

**FEASIBILITY STUDY/EXECUTIVE SUMMARY  
ASSESSMENT FOR DELANO CAMPUS  
UPDATED OCTOBER 2013**

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**RATIONALE FOR ESTABLISHMENT OF NEW CAMPUS IN DELANO**

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

SJVC has been researching the need to offer training in the City of Delano for several years. In 2009, the State of California was in the midst of a serious financial crisis, and although conditions have improved by the Summer of 2013, the central California region continues to be impacted by higher unemployment rates, lower educational outcomes, and limited available choices for degree options.

According to the August 2013 statistics published by the Employment Development Department, the State wide average for unemployment in California is 8.8%. All of the counties in the central valley are still experiencing even higher unemployment rates than the rest of the State. The following table shows the unemployment rates for these areas in 2013 as compared to 2009.<sup>i</sup>

Area Name	Percent Unemployed March 2009	Percent Unemployed August 2013
State of California	11.5%	8.8%
San Joaquin County	16.4%	12.2%
Stanislaus County	17.5%	11.9%
Merced County	20.4%	13.3%
Madera County	15.3%	10.4%
Fresno County	17.0%	11.9%
Kings County	16.7%	12%
Tulare County	17.7%	13.1%
Kern County	15.9%	10.9%

As of August 2013, Kern County has an unemployment rate of 10.9%, which is significantly improved from the 15.9% in the spring of 2009. The largest city in this county is Bakersfield. Bakersfield has a current unemployment rate of 7.6% which is also a strong improvement from the 11.2% in 2009.<sup>ii</sup> 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 2<sup>nd</sup> largest city population in Kern County is in the City of Delano.<sup>iii</sup> Delano still continues to suffer from both high unemployment rates, and limited local options for a college education. As of August 2013, Delano has a current unemployment rate of 28.2%.<sup>iv</sup> 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.<sup>v</sup> This number is significantly less than in Kern County where 22% of the population has earned a college degree.<sup>vi</sup> See the following table for specific details on type of degree, population numbers and percentages of completion.

Type of Degree	Percentage of Population with Degrees in Kern County	Percentage of Population with Degrees in Delano
Associate Degree	6.9%	3.8%
Bachelor’s Degree	9.8%	4.6%
Graduate or Professional Degree	4.8%	1.2%

Current data from the Employment Development Department reports that 5,600 adults are unemployed out of a labor force of 19,800 people in the City of Delano. This information illustrates a large number of available adults for training and educational experience.<sup>vii</sup> See table below.

Area Name	Labor Force	Employment	Unemployment Number	Percentage Rate
County of Kern	396,200	352,900	43,300	10.9%
Bakersfield	167,400	154,800	12,600	7.6%
Delano	19,800	14,200	5,600	28.2%

**EXISTING COMPETITION IN DELANO**

There are currently four institutions which offer adult vocational education and training in the City of Delano.<sup>viii</sup> There are fewer options available to potential students in Delano now than there were in 2009. Delano Adult School, Proteus, and Bakersfield College- Delano satellite campus, still provide education to the residents, but Goodwill

Industries, and North Kern Vocational Training are no longer listed on the Eligible Provider Listing for Delano. One new option, Boston Reed, has been added to the approved Eligible Provider Listing for Delano. Boston Reed, Delano Adult School 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, general education and vocational training classes.

All of the above institutions offer certificate options in similar topical disciplines as SJVC.<sup>ix</sup> Bakersfield College (Delano Campus) is the only institution with options for both Certificate and Associate degree programs.

The following table reviews the type of training, training cost ranges, and length of program from the schools and colleges in Delano.

	Training Provider	Program Offerings	Level of Training	Cost of Program	Eligible Training Provider (voucher available form WIB)
1	Delano Adult School	Business and Health	Certificate Only	\$915 - \$2,750	Yes
2	Proteus	Business	Certificate Only	\$400-500	Yes
3	Boston Reed	Health only	Certificate Only	\$2995	Yes
4	Bakersfield College- Delano Campus	Business, Health, Technical	Certificate and AS Degrees	\$46 per unit	Yes

### **INDIVIDUAL PROGRAM OFFERING COMPARISONS BY DIVISION**

#### **BUSINESS DIVISION**

Delano Adult School, Proteus and Bakersfield College-Delano Campus offer short term certificate programs in Delano for business and computer training.<sup>x</sup> However, Bakersfield College- Delano Campus is the only training provider with both a certificate and an Associate Degree option in Business Administration.<sup>xi</sup>

School/College	Type of Program	Training Hours	Cost
Delano Adult School	Business Cert	980	\$2,750
Proteus	Office Automation	630	\$500
Bakersfield College- Delano Campus	Business Administration- Cert and Degree	12 unit cert program and AS options	\$46 per unit

## CORRECTIONS PROGRAMS

School/College	Type of Program	Training Hours	Cost
Bakersfield College-Delano Campus	Criminal Justice AA Degree; Correctional Administration AA Degree	AA Degree option	\$46 per unit

There is only one training option in Delano for the field of Corrections. Bakersfield College- Delano Campus offers Associate Degree options in the field of Criminal Justice and Corrections. <sup>xii</sup>

## CONSTRUCTION MANAGEMENT

Bakersfield College offers both a certificate option and an Associate Degree in Construction Technology. <sup>xiii</sup>

## MEDICAL DIVISION

For students interested in the medical field, the training options in Delano are focused on Pharmacy Technicians, Medical Assistants, and Certified Nursing Assistants. There are no current training options for programs in front office medical assisting.

School/College	Type of Program	Training Hours	Cost
Delano Adult School	Certified Nursing Assistant - Cert	190	\$915
Boston Reed	Clinical Medical Assistant	294	\$2995
Boston Reed	Pharmacy Technician	294	\$2995
Bakersfield College-Delano Campus	Medical Terminology course	3 units- Med Term course	\$46 per unit

**ADMINISTRATIVE HEALTHCARE MANAGEMENT** There are no training providers offering certificate programs and courses for employment in medical office occupations. <sup>xiv</sup>

## VETERINARY ASSISTANT

Although there is not a program for Veterinary Assistant in Delano, Bakersfield College has a low cost program and there would not be enough Veterinarian Sites in Delano to support a program in Delano.

## DIAGNOSTIC MEDICAL SONOGRAPHY, REGISTERED NURSING, VOCATIONAL NURSING, SURGICAL ASSISTING, PHYSICIAN ASSISTANT, DENTAL HYGIENIST, DENTAL ASSISTING, AND RESPIRATORY THERAPY

These programs are all offered at either the Visalia and/or Bakersfield Campus locations and depend on existing clinical sites in this area to support their programs. These programs would not be possible for consideration at the Delano campus for implementation.

## TECHNICAL DIVISION

### HEATING, AIR CONDITIONING AND REFRIGERATION

This program is offered at both the Visalia and Bakersfield Campus and placement opportunities could be impacted for students if this was offered in Delano, due to a limited number of HVAC employers in this city. There are only five local employers in this field in Delano. Bakersfield College offers a certificate program in this field.

### INDUSTRIAL TECHNOLOGY

Bakersfield College has both Associate and Certificate programs in Industrial Arts and Technology. The Employment Development Department does not publish data on the numbers of projected employment needs for Industrial Technicians in Kern County. Job opportunities for Industrial Machinery Mechanics does show a positive growth forecast for this region. A survey of industrial/ manufacturing employers in the region would be necessary to determine if job opportunities for this field are possible to support a program at the certificate level in Industrial Technology in Delano, since the Visalia and Bakersfield Campuses of SJVC both offer a program as well.

## EMPLOYMENT PREDICTIONS

### OCCUPATIONS WITH THE MOST JOB OPENINGS

#### BAKERSFIELD- DELANO METROPOLITAN AREA (Kern County) 2010-2020

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.

When researching employment options with the most openings (that are covered within existing SJVC programs), the following occupational titles are included in Bakersfield-Delano Metropolitan Statistical Area for 2010-2020: Office Clerks, General; Customer Service Representatives; First Line Supervisors of Office and Administrative Support Workers; Stock Clerks and Order Fillers; Secretaries and Administrative Assistants; and Bookkeeping Accounting and Audit Clerks. The following table illustrates the SOC Code, the number of openings over a 10 year range, median hourly salary and level of education and training required for the job.<sup>xv</sup>

#### Business Job Projections

Occupational Title	SOC Code	Total openings from 2010-2020	Median Hourly Salary	Entry Level Education	Work Experience	On the Job Training
Office Clerks, General	43-9061	2,180	\$14.45	HS or =	None	Short Term Training/OJT

Occupational Title	SOC Code	Total openings from 2010-2020	Median Hourly Salary	Entry Level Education	Work Experience	On the Job Training
Customer Service Representatives	43-4051	680	\$15.54	HS or =	None	Moderate Term Training/OJT
First Line Supervisors of Office Workers and Administrative Support Workers	43-1011	1,190	23.92	HS or =	1 to 5 yrs	None
Stock Clerks and Order Fillers	43-5081	970	9.57	Less than HS	None	Short Term OJT
Secretaries and Administrative Assistants	43-6014	700	17.30	HS or =	None	Short Term OJT
Bookkeeping, Accounting and Auditing Clerks	43-3031	1,000	\$18.05	HS or =	None	Moderate Term Training/OJT
Job Totals:		6,720				

### Health Care Job Projections

Under the classification of job titles with the fastest growth, Medical Secretaries is included with a 28.9% increase in job openings for the 10 year period of 2010-2020.<sup>xvi</sup> Employment in this job title is predicted to grow from 970 employed in 2010 to 1,250 employed by 2020, for an increase of 280 new jobs. The average hourly rate is over \$14 per hour, and employers require a minimum of High School Diploma and moderate OJT.

Occupational Title	SOC Code	Total openings from 2010-2020	Median Hourly Salary	Entry Level Education	Work Experience	On the Job Training
Medical Secretaries	43-6013	280	\$14.08	HS or =	None	Moderate Term Training/OJT

In the same time frame of 2010 to 2020, the Labor Market Research from the EDD predicts a 20% increase in the number of workers for the classification of medical assistants and over 310 new total jobs.<sup>xvii</sup>

### Medical Assisting Job Predictions

Occupational Title	SOC Code	Total openings from 2010-2020	Median Hourly Salary	Entry Level Education	Work Experience	On the Job Training
Medical Assistants	31-9092	310	\$11.67	HS or =	None	Moderate Term Training/OJT

Based on the employment predictions of these 9 job titles, SJVC could consider the following program majors at a Delano campus setting: Business Administration, Medical Assisting (as it also includes training for front office skills, giving students wider opportunities) and Administrative Healthcare Management.

### 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 (78%) 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, 26 students are commuting to the Bakersfield campus from their homes in Delano. This is approximately 5% of the student body.<sup>xviii</sup> 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, 8 students (1.5%) of the Bakersfield Campus student body live in McFarland.<sup>xix</sup>

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	19,800	14,200	5,600	28.2%	26
McFarland	4,800	3,700	1,100	23.1%	8
Totals	24,600	17,900	6,700		34

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. <sup>xx</sup>

High School	City	Enrollment	Senior Class Numbers	Date of Information
Delano High	Delano	1641	388	2011-2012
Valley High	Delano	154	88	2011-2012
Cesar Chavez	Delano	1447	291	2011-2012
McFarland High	McFarland	751	162	2011-2012
Totals:		3993	929	

### **GRADUATE AND PLACEMENT HISTORY IN THE COUNTY OF KERN**

In the last five fiscal years of operation, (July 1, 2008 to June 30, 2013) the Bakersfield campus of San Joaquin Valley College provided training to over 1800 graduates in a variety of business and health care occupations. Over 80% of these graduates accepted positions directly related to their field of training. <sup>xxi</sup>

San Joaquin Valley College is considering the following degree and certificate options for the Delano Campus: Business Administration; Administrative Healthcare Management; and Clinical Medical Assisting. During the past five years, over 650 graduates have completed Associate of Science degrees in these 3 disciplines at the Bakersfield campus. <sup>xxii</sup> The following chart shows placement statistics by program. <sup>xxiii</sup>

#### **Accumulative Graduate Placement Statistics Summer 2008 through Summer 2013**

PROGRAM	# Grads	Excluded	# Eligible	# Placed	Percentage
HCIS*	137	6	131	111	85%
BA	135	9	126	115	91%
CMA	389	31	358	294	82%

Graduates are excluded from the eligible placement numbers for the following situations: continuing education, medical disability (temporary or permanent) and military service.

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

<sup>i</sup> Labor Market Division- California Employment Development Department – March 2009 and August 2013 ([www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov))

<sup>ii</sup> Labor Market Division- California Employment Development Department – March 2009 and August 2013 [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov))

<sup>iii</sup> Labor Market Division- California Employment Development Department – August 2013

<sup>iv</sup> Labor Market Division- California Employment Development Department – August 2013

<sup>v</sup> US Census Data 2006 – 2010 5 year survey- educational attainment City of Delano, Kern County

<sup>vi</sup> US Census Data 2006 – 2010 5 year survey- educational attainment City of Delano, Kern County



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- <sup>vii</sup> Labor Market Division- California Employment Development Department –Eligible Provider Listing for Delano August 2013
- <sup>viii</sup> <http://etpl.edd.ca.gov> and <http://nces.ed.gov> and local.yahoo.com- colleges
- <sup>ix</sup> ETPL listing of approved courses for Delano
- <sup>x</sup> ETPL approved courses for Delano in Business Training, and Bakersfield College Catalog
- <sup>xi</sup> Bakersfield College web site – [www.bakersfieldcollege.edu](http://www.bakersfieldcollege.edu) – Delano campus course listing
- <sup>xii</sup> Bakersfield College web site and ETPL approved courses for Delano
- <sup>xiii</sup> Bakersfield College Catalog 2013 – page 88
- <sup>xiv</sup> ETPL approved courses for Delano
- <sup>xv</sup> [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)- Occupations with the most openings in Bakersfield-Delano MSA 2010-2020
- <sup>xvi</sup> Occupations with the fastest growth – Bakersfield- Delano MSA 2010-2020 – [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov)
- <sup>xvii</sup> [www.labormarketinfo.edd.ca.gov](http://www.labormarketinfo.edd.ca.gov) – medical assisting 2010-2020 in Kern County
- <sup>xviii</sup> CampusVue information – Bakersfield – Master Student Listing by City (10-9-13)
- <sup>xix</sup> CampusVue information – Bakersfield – Master Student Listing by City (10-9-13)
- <sup>xx</sup> California Department of Education- School Accountability Report Cards- Delano and McFarland High Schools – 2011-2012 data ([www3.cde.ca.gov](http://www3.cde.ca.gov))
- <sup>xxi</sup> Campus Vue report – Placement Statistics report – July 1, 2008 to June 30, 2013
- <sup>xxii</sup> CampusVue Report- Placement Stats- July 2008 to June 30, 2013
- <sup>xxiii</sup> CampusVue Placement Stats- (All BA, CMA, and HCIS , graduates 2008 to 2013)