

COMPETITIVE DATA

Direct Competition

Palm Springs

Market	Tier 1	Tier 2
Palm Springs	3	1
Lancaster	3	4
Temecula	0	3
Hesperia	0	0

Tier 1
<u>Palm Springs</u>
CALIFORNIA NURSES EDUCATIONAL INSTITUTE, INC. (C.N.E.I., INC.)
MAYFIELD COLLEGE
MILAN INSTITUTE
<u>Lancaster</u>
CAREER CARE INSTITUTE
HIGH DESERT MEDICAL COLLEGE
UNIVERSITY OF ANTELOPE VALLEY

Tier 2
<u>Palm Springs</u>
CENTER FOR EMPLOYMENT TRAINING
<u>Lancaster</u>
CHARTER COLLEGE - LANCASTER
CLINICAL TRAINING INSTITUTE
M-5 TRAINING SCHOOL OF PROTECTIVE SERVICES
SAINT JOSEPH'S SCHOL OF NURSING
<u>Temecula</u>
CAREER CARE INSTITUTE, INC.
COMPLETE PHLEBOTOMY TRAINING, INC.
HEALTHSTAFF TRAINING INSTITUTE, INC.

Santa Maria

Market	Tier 1	Tier 2
Santa Maria	0	3
Visalia	1	0
Atascadero	0	2

Tier 1
<u>Visalia</u>
MILAN INSTITUTE

Tier 2
<u>Santa Maria</u>
CENTER FOR EMPLOYMENT TRAINING - SANTA MARIA
CLINICAL TRAINING INSTITUTE
LAURUS COLLEGE
<u>Atascadero</u>
CENTRAL CALIFORNIA SCHOOL OF CONTINUING EDUCATION
LAURUS COLLEGE

*Tier 1 ≥ 100 total starts
 **Tier 2 ≤ 100 total starts
 ***See Exhibit II for market share data

Migration Opportunities: Palm Springs

Current Program Mix:

Program	Credential
Business Administration	AS Degree
	BS Degree
Medical Assisting	AS Degree
	Certificate
Medical Office Administration	AS Degree
	Certificate
Vocational Nursing	Certificate
Computer Support Technician	Certificate
HVAC	Certificate
Paralegal Studies	AS Degree

Proposed:

Likelihood	Program	Credential
Likely	Business Administration	Certificate
	Criminal Justice: Corrections	AS Degree
	Electrical Technician	AS Degree
	Pharmacy Technician	Certificate
Possible	Surgical Technician	AS Degree

*Recommendation to evaluate proposed programs based on preliminary exploration.

Likely: will probably occur in most circumstances

Possible: might occur at some point

Migration Opportunities: Santa Maria

Current Program Mix:

Program	Credential
Business Administration	AS Degree
	BS Degree
Medical Assisting	AS Degree
	Certificate
Medical Office Administration	AS Degree
	Certificate
Vocational Nursing	Certificate
Pharmacy Technology	AS Degree
HVAC	Certificate
Criminal Justice	BS Degree

Proposed:

Likelihood	Program	Credential
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	Criminal Justice: Corrections	AS Degree
Possible	Surgical Technician	AS Degree

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