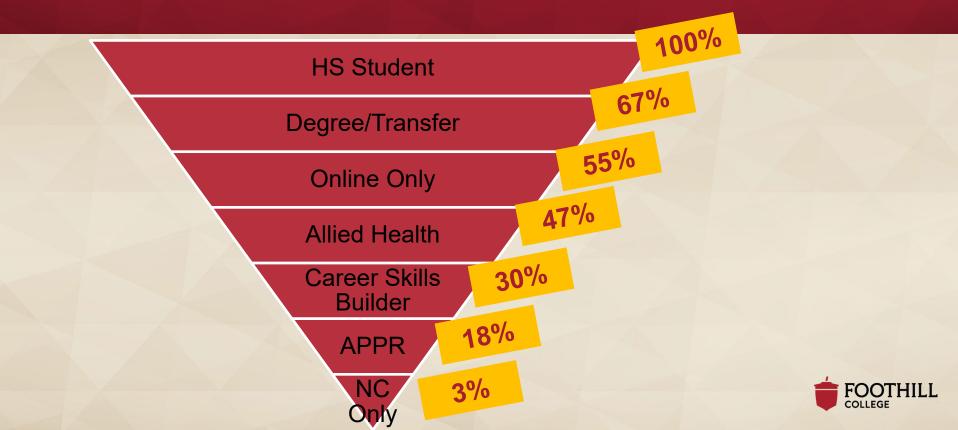
What percent are female?



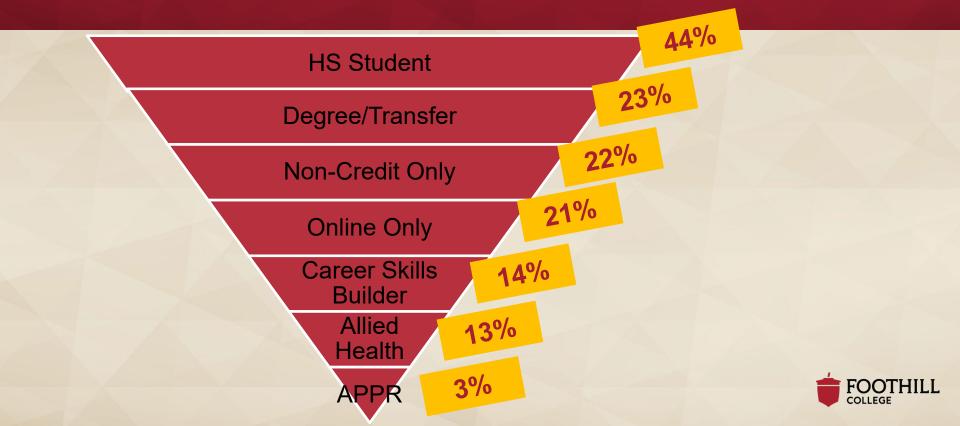
What percent are Black, Filipinx, Latinx?



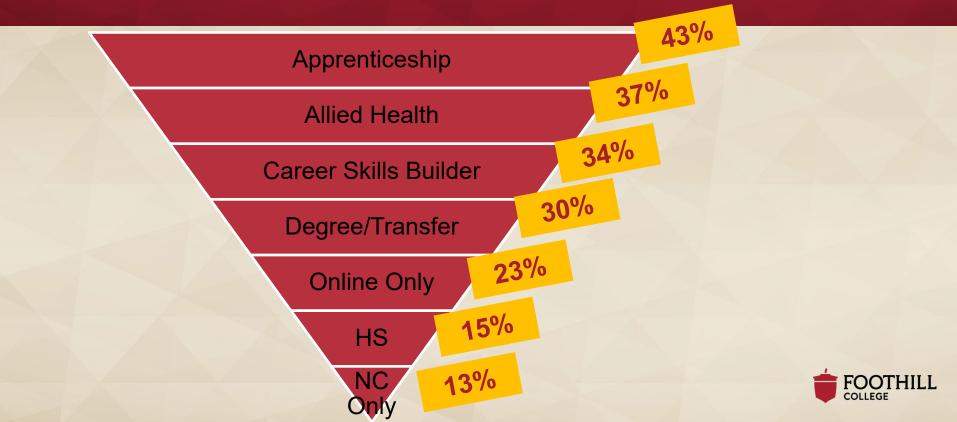
How many are age 24 or younger?



How many live in our service area?



How many are first generation college going?



The Role of Data

Data supports planning at levels

- Data informs, doesn't tell us what to do
 - Data confirms (or not)





