

Allan Hancock College: Our Students and the Community

Presentation to the Allan Hancock Leadership Academy

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Vice President Institutional Effectiveness



So What is Institutional Effectiveness?

- Institutional effectiveness (IE) is the systematic, integrated, and ongoing process of planning and data analysis to inform decision making in support of the college mission.
- So integral to higher education that IE is an accreditation standard:

STANDARD I: Mission, Academic Quality and **Institutional Effectiveness**, and Integrity

Institutional Effectiveness

Accreditation Self-Evaluation Standard I.B.9

The institution engages in continuous, broad based, systematic evaluation and planning. The institution integrates program review, planning, and resource allocation into a comprehensive process that leads to accomplishment of its mission and **improvement of institutional effectiveness** and academic quality. Institutional planning addresses short- and long-range needs for educational programs and services and for human, physical, technology, and financial resources

Institutional Effectiveness at AHC

- Institutional Research
 - Ongoing reports (Fact Book)
 - Grant development and evaluation
 - Plan development and evaluation (eg., Student Equity)
 - Surveys of students and staff
- Support to advance processes and innovations (eg., acceleration, multiple measures)
- Institutional Planning. Ensure integrated planning that supports the college mission.
- Program Review. For quality improvement & integrated planning.
- Enrollment Management
- Accountability

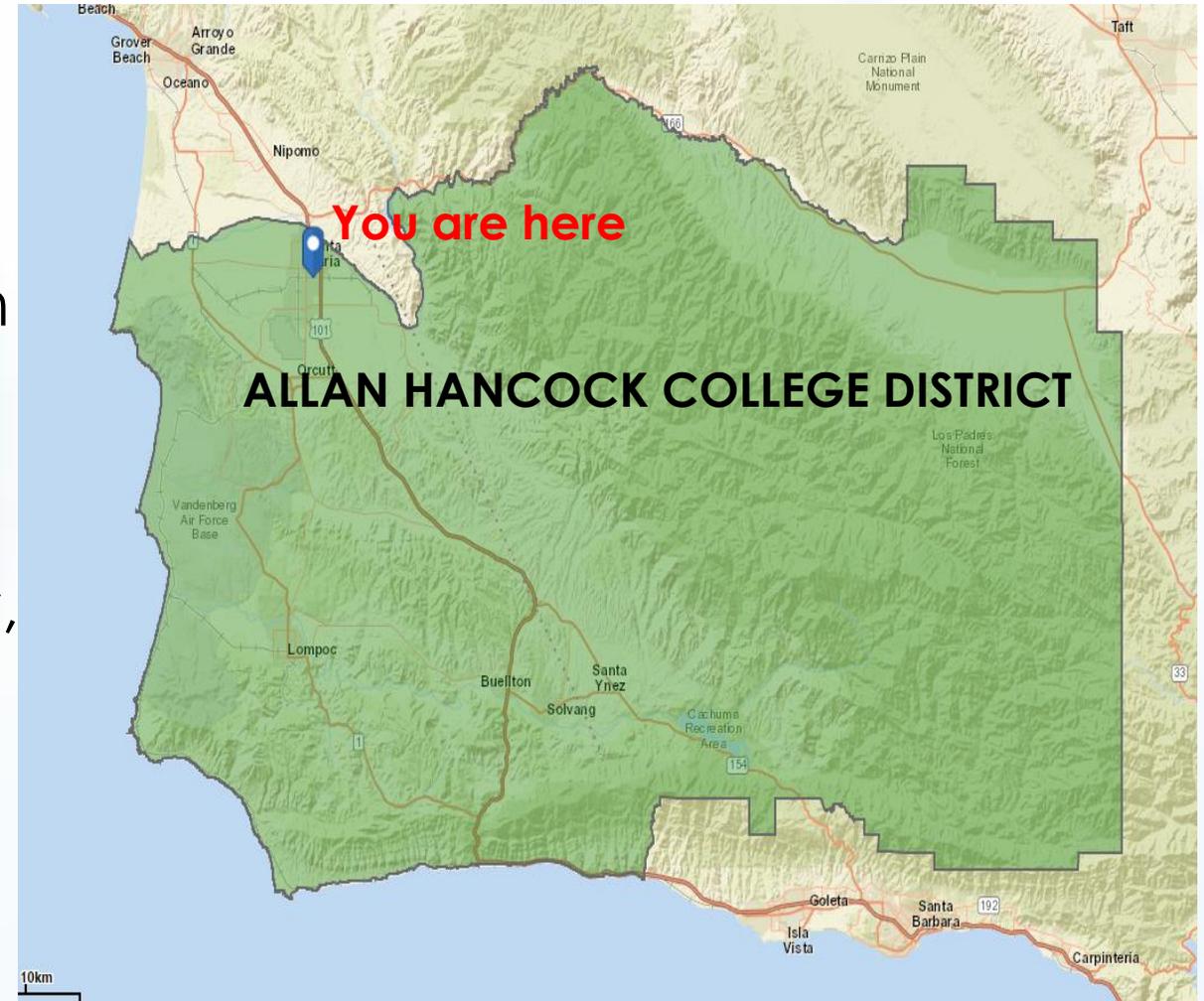
Today's Presentation

- The Community
- Access to Allan Hancock College
- Allan Hancock College Student Profile
- Current Enrollment Trends
- Student Achievement
- Accountability

As we discuss the data ask yourself, “why do I care?”

The Community

Allan Hancock College serves a community that comprises primarily northern Santa Barbara County and southern San Luis Obispo County. Within the northern Santa Barbara region there is considerable geographic variation in population size, race/ethnicity, and SES. The areas of Santa Maria and Guadalupe have experienced the largest percent growth, with Santa Maria also showing the largest absolute increase in population from 2000 to 2010.



Historical Population Data

Santa Barbara County Jurisdictions, Total Population

County/City	April 1, 2000	April 1, 2010	Change	% Change
Santa Barbara County	399,347	423,895	24,548	6%
Buellton	3,828	4,828	1,000	26%
Carpinteria	14,914	13,040	-1,154	-8%
Goleta (1)	28,788	29,888	1,100	4%
Guadalupe	5,659	7,080	1,421	25%
Lompoc	41,103	42,434	1,331	3%
Santa Barbara	89,600	88,410	-1,190	-1%
Santa Maria	77,423	99,553	22,130	29%
Solvang	5,332	5,245	-87	-2%
Unincorporated	133,420	133,417	-3	0%

(1) City incorporated after 2000 Census. 2000 Census data not available, however an estimate from the City of Goleta is substituted
 Source: Santa Barbara County Association of Government: Regional Growth Forecast 2010-2040

Unincorporated Places Population Change from 2000 to 2010

Unincorporated Place	Total Population		Change, 2000-2010	
	2000	2010	Number	Percent
Los Alamos	1,372	1,890	518	38%
Mission Hills	3,142	3,576	434	14%
Orcutt	28,830	28,905	75	0%
Santa Ynez	4,584	4,418	(166)	-4%
Vandenberg AFB	6,151	3,338	(2,813)	-46%
Vandenberg Village	5,802	6,497	695	12%

Source: Santa Barbara County Association of Government: Regional Growth Forecast 2010-2040

What is Ahead of Us?

- “Never look back unless you are planning to go that way.”
 - Thoreau
- “Don’t look back. Something might be gaining on you.”
 - Satchel Paige

County Population Projections

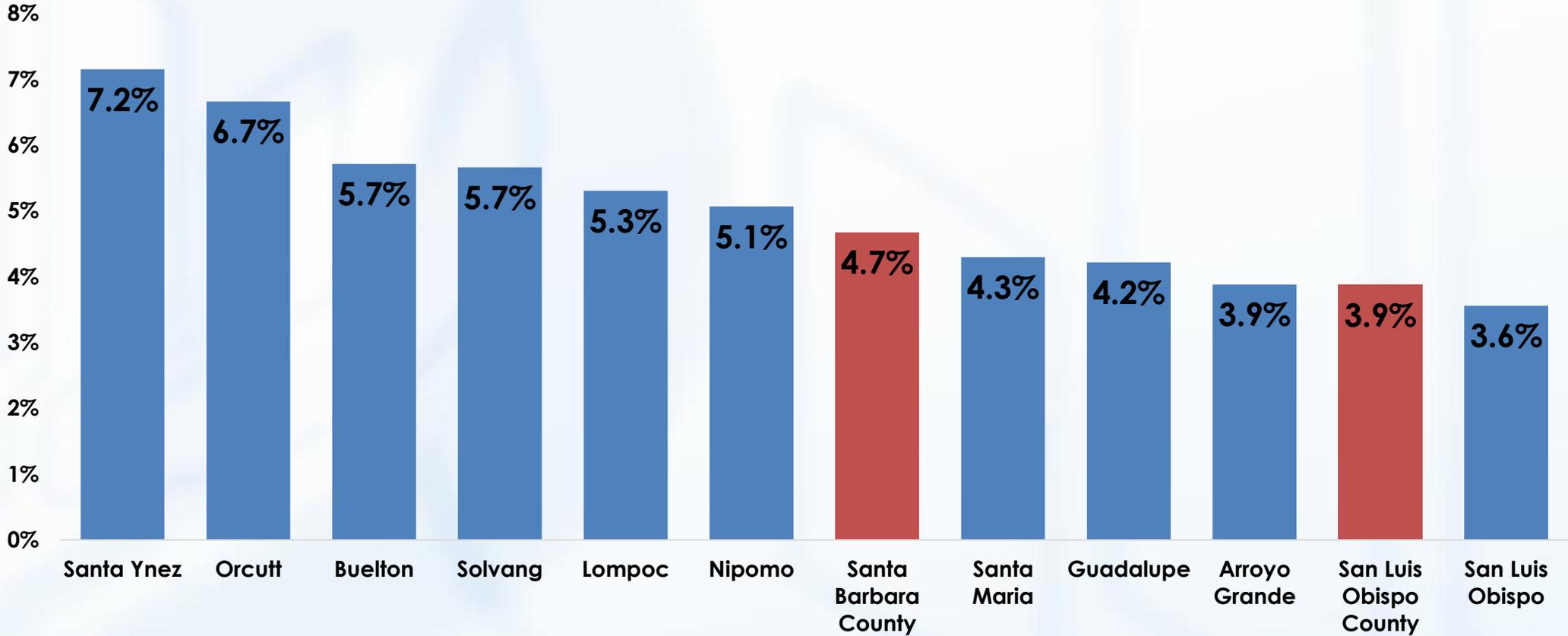
Overall Population						
	Santa Barbara County		San Luis Obispo County		California	
	Population	% Change 10-Year	Population	% Change 10-Year	Population	% Change 10-Year
2010	424,688		269,446		37,341,978	
2020	455,858	7%	283,667	5%	40,619,346	9%
2030	487,156	7%	299,378	6%	44,085,600	9%
2040	514,466	6%	309,689	3%	47,233,240	7%
2050	531,583	3%	313,544	1%	49,779,362	5%
2060	545,115	3%	318,668	2%	51,663,771	4%
	% Overall Growth	28.4%		18.3%		38.4%
<i>Source: California Department of Finance</i>						

Service Area Cities and Towns Projections

Total Population			
	2016	2021	% Change
San Luis Obispo County			
Arroyo Grande	17,940	18,636	3.9%
Nipomo	17,528	18,416	5.1%
San Luis Obispo	46,888	48,557	3.6%
Santa Barbara County			
Buelton	5,058	5,347	5.7%
Guadalupe	7,252	7,558	4.2%
Lompoc	44,357	46,711	5.3%
Orcutt	30,675	32,718	6.7%
Santa Maria	103,751	108,212	4.3%
Santa Ynez	4,754	5,094	7.2%
Solvang	5,546	5,860	5.7%
Total (Cities)	283,749	297,109	4.7%
San Luis Obispo County	280,968	291,854	3.9%
Santa Barbara County	441,862	462,510	4.7%
<i>Source: ESRI</i>			

Service Area Cities and Towns Projections

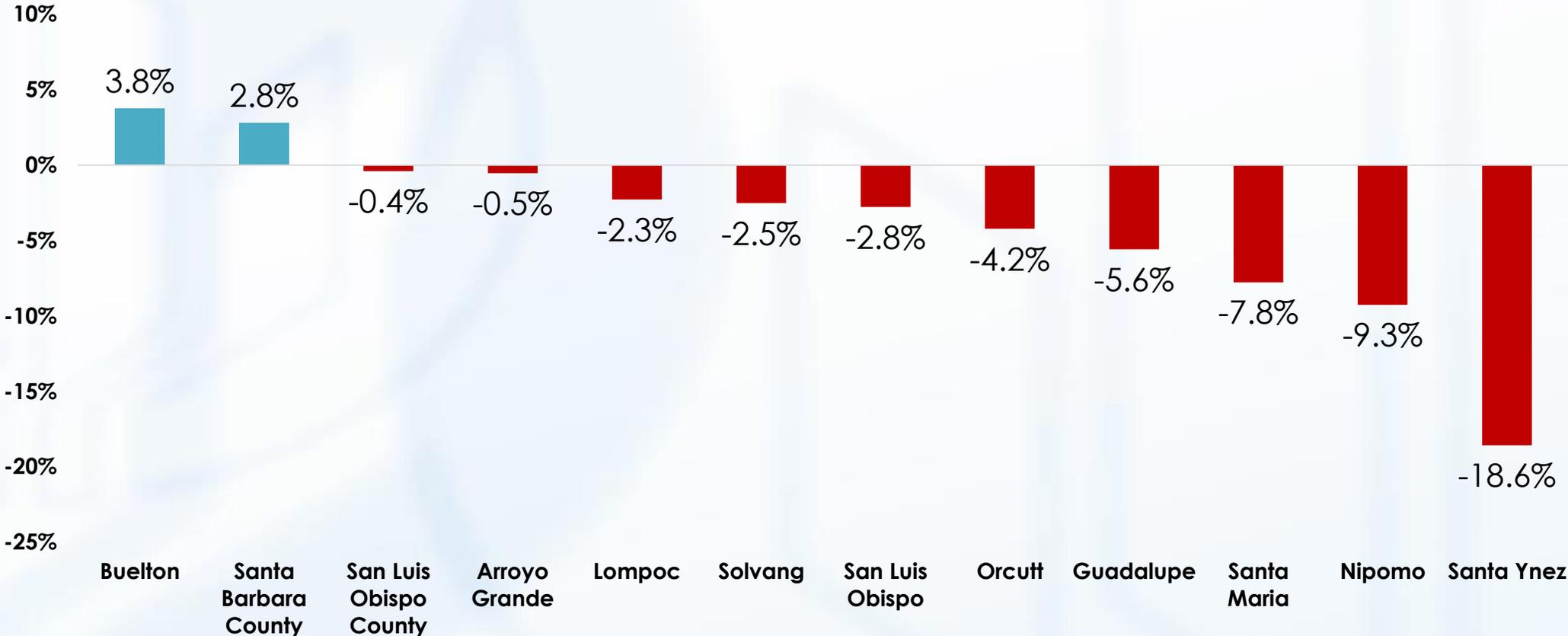
Projected Population Growth All Ages (2016-2021)



Source: ESRI

Service Area Cities and Towns Projections

Projected Population Growth Ages 18-24 (2016-2021)



Source: ESRI

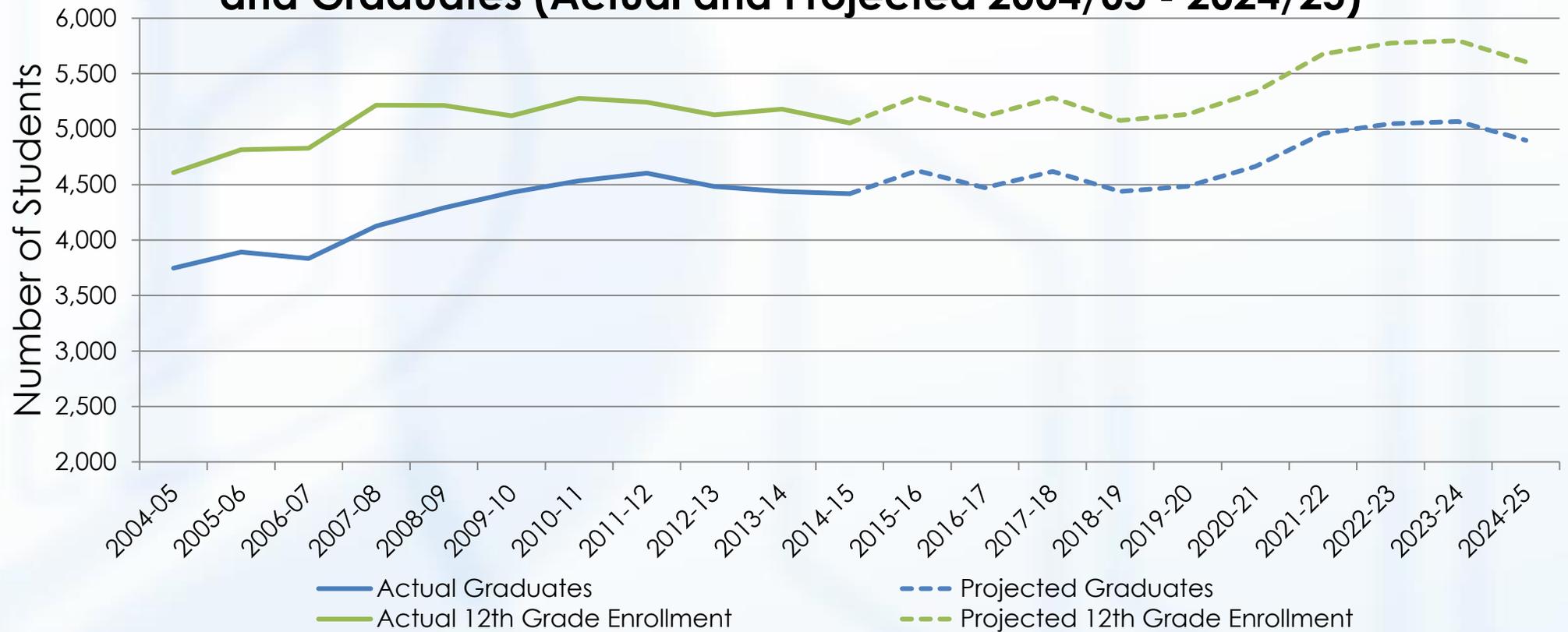
Measures of Access

Target Population(s)	# of college total headcount	% of college total headcount (proportion)	% of adult population within the community served (proportion)
Ethnicity			
American Indian / Alaska	227	1.4%	1.1%
Asian	892	5.6%	4.2%
Black or African American	552	3.5%	2.1%
Hispanic/Latino	8,625	53.9%	56.4%
White	5,303	33.1%	35.1%
Some other race	399	2.5%	1.0%
Total	15,998	100%	
Special Pops			
Foster Youth	247	1.5%	N/A
Individuals with Disabilities	907	5.7%	9.5%
Economically Disadvantaged	8,455	52.9%	19.5%
Veterans	533	3.33%	8%

Equity Analysis of Local High School Graduates Enrolled: Access					
High School	Ethnicity	High School	Allan Hancock	Percentage Gap	Proportionality Index
Pioneer Valley High School	Hispanic/Latino	89%	89%	0%	1.00
	White	5%	5%	0%	1.00
Ernest Righetti High School	Hispanic/Latino	53%	54%	1%	1.02
	White	38%	37%	-1%	0.97
Santa Maria High School	Hispanic/Latino	92%	94%	2%	1.02
	White	4%	2%	-2%	0.50
Lompoc High School	Hispanic/Latino	71%	74%	3%	1.04
	White	13%	12%	-1%	0.92
Nipomo High School	Hispanic/Latino	50%	61%	11%	1.22
	White	45%	33%	-12%	0.73
Arroyo Grande High School	Hispanic/Latino	33%	59%	26%	1.79
	White	58%	30%	-28%	0.52
Cabrillo High School	Hispanic/Latino	36%	39%	3%	1.08
	White	44%	41%	-3%	0.93
Santa Ynez High School	Hispanic/Latino	42%	46%	4%	1.10
	White	53%	51%	-2%	0.96

County 12th Grade Enrollment

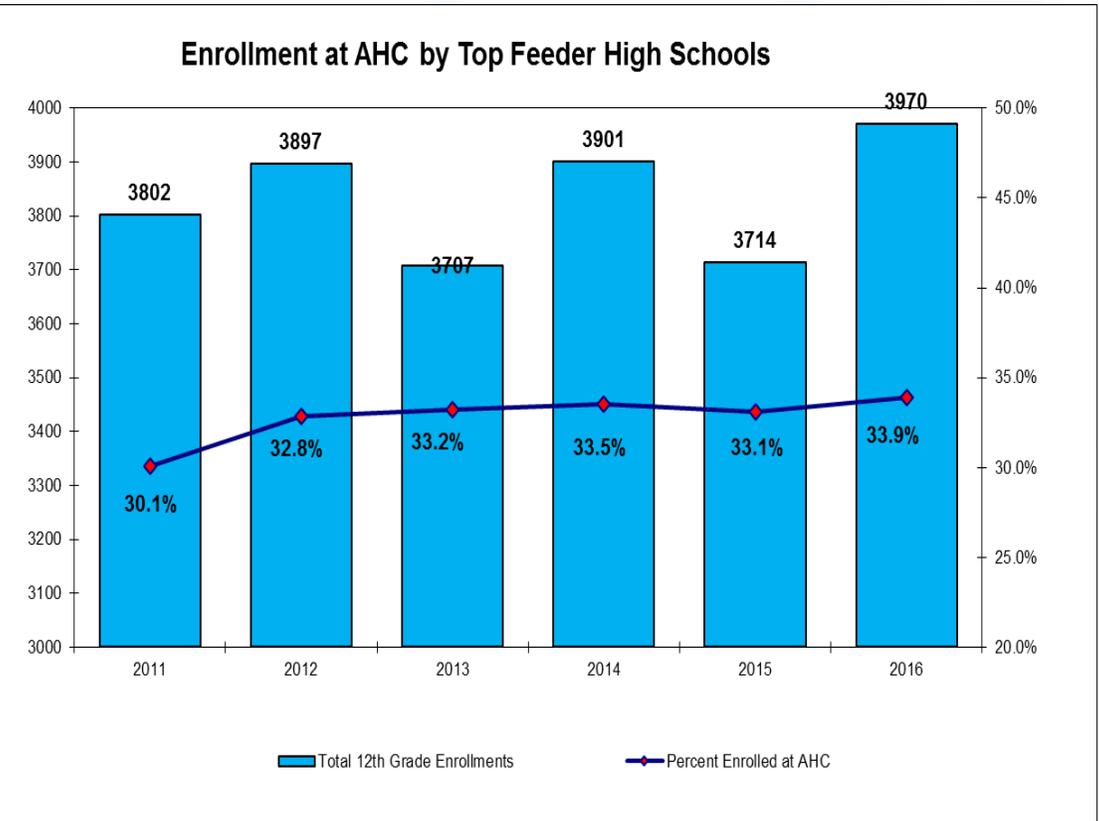
Santa Barbara County Public High School 12th Grade Enrollment and Graduates (Actual and Projected 2004/05 - 2024/25)



Source: California Department of Education

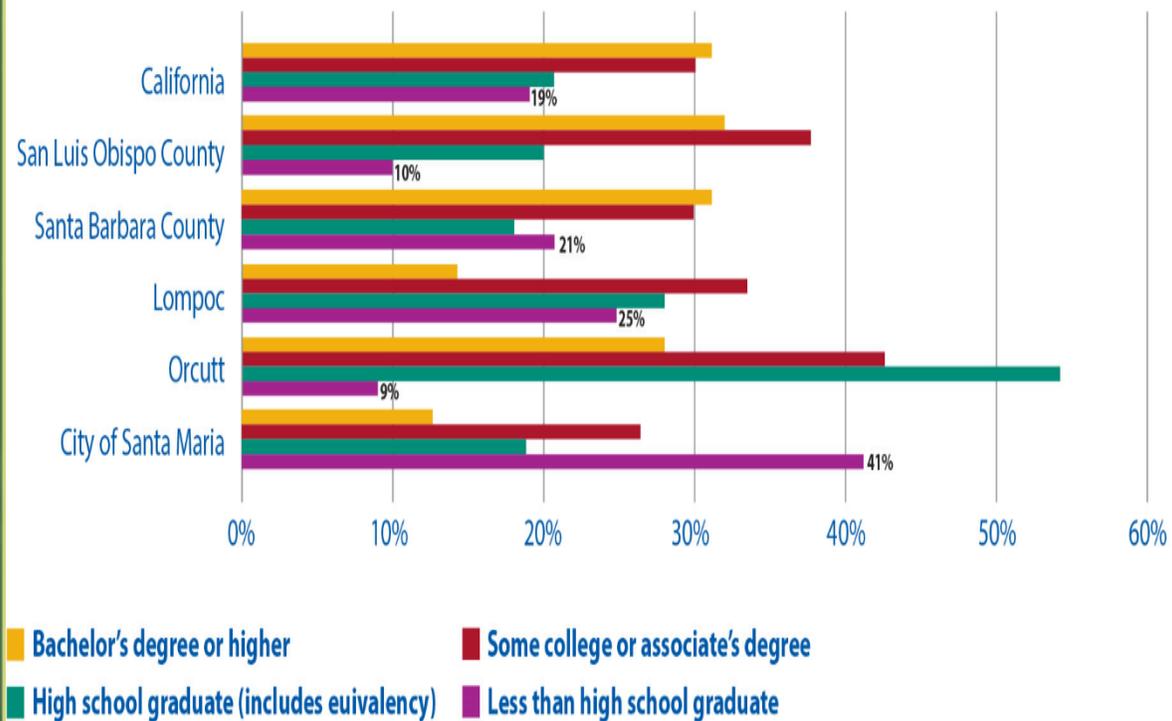
High School Going Rates

School	First Semester Enrollment of Top Feeder High schools in Fall					
	2015			2016		
	12th grade Enrollments	Entering AHC	Percent	12th grade Enrollments	Entering AHC	Percent
Pioneer Valley High	601	257	43%	625	291	47%
Righetti High	497	186	37%	510	223	44%
Santa Maria High	499	189	38%	599	219	37%
Lompoc High	305	126	41%	351	136	39%
Nipomo High	255	95	37%	230	99	43%
Arroyo Grande High	513	82	16%	524	60	11%
Cabrillo High	297	94	32%	362	139	38%
Orcutt Academy High	146	81	55%	150	68	45%
St. Joseph High	78	26	33%	97	31	32%
Delta High	278	54	19%	280	37	13%
Santa Ynez High	245	39	16%	242	44	18%
Total	3,714	1,229	33.10%	3,970	1,347	33.90%



The Community

Educational Attainment: Persons 25+

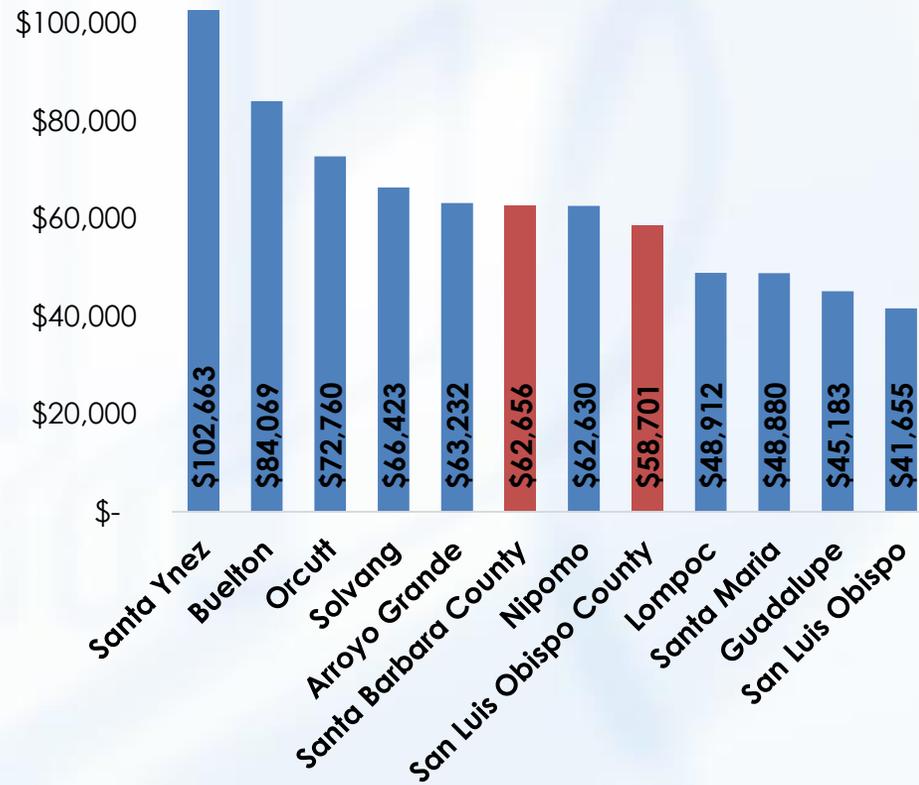


Educational attainment in Santa Maria and Lompoc (the largest cities in the district) are lower than unincorporated areas, the county as a whole, and the state. Santa Maria and Lompoc have a larger percentage of adults with no high school degree (41% in Santa Maria and 25% in Lompoc) and fewer than 14% with a bachelor's degree. Poverty is higher in these regions of low educational attainment as well.

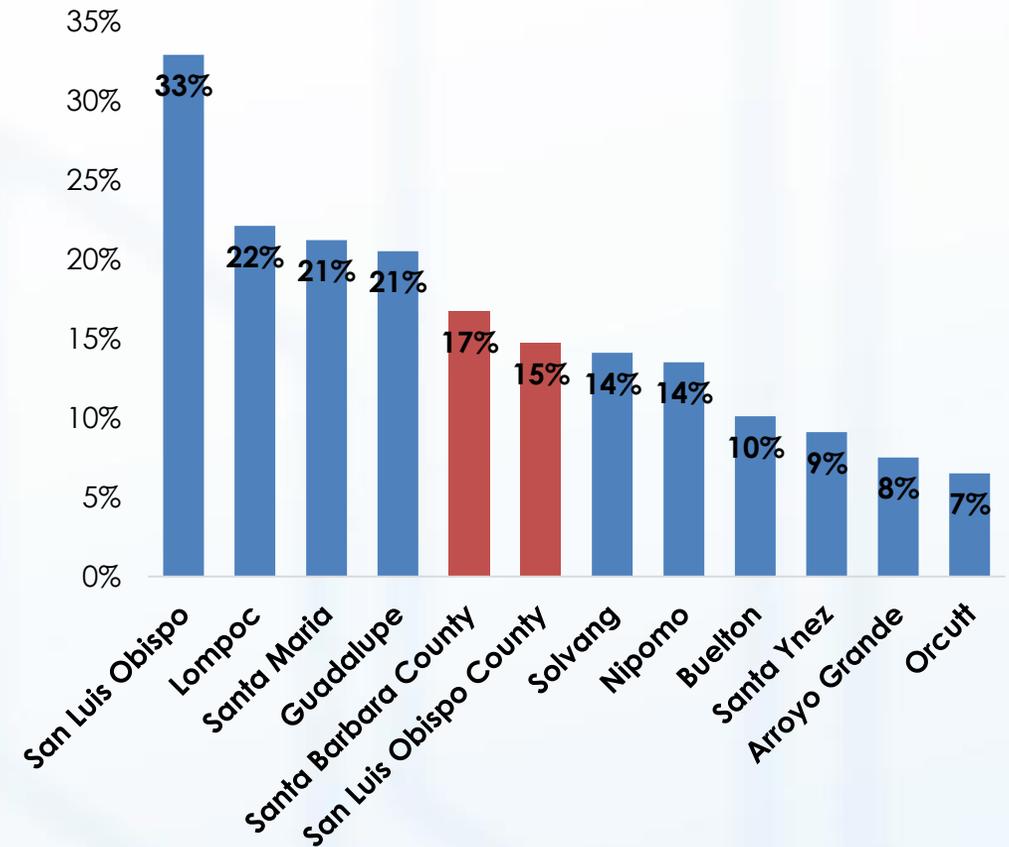
American Fact Finder, <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Community Socio-Economic Status

Median Household Income (2016)

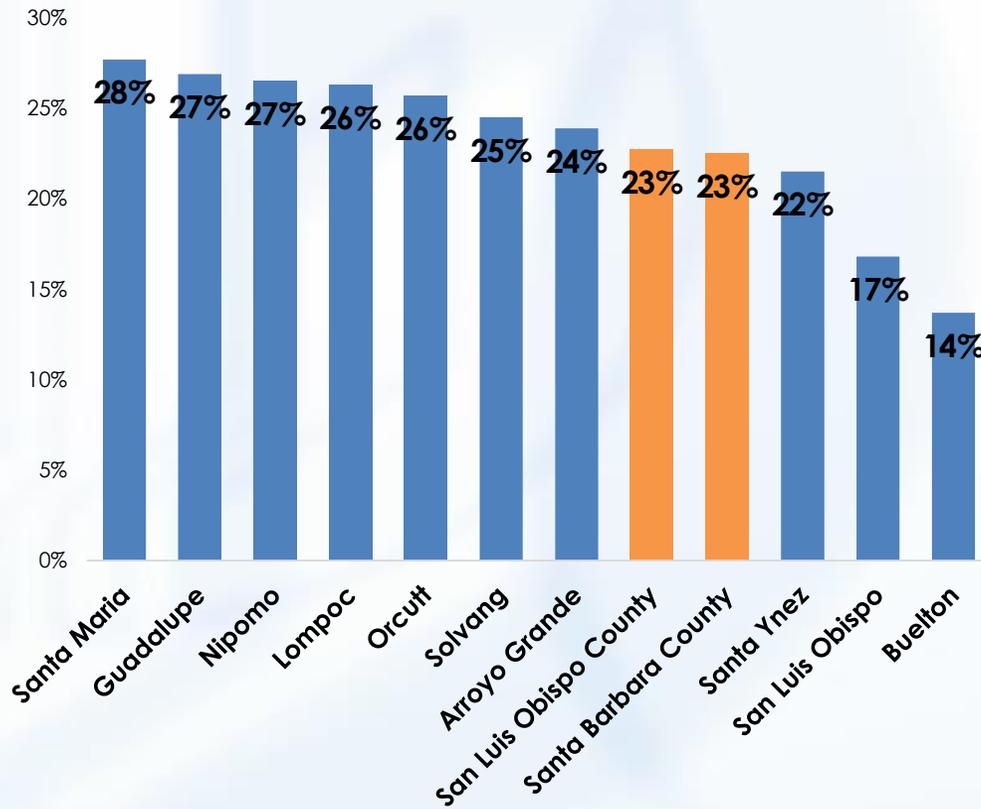


Percentage of Population Living Below Poverty Level

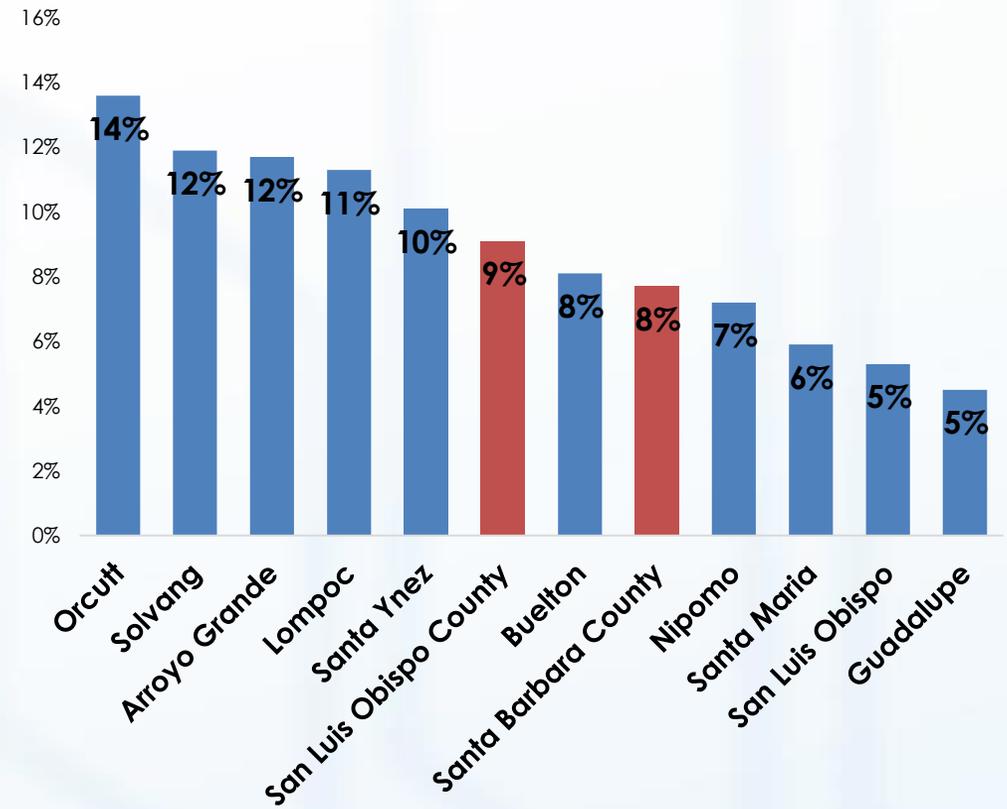


Community Special Populations

2016 Households with One or More People with Disability

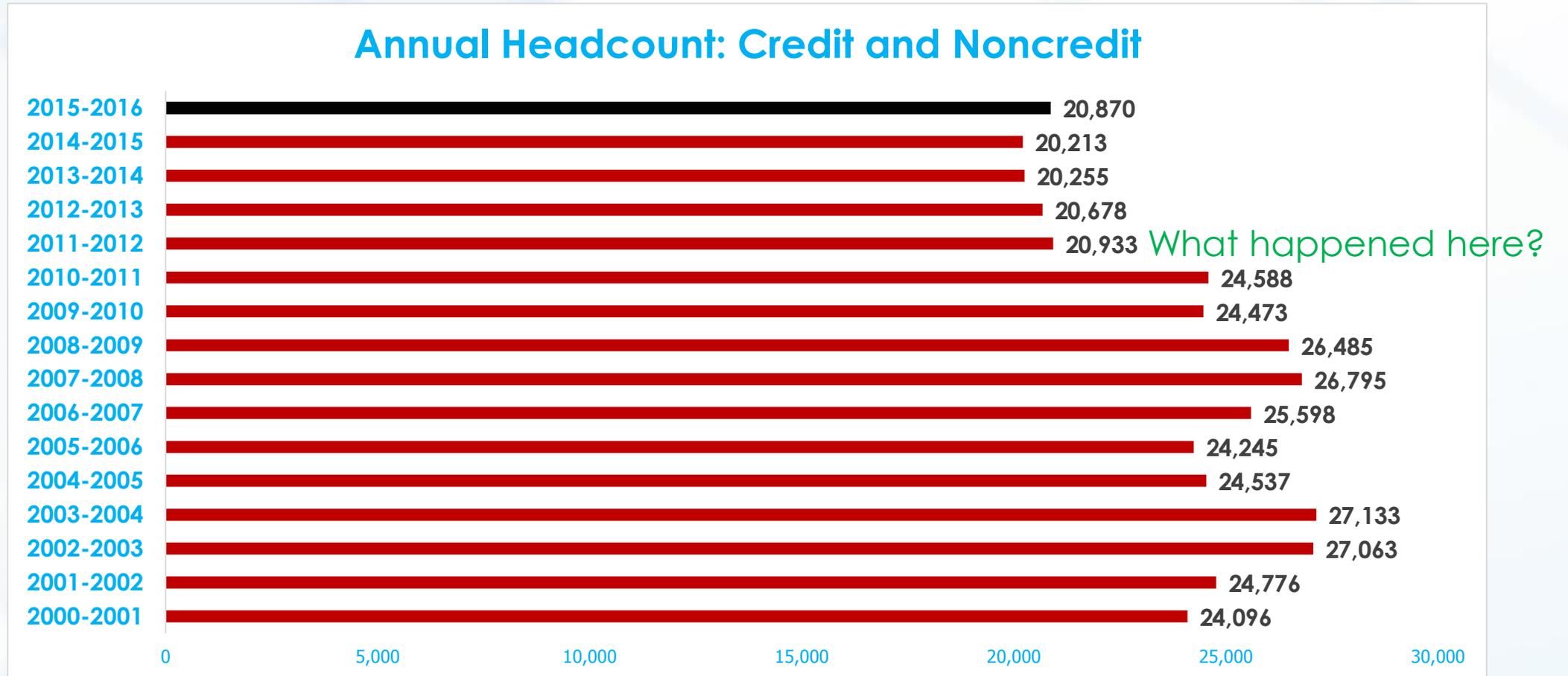


Percentage of Civilian Population Age 18+ who are Veterans



Allan Hancock Students

Allan Hancock Student Profile



What do you think happened in 2016-17?

Allan Hancock Student Profile

So how do we count students?

Or, how do you respond when mom asks, “how many students go to that college you work at?”

Allan Hancock Student Profile

So how do we count students?

Or, how do you respond when mom asks, “how many students go to that college you work at?”

The answer is
“it depends”

And mom says, “no soup for you smarty”

Allan Hancock Student Profile

The answer to how many students are enrolled can be confusing.

- Annual vs. Term?
- Credit vs. noncredit?
- Full-time equivalent (FTE) or one person one count?
- Are we talking about unduplicated or total seats?

That is, headcount versus enrollment

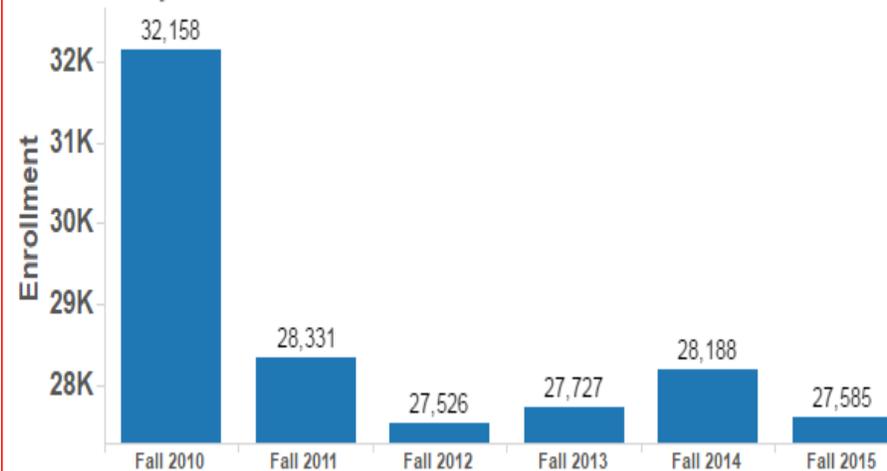
(we get surveys asking what our headcount enrollment is – ugh!)

Allan Hancock Credit Student Profile

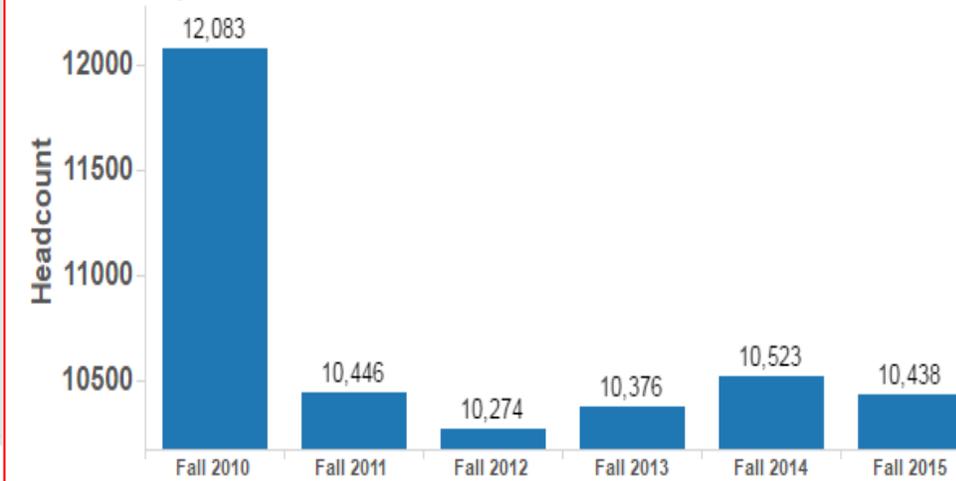
Allan Hancock College Headcount, Enrollment, Sections, Retention, Success & FTES

	Fall 2013	Spring 2014	Summer 2014	Fall 2014	Spring 2015	Summer 2015	Fall 2015	Spring 2016	Summer 2016
Enrollment	27,727	28,343	7,474	28,188	27,996	7,997	27,585	27,242	7,680
Headcount	10,376	10,690	4,713	10,523	10,672	5,041	10,438	10,775	3,962
Retention %	88%	87%	93%	88%	87%	94%	88%	91%	94%
Success %	73%	73%	85%	72%	74%	85%	73%	76%	86%
Sections	1,069	1,141	306	1,141	1,209	355	1,176	1,220	357
FTES	3,771	3,776	880	3,809	3,957	934	3,724	3,630	905

Enrollment by Fall Terms



Headcount by Fall Terms



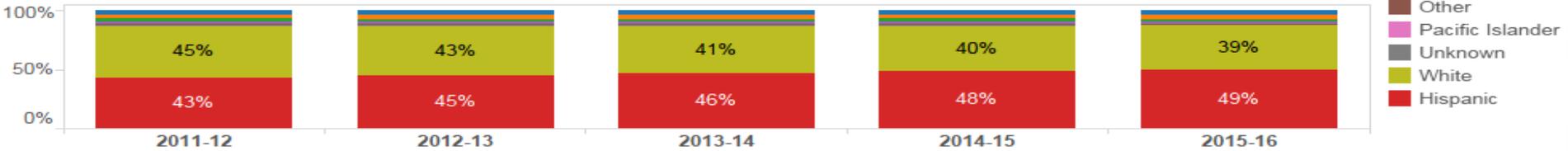
Fall 2016 Credit Headcount: 11,482

Allan Hancock Credit Student Profile

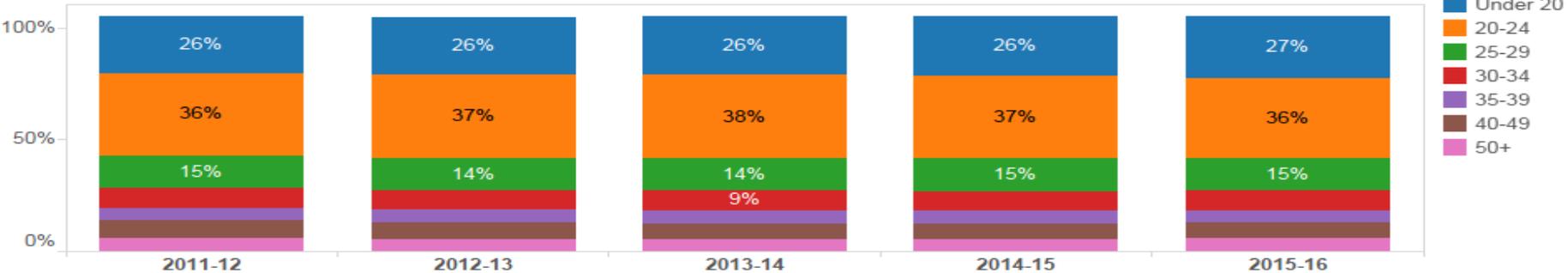
Student Headcount

Year	2011-12	2012-13	2013-14	2014-15	2015-16
Headcount	16,515	16,232	15,866	15,768	15,851

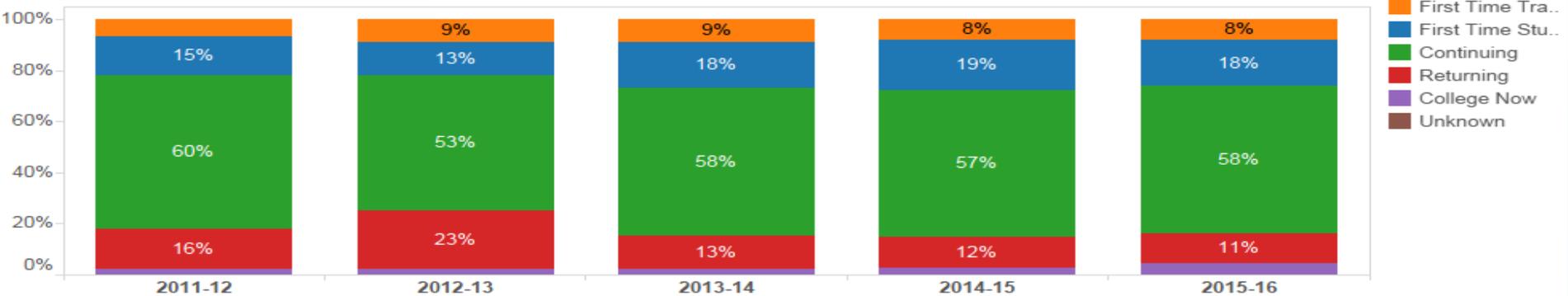
Ethnicity



Age Category

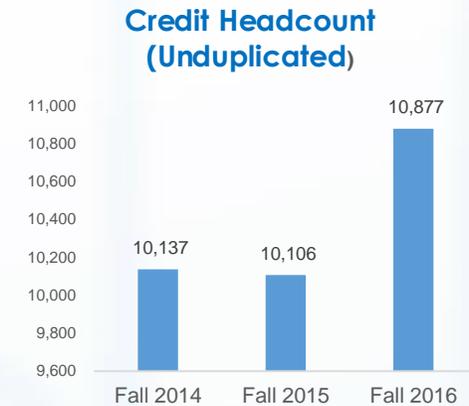
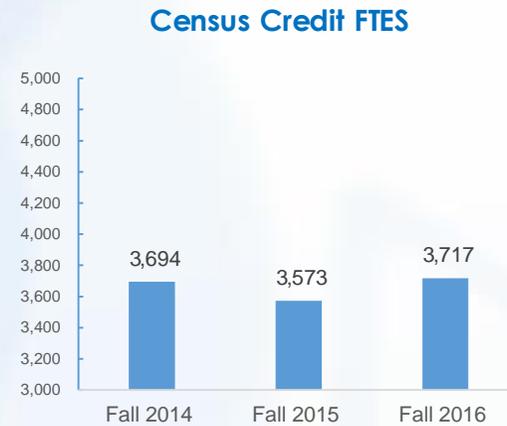
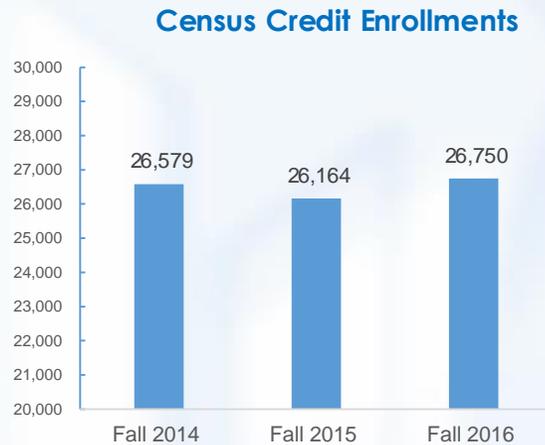


Enrollment Status - Fall Term ONLY



Allan Hancock Student Profile

Fall 2016 Census

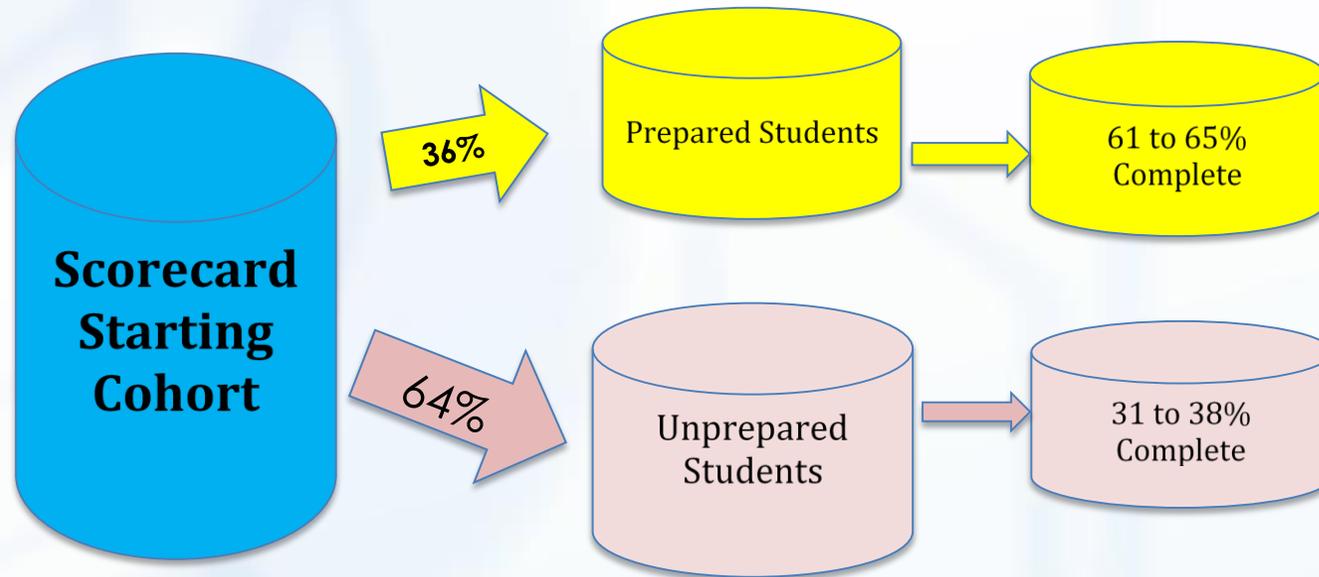


At fall 2016 census, enrollment, FTES, and headcount increased. Duplicated enrollment grew by 2.2%, FTES increased by 4%, and headcount increased by 7.6%. Enrollment growth occurred primarily at local high schools, among incoming high school graduates, and online.

Allan Hancock Credit Student Profile

Fall Credit Enrollment at Census					
WHERE DO STUDENTS LIVE?	2014	2015	2016	% change 2014 to 2016	Three-year Trend
SANTA MARIA	3,410	3,316	3,534	3.6%	
LOMPOC	1,799	2,020	2,160	20.1%	
ORCUTT	1,694	1,761	1,976	16.6%	
NIPOMO	606	675	680	12.2%	
ARROYO GRANDE	344	360	349	1.5%	
GUADALUPE	256	231	287	12.1%	
GROVER BEACH	173	169	175	1.2%	
OCEANO	119	135	127	6.7%	
SOLVANG	114	105	171	50.0%	
SAN LUIS OBISPO	113	99	96	-15.0%	
BUELLTON	100	88	115	15.0%	
PISMO BEACH	62	62	62	0.0%	
LOS ALAMOS	61	55	67	9.8%	
SANTA YNEZ	60	70	94	56.7%	

AHC Cohort Preparedness



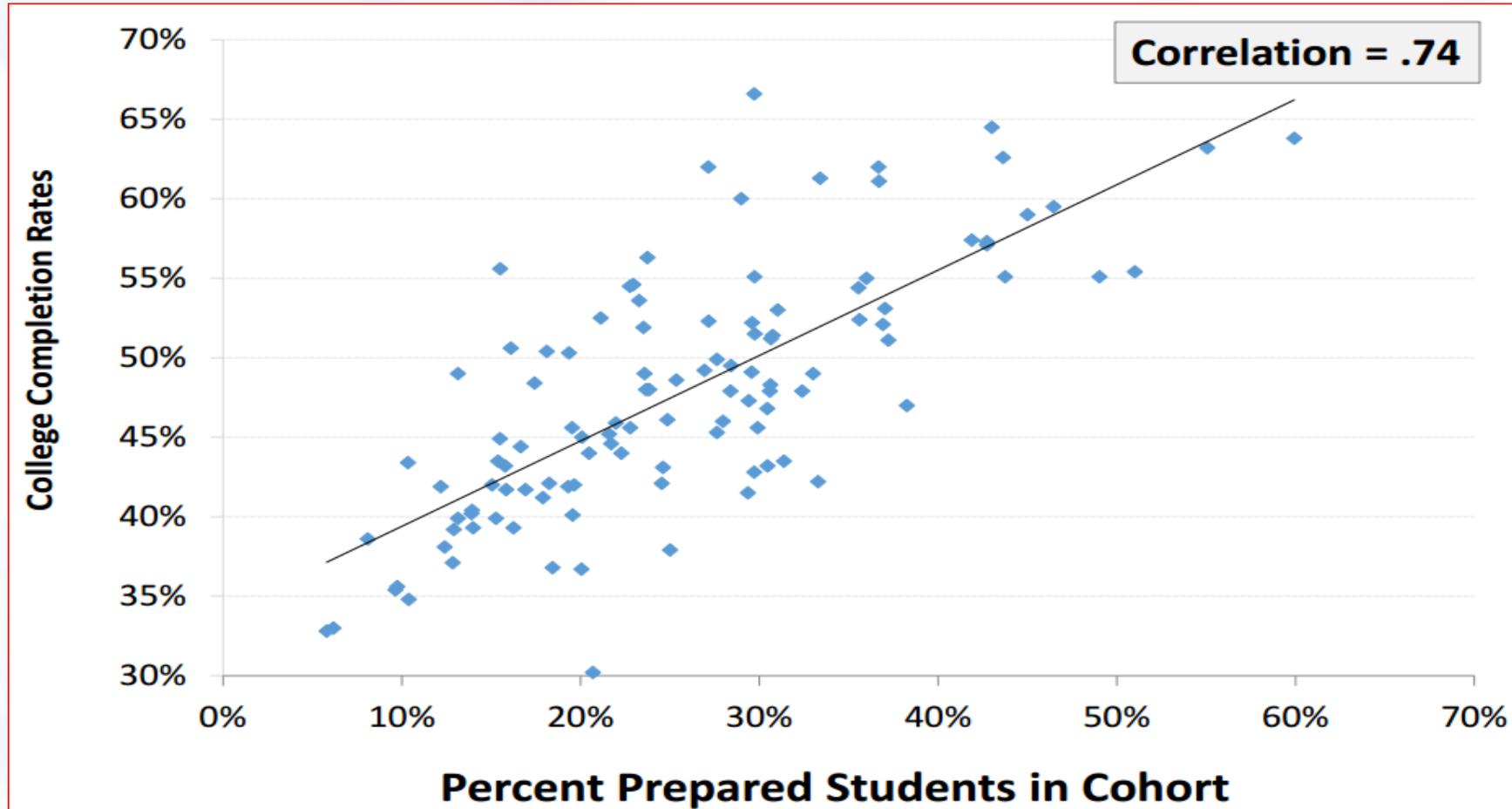
- *First time students*
- *Earned 6+ units in 3 years*
- *Attempted any Math/English in the first 3 years*

The preparedness challenge

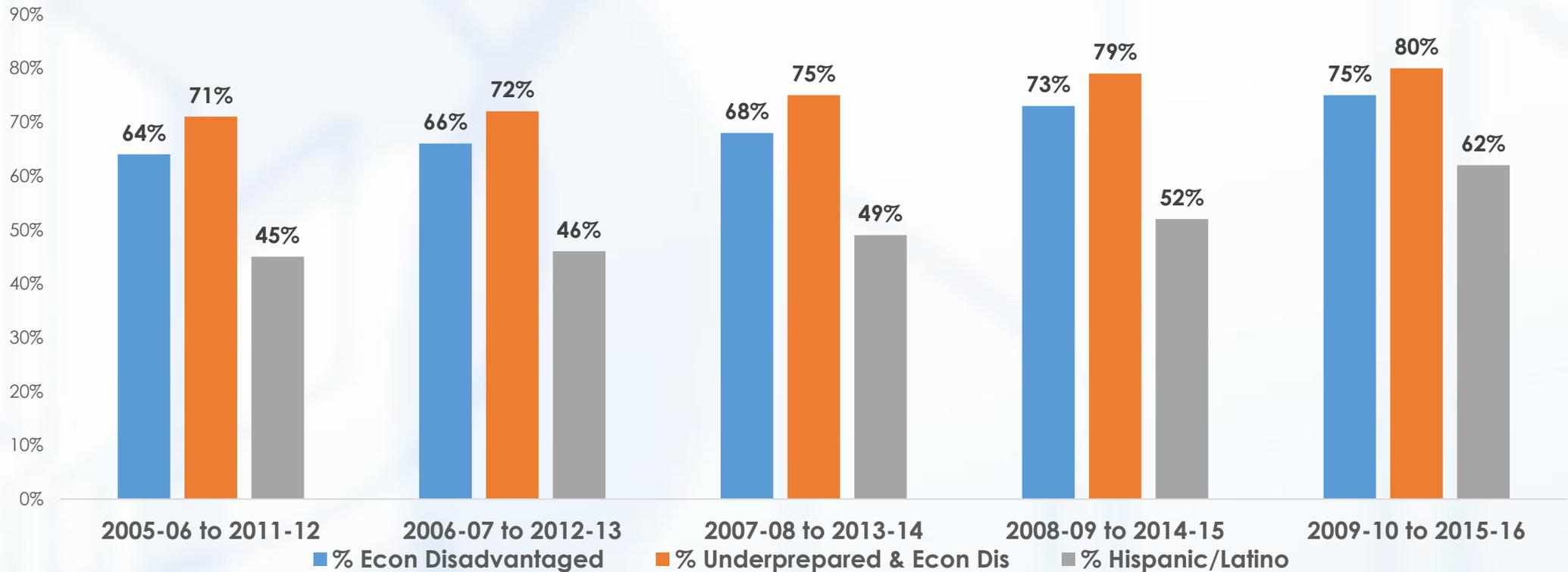
“College preparedness is *the* major determinant of inequities in educational attainment”

-Equity & Excellence in American Higher Education by Bowen, Kurzweil & Tobin

College Preparedness and Completion



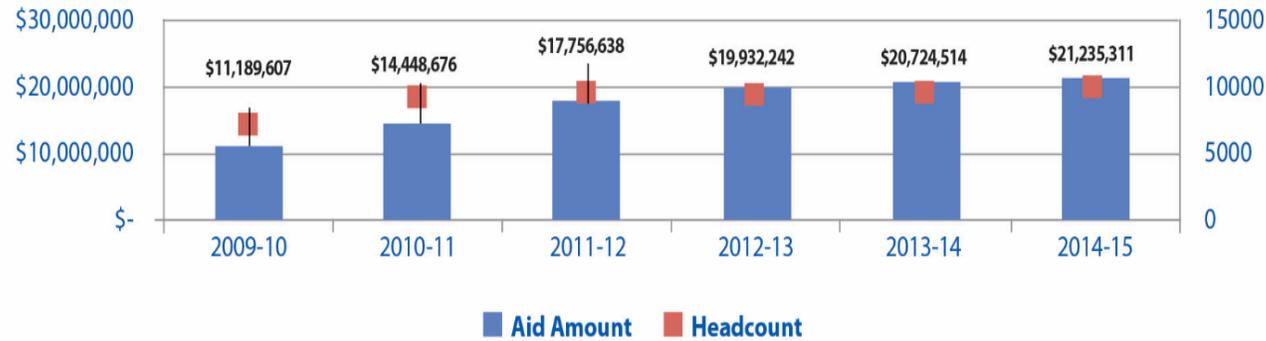
Incoming Cohort* Socio-Economic Trends



- *First time students*
- *Earned 6+ units in 3 years*
- *Attempted any Math/English in the first 3 years*

Allan Hancock Student Profile

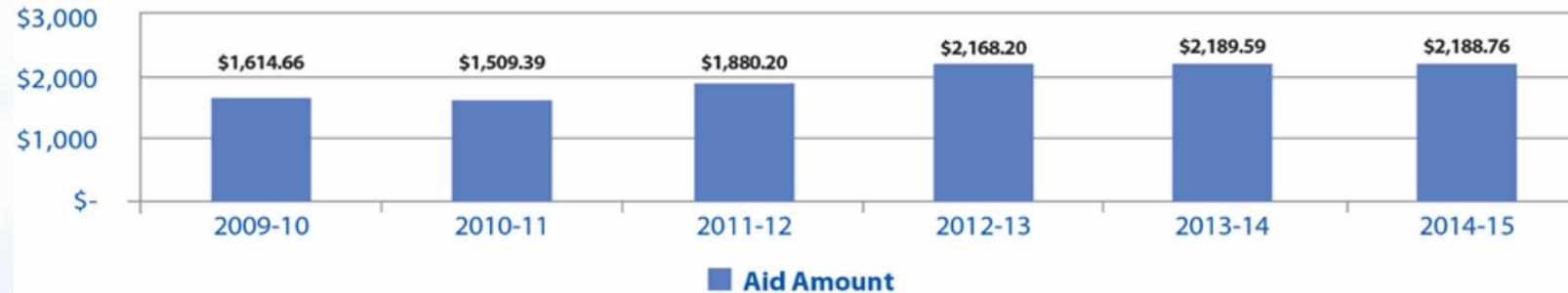
Financial Aid at AHC



Source: Office of Institutional Effectiveness

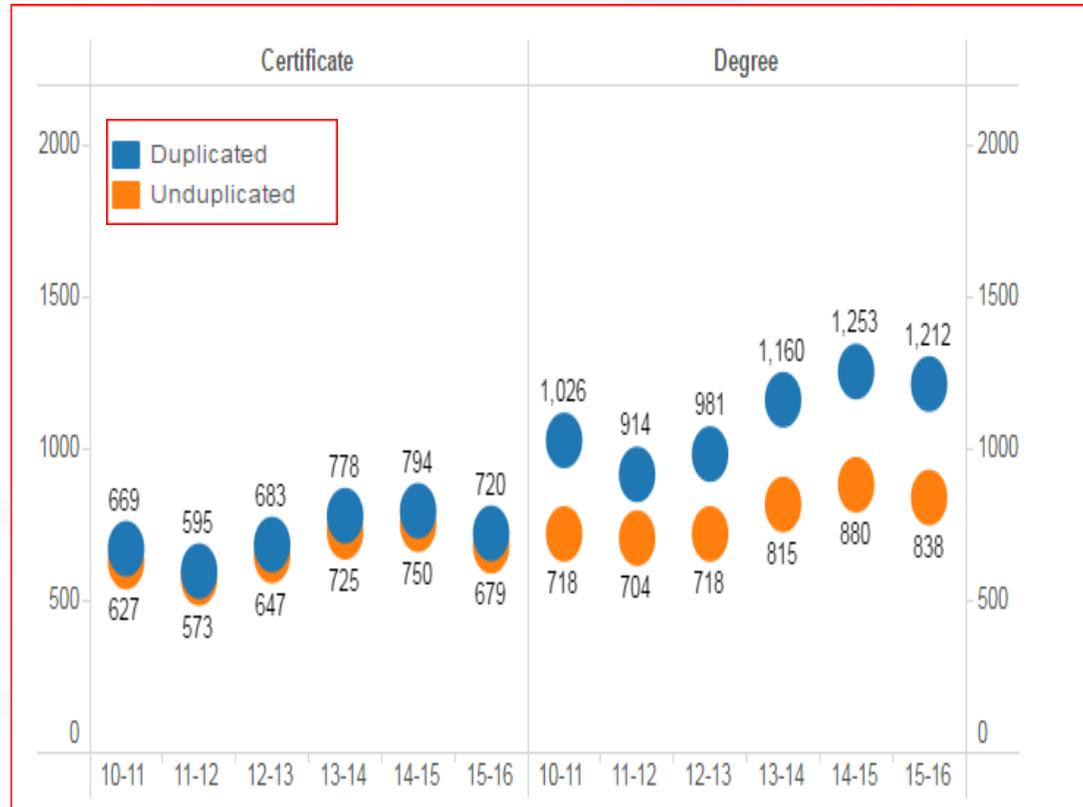
The college has continued to make aid available for students. From 2009-10 until 2013-14, total financial aid disbursements outpaced the increase in enrollment. Aid grew in 2014-15 at a rate that matched the increase in enrollment.

Financial Aid per student at AHC

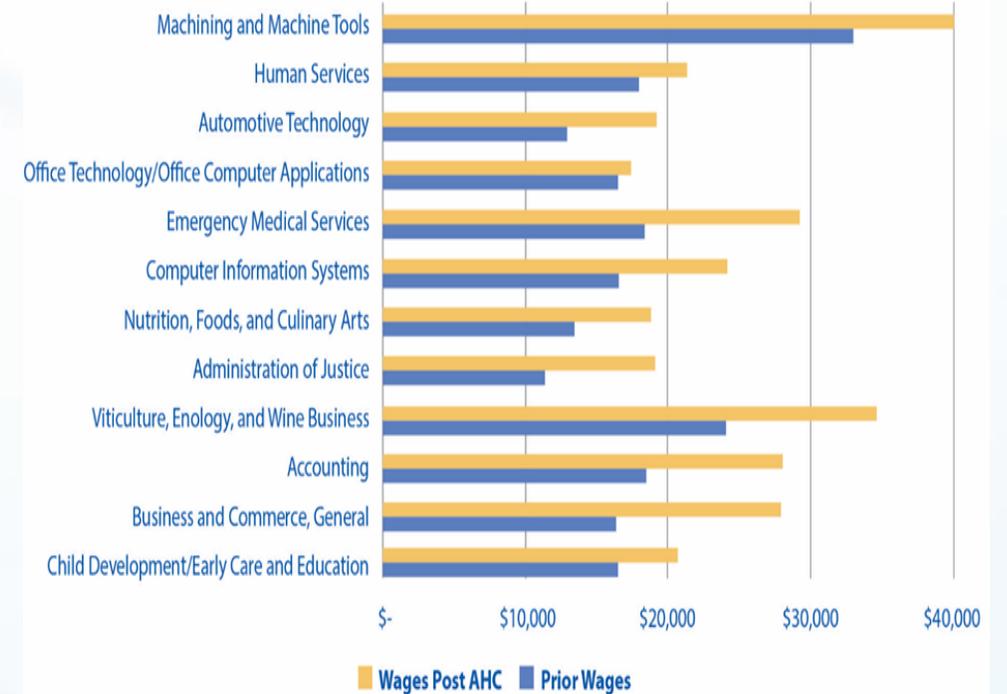


Source: Office of Institutional Effectiveness

Allan Hancock Student Achievement: Degrees, Certificates, and Wages



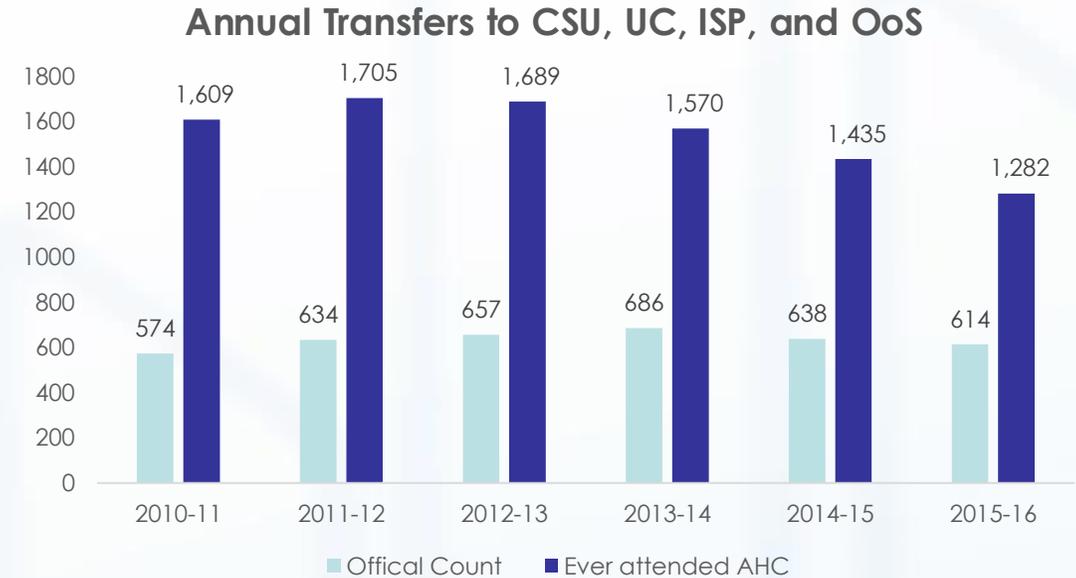
AHC Skills-Builders



Allan Hancock Student Achievement

Official Transfer Count	Transfers					
	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
CSU	241	280	262	308	303	350
UC	59	67	89	73	67	58
In-State Private	119	109	104	101	88	71
Out of State	155	178	202	204	180	135
Total	574	634	657	686	638	614

Ever Attended AHC	Transfers					
	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
CSU	463	559	463	473	442	454
UC	129	152	132	102	94	80
In-State Private	391	366	315	254	225	178
Out of State	626	628	779	741	674	570
Total	1,609	1,705	1,689	1,570	1,435	1,282



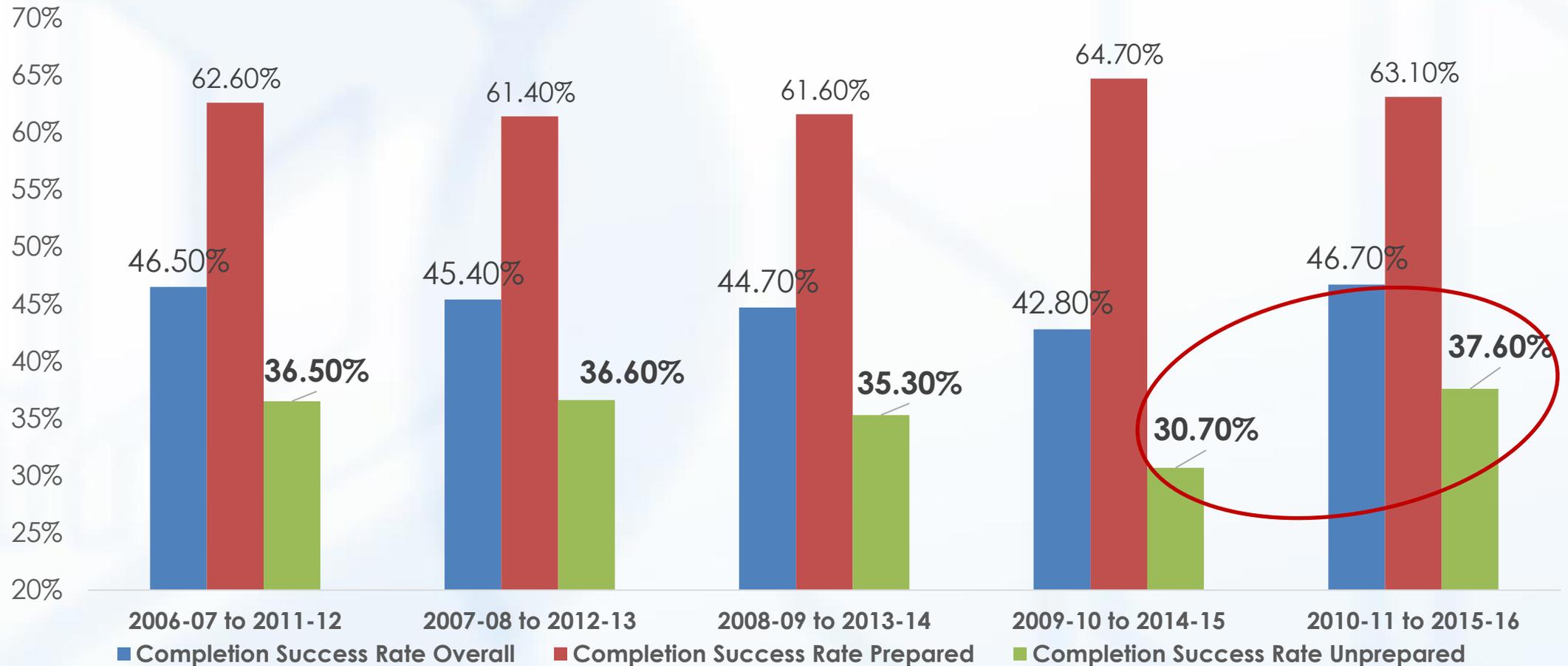
Cohort Transfer Rate: 2009-10 to 2014-15



Cohorts are first-time college students with a minimum of 12 units earned who attempted a transfer level math or English course. The outcome is transfer to a four-year institution within a given time period subsequent to initial enrollment.

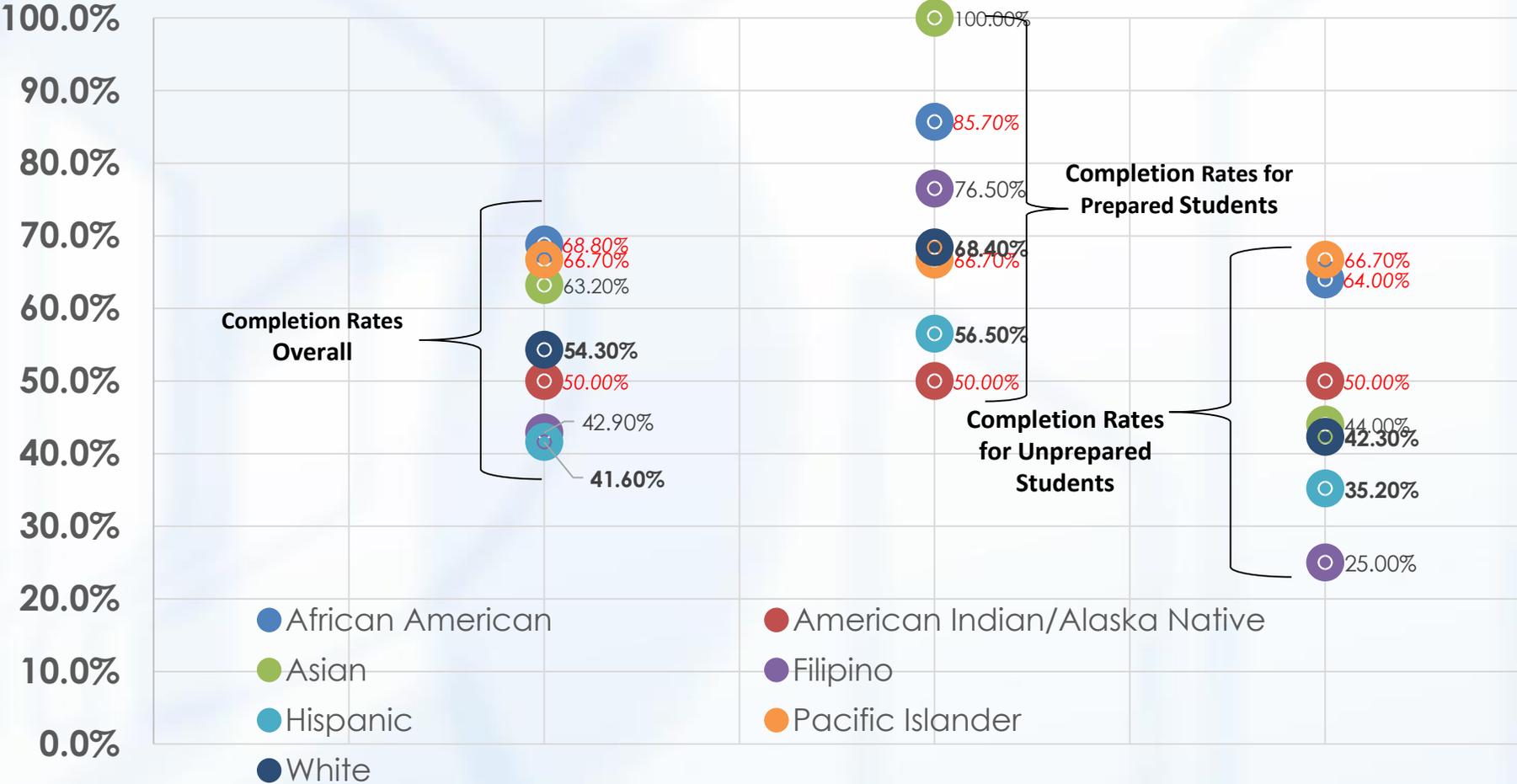
Cohort Completion Rates

Degree, Cert, Transfer Prep., Transfer



Completion of a degree, certificate or transfer outcome within six years of starting

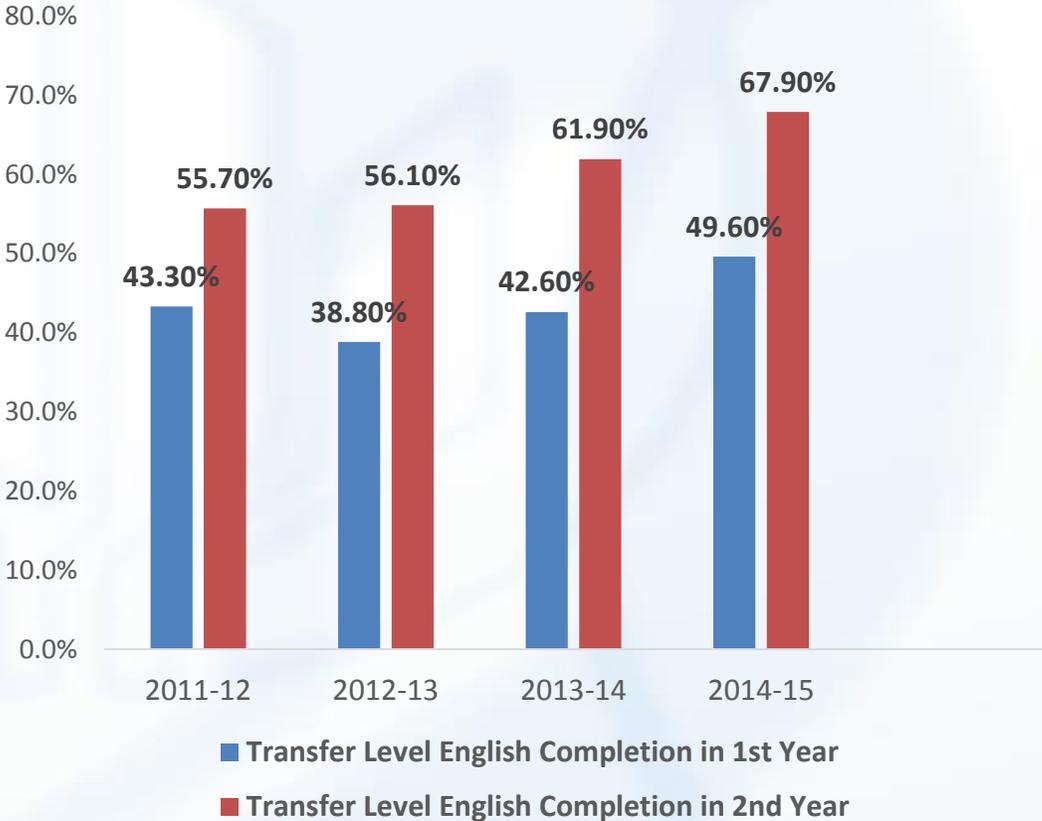
College Completion Rates by Student Ethnicity



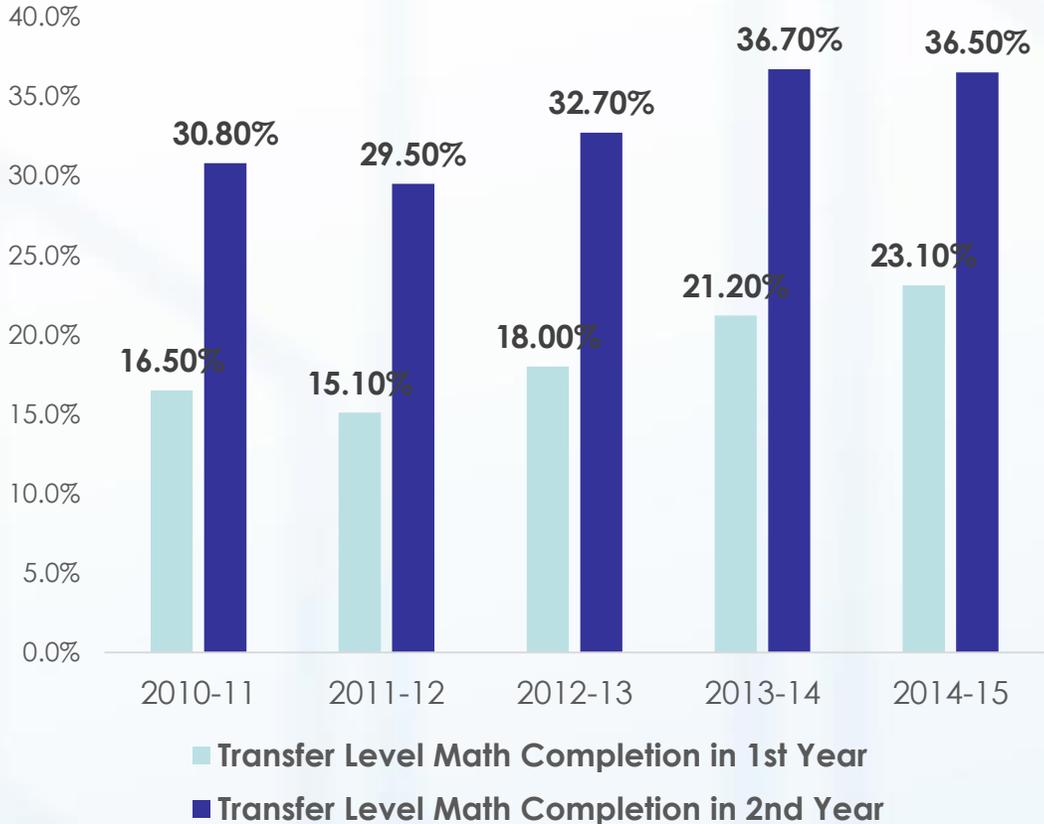
Ethnic groups in red italics have fewer than 10 students

Recent Trends in Math and English

Completion of Transfer Level English



Completion of Transfer Level Math



The percent of first-time students who complete 6 units and attempt any Math or English in their first year who complete a transfer-level course in Math or English in their first or second year

CTE 2016 Survey

Skills-building students from Allan Hancock College were surveyed if they met one of the following criteria in 2013-2014, and did not enroll in 2014-2015: earned a certificate of 6 or more units, earned a vocational degree, or earned 9+ CTE units.

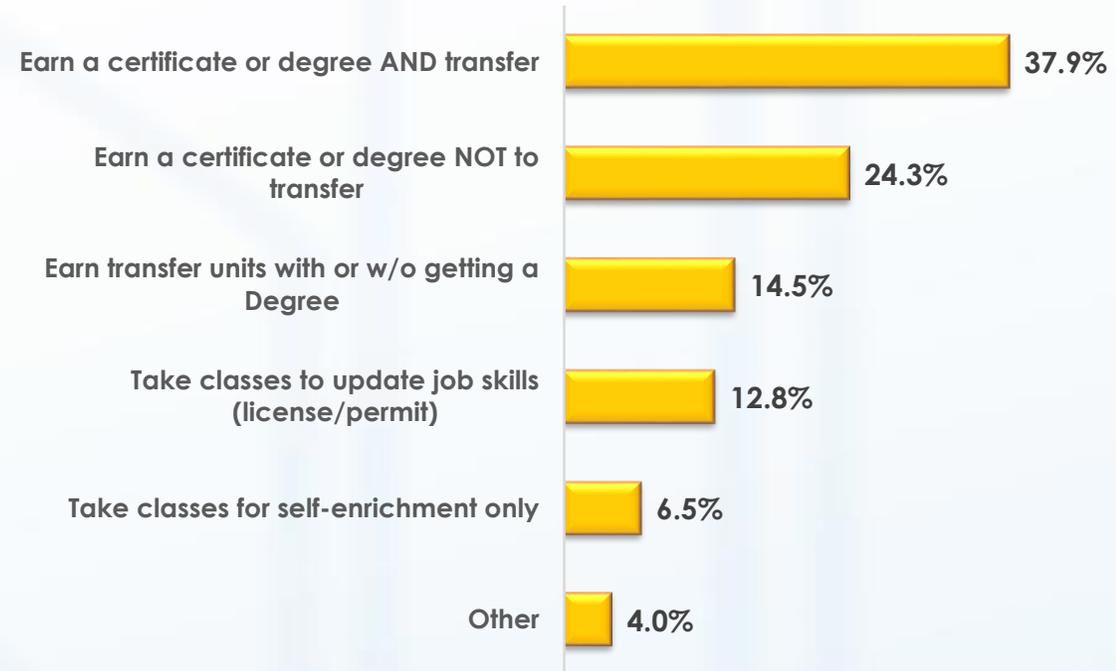
A total of 1,565 students were surveyed and 585 unduplicated students responded, 127 of whom responded by e-mail (21.7%), 357 by telephone (61.0%), and 101 (17.3%) by US Mail, for a total overall response rate of 37.4%.

Primary Reason For Studying

ALLAN HANCOCK



STATEWIDE



Current Employment Status

ALLAN HANCOCK



STATEWIDE



Level of Satisfaction

ALLAN HANCOCK

Overall Satisfaction
Rate of 90.3%

- 57.4% -- Very Satisfied
- 32.9% -- Satisfied

STATEWIDE

Overall Satisfaction
Rate of 89.8%

- 52.8% -- Very Satisfied
- 37.0% -- Satisfied

Accountability

- Accreditation
 - Common Standards
 - Institution Set Standards
- Institutional Effectiveness Partnership Initiative (IEPI) Goals
- Scorecard
- Mandated Plans: Student Equity, 3SP, BSI
- IPEDS
- Gainful Employment