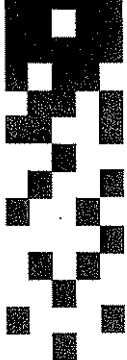




*Chabot-Las Positas Community
College District:
Market Assessment Results*

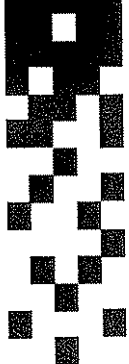
Prepared By:
CLARUS Corporation
March 2007

**High
School
Market**



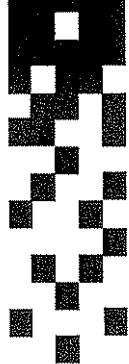
Preferred College For Enrollment

- ◆ Chabot Region
 - ◆ Chabot College (27%)
 - ◆ California State University – East Bay (18%)
- ◆ Las Positas Region
 - ◆ Las Positas College (41%)
 - ◆ California State University – East Bay (11%)



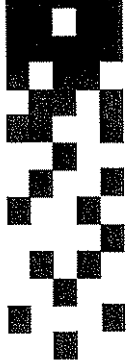
Enrollment Goal

- ◆ **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.**



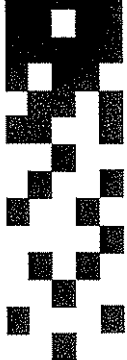
Programs Of Interest

- ◆ **Business, Computers, Education,
Nursing, English, Medical**
- ◆ **Accounting, Arts, Computer Science,
History, Languages, Law, Psychology,
Spanish, Technology, Welding**



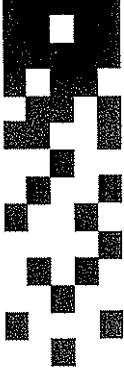
Class Times Preferred

- ◆ 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**



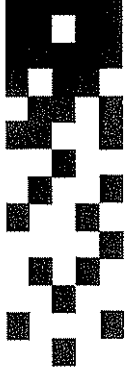
Class Times Preferred

- ◆ 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



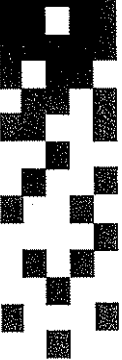
Class Times Preferred

- ◆ 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



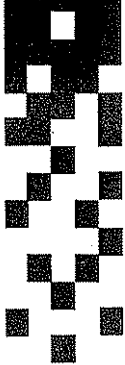
College Attendance In Summer

- ◆ **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**



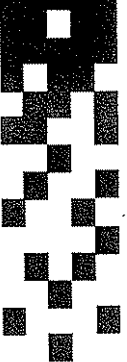
Potential Market Share

- ◆ 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



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



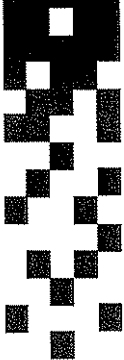
Programs Of Interest

- ◆ **Business, Computers, Education, Medical**
- ◆ **Accounting, Computer Science, Early Childhood, English, Finance, Information Technology, Interior Design, Management, Nursing, Small Business, Technology**



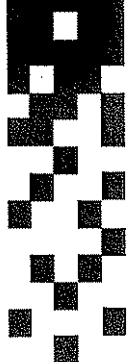
Preferred College For Enrollment

- ◆ **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)



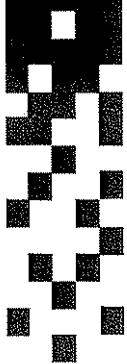
Chabot Student Descriptions

- ◆ **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**



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



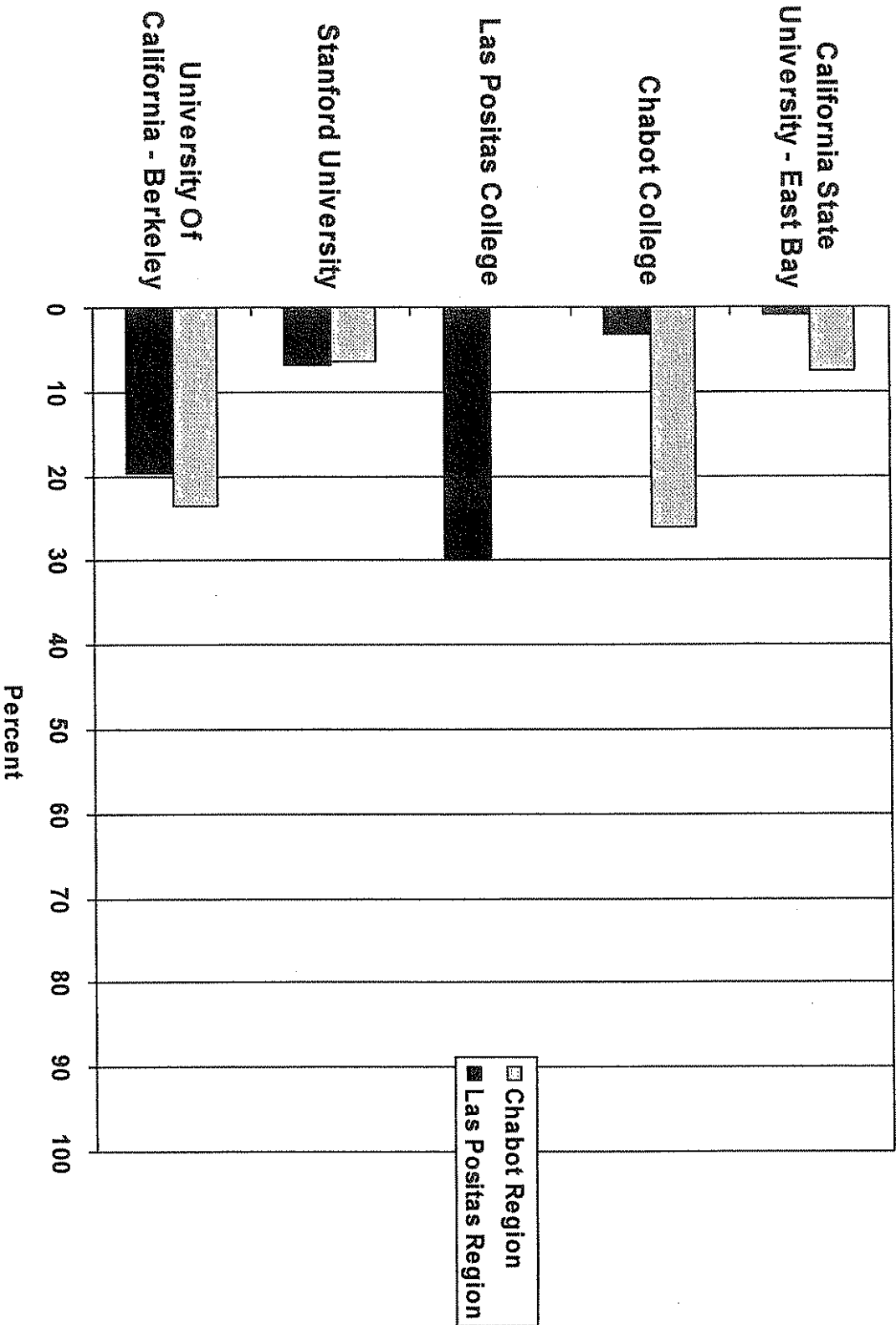
Career Choices

- ◆ 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

Adult/Community Market

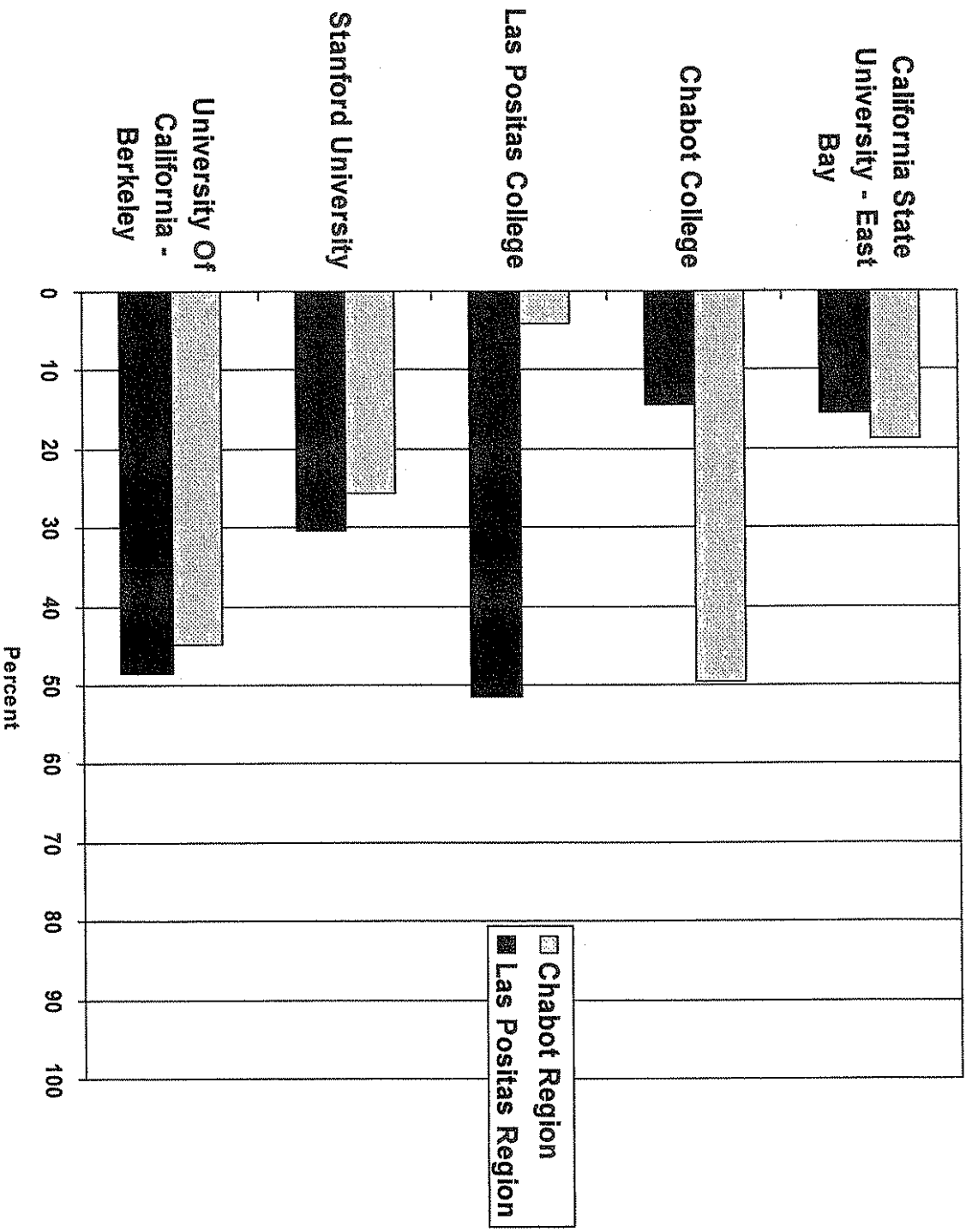


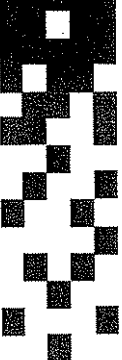
**Results Of Unaided Recall (First Mention)
By Geographic Region**





**Familiarity Of Colleges In Service Area
By Geographic Region**





Current College Attendance

◆ 8% Currently Attending College

- ◆ Chabot Region – 25% Attending Chabot College
- ◆ Las Positas Region – 53% Attending Las Positas College

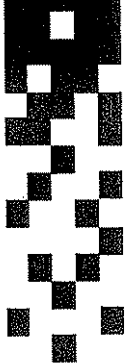
◆ Educational Goal

- ◆ Taking Courses (51%)
- ◆ Seeking Degree (49%)
 - ◆ 10% Certificate
 - ◆ 21% Associate
 - ◆ 32% Bachelor's
 - ◆ 37% Master's



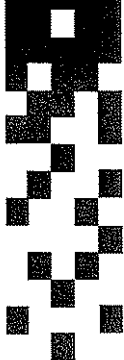
Current College Attendance

- ◆ 8% Currently Attending College
- ◆ Program Areas
 - ◆ Real Estate, Languages, Business, Physical Education



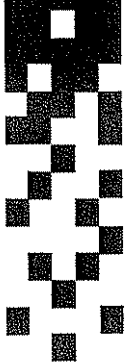
Interest In Job Trainings

- ◆ **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**



Market Niches

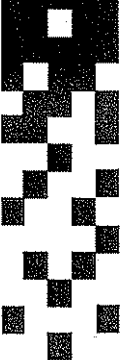
- ◆ **Interested In Attending College (42%)**
 - ◆ 44% Of Chabot Region And 40% Of Las Positas Region
- ◆ **Interested In Job Training (38%)**
 - ◆ 42% Of Chabot Region And 33% Of Las Positas Region
- ◆ **Interested In Continuing Education (82%)**
 - ◆ 81% Of Chabot Region And 82% Of Las Positas Region



Subject Areas Of Interest

- ◆ **Major Mentions**
- ◆ **Arts, Computers, Cooking, Dance, English, Exercise, Finance, History, Horticulture, Interior Decorating, Languages, Math, Music, Photography, Psychology, Sports, Travel, Writing, Yoga**

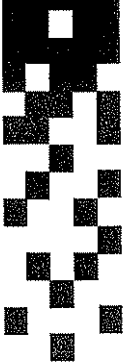
**Jobs Forecast
And
Future
Employment
Data**



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

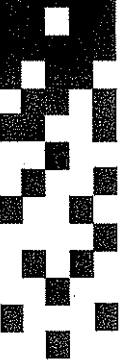
- ◆ Anesthesiologists, Athletes & Sports Competitors, Chief Executives, Obstetricians & Gynecologists, Oral & Maxillofacial Surgeons, Orthodontists, Physicians & Surgeons (All Other), Psychiatrists, Surgeons, Airline Pilots/ Copilots/ Flight Engineers, Internists (General), Judges/ Magistrate Judges/ 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)



Local Employer Jobs Forecast

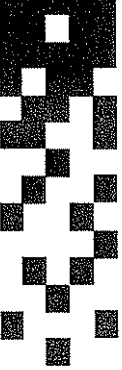
◆ **8,693 Total Jobs Listed As Needed Over
Next Two Years**

- ◆ **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

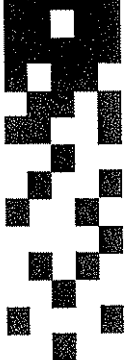
Educational Levels Required For New Jobs	Percent Of Total Jobs - Replacements	Percent Of Total Jobs - New Hires	Average Hourly Rate
No Education	84.4	15.6	\$10.86
High School	74.8	25.2	\$13.55
Certificate	82.6	17.4	\$18.87
Associate	66.7	33.3	\$27.12
Bachelor's	71.2	28.8	\$33.21
Graduate	76.4	23.6	\$36.17



Local Employer Jobs Forecast

◆ 36% Of The Openings In Future No Education Required

- ◆ Food Service – Servers, Sales, Retail Sales
- ◆ Cashiers, Courtesy Clerks, Merchandiser, Production Workers, Car Sales, Clerical/ Office, Customer Service, Drivers, Cooks, Furniture Movers, General Merchandising, Laborers – Construction, Stockers, Warehouse Workers, Assemblers, Bartenders, Laborers – Landscaping



Local Employer Jobs Forecast

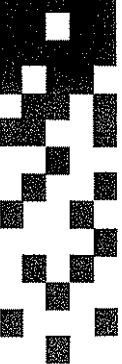
◆ 33% Of The Positions Will Require Only High School Education

- ◆ Sales, Entry-Level Clerks (Retail), Cashiers, Counter Service, Food Service – Servers, Book Sellers, Drivers, Customer Service, Food Service – Hosts, Hotel – Front Desk Help, Ironworkers, Laborers – Asphalt, Loaders, Machine Operators, Material Handlers, Mechanics, Phone Operators, Plasterers, Production Workers, Realtors, Stockers, Truck Drivers, Vehicle Patrol, Veterinary Technicians, Warehouse Workers, Wastewater Laboratory



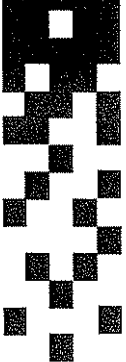
Local Employer Jobs Forecast

- ◆ **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**



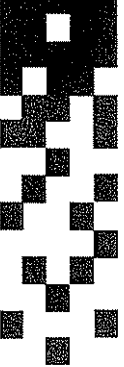
Local Employer Jobs Forecast

- ◆ **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**