

**FEASIBILITY STUDY/EXECUTIVE SUMMARY
ASSESSMENT FOR SAN DIEGO AREA CAMPUS
JUNE 2009**

UPDATED JUNE 2011

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RATIONALE FOR ESTABLISHMENT OF NEW CAMPUS IN SAN DIEGO

- There is a large number of unemployed adults within the county
- There is a very large pool of adults in the 20 to 34 year age range
- There is only one program for training Dental Hygienists in San Diego County
- There are large numbers of students at the high school level that will be graduating soon and needing educational opportunities for college enrollment
- Public Universities and Community Colleges have been forced to restrict enrollment numbers due to the continuing State of California budget crisis

LARGE NUMBERS OF UNEMPLOYED IN SAN DIEGO COUNTY

QUICK FACTS- COUNTY OF SAN DIEGO

As of January 1, 2010, The US Census Bureau reported that San Diego County had a population of 3,095,313.ⁱ In May 2011, The Employment Development Department reported an unemployment rate of 9.6% for San Diego County. The largest city in this county is San Diego, which also has with an unemployment rate of 9.6%. The 2nd largest city is Chula Vista, followed by Oceanside. Chula Vista has a current unemployment rate of 11.2%. Oceanside has an unemployment rate of 9.2%.ⁱⁱ The three largest cities in San Diego County all have a better unemployment rate than the average for the State of California which stands at 11.4% as of May 2011.ⁱⁱⁱ Even with low unemployment percentages, over 149,000 people are currently out of work in this county. The following table illustrates the population numbers for the labor force by the county and the largest cities in the region.

Area Name	Labor Force	Employment	Unemployment Number	Unemployment Rate
San Diego County	1,554,400	1,404,800	149,500	9.6%
San Diego city	693,900	627,100	66,700	9.6%
Chula Vista city	91,400	81,100	10,300	11.2%
Oceanside city	85,200	77,400	7,800	9.2%

LARGE POOL OF FIRST TIME COLLEGE ATTENDERS

The US Census reports that 23.3% of the population of San Diego County is in the age range of 20 to 34 years old.^{iv} This age range is the typical average age of the traditional SJVC student. The following table illustrates the percentages of population for this age group.

Age Range	Percentage of Population
Age 20 to 24	8.1%
Age 25 to 29	8.1%
Age 30 to 34	7.1%
Totals	23.3%

There are over 282 public and private grade schools located in the city of San Diego. ^v In addition to the adult population that are already in the market for a college education, there will be over 6,000 additional high school graduates each year from this county that could be pursuing a college education. The following table includes data from just the largest high school programs in the city.

High School Name	Total Enrollment 2009-2010 data	Numbers of Seniors
Charter School of San Diego	1704	635
Clairemont Senior High	1451	296
Henry Senior High	2466	487
High Tech High	549	129
Hoover Senior High	2163	372
Madison Senior High	1246	252
Mira Mesa Senior High	2637	613
Mission Bay Senior High	1622	313
Morse Senior High	2339	496
Point Loma Senior High	2115	413
San Diego School of Creative and Performing Arts	480	82
San Ysidro High	2392	490
Scripps Ranch High	2390	494
Serra Senior High	2087	417
Southwest Senior High	1739	379
University City High	1852	417
Totals:	29232	6285

EXISTING COMPETITION IN SAN DIEGO COUNTY

The County of San Diego is the home of many opportunities for educational choices including nine California Community Colleges, several University level colleges, and numerous private educational facilities. The Employment Development Department for the State of California, lists over 970 approved courses under 127 different educational organizations for training/colleges in San Diego County. ^{vi}

INDIVIDUAL PROGRAM COMPETITION TO SJVC

REGISTERED DENTAL HYGIENIST

There are currently 11 Dental Hygienist programs in the Southern California geographic region. Only one program is located in San Diego County, Southwestern College in National City, California.^{vii} Besides the program at Southwestern, there are six other community college programs in Southern California: Cerritos College, Cypress College, Oxnard College; Pasadena City College; Riverside City College; and West Los Angeles College. There are two programs at private colleges, one offered by Concord College and one taught at West Coast University. There are also two additional programs that offer baccalaureate degree training for dental hygienists: Loma Linda University and USC.^{viii}

The following table includes information on the programs located in San Diego County and the southern California region: college name; location of city; distance from the city of San Diego, and cost of the program.

Name of College	Location of City	Distance from City of San Diego	Cost of Training
Cerritos College	Norwalk, CA	106 miles	\$26 per unit
Concord College	San Bernardino, CA	107 miles	\$47,431
Cypress College	Cypress, CA	101 miles	\$26 per unit
Oxnard College	Oxnard, CA	183 miles	\$26 per unit
Pasadena City College	Pasadena, CA	129 miles	\$26 per unit
Riverside City College	Riverside, CA	96 miles	\$26 per unit
Southwestern College	National City, CA	7 miles	\$26 per unit
West Coast University	Anaheim	95 miles	\$36,075 per year
West Los Angeles	Culver City, CA	127 miles	\$26 per unit
Loma Linda University	Loma Linda, CA	106 miles	N/A
USC	Los Angeles, CA	125 miles	\$37,693 per year

LABOR MARKET INFORMATION:

The Employment Development Department predicts a total of 67 job openings each year from 2008 to 2018 for Registered Dental Hygienists in the San Diego- Carlsbad-San Marcos metropolitan area.^{ix}

The following table includes salary information and total jobs predicted for the region of San Diego- Carlsbad- San Marcos.

Area	Projected Years	Current Employment Estimate	Projected Total Employment Number	Average Annual openings-DH	Hourly Mean Wage ^x
San Diego County	2008-2018	1,470	1,830	67	\$42.76

STATE BUDGET CRISIS- REDUCES PUBLIC ACCESS TO EDUCATION

At the time of this report, the State of California is in the midst of a very serious financial crisis. In January 2009, the budget crisis was reported at 14.5 billion, that amount had grown to over 20 billion by June 2009. Now in 2011, the budget deficit is reported at over \$25 billion dollars.^{xi}

The State of California underwrites the cost of public community colleges and also the state universities. With a multi- billion dollar deficit, the State of California has slashed budgets for the California Community College and State University Campus systems for the past several years.^{xii} At a minimum, the State of California will slash 400 million dollars from the community college system and 500 million from the State University system budgets for the 2011-2012 academic year. With reduced budget funding, comes capped enrollments and fewer openings for new students in the public educational system. This makes the option of attending a private college, much more compelling, and a viable alternative for a growing adult population that is seeking a college education.

The number of students that will be adversely affected by the state budget cuts is continuing to increase each year. In 2010, the State of California budget reduction reduced access to over 140,000 students in the California Community College system.^{xiii} The predicted amount of students that could be denied enrollment for 2011-2012 is significant. The table below tracks the reduced educational access at the California Community College system in the past 2 years.^{xiv}

California Budget Deficit	Cuts to California Community Colleges	Number of Community College students displaced by budget cuts
2009- 20 Billion	520 Million Cuts over previous year budget – 2010 school year	140,000 students (actual)
June 2011 – 25+ Billion	\$400 Million Cuts in first half of year with an additional \$400 million in cuts on the table	400,000 students (predicted)

In San Diego County, there are nine California Community Colleges that serve the population of over 3 million. Over 154,000 students currently attend one of these educational institutions.^{xv} With the budget crisis still in progress, it is difficult to predict the full extent of the student enrollment cuts, but alternate sources need to be in place to serve the geographic area’s higher educational needs.

According to the Chancellor’s office, Grossmont College has presented their plan to deal with the latest budget cuts. For the Fall of 2011, they will enroll 5,000 fewer students and cut 800 class offerings. If the additional budget cuts go in to effect for California junior colleges, they will restrict a total of 8,000 students from enrolling and cut 1,000 class sessions.^{xvi}

Name of College	Location of City	Enrollment on Campus Fall 2009 Data
Cuyamaca College	El Cajon	9,459
Grossmont College	El Cajon	20,335
Imperial Valley College	Imperial	8,831
Mira Costa College	Oceanside	13,537
Palomar College	San Marcos	27,442
San Diego City College	San Diego	18,074
San Diego Mesa College	San Diego	23,211
San Diego Miramar College	San Diego	11,584
Southwestern College	Chula Vista	21,597
Total Students attending:		154,070

The California State University system has been forced to reduce their budget for the 2011-2012 academic year by \$500 million dollars, due to the California budget crisis.^{xvii} In November 2008, the California State University system released information that over 10,000 students would be cut from their enrollments this year and all 23 of the campus locations would place limits (caps) on enrollments.^{xviii} The latest budget cuts will further lower student enrollments by over 8100 students for the next year.^{xix} This further limits the number of enrollment choices for first time, freshman and sophomore college students within the public university educational system.

SUMMARY:

Demand exceeds supply for Dental Hygienists in San Diego County

As noted earlier in this report, Southwestern College in Chula Vista, is the only college approved to train Dental Hygienists in San Diego County. Information posted on the IPEDS site for Southwestern reports that the program only graduated 15 students for the past academic year for an average of 24 graduates in the last 5 years.^{xx}

With the predicted annual need of 67 additional dental hygienists in this county, the demand far exceeds the supply for available employees. There is a definite need to establish a new program for Dental Hygienist in San Diego County. San Joaquin Valley College would be serving this region by offering this educational opportunity.

ⁱ US Census – San Diego County People Quick Facts 2010

ⁱⁱ Labor Market Division- California Employment Development Department – May 2011

ⁱⁱⁱ Employment Development Department- May 2011 Monthly labor force for Counties

^{iv} US Census Bureau 2005-2009 survey- County of San Diego Age and Sex Community Survey

^v IPEDS for San Diego grade schools 2009-2010 data

^{vi} Eligible Training Provider Listing (EDD) for San Diego County June 24, 2011 (etpl.edd.ca.gov)

^{vii} Misweb.cccco.edu- approved programs for RDH in California Community Colleges

^{viii} www.cdha.org- accredited Dental Hygiene schools in California

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- ix www.labormarketinfo.edd.ca.gov-DH in San Diego-Carlsbad-San Marcos region for 2008-2018
- x Wages in San Diego county – DH First Quarter 2011 - EDD
- xi California Legislative Analyst’s Office- forecast for state budget deficit 2011-2012
- xii California Legislative Analyst’s Office- Higher Education Budget in Context 2011-2012
- xiii California Community College Chancellors Office – press release for March 2011
- xiv California Community College Chancellors Office – press release for March 2011
- xv IPEDS for San Diego County Community Colleges- 2009 fall enrollment data
- xvi California Community College Chancellors Office – press release for March 2011
- xvii CSU Chancellor’s Office – budget reductions for 2011-2012 academic year
- xviii Time magazine- November 26, 2008 “Under Financial Distress, More Colleges Cap Enrollments”
- xix CSU Chancellor’s Office – budget reductions for 2011-2012 academic year
- xx IPEDS for Southwestern College- DH graduates for 2009