Chabot-Las Positas Community College District: Market Assessment Results

Prepared By: CLARUS Corporation
March 2007
Market Assessment Purpose

- Review Current Marketing/Recruitment Activities, Define Current Markets And Assess Which Markets The Colleges Are Not Effective In Reaching

- Determine How The High School Students, Adults And Employers Perceive The Colleges And How Those Perceptions Can Be Improved And Enhanced
Market Assessment Purpose

- Determine How To Better Provide Programs, Services, Marketing Activities And Materials To Enhance Enrollment And Meet Market Needs
- Develop And Implement A District-Wide Integrated Marketing Plan
Community College Market Assessment

- Internal Student Data From Application
- Trend Data For Current Students
  - Fall 2003 And Fall 2006
- High School Market Share
- Population Projections
- Adult Penetration
- Retention Data
- Marketing And Publications Review
Market Assessment - External

- Target Market Issues
  - Customer Service
    - Response Scan
  - High School Market
    - High School Scan
  - Adult Market
    - Community Scan
  - Business Market
    - Workforce Development Scan
- Retention Issues
Customer Response Scan
Customer Service Expectations
Contacting The College

- Telephone Requests For Information
  - Morning, Afternoon, Evening And Weekend
  - English And Spanish
  - District Office, Chabot College And Las Positas College
- Telephone Numbers From Each College’s Class Schedule
- Requests For Information
  - Moving To Area And Want General College Information; Info About Majoring In Computers; Info For Son Or Daughter; Info About Adult Financial Aid
2 Rings; Person answered: Good morning, Chabot-Las Positas District Office. *(could hardly hear them – sounded far away)* I said, I’m going to be moving soon and heard about your school and wondered if you could send me some information. Person said, no, we’re just the District Office. You’d have to call one of the colleges. I said, okay, so you can’t send me anything? Person said, no, we’re a District Office. I’ll get the number for you, though. Which college are you interested in? I said, I’m not sure yet. Person said, Las Positas is 925.424.1000 and Chabot is 510.723.6600. I said, which one is closer to Pleasanton? Person said, Las Positas; it’s in Livermore. I said, okay, thank you. Person said, you’re welcome.

No Opportunity To Leave Message; Referred
## Call Summary For 925.485.5215

<table>
<thead>
<tr>
<th>Time</th>
<th>Date</th>
<th>Department</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
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<td>No Opportunity/Referred To Other Numbers</td>
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<tr>
<td>10:23am</td>
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</tr>
<tr>
<td>Afternoon</td>
<td>10/24/06</td>
<td>Nursing Program</td>
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<tr>
<td>1:45pm</td>
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<tr>
<td>Evening</td>
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<td>11/13/06 Packet Mailed</td>
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<td>7:31pm</td>
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<tr>
<td>Weekend</td>
<td>10/21/06</td>
<td>Adult Financial Aid</td>
<td>10/23/06 Packet Mailed</td>
</tr>
<tr>
<td>9:58am</td>
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</table>
www.clpccd.cc.ca.us, Tuesday, 11/16/06, 6:40pm

Typed in www.clpccd.cc.ca.us. Clicked on Corporate Training on the top menu bar. Entered the flash site. Skipped the intro. Clicked on Course Offerings. Clicked on Download PDF Document under Sample Training Topics. Went back to original window and clicked on Contact Us. Clicked on Contact Form. On the contact form, I filled out name and e-mail address (not phone number) and requested information as an adult going back to school to develop my skills. Requested information on the Leadership Development Academy that I found in the pdf I had downloaded. Also requested information on financial aid available and included my name and address. Immediately another screen came up that said, Thank You. The following information has been submitted. Then it listed the information I filled out.

No Response To Date
## Call Summary For www.clpcccd.cc.ca.us

<table>
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<tr>
<th>Time</th>
<th>Date</th>
<th>Category</th>
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<tr>
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<td>10/16/06 E-Mail Response 10/16/06 Packet Mailed</td>
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<tr>
<td>Evening</td>
<td>11/16/06</td>
<td>Nursing Program</td>
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<tr>
<td>Weekend</td>
<td>11/06/06</td>
<td>Info For Child</td>
<td>No Response</td>
</tr>
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</table>
510.723.6600, Monday, 10/23/06, 2:16pm

0 Rings; Music chimed. Recording answered: Welcome to Chabot College, your community college. Press 0 to speak with an operator during our business hours, Monday through Friday, 7:30am to 4:30pm. If you know your party’s extension, dial it now. Pressed 0.

2 Rings; Person answered: Chabot College, hold please. I was immediately put on hold for one minute. Person again answered: Chabot College, hold please. I mean, oops, can I help you? I said, yes, I’m trying to get information about your school for an adult….Person interrupted and said, do you want a schedule? I said sure. Person said, they come out in a couple weeks. I’ll get you over there. I hurried up and said, wait, is there anything else you can send me, like a catalog or a welcome packet? Person said, the schedule’s got all that. It has an application and stuff. Just don’t expect it, like, tomorrow because they come out in a few weeks. I was immediately transferred.

CONTINUED
Chabot College – Main Number

510.723.6600, Monday, 10/23/06, 2:16pm

- Recording answered: You have reached (could not decipher name). If you’d like a schedule, leave your name and address. If you have telephone problems, e-mail me. All others, leave a message and I’ll return your call. Left message requesting information about the school with name and address.

- Spring Schedule Postmarked 10/27/06
Call Summary For 510.723.6600

<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Time</th>
<th>Description</th>
<th>Date</th>
<th>Information</th>
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<td>Morning</td>
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<td>10:23am</td>
<td>Info For Child</td>
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<td></td>
<td>10/23/06</td>
<td>2:16pm</td>
<td>Adult Financial Aid</td>
<td>10/27/06</td>
<td>Schedule Mailed</td>
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<tr>
<td></td>
<td>10/19/06</td>
<td>6:55pm And</td>
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<td></td>
<td>10/23/06</td>
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<td>No Opportunity</td>
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<tr>
<td>Weekend</td>
<td>11/04/06</td>
<td>9:46am</td>
<td>Nursing Program</td>
<td></td>
<td>No Opportunity</td>
</tr>
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</table>
2 Rings; Music chimed. Recording answered (in English): Welcome to Chabot College, your community college. And welcome to our Fall session. We would like to help you find whatever you are looking for. You can press 0 at any time to talk to an operator during our business hours, 7:30am to 4:30pm. If you know your party’s four-digit extension, enter it now. To register for classes, dial 6770; Financial Aid, dial 6748; Counseling, 7013. For a list of names, press 1; for more options, press 3. Also, a reminder for credit and noncredit, by September 22 (missed this). The last date to drop with a W is November 9. We will be closed Veterans Day, November 10. Thank you for calling Chabot College, your community college, and have a great day. I dialed 0 for operator.

CONTINUED
Chabot College – Main Number – Spanish

510.723.6600, Wednesday, 11/01/06, 10:00am

- Person answered (in English): Chabot College. I said (in Spanish), do you speak Spanish? Person said (in Spanish), no, un momento, paused and repeated, un momento. Person then said (in English), just a moment. Transferred.

- 3 Rings; Person answered (in English): Chabot College. I asked (in Spanish), do you speak Spanish? Person said (in English), no, I do not. I asked again (in Spanish), do you speak Spanish? Person said (in English), no, I do not. I said (in Spanish), thank you. Person said bye and hung up.

- No Opportunity To Make Request
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<td></td>
<td>10:00am</td>
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<td>Afternoon</td>
<td>11/06/06</td>
<td>Info For Child</td>
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<tr>
<td></td>
<td>1:40pm</td>
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<tr>
<td>Evening</td>
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<td>Adult Financial</td>
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<tr>
<td></td>
<td>7:06pm</td>
<td>Aid</td>
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<tr>
<td>Weekend</td>
<td>11/11/06</td>
<td>General</td>
<td>No Opportunity</td>
</tr>
<tr>
<td></td>
<td>9:30am</td>
<td>Info</td>
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## Call Summary For 510.723.6700

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<td>General Info</td>
<td>10/27/06 Schedule Mailed</td>
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<tr>
<td>10:35am</td>
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<td><strong>Afternoon</strong></td>
<td>10/10/06</td>
<td>Nursing Program</td>
<td>10/12/06 Packet Mailed</td>
</tr>
<tr>
<td>2:11pm</td>
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<tr>
<td><strong>Evening</strong></td>
<td>10/24/06</td>
<td>Info For Child</td>
<td>10/27/06 Schedule Mailed</td>
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<tr>
<td>7:15pm</td>
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<td><strong>Weekend</strong></td>
<td>11/04/06</td>
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<tr>
<td>10:08am</td>
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# Chabot College – Financial Aid Info Line

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<th>Time</th>
<th>Department</th>
<th>Result</th>
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</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>10/25/06</td>
<td>10:15am</td>
<td>Adult Financial Aid</td>
<td>No Response</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td>10/12/06</td>
<td>2:15pm</td>
<td>General Info</td>
<td>No Response</td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td>11/08/06</td>
<td>6:35pm</td>
<td>Nursing Program</td>
<td>No Opportunity</td>
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<td><strong>Weekend</strong></td>
<td>11/04/06</td>
<td>9:47am</td>
<td>Info For Child</td>
<td>11/07/06 Catalog Mailed</td>
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</table>
Chabot College Web Site

- www.chabotcollege.edu, Friday, 10/20/06, 9:55am
  - Searched on Google for “Chabot College.” First listing was www.chabotcollege.edu. Clicked on About Us, and then Questions and Comments. A form came up that said, Ask us a question or make a comment. Completed form with name, e-mail address and request for information.
  - No Response Received To Date
## Request Summary For [www.chabotcollege.edu](http://www.chabotcollege.edu)

<table>
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<tr>
<th>Time</th>
<th>Date</th>
<th>Request Details</th>
<th>Response Date</th>
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<tbody>
<tr>
<td>Morning</td>
<td>10/20/06</td>
<td>Info For Child</td>
<td>No Response</td>
</tr>
<tr>
<td>Afternoon</td>
<td>10/23/06</td>
<td>Adult Financial Aid</td>
<td>10/24/06 E-Mail Response</td>
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<tr>
<td>Evening</td>
<td>10/12/06</td>
<td>General Info – Applied</td>
<td>10/12/06 E-Mail Response</td>
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<tr>
<td></td>
<td>6:48pm</td>
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<td>11/14/06 E-Mail Response</td>
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<td>11/20/06 Request For Payment Received</td>
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<tr>
<td>Weekend</td>
<td>11/11/06</td>
<td>Nursing Program</td>
<td>11/13/06 Packet Mailed</td>
</tr>
<tr>
<td></td>
<td>10:27am</td>
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</table>
Recording immediately answered: Welcome to Las Positas College. Course schedules for the upcoming Fall semester are available for purchase in the campus bookstore. Our college also has a web site which contains answers to many of your questions. From your search engine, type www.laspositascollege.edu (did not spell out, but spoke slowly). Please make note, Fall semester classes begin on Monday, August 21st. If you know the extension of the office you are calling or the name of the person you would like to speak with, press 1. Please give your attention to the following menu of offices. If you don’t hear an option that addresses your questions, the campus switchboard can assist you in directing your call. For Counseling, to obtain more information about courses or programs, or assessment testing, press 3. For Admissions & Records Office, information on enrollment, registration, grades and transcripts, press 4. For Financial Aid, veteran’s assistance and scholarship information, select 5. To reach the bookstore, select 6. To speak with the Library Resources Center, press 7. For a repeat of this menu, press 8. If you need additional assistance, the campus switchboard will assist you, or stay on the line and your call will be transferred. Pressed 8 to repeat message once.

CONTINUED
Las Positas College – Main Number

◆ 925.424.1000, Wednesday, 10/11/06, 10:10am
  ◆ Pressed 3. 3 Rings; Person quickly answered, Counseling, can you hold please? I said yes. Put on hold for about 30 seconds; music played. Person answered again, Counseling. Pause. I said, I am looking for program information about majoring in nursing. Person said, okay, only Chabot has that program. Pause. I said, okay, so I how do I get information? Person said, hold on one sec (I heard in the background the person say to someone else ‘Where’s Chabot’s number?’) Person came back on the line and said, 510.723.6600. I said okay. Person said, uh huh. I said thank you. Person said, yep, bye.
  ◆ No Opportunity To Leave Message
<table>
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<th>Date</th>
<th>Request Type</th>
<th>Outcome</th>
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<tr>
<td>Morning</td>
<td>10/11/06</td>
<td>Nursing Program</td>
<td>No Opportunity/ Referred To Another Number</td>
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<tr>
<td>Morning</td>
<td>10/17/06</td>
<td>Info For Child</td>
<td>No Opportunity</td>
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<tr>
<td>Evening</td>
<td>10/24/06</td>
<td>Adult Financial Aid</td>
<td>No Response</td>
</tr>
<tr>
<td>Weekend</td>
<td>10/14/06</td>
<td>General Info</td>
<td>10/20/06 Packet Mailed</td>
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</tbody>
</table>
Las Positas College – Main Number – Spanish

◆ 925.424.1000, Tuesday, 10/24/06, 2:05pm

◆ 5 Rings; After a lengthy recorded message all in English, recording said (in English), if you need further assistance please stay on the line; an operator answers the phone. Person answered (in English): Las Positas College. I said (in Spanish), can anyone there speak Spanish? Person said (in English), let me transfer you to Counseling. Transferred. Person answered (in English): Counseling. I asked (in Spanish), can anyone there speak Spanish? Person said (in English), let me see if someone is available. Put on hold for about 30 seconds. Person came back on the line and said (in English), no one is available; they are all at a meeting. I said (in Spanish), I don’t speak English. Thank you. I disconnected. (I never did speak to someone in Spanish nor heard a word of Spanish on recorded message. No Spanish options.)

◆ No Opportunity To Leave Message
# Call Summary For 925.424.1000

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<th>Interaction</th>
<th>Outcome</th>
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<tr>
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<td></td>
<td>10:30am</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>10/24/06</td>
<td>Nursing Program</td>
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<tr>
<td></td>
<td>2:05pm</td>
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<tr>
<td><strong>Evening</strong></td>
<td>11/07/06</td>
<td>Info For Child</td>
<td>Referred To Web Site (English Only)</td>
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<tr>
<td></td>
<td>7:00pm</td>
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<tr>
<td><strong>Weekend</strong></td>
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<td></td>
<td>10:10am</td>
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<td>10:20am</td>
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<td>Afternoon</td>
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<td>9:51am</td>
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<tr>
<td>Time</td>
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<td>Reason</td>
<td>Response</td>
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<tr>
<td>Morning</td>
<td>11/13/06</td>
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## Request Summary For www.laspositascollege.edu

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<th>Request</th>
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<td></td>
</tr>
<tr>
<td></td>
<td>10/12/06</td>
<td>Nursing Program</td>
<td>10/16/06 E-Mail Response</td>
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<tr>
<td></td>
<td>10:05am</td>
<td></td>
<td>10/17/06 Packet Mailed</td>
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<tr>
<td><strong>Afternoon</strong></td>
<td>11/09/06</td>
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<td></td>
<td>1:31pm</td>
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<td>10/24/06 E-Mail Response</td>
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<td></td>
<td>6:47pm</td>
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<tr>
<td></td>
<td>10:00am</td>
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</tbody>
</table>
Total Attempts

- 48 Total Request Attempts
  - 11 Contacts With No Opportunity To Request Information
  - 37 Contacts Requested Information
    - 20 Packets Received (41.7%)
    - 2 Were Referred To Web Site
    - 15 Still Have Not Received Anything
      - 10 Of Those Left Messages
      - 5 Of Those Were Web Requests
All Packets Received
Packets Received – District Office
Packets Received – Chabot College
Packets Received – Chabot College

CHABOT COLLEGE
25555 Hesperian Blvd.
Hayward, CA 94545

(510) 723-6600
Packets Received – Las Positas College
Packets Received – Las Positas College
Packets Received – Las Positas College
Issues To Address

◆ Inquiry Systems
  ◆ Sporadic At Best
  ◆ No Consistent Follow-Up
  ◆ 50/50 Chance Of Getting Information With A Phone Call

◆ Contact Management System
  ◆ District Call Center For Inquiries
  ◆ Database Driven
  ◆ Follow-Up Automated
Issues To Address

◆ Phone System Management
  ◆ After-Hours Messaging Options
  ◆ Revamping Messages
    ◆ Marketing Writes Messages
      ◆ Shorten Messages
    ◆ Talent Records Messages
    ◆ Relevant Message Trees
Issues To Address

◆ Packet Contents
  ◆ Development Of Packet Of Information
    ◆ Not Just 2 Catalogs And 2 Schedules
  ◆ Follow-Up Materials Developed
    ◆ Direct Mail, E-Mail, Text Messaging
  ◆ Systematic Follow-Up Process

◆ Web Inquiries
  ◆ Web Contact Form Versus E-Mail-To’s
  ◆ Revamping Web Site For Ease Of Navigation
Enrollment Trends For Market Segments

All College
Internal Data Collection

- Thank You!!!
  - Carolyn Arnold
  - Rajinder Samra
  - Jennifer Aries
  - Patty Russell
Key Enrollment Variables

◆ Age
  ◆ High School Segments
    ◆ Concurrent
    ◆ 19 And Younger
    ◆ 20 To 24 Years Of Age
  ◆ Adult Market Segments
    ◆ 25 To 34 Years Of Age
    ◆ 35 To 44 Years Of Age
    ◆ 45 To 60 Years Of Age
    ◆ 61 And Older
### Segment Percent Of Enrollment: All College

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Fall 2003</th>
<th>Fall 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>0.6%</td>
<td>1.3%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>24.3%</td>
<td>26.5%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>28.8%</td>
<td>29.6%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>19.7%</td>
<td>17.9%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>12.6%</td>
<td>10.4%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>10.4%</td>
<td>9.9%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>3.5%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Total Students</td>
<td>21,962</td>
<td>21,225</td>
</tr>
</tbody>
</table>
# Segment Percent Of Enrollment: Chabot College

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Fall 2003</th>
<th>Fall 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>0.3%</td>
<td>1.4%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>22.5%</td>
<td>23.5%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>30.1%</td>
<td>30.6%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>21.5%</td>
<td>19.8%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>12.7%</td>
<td>10.6%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>10.8%</td>
<td>10.2%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>2.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total Students</td>
<td>14,569</td>
<td>13,678</td>
</tr>
</tbody>
</table>
# Segment Percent Of Enrollment: Las Positas College

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Fall 2003</th>
<th>Fall 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>1.4%</td>
<td>1.2%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>27.9%</td>
<td>31.9%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>26.3%</td>
<td>27.9%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>16.2%</td>
<td>14.3%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>12.3%</td>
<td>9.9%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>9.6%</td>
<td>9.4%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>6.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Total Students</td>
<td>7,393</td>
<td>7,547</td>
</tr>
</tbody>
</table>
## Segment Changes: All College
### Fall 2003 To 2006

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Full-Time</th>
<th>Part-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>-100.0%</td>
<td>102.9%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>8.2%</td>
<td>0.7%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>4.9%</td>
<td>-3.8%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>0.6%</td>
<td>-14.6%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>-2.7%</td>
<td>-22.0%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>-17.0%</td>
<td>-7.2%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>11.1%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Total</td>
<td>5.2%</td>
<td>-7.0%</td>
</tr>
<tr>
<td>Overall</td>
<td>-3.4%</td>
<td></td>
</tr>
</tbody>
</table>
## Segment Changes: Chabot College
### Fall 2003 To 2006

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Full-Time</th>
<th>Part-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>-100.0%</td>
<td>437.1%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>-3.7%</td>
<td>-0.4%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>-0.7%</td>
<td>-7.0%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>-7.3%</td>
<td>-14.4%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>-7.6%</td>
<td>-23.0%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>-4.4%</td>
<td>-12.0%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>42.9%</td>
<td>78.0%</td>
</tr>
<tr>
<td>Total</td>
<td>-3.1%</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Overall</td>
<td>-6.1%</td>
<td></td>
</tr>
</tbody>
</table>
## Segment Changes: Las Positas College
### Fall 2003 To 2006

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Full-Time</th>
<th>Part-Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>-100.0%</td>
<td>-11.8%</td>
</tr>
<tr>
<td>19 And Younger</td>
<td>25.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>20 To 24</td>
<td>16.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>25 To 34</td>
<td>19.9%</td>
<td>-15.1%</td>
</tr>
<tr>
<td>35 To 44</td>
<td>13.1%</td>
<td>-20.0%</td>
</tr>
<tr>
<td>45 To 60</td>
<td>-58.8%</td>
<td>3.3%</td>
</tr>
<tr>
<td>61 And Older</td>
<td>-100.0%</td>
<td>-15.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20.5%</strong></td>
<td><strong>-6.3%</strong></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>2.1%</strong></td>
<td></td>
</tr>
</tbody>
</table>
# Crossover Enrollment

## Campus Attendance

<table>
<thead>
<tr>
<th></th>
<th>Percent Of Total Fall 2006</th>
<th>Percent Change 2003-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chabot Traditional Only</td>
<td>54.3%</td>
<td>-13.5%</td>
</tr>
<tr>
<td>Las Positas Traditional Only</td>
<td>29.4%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Chabot Traditional And Chabot Distance</td>
<td>5.5%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Las Positas Traditional And Las Positas Distance</td>
<td>4.2%</td>
<td>45.3%</td>
</tr>
<tr>
<td>Chabot Distance Only</td>
<td>2.3%</td>
<td>207.5%</td>
</tr>
<tr>
<td>Las Positas Distance Only</td>
<td>2.0%</td>
<td>52.4%</td>
</tr>
<tr>
<td>Chabot &amp; Las Positas Traditional</td>
<td>1.1%</td>
<td>-39.7%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>97.7%</strong></td>
<td></td>
</tr>
</tbody>
</table>
High School Market
High School Market Share

- Market Share Defined
  - Percent Of Graduating Seniors Who Enroll At Chabot College Or Las Positas College Following Fall After Spring Graduation

- Market Area Defined
  - High Schools In The Service Area
High School Graduates

Las Positas College Area
Chabot College Area

2003 2004 2005 2006
High School Changes

![Graph showing changes in total graduates and total enrollees from 2003 to 2006. The graph indicates a decrease in both categories from 2003 to 2004, followed by a slight increase in 2005 and 2006.]
K-12 Enrollment Forecasts

![Graph showing enrollment forecasts for Chabot College and Las Positas College from 2007 to 2019. The graph indicates a generally decreasing trend in enrollment for Las Positas College, while Chabot College shows a slight increase followed by a decline.](image-url)
3,399 Students Fall 2006
17% Hayward, 16% Livermore, 11% Pleasanton, 8% Castro Valley, 8% San Leandro
86% Alameda County, 5% San Joaquin County
49% Male; 38% White, 14% Hispanic, 8% Filipino, 7% African-American, 16% Asian
51% First-Time College Attendee, 42% Continuing
35% Transfer With AA, 15% Transfer Without AA, 33% Unknown, 11% Undecided
46% Plan To Work Part-Time, 2% Full-Time
73% English Primary Language
14% Math, 13% English, 7% History, 8% Physical Education, 11% Psychology
54% Day Only, 39% Day/Evening; 14% Online
19 & Younger Full-Time: Chabot

- 1,786 Students Fall 2006
- 31% Hayward, 14% San Leandro, 12% Union City, 9% Castro Valley, 7% Fremont, 7% San Lorenzo
- 94% Alameda County; 50% Male; 20% White, 18% Hispanic, 12% Filipino, 11% African-American, 17% Asian
- 49% First-Time College Attendee, 43% Continuing
- 33% Transfer With AA, 15% Transfer Without AA, 35% Unknown, 10% Undecided
- 44% Plan To Work Part-Time, 2% Full-Time
- 72% English Primary Language
- 13% English, 4% Health, 8% History, 14% Math, 8% Physical Education, 12% Psychology, 3% Speech
- 64% Day, 29% Day/ Evening; 11% Online
19 & Younger Full-Time: Las Positas

- 1,613 Students Fall 2006
- 33% Livermore, 22% Pleasanton, 11% Dublin, 11% Tracy, 8% Castro Valley; 78% Alameda County, 11% San Joaquin County, 5% Contra Costa County
- 48% Male; 57% White, 10% Hispanic, 4% Filipino, 3% African-American, 15% Asian
- 54% First-Time College Attendee, 42% Continuing
- 37% Transfer With AA, 14% Transfer Without AA, 31% Unknown, 13% Undecided
- 49% Plan To Work Part-Time, 2% Full-Time
- 75% English Primary Language
- 13% English, 4% Health, 7% History, 14% Math, 3% Music, 8% Physical Education, 11% Psychology, 4% Speech
- 44% Day, 50% Day/Evening; 18% Online
19 & Younger Part-Time: All College

- 2,219 Students Fall 2006
- 22% Hayward, 12% Livermore, 7% Pleasanton, 10% San Leandro
- 85% Alameda County, 5% San Joaquin County
- 50% Male; 31% White, 19% Hispanic, 7% Filipino, 13% African-American, 12% Asian
- 57% First-Time College Attendee, 34% Continuing
- 33% Transfer With AA, 11% Transfer Without AA, 25% Unknown, 18% Undecided
- 39% Plan To Work Part-Time, 4% Full-Time
- 73% English Primary Language
- Math 12%, English 11%, History 6%, Psychology 17%
- 62% Day, 22% Day/Evening, 10% Evening; 8% Online
1,424 Students Fall 2006
33% Hayward, 15% San Leandro, 10% Union City, 7% Castro Valley, 9% Oakland, 7% San Lorenzo
92% Alameda County; 50% Male; 17% White, 22% Hispanic, 9% Filipino, 17% African-American, 16% Asian
59% First-Time College Attendee, 32% Continuing
32% Transfer With AA, 11% Transfer Without AA, 6% AA Or AS, 26% Unknown, 17% Undecided
38% Plan To Work Part-Time, 4% Full-Time
74% English Primary Language
3% Business, 12% English, 4% Health, 6% History, 11% Math, 10% Physical Education, 20% Psychology
72% Day, 16% Day/ Evening, 8% Evening; 6% Online
19 & Younger Part-Time: Las Positas

- 795 Students Fall 2006
- 33% Livermore, 19% Pleasanton, 10% Dublin, 12% Tracy, 6% Castro Valley; 72% Alameda County, 12% San Joaquin County, 7% Contra Costa County
- 51% Male; 55% White, 13% Hispanic, 3% Filipino, 4% African-American, 4% Asian
- 54% First-Time College Attendee, 6% Attended Another College, 38% Continuing
- 35% Transfer With AA, 10% Transfer Without AA, 4% AA Or AS, 24% Unknown, 19% Undecided
- 40% Plan To Work Part-Time, 5% Full-Time
- 71% English Primary Language
- 10% English, 4% Health, 6% History, 13% Math, 11% Physical Education, 12% Psychology
- 46% Day, 33% Day/Evening, 15% Evening; 12% Online
20 To 24 Full-Time: All College

- 2,459 Students Fall 2006
- 20% Hayward, 12% Livermore, 8% Pleasanton, 7% Union City, 10% San Leandro
- 84% Alameda County, 3% San Joaquin County, 3% Contra Costa County
- 51% Male; 32% White, 13% Hispanic, 10% Filipino, 8% African-American, 10% Asian
- 6% First-Time College Attendee, 8% Other College Attended, 6% Returning, 80% Continuing
- 42% Transfer With AA, 17% Transfer Without AA, 7% AA Or AS, 10% Unknown, 16% Undecided
- 56% Plan To Work Part-Time, 6% Full-Time
- 47% English Primary Language
- 10% English, 7% History, 13% Math, 8% Physical Education, 6% Psychology
- 46% Day, 44% Day/ Evening; 24% Online
20 To 24 Full-Time: Chabot

- 1,583 Students Fall 2006
- 30% Hayward, 15% San Leandro, 11% Union City, 8% Castro Valley, 8% Fremont, 6% Oakland
- 91% Alameda County; 49% Male; 19% White, 14% Hispanic, 12% Filipino, 11% African-American, 23% Asian
- 7% First-Time College Attendee, 8% Attended Another College, 6% Returning, 79% Continuing
- 41% Transfer With AA, 17% Transfer Without AA, 8% AA Or AS, 11% Unknown, 16% Undecided
- 54% Plan To Work Part-Time, 5% Full-Time
- 46% English Primary Language
- 4% Business, 3% Anthropology, 3% Art, 3% Biology, 3% Chemistry, 11% English, 4% Health, 7% History, 14% Math, 8% Physical Education, 6% Psychology, 3% Speech
- 52% Day, 39% Day/Evening; 22% Online
20 To 24 Full-Time: Las Positas

- 876 Students Fall 2006
- 32% Livermore, 21% Pleasanton, 12% Dublin, 9% Tracy, 5% Castro Valley; 73% Alameda County, 9% San Joaquin County, 7% Contra Costa County
- 56% Male; 56% White, 15% Hispanic, 5% Filipino, 3% African-American, 12% Asian
- 4% First-Time College Attendee, 9% Attended Other College, 5% Returning, 81% Continuing
- 43% Transfer With AA, 17% Transfer Without AA, 7% AA Or AS, 7% Unknown, 16% Undecided
- 58% Plan To Work Part-Time, 8% Full-Time
- 47% English Primary Language
- 3% Biology, 3% Business, 8% English, 3% Health, 8% History, 13% Math, 4% Music, 8% Physical Education, 7% Psychology, 3% Speech
- 37% Day, 53% Day/Evening, 5% Evening; 27% Online
20 To 24 Part-Time: All College

- 3,834 Students Fall 2006
- 22% Hayward, 12% Livermore, 7% Pleasanton, 10% San Leandro, 8% Union City
- 85% Alameda County, 4% Contra Costa County, 3% San Joaquin County
- 46% Male; 32% White, 22% Hispanic, 9% Filipino, 10% African-American, 12% Asian
- 10% First-Time College Attendee, 12% Attended Other College, 11% Returning, 66% Continuing
- 33% Transfer With AA, 14% Transfer Without AA, 10% AA Or AS, 6% Unknown, 20% Undecided
- 47% Plan To Work Part-Time, 14% Full-Time
- 51% English Primary Language
- 5% Business, 9% English, 6% History, 11% Math, 4% Health, 9% Physical Education, 8% Psychology
- 48% Day, 19% Day/Evening, 25% Evening; 10% Online
20 To 24 Part-Time: Chabot

- 2,601 Students Fall 2006
- 32% Hayward, 14% San Leandro, 12% Union City, 6% Castro Valley, 8% Fremont, 7% Oakland, 5% San Lorenzo
- 91% Alameda County; 46% Male; 20% White, 29% Hispanic, 11% Filipino, 13% African-American, 15% Asian
- 10% First-Time College Attendee, 12% Attended Other College, 10% Returning, 66% Continuing
- 33% Transfer With AA, 14% Transfer Without AA, 10% AA Or AS, 6% Unknown, 20% Undecided
- 46% Plan To Work Part-Time, 14% Full-Time
- 52% English Primary Language
- 3% Art, 5% Business, 10% English, 4% Health, 6% History, 11% Math, 9% Physical Education, 9% Psychology, 3% Sociology
- 53% Day, 18% Day/Evening, 22% Evening; 14% Online
20 To 24 Part-Time: Las Positas

- 1,233 Students Fall 2006
- 35% Livermore, 20% Pleasanton, 9% Dublin, 9% Tracy, 6% San Ramon; 73% Alameda County, 9% San Joaquin County, 8% Contra Costa County
- 48% Male; 56% White, 17% Hispanic, 5% Filipino, 3% African-American, 6% Asian
- 8% First-Time College Attendee, 11% Attended Another College, 12% Returning, 67% Continuing
- 35% Transfer With AA, 13% Transfer Without AA, 9% AA Or AS, 6% Unknown, 21% Undecided
- 49% Plan To Work Part-Time, 14% Full-Time
- 50% English Primary Language
- 3% Business, 8% English, 4% Health, 7% History, 11% Math, 3% Music, 9% Physical Education, 7% Psychology, 4% Speech
- 37% Day, 20% Day/ Evening, 32% Evening; 19% Online
Concurrent Students: All College

- 278 Students Fall 2006
- 100% Part-Time; 46% Age 17, 25% Age 16, 15% Age 15
- 26% Hayward, 16% Castro Valley, 14% Livermore, 10% Union City, 9% San Leandro
- 50% Female; 34% White, 8% African-American/Black, 12% Hispanic, 14% Asian; 89% English Primary Language
- 50% Day Classes, 41% Evening Classes; 7% Online
- 16% Math, 12% Music Performance, 7% Psychology, 6% Sociology
High School Scan Results
High School Scan Methodology

- 395 High School Student Interviews By Telephone
  - 95% Reliability And ± 4.9% Error
- Stratified By High Schools In Region
  - 200 Completed For Chabot Region
  - 195 Completed For Las Positas Region
  - Results Also Reported Separately
- Data Collection
  - January 8 To February 1, 2007
High Schools Participating

◆ Chabot College Area (200 Surveys)
High Schools Participating

◆ Las Positas College Area (195 Surveys)
Unaided Recall

- **Chabot College**
  - 22% Chabot Region
  - 1% Las Positas Region

- **Las Positas College**
  - 1% Chabot Region
  - 51% Las Positas Region
Unaided Recall

- University Of California – Berkeley
  - 20% Chabot Region
  - 12% Las Positas Region

- California State University – East Bay
  (Hayward State University)
  - 22% Chabot Region
  - 8% Las Positas Region
Familiarity

- **Chabot Region**
  - Chabot College (44%)
  - University Of California – Berkeley (40%)
  - California State University – East Bay (Hayward State University) (38%)
  - Stanford University (12%)
  - University Of California – Davis (12%)
  - Ohlone College (11%)
  - Las Positas College (6%)
Familiarity

◆ Las Positas Region
  ◆ Las Positas College (66%)
  ◆ University Of California – Berkeley (29%)
  ◆ University Of California – Davis (13%)
  ◆ California State University – East Bay (Hayward State University) (13%)
  ◆ Stanford University (9%)
  ◆ Diablo Valley College (9%)
  ◆ Chabot College (7%)
## Keywords

<table>
<thead>
<tr>
<th>Institution</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chabot College</td>
<td>Community, Junior College, Close, Local, Easy, Small</td>
</tr>
<tr>
<td>Las Positas College</td>
<td>Community College, Close, Local, Junior College</td>
</tr>
<tr>
<td>UC Berkeley</td>
<td>Competitive, Smart, Good, Hard, Big, Liberal, Expensive</td>
</tr>
<tr>
<td>Cal State – East Bay</td>
<td>Good, Average, Okay, Hayward, Close, Big</td>
</tr>
<tr>
<td>Stanford University</td>
<td>Smart, Prestigious, Intellectual, Excellent</td>
</tr>
</tbody>
</table>
Issues To Address

◆ Unaided Recall And Familiarity An Issue
  ◆ Chabot College Needs To Increase The Top Of The Mind Awareness In The Market
    ◆ Market Has Changed Over Time
    ◆ New Families In Area; Older Ones Gone
    ◆ Billboards, Bus And Other Mobile Media
    ◆ Usage Of #CHABOT For Call To Action

◆ Las Positas College Needs To Continue Their Media Campaigns
  ◆ Newspaper A Key
Issues To Address

◆ Branding
  ◆ Chabot College and Las Positas College has to be branded separately given their markets.
  ◆ Current keywords do not accurately reflect the benefits and unique positioning of the colleges in their respective markets.
  ◆ Different markets for the colleges.

◆ Brand Campaign Needs To Be Developed
  ◆ Discover commonalities for district.
  ◆ Emphasize uniqueness for the campuses.
Career Choices

Popular Career Choices
- Business, Engineering, Medical, Nursing, Psychology, Science, Computers, Education/Teacher
- Architecture, Art, Fashion, Graphic Design, Journalism, Lawyer, Marine Biology, Music, Pre-Med, Social Worker, Veterinarian
- Acting, Automotive, Aviation, Biology, Chef, Cosmetology, Dentistry, Electrician, Football Player, Law Enforcement, Photography, Political Science, Sociology, Whale Trainer
- <1% Did Not Have Career Plans
Factors Important In Career Choice

- Personal Interest/ Ability (60%)
  - 55% Chabot Region
  - 65% Las Positas Region
- Job Security (47%)
- Level Of Education Needed (42%)
  - 46% Chabot Region
  - 37% Las Positas Region
Factors Important In Career Choice

- Job Availability (37%)
  - 43% Chabot Region
  - 30% Las Positas Region
- Growth Of Potential Field (29%)
- Work Hours (24%)
- Amount Of Money Earned (22%)
  - 28% Chabot Region
  - 16% Las Positas Region
- Opportunity To Travel (14%)
Education Needed

- Education Needed To Achieve Career Goal
  - 51% Four-Year Degree
  - 35% Graduate Degree
  - 5% Technical Or Career Training
  - 4% Two-Year Degree
  - 2% Some College
  - 1% High School Only
Work Plans

- 25% Currently Employed While In High School
  - 20% Chabot Region
    - Work 14.8 Hours Per Week On Average
  - 30% Las Positas Region
    - Work 12.7 Hours Per Week On Average
Work Plans

- 74% Plan To Work After High School Graduation
  - 62% Part-Time
  - 9% Full-Time
    - 11% Chabot Region, 7% Las Positas Region
  - 3% Work Summers Only
- 17% Do Not Plan To Work
- 9% Undecided
Issues To Address

◆ Detailed And Linked Program Information Is Needed For Easy Access
  ◆ Programs Are A Key Draw For Students
  ◆ Chabot Needs To Develop Easy-To-Find Program Information More Like The Format Of Las Positas
  ◆ Las Positas Needs To Link Course Information To Course Descriptions
Issues To Address

- Develop Programs Of Study Information About Programs At Chabot-Las Positas Community College District
  - User Friendly Format
  - Description Of Programs And Job Outcomes
  - Career Pathways Format
    - Cluster Areas Of Like Interest
Educational Attendance Plans

♦ 98% Plan To Continue Education After High School
  ♦ 82% Plan To Attend Full-Time
  ♦ 14% Plan To Attend Part-Time
♦ 2% Will Not Continue
  ♦ Need A Break, Want To Travel, Not Interested, No Money
College Payment Plans

- Parents (68%)
  - 62% Chabot Region, 75% Las Positas Region
- Scholarships (52%)
- Work And Pay As Go (39%)
- Loans (31%)
- Financial Aid (31%)
  - 42% Chabot Region, 20% Las Positas Region
College Payment Plans

- Grants (18%)
  - 22% Chabot Region, 13% Las Positas Region
- Other
  - Savings, Grandparents, Unsure
Seeking Information

Grade Students Began Seeking Information About College

- 20% In Grade 8 Or Earlier
- 25% In Grade 9
- 28% In Grade 10
- 18% In Grade 11
- 3% In Grade 12
- 6% Have Not Yet Started
College Attendance In Summer

◆ 19% Plan To Take Summer Classes Immediately After Graduation
  ◆ 22% Chabot Region
    ◆ 36% Will Attend Chabot College And 4% Will Attend Las Positas College
  ◆ 16% Las Positas Region
    ◆ 0% Will Attend Chabot College And 61% Will Attend Las Positas College
Issues To Address

◆ Timing Of College Information
  ◆ Junior High Emphasis Needed Due To Many Students Searching For Information In Junior High
    ◆ Chabot College Model Good With Junior High Emphasis
    ◆ Marketing Materials Developed For Junior High
    ◆ Mix With On-Campus Activities
Issues To Address

- Direct Marketing Campaign To Freshmen To Seniors In Market Area
  - District Develop Oversized Postcards Aimed At All Freshmen To Seniors In The District And Send Information At Least Once A Year About The Colleges
    - Link To Web Site Landing Page For High School Student
    - Do Survey, Activity Online To Engage, Raffle An iPod
Issues To Address

◆ Create A District-Wide Summer Enrollment Campaign For The Colleges
  ◆ Market To The High School Seniors In Early Spring
  ◆ Create A Package Of Transfer Courses For First Session In Summer
    ◆ Examine High School End Dates
    ◆ Examine The Market Who Have Taken Concurrent To Plan Additional Courses
## First And Second Choice Colleges

<table>
<thead>
<tr>
<th></th>
<th>Chabot Region</th>
<th>Las Positas Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chabot College</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Choice</td>
<td>5.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Second Choice</td>
<td>5.1%</td>
<td>1.0%</td>
</tr>
<tr>
<td><strong>Las Positas College</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Choice</td>
<td>1.5%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Second Choice</td>
<td>0.0%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>
First Choices

- Chabot Region
  - University Of California – Berkeley (13.7%)
  - California State University – East Bay (8.1%)
  - University Of California – Davis (6.6%)
  - Chabot College (5.1%)

- Las Positas Region
  - Las Positas College (9.8%)
  - University Of California – Berkeley (9.3%)
Selecting A College: Academic Issues

- Availability Of Particular Degree Program I Am Interested In (54%)
- Availability Of Programs That Lead To Employment (36%)
- Guaranteed Job Placement After Program Is Completed (36%)
  - 43% Chabot Region And 28% Las Positas Region
- Variety Of Courses Offered (32%)
Selecting A College: Academic Issues

- Reputation Of College In My Field Of Interest (30%)
- Easy Access To Faculty (26%)
- Overall Reputation Or Prestige Of College (23%)
- Availability Of Class Delivery Methods (16%)
Selecting A College: Financial Issues

- Availability Of Scholarships (45%)
  - 52% Chabot Region And 39% Las Positas Region

- Availability Of Financial Aid (39%)
  - 44% Chabot Region And 34% Las Positas Region

- Low Cost Of Tuition (30%)
  - 34% Chabot Region And 26% Las Positas Region

- College Location (24%)

- Can Live At Home While Attending (11%)
Selecting A College: Campus Issues

- Staff Willingness To Provide Information And Assistance (53%)
- Campus Social Life (26%)
- Job Placement Services (25%)
- Availability Of On-Campus Housing (24%)

- 18% Chabot Region And 30% Las Positas Region
Campus Issues (Cont’d)

* Ease Of Transferring To Another College (23%)
* Career Counseling Services (21%)
  * 24% Chabot Region And 19% Las Positas Region
* Intercollegiate Athletic Program (19%)
* Transfer Counseling Services (19%)
* Disability Access (16%)
Campus Issues (Cont’d)

- General Appearance Of Campus, Buildings And Facilities (15%)
- College Clubs And Organizations (12%)
- Intramural Sports (12%)
Issues To Address

- Very Different Markets For Chabot And Las Positas
  - Chabot College Market Concerned About Financial Aid, Jobs, Outcomes Of Education
Issues To Address

◆ Re-Evaluate The Marketing Materials For The Colleges
  ◆ Develop A Financial Information Guide For Chabot College – Paying For College
    ◆ Can Be Used For Las Positas College As Well
  ◆ Develop A Transfer Guide For Las Positas College – Successful Transfer To California State Colleges
    ◆ Can Be Used At Chabot As Well
Selecting A College: Importance Of Referrals

- Suggestion From High School Guidance Counselor (13%)
- Suggestion From High School Teacher (12%)
- Recommendations Of Friends/ Relatives (6%)
- Friends/ Classmates Plan To Attend (6%)
- Preference Of Parents (5%)
Preferred Information Sources

- Web Site (93%)
- Course Descriptions (88%)
- Campus Visits (87%)
- College Catalog (79%)
- College Information Nights (78%)
- Class Schedule (78%)
- College Guides (75%)

- Brochures On Individual Programs (69%)
- College Fact Book (69%)
- College Fairs/ Financial Aid Nights (67%)
- College Viewbook (61%)
- CD ROM’s (31%)
Preferred Information Requests

- Go To Web Site (50%)
  - 42% Chabot Region And 58% Las Positas Region

- Visit The College (35%)
  - 40% Chabot Region And 31% Las Positas Region

- Go To A College Fair (8%)
  - 9% Chabot Region And 6% Las Positas Region

- Call The College (5%)
  - 7% Chabot Region And 4% Las Positas Region

- Mail A Request (2%)
Best Way To Receive Information

- E-Mail (41%)
  - 38% Chabot Region And 44% Las Positas Region
- Mail (34%)
  - 30% Chabot Region And 39% Las Positas Region
- Personal Visit (18%)
  - 24% Chabot Region And 10% Las Positas Region
- Telephone Call (6%)
- Text Message (1%)
Parents’ Involvement

◆ 80% Have Discussed College With Parents
◆ 81% Of Parents Have Had An Active Role In Choice
  ◆ 78% Of Chabot Region And 83% Of Las Positas Region
◆ How They Have Helped
  ◆ Given Advice, Got Information For Me/Did Research, Support, Talked About It, Visited With Me, Discussed Options And Colleges, Encouraged Me, Gathered Information For Me, Helped Me Research Colleges, Took Me On Visits
Issues To Address

◆ Importance Of Web
  ◆ Financial Aid Information
  ◆ Program Information
    ◆ Las Positas College Model Good – Need To Update Chabot College Web Site
  ◆ How-To Information Easy To Follow On Web Sites
    ◆ Same Formats For Each College
  ◆ MyPage Development On Colleges’ Web Sites
Issues To Address

- Update Communication Methods Used In Student Services/Financial Aid
  - Increase Availability Of E-Mail Communication
  - Implement Instant Messaging
  - Examine Text Messaging For Reminders (All Opt-In)
Issues To Address

◆ Parent Marketing

◆ First Generation Versus Educated Consumer
  ◆ Chabot College Market Appears To Have More Parents Who Need Information About College With More First Generation Students And Focus Should Be On Why College
  ◆ Las Positas College Market Has Higher Level Of Parental Education And Focus Should Be On Reasons To Choose Las Positas

◆ Direct Mail Campaigns Aimed At The Parents
  ◆ Starting In 7th And 8th Grades And Moving Up To 9th To 12th Grades
Potential Market Share

◆ Chabot College
  ◆ 36% Of Chabot Region Would Consider Attending
  ◆ 24% Of Las Positas Region Would Consider Attending
◆ Reasons For Attending
  ◆ Close
  ◆ Get Basics
  ◆ If I Do Not Get In Somewhere Else
  ◆ Local
Chabot Student Descriptions

- Average
- Cannot Get Into A Four-Year
- Cannot Afford To Go To A Good School
- Do Not Have The Grades
- Friendly
- Hardworking
- Mama’s Baby
- No Money
- Not Ready For A Four-Year
- Not Smart
- Smart
- Stay Close To Home
- Undecided
- Wants To Go Slower
Potential Market Share

◆ Las Positas College
  ◆ 21% Of Chabot Region Would Consider Attending
  ◆ 55% Of Las Positas Region Would Consider Attending

◆ Reasons For Attending
  ◆ Close/ Local
  ◆ Financial
  ◆ Good Fallback
  ◆ Transfer
Las Positas Student Descriptions

- Average
- Cannot Get Into A Good School
- Determined
- Does Not Have The Grades
- Good
- Hardworking
- Lazy
- Needs Help
- Not Enough Money/ Poor
- Poor Grades
- Slacker
- Smart
- Transfer Student
- Undecided/ Unsure
Issues To Address

◆ Branding Campaign
  ◆ Brand Positioning Needs To Occur For Each College To Alleviate The Misconceptions Of The Current Student Image
  ◆ Each College Must Be Positioned With The Keywords That Resonate With The Markets
  ◆ Direct Marketing Campaign
Media Preferences

◆ Favorite Radio Station
  ◆ 94.9 KYLD (27%)
  ◆ 105.3 KITS (17%)
  ◆ 106.1 KMEL (15%)

◆ Listen To Radio
  ◆ 6am To 8am (31%)
  ◆ 3pm To 6pm (29%)
  ◆ 6pm To 8pm (12%)
  ◆ 8pm To 10pm (10%)
Media Preferences

Most Likely To Listen To
- Radio (24%)
- Music You’ve Downloaded (65%)
- Both (7%)
Media Preferences

◆ Favorite Television Show (76%)
  ◆ Grey’s Anatomy
  ◆ House
  ◆ CSI
  ◆ The Simpsons
  ◆ 24/ Family Guy/ MTV/ Scrubs
  ◆ Friends/ Sports Center/ That 70’s Show
Technology Access

◆ 84% Have Cell Phone
  ◆ Phone Activities
    ◆ Text Messaging (73%)
    ◆ Photos/ Digital Images (57%)
    ◆ Games (30%)
    ◆ Videos (25%)
    ◆ Music/ MP3 (25%)
    ◆ Internet Access (11%)

◆ 70% Have MySpace Page
◆ 9% Have Facebook Page
Technology Access

- 95% Have Internet Access
  - Online 32 Hours Per Week (Average)
    - Surf For Information (90%)
    - School Research (89%)
    - Send E-Mails (77%)
    - Instant Message With Friends (73%)
    - Download Music (62%)
    - Play Online Games (37%)
    - Shop Online (31%)
    - Blogs (14%)
    - Take Classes (13%)
Demographics

◆ College Participation In High School
  ◆ 60% Enrolled In Honors Or AP Classes
  ◆ 33% Enrolled In College Credit Classes
    ◆ 33% Of Chabot Region Enrolled At Chabot College
    ◆ 36% Of Las Positas Region Enrolled At Las Positas College
Demographics

- **High School Grade Average**
  - 18% A’s
  - 49% A’s And B’s
  - 9% B’s
  - 18% B’s And C’s
  - 5% C’s

- **Status Of ACT Or SAT**
  - Have Taken (38%)
  - Plan To Take (53%)
Demographics

- Ethnic Background
  - Caucasian/ White (57%)
    - 37% Chabot Region
    - 77% Of Las Positas Region
  - Asian/ Pacific Islander (19%)
    - 30% Chabot Region
  - Hispanic/ Spanish/ Latino (12%)
    - 20% Chabot Region
  - African-American/ Black (3%), American Indian (1%), Multiracial (6%), Other (1%)
Demographics

- English Primary Language
  - 76% Of Chabot Region
  - 94% Of Las Positas Region
Demographics

◆ Parental Educational Backgrounds
  ◆ Chabot Region
    ◆ 27% Of Mothers With Four-Year Degree Or Higher
    ◆ 33% Of Fathers With Four-Year Degree Or Higher
  ◆ Las Positas Region
    ◆ 59% Of Mothers With Four-Year Degree Or Higher
    ◆ 64% Of Fathers With Four-Year Degree Or Higher
Demographics

- Gender Of Respondents
  - 45% Male
  - 55% Female

- Age Of Respondents
  - 37% Are 17 Years Of Age
  - 32% Are 16 Years Of Age
  - 14% Are 15 Years Of Age
  - 10% Are 18 Years Of Age
Issues To Address

- Continue To Pursue New Options For Advertising
  - MySpace
  - Google
  - Event Sponsorship
- Consider Development Of A One-Year Transfer Associate Degree To Market To The High School Students Taking Honors, AP Or College Courses
Enrollment Trends For Market Segments

Adult Market
Population Forecasts

Alameda County

- 1990: 1,000,000
- 2000: 1,100,000
- 2010: 1,200,000
- 2020: 1,300,000
- 2030: 1,400,000
- 2040: 1,500,000

Population projections for Alameda County from 1990 to 2040, indicating steady growth.
25 To 34 Full-Time: All College

- 645 Students Fall 2006
- 19% Hayward, 10% Livermore, 11% Pleasanton, 6% Union City, 9% San Leandro
- 74% Alameda County, 5% Contra Costa County, 3% San Joaquin County
- 43% Male; 30% White, 14% Hispanic, 7% Filipino, 15% African-American, 22% Asian
- 6% First-Time College Attendee, 14% Attended Other College, 10% Returning, 67% Continuing
- 31% Transfer With AA, 11% Transfer Without AA, 13% AA Or AS, 7% New Job Skills, 11% Unknown, 14% Undecided
- 37% Plan To Work Part-Time, 14% Full-Time
- 42% English Primary Language
- 11% Math, 7% Administration Of Justice, 9% English, 6% History, 7% Physical Education, 4% Business, 5% Psychology
- 48% Day, 37% Day/ Evening, 7% Day/ Evening/ Saturday; 26% Online
25 To 34 Full-Time: Chabot

- 422 Students Fall 2006
- 27% Hayward, 10% Union City, 13% San Leandro, 8% Fremont, 6% Oakland
- 82% Alameda County, 3% Contra Costa County
- 36% Male; 19% White, 13% Hispanic, 9% Filipino, 20% African-American, 26% Asian
- 7% First-Time College Attendee, 11% Attended Other College, 11% Returning, 68% Continuing
- 32% Transfer With AA, 10% Transfer Without AA, 16% AA Or AS, 7% New Job Skills, 12% Unknown, 13% Undecided
- 42% Plan To Work Part-Time, 10% Full-Time
- 5% Business, 4% Computer Application Systems, 10% English, 5% Health, 6% History, 11% Math, 7% Physical Education, 6% Psychology, 3% Sociology, 3% Speech
- 48% Day, 38% Day/ Evening, 9% Day/ Evening/ Saturday; 28% Online
25 To 34 Full-Time: Las Positas

- 223 Students Fall 2006
- 25% Livermore, 11% Pleasanton, 8% Tracy, 7% Dublin
- 56% Alameda County, 11% Contra Costa County, 8% San Joaquin County
- 56% Male; 51% White, 15% Hispanic, 4% Filipino, 6% African-American, 12% Asian
- 6% First-Time College Attendee, 20% Attended Other College, 8% Returning, 64% Continuing
- 30% Transfer With AA, 12% Transfer Without AA, 8% AA Or AS, 9% Occupational Certificate, 7% New Job Skills, 10% Unknown, 17% Undecided
- 27% Plan To Work Part-Time, 22% Full-Time
- 19% Administration Of Justice, 3% Computer Information Systems, 6% English, 3% ESL, 4% Health, 6% History, 9% Math, 7% Physical Education, 5% Psychology
- 50% Day, 35% Day/Evening, 8% Evening; 22% Online
25 To 34 Part-Time: All College

- 3,144 Students Fall 2006; 73% Chabot College, 27% Las Positas College
- 21% Hayward, 9% Livermore, 8% Union City, 10% San Leandro
- 79% Alameda County, 3% Contra Costa County, 3% San Joaquin County
- 39% Male; 27% White, 23% Hispanic, 9% Filipino, 12% African-American, 16% Asian
- 8% First-Time College Attendee, 14% Attended Other College, 17% Returning, 58% Continuing
- 20% Transfer With AA, 9% Transfer Without AA, 12% AA Or AS, 6% New Job Skills, 17% Unknown, 15% Undecided
- 32% Plan To Work Part-Time, 28% Full-Time
- 48% English Primary Language
- 6% Business, 4% Early Childhood Development, 7% English, 4% ESL, 4% History, 10% Math, 10% Physical Education, 6% Psychology
- 32% Day, 13% Day/ Evening, 40% Evening; 18% Online
35 To 44 Part-Time: All College

- 1,952 Students Fall 2006; 65% Chabot College, 35% Las Positas College
- 16% Hayward, 12% Livermore, 8% Pleasanton, 9% San Leandro
- 74% Alameda County, 4% Contra Costa County, 3% San Joaquin County
- 30% Male; 34% White, 20% Hispanic, 6% Filipino, 12% African-American, 16% Asian
- 8% First-Time College Attendee, 14% Attended Other College, 16% Returning, 58% Continuing
- 12% Transfer With AA, 4% Transfer Without AA, 12% AA Or AS, 10% New Job Skills, 7% Educational Development, 17% Unknown, 14% Undecided
- 26% Plan To Work Part-Time, 27% Full-Time
- 48% English Primary Language
- 3% Administration Of Justice, 6% Business, 5% Early Childhood, 7% English, 6% ESL, 3% Health, 3% History, 7% Math, 12% Physical Education, 6% Psychology
- 36% Day, 10% Day/ Evening, 40% Evening; 15% Online
45 To 60 Part-Time: All College

- 1,985 Students Fall 2006; 65% Chabot College, 35% Las Positas College
- 19% Hayward, 13% Livermore, 9% Pleasanton, 8% San Leandro
- 78% Alameda County, 4% Contra Costa County, 2% San Joaquin County
- 31% Male; 46% White, 12% Hispanic, 5% Filipino, 12% African-American, 11% Asian
- 6% First-Time College Attendee, 13% Attended Other College, 17% Returning, 60% Continuing
- 8% Transfer With AA, 3% Transfer Without AA, 8% AA Or AS, 7% New Job Skills, 9% Enhance Employment, 14% Educational Development, 18% Unknown, 20% Undecided
- 22% Plan To Work Part-Time, 25% Full-Time
- 50% English Primary Language
- 23% Physical Education, 3% Art, 5% Business, 5% Early Childhood Education, 5% English, 3% ESL, 3% Health, 6% Math, 3% Real Estate
- 38% Day, 40% Evening, 8% Day/Evening, 6% Saturday; 10% Online
Community Scan Results
Community Scan Methodology

- 500 Households By Telephone Resulting In A 95% Reliability And ±4.4% Error
- Stratified By Region
  - 250 Chabot Region
  - 250 Las Positas Region
- 15 To 20 Minutes Each
- Conducted October 30 To November 30, 2006
Community Image
Results Of Unaided Recall (First Mention)
By Geographic Region

- California State University - East Bay
- Chabot College
- Las Positas College
- Stanford University
- University Of California - Berkeley

Percent

0 10 20 30 40 50 60 70 80 90 100
Familiarity Of Colleges In Service Area
By Geographic Region

California State University - East Bay
Chabot College
Las Positas College
Stanford University
University Of California - Berkeley

Percent

Chabot Region
Las Positas Region
## Keyword Image Descriptors

<table>
<thead>
<tr>
<th>College</th>
<th>Key Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chabot College</td>
<td>Good, Junior College, Community College, Very Good</td>
</tr>
<tr>
<td>Las Positas College</td>
<td>Junior College, Community, Good, Close, Local</td>
</tr>
<tr>
<td>Cal State – East Bay</td>
<td>Commuter, Good, Local, Very Good, Business</td>
</tr>
<tr>
<td>Hayward State University</td>
<td>Good, University, Excellent, Commuter, Convenient</td>
</tr>
<tr>
<td>Stanford University</td>
<td>Excellent, Expensive, Elite, Outstanding, Prestigious</td>
</tr>
<tr>
<td>UC Berkeley</td>
<td>Liberal, Excellent, Good, Prestigious, Great</td>
</tr>
</tbody>
</table>
Media Sources For Information About Colleges By Geographic Region

- Billboards in area
- Brochures
- Bus Ads/Transit Ads
- Class schedule mailed to home
- Newspaper ads
- Newspaper articles
- Radio ads
- Television or cable TV commercials
- TV news story
- Visited web site
- Other

Percent

Chabot Region
Las Positas Region
Referral Sources For Information About Colleges By Geographic Region

- College employees
- Employer or place of work
- Former or current students
- Friends or relatives
- Information at a community activity
- Visited campus

Percent

Chabot Region
Las Positas Region
Issues To Address

◆ Unaided Recall And Familiarity Good
  ◆ Branding And Keywords For Each Market Needed
    ◆ Key Attributes Of The Colleges Need To Be Basis Of The Marketing Communications Plan
  ◆ Increases In Familiarity Is Based On Dollars
    ◆ Direct Correlation
    ◆ Need To Increase Annual Media Budget
Current College Attendance
Current College Attendance

◆ 8% Currently Attending College
  ◆ Chabot Region – 25% Attending Chabot College
  ◆ Las Positas Region – 53% Attending Las Positas College

◆ Educational Goal
  ◆ Taking Courses (51%)
  ◆ Seeking Degree (49%)
    ◆ 10% Certificate
    ◆ 21% Associate
    ◆ 32% Bachelor’s
    ◆ 37% Master’s
Current College Attendance

8% Currently Attending College

Program Areas

- Real Estate, Languages, Business, Physical Education
Defining Market Segments
Attitudes Toward College Personal Situation
By Geographic Region

I would like to take some college courses, but I can't afford it.

I would like to take some college courses, but I don't have the time.

I would like to take some college courses but do not think I can succeed.
Market Niches

- Interested In Attending College (42%)
  - 44% Of Chabot Region And 40% Of Las Positas Region

- Interested In Job Training (38%)
  - 42% Of Chabot Region And 33% Of Las Positas Region

- Interested In Continuing Education (82%)
  - 81% Of Chabot Region And 82% Of Las Positas Region
Potential College Enrollee Market Segment
Enrollment Goal

- College Course (56%)
  - 53% Of Chabot Region And 60% Of Las Positas Region

- College Degree (44%)
  - 36% Bachelor’s Degree
  - 41% Master’s Degree
  - 9% Associate Degree
  - 6% Certificate
  - 7% Doctorate/ Ph.D.
Programs Of Interest

- Business, Computers, Education, Nursing, English, Medical
  - Accounting, Arts, Computer Science, History, Languages, Law, Psychology, Spanish, Technology, Welding
Preferred College For Enrollment

- Chabot Region
  - Chabot College (27%)
  - California State University – East Bay (18%)

- Las Positas Region
  - Las Positas College (41%)
  - California State University – East Bay (11%)
Enrollment And Employment

- Part-Time Enrollment Planned (88%)
- Employment Plans
  - Work Full-Time (57%)
  - Work Part-Time 20 To 39 Hours Per Week (14%)
  - Work Part-Time Less Than 20 Hours Per Week (14%)
  - Will Not Work (14%)
Course Delivery Methods Likely To Impact Enrollment
By Geographic Region

- Lecture courses on campus
- Near Home
- Accelerated courses (6 or 8 week courses)
- Weekend courses (Friday, Saturday, Sunday)
- Videotaped courses
- Internet courses (online)
- Evening courses (6pm and 7pm preferred)
- Telecourses (cable TV)
- Open entry/open exit courses (computer-based training)
- Hybrid courses (half lecture/half online)

Percent Likely To Enroll

Chabot Region vs Las Positas Region
Class Times Preferred

◆ Morning (27%)
  ◆ 38% Two Days A Week
    ◆ T/Th For 2 Hours
  ◆ 32% Three Days A Week
    ◆ M/W/F For 3 To 4 Hours
  ◆ 18% Four Days A Week
    ◆ M/T/W/Th For 2 To 4 Hours
Class Times Preferred

- Afternoon (15%)
  - 21% Chabot Region And 9% Las Positas Region
  - 34% Two Days A Week
    - T/Th For 2 To 4 Hours
  - 34% Three Days A Week
    - M/W/F For 2 To 4 Hours
Class Times Preferred

- Evening (58%)
  - 57% Two Evenings A Week
    - T/Th For 2 To 3 Hours
  - 22% Three Evenings A Week
    - M/W/F For 3 To 4 Hours
  - 12% One Evening A Week
    - Tuesday For 2 Hours
Class Times Preferred

• Weekend (35%)
  • 39% Chabot Region And 29% Las Positas Region
  • 18% Prefer Friday For 2 To 4 Hours
    • 23% Chabot Region And 10% Las Positas Region
  • 92% Prefer Saturday For 2 To 4 Hours
  • 25% Prefer Sunday For 4 Hours
Factors Important InChoosing A College
By Geographic Region

<table>
<thead>
<tr>
<th>Service</th>
<th>Chabot Region</th>
<th>Las Positas Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial assistance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services offered</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percent Very Important

- **Chabot Region**
- **Las Positas Region**
Issues To Address

- Develop Working Adult Degree Programs
  - Not Just Courses But Structured Degree Programs In Evenings
  - Market Weekend College At Las Positas
- Online, Database-Driven Searchable Class Schedule
  - Search By Day, Time, Location, Etc.
  - Alphabetize The Discipline Areas
    - Nightmare To Find A Discipline Area
### CLASS-Web Schedule of Classes Spring 2007

This is the class schedule for the term. You may click on a subject below to retrieve the list of sections this term. When you are finished, select the BACK button.

<table>
<thead>
<tr>
<th>Administration of Justice</th>
<th>Biological Sciences Anatomy</th>
<th>Anthropology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apprenticeship-Fire Life Sfy</td>
<td>Apprenticeship-Paint Drywall</td>
<td>Architecture</td>
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<tr>
<td>Art</td>
<td>Astronomy</td>
<td>Automotive Technology CHA</td>
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<td>Biological Sciences</td>
<td>Biology</td>
<td>Business</td>
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<td>Chemistry</td>
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<td>Dental Hygiene</td>
<td>Digital Media</td>
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<td>Biological Sciences Ecology</td>
<td>Economics</td>
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<td>Electronics and Computer Tech</td>
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<td>English as a Second Language</td>
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<td>Ethnic Studies</td>
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<td>French</td>
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<td>Geology</td>
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<td>Health Information Technology</td>
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<td>Italian</td>
<td>Industrial Technology</td>
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<td>Library Skills</td>
<td>Mass Communications</td>
<td>Japanese</td>
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<tr>
<td>Biological Sciences Microbiolo</td>
<td>Math - Chabot only</td>
<td>Medical Assisting</td>
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<tr>
<td>Nursing</td>
<td>Nutrition</td>
<td>Music-Performance</td>
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<tr>
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<td>Photography</td>
<td>Physical Education Activities</td>
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<td>Physics</td>
<td>Political Science</td>
<td>Biological Sciences Physiology</td>
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<td>Psychology</td>
<td>Religious Studies</td>
<td>Psychology-Counseling</td>
</tr>
<tr>
<td>Psychology-Counseling</td>
<td>Real Estate</td>
<td></td>
</tr>
</tbody>
</table>
Issues To Address

- Development And Marketing Of Online Degrees
  - Transfer Most Likely
  - Could Not Determine The Online Degrees Offered
- Market Program Clusters For College
  - Program Marketing Materials Developed Based On New Program Information On Web Site
  - Adults Choose College By Career Area
Potential Job Training Attendee
Market Segment
Interest In Job Training

◆ 42% Chabot Region
  ◆ 57% To Improve Current Job Skills
  ◆ 45% Training For A New Job

◆ 33% Las Positas Region
  ◆ 68% To Improve Current Job Skills
  ◆ 39% Training For A New Job
Programs Of Interest

- Business, Computers, Education, Medical
Preferred College For Enrollment

- Chabot Region
  - 26% Chabot College
  - 27% California State University – East Bay (Hayward State University)

- Las Positas Region
  - 41% Las Positas College
  - 20% California State University – East Bay (Hayward State University)
Issues To Address

- Consider Using CareerSource Or Similar Publication To Increase Market Awareness
  - Especially In The Chabot College Market
- Partner With Employers To Provide Online Course Information To Employees
  - Visit Employers With Tuition Reimbursement
  - Offer Courses
Continuing Education Attendee
Market Segment
Education Goal

- Fun And Personal Enrichment (64%)
  - 56% Of Chabot Region And 73% Las Positas Region

- Fun (16%)

- Personal Enrichment (20%)
  - 26% Of Chabot Region And 13% Las Positas Region
Subject Areas Of Interest

◆ Major Mentions

Issues To Address

- Continue To Mass Mail Continuing Education Information
- Begin To Use Database And Targeted Mailings (Snail And E-Mail) To Potential Participants
  - Examine Feasibility Of Target Marketing With New Color Printer Technology And Mail Merge
Information Sources For Market Segments
Preferred Information Request Format
By Market Segment

- Go to web site and send e-mail or fill out online request form
- Call the college
- Visit the college
- Mail a request
- Go to college fair

Percent

College
Job Training
Continuing Education
Preferred Information Request Method
By Market Segment

- **Mail**:
  - College: 70%
  - Job Training: 80%
  - Continuing Education: 80%

- **Telephone call**:
  - College: 10%
  - Job Training: 20%
  - Continuing Education: 20%

- **Personal visit**:
  - College: 30%
  - Job Training: 30%
  - Continuing Education: 30%

- **E-mail**:
  - College: 50%
  - Job Training: 50%
  - Continuing Education: 50%

- **Text message**:
  - College: 5%
  - Job Training: 10%
  - Continuing Education: 10%
Computer Usage

- **Have Computers**
  - College (89%)
  - Job Training (89%)
  - Continuing Education (88%)

- **Have Internet Access**
  - College (85%)
  - Job Training (83%)
  - Continuing Education (83%)
Computer Usage

◆ Modem Used
  ◆ High-Speed DSL
    ◆ College (81%)
    ◆ Job Training (79%)
    ◆ Continuing Education (78%)

◆ Major Internet Providers
  ◆ Comcast, SBC, AT&T
Computer Usage By Market Segment

- Banking
- Check weather conditions
- Download music files and/or software
- Look for medical or health information
- Make travel arrangements
- Participate in online chats
- Play online games
- Read newspapers/magazines
- Research products to purchase
- Send e-mail
- Shop/make purchases
- Take college classes
- View stock quotes/commodity prices

Percent

College
Job Training
Continuing Education
Cell Phone Usage

◆ Have Cell Phone
  ◆ College (76%), Job Training (72%), Continuing Education (73%)

◆ Text Message
  ◆ College (25%), Job Training (25%), Continuing Education (15%)

◆ Photos/ Digital Images
  ◆ College (27%), Job Training (28%), Continuing Education (20%)
Cell Phone Usage

- Internet
  - College (11%), Job Training (11%), Continuing Education (7%)

- Videos
  - College (6%), Job Training (6%), Continuing Education (3%)

- Music/MP3
  - College (4%), Job Training (4%), Continuing Education (2%)
Media Usage

◆ Favorite Radio Station
  ◆ College (80%), Job Training (79%), Continuing Education (81%)

◆ Stations
  ◆ 810 KGO
  ◆ 88.5 KQED
  ◆ 98.1 KISQ
  ◆ 104.5 KFOG

◆ Satellite Radio
  ◆ College (30%), Job Training (29%), Continuing Education (25%)
Media Usage

- **Satellite Television**
  - College (30%), Job Training (29%), Continuing Education (25%)

- **Cable Television**
  - College (54%), Job Training (57%), Continuing Education (65%)
  - Comcast
Media Usage

◆ Favorite Television Shows
  ◆ College (74%), Job Training (72%), Continuing Education (80%)
  ◆ Shows
    ◆ CSI
    ◆ Law And Order
    ◆ Lost
    ◆ Survivor
    ◆ House
    ◆ 24
    ◆ Discovery
Media Usage

- Newspapers Read Regularly
  - San Francisco Chronicle
  - Hayward Daily Review
  - Tri-Valley Herald
- Do Not Read/ Do Not Take
  - College (30%), Job Training (33%), Continuing Education (28%)
Issues To Address

◆ Web Site For Potential Learners Is A Key Source Of Information
  ◆ Successfully Reaching Today’s Working Adult Must Be Through A Combination Of Methods
    ◆ Mail And E-Mail Extremely Important
  ◆ Develop Online Contact Form Which Will Customize To An Online Personalized Brochure
Issues To Address

- Invest In Video Production Of Program Commercials
  - 2 To 3 Minutes
  - Distribution Can Include Podcasting, Online Streaming, CD-ROM, Flash Drive And Cable Television

- Continue To Use Radio And Newspaper For Image And Advocacy
Characteristics Of Respondents
### Educational Completion

<table>
<thead>
<tr>
<th>Educational Completion</th>
<th>College</th>
<th>Job Training</th>
<th>Continuing Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Than High School</td>
<td>2.9</td>
<td>3.7</td>
<td>2.5</td>
</tr>
<tr>
<td>High School</td>
<td>11.1</td>
<td>13.2</td>
<td>12.7</td>
</tr>
<tr>
<td>High School Plus Some College</td>
<td>17.8</td>
<td>13.2</td>
<td>12.7</td>
</tr>
<tr>
<td>Technical/ Vocational/ Career Certificate</td>
<td>2.9</td>
<td>3.7</td>
<td>4.9</td>
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<tr>
<td>Associate Degree</td>
<td>12.0</td>
<td>11.6</td>
<td>8.6</td>
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<tr>
<td>Bachelor’s Degree</td>
<td>35.1</td>
<td>33.3</td>
<td>33.1</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>13.9</td>
<td>11.1</td>
<td>13.7</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>1.4</td>
<td>1.6</td>
<td>2.2</td>
</tr>
<tr>
<td>Professional Degree (Medical, Dental, Law)</td>
<td>1.0</td>
<td>1.1</td>
<td>2.2</td>
</tr>
</tbody>
</table>
Employment Characteristics

- Employed Full-Time
  - 55% Of College
  - 59% Of Job Training
  - 44% Of Continuing Education

- Daily Commute To Work In Minutes
  - College: 25 Minutes
  - Job Training: 25 Minutes
  - Continuing Education: 24 Minutes
Employment Characteristics

- Tuition Assistance Available
  - 36% Of College, 32% Of Job Training And 36% Of Continuing Education
- Receive Full Tuition Reimbursement
  - 32% Of College
  - 30% Of Job Training
  - 30% Of Continuing Education
Generational Characteristics

- **College**
  - 12% Gen Y
  - 38% Gen X
  - 42% Baby Boomers
  - 5% Matures

- **Job Training**
  - 12% Gen Y
  - 39% Gen X
  - 42% Baby Boomers
  - 3% Matures

- **Continuing Education**
  - 5% Gen Y
  - 25% Gen X
  - 42% Baby Boomers
  - 26% Matures
Demographic Characteristics

- **Average Age**
  - College (41) and Job Training (39) segments younger than Continuing Education Segment (50)

- **More Than Half Are Married**
  - College (64%), Job Training (63%), Continuing Education (66%)
Demographic Characteristics

◆ Ethnicity
  ◆ College
    ◆ 54% White, 16% Hispanic, 7% Asian
  ◆ Job Training
    ◆ 51% White, 20% Hispanic, 7% Asian
  ◆ Continuing Education
    ◆ 65% White, 11% Hispanic, 7% Asian

◆ Annual Household Income
  ◆ 26%+ Earn Less Than $50,000
  ◆ 15% Earn Between $50,000 And $75,000
Demographic Characteristics

◆ Male Gender
  ◆ College Segment (38%)
  ◆ Job Training Segment (36%)
  ◆ Continuing Education Segment (33%)
Issues To Address

◆ Push-Pull Strategy Using The Employer And Tuition Reimbursement
  ◆ Target Employers With Tuition Reimbursement For Employees
  ◆ Develop A Targeted Packet Of Information For Employees To “Upgrade Job Skills”
  ◆ Market On-Site Flexible Classes
    ◆ Evening And Online
Workforce Development Scan Results
Methodology

- 386 Interviews With Employers
  - Stratified Across Chabot-Las Positas Service Area By SIC Code
- 380 Telephone Interviews Conducted October 16 To November 19, 2006
- 6 Personal Interviews Conducted November 29 And 30, 2006
- 95% Reliability With + 5.0% Tolerable Error
<table>
<thead>
<tr>
<th>Business Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2% Agriculture, Forestry, Mining</strong></td>
</tr>
<tr>
<td><strong>10% Contractors And Construction</strong></td>
</tr>
<tr>
<td><strong>13% Manufacturing</strong></td>
</tr>
<tr>
<td><strong>5% Transportation, Communication And Utilities</strong></td>
</tr>
<tr>
<td><strong>9% Wholesale Trade</strong></td>
</tr>
<tr>
<td><strong>26% Retail Trade</strong></td>
</tr>
<tr>
<td><strong>7% Finance, Insurance And Real Estate</strong></td>
</tr>
<tr>
<td><strong>10% Business And Personal Services</strong></td>
</tr>
<tr>
<td><strong>4% Health Services</strong></td>
</tr>
<tr>
<td><strong>1% Legal Services</strong></td>
</tr>
<tr>
<td><strong>7% Education And Social Services</strong></td>
</tr>
<tr>
<td><strong>1% Art And Membership</strong></td>
</tr>
<tr>
<td><strong>3% Engineering, Architecture And Accounting</strong></td>
</tr>
<tr>
<td><strong>2% Government</strong></td>
</tr>
</tbody>
</table>
Geographic Location

- 28% Hayward
- 25% San Leandro
- 15% Livermore
- 12% Pleasanton
- 8% Union City
- 4% Castro Valley/ Hayward
- 1% Sunol
Reporting Results

- 50 Or More Employees: 55%
- Less Than 50 Employees: 45%
Employer Challenges
Availability Of Qualified Job Candidates

- 64% of employers noted there is a shortage of qualified job candidates in the area.
  - Lack of applicants with skills:
    - 69% of less than 50 employees
    - 73% of 50 or more employees
  - Both lack of applicants and number of applicants:
    - 14% of less than 50 employees
    - 16% of 50 or more employees
Availability Of Qualified Job Candidates

◆ Major Skill Sets Applicants Are Missing
  ◆ Work Ethics
  ◆ Computers
  ◆ Basic Skills
    ◆ Math Especially
  ◆ Communications
    ◆ People Skills
  ◆ Technical Skills
  ◆ Job-Related Specific Skills
Availability Of Qualified Job Candidates

◆ Specific Skills Mentioned
  ◆ Accounting, Business Writing, Clerical, Construction, Customer Service, Electrical, Engineering, Machining, Mechanical, Technical, Trades

◆ Experience
Availability Of Qualified Job Candidates

◆ Sources Used To Recruit Applicants
  ◆ Web Site Or Online Search (74%)
  ◆ Newspaper Ads (57%)
  ◆ Job Service Agency (43%)
  ◆ Colleges And Universities (37%)
    ◆ 45% Chabot College
    ◆ 34% Las Positas College
    ◆ 22% California State University – East Bay
  ◆ Other (59%)
    ◆ Word Of Mouth (20%), Walk-Ins, Referrals, Job Fair
Issues To Address

◆ Shortage Of Job Candidates
  ◆ Job Readiness Programming For Employers Even In A Pre-Employment Situation
    ◆ Thomas Nelson Community College Example

◆ Active Job Placement Office
  ◆ Student Jobs
    ◆ Part-Time As Well As Placement
    ◆ Student Jobs On Chaffey Web Site Example
  ◆ Online Jobs Listing
Employer Training
Training Provided

- Training Programs Offered In Last 12 Months To 29,465 Employees
  - 70% Of Less Than 50 Employees
  - 78% Of 50 Or More Employees
- Key Training Areas
  - New Hire Orientation
Training Provided

Training Programs Offered In Last 12 Months

- Offered In-House To 24,938 Employees
  - 82% Of Less Than 50 Employees
  - 71% Of 50 Or More Employees
- Contracted Out For 2,994 Employees
  - 16% Of Less Than 50 Employees
  - 22% Of 50 Or More Employees
Training Provided

- Training Providers
  - Chabot College (6%)
  - Las Positas College (2%)
- Vendors/ Suppliers
- American Health Resources
- Law Room
- UC Berkeley
- Consultants
- Master Connections
- Microscopic Instruction Consultants
Future Training Programs

- 28% Planning Training In Next Year For 7,801 Employees
  - 23% Of Less Than 50 Employees
  - 31% Of 50 Or More Employees
- Major Training Programs Planned
  - Customer Service, Safety, Management, Computers, CPR, ESL, Excel, Hazmat, Leadership, New Products, Sales, Sexual Harassment, Supervision, Team Building
Issues To Address

- Training With Employers
  - District’s Role Versus Colleges’ Role
    - Training Versus Credit Programming
  - More Aggressive Marketing To Employers
    - Of Training Opportunities
      - Catalog Of Training Programs Offered At
        Chabot-Las Positas Community College District
      - Paper And Online Versions
Relationship With Training Resources
Usage Of Chabot-Las Positas

- Conference Facility (2%)
- Served On An Advisory Committee (3%)
- Training For Employees Developed By Chabot-Las Positas (4%)
- Training Location Only (6%)
- Sent Employees To Classes At Chabot-Las Positas (13%)
Usage Of Chabot-Las Positas

- Sent Employees To Classes
  - Less Than 50 Employees (10%)
    - 41% Chabot College
      - 100% Satisfied
    - 35% Las Positas College
      - 100% Satisfied
  - 24% Chabot College And Las Positas College
    - 100% Satisfied
Usage Of Chabot-Las Positas

- Sent Employees To Classes
  - 50 Or More Employees (15%)
    - 59% Chabot College
      - 5% Dissatisfied
    - 38% Las Positas College
      - 8% Dissatisfied
  - 3% Chabot College And Las Positas College
    - 0% Dissatisfied
Likelihood Of Using Chabot-Las Positas In Future

- Training Location (28%)
  - Chabot College (43%)
  - Las Positas College (23%)
  - All Locations (23%)

- Conference Facility (14%)
  - Chabot College (45%)
  - Las Positas College (21%)
  - All Locations (23%)
Likelihood Of Using Chabot-Las Positas In Future

- Training For Employees By College (24%)
  - Chabot College (48%)
  - Las Positas College (23%)
  - All Locations (25%)

- Sending Employees To Classes (41%)
  - Chabot College (46%)
  - Las Positas College (22%)
  - All Locations (20%)
Likelihood Of Using Chabot-Las Positas In Future

◆ Serving On An Advisory Committee (24%)
  ◆ Chabot College (36%)
  ◆ Las Positas College (22%)
  ◆ All Locations (37%)

◆ Source Of Employees (74%)
  ◆ All Locations (54%)
  ◆ Chabot College Or Las Positas College (21%)
  ◆ Chabot College (17%)
  ◆ Las Positas College (8%)
Likelihood Of Using Chabot-Las Positas In Future

◆ Source Of Interns (33%)
  ◆ All Locations (52%)
  ◆ Chabot College (19%)
  ◆ Chabot College Or Las Positas College (19%)
  ◆ Las Positas College (10%)

◆ Other (9%)
  ◆ Jobs, Recruiting, Posting Ads
  ◆ All Locations (78%)
Communicating With Employers

◆ Communication Method
  ◆ E-Mail (38%)  
    ◆ 30% Less Than 50 Employees  
    ◆ 43% 50 Or More Employees
  ◆ Mail (48%)  
    ◆ 51% Less Than 50 Employees  
    ◆ 44% 50 Or More Employees
Communicating With Employers

- Frequency Of Communication
  - Quarterly (40%)
  - Monthly (19%)
  - Twice A Year (14%)
Issues To Address

◆ Develop A District-Wide Employer Newsletter
  ◆ Focus On District Training Programs
  ◆ Focus On Employee Degree Programs
  ◆ Focus On Employees Upgrading Skill Sets
  ◆ Focus On Graduate Successes
    ◆ Emphasize Internships And Employment Opportunities
  ◆ Create Hard Copy And Electronic Versions
    ◆ Quarterly Distribution
Training Programs Needed For Current Employees
Skills Training

- Employee Basic Skills Training Needed For 7,201 Current Employees
  - 28% Of Less Than 50 Employees
  - 27% Of 50 Or More Employees

- English As A Second Language (ESL) Needed
  - 44% Of Less Than 50 Employees
  - 43% Of 50 Or More Employees
Skills Training

◆ Conversational Spanish
  ◆ 41% Of Less Than 50 Employees
  ◆ 38% Of 50 Or More Employees

◆ Other Languages Needed
  ◆ 10% Of Less Than 50 Employees
  ◆ 18% Of 50 Or More Employees
  ◆ Chinese (27%), Indian (11%), Filipino (10%), Japanese (9%), Vietnamese (5%)
Supervisory Management

- Needed For Current Employees
  - 32% Of Less Than 50 Employees
  - 50% Of 50 Or More Employees
  - Management, Communications, Customer Service, Managing People, Leadership, Supervision, Time Management
Interpersonal Skills

- Needed For Current Employees
  - 35% Of Less Than 50 Employees
  - 42% Of 50 Or More Employees
  - Communications, Customer Service, Management
  - Conflict Resolution, Dealing With People, Getting Along With Others, Production
Computer Skills

- Needed For Current Employees
  - 33% Of Less Than 50 Employees
  - 39% Of 50 Or More Employees
  - Word, Excel (Spreadsheets), Microsoft Office Suite, PowerPoint
  - Basic Computers/ Computer Literacy, AutoCAD, Outlook, Proprietary Software
Technical Skills

- Needed For Current Employees
  - 14% Of Less Than 50 Employees
  - 22% Of 50 Or More Employees
  - Mechanical, Machinist, Technicians
  - Automotive, Electrical/ Electronics, Sales
Other Skills

- Needed For Current Employees
  - 9% Of Less Than 50 Employees
  - 8% Of 50 Or More Employees
- Communications, Meat Cutting, Time Management
Issues To Address

◆ Language Opportunities
  ◆ Programming In Languages Other Than English

◆ Supervisory Management Program
  ◆ Ability To Merge The Credits Into A Business Associate Degree

◆ Expansion Of Computer Training
  ◆ Industry Segment Application Of Excel
  ◆ Using Word For E-Mail Marketing/ Newsletters
Academic Degree Programs
Cited As Needed
Certificate Programs

- Needed For Current Employees
  - 32% Of Less Than 50 Employees
  - 40% Of 50 Or More Employees
  - Forklift, Serve Safe, CDL, First Aid, Food Safety, Hazmat, Management, Pharmacy Technicians, Real Estate Agents/ Realtors, Refrigeration, Safety, Sales, Teacher’s Assistants, Wastewater, Welding
Associate Degrees

- Needed For Current Employees
  - 11% Of Less Than 50 Employees
  - 26% Of 50 Or More Employees
  - Management, Accounting, Nursing, Administration, Teacher’s Aides, Business, Electronics, Engineers, Office/ Clerical
Bachelor’s Degrees

◆ Needed For Current Employees
  ◆ 24% Of Less Than 50 Employees
  ◆ 40% Of 50 Or More Employees
  ◆ Management, Engineers, Education/Teachers, Finance, Nursing, Business, Accounting, Loan Officers, Underwriters
Graduate Degrees

- Needed For Current Employees
  - 12% Of Less Than 50 Employees
  - 19% Of 50 Or More Employees
Jobs Forecast
Jobs Forecast 2000 To 2010

- US Outlook
- State Of California Jobs Forecast
- Oakland MSA Jobs Forecast
National Jobs Forecast

- Computers And Health Care Top List Of Fastest Growing Jobs
  - Personal Care Aides, Medical Assistants, Social & Human Assistants, Physician Assistants, Medical Records Technicians, Home Health Aides, Physical Therapy Aides & Assistants And Occupational Therapy Assistants & Aides
National Jobs Forecast

◆ Largest Job Growth
  ◆ Sectors Include Retail, Hospitality And Service
  ◆ Food Preparation & Service Workers, Customer Service Representatives, Registered Nurses, Retail Salespersons, Computer Support Specialists, Cashiers, Office Clerks, Security Guards, Computer Software Engineers And Waiters & Waitresses
California Jobs Forecast

Fastest Growing Occupations

- Physical Therapist Aides, Dental Hygienists, Dental Assistants, Tapers, Drywall & Ceiling Tile Installers, Network Systems & Data, Communications Analyst, Tile & Marble Setters, Occupational Therapist Assistants, Physical Therapist Assistants, Fitness Trainers & Aerobics Instructors, Self-Enrichment Education Teachers, Medical Assistants, Chiropractors, Epidemiologists, Helpers (Painters, Paperhangers, Plasterers & Stucco Masons), Home Health Aides, Plasterers & Stucco Masons, Computer Software Engineers (Systems Software), Physical Therapists, Database Administrators, Environmental Engineers, Floor Layers (Except Carpet, Wood & Hard Tiles), Medical Records & Health Information Technicians, Occupational Therapists, Personal Financial Advisors
California Jobs Forecast

◆ Largest Job Growth

◆ Cashiers (Except Gaming), Retail Salespersons, Waiters & Waitresses, Combined Food Preparation & Serving Workers (Including Fast Food), Office Clerks (General), Laborers & Freight (Stock & Material Movers, Hand), Registered Nurses, General & Operations Managers, Sales Representatives (Wholesale & Manufacturing, Except Technical & Scientific Products), Janitors & Cleaners (Except Maids & Housekeeping Cleaners), Teacher Assistants, Customer Service Representatives, Counter Attendants (Cafeteria, Food Concession, & Coffee Shop), Elementary School Teachers (Except Special Education), Receptionists & Information Clerks, Security Guards, Executive Secretaries & Administrative Assistants, Stock Clerks & Order Fillers, Secondary School Teachers (Except Special & Vocational Education), Landscaping & Groundskeeping Workers, Carpenters, Bookkeeping/ Accounting/ Auditing Clerks, Food Preparation Workers, Cooks (Restaurant), First-Line Supervisors/ Managers Of Office/ Administrative Support Workers
California Jobs Forecast

◆ Highest Paying Jobs

◆ Anesthesiologists, Athletes & Sports Competitors, Chief Executives, Obstetricians & Gynecologists, Oral & Maxillofacial Surgeons, Orthodontists, Physicians & Surgeons (All Other), Psychiatrists, Surgeons, Airline Pilots/ Copilots/ Flight Engineers, Internists (General), Judges/ Magistrate Judges/ Magistrates, Pediatricians (General), Dentists (General), Family & General Practitioners, Lawyers, Engineering Managers, Air Traffic Controllers, Computer & Information Scientists (Research), Computer & Information Systems Managers, Marketing Managers, Pharmacists, Administrative Law Judges/ Adjudicators/ Hearing Officers, Natural Sciences Managers, Human Resources Managers (All Other)
Oakland MSA Jobs Forecast

Fastest Growing Occupations

- Hazardous Materials Removal Workers, Respiratory Therapists, Veterinary Technologists & Technicians, Biomedical Engineers, Social & Human Service Assistants, Cardiovascular Technologists & Technicians, Fitness Trainers & Aerobics Instructors, Environmental Engineers, Architects (Except Landscape & Naval), Survey Researchers, Self-Enrichment Education Teachers, Physical Therapist Assistants, Medical Assistants, Physical Therapist Aides, Insurance Sales Agents, Mental Health & Substance Abuse Social Workers, Medical Records & Health Information Technicians, Home Health Aides, Occupational & Physical Therapist Assistants & Aides, Medical Scientists (Except Epidemiologists), Surveying & Mapping Technicians, Surgical Technologists, Veterinarians, Pharmacists, Paralegals & Legal Assistants, Tapers, Medical Assistants
Oakland MSA Jobs Forecast

◆ Largest Job Growth
Oakland MSA Jobs Forecast

◆ Highest Paying Jobs
Local Employer Jobs Forecast

- 8,693 Total Jobs Listed As Needed Over Next Two Years
  - 36.0% Require No Education
  - 32.7% Only Require High School
  - 4.2% Require Certificate
  - 6.4% Require Associate Degree
  - 6.5% Require Bachelor’s Degree
  - 1.0% Require Graduate Degree
## Local Employer Jobs Forecast

<table>
<thead>
<tr>
<th>Educational Levels Required For New Jobs</th>
<th>Percent Of Total Jobs - Replacements</th>
<th>Percent Of Total Jobs - New Hires</th>
<th>Average Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Education</td>
<td>84.4</td>
<td>15.6</td>
<td>$10.86</td>
</tr>
<tr>
<td>High School</td>
<td>74.8</td>
<td>25.2</td>
<td>$13.55</td>
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<tr>
<td>Certificate</td>
<td>82.6</td>
<td>17.4</td>
<td>$18.87</td>
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<tr>
<td>Associate</td>
<td>66.7</td>
<td>33.3</td>
<td>$27.12</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>71.2</td>
<td>28.8</td>
<td>$33.21</td>
</tr>
<tr>
<td>Graduate</td>
<td>76.4</td>
<td>23.6</td>
<td>$36.17</td>
</tr>
</tbody>
</table>
Local Employer Jobs Forecast

◆ 36% Of The Openings In Future No Education Required

◆ Food Service – Servers, Sales, Retail Sales

Local Employer Jobs Forecast

33% Of The Positions Will Require Only High School Education

Local Employer Jobs Forecast

- 4% Of Jobs Will Require A Certificate
  - Diesel Technicians
  - Certified Nursing Assistants
  - Carpenters, Customer Service, Engineers, Veterinary Technicians, Salon Stylists, Teacher’s Aides, Automotive Technicians, Captains
Local Employer Jobs Forecast

- 6% Of Jobs Will Require An Associate Degree
  - Nursing
  - Deputies/ Police Officers
  - Physical Therapists, Billing/ Coding, Business Development, Construction, Escrow Officers, Estimator, Field Service Technicians, Finance, Interior Designers, Radiology Technicians, Teacher’s Aides
Local Employer Jobs Forecast

6% Of Jobs Will Require A Bachelor’s Degree

- Marketing
- Nurses, Finance, Information Technology
- Human Resources, Sales, Project Managers, Teachers, Managers, Engineers, Food Service Managers, Internal Auditors, Software Engineers, Management
Local Employer Jobs Forecast

1% of jobs will require a graduate degree. College Instructors, College Administrators, Teachers, Special Education Teachers, Pastors.
Issues To Address

- Review Current Programming At College To Match Program Opportunities For New Program Development
Employee Educational Participation
Employee Educational Participation

- Employers With Employees Taking College Classes In Area
  - 44% Of Less Than 50 Employees
    - 384 Employees
  - 37% Of 50 Or More Employees
    - 346 Employees
# Colleges Attended

<table>
<thead>
<tr>
<th>College</th>
<th># Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Positas College</td>
<td>199</td>
</tr>
<tr>
<td>Chabot College</td>
<td>166</td>
</tr>
<tr>
<td>California State University – East</td>
<td>89</td>
</tr>
<tr>
<td>California State University</td>
<td>58</td>
</tr>
<tr>
<td>Ohlone College</td>
<td>32</td>
</tr>
<tr>
<td>University Of Phoenix</td>
<td>29</td>
</tr>
<tr>
<td>Laney College</td>
<td>18</td>
</tr>
</tbody>
</table>
Colleges Attended

◆ Major Colleges From Which Employees Are Taking Internet Classes
  ◆ Chabot College
  ◆ Las Positas College
  ◆ University Of Phoenix
  ◆ Ohlone College
Participation In Employee Learning

On-Site

◆ Cohort Learning Program
  ◆ 4% Of Less Than 50 Employees
  ◆ 2% Of 50 Or More Employees
  ◆ California State University – East Bay

◆ Credit Classes On-Site
  ◆ 2% Of Less Than 50 Employees
  ◆ 4% Of 50 Or More Employees
  ◆ Company, California State University – East Bay, San Joaquin Delta College
Employee Reimbursement

◆ Tuition Reimbursement Program Offered
  ◆ 32% Of Less Than 50 Employees
  ◆ 49% Of 50 Or More Employees
◆ Use Of Reimbursement
  ◆ 94% Credit Classes
  ◆ 73% Fees
  ◆ 74% Books
  ◆ 64% Online Classes
  ◆ 63% CEU’s
Employee Reimbursement

- Employees Not Taking Advantage Of Tuition Reimbursement Program Offered
  - 70% With Less Than 50 Employees And 50 Or More Employees
- Rationale
  - Time And Family Obligations, Too Busy
  - Lack Of Information And Motivation
- Send Information To Them, Make Them Aware, Come To Our Location
Employee Reimbursement

- Timing Of Reimbursement
  - Upon Completion (73%)
    - 66% Of Less Than 50 Employees
    - 77% Of 50 Or More Employees
    - C Or Better, Passing Grade
  - Up Front (16%)
    - 20% Of Less Than 50 Employees
    - 14% Of 50 Or More Employees
  - Other (5%)
Interest In Employee Learning

◆ Credit Courses Delivered To Employees On-Site
  ◆ 16% Of Less Than 50 Employees Interested
  ◆ 32% Of 50 Or More Employees Interested
  ◆ No Preferred Time (30%), Evening (26%), Late Afternoon (19%)

◆ Credit Courses Customized For Employees
  ◆ 18% Of Less Than 50 Employees Interested
  ◆ 29% Of 50 Or More Employees Interested
Interest In Employee Learning

- Online Courses
  - 27% Of Less Than 50 Employees Interested
  - 32% Of 50 Or More Employees Interested
CEU Requirements

 Require Employees To Obtain CEU’s
  18% With Less Than 50 Employees
  26% With 50 Or More Employees
Annual Training Dollars

- 98 Companies Spent $2.27 Million For Training To Outside Vendors Or Sending Employees To Training
  - Less Than 50 Employees Spent $177,600
  - 50 Or More Employees Spent $2,094,850
Issues To Address

- Tuition Reimbursement Campaign With Employers/ Employees
  - Credit Programming On-Site For Employees
  - Development Of Information Packet For Employees
  - Coordination With District Training Arm
- Development Of Database Marketing For CEU’s
  - Focus On Industries In Which College Currently Has Strength And Programming
Business Characteristics
Current And Predicted Employment

- 386 Employers Represent 146,077 Full-Time Employees And 13,818 Part-Time Employees
- Increase Anticipated In Full-Time Employment In The Next Year
  - 28% With Less Than 50 Employees (259)
  - 27% With 50 Or More Employees (525)
Current And Predicted Employment

 DECLINE ANTICIPATED IN FULL-TIME EMPLOYMENT IN THE NEXT YEAR

◆ 1% WITH LESS THAN 50 EMPLOYEES
◆ 1% WITH 50 OR MORE EMPLOYEES
Business Type

- Less Than 50 Employees
  - 70% Corporations (62% Private), 10% Sole Proprietorships, 8% Government, 5% Non-Profits, 3% Partnerships

- 50 Or More Employees
  - 77% Corporations (58% Private), 7% Government, 6% Sole Proprietorships, 6% Non-Profits, 1% Partnerships
Business Characteristics

◆ Years In Business
  ◆ 32 Years For Less Than 50 Employees
  ◆ 41 Years For 50 Or More Employees

◆ Would Like A Summarized Copy Of The Survey Results
  ◆ 63% Of Less Than 50 Employees
  ◆ 65% Of 50 Or More Employees
Retention
Retention Data

- Defined By Credit Hours
  - Remediation Only
  - Part-Time (6 Hours Or Less)
  - Part-Time (7 To 11 Hours)
  - Full-Time (12 Hours Or More)

- Market Characteristics
Retention Data

- Cohorts
  - First-Time Students
  - Fall 2002, 2003, 2004 Data
  - Hours Enrolled Starting Semester
Retention Data

♦ Remediation Only
  ♦ 133 Entered Fall 2002 Semester
  ♦ 54% Return Following Spring Semester
  ♦ 26% Return Following Fall Semester
  ♦ 17% Return Following Spring Semester
  ♦ 11% Return Following Fall Semester
    ♦ Improved To 17% By Fall 2006
Retention Data

- Part-Time (6 Hours Or Less)
  - 1,379 Entered Fall 2002 Semester
  - 41% Return Following Spring Semester
  - 24% Return Following Fall Semester
  - 17% Return Following Spring Semester
  - 11% Return Following Fall Semester
Retention Data

- Part-Time (7 To 11 Hours)
  - 850 Entered Fall 2002 Semester
  - 70% Return Following Spring Semester
  - 48% Return Following Fall Semester
  - 39% Return Following Spring Semester
  - 30% Return Following Fall Semester
Retention Data

- Full-Time (12 Or More Hours)
  - 1,620 Entered Fall 2002 Semester
  - 88% Return Following Spring Semester
  - 70% Return Following Fall Semester
  - 61% Return Following Spring Semester
  - 42% Return Following Fall Semester
## Chabot College

<table>
<thead>
<tr>
<th></th>
<th>Remediation Only</th>
<th>6 Hours Or Less</th>
<th>7 To 11 Hours</th>
<th>12 Or More Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entered Fall 2002</td>
<td>24</td>
<td>1027</td>
<td>547</td>
<td>901</td>
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<tr>
<td>Return Following</td>
<td></td>
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<tr>
<td>Spring Semester</td>
<td>38%</td>
<td>39%</td>
<td>68%</td>
<td>88%</td>
</tr>
<tr>
<td>Return Following</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Fall Semester</td>
<td>17%</td>
<td>24%</td>
<td>46%</td>
<td>70%</td>
</tr>
<tr>
<td>Return Following</td>
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</tr>
<tr>
<td>Spring Semester</td>
<td>12%</td>
<td>17%</td>
<td>37%</td>
<td>62%</td>
</tr>
<tr>
<td>Return Following</td>
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</tr>
<tr>
<td>Fall Semester</td>
<td>4%</td>
<td>12%</td>
<td>30%</td>
<td>44%</td>
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</tbody>
</table>
## Las Positas College

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<thead>
<tr>
<th></th>
<th>Remediation Only</th>
<th>6 Hours Or Less</th>
<th>7 To 11 Hours</th>
<th>12 Or More Hours</th>
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<tbody>
<tr>
<td>Entered Fall 2002</td>
<td>109</td>
<td>352</td>
<td>303</td>
<td>719</td>
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<tr>
<td>Return Following Spring Semester</td>
<td>58%</td>
<td>47%</td>
<td>74%</td>
<td>88%</td>
</tr>
<tr>
<td>Return Following Fall Semester</td>
<td>28%</td>
<td>22%</td>
<td>52%</td>
<td>69%</td>
</tr>
<tr>
<td>Return Following Spring Semester</td>
<td>18%</td>
<td>15%</td>
<td>42%</td>
<td>61%</td>
</tr>
<tr>
<td>Return Following Fall Semester</td>
<td>13%</td>
<td>8%</td>
<td>29%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Issues To Address

- Good Job With Full-Time Students
  - Fall To Fall Numbers Very Good
- Target The 7 To 11 Hour Group For Follow-Up
  - Personal Calls And Tracking Their Progress
Issues To Address

◆ Possible Strategies For Part-Time Students
  ◆ Co-Hort Groups For Programming
  ◆ Follow-Up On Absences
  ◆ Personal Phone Calls, E-Mails, Text Messages To Encourage Group To Re-Enroll Next Semester

◆ Direct Mail Of Schedule Or Postcard Reminder To Those Part-Time Who Have Not Re-Enrolled
QUESTIONS?