

# FULLERTON COLLEGE

## ENVIRONMENTAL SCAN

2005



Kenneth A. Meehan, Ph.D.  
Office of Institutional Research  
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## **Environmental Scan of the Fullerton College Community and Orange County**

This is the fourth annual report designed to provide a comprehensive look at the external environment impacting Fullerton College. It summarizes the demographic and economic changes at the state and national levels, in general, and in Orange County and the cities served by Fullerton College, more specifically, that are shaping the future for the college.

The Environmental Scan of the Fullerton College Community and Orange County also serves as a companion piece to the 2005 Fullerton College Fact Book, a comprehensive internal overview that describes the college's student population and how effectively it is being served by the college. Together, these two documents provide important information about the changing forces affecting Fullerton College as it moves forward in the 21st century. By monitoring these changes, Fullerton College will be in a better position to plan a direction that will best serve its students.

## Part I. Demographic Trends

The 2000 Decennial Census showed that Orange County had a population of 2,846,289, an increase of nearly 20% since the 1990 census. With an April 2005 population of over 3 million, Orange County is among the faster growing metropolitan areas, not only in California, but in the entire country. Growth for the Fullerton College community cities was only slightly less at 17.1%, with Anaheim growing nearly 25%. Over the past year, Fullerton College community cities mirrored the county growth of 5.9%.

As the population has continued to grow in North Orange County, Fullerton College has seen greater demands placed upon its educational resources, both facilities and programs. Population growth is projected to continue at high levels, exceeding the national average of about 10% through the rest of the decade.

## Part I. Demographic Trends

### TOTAL POPULATION THROUGH 2005

**Table 1: Population in Orange County, California and the U.S. through 2005**

Area	2001	2002	2003	2004	2005	Change 2001 - 2005
Orange County	2,887,000	2,933,800	2,975,400	3,017,300	3,056,865	5.9%
California	34,431,000	35,049,000	35,612,000	36,144,000	36,810,358	6.9%
United States	285,093,813	287,973,924	290,809,777	293,655,404	295,160,302	3.5%

Sources: U. S. Bureau of the Census; State of California, Department of Finance.

### COMMUNITY LEVEL POPULATION THROUGH 2005

**Table 2: Population in Fullerton College Community through 2005**

City	2001	2002	2003	2004	2005	Change 2001 - 2005
Anaheim	331,200	334,300	337,200	343,374	345,317	4.3%
Brea	35,850	36,800	37,900	38,998	39,584	10.4%
Fullerton	127,700	129,200	131,400	134,314	135,672	6.2%
La Habra	59,900	60,600	61,200	61,512	61,771	3.1%
Placentia	47,050	48,250	49,050	49,940	50,323	7.0%
Yorba Linda	59,600	60,700	62,600	64,055	65,621	10.1%
Total	661,300	669,850	679,350	691,550	700,293	5.9%

Source: State of California, Department of Finance.

### **Total Population: Changes to the Year 2030**

According to projections by the California Department of Finance, total population in Orange County is projected to grow by 11.9% between 2000 and 2010. And according to projections by the Center for Demographic Research at California State University, Fullerton, the population of the Fullerton College community is projected to grow by 10.0% during the same period. This compares to projected state growth of 16.4% and the nation's 8.6%. While the projected percentage increase in the Fullerton College community and Orange County will not keep pace with the state's projected growth, there will be a projected population growth of over 30,000 in the Fullerton College community and nearly 350,000 in Orange County over the next ten years.

By the year 2030, Orange County is projected to grow by nearly 33% over its 2000 levels, compared with the state's 51.1% and the nation's 26.6%. By the year 2025, the Fullerton College community is projected to grow by 18%, representing a population increase of over 100,000.

Not only have Orange County and the Fullerton College community seen tremendous growth over the last 20 years, the area will grow substantially over the next 10 years and beyond. Evaluation of population changes as they relate to plans for facility and program development are critical to the college's ability to meet the educational needs of the area's citizens. And understanding and anticipating population growth by community provides important information for recruiting new students to the colleges, as well as locating off-campus programs to meet community needs.

**Table 3: Population Changes in Orange County, California and the U.S. through 2030**

Area	2000	2010	2020	2030	Projected Change to 2010	Projected Change to 2020
Orange County	2,854,026	3,260,162	3,526,144	3,665,343	14.2 %	23.6 %
California	34,043,198	39,246,767	43,851,741	48,110,671	15.3 %	28.8 %
United States	282,125,000	308,936,000	335,805,000	363,584,000	9.5 %	19.3 %

Sources: U. S. Bureau of the Census; State of California, Department of Finance.

## COMMUNITY LEVEL POPULATION: CHANGES TO THE YEAR 2025

**Table 4: Population Changes in Fullerton College Community through 2025**

City	2000	2005	2010	2015	2020	2025	Projected Change to 2010
Anaheim	310,654	327,908	345,627	350,202	350,998	368,480	11.3 %
Brea	36,950	39,148	42,206	44,248	46,596	48,623	14.2 %
Fullerton	128,300	130,742	135,508	140,794	145,169	147,666	5.6 %
La Habra	56,800	59,757	61,513	52,393	63,310	63,832	8.3 %
Placentia	50,200	52,397	54,012	56,002	57,331	58,083	7.6 %
Yorba Linda	63,100	68,248	71,492	73,154	73,244	73,761	13.3 %
Total	646,004	678,200	710,358	716,793	736,648	760,445	10.0 %

Source: California State University, Fullerton, Center for Demographic Research

### Ethnic Composition of the Total Population Census 2000

The ethnic and racial mix of California, Orange County and the Fullerton College cities has been rapidly changing for the past 10 years. The inclusion of new racial/ethnic categories in Census 2000 has allowed individuals to indicate two or more races for the first time in United States history. California has been a non-majority state for several years, and Orange County no longer has a white majority. The cities comprising the Fullerton College service area also have no racial majority. Both Anaheim and La Habra now have Hispanic pluralities.

In 2000, 1.5% of the Orange County population was African American, 13.8% was Asian/Pacific Islander, 30.8% was Hispanic, 0.3% was American Indian/Alaskan Native and 51.2% was White, 0.2% was Other, and 2.3% was two or more races.

**Table 5: Proportions of the Population by Ethnicity in Orange County and California: Census 2000**

Area	African American	Asian/Pacific Islander	Hispanic	American Indian/Alaskan Native	White	Other	Two or More Races
Orange County	1.5%	13.8%	30.8%	0.3%	51.2%	0.2%	2.3%
California	6.4%	11.1%	32.4%	0.5%	46.7%	0.2%	2.7%

Source: State of California, Department of Finance.

**Table 6: Proportions of the Population by Ethnicity in Orange County and California: 2004**

Area	African American	Asian/Pacific Islander	Hispanic	American Indian/Alaskan Native	White	Other	Two or More Races
Orange County	1.5%	15.0%	32.9%	0.5%	48.3%	-	1.7%
California	6.5%	11.4%	35.2%	0.7%	43.9%	-	2.0%

Source: State of California, Department of Finance.

**Table 7: Fullerton College Community Population by Ethnicity: Census 2000**

City	African American	Asian/Pacific Islander	Hispanic	American Indian/Alaskan Native	White	Other	Two or More Races
Anaheim	7,939	40,182	153,374	1,049	117,607	457	7,406
Brea	409	3,255	7,205	111	23,541	57	832
Fullerton	2,675	20,381	38,014	404	61,420	237	2,872
La Habra	808	3,521	28,922	188	24,399	95	1,041
Placentia	746	5,186	14,460	177	24,967	61	891
Yorba Linda	638	6,552	6,044	139	44,071	138	1,336
Total	13,215	79,077	248,019	2,068	296,005	1,045	14,378

Source: State of California, Department of Finance.

In 2000, 2.0% of the Fullerton College service area population was African American, 12.1% was Asian/Pacific Islander, 37.9% was Hispanic, 0.3% was American Indian/Alaskan Native, 45.3% was White, 0.2% was Other, and 2.2% was two or more races.

**Table 8: Fullerton College Community Population Percentage by Ethnicity: Census 2000**

City	African American	Asian/ Pacific Islander	Hispanic	American Indian/ Alaskan Native	White	Other	Two or More Races
Anaheim	2.4%	12.3%	46.8%	0.3%	35.9%	0.1%	2.3%
Brea	1.2%	9.2%	20.3%	0.3%	66.5%	0.2%	2.3%
Fullerton	2.1%	16.2%	30.2%	0.3%	48.7%	0.2%	2.3%
La Habra	1.4%	6.0%	49.0%	0.3%	41.4%	0.2%	1.8%
Placentia	1.6%	11.2%	31.1%	0.4%	53.7%	0.1%	1.9%
Yorba Linda	1.1%	11.1%	10.3%	0.2%	74.8%	0.2%	2.3%
Total	2.0%	12.1%	37.9%	0.3%	45.3%	0.2%	2.2%

Source: State of California, Department of Finance.

### CHANGES IN THE ETHNIC COMPOSITION OF THE TOTAL POPULATION THROUGH 2040

**Table 9: Projected Population by Ethnicity in Orange County and California through 2040**

		African American	American Indian/ Alaskan Native	Asian/ Pacific Islander	Hispanic	White
Orange County	2000	43,717	8,714	397,988	880,754	1,477,117
	2010	52,852	26,869	541,231	1,180,042	1,402,620
	2020	55,581	33,606	648,587	1,460,289	1,263,850
	2030	53,453	32,577	641,740	1,659,771	1,205,860
	2040	48,927	29,405	594,923	1,822,070	1,133,000
California	2000	2,222,816	192,753	3,857,492	11,082,985	16,047,989
	2010	2,628,971	398,048	4,865,058	15,181,594	15,377,948
	2020	2,935,929	615,393	5,750,108	18,877,590	14,757,146
	2030	3,192,662	815,054	6,369,365	22,520,629	14,182,100
	2040	3,363,142	982,073	6,690,626	25,959,527	13,435,378

Source: State of California, Department of Finance.

**Table 10: Projected Population Percent by Ethnicity in Orange County and California to 2040**

		African American	American Indian/ Alaskan Native	Asian/ Pacific Islander	Hispanic	White
Orange County	2000	1.6%	0.3%	14.2%	31.4%	52.6%
	2010	1.6%	0.8%	16.9%	36.8%	43.7%
	2020	1.6%	1.0%	18.7%	42.2%	36.5%
	2030	1.5%	0.9%	17.9%	46.2%	33.6%
	2040	1.3%	0.8%	16.4%	50.2%	31.2%
California	2000	6.7%	0.6%	11.5%	33.2%	48.0%
	2010	6.8%	1.0%	12.7%	39.5%	40.0%
	2020	6.8%	1.4%	13.4%	44.0%	34.4%
	2030	6.8%	1.7%	13.5%	47.9%	30.1%
	2040	6.7%	1.9%	13.3%	51.5%	26.6%

Source: State of California, Department of Finance.

Noting changes in the ethnic composition of the population, particularly growth of groups that have traditionally been under-represented in higher education is important to understand. Support services that are needed may be different for student groups that have traditionally been under-represented, as their numbers begin to increase.

These data indicate that there is stronger growth in population groups that have traditionally been under-represented in higher education. These changes will have important planning implications for the college.

### **SCHOOL AGE POPULATION: CHANGES THROUGH 2004-2005**

**Table 11: Public School Enrollment in Orange County and California, 2000-2001 to 2004-2005**

	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	Change 2000-2005
Orange County	494,178	503,351	512,105	515,464	513,744	4.0%
California	6,050,895	6,147,375	6,244,403	6,298,769	6,322,167	4.5%

Source: California Department of Education.



**Table 12: Public School Enrollment Projections for Orange County and California to 2009-10**

	2001-02	2003-04	2005-06	2007-08	2009-10	Change 2001 – 2009
Orange County	500,872	513,267	521,436	521,312	514,866	2.8%
California	6,068,928	6,238,061	6,336,978	6,386,588	6,401,757	5.5%

Source: State of California, Department of Finance.

**Table 13: Public School Enrollment in Fullerton College Feeder High School Districts, 2000-2001 to 2004-2005**

	2000-01	2001-02	2002-03	2003-04	2004-05	Change 2000 – 2005
Anaheim	29,363	30,258	31,338	32,468	32,975	12.3%
Brea-Olinda	2,005	1,996	2,020	2,076	2,136	6.5%
Fullerton	15,165	15,500	16,195	16,398	16,742	10.4%
Placentia-Yorba Linda	7,412	7,511	7,743	7,973	8,348	12.6%

Source: California Department of Education.

**Table 14: Fullerton College Top 10 Feeder High Schools: Selected Indicators**

School	Percent Free or Reduced Lunch	Percent English Language Learners	Percent Disadvantaged	Percent Parents Less than College Education
Anaheim	74%	41%	77%	84%
Brea Olinda	12%	3%	11%	37%
El Dorado	7%	3%	6%	38%
Esperanza	4%	2%	6%	31%
Fullerton	24%	16%	26%	69%
Katella	53%	28%	55%	76%
La Habra	5%	12%	15%	68%
Sonora	4%	18%	6%	61%
Sunny Hills	3%	10%	5%	35%
Troy	4%	5%	5%	25%

Source: California Department of Education

The selected indicators reveal great variability in the characteristics of the top feeder high schools to Fullerton College and point to some of the challenges facing the faculty, staff, and administration of the college in both providing access and promoting success. Many of the students who will be entering Fullerton College over the next several years are from under-represented groups, have fewer economic resources, are English language learners, and first-generation college-goers. Relatively few have pursued an educational program which prepared them for entry to California State University or University of California campuses.

**Table 15: Fullerton College Top 10 Feeder High Schools: Hispanic Students, Academic Performance Index Score, Rank, and Rank Among Comparable Schools, and UC/CSU Eligible Graduates**

School	Number	Hispanic	Percent	API Score	API Rank	API Comp Rank	UC/CSU Eligible Grads	Percent
Anaheim	2,692	2,507	93%	571	2	6	39	9%
Brea-Olinda	2,069	462	22%	797	10	6	141	31%
El Dorado	1,369	273	11%	787	9	6	189	43%
Esperanza	2,090	280	9%	780	9	3	354	55%
Fullerton	2,257	1,124	50%	706	7	9	188	50%
Katella	2,293	1,700	74%	636	4	6	77	19%
La Habra	2,423	1,234	51%	699	9	5	190	44%
Sonora	2,021	953	47%	730	8	8	248	58%
Sunny Hills	2,438	333	13%	796	10	4	335	62%
Troy	2,299	275	12%	911	10	10	350	77%
Total	21,951	9,141	41%	-	-	-	2,111	48%

Source: California Department of Education

## Part II. Economic Trends -- Employment, Sector Growth

### Importance of Economic Changes

Community colleges are the higher education segment providing workforce education that is most directly related to the local area economy. Understanding the changing nature of the area's economy is critical to aligning current academic programs as well as developing new academic programs that meet the needs of local business and industry. What follows is a synopsis of the key economic changes in Orange County important to educational planning in Fullerton College.

### The Employment Base

**Table 16: Civilian Labor Force, Employment, and Unemployment for Orange County**

Measures	2002	2003	2004	2005	Change 2000 - 2001
Civilian Labor Force	1,525,900	1,559,600	1,594,900	1,633,700	7.1%
Employed	1,441,900	1,479,200	1,521,500	1,570,300	8.9%
Unemployed	83,100	80,400	73,400	63,400	-23.7%
Unemployment Percent	5.4%	5.2%	4.6%	3.9%	-1.5%

Source: California Employment Development Department

**Table 17: Civilian Labor Force, Employment, and Unemployment for Fullerton College Area, 2005**

Measures	Anaheim	Brea	Fullerton	La Habra	Placentia	Yorba Linda
Civilian Labor Force	175,900	22,000	72,800	32,100	28,500	36,200
Employed	167,500	21,400	69,600	30,500	27,600	35,300
Unemployed	8,400	600	3,200	1,600	900	900
Unemployment Percent	4.8%	2.8%	4.4%	5.0%	3.3%	2.4%

Source: California Employment Development Department

**Table 18: Employment by Industry in Orange County: 2004 and 2005**

Industry	July 2004	July 2005	Change	Percent Change
Natural Resources and Mining	600	600	0	0.0%
Construction	94,500	98,200	3,700	3.9%
Manufacturing	183,900	184,400	500	0.3%
Trade, Transportation and Utilities	264,000	268,700	4,700	1.8%
Information	33,400	32,200	-1,200	-3.6%
Financial Activities	132,200	132,800	600	0.5%
Professional and Business Services	260,500	274,000	13,500	5.2%
Educational and Health Services	129,800	130,500	700	0.5%
Leisure and Hospitality	168,900	169,200	300	0.2%
Other Services	48,000	48,800	800	1.7%
Government	148,200	149,000	800	0.5%

Source: California Employment Development Department

**Table 19: Projected Growth in Top Orange County Occupations Not Requiring at Least a Four-Year Degree**

Occupation	2001	2008	Change	Percent Change
Retail Salespersons	44,760	51,250	6,490	14.5
Customer Service Representatives	23,190	29,020	5,830	25.1
Janitors and Cleaners	23,130	28,340	5,210	22.5
Office Clerks, General	33,940	38,740	4,800	14.1
Cashiers	33,270	37,850	4,580	13.8
Waiters & Waitresses	25,810	29,630	3,820	14.8
Food Prep & Serving Workers	16,460	20,220	3,760	22.8
Security Guards	13,550	16,980	3,430	25.3
Landscaping	16,490	19,670	3,180	19.3
Laborers and Material Movers	20,080	23,260	3,180	15.8
Computer Support Specialists	5,300	8,440	3,140	59.2

Source: California Employment Development Department

**Table 20: Projected Growth in Orange County Occupations Requiring at Least a Four-Year Degree**

Occupation	2001	2008	Change	Percent Change
General & Operations Managers	25,810	29,540	3,730	14.5
Computer Software Engineers, Applications	6,700	9,950	3,250	48.5
Elementary School Teachers	14,610	16,570	1,960	13.4
Network and Systems Administrators	3,620	5,460	1,840	50.8
Accountants and Auditors	10,370	12,090	1,720	16.6
Computer Systems Analysts	4,640	6,270	1,630	35.1
Computer Software Engineers	3,000	4,510	1,510	50.3
Sales Managers	5,370	6,860	1,490	27.7
Financial Managers	8,010	9,420	1,410	17.6
Computer and Systems Managers	4,080	5,460	1,380	33.8
General & Operations Managers	25,810	29,540	3,730	14.5

Source: California Employment Development Department

## **Part III. Political Trends Impacting Fullerton College**

### **Importance of Monitoring Political Trends**

National, state and local level priorities in both the policy and fiscal arenas greatly influence direction setting for North Orange County Community College District and Fullerton College. Several key issues are likely to impact local policy. These include issues related to: accountability; accreditation; budget; general enrollment growth, as it relates to facilities planning; local population growth related to environmental concerns; distance learning; and part-time faculty.

### **Accountability**

Accountability remains a top priority, particularly at the system office and legislature. Special state funding was provided in 1998, through the Partnership for Excellence program, to insure that students are being academically well prepared to meet employment challenges and academic challenges upon transfer to four-year institutions of higher education has been incorporated into the district base budget. However, some funds were cut because of disappointment with the California Community College system reporting of accountability. Legislation signed in the last year restored those funds and imposed a new system-developed model of accountability, with the first reports due in 2006. And new accreditation standards from the Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges have focused on the identification and measurement of student learning outcomes. Several legislative proposals have moved in the direction of incorporating student learning outcomes in a new state accountability reporting system. Greater attention should probably be paid to developments in the K-12 system and full advantage should be taken of the Cal-PASS database.

### **Accreditation**

Accountability challenges related to performance are requiring more comprehensive monitoring of student outcomes data related to special initiatives developed to improve student performance. And the new WASC AACJC accreditation standards require colleges to evaluate student outcomes beyond the institutional effectiveness emphasis of the previous standards. The new standards place strong emphasis on measuring true learning outcomes, not simply grades in courses and course retention and success. In addition, the standards have re-emphasized the need for integration of the college's many planning activities, with an emphasis on the integration of planning and budgeting. The past year marked Fullerton College's accreditation visit and reaffirmation of accreditation. Recommendations of the commission provide one focus for Fullerton College planning.; the college's own planning agenda outlines ambitious directions for the college. These challenges will require a coordinated research and evaluation effort throughout the college and increased emphasis on faculty development of measures of learning outcomes, in both the general education core and in specific disciplines.

## **Budget**

Shortfalls in the California budget in the recent budget years continue, though community college funding has increased substantially this year. Serious budget cuts to several important areas in student services and faculty and staff development and well as to the general appropriation led to a steep decline in enrollment from which the college is now recovering. The current budget has led to restoration of classes and increased enrollment. Planning of enrollment growth must be carefully monitored. Bond construction project costs have added an additional challenge to budgeting at Fullerton College.

## **Enrollment Growth and Facilities Planning**

Projections indicate that Fullerton College will face a growing student population over the next decade. Accommodating three to five-percent-plus enrollment growth annually over the next several years will provide a major facilities planning challenge for the college. In addition, modernization of infrastructure, construction of new facilities, planned maintenance, technology growth, and adequate parking will require significant resources. The addition of significant outreach efforts (Anaheim facility, off-campus educational offerings, distance education) will require significant planning and coordination efforts. The passage of the bond offering in the District has contributed significantly to meeting the required financing while at the same time adding to the planning demand and budget challenges.

## **Distance Learning**

With the expansion of on-line learning opportunities for students, issues of faculty training and development, intellectual property rights,, adequacy of technical infrastructure and evaluation of learning are becoming major pieces of the accountability concerns for this relatively new mode of student learning. Preparation of students for and evaluation of learning in distance education programs is becoming an important priority for all institutions of higher education.

## **Importance of These Political Trends**

These five political trends are likely to have an important influence on setting the policy agenda for the district for the upcoming year and beyond. All have important implications for budget planning, program planning, research, evaluation and communication across the college and with the large community of which it is an integral part.