

# **Student Data for Enrollment Planning November 9, 2023**

# Asking questions with data

- Support students toward their educational goal(s) attainment
- Create an environment that supports students for as long as they need or want to be at Foothill

# Exploring Student Data

- Provide an overview
- Projections
- Comparisons
- Complexity

# Environmental Context

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

# Will the population increase between 2022 to 2030?

**1%**

**Santa Clara  
County**

**17,558**

**1%**

**California**

**402,300**

# Will the population age between 2022 to 2030?

**-2%**

14 to 59

**-19,468**

**20%**

60 and  
older

**+88,909**

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

## Top Occupations by Median Hourly Earnings with >10% Growth

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

# How much do students' wages change?

Median Change in  
Earnings

**38%**

Foothill

Median Annual  
Earnings

**\$67,480**

**27%**

California

**\$38,552**



# What are the wage changes for skills builders?

Median Hourly  
Wages Increase

**\$25 → \$48**

Foothill

Among Non  
Transfers

**\$25 → \$50**

**\$17 → \$28**

California

**\$26 → \$30**

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

**-20%**

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

# What percentage of students under age 19?

28%

2021-22

31%

2022-23

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

# Is there a majority population group?

Santa Clara County

40%

Asian

25%

Latina/o/x

29%

White

Foothill

27%

29%

28%

# Has enrollment changed from fall-to-fall?

2022

2023

11,174

Headcount

11,639

23,599

Enrollment

25,291

FTES increase

9%

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

Fall 2023 Headcount

Percent Change

**3,299**

Asian

**8%**

**3,415**

Latina/o/x

**4%**

**3,059**

White

**1%**

# Has the course offerings changed from fall-to-fall?

Fall 2023

Percent Change

7,672

In Person

26%

13,293

Online  
(asynchronous)

1%

# What percent of our enrollment are in online classes?

59%

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



# Where do our students reside?

2022

**29%**

Service Area

**26%**

Santa Clara  
County (rest of)

**18%**

San Mateo  
County

2023

**31%**

**25%**

**17%**

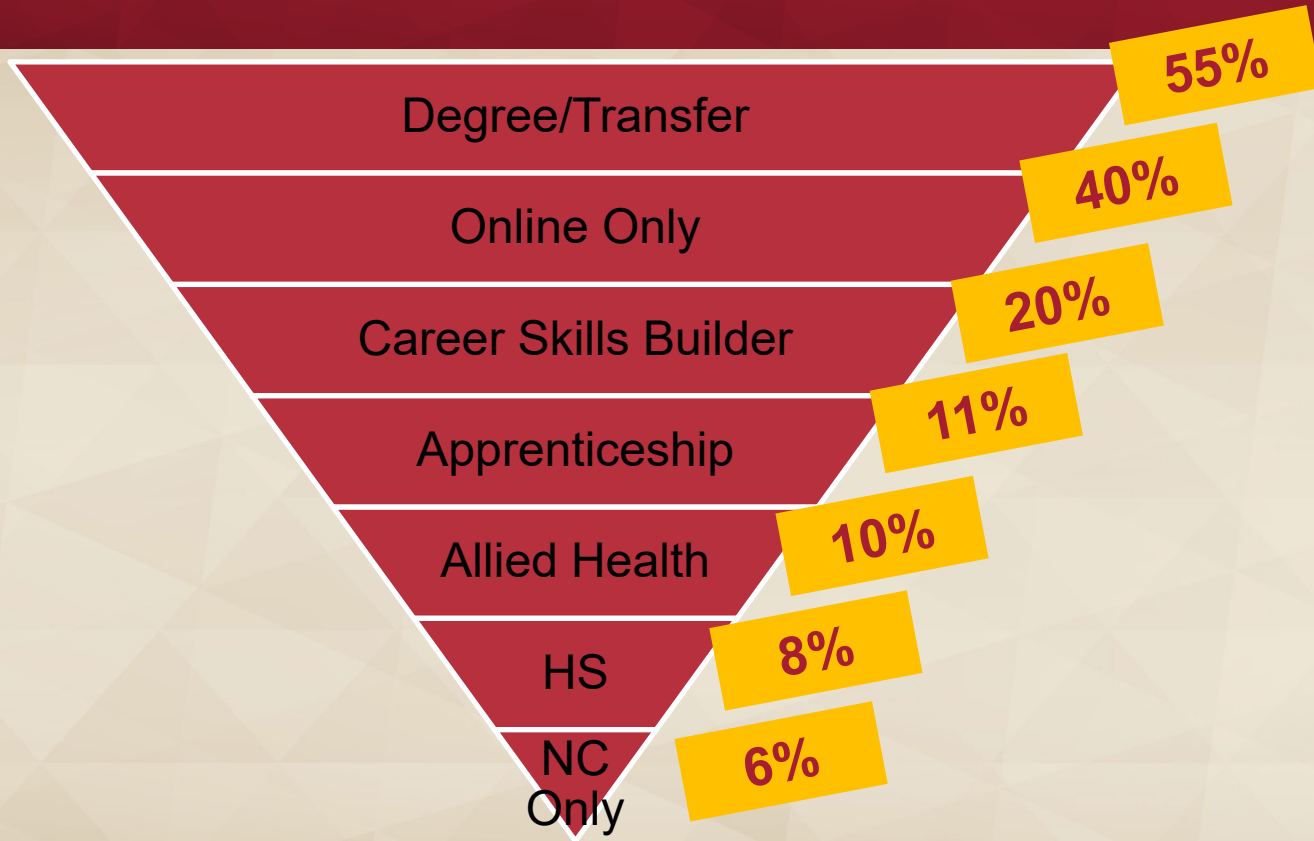
Source: FH IRP, ODS (Fall 2022 - Service Area: 3,198; Santa Clara County rest of: 2,228; San Mateo County: 1,990; Fall 2023 - Service Area: 3,568; Santa Clara County rest of: 2,853; San Mateo County: 2,022) [Excludes Apprenticeship | Census data only.]

# Who are Foothill students?

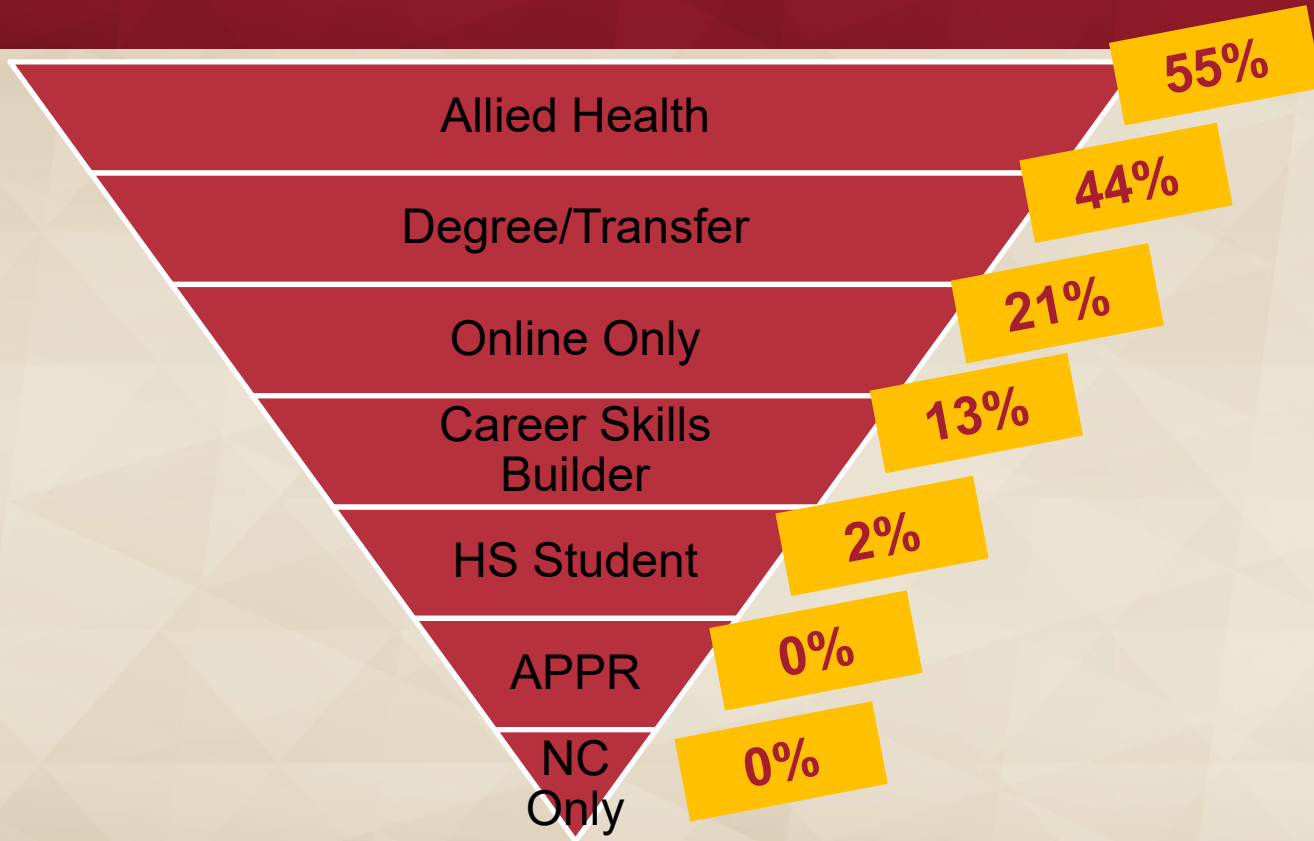
- Allied Health
- Apprenticeship
- Career Skills Builder
- Degree/Transfer Directed
- HS Student
- Non-Credit Only
- Online Only

How might key characteristics affect students' experiences?

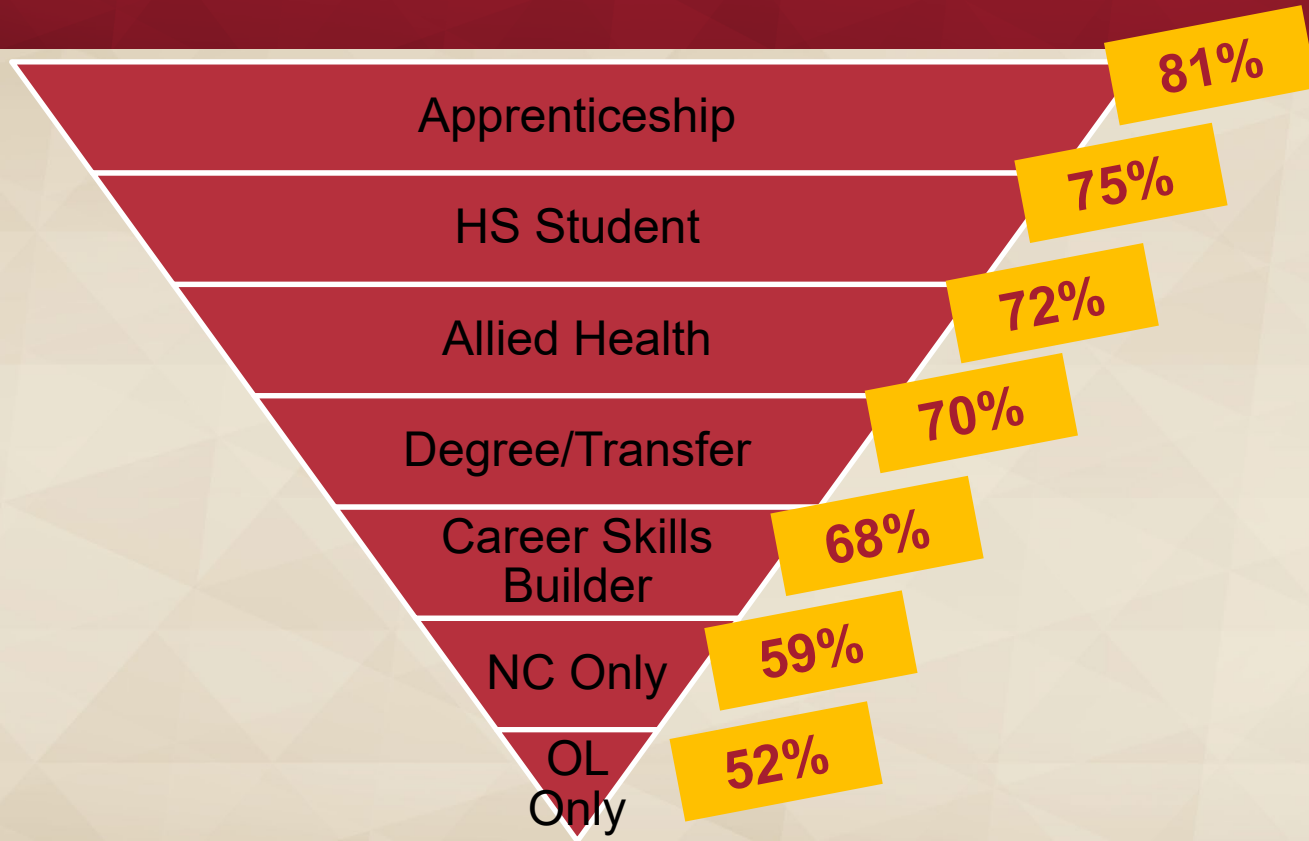
# What percent of total enrollment?



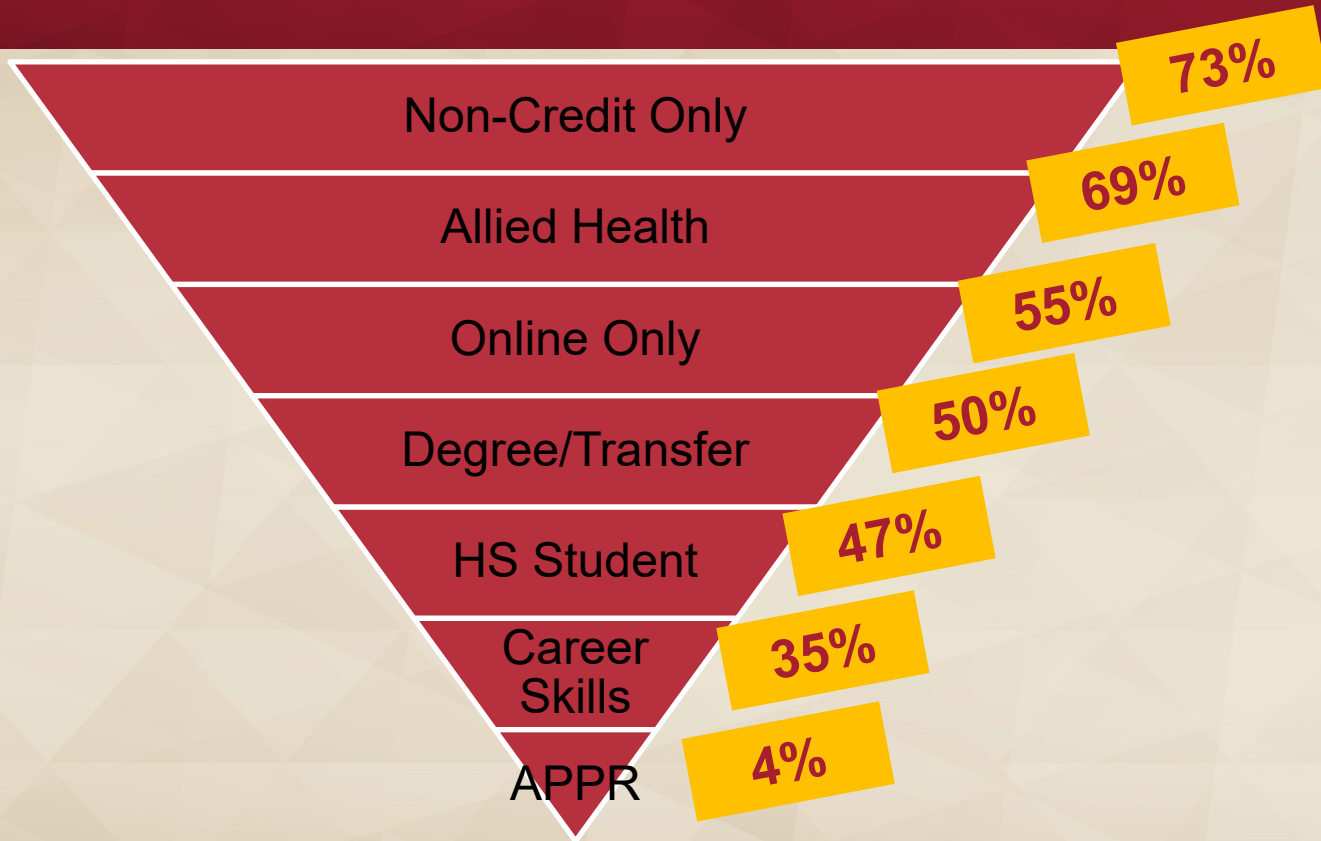
# How many are full-time students?



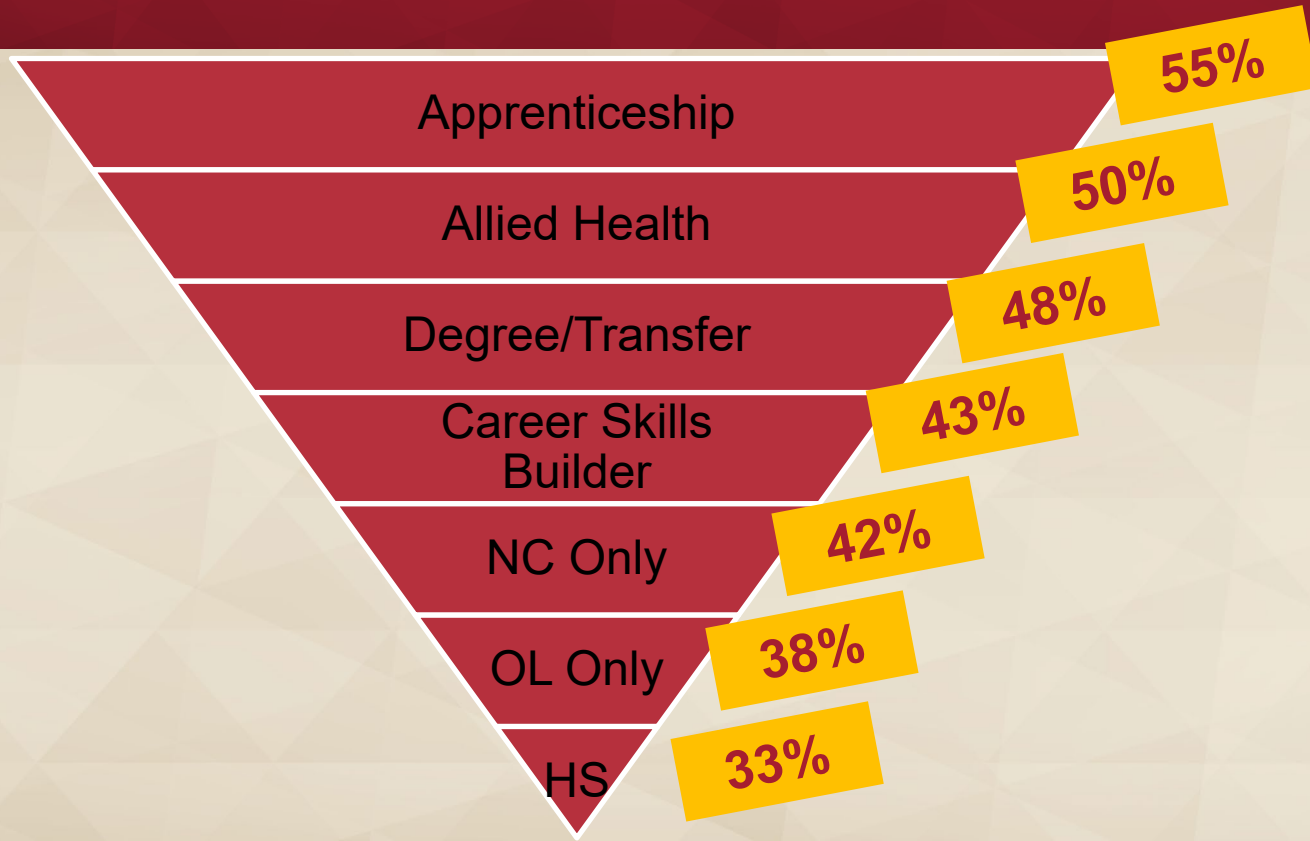
# How many enrolled in fall and winter?



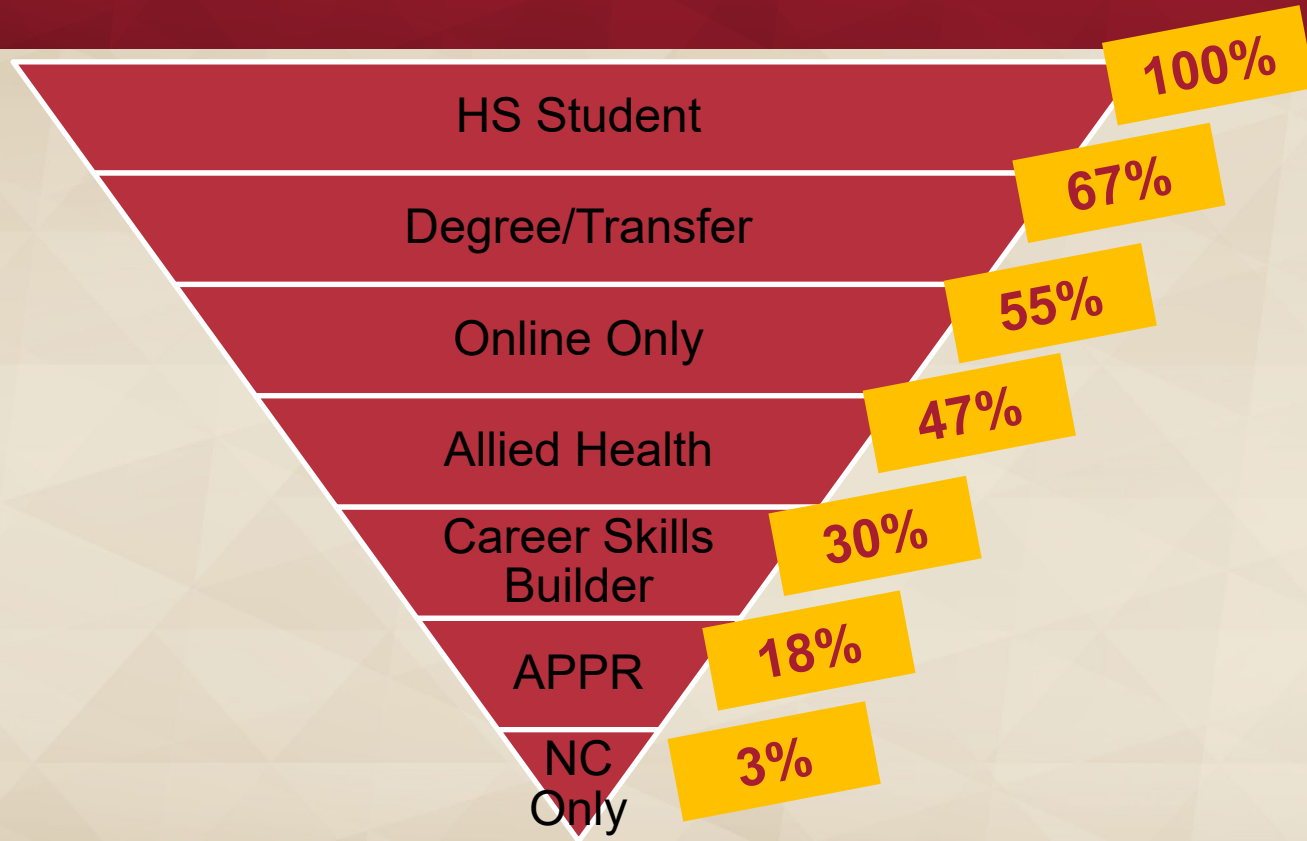
# What percent are female?



# What percent are Black, Filipinx, Latinx?

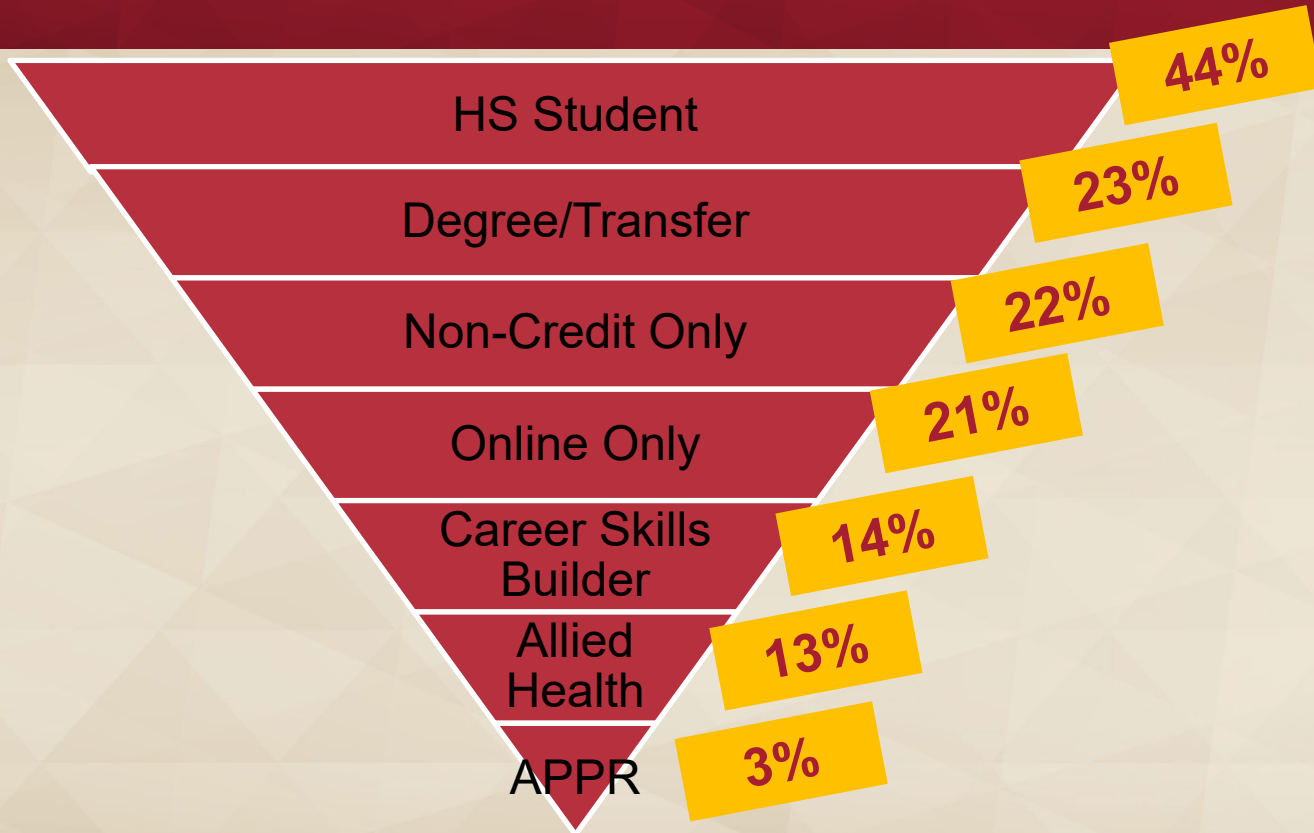


# How many are age 24 or younger?

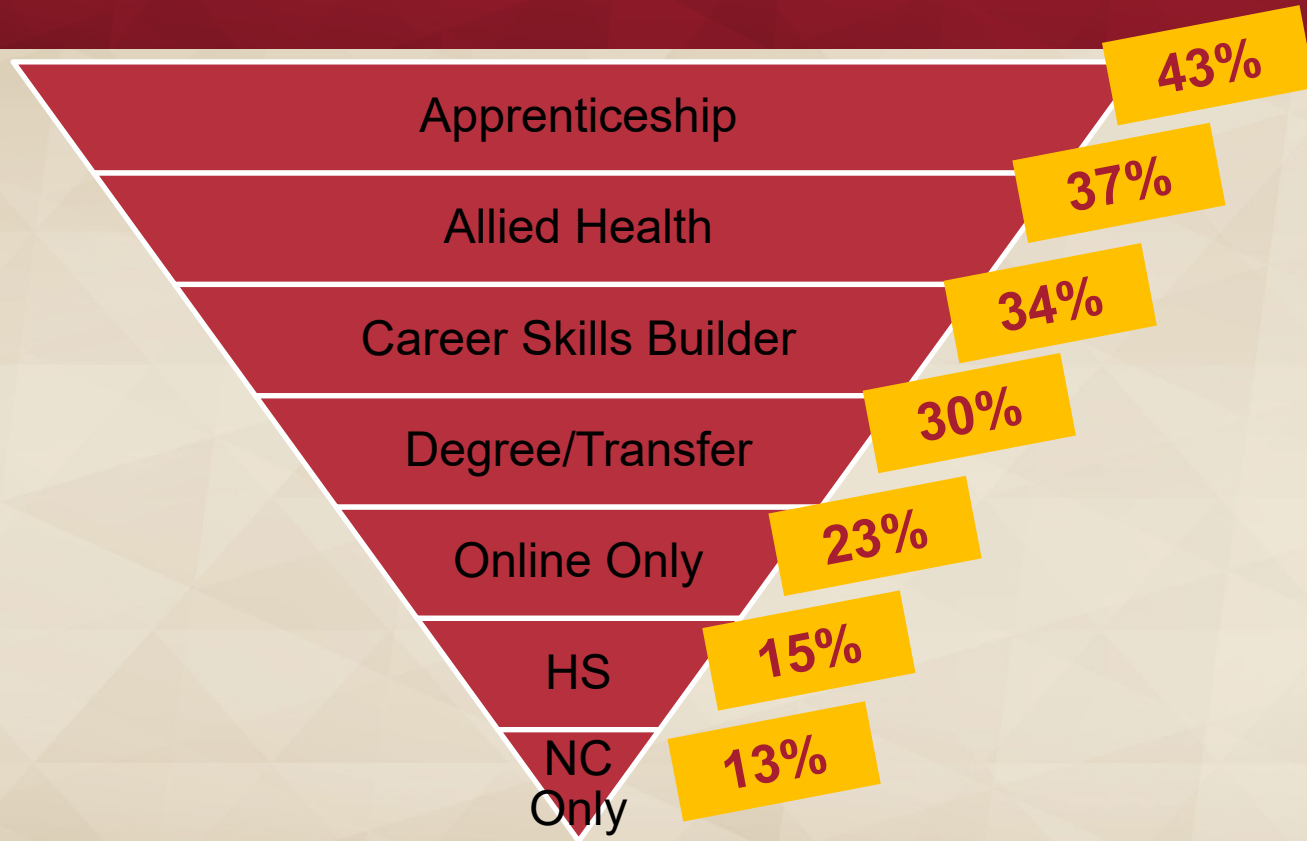




# How many live in our service area?



# How many are first generation college going?



# The Role of Data

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

**End**