



***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**



# ***Market Assessment - Internal***

- ◆ **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**



# *District Office Main Number*

- ◆ **925.485.5215, Thursday, 10/12/06, 10:23am**
  - ◆ **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**



# *District Office – Main Number*

<b>Call Summary For 925.485.5215</b>			
<b>Morning</b>	10/12/06 10:23am	General Info	No Opportunity/ Referred To Other Numbers
<b>Afternoon</b>	10/24/06 1:45pm	Nursing Program	No Response
<b>Evening</b>	11/07/06 7:31pm	Info For Child	11/13/06 Packet Mailed
<b>Weekend</b>	10/21/06 9:58am	Adult Financial Aid	10/23/06 Packet Mailed



# *District Office Web Site*

- ◆ **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**



# *District Office Web Site*

<b>Call Summary For <a href="http://www.clpccd.cc.ca.us">www.clpccd.cc.ca.us</a></b>			
<b>Morning</b>	<b>10/25/06 10:12am</b>	<b>Adult Financial Aid</b>	<b>No Response</b>
<b>Afternoon</b>	<b>10/21/06 2:31pm</b>	<b>General Info</b>	<b>10/16/06 E-Mail Response 10/16/06 Packet Mailed</b>
<b>Evening</b>	<b>11/16/06 6:40pm</b>	<b>Nursing Program</b>	<b>No Response</b>
<b>Weekend</b>	<b>11/06/06 10:05am</b>	<b>Info For Child</b>	<b>No Response</b>



# *Chabot College – Main Number*

- ◆ **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**



# *Chabot College – Main Number*

<b>Call Summary For 510.723.6600</b>			
<b>Morning</b>	10/26/06 10:23am	Info For Child	10/27/06 Catalog Mailed
<b>Afternoon</b>	10/23/06 2:16pm	Adult Financial Aid	10/27/06 Schedule Mailed
<b>Evening</b>	10/19/06 6:55pm And 10/23/06 6:38pm	General Info	No Opportunity  No Opportunity
<b>Weekend</b>	11/04/06 9:46am	Nursing Program	No Opportunity



# *Chabot College – Main Number – Spanish*

- ◆ **510.723.6600, Wednesday, 11/01/06, 10:00am**
  - ◆ **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**



# *Chabot College – Main Number – Spanish*

<b>Call Summary For 510.723.6600</b>			
<b>Morning</b>	11/01/06 10:00am	Nursing Program	No Opportunity
<b>Afternoon</b>	11/06/06 1:40pm	Info For Child	No Response
<b>Evening</b>	10/25/06 7:06pm	Adult Financial Aid	No Opportunity
<b>Weekend</b>	11/11/06 9:30am	General Info	No Opportunity



# *Chabot College – Admissions & Records*

## **Call Summary For 510.723.6700**

<b>Morning</b>	10/20/06 10:35am	General Info	10/27/06 Schedule Mailed
<b>Afternoon</b>	10/10/06 2:11pm	Nursing Program	10/12/06 Packet Mailed
<b>Evening</b>	10/24/06 7:15pm	Info For Child	10/27/06 Schedule Mailed
<b>Weekend</b>	11/04/06 10:08am	Adult Financial Aid	No Response



# *Chabot College – Financial Aid Info Line*

## **Call Summary For 510.723.6746**

<b>Morning</b>	<b>10/25/06 10:15am</b>	<b>Adult Financial Aid</b>	<b>No Response</b>
<b>Afternoon</b>	<b>10/12/06 2:15pm</b>	<b>General Info</b>	<b>No Response</b>
<b>Evening</b>	<b>11/08/06 6:35pm</b>	<b>Nursing Program</b>	<b>No Opportunity</b>
<b>Weekend</b>	<b>11/04/06 9:47am</b>	<b>Info For Child</b>	<b>11/07/06 Catalog Mailed</b>



# *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**



# *Chabot College*

<b>Request Summary For <u><a href="http://www.chabotcollege.edu">www.chabotcollege.edu</a></u></b>			
<b>Morning</b>	<b>10/20/06 9:55am</b>	<b>Info For Child</b>	<b>No Response</b>
<b>Afternoon</b>	<b>10/23/06 2:27pm</b>	<b>Adult Financial Aid</b>	<b>10/24/06 E-Mail Response</b>
<b>Evening</b>	<b>10/12/06 6:48pm</b>	<b>General Info – Applied</b>	<b>10/12/06 E-Mail Response 11/14/06 E-Mail Response 11/20/06 Request For Payment Received</b>
<b>Weekend</b>	<b>11/11/06 10:27am</b>	<b>Nursing Program</b>	<b>11/13/06 Packet Mailed</b>



# *Las Positas College – Main Number*

## ◆ 925.424.1000, Wednesday, 10/11/06, 10:10am

- ◆ 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](http://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**



# *Las Positas College – Main Number*

<b>Call Summary For 925.424.1000</b>			
<b>Morning</b>	10/11/06 10:10am	Nursing Program	No Opportunity/ Referred To Another Number
<b>Afternoon</b>	10/17/06 2:28pm	Info For Child	No Opportunity
<b>Evening</b>	10/24/06 6:55pm	Adult Financial Aid	No Response
<b>Weekend</b>	10/14/06 9:37am	General Info	10/20/06 Packet Mailed



# *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**



# *Las Positas College – Main Number*

## *– Spanish*

### Call Summary For 925.424.1000

<b>Morning</b>	11/14/06 10:30am	General Info	Referred To Web Site (English Only)
<b>Afternoon</b>	10/24/06 2:05pm	Nursing Program	No Opportunity
<b>Evening</b>	11/07/06 7:00pm	Info For Child	Referred To Web Site (English Only)
<b>Weekend</b>	11/04/06 10:10am	Adult Financial Aid	No Response



# *Las Positas College – Admissions & Records*

## **Call Summary For 925.424.1500**

<b>Morning</b>	11/06/06 10:20am	Adult Financial Aid Info	11/06/06 Two Packets Mailed
<b>Afternoon</b>	10/11/06 1:57pm	General Info	10/12/06 Packet Mailed
<b>Evening</b>	10/24/06 6:40pm	Nursing Program	10/27/06 Packet Mailed
<b>Weekend</b>	10/21/06 9:51am	Info For Child	No Opportunity



# *Las Positas College – Financial Aid*

<b>Call Summary For 925.424.1580</b>			
<b>Morning</b>	11/13/06 10:15am	Info For Child	11/13/06 Packet Mailed
<b>Afternoon</b>	10/23/06 2:27pm	Adult Financial Aid	No Response
<b>Evening</b>	10/19/06 6:42pm	General Info	No Response
<b>Weekend</b>	10/14/06 9:49am	Nursing Program	No Response



# *Las Positas College Web Site*

<b>Request Summary For <a href="http://www.laspositascollege.edu">www.laspositascollege.edu</a></b>			
<b>Morning</b>	10/12/06 10:05am	Nursing Program	10/16/06 E-Mail Response 10/17/06 Packet Mailed
<b>Afternoon</b>	11/09/06 1:31pm	Info For Child	No Response
<b>Evening</b>	10/23/06 6:47pm	Adult Financial Aid	10/24/06 E-Mail Response
<b>Weekend</b>	10/04/06 10:00am	General Info	10/06/06 E-Mail Response



# ***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**

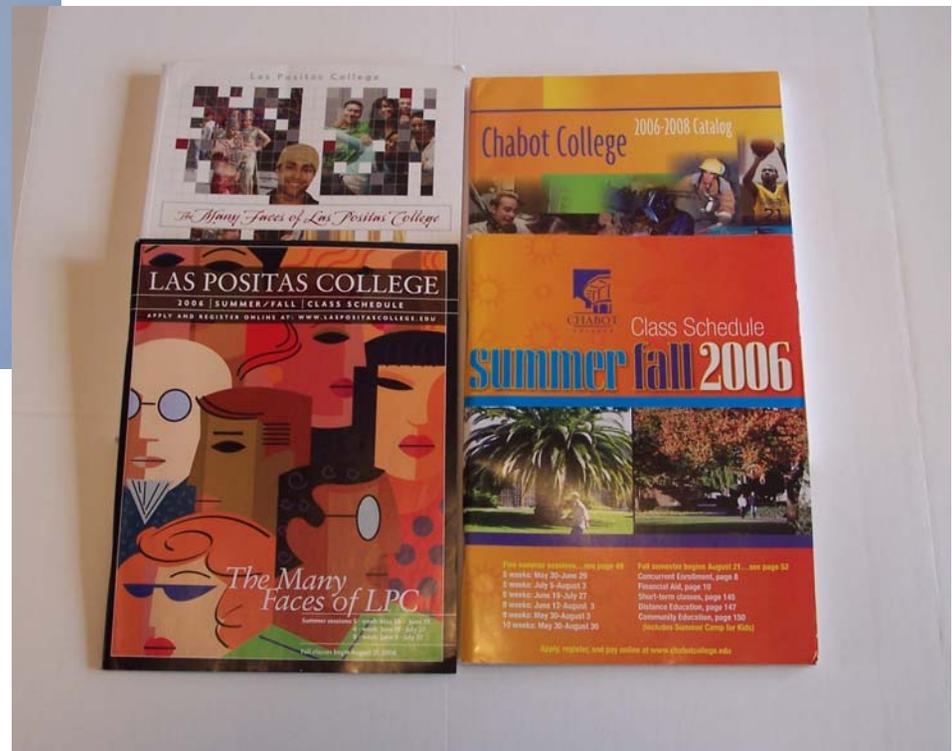


# All Packets Received





# *Packets Received – District Office*



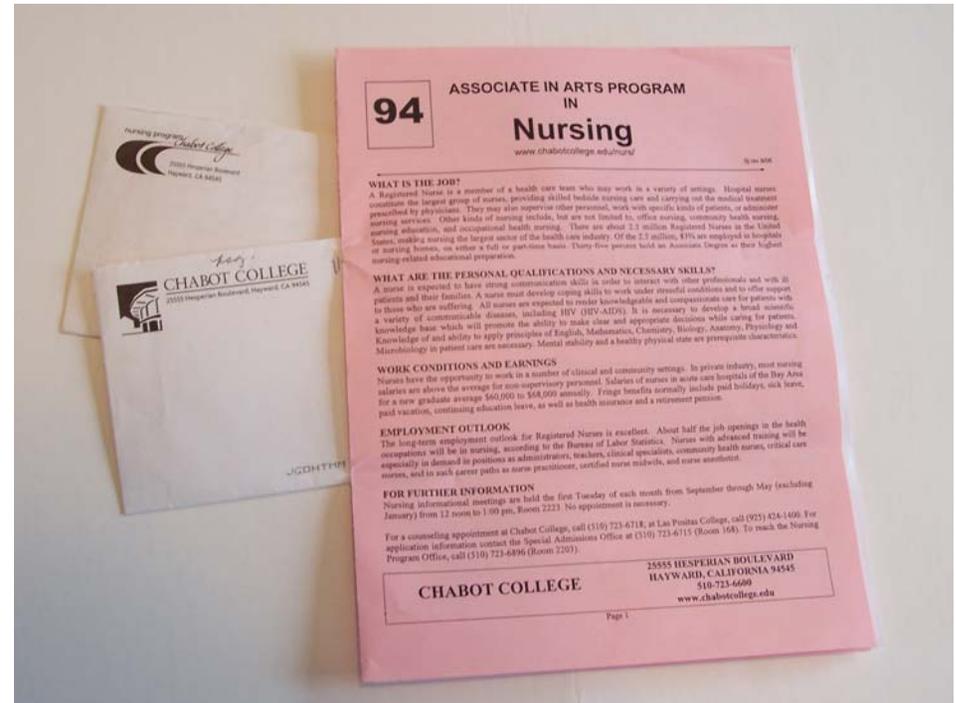
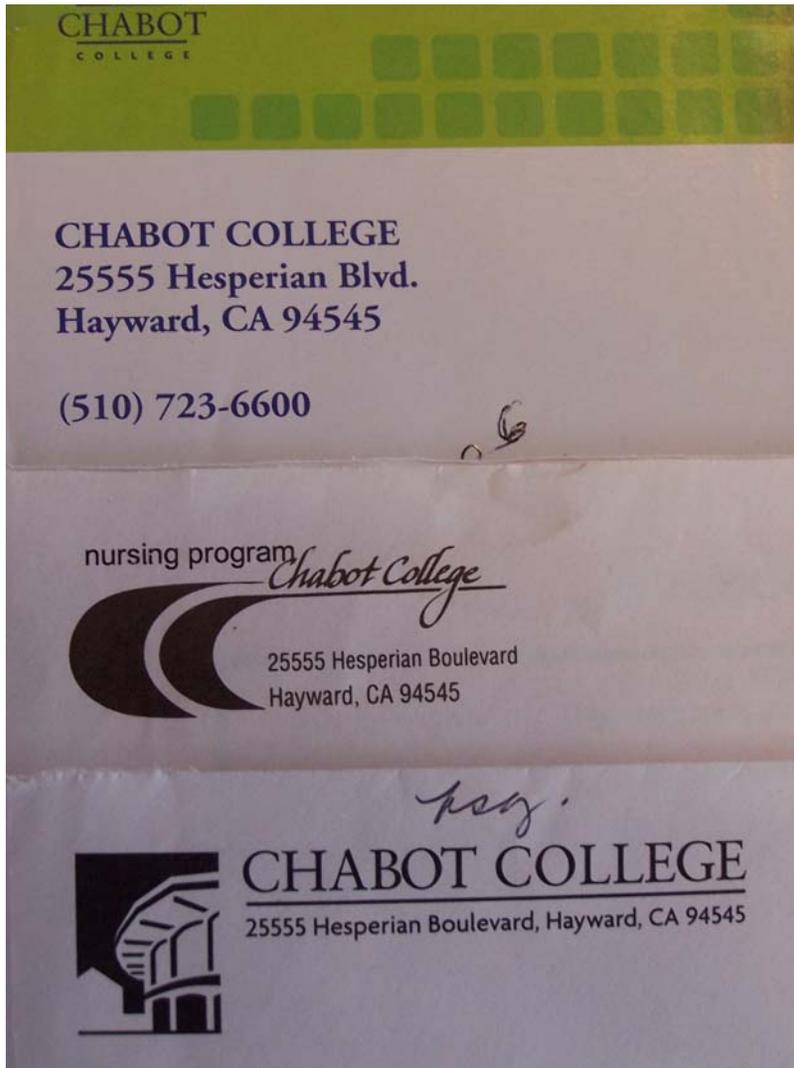


# Packets Received – Chabot College





# *Packets Received – Chabot College*







# *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***

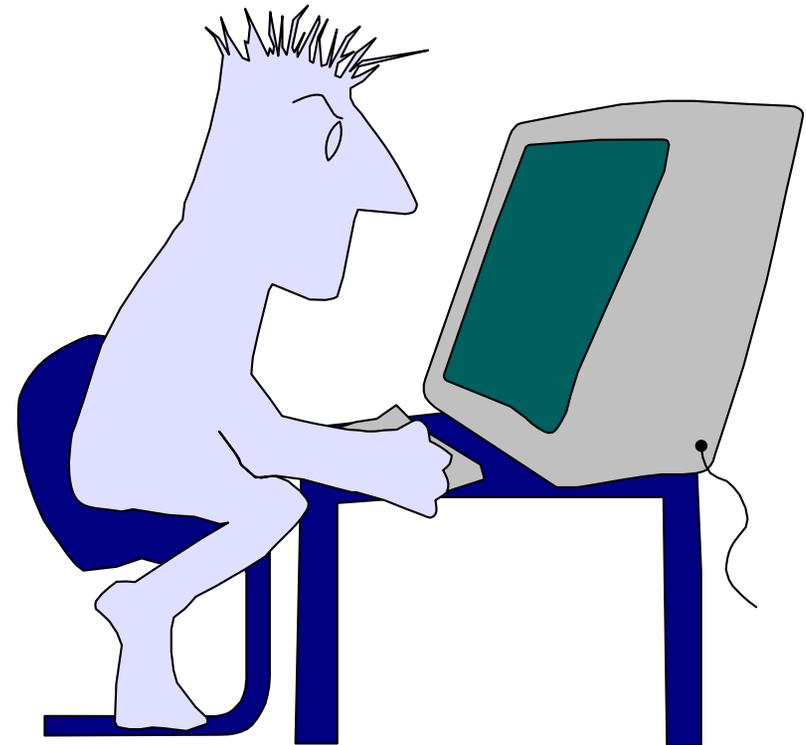
**All College**



# *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*

<b>Market Segment</b>	<b>Fall 2003</b>	<b>Fall 2006</b>
<b>Concurrent</b>	<b>0.6%</b>	<b>1.3%</b>
<b>19 And Younger</b>	<b>24.3%</b>	<b>26.5%</b>
<b>20 To 24</b>	<b>28.8%</b>	<b>29.6%</b>
<b>25 To 34</b>	<b>19.7%</b>	<b>17.9%</b>
<b>35 To 44</b>	<b>12.6%</b>	<b>10.4%</b>
<b>45 To 60</b>	<b>10.4%</b>	<b>9.9%</b>
<b>61 And Older</b>	<b>3.5%</b>	<b>4.4%</b>
<b>Total Students</b>	<b>21,962</b>	<b>21,225</b>



# *Segment Percent Of Enrollment: Chabot College*

<b>Market Segment</b>	<b>Fall 2003</b>	<b>Fall 2006</b>
<b>Concurrent</b>	<b>0.3%</b>	<b>1.4%</b>
<b>19 And Younger</b>	<b>22.5%</b>	<b>23.5%</b>
<b>20 To 24</b>	<b>30.1%</b>	<b>30.6%</b>
<b>25 To 34</b>	<b>21.5%</b>	<b>19.8%</b>
<b>35 To 44</b>	<b>12.7%</b>	<b>10.6%</b>
<b>45 To 60</b>	<b>10.8%</b>	<b>10.2%</b>
<b>61 And Older</b>	<b>2.1%</b>	<b>3.9%</b>
<b>Total Students</b>	<b>14,569</b>	<b>13,678</b>



# *Segment Percent Of Enrollment: Las Positas College*

<b>Market Segment</b>	<b>Fall 2003</b>	<b>Fall 2006</b>
<b>Concurrent</b>	<b>1.4%</b>	<b>1.2%</b>
<b>19 And Younger</b>	<b>27.9%</b>	<b>31.9%</b>
<b>20 To 24</b>	<b>26.3%</b>	<b>27.9%</b>
<b>25 To 34</b>	<b>16.2%</b>	<b>14.3%</b>
<b>35 To 44</b>	<b>12.3%</b>	<b>9.9%</b>
<b>45 To 60</b>	<b>9.6%</b>	<b>9.4%</b>
<b>61 And Older</b>	<b>6.4%</b>	<b>5.3%</b>
<b>Total Students</b>	<b>7,393</b>	<b>7,547</b>



# *Segment Changes: All College*

## *Fall 2003 To 2006*

<b>Market Segment</b>	<b>Full-Time</b>	<b>Part-Time</b>
<b>Concurrent</b>	<b>-100.0%</b>	<b>102.9%</b>
<b>19 And Younger</b>	<b>8.2%</b>	<b>0.7%</b>
<b>20 To 24</b>	<b>4.9%</b>	<b>-3.8%</b>
<b>25 To 34</b>	<b>0.6%</b>	<b>-14.6%</b>
<b>35 To 44</b>	<b>-2.7%</b>	<b>-22.0%</b>
<b>45 To 60</b>	<b>-17.0%</b>	<b>-7.2%</b>
<b>61 And Older</b>	<b>11.1%</b>	<b>20.6%</b>
<b>Total</b>	<b>5.2%</b>	<b>-7.0%</b>
<b>Overall</b>	<b>-3.4%</b>	



# *Segment Changes: Chabot College*

## *Fall 2003 To 2006*

<b>Market Segment</b>	<b>Full-Time</b>	<b>Part-Time</b>
<b>Concurrent</b>	<b>-100.0%</b>	<b>437.1%</b>
<b>19 And Younger</b>	<b>-3.7%</b>	<b>-0.4%</b>
<b>20 To 24</b>	<b>-0.7%</b>	<b>-7.0%</b>
<b>25 To 34</b>	<b>-7.3%</b>	<b>-14.4%</b>
<b>35 To 44</b>	<b>-7.6%</b>	<b>-23.0%</b>
<b>45 To 60</b>	<b>-4.4%</b>	<b>-12.0%</b>
<b>61 And Older</b>	<b>42.9%</b>	<b>78.0%</b>
<b>Total</b>	<b>-3.1%</b>	<b>-7.3%</b>
<b>Overall</b>	<b>-6.1%</b>	



# *Segment Changes: Las Positas College*

## *Fall 2003 To 2006*

<b>Market Segment</b>	<b>Full-Time</b>	<b>Part-Time</b>
<b>Concurrent</b>	<b>-100.0%</b>	<b>-11.8%</b>
<b>19 And Younger</b>	<b>25.5%</b>	<b>2.7%</b>
<b>20 To 24</b>	<b>16.6%</b>	<b>3.6%</b>
<b>25 To 34</b>	<b>19.9%</b>	<b>-15.1%</b>
<b>35 To 44</b>	<b>13.1%</b>	<b>-20.0%</b>
<b>45 To 60</b>	<b>-58.8%</b>	<b>3.3%</b>
<b>61 And Older</b>	<b>-100.0%</b>	<b>-15.5%</b>
<b>Total</b>	<b>20.5%</b>	<b>-6.3%</b>
<b>Overall</b>	<b>2.1%</b>	



# *Crossover Enrollment*

## **Campus Attendance**

	<b>Percent Of Total Fall 2006</b>	<b>Percent Change 2003-2006</b>
<b>Chabot Traditional Only</b>	<b>54.3%</b>	<b>-13.5%</b>
<b>Las Positas Traditional Only</b>	<b>29.4%</b>	<b>0.2%</b>
<b>Chabot Traditional And Chabot Distance</b>	<b>5.5%</b>	<b>23.6%</b>
<b>Las Positas Traditional And Las Positas Distance</b>	<b>4.2%</b>	<b>45.3%</b>
<b>Chabot Distance Only</b>	<b>2.3%</b>	<b>207.5%</b>
<b>Las Positas Distance Only</b>	<b>2.0%</b>	<b>52.4%</b>
<b>Chabot &amp; Las Positas Traditional</b>	<b>1.1%</b>	<b>-39.7%</b>
<b><i>Subtotal</i></b>	<b>97.7%</b>	



# High School Market

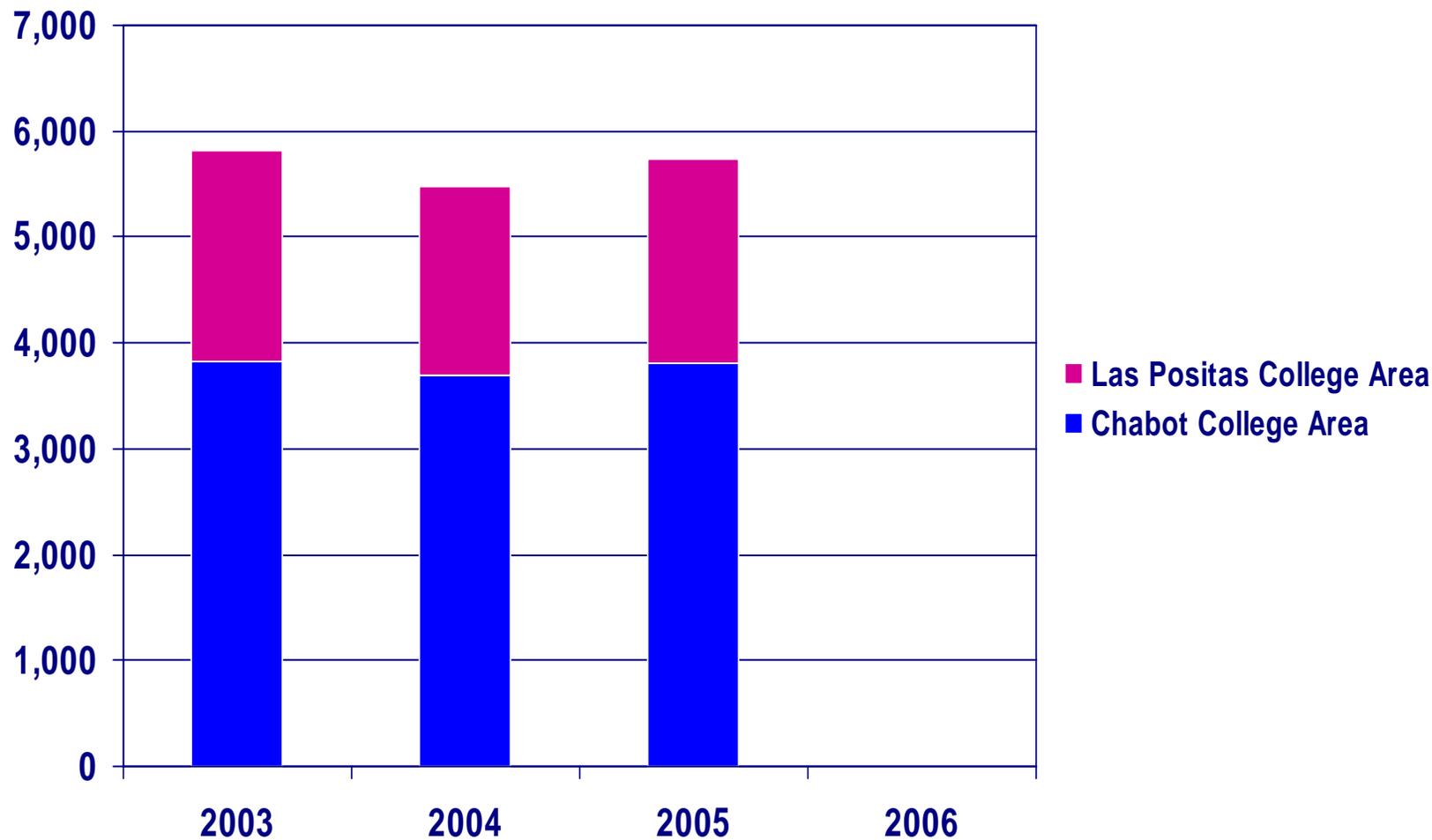


# *High School Market Share*

- ◆ **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**

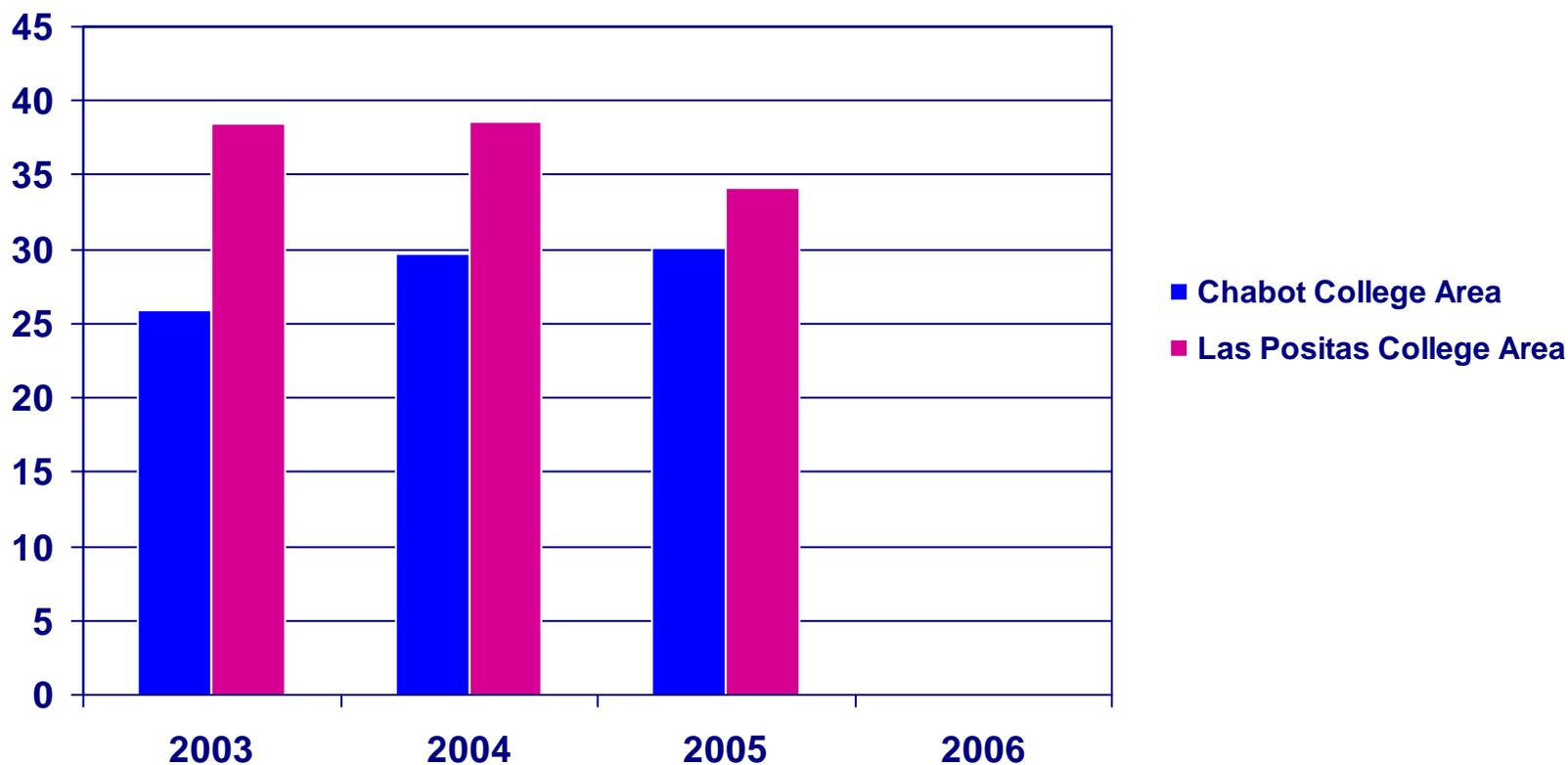


# *High School Graduates*



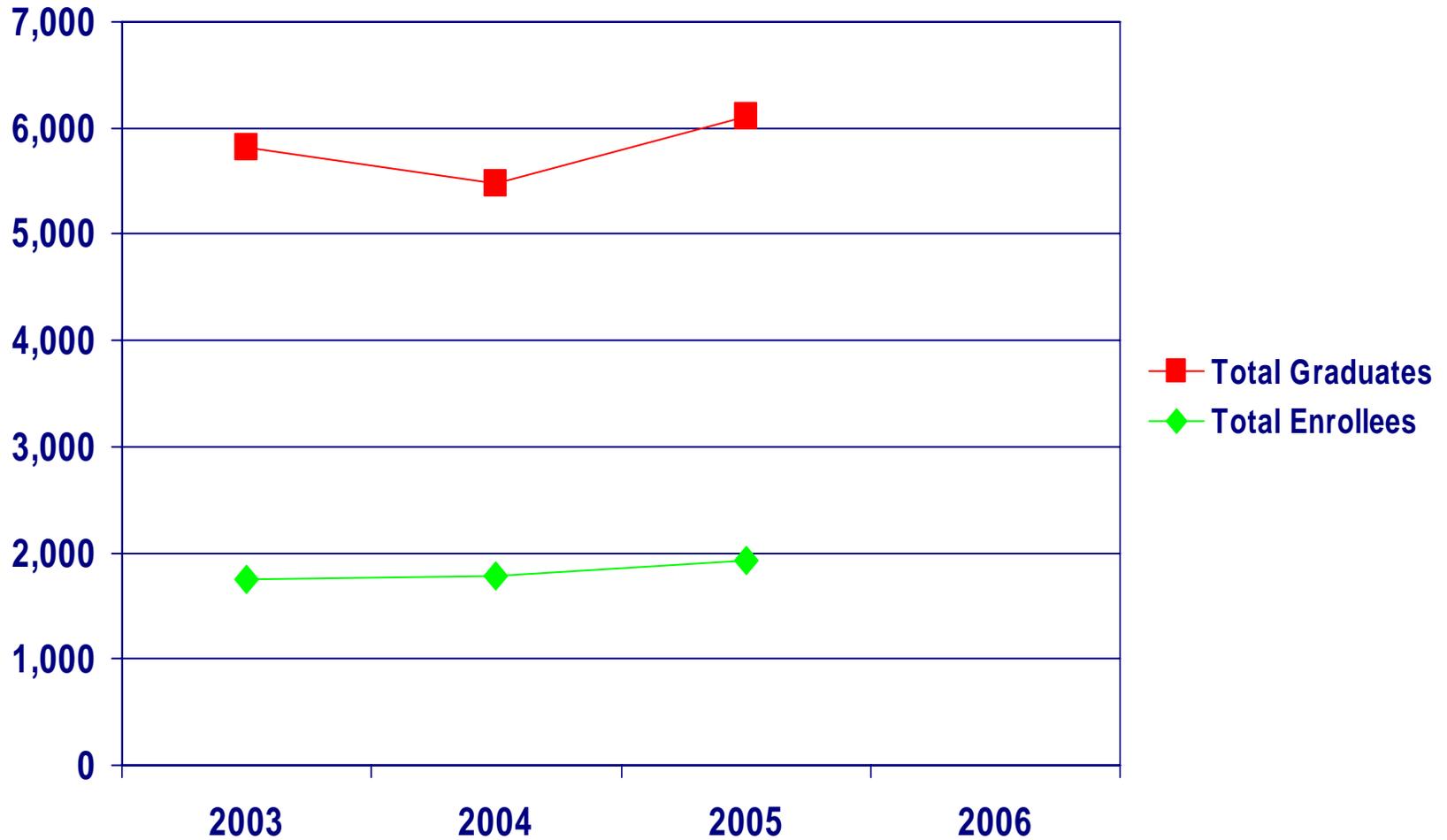


# *High School Market Share*



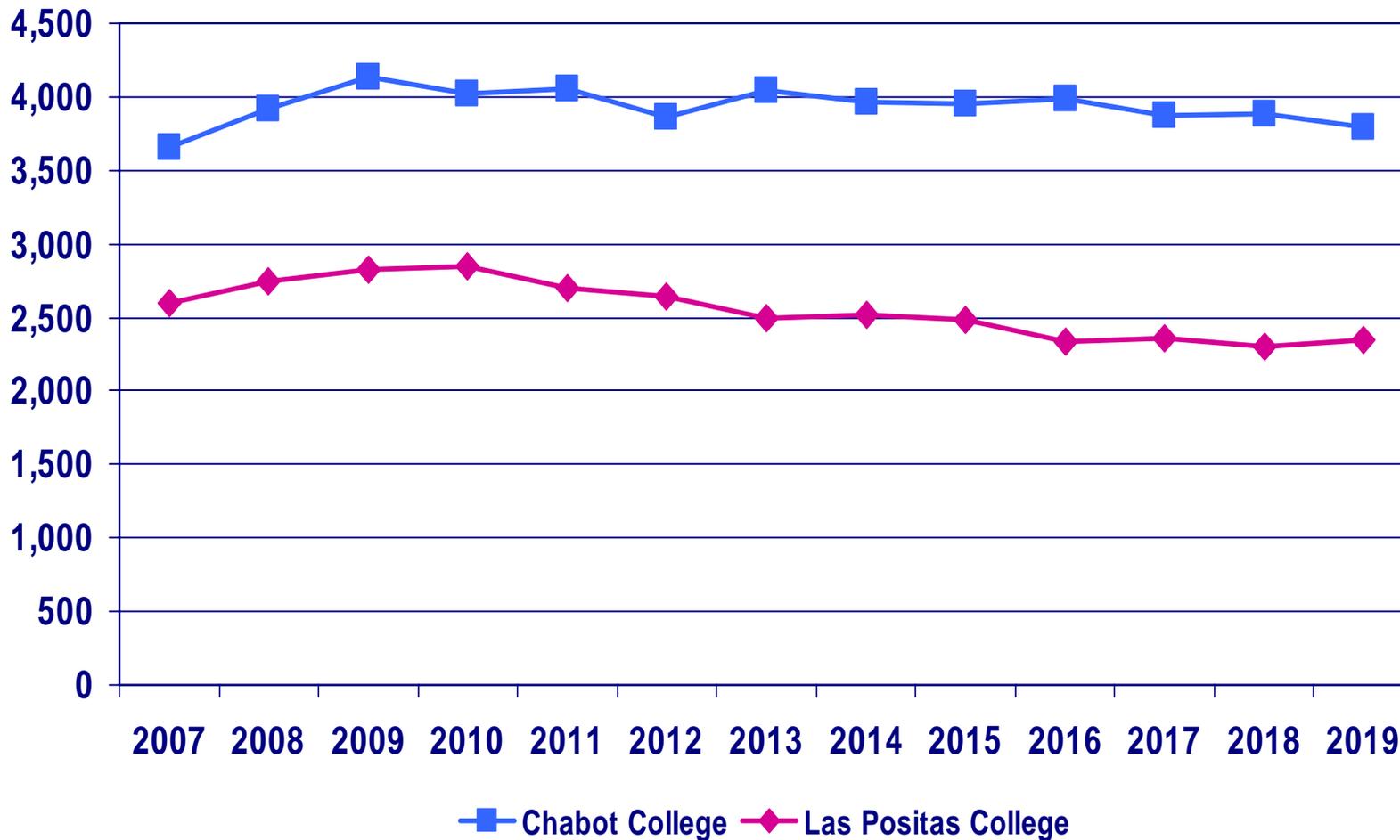


# *High School Changes*





# *K-12 Enrollment Forecasts*





# *19 & Younger Full-Time: All College*

- ◆ **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**



# *19 & Younger Part-Time: Chabot*

- ◆ 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  $\pm$  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)**
  - ◆ **Arroyo High School, Berkeley High School, Bishop O'Dowd High School, BYU Independent Study, Castro Valley High School, Chinese Christian School, Conley-Caraballo High School, Del Amigo Continuation School, Encinal High School, Fremont High School, Hayward High School, Hillsdale High School, Holy Names High School, Home School, Irvington High School, James Logan High School, Leadership Preparatory High School, Lincoln High School, Livermore High School, Moreau Catholic High School, Mt. Eden High School, Piedmont High School, Redwood High School, San Leandro High School, San Lorenzo High School, Tennyson High School, Valley Christian High School, Ventura High School**



# *High Schools Participating*

- ◆ **Las Positas College Area (195 Surveys)**
  - ◆ **Alameda High School, Amador Valley High School, California High School, Carbondale High School, Carondelet High School, Dublin High School, Foothill High School, Grenada High School, Hayward High School, Home School, James Logan High School, Liberty High School, Livermore High School, Moreau Catholic High School, St. Joseph High School, Valley Christian High School, Village High School, Vineyard High School**



## ***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*

<b>Chabot College</b>	<b>Community, Junior College, Close, Local, Easy, Small</b>
<b>Las Positas College</b>	<b>Community College, Close, Local, Junior College</b>
<b>UC Berkeley</b>	<b>Competitive, Smart, Good, Hard, Big, Liberal, Expensive</b>
<b>Cal State – East Bay</b>	<b>Good, Average, Okay, Hayward, Close, Big</b>
<b>Stanford University</b>	<b>Smart, Prestigious, Intellectual, Excellent</b>



# ***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 Markets**
  - ◆ **Current Keywords Do No 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**



Chabot Home | College Index |  Search

Students | Faculty & Staff | College & Community Events | Visitors & Alumni | About Us

# Chabot

COLLEGE

- The [Summer '07 Class Schedule](#) is now available!
- Register online via [CLASS-Web](#)
- View the [Schedule of Classes](#)
- NEW students: [Register in 5 Easy Steps!](#)
- [Get cash for college](#)

- Apply for Admission
- Blackboard
- Library
- Community Education
- International Students
- Can't find what you need?

**CSU EB Course at Chabot**

Take CSU East Bay course Anthropology 3740 this April 2- June 11 at Chabot. [Learn More](#) | [Register](#)

**Chabot Student Art Exhibit**

Come to the opening of the Student Art Exhibit on Thurs., March 29, 6-9 p.m. Music and free refreshments ([more...](#))

**Art Show of Bird Art**

View the Return of the Swallows Festival BIRD ART SHOW in the library from now until April 3rd.



## ***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*

	Chabot Region	Las Positas Region
<b>Chabot College</b>		
<b>First Choice</b>	<b>5.1%</b>	<b>0.0%</b>
<b>Second Choice</b>	<b>5.1%</b>	<b>1.0%</b>
<b>Las Positas College</b>		
<b>First Choice</b>	<b>1.5%</b>	<b>9.8%</b>
<b>Second Choice</b>	<b>0.0%</b>	<b>3.1%</b>



# ***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**
  - ◆ **Las Positas College Market Primarily A Transfer Market With Less Emphasis On Financial Aid And More On Parents**



## ***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 7<sup>th</sup> And 8<sup>th</sup> Grades And Moving Up To 9<sup>th</sup> To 12<sup>th</sup> 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**

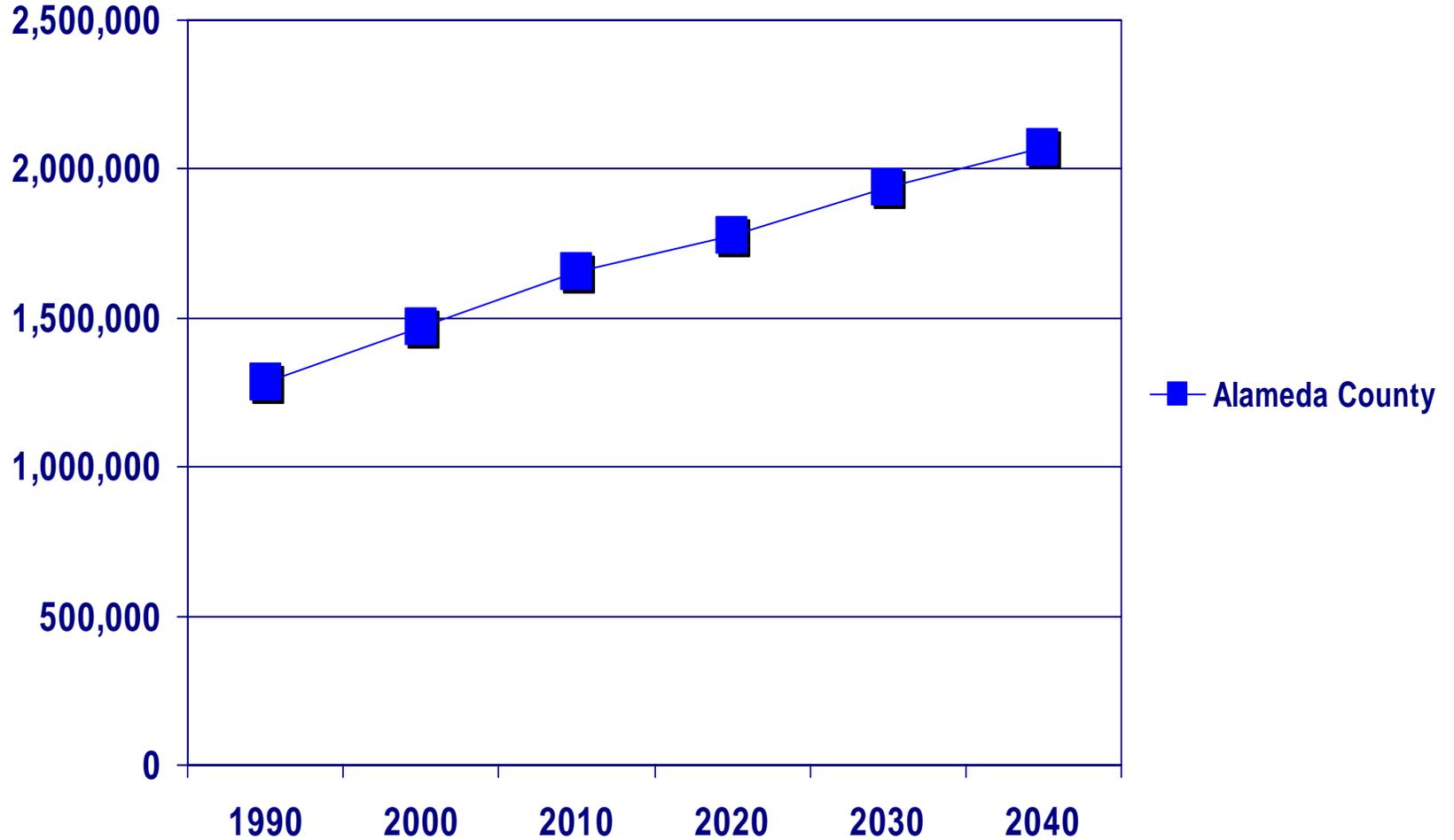


# ***Enrollment Trends For Market Segments***

**Adult Market**



# *Population Forecasts*





# *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  $\pm 4.4\%$  Error**
- ◆ **Stratified By Region**
  - ◆ **250 Chabot Region**
  - ◆ **250 Las Positas Region**
- ◆ **15 To 20 Minutes Each**
- ◆ **Conducted October 30 To November 30, 2006**

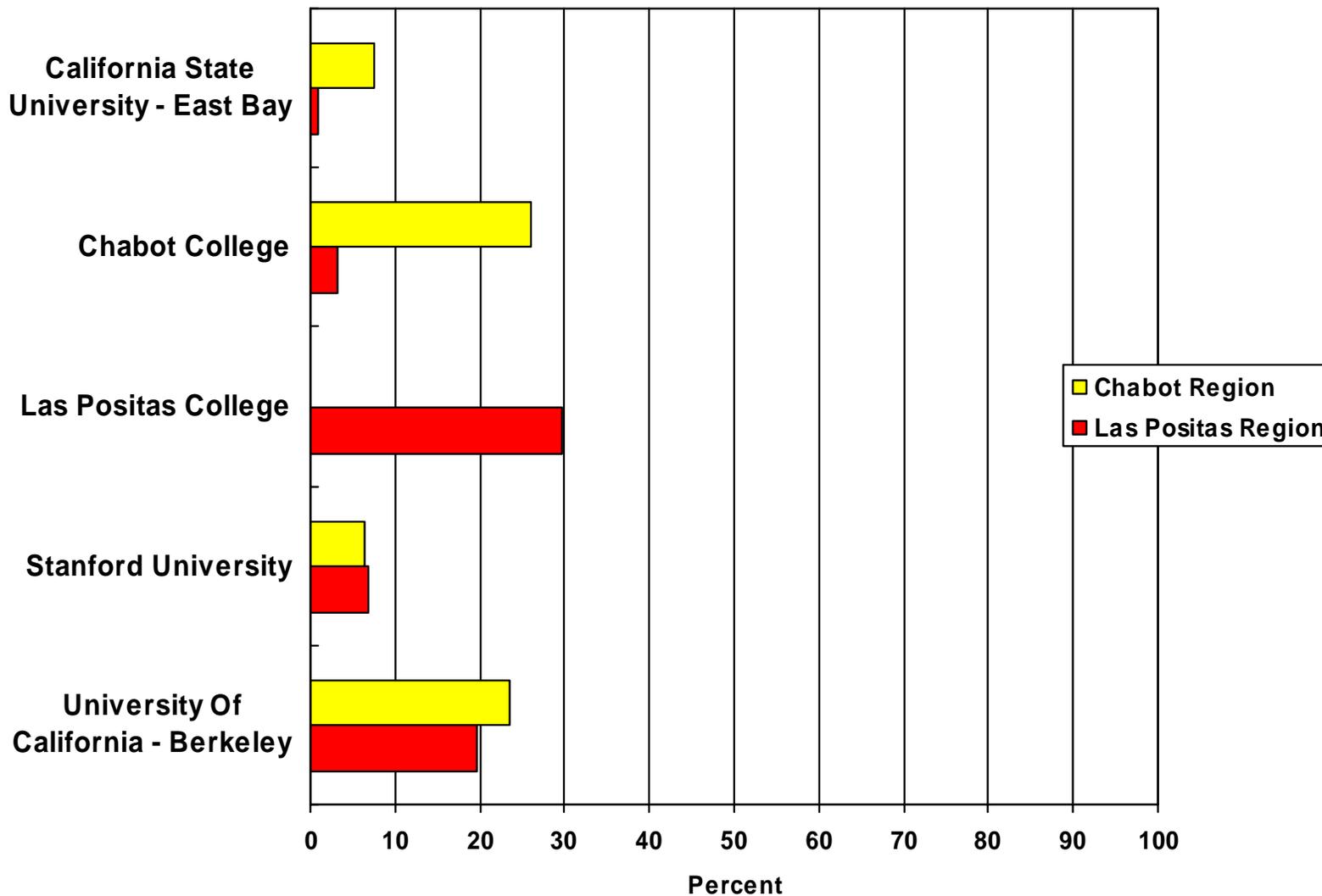




# *Community Image*

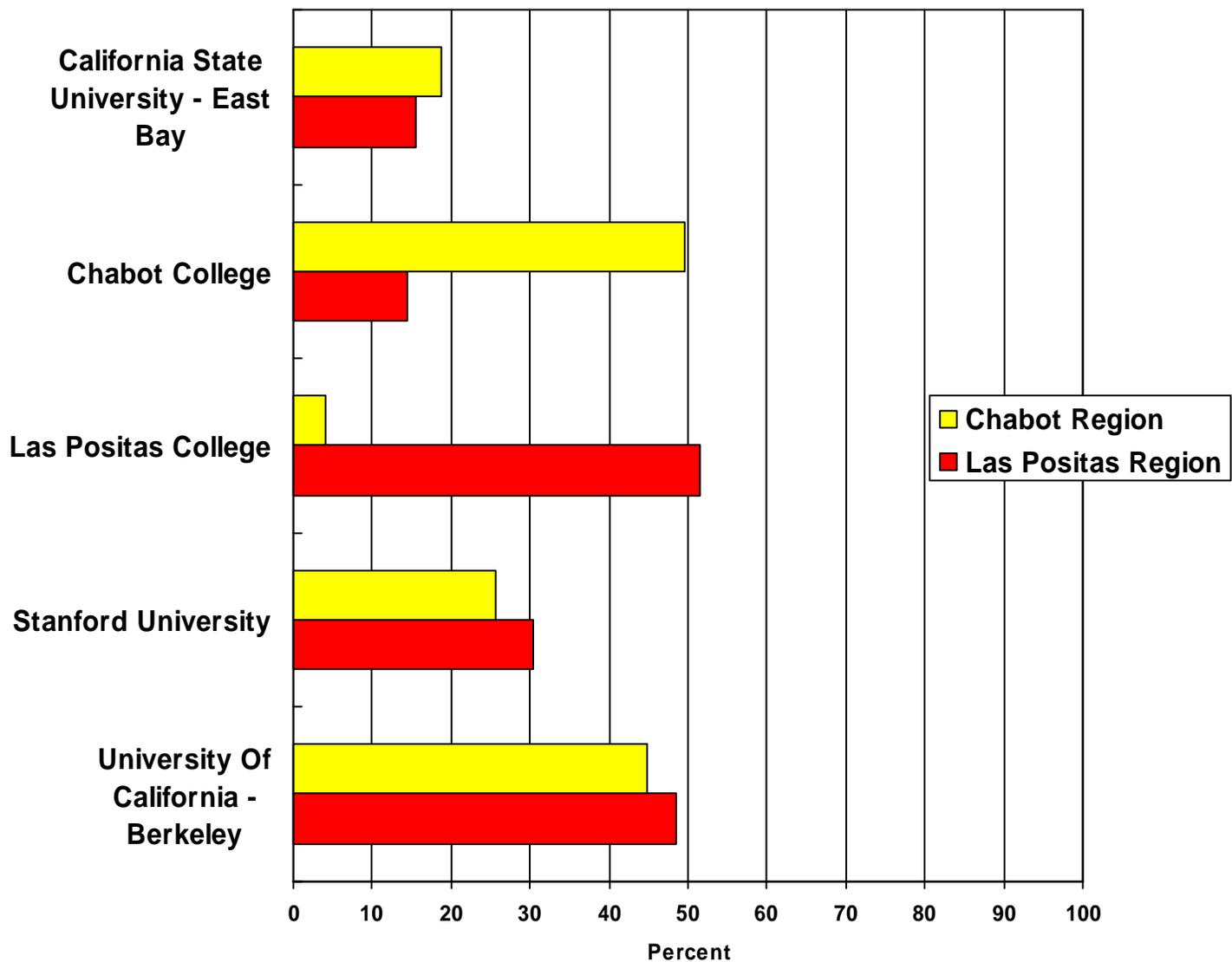


### Results Of Unaided Recall (First Mention) By Geographic Region





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



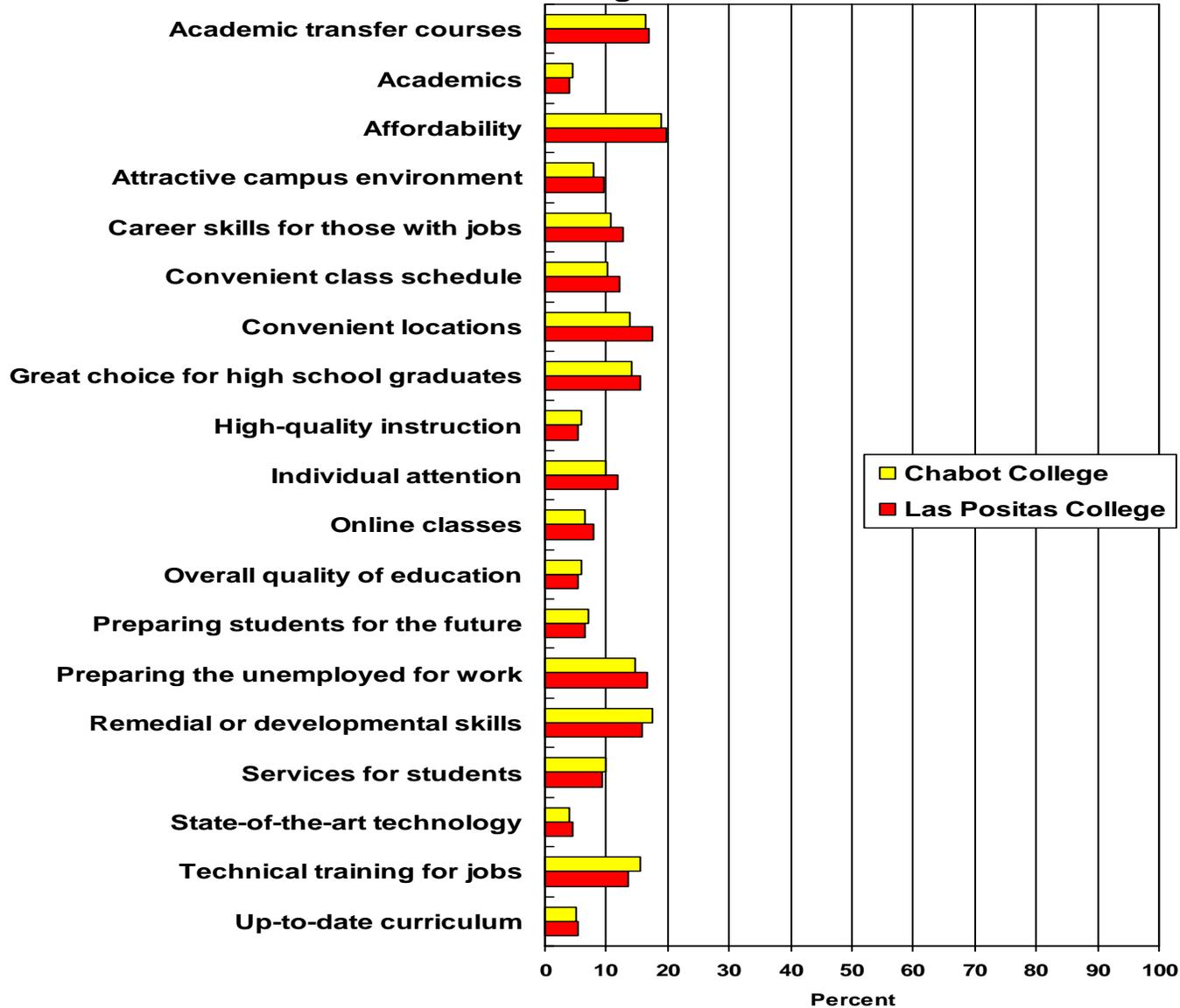


# *Keyword Image Descriptors*

COLLEGE	KEY WORDS
<b>Chabot College</b>	<b>Good, Junior College, Community College, Very Good</b>
<b>Las Positas College</b>	<b>Junior College, Community, Good, Close, Local</b>
<b>Cal State – East Bay</b>	<b>Commuter, Good, Local, Very Good, Business</b>
<b>Hayward State University</b>	<b>Good, University, Excellent, Commuter, Convenient</b>
<b>Stanford University</b>	<b>Excellent, Expensive, Elite, Outstanding, Prestigious</b>
<b>UC Berkeley</b>	<b>Liberal, Excellent, Good, Prestigious, Great</b>

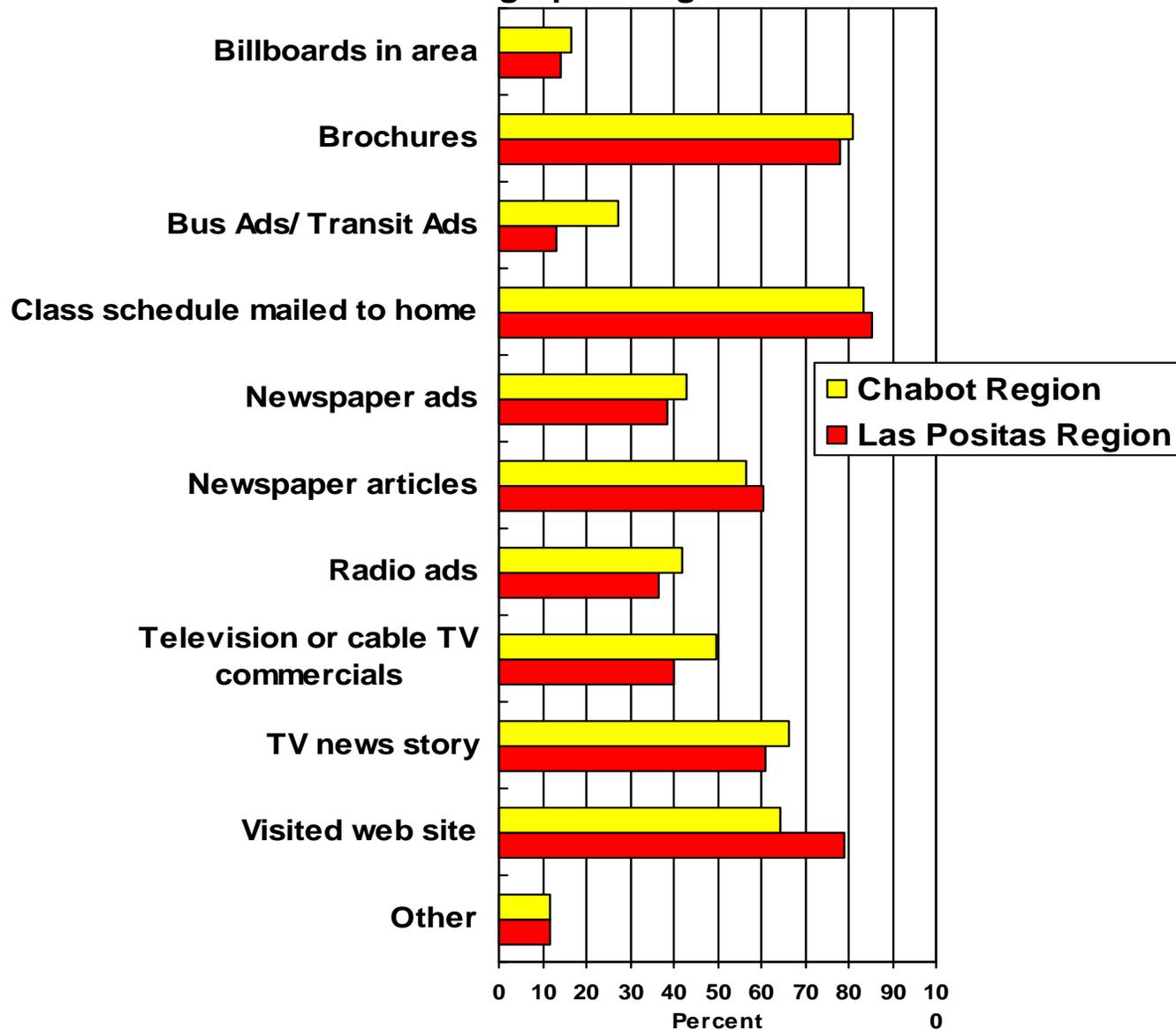


**Educational Characteristics Attributed To  
Colleges**



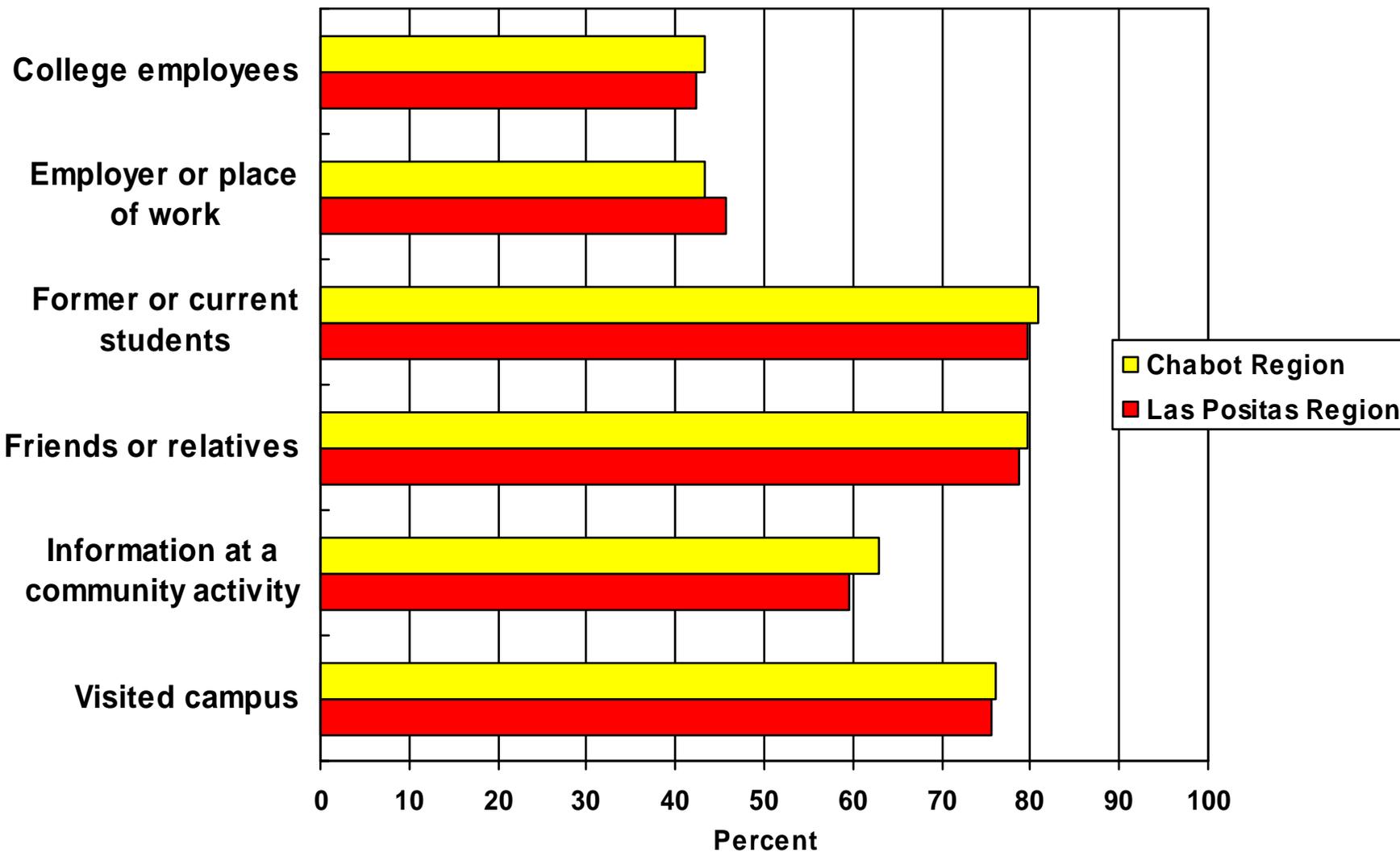


### Media Sources For Information About Colleges By Geographic Region





## Referral Sources For Information About Colleges By Geographic 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***

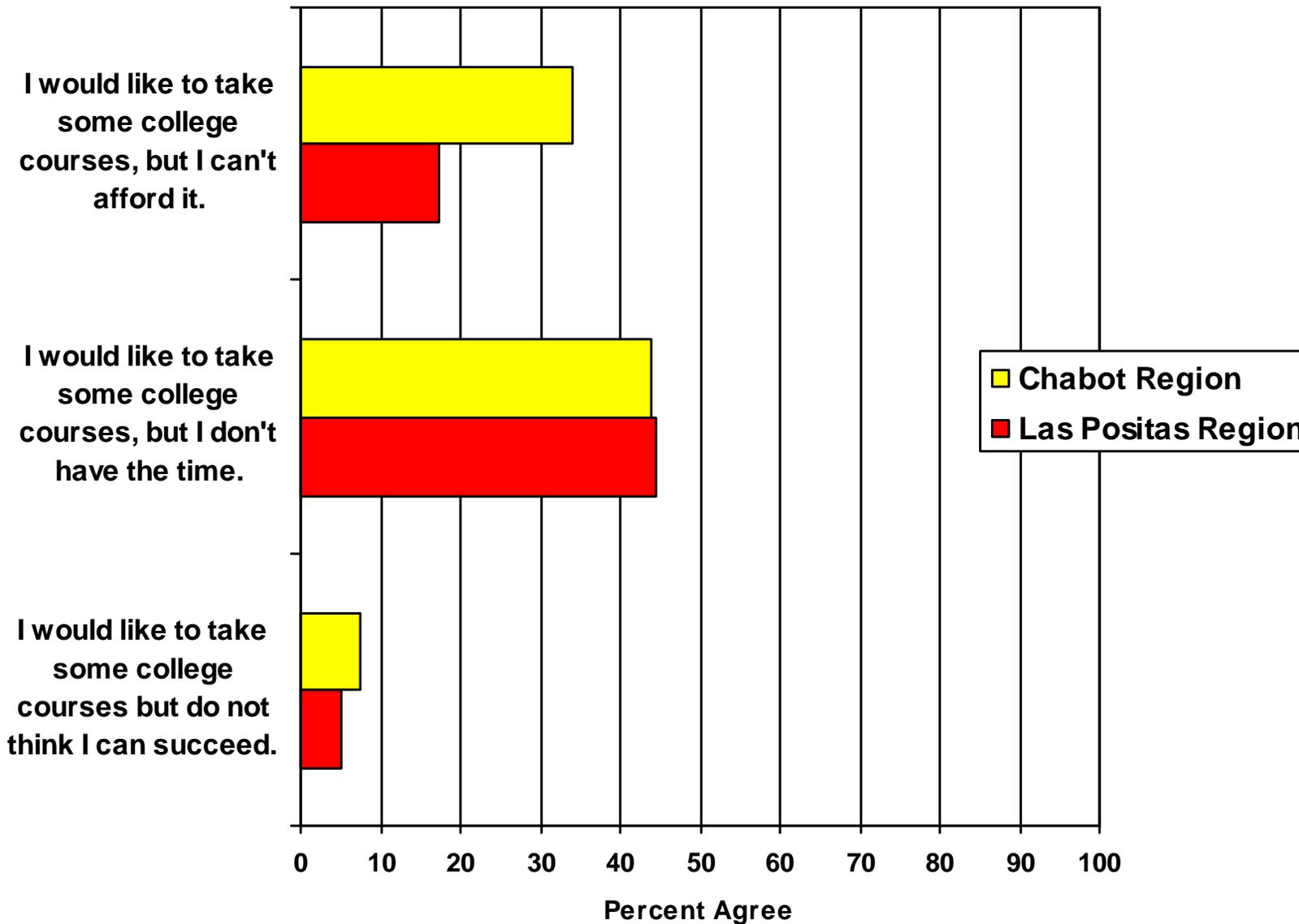
- ◆ **8% Currently Attending College**
  - ◆ **Program Areas**
    - ◆ **Real Estate, Languages, Business, Physical Education**



# *Defining Market Segments*



### Attitudes Toward College Personal Situation By Geographic Region





## ***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%)

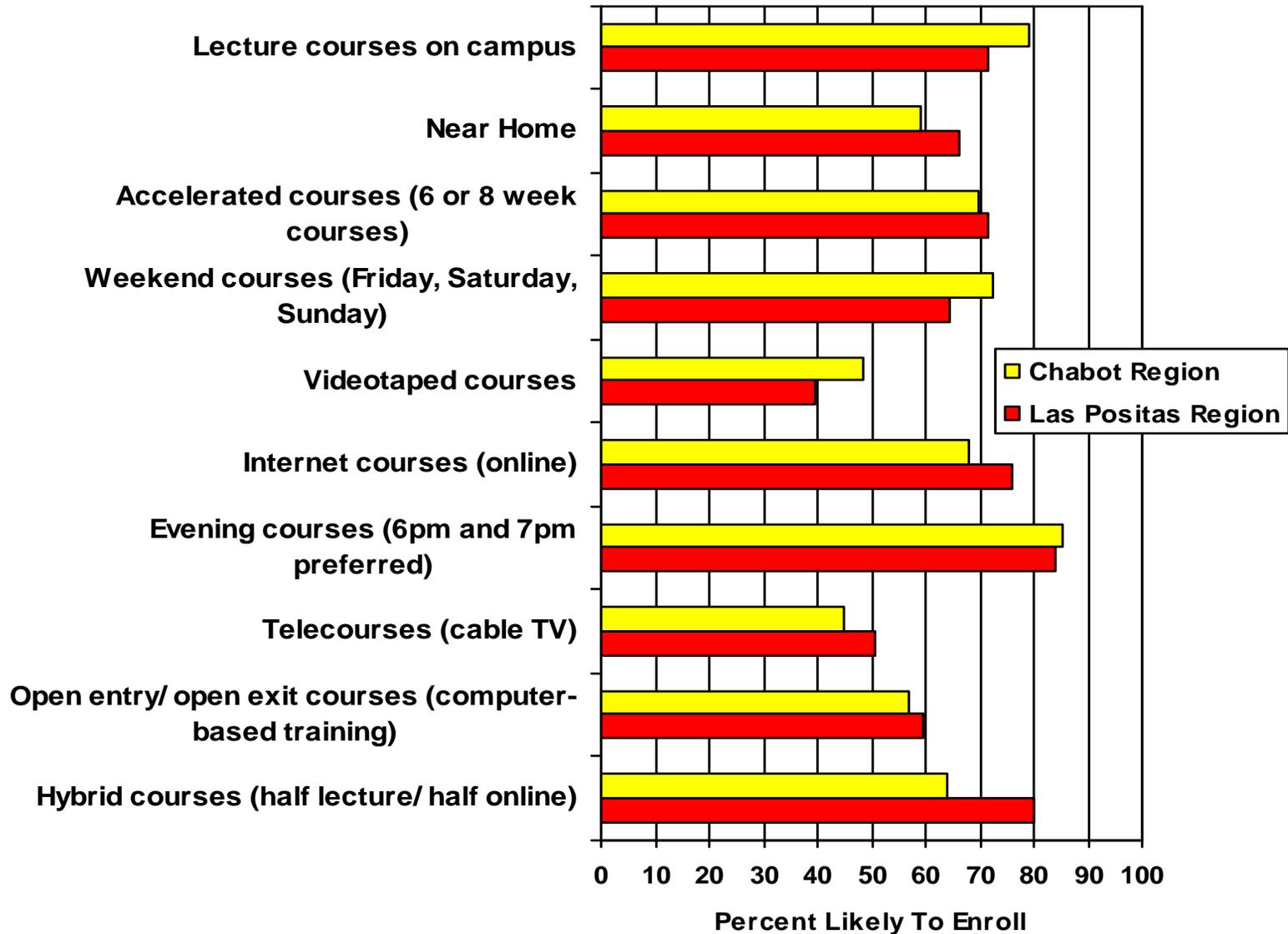


# ***Enrollment And Employment***

- ◆ **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





# ***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**

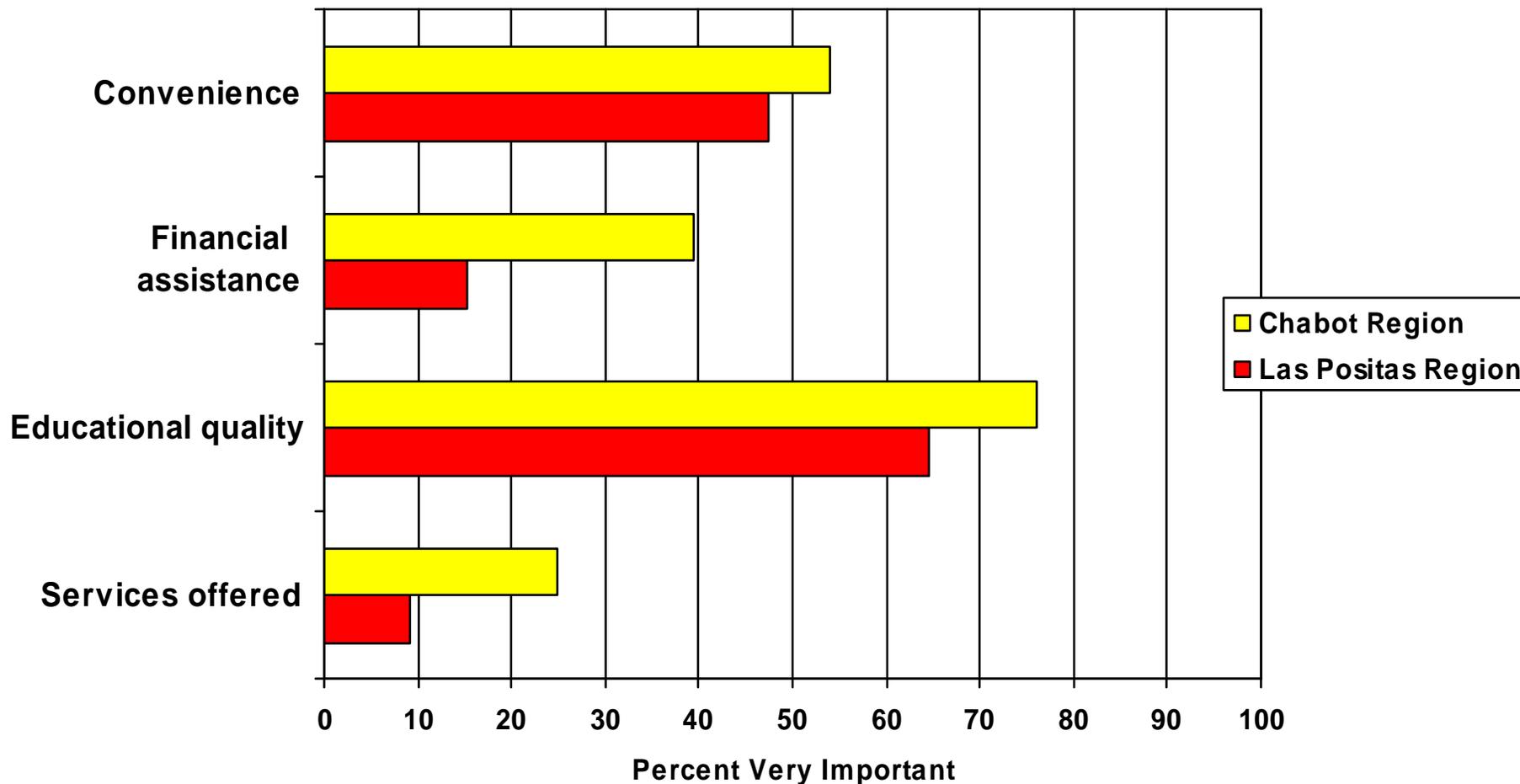


# ***Class Times Preferred***

- ◆ **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 In Choosing A College By Geographic 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

Chabot-Las Positas Community College District

## 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 finish select the **BACK** button.

<a href="#">Administration of Justice</a>	<a href="#">Biological Sciences Anatomy</a>	<a href="#">Anthropology</a>
<a href="#">Apprenticeship-Fire Life Sfty</a>	<a href="#">Apprenticeship-Paint Drywall</a>	<a href="#">Architecture</a>
<a href="#">Art</a>	<a href="#">Astronomy</a>	<a href="#">Automotive Technology CHA</a>
<a href="#">Biological Sciences Biology</a>	<a href="#">Business</a>	<a href="#">Computer Application Systems</a>
<a href="#">Chemistry</a>	<a href="#">Chinese</a>	<a href="#">Computer Science</a>
<a href="#">Dental Hygiene</a>	<a href="#">Digital Media</a>	<a href="#">Early Childhood Development</a>
<a href="#">Biological Sciences Ecology</a>	<a href="#">Economics</a>	<a href="#">Electronics and Computer Tech</a>
<a href="#">English</a>	<a href="#">Engineering</a>	<a href="#">Ethnic Studies</a>
<a href="#">English as a Second Language</a>	<a href="#">Foreign Language</a>	<a href="#">French</a>
<a href="#">Fire Technology</a>	<a href="#">Geography</a>	<a href="#">Geology</a>
<a href="#">General Studies</a>	<a href="#">History</a>	<a href="#">Health Information Technology</a>
<a href="#">Health</a>	<a href="#">Humanities</a>	<a href="#">Industrial Technology</a>
<a href="#">Interior Design</a>	<a href="#">Italian</a>	<a href="#">Japanese</a>
<a href="#">Library Skills</a>	<a href="#">Mass Communications</a>	<a href="#">Medical Assisting</a>
<a href="#">Biological Sciences Microbiolo</a>	<a href="#">Math - Chabot only</a>	<a href="#">Machine Tool Technology</a>
<a href="#">Music-Applied</a>	<a href="#">Music - Lit,Theory and Music</a>	<a href="#">Music-Performance</a>
<a href="#">Nursing</a>	<a href="#">Nutrition</a>	<a href="#">Physical Education Activities</a>
<a href="#">Philosophy</a>	<a href="#">Photography</a>	<a href="#">Biological Sciences Physiology</a>
<a href="#">Physics</a>	<a href="#">Political Science</a>	<a href="#">Psychology-Counseling</a>
<a href="#">Developmental</a>	<a href="#">Religious Studies</a>	<a href="#">Real Estate</a>



## ***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**
  - ◆ **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)



## ***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**

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



## ***Issues To Address***

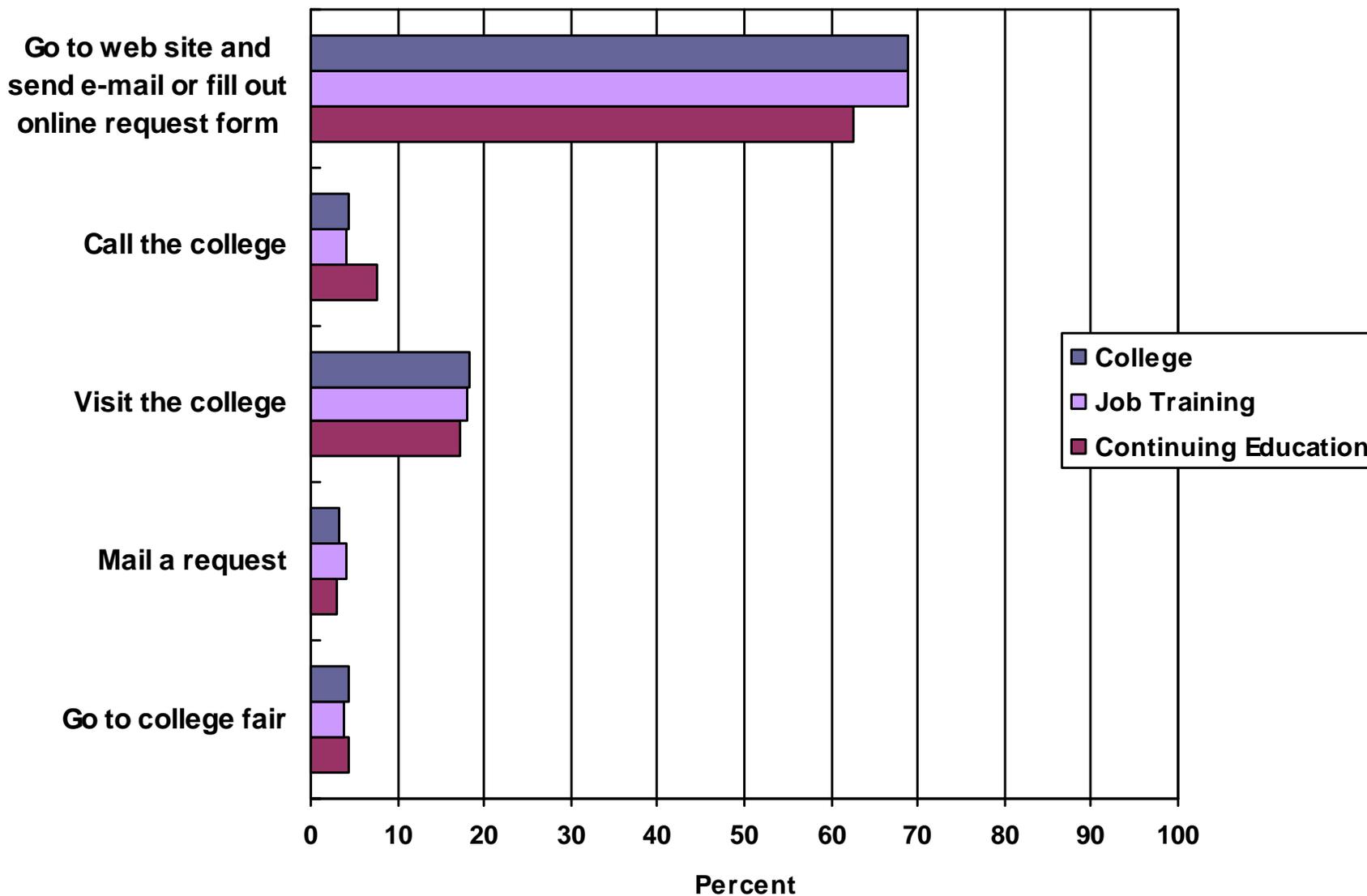
- ◆ **Continue To Mass Mail Continuing Education Information**
- ◆ **Begin To Use Database And Targeted Mailings (Snail And E-Mail) To Potential Participants**
  - ◆ **Examine Feasibility Of Target Marketing With New Color Printer Technology And Mail Merge**



# *Information Sources For Market Segments*

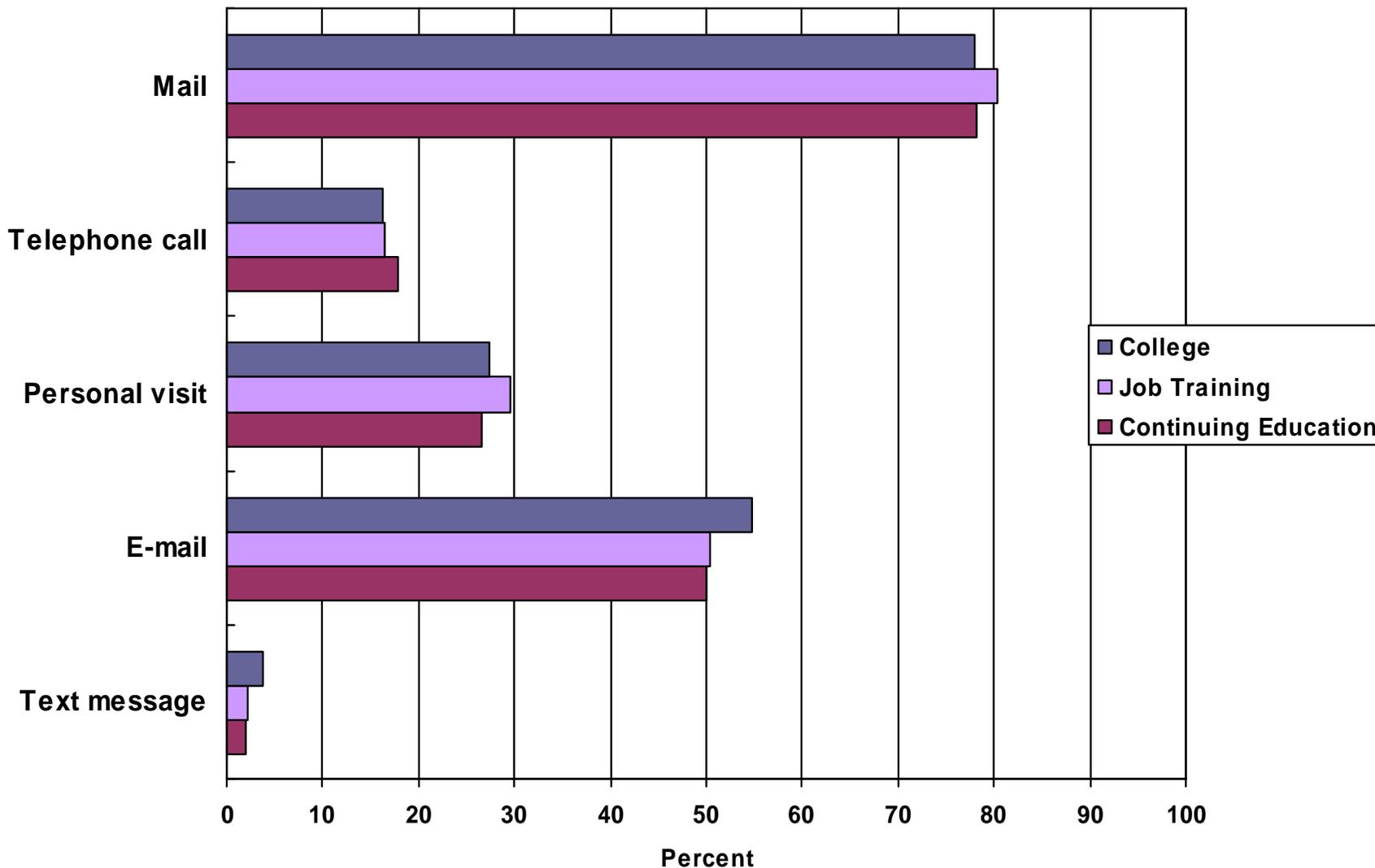


### Preferred Information Request Format By Market Segment





### Preferred Information Request Method By Market Segment





# *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**

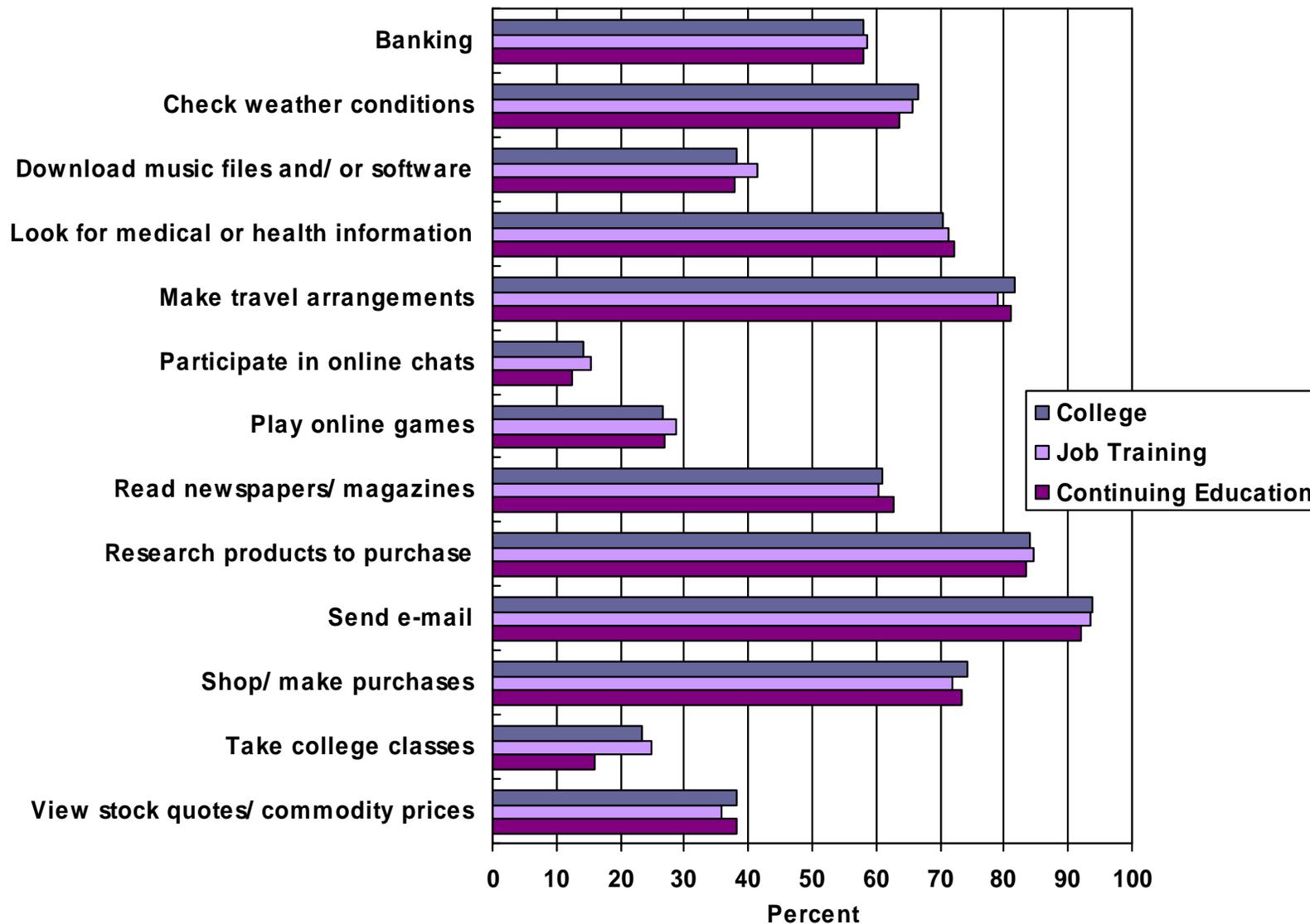
- ◆ **College (81%)**
- ◆ **Job Training (79%)**
- ◆ **Continuing Education (78%)**

## ◆ **Major Internet Providers**

- ◆ **Comcast, SBC, AT&T**



### Computer Usage By Market Segment





# *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***

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



# ***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**

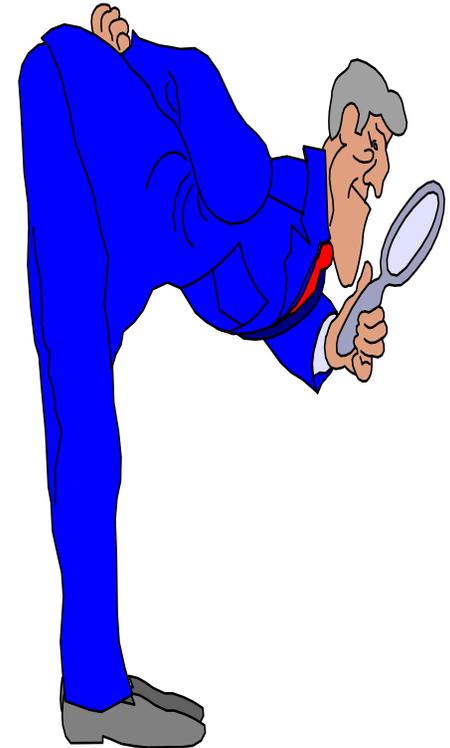


# *Workforce Development Scan Results*



# *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**





# ***Business Type***

- ◆ **2% Agriculture, Forestry, Mining**
- ◆ **10% Contractors And Construction**
- ◆ **13% Manufacturing**
- ◆ **5% Transportation, Communication And Utilities**
- ◆ **9% Wholesale Trade**
- ◆ **26% Retail Trade**
- ◆ **7% Finance, Insurance And Real Estate**
- ◆ **10% Business And Personal Services**
- ◆ **4% Health Services**
- ◆ **1% Legal Services**
- ◆ **7% Education And Social Services**
- ◆ **1% Art And Membership**
- ◆ **3% Engineering, Architecture And Accounting**
- ◆ **2% Government**

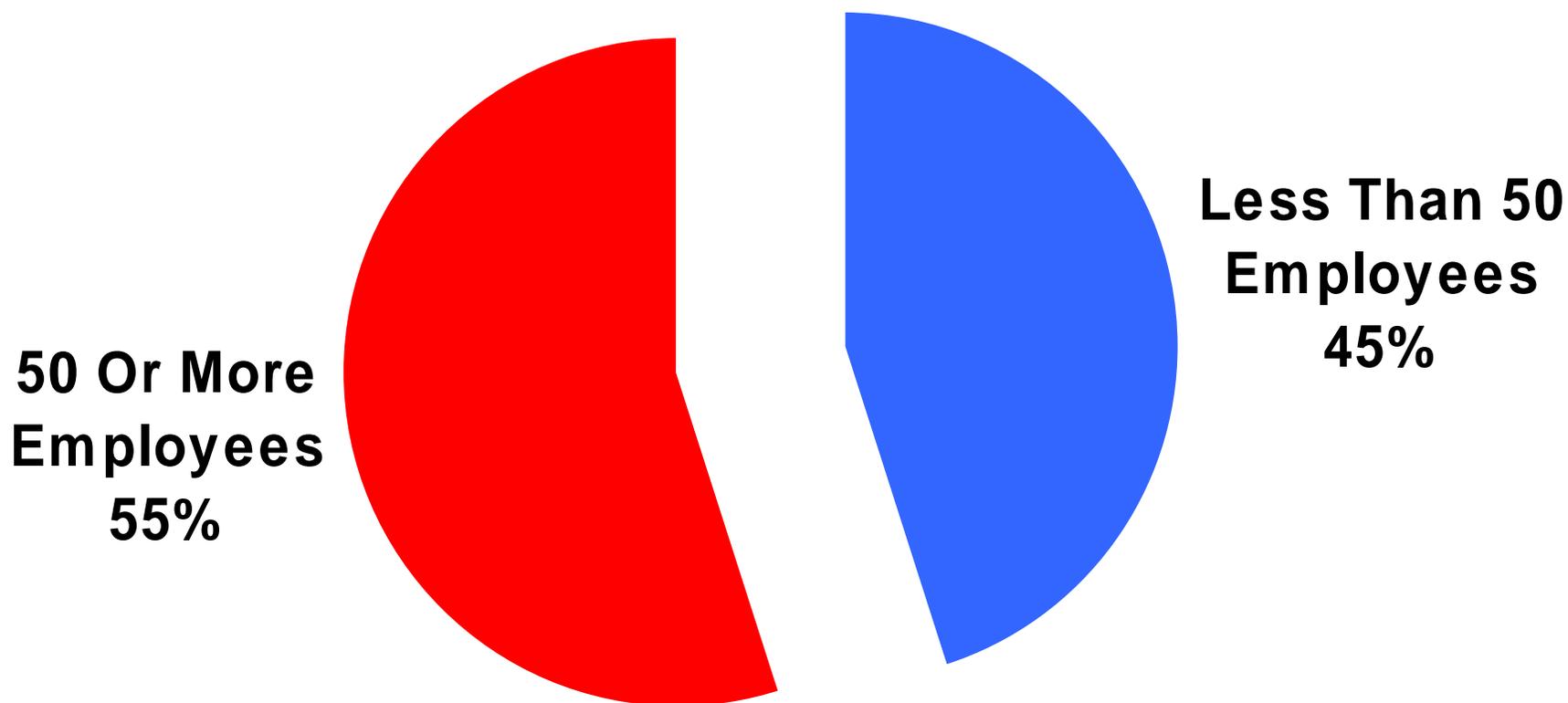


# ***Geographic Location***

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



# *Reporting Results*





# ***Employer Challenges***



# *Availability Of Qualified Job Candidates*

- ◆ **64% Of Employers Noted There Is A Shortage Of Qualified Job Candidates In 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**
    - ◆ **Safety, Sexual Harassment, Customer Service, CPR, Computers, Forklift, Food Safety, Hazmat, Leadership, Management, On-The-Job, Welding, Sales, Teamwork, Welding, Wound Care**
    - ◆ **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**
    - ◆ **Billing And Coding, Blueprint Reading, Construction, Crane Operators, Estimating, Forklift, Golf Course Management, Horticulture, Human Resources, Maintenance, Manufacturing, Microscopy, Press Equipment, Radio Operator, Sexual Harassment, Technical Writing, Telecommunications, Wastewater, Welding**



## *Other Skills*

- ◆ **Needed For Current Employees**
  - ◆ **9% Of Less Than 50 Employees**
  - ◆ **8% Of 50 Or More Employees**
  - ◆ **Communications, Meat Cutting, Time Management**
    - ◆ **Accounting, Business, Cleaning, Control Systems, CPR, Customer Service, Driving, Finance, Grammar, Hospitality, Human Resource Laws, Letter Drafting, Machine Parts, Maintenance, Math, Merchandising, Organization, Real Estate, Team Building, Work Ethics**



## ***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**
  - ◆ **Management, Business, Education, Finance, Human Resource Managers, Marketing, Mechanical Engineers, Pharmacists, Physicists, Principals**



# *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**
  - ◆ **Computer Software Engineers, Computer Support Specialists, Network System Administrators, Data Communications Analysts, Desktop Publishers, Database Administrators And Computer Systems Analysts**
  - ◆ **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

- ◆ Sales & Related Occupations, Education, Training & Library Occupations, Health Care Practitioners & Technical Occupations, Food Preparation & Serving Related Occupations, Construction & Extraction Occupations, Business & Financial Operations Occupations, Management Occupations, Construction Trades Workers, Computer & Mathematical Occupations, Computer Specialists, Health Diagnosing & Treating Practitioners, Retail Sales Workers, Business Operations Specialists, Food & Beverage Serving Workers, Registered Nurses, Health Care Support Occupations, Building & Grounds Cleaning & Maintenance Occupations, Personal Care & Service Occupations, Postsecondary Teachers, Information & Record Clerks, Business Operations Specialists (All Other), Installation, Maintenance & Repair Occupations, Retail Salespersons, Other Teachers & Instructors, Other Personal Care & Service Workers, Cashiers



# ***Oakland MSA Jobs Forecast***

## ◆ **Highest Paying Jobs**

- ◆ **Psychiatrists, Obstetricians & Gynecologists, Dentists, General, Chief Executives, General Internists, Family & General Practitioners, Physicians & Surgeons, Pediatricians (General), Natural Sciences Managers, Engineering Managers, Real Estate Brokers, Lawyers, Marketing Managers, Computer & Information Systems Managers, Podiatrists, General & Operations Managers, Human Resources Managers, Pharmacists, Sales Managers, Securities, Commodities & Financial Services, Administrative Law Judges (Adjudicators), Atmospheric & Space Scientists, First-Line Supervisors/ Managers, Financial Managers, Management Occupations, Computer & Information Scientists (Research)**



# ***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*

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



# ***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**



# *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*

<b>College</b>	<b># Employees</b>
<b>Las Positas College</b>	<b>199</b>
<b>Chabot College</b>	<b>166</b>
<b>California State University – East Bay</b>	<b>89</b>
<b>California State University</b>	<b>58</b>
<b>Ohlone College</b>	<b>32</b>
<b>University Of Phoenix</b>	<b>29</b>
<b>Laney College</b>	<b>18</b>



# *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**
  - ◆ **Nursing, Education, Accounting, Legal, Engineering, Health Care, Real Estate, Insurance, Hazardous Materials, Waste Water, CPR, Sales, Securities, Tax Preparers**



# *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**

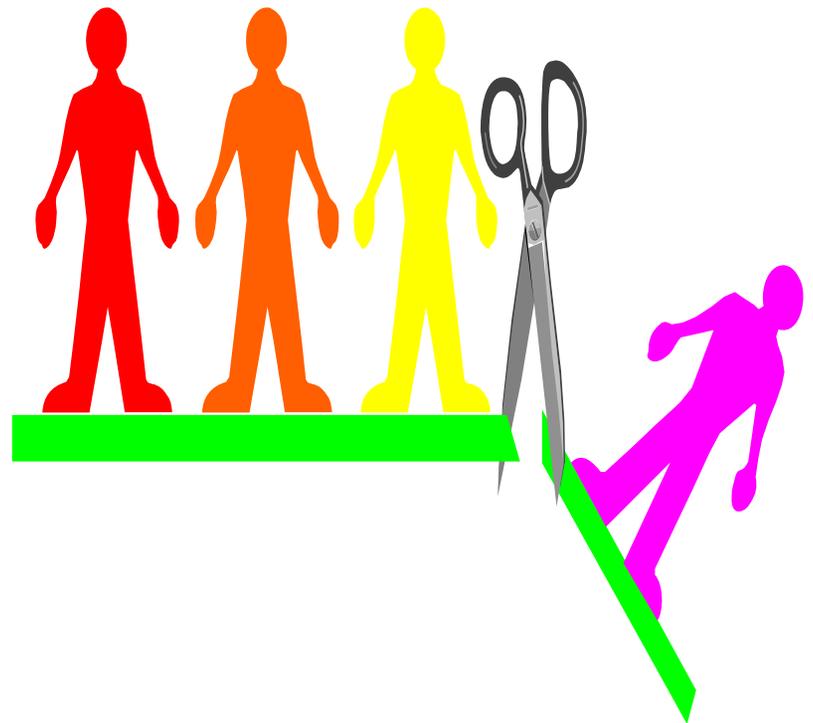


# ***Retention***



# *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*

	Remediation Only	6 Hours Or Less	7 To 11 Hours	12 Or More Hours
Entered Fall 2002	24	1027	547	901
Return Following Spring Semester	38%	39%	68%	88%
Return Following Fall Semester	17%	24%	46%	70%
Return Following Spring Semester	12%	17%	37%	62%
Return Following Fall Semester	4%	12%	30%	44%



# *Las Positas College*

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



## ***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?**