

**FEASIBILITY STUDY
MADERA GEOGRAPHIC AREA
October 2013**

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SUMMARY of NEW CAMPUS OPPORTUNITY in MADERA

- High unemployment rate in the City and County of Madera
- Large pool of unemployed adults who would benefit from training leading to employment
- Limited local training options for certificate and/or associate degree courses
- Over 78% of the population over 25 years of age have not obtained a college degree
- Growth in job opportunities are reported by Employment Development Department

The central California region has suffered from higher than average unemployment rates for several years. The area continues to be impacted by higher unemployment rates, lower educational outcomes, and limited available choices for degree options than northern and southern California.

San Joaquin Valley College (SJVC) has an opportunity to offer quality Business Administration, Medical Assisting, and Medical Office programs in the Madera geographic location.

A. Population Statistics – City of Madera and County of Madera

According to the August 2013 statistics published by the Employment Development Department, the State wide average for unemployment in California is 8.8%. The following table shows the unemployment rates for central California counties both 2013 and 2009.ⁱ

Area Name	Unemployed March 2009	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%

Madera County reports an unemployment rate of 10.4% which is an improvement over spring of 2009 but is still higher than California as a whole. The largest city in Madera County is the City of Maderaⁱⁱ. The City of Madera has a current unemployment rate of 14.8% which is significantly higher than the County as a whole.

City of Madera has limited local choice for pursuing a college education beyond high school or GED attainment. The US Census reports that less than 16% of the population has earned a college education.ⁱⁱⁱ See the following table listing the level of degree attainment for the city and county of Madera.

Type of Degree	Percentage of Population with Degrees in Madera County	Percentage of Population with Degrees in City of Madera
Associate Degree	7.4%	6.1%
Bachelor's Degree	9.6%	7.3%
Graduate or Professional Degree	4.5%	2.8%

The State of California as well as neighboring counties of Fresno, Merced and Mariposa report higher degree attainment at all levels.

Current data from the Employment Development Department reports that 7,100 adults are unemployed out of a labor force of 69,000 people in the City of Madera. In Madera County the City of Chowchilla has highest unemployed population numbers and is within 17 miles of the Madera. A large number of adults are available for training and continuing educational experiences.^{iv} See table below.

Area Name	Labor Force	Employment	Unemployment Number	Percentage Rate
County of Madera	69,000	61,800	7,100	10.4%
City of Madera	24,400	20,800	3,600	14.8%
Chowchilla	4,400	3,800	600	11.9%

B. Existing Educational Institutions

There are currently four institutions which offer adult vocational education and training in the City of Madera, and one option that is offered through correspondence. The Madera Center is the only institution with options for both Certificate and Associate degree programs with degrees granted under Reedley College's accreditation approval. The other training opportunities are short, low cost vocational certificate programs.^v

The following table reviews the training institutions, the program award level, cost of training range, and approximate program length for the schools and colleges in Madera.^{vi}

Training Provider	Program Offerings	Level of Training	Cost of Program	Eligible Training Provider
Madera Adult School	Business and Health	Certificate	\$50 - \$300	Yes
Central Valley Opportunity	Business and Technical	Certificate	\$3883 to \$5,065	Yes
Boston Reed	Health only	Certificate	\$999 to \$ 2695	Yes
Madera Center	Business, Health, and Technical	Certificate, AS Degrees	\$46 /unit and \$149 to \$3,092	Yes
Timberline Education Center	Technical	Certificate	\$5,200	Yes

C. Programs Available in City of Madera

Business Programs

Madera Adult School, Central Valley Opportunity and the Madera Center Campus all offer short term certificate programs in Madera for business and computer training.^{vii} Madera Center is the only training provider with both a certificate and an Associate Degree option in Business Administration.^{viii}

School/College	Type of Program	Training Hours	Cost
Madera Adult School	Computer Operator Cert and Word processor	108	\$300
Central Valley Opportunity	Business Occupation (General)	770	\$5065
Madera Center	Computer Literacy; Accounting, General Business, and Office Technology Administration Certs and Degrees	Certificate and AS Degree options	Certificates: Flat fees; AS Degree: \$46/unit for degree programs;

Corrections Programs

There is only one training option in Madera for the field of Corrections. Madera Center offers Associate Degree and Certificate options in the field of Criminal Justice and Corrections.^{ix}

School/College	Type of Program	Training Hours	Cost
Madera Center	Criminal Justice AA Degree; Correctional Administration AA Degree	Certificate and AA Degree options	\$46 per unit

Construction Management Program

There are no local competitors for construction management. The only similar program is the construction estimation course offered through correspondence classes with Timberline Education Center.^x

Medical Programs

Students interested in the medical field have current training options are in as Pharmacy Technicians, Medical Assistants, Medical Administrative Medical Assisting, Emergency Medical Technician, Licensed Vocational Nursing, Registered Nursing and Certified Nursing Assistants.

School/College	Type of Program	Training Hours	Cost
Madera Adult School	Certified Nursing Assistant - Cert	210	\$915
Madera Adult School	Emergency Medical Technician	210	\$68
Boston Reed	Clinical Medical Assistant	294	\$2695
Boston Reed	Veterinary Assistant	59 (includes 24 hour externship)	\$999
Boston Reed	Pharmacy Technician	302	\$2695
Madera Center	Medical Administrative Assisting	297	\$3,092
Madera Center	LVN	1458	\$2,100
Madera Center	RN (LVN to RN) AS Degree and 30 unit option	753	\$2,729

Diagnostic Medical Assisting, Registered Nursing, Vocational Nursing, Surgical Assisting, Physician Assistant, Dental Hygienist, Dental Assisting and Respiratory Therapy

These programs depend on existing clinical sites that are not available in sufficient numbers to sustain a viable programs in a Madera County location.

Technical Programs

Current technical program offerings in the Madera are designed as short certificate training options.

School/College	Type of Program	Training Hours	Cost
Central Valley Opportunity	Welding and Industrial Maintenance	770	\$4,936
Madera Center	Maintenance Mechanic-Career Advance	225	\$436
Madera Center	Welding Career Advance	155	\$791
Madera Center	Maintenance Mechanic Cert; and AS Degree Options	225	\$520; and \$46 per unit
Madera Center	Welding Cert	155	\$892

Heating, Ventilation, Air Conditioning and Refrigeration

Although there are no competitors in Madera, employment opportunities are limited. There are 16 local employers as noted on the Employment Development Department (EDD) website.^{xi}

Industrial Technology

Madera Center has both Associate and Certificate programs in the field of Maintenance Mechanic. EDD does not publish data on employment opportunities for Industrial Technicians in Madera County. A survey of industrial/ manufacturing employers in the region would be necessary to confirm the job opportunities for this field.

D. Employment Statistics in Chowchilla-Madera Metropolitan Area

Labor Market Research is performed by the state's Employment Development Department (EDD) in 10 year increments for each county or designated metropolitan service area.

When researching employment options, the table below lists titles that are related all or part of San Joaquin Valley College (SJVC) programs that are applicable for the Madera-Chowchilla Metropolitan Statistical Area for 2010-2020. The table lists occupations by their SOC Code, the number of openings over a 10 year range, median hourly salary and level of education and training required for the job.^{xii}

Business and Technical 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	210	\$13.93	HS or equal	None	Short Term Training/OJT
Maintenance and Repair Workers, General	49-9071	230	\$17.75	HS or equal	None	Moderate Term Training/OJT
Correctional Officers and Jailers	33-3012	270	N/A	HS or equal	None	Moderate Term Training/OJT
Customer Service Representatives	43-4051	80	\$16.05	HS or equal	None	Moderate Term Training/OJT
First Line Supervisors of Office Workers and Administrative Support Workers	43-1011	140	\$24.93	HS or equal	1 to 5 yrs	None
Stock Clerks and Order Fillers	43-5081	110	\$11.24	Less than HS	None	Short Term OJT
Secretaries and Administrative Assistants	43-6014	70	\$15.82	HS or equal	None	Short Term OJT
Bookkeeping, Accounting and Auditing Clerks	43-3031	180	\$17.35	HS or equal	None	Moderate Term Training/OJT
Job Totals:		1290				

Health Care Job Projections

Also, under the classification of job titles with the most growth for this area, Medical Secretaries and Medical Assistants are included noting an increase in job openings for the

10 year period of 2010-2020.^{xiii} Employment in these job titles are predicted to grow by 200 additional jobs.

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	110	\$15.83	HS or equal	None	Moderate Term Training/OJT
Medical Assistants	31-9092	90	\$14.09	HS or equal	None	Moderate Term Training/OJT
Job Totals:		200				

E. Student Recruitment Opportunities in Madera Geographic Area

The majority of the current student body at the San Joaquin Valley College -Fresno Campus resides in the city of Fresno (55%) or other communities that are under 30 miles from the campus. Other cities include: Madera, Clovis, Selma, Sanger, Kerman, and Kingsburg. Madera and Chowchilla are within 23 to 30 miles from the Fresno campus. However, fewer than 65 students (12% of student body) commute to San Joaquin Valley College-Fresno Campus.^{xiv}

A local campus in Madera increases the potentially for students to attend SJVC. See table below for labor force numbers from these two cities.

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 Madera and Chowchilla High Schools.^{xv}

High School Graduation Projections in Chowchilla-Madera Metropolitan Area

High School	City	Enrollment	Senior Class Numbers	Date of Information
Madera Independent	Madera	158	79	2010-2011
Independent Continuation	Madera	18	8	2010-2011
Eastin-Arcola	Madera	258	127	2010-2011
Furman	Madera	174	105	2010-2011
Liberty	Madera	588	132	2010-2011
Enterprise	Madera	90	9	2010-2011
Gould Educational	Madera	324	80	2010-2011
Madera	Madera	2121	439	2010-2011
Madera South	Madera	2658	524	2010-2011
Pioneer Tech	Madera	248	101	2010-2011
Valley Teen Ranch	Madera	24	8	2010-2011
Chowchilla	Chowchilla	1013	266	2010-2011
Gateway	Chowchilla	17	2	2010-2011
Totals:		7691	1880	2010-2011

F. San Joaquin Valley College - Fresno Graduate and Placement History

For comparison purposes, the closest SJVC to Madera is in Fresno. In the last five fiscal years of operation, (July 1, 2008 to June 30, 2013) the Fresno Campus provided training to over 2000 graduates in a variety of business and health care occupations. Over 66% of these graduates accepted positions directly related to their field of training.^{xvi}

San Joaquin Valley College is considering the following degree and certificate options for the Madera Campus: Business Administration; Medical Billing Specialist, Medical Office Administration; Clinical Medical Assisting. During the past five years, over 1300 graduates have completed studies in these disciplines at the Fresno campus.^{xvii} The following chart shows placement statistics by program.^{xviii}

Accumulative Graduate Placement Statistics July 2008 through June 2013

Program	# Grads	# Excluded* xix	# Eligible	# Placed	Percentage
Medical Office / Medical Billing	149	12	137	93	68%
Business Administration	87	4	83	66	80%
Medical Assisting	893	73	820	521	64%

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- ⁱ Labor Market Division- California Employment Development Department – March 2009 and August 2013 (www.labormarketinfo.edd.ca.gov)
- ⁱⁱ Labor Market Division- California Employment Development Department – August 2013
- ⁱⁱⁱ US Census Data 2006 – 2010 5 year survey- educational attainment City of Madera, Madera County http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_5YR_DP02
- ^{iv} Labor Market Division- California Employment Development Department –Eligible Provider Listing for Madera August 2013
- ^v <http://etpl.edd.ca.gov> and <http://nces.ed.gov>
- ^{vi} ETPL listing of approved courses for Madera
- ^{vii} ETPL approved courses for Madera in Business Training, and Reedley College Catalog
- ^{viii} Reedley College web site – Reedley College North Center Catalog – Madera Center campus 2012-2014
- ^{ix} Reedley College web site and ETPL approved courses for Madera
- ^x ETPL for Madera 2013
- ^{xi} Labor Market Division- California Employment Development Department – March 2009 and August 2013 (www.labormarketinfo.edd.ca.gov)
- ^{xii} www.labormarketinfo.edd.ca.gov- Occupations with the most openings in Madera Chowchilla MSA 2010-2020
- ^{xiii} Occupations with the most openings – Madera-Chowchilla MSA 2010-2020 – www.labormarketinfo.edd.ca.gov
- ^{xiv} CampusVue information – Fresno – Master Student Listing by City (11-5-13)
- ^{xv} IPEDS- Madera and Chowchilla High Schools – 2010-2011 data
- ^{xvi} Campus Vue report – Placement Statistics report – July 1, 2008 to June 30, 2013
- ^{xvii} CampusVue Report- Placement Stats- July 2008 to June 30, 2013
- ^{xviii} CampusVue Placement Stats- (All BA, CMA, HCA graduates 2008 to 2013). Note program name changes in October 2013: Health Care Administration to Medical Billing Specialist for AS Degree and Medical Office Administration for Certificate award.
- ^{xix} Graduates are excluded from the eligible placement numbers for the following situations: continuing education, medical disability (temporary or permanent) and military service.