Environmental Scan
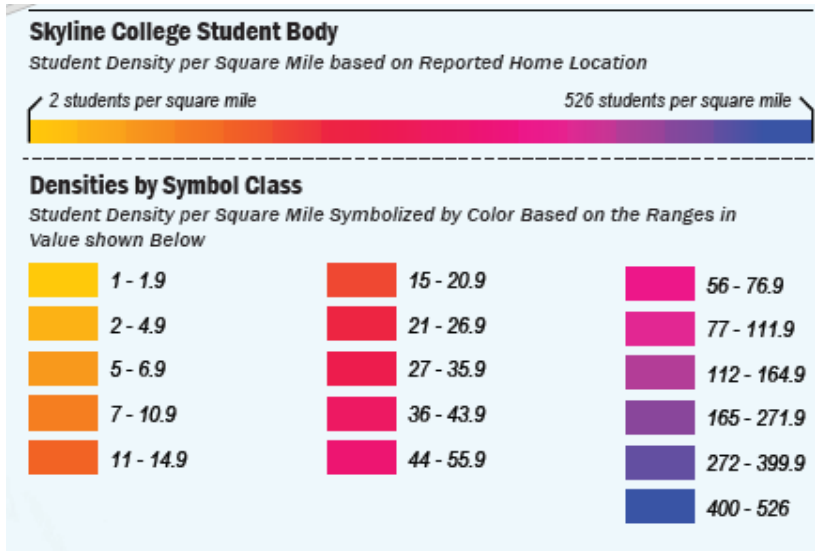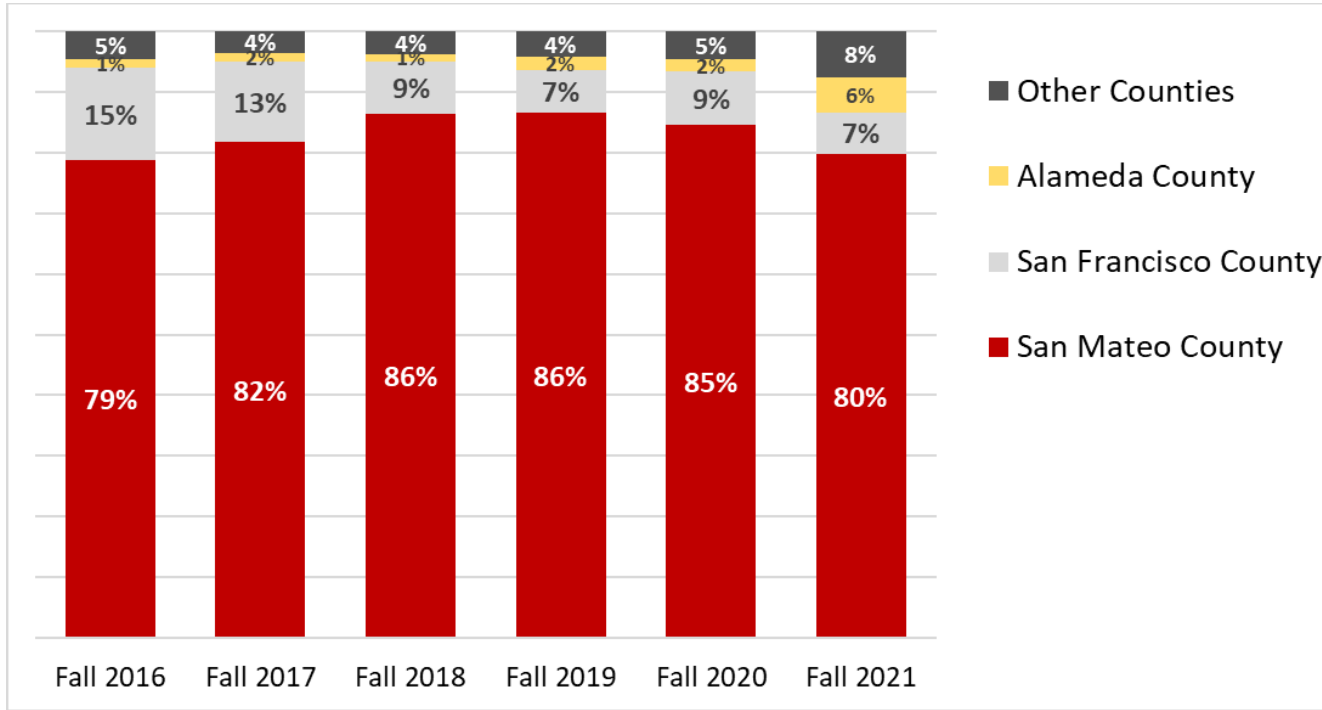## Implications for Planning

Ingrid Vargas
Dean of Planning, Research, Innovation and Effectiveness
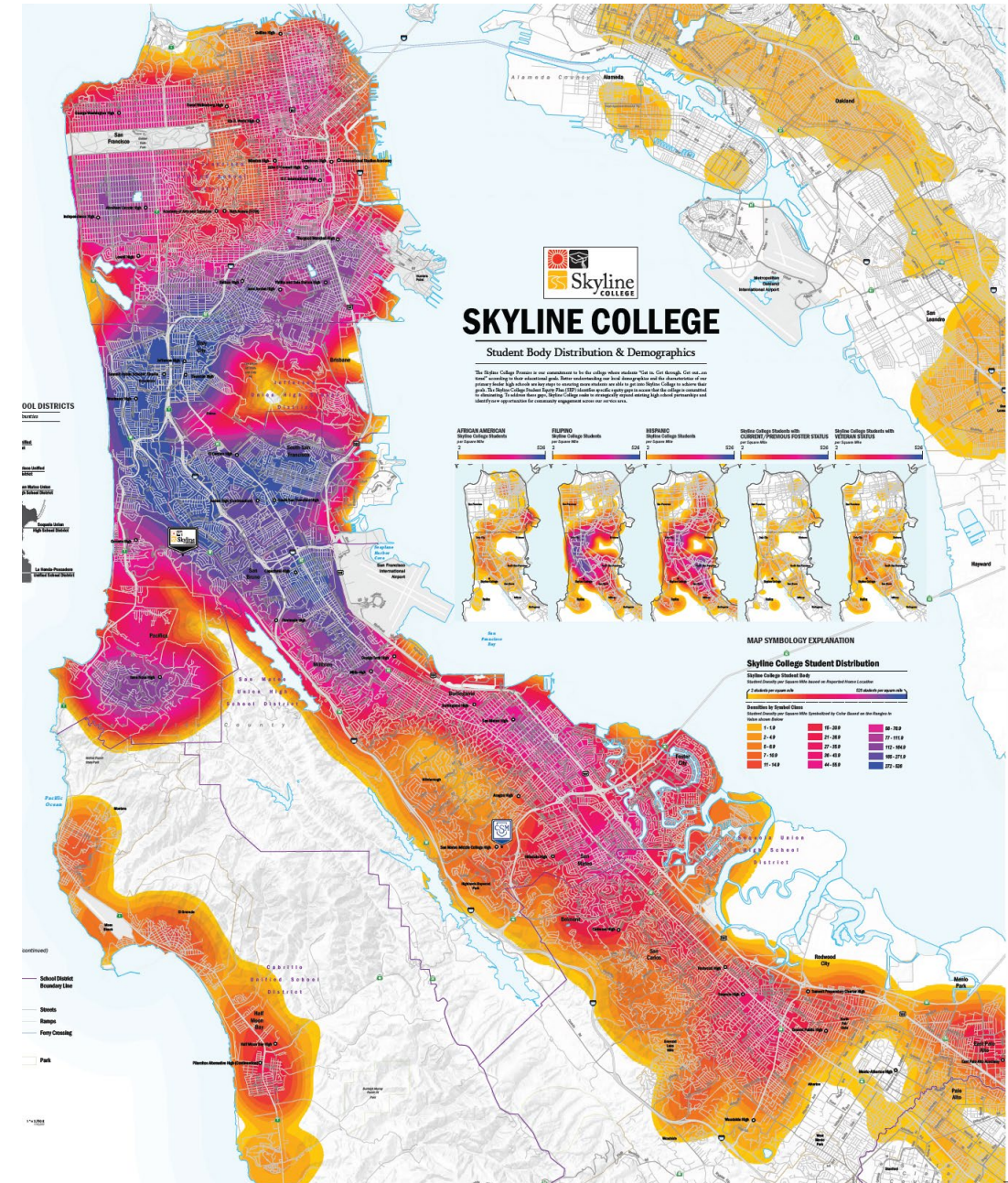
Environmental Scan Purpose

Effective strategic planning processes require input about the external environment

Environmental scanning is a process that systematically surveys and interprets relevant data to identify external opportunities and threats that could influence future decisions. It is often used in conjunction with a S.W.O.T. analysis.

Skyline Student County of Residence

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
Other Counties	5%	4%	4%	4%	5%	8%
Alameda County	1%	2%	1%	2%	2%	6%
San Francisco County	15%	13%	9%	7%	9%	7%
San Mateo County	79%	82%	86%	86%	85%	80%

Skyline Student Residence Heat Map c. 2016

Skyline College Student Body
Student Density per Square Mile based on Reported Home Location

2 students per square mile ⟶ 526 students per square mile

Densities by Symbol Class
Student Density per Square Mile Symbolized by Color Based on the Ranges in Value shown Below

1 - 1.9	15 - 20.9	56 - 76.9
2 - 4.9	21 - 26.9	77 - 111.9
5 - 6.9	27 - 35.9	112 - 164.9
7 - 10.9	36 - 43.9	165 - 271.9
11 - 14.9	44 - 55.9	272 - 399.9
		400 - 526

San Mateo County Environmental Scan
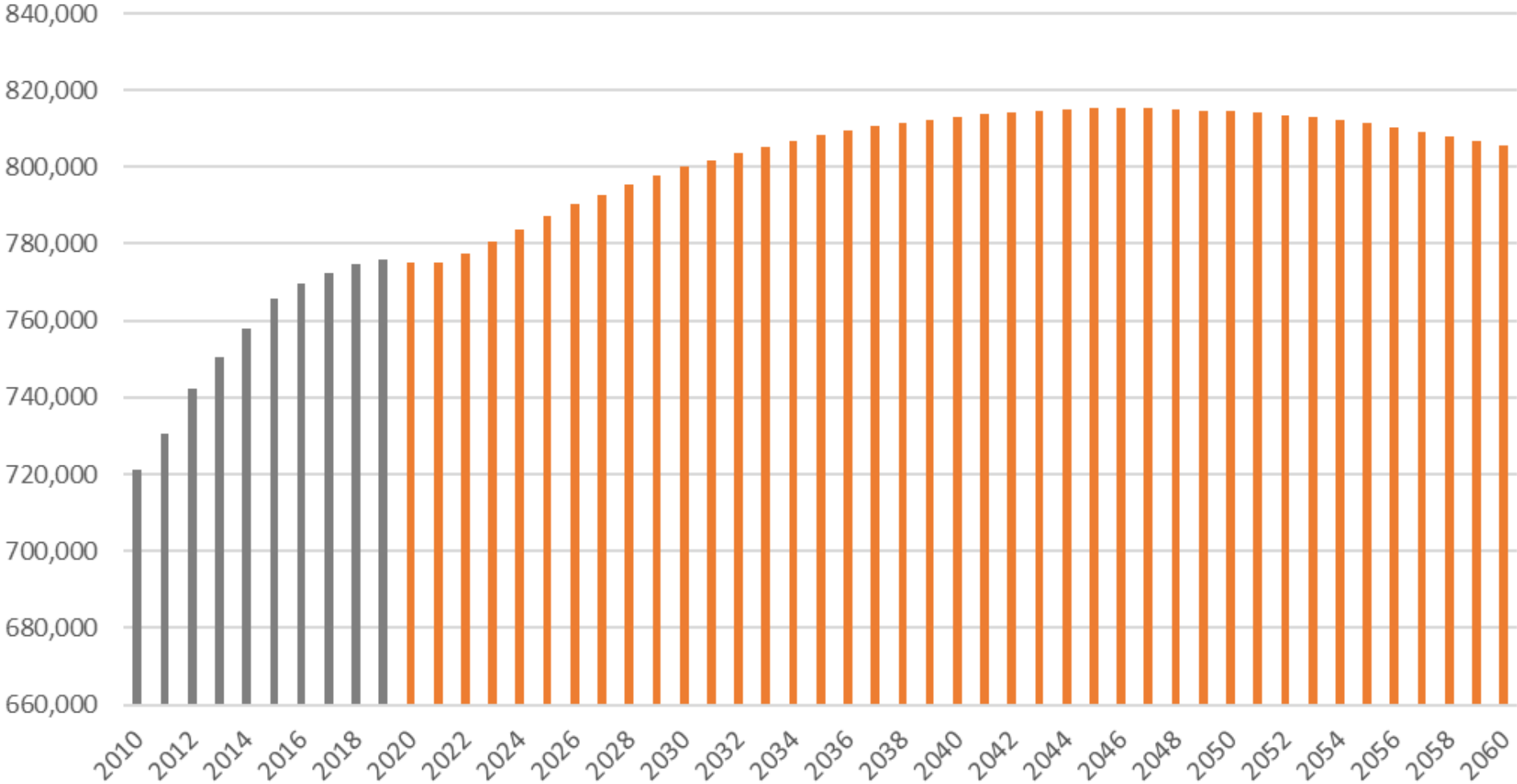
PRIE at 3 campuses looked at San Mateo County:
- Demographics
- Cost of Living
- Income Disparities
- K-12 Education
- Educational Attainment
- Transportation
- Labor Market
- Occupational Trends
- Pandemic Impacts

Story that emerged is familiar....

- Rising cost of living

- Increasing wealth disparities

- Lower income households driven out

- Ageing population

- Declining K-12 enrollments

- Fewer students graduating from area high schools

- Decline in proportion of HS grads going to community college

All of these trends have been exacerbated by the Pandemic!

San Mateo County Population Projections

Source: California Department of Finance, June 2021
https://www.dof.ca.gov/forecasting/demographics/projections/

Most growth expected in Hispanic/Latinx and Multiracial Populations

San Mateo County Population Projections by Ethnicity, 2020-2040
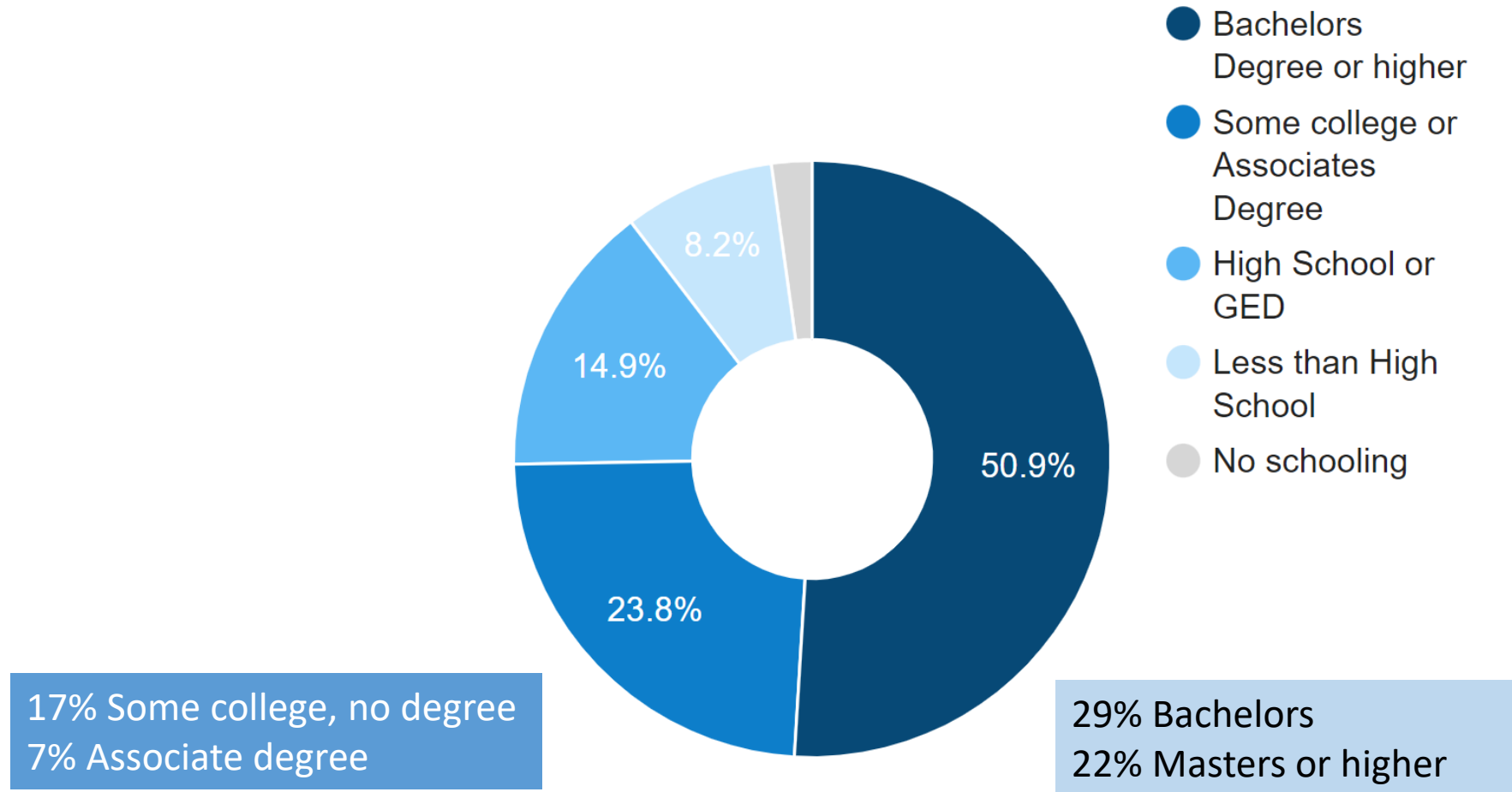
Legend: 2020, 2025, 2030, 2035, 2040
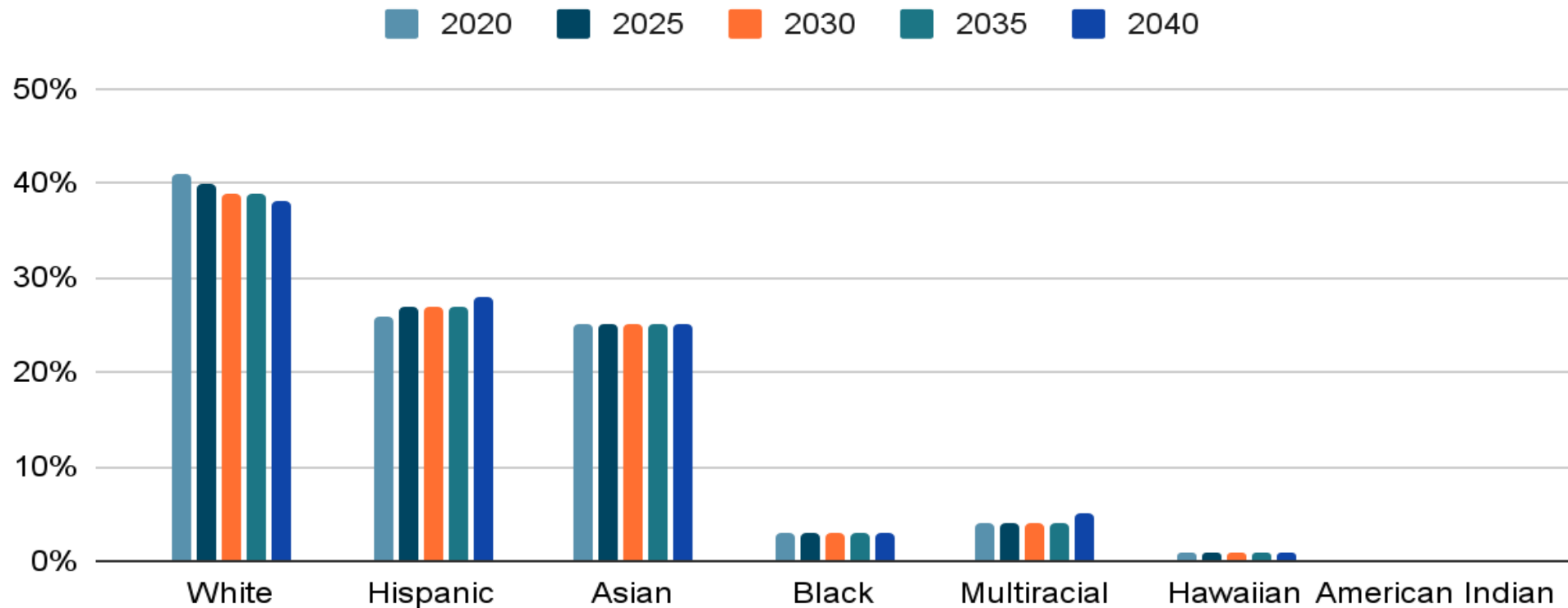
Source: State of California, Department of Finance, P-2D State and County Population Projections 2010-2060, http:

Aging Population

San Mateo County Population by Age Group
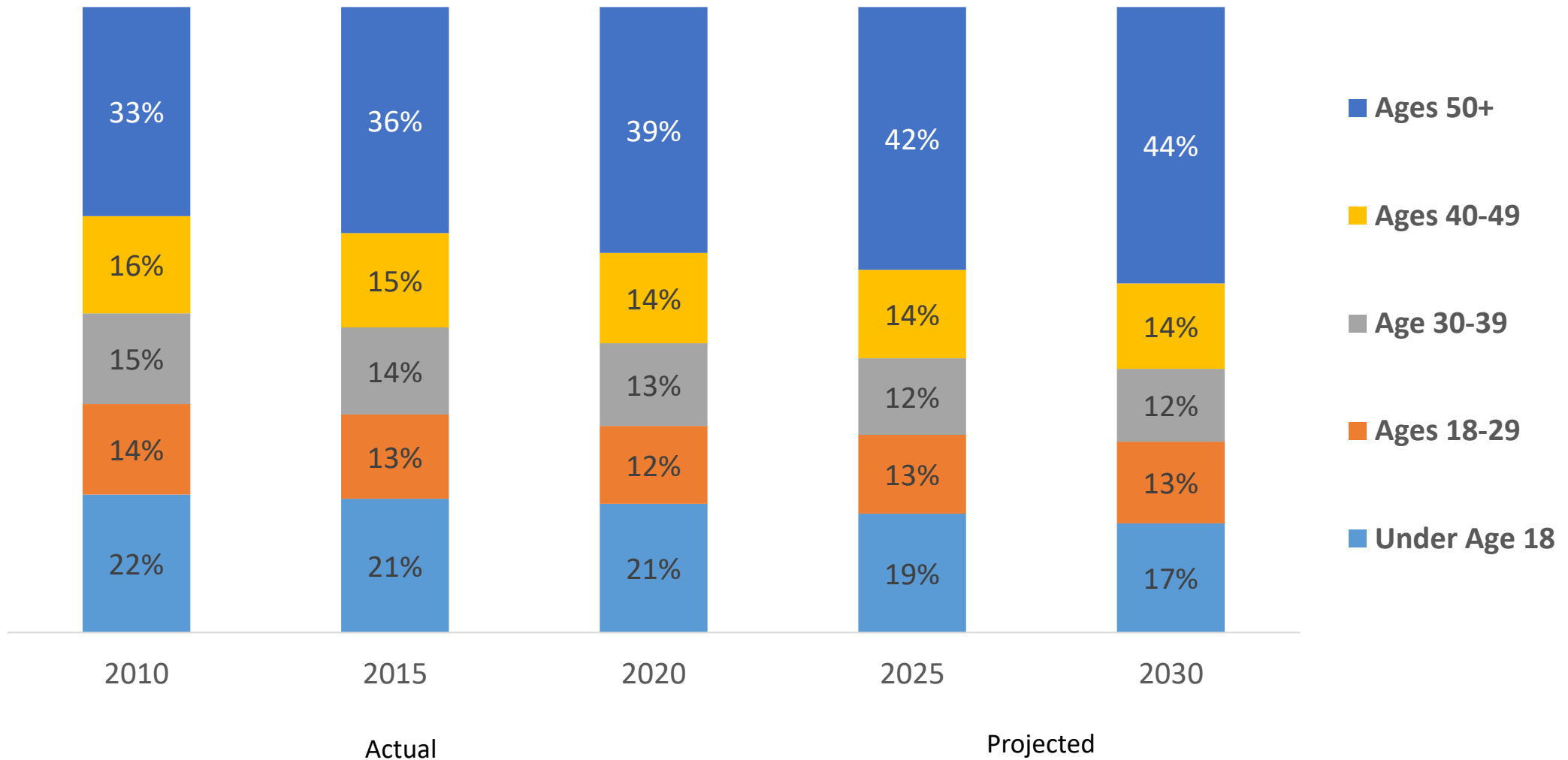
San Mateo County Educational Attainment (Age 25+)

- Bachelors Degree or higher
- Some college or Associates Degree
- High School or GED
- Less than High School
- No schooling

50.9%
8.2%
14.9%
23.8%

17% Some college, no degree
7% Associate degree

29% Bachelors
22% Masters or higher

Source: https://www.towncharts.com/California/Education/San-Mateo-County-CA-Education-data
Based on 2020 American Community Survey census data.

San Mateo County, Education Attainment by Race (Age 25+)

Legend:
- Bachelors degree or higher (grey)
- Some college or associates degree (orange)
- High school graduate or GED (yellow)
- Less than high school diploma (blue)

	Asian	White	Hispanic	Black	American Indian	Native Hawaiian
Bachelors degree or higher	60%	54%	22%	28%	20%	22%
Some college or associates degree	21%	25%	25%	36%	29%	38%
High school graduate or GED	11%	14%	24%	26%	24%	28%
Less than high school diploma	8%	8%	30%	9%	28%	12%
Ethnic group as proportion of total county population	**31%**	**39%**	**24%**	**3%**	**1%**	**1%**

The educational attainment of County residents v. the education requirements of County jobs
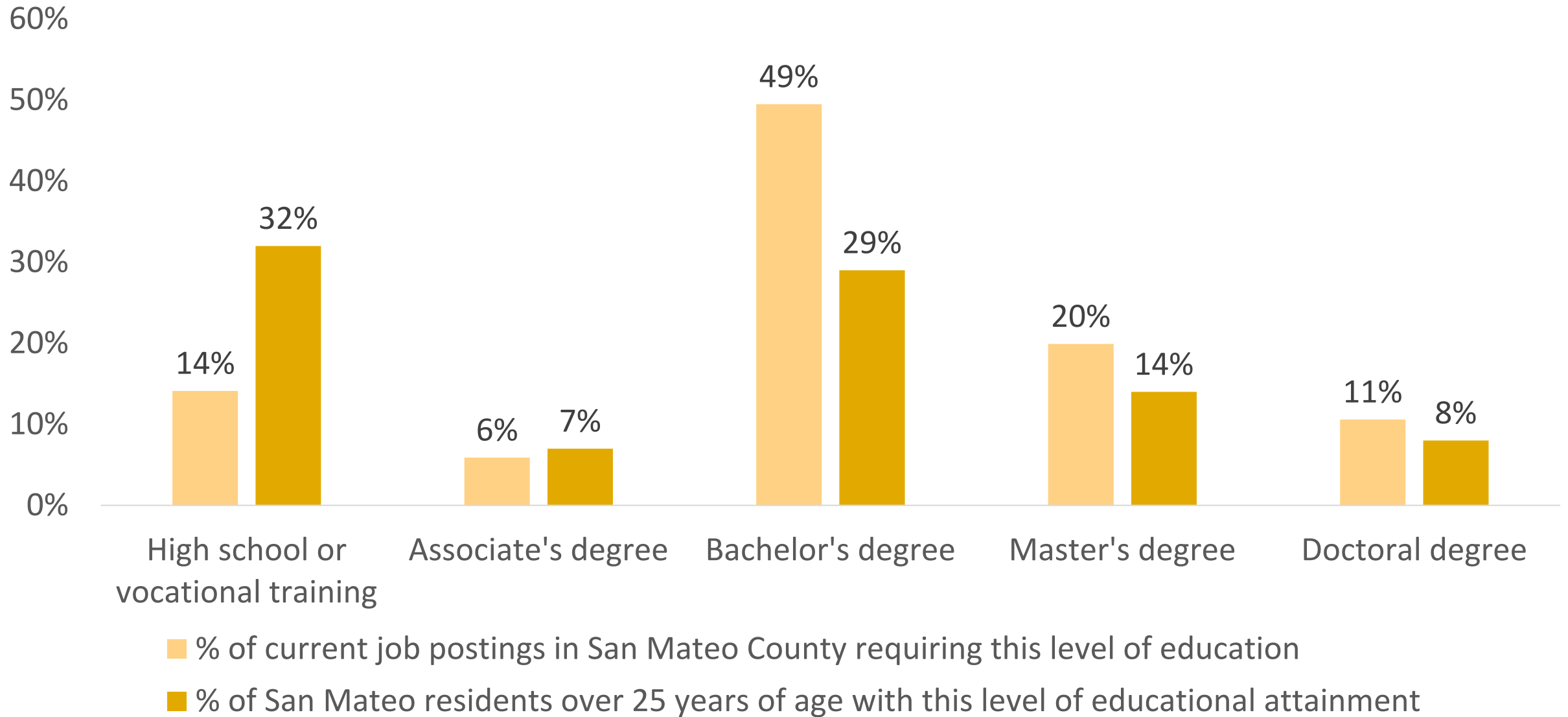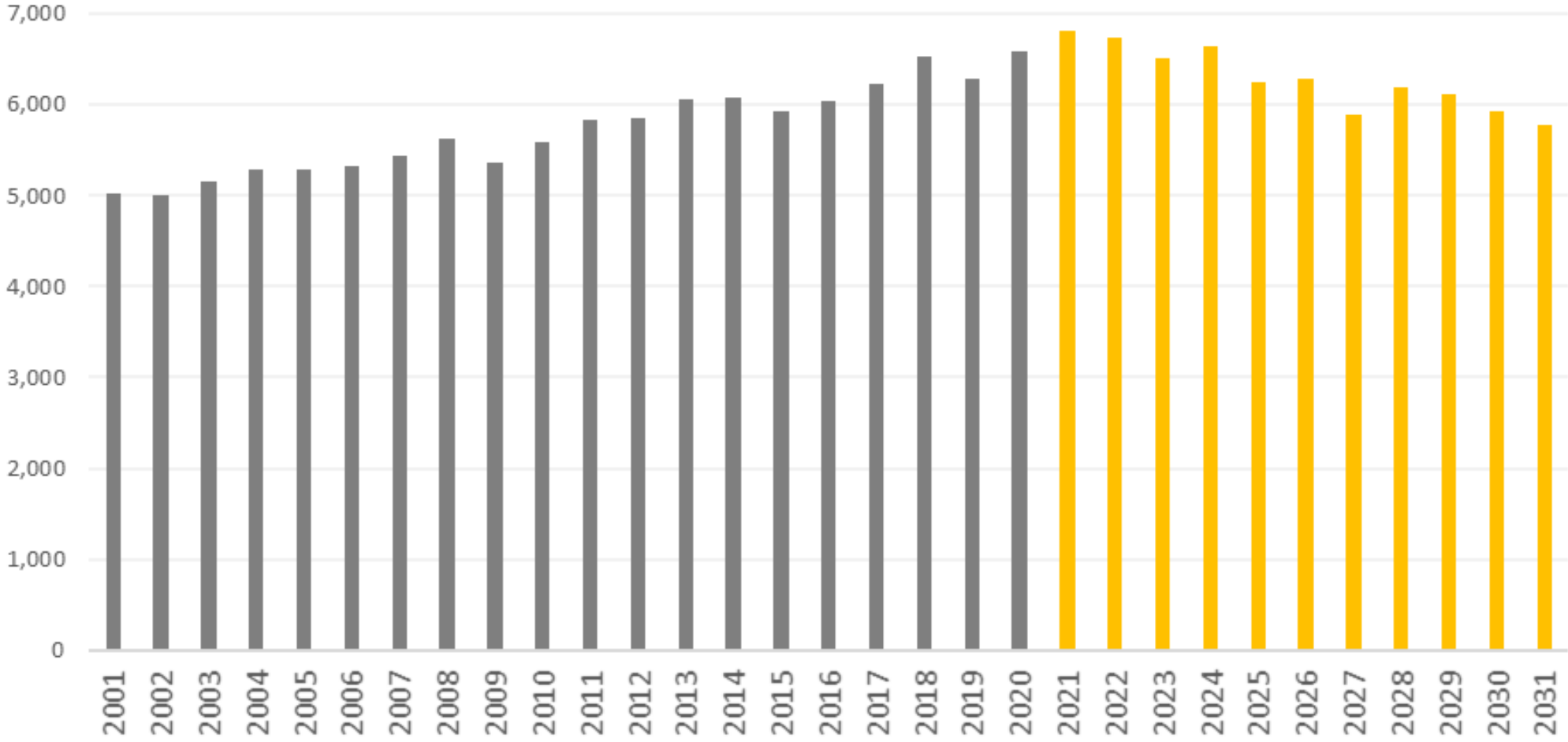
- ■ % of current job postings in San Mateo County requiring this level of education
- ■ % of San Mateo residents over 25 years of age with this level of educational attainment

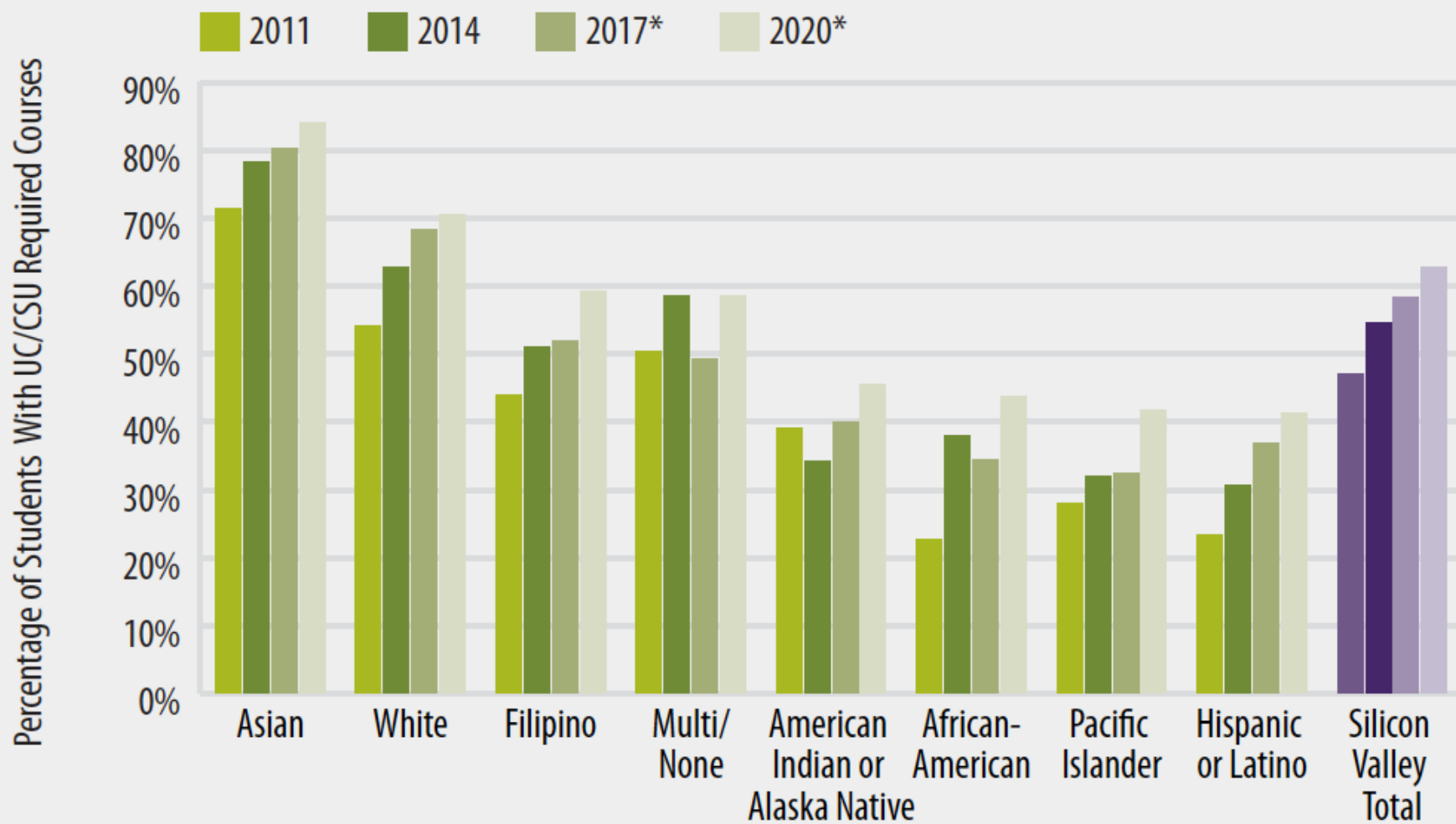Sources: Burning Glass/Labor Insight/EMSI and the US Census 2019 American Community Survey

Source: California Department of Finance, June 2021
https://www.dof.ca.gov/forecasting/demographics/projections/Public_K-12_Graded_Enrollment/

Share of Graduates Who Meet UC/CSU Requirements, by Race and Ethnicity

Silicon Valley

Legend: 2011, 2014, 2017*, 2020*

Y-axis: Percentage of Students With UC/CSU Required Courses (0% to 90%)

Categories: Asian, White, Filipino, Multi/None, American Indian or Alaska Native, African-American, Pacific Islander, Hispanic or Latino, Silicon Valley Total

*Due to changes in the California Department of Education methodology for 2017 and subsequent years, caution should be used in comparing cohort outcome data to prior years. | Note: Multi/None includes students of two or more races, and those who did not report their race. All racial/ethnic groups aside from Hispanic or Latino are non-Hispanic. | Data Source: California Department of Education | Analysis: Silicon Valley Institute for Regional Studies

35% of SMC HS Grads Enroll in a CCC

High School	Graduates & Completers	Enrolled In College (All Types)	College-Going Rate (All Types)	Enrolled in a CCC	California Community College (CCC)	University of California	California State University	CA Private 2- or 4-Year College	Out of State 4-Year College
Cabrillo Unified	258	186	72%	95	37%	7%	8%	4%	15%
Jefferson Union High	1,164	875	75%	526	45%	9%	14%	4%	3%
La Honda-Pescadero Unified	27	12	44%	6	22%	4%	7%	0%	11%
San Mateo Union High	2,195	1,774	81%	729	33%	13%	13%	6%	16%
Sequoia Union High	2,234	1,640	73%	582	26%	12%	13%	6%	16%
South San Francisco Unified	634	466	74%	316	50%	5%	12%	4%	2%
San Mateo County Total	6,636	5,024	76%	2309	35%	11%	13%	5%	12%
California State Total	439K	283K	64%	155852	35%	7%	12%	3%	6%

Source: California Department of Education, Data Quest https://dq.cde.ca.gov/dataquest/DQCensus

Breakout Group Exercise

Internal

Strengths

Weaknesses

Internal scan data and activity coming in Spring 2022

External

Opportunities

Threats

Today's exercise focuses on the external scan

Next semester we'll be combining the internal and external to engage the campus community in a full SWOT analysis