

**FEASIBILITY STUDY/EXECUTIVE SUMMARY
ASSESSMENT FOR DELANO CAMPUS
UPDATED JUNE 2009**

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RATIONALE FOR ESTABLISHMENT OF NEW CAMPUS IN DELANO

- There is an extremely high unemployment rate in the City of Delano
- There is a large pool of unemployed adults that are available for training that could benefit from obtaining employment skills
- There is currently only one local training option for associate degree courses in the City of Delano
- Less than 10% of the population in Delano have obtained a college degree

At the time of this report, the State of California is in the midst of a serious financial crisis. According to the March 2009 statistics published by the Employment Development Department, the State wide average for unemployment in California is 11.5%. All of the counties in the central valley are experiencing even higher unemployment rates than the rest of the State. The following table shows the unemployment rates for these areas.ⁱ

Area Name	Percent Unemployed
State of California	11.5%
San Joaquin County	16.4%
Stanislaus County	17.5%
Merced County	20.4%
Madera County	15.3%
Fresno County	17.0%
Kings County	16.7%
Tulare County	17.7%
Kern County	15.9%

Kern County has an unemployment rate of 15.9%. The largest city in this county is Bakersfield. Bakersfield has a current unemployment rate of 11.2%.ⁱⁱ The City of Bakersfield is the home of many opportunities for educational choices including one California Community College- Bakersfield College; California State University, Bakersfield; San Joaquin Valley College-Bakersfield Campus; and several other private schools and colleges.

QUICK FACTS- CITY OF DELANO

The 2nd largest population in Kern County is in the City of Delano.ⁱⁱⁱ Delano suffers from both high unemployment rates, and limited local options for a college education.

Delano has a current unemployment rate of 37.8%.^{iv} Having only one local choice for pursuing a college education may have contributed to a low percentage of this population obtaining a college education. The US Census reports that less than 10% of the population of the city of Delano has earned a college education.^v This number is significantly less than in Kern County where 20% of the population has earned a college degree.^{vi} See the following table for specific details on type of degree, population numbers and percentages of completion.

Type of Degree	Kern County Population with Degrees	Percentage of Population	City of Delano Population with Degrees	Percentage of Population
Associate Degree	24,697	6.4%	717	3.3%
Bachelor's Degree	34,739	9.1%	906	4.2%
Graduate or Professional Degree	17,130	4.5%	288	1.3%

Current data from the Employment Development Department reports that 7,600 adults are unemployed out of a labor force of 20,100 people in the City of Delano. This information illustrates a large number of available adults for training and educational experience.^{vii} See table below.

Area Name	Labor Force	Employment	Unemployment Number	Percentage Rate
County of Kern	371,000	312,000	59,000	15.9%
Bakersfield	154,000	136,800	17,300	11.2%
Delano	20,100	12,500	7,600	37.8%

EXISTING COMPETITION IN DELANO

There are currently five institutions which offer adult vocational education and training in the City of Delano.^{viii} Delano Adult School, Goodwill Industries, North Kern Vocational Training and Proteus all offer short term and relatively low cost vocational training programs. Bakersfield College has a satellite location in Delano that offers associate degree and vocational training classes.

Three of the above institutions offer certificate options in similar topical disciplines as SJVC. Bakersfield College (Delano Campus) is the only institution with options for both Certificate and Associate degree programs. Two of the other vocational schools offer training, but do not compete with SJVC, as Goodwill Industries and Proteus only train students in retail employment skills.

The following table reviews the training cost ranges from the direct competitive schools and colleges in Delano.

	Training Provider	Program Offerings	Level of Training	Cost of Program
1	Delano Adult School	Business and Health	Certificate Only	\$915 - \$2,750
2	North Kern Vocational Training	Business, Health, Technical	Certificate Only	\$30
3	Bakersfield College- Delano Campus	Business, Health, Technical	Certificate and AS Degrees	\$20 per unit

INDIVIDUAL PROGRAM OFFERING COMPARISONS

BUSINESS

Delano Adult School and North Kern Vocational Training both offer short term certificate programs in Delano for business and computer training.^{ix} However, Bakersfield College- Delano Campus is the only training provider with both a certificate and an Associate Degree option in Business Administration.^x

School/College	Type of Program	Training Hours	Cost
Delano Adult School	Business Cert	980	\$2,750
North Kern Vocational Training	Receptionist Clerk 1 & 2 Cert	360	\$30
Bakersfield College- Delano Campus	Business Administration- Cert and Degree	12 unit cert program and AS options	\$30 per unit

MEDICAL

For students interested in the medical field, the training options in Delano are focused on EMT's, nursing assistants, and home health aides. There are no current training options with the title of medical assistants in Delano, however, the Delano Adult school program reports placements for training in classifications of medical support workers.^{xi}

School/College	Type of Program	Training Hours	Cost
Delano Adult School	Certified Nursing Assistant - Cert	190	\$915
North Kern Vocational Training	Emergency Medical Technician- Cert	360	\$30
North Kern Vocational Training	Nursing Assistant/Home Health Aide - Cert	540	\$30
Bakersfield College- Delano Campus	Medical Terminology course; Certified Nursing Assistant Cert	3 units- Med Term course5.5 units CNA	\$20 per unit

ADMINISTRATIVE HEALTHCARE MANAGEMENT

There are currently only two training providers offering certificate programs and courses for employment in medical office occupations. ^{xii} North Kern Vocational Training teaches skills for medical receptionists and Bakersfield College- Delano Campus offers a course in medical terminology.

School/College	Type of Program	Training Hours	Cost
North Kern Vocational Training	Medical Receptionist 1 and 2- Cert	360	\$30
Bakersfield College- Delano Campus	Medical Terminology course	3 units	\$20 per unit

There are two training options with schools in Delano for the field of Corrections. Kern Vocational offers a short term certificate program and Bakersfield College- Delano Campus offers both certificate and Associate Degree options in the field of Criminal Justice. ^{xiii}

CORRECTIONS PROGRAMS

School/College	Type of Program	Training Hours	Cost
North Kern Vocational Training	Security and Law Enforcement - Cert	360	\$30
Bakersfield College- Delano Campus	Criminal Justice Cert and AS Degree	7 unit Cert and AS Degree option	\$20 per unit

EMPLOYMENT PREDICTIONS

OCCUPATIONS WITH THE MOST JOB OPENINGS BAKERSFIELD METROPOLITAN AREA (Kern County) 2006-2016

Labor Market Research is performed by the State Employment Development Department in 10 year increments for each county or designated metropolitan service area. Data is not tracked within individual cities for this specific report. Within this County, the largest category of employment growth (for the next 7 years) is in the agriculture industry for farm workers and laborers. The Employment Development Department predicts over 1,400 new jobs each year in this occupational title. Unfortunately, that job category is also among the lowest paid hourly workers. ^{xiv}

When researching employment options that offer an acceptable living wage, the following occupational titles are among the top 25 growing choices for Kern County: Office Clerks, General; Correctional Officers and Jailers; Customer Service Representatives; and Bookkeeping Accounting and Audit Clerks. The following table illustrates the number of annual job openings, the number of openings over a 10 year range, median hourly salary and level of education training required for the job. ^{xv}

Occupational Title	Predicated Annual Openings	Total openings from 2006-2016	Median Hourly Salary	Education and Training Levels
Office Clerks, General	173	1,730	\$12.36	Short Term Training/OJT
Correctional Officers and Jailers	169	1,690	\$33.36	Moderate Term Training/OJT
Customer Service Representatives	113	1,130	\$13.71	Moderate Term Training/OJT
Bookkeeping, Accounting and Auditing Clerks	97	970	\$15.05	Moderate Term Training/OJT
Job Totals:	552	5,520		

Within the top 50 job titles for the most openings in Kern County are the following occupations: Medical Assistants; Receptionists and information Clerks; and Executive Secretaries and Administration Assistants.^{xvi} The following table provides details on the specific information in each category.

Occupational Title	Predicated Annual Openings	Total openings from 2006-2016	Median Hourly Salary	Education and Training Levels
Medical Assistants	79	790	\$12.56	Moderate Term Training/OJT
Receptionists and Information Clerks	64	640	\$10.48	Short Term Training/OJT
Executive Secretaries and Administrative Assistants	61	610	\$18.42	Moderate Term Training/OJT
Job Totals:	204	2040		

Within the top 75 job titles for the most openings in Kern County is the classification for Medical Secretaries.^{xvii} The following table provides additional information on this career field in Kern County.

Occupational Title	Predicated Annual Openings	Total openings from 2006-2016	Median Hourly Salary	Education and Training Levels
Medical Secretaries	43	200	\$12.45	Moderate Term Training/OJT

Based on the employment predictions of these eight job titles, SJVC could support the following program majors at a Delano campus setting: Business Administration, Medical Assisting; Administrative Healthcare Management and Correctional Officer.

POTENTIAL STUDENT RECRUITMENT FOR DELANO

The majority of the current student body at the San Joaquin Valley College -Bakersfield Campus resides in the city of Bakersfield (74%) or communities that are under 30 miles from the campus. Other cities include: Arvin, Shafter, Wasco, McFarland and Lamont. Delano is approximately 34 miles from the Bakersfield campus. At the time of this report, 31 students are commuting to the Bakersfield campus from their homes in Delano. This is approximately 5% of the student body.^{xviii} The students that live in McFarland are now commuting 27 miles to the Bakersfield campus, but live only seven miles from Delano. As of today, 25 students (4%) of the Bakersfield Campus student body live in McFarland.^{xix}

A local campus in Delano would potentially attract many more students to San Joaquin Valley College that are not currently able to afford the commute distance due to cost or transportation challenges. Since McFarland is only seven miles from Delano, it is reasonable to assume that students from this city would also prefer to attend college at a closer campus in Delano. See table below for labor force numbers from these two cities.

City Name	Labor Force	Employment	Unemployment Number	Percentage of Unemployment	Currently attending SJVC in Bakersfield
Delano	20,100	12,500	7,600	37.8%	31
McFarland	4,800	3,300	1,500	31.2%	25
Totals	24,900	15,800	9,100		56

In addition to the large percentage of adults in the current workforce, there is a continuous future pipeline of students in the high school market. The following table includes the latest published data on student enrollment in Delano and McFarland High Schools.^{xx}

High School	City	Enrollment	Senior Class Numbers	Date of Information
Delano High	Delano	2130	384	2006-2007
Valley High	Delano	90	14	2006-2007
YgnacioValencia	Delano	234	94	2006-2007
Cesar Chavez	Delano	1974	366	2006-2007
San Joaquin	McFarland	61	12	2006-2007
McFarland Ind.	McFarland	85	33	2006-2007
McFarland High	McFarland	742	157	2006-2007
Totals:		5316	1060	

GRADUATE AND PLACEMENT HISTORY IN THE COUNTY OF KERN

In the last five fiscal years of operation, (July 2003 to July 2008) the Bakersfield campus of San Joaquin Valley College provided training to over 1800 graduates in a variety of business and health care occupations. Over 87% of these graduates accepted positions directly related to their field of training.^{xxi}

San Joaquin Valley College is considering the following degree and certificate options for the Delano Campus: Business Administration; Administrative Healthcare Management; Clinical Medical Assisting and Correctional Officer. During the past five years, over 730 graduates have completed Associate of Science degrees in these 4 disciplines at the Bakersfield campus.^{xxii} The following chart shows placement statistics by program.^{xxiii}

Accumulative Graduate Placement Statistics Summer 2003 through Summer 2008

PROGRAM	# Grads	Excluded	# Eligible	# Placed	Percentage
HCIS*	91	6	85	71	83.5%
BA	177	17	160	142	88.7%
CMA	348	29	319	263	82.4%
COPS	118	19	99	89	89.8%

Graduates are excluded from the eligible placement numbers for the following situations: continuing education, medical disability (temporary or permanent), death, incarceration, failure to pass licensing examination, and military service.

*HCIS is a medical secretarial program. This program is comparable to the program major name: Administrative Healthcare Management.

ⁱ Labor Market Division- California Employment Development Department – March 2009
ⁱⁱ Labor Market Division- California Employment Development Department – March 2009
ⁱⁱⁱ Labor Market Division- California Employment Development Department – March 2009
^{iv} Labor Market Division- California Employment Development Department – March 2009
^v US Census Data 2000 survey- City of Delano
^{vi} Profile of Social Characteristics – Kern County US Census Data 2000 survey
^{vii} Labor Market Division- California Employment Development Department – March 2009
^{viii} <http://etpl.edd.ca.gov> and <http://nces.ed.gov> and local.yahoo.com- colleges
^{ix} ETPL approved courses for Delano in Business Training, and Bakersfield College Catalog
^x Bakersfield College web site – www.bakersfieldcollege.edu – Delano campus course listing
^{xi} Bakersfield College web site and ETPL approved courses for Delano
^{xii} ETPL approved courses for Delano in Medical Front Office Training and Bakersfield College- Delano
^{xiii} Bakersfield College web site and ETPL approved courses for Delano
^{xiv} www.labormarketinfo.edd.ca.gov- top 100 jobs with the most openings in Kern County
^{xv} www.labormarketinfo.edd.ca.gov- top 100 jobs with the most openings in Kern County
^{xvi} www.labormarketinfo.edd.ca.gov- top 100 jobs with the most openings in Kern County
^{xvii} www.labormarketinfo.edd.ca.gov- top 100 jobs with the most openings in Kern County; occupational projections for Medical Secretaries in Kern County- 2006-2016
^{xviii} CampusVue information – Bakersfield – Master Student Listing by City (5-19-09)
^{xix} CampusVue information – Bakersfield – Master Student Listing by City (5-19-09)
^{xx} IPEDS for Delano and McFarland High Schools – 2006-2007 data
^{xxi} Campus Vue report – Placement Statistics report – July 1, 2003 to June 30, 2008
^{xxii} CampusVue Report- Placement Stats- July 2003 to July 2008
^{xxiii} CampusVue Placement Stats- (All BA, CMA, HCIS and COP graduates 2003 to 2008)