


# External and Internal Scan of Mendocino College

Enrollment and Transfer Trends +  
Economic Outlook for Mendocino  
and Lake Counties

Prepared by  
Craig Hayward, Ph.D.  
Director of Institutional Research  
Mendocino College

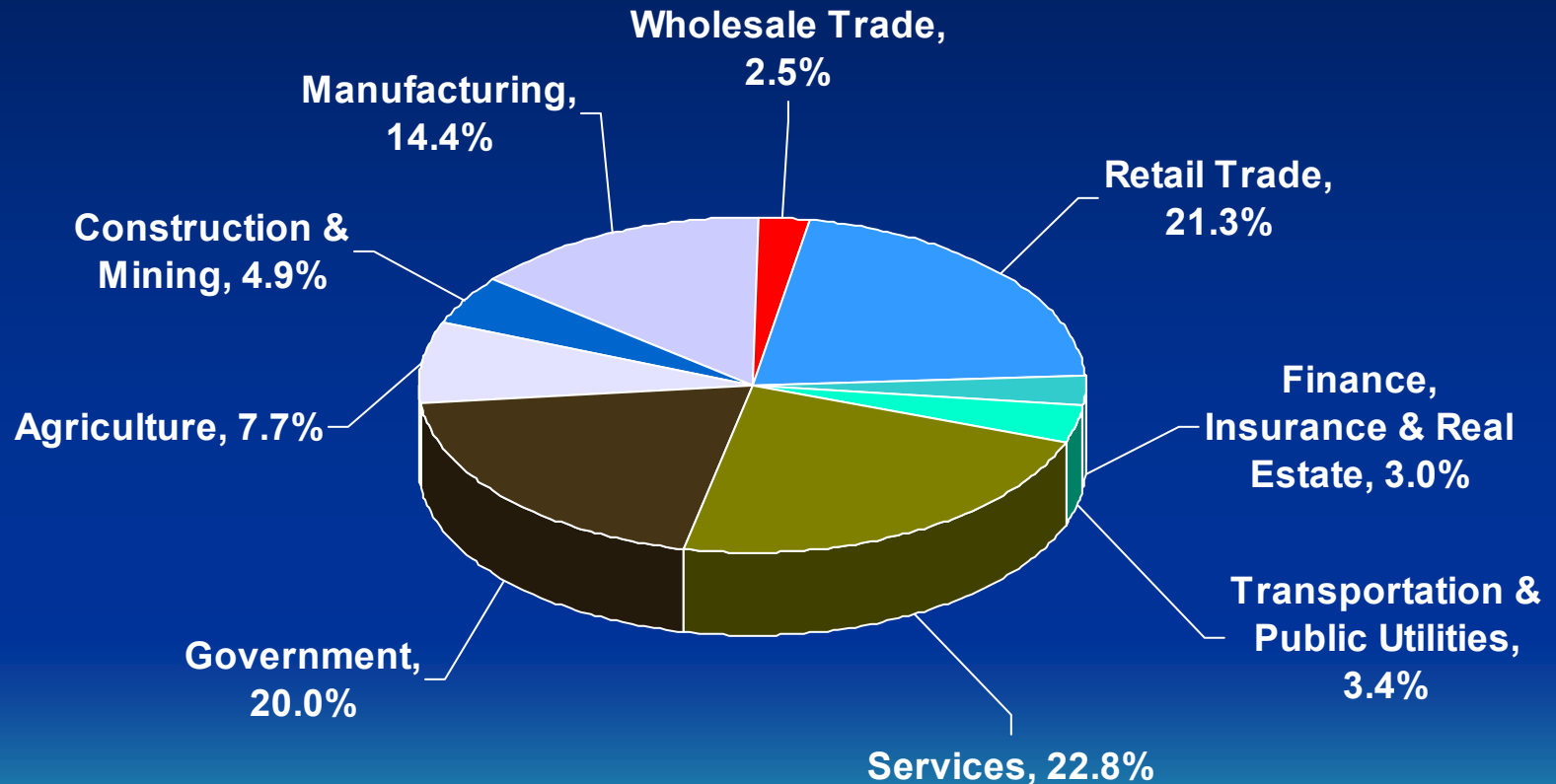


# Mendocino County

## Economic Outlook



# Employment by Industry - 2001



# Job Growth Prospects - Mendocino

Mendocino County from 1999 to 2006

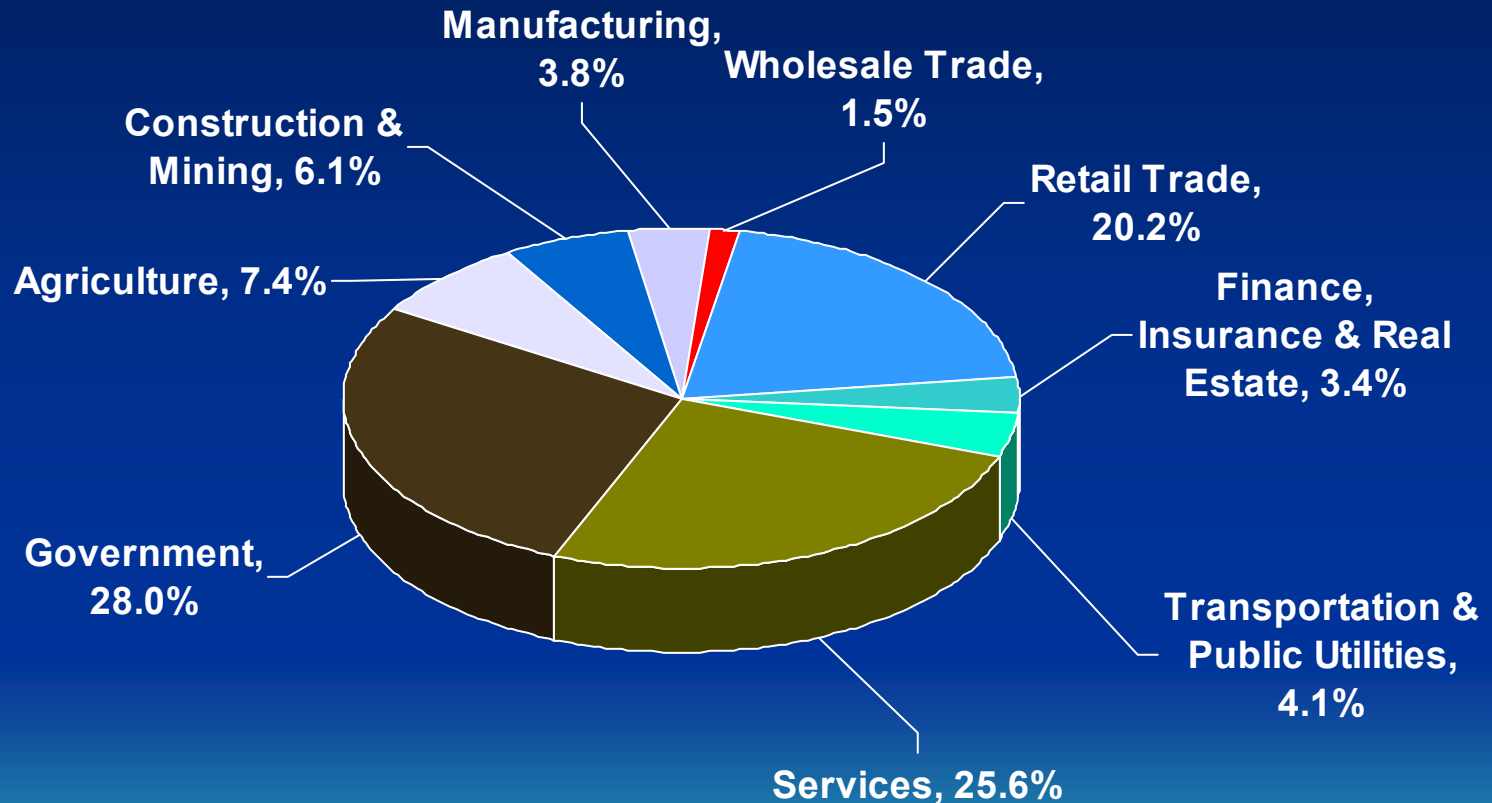
- Services: 316 job openings, 17% growth
  - Registered Nurses: \$24.30
  - Teaching Assistants: \$11.00
  - **Tourism & Recreation: \$6.75**
  - Maids: \$6.75
- Retail Trade: 590 job openings, 16% growth
  - **Sales: \$8.43**
  - **Cashiers: \$6.75**
  - First-line Managers: \$12.65
  - Waiters: \$6.75
- Government: 80 job openings, 6% growth
  - Computer support specialist with Bachelor's degree: \$15.88
  - Highway workers: \$14.19
  - Miscellaneous laborers: \$11.40
  - Forest/Conservation workers: \$6.75

# Lake County

## Economic Outlook



# Employment by Industry – 2001



From: Labor Market Information Division, County Snapshot: Lake 2002

# Job Growth Prospects -Lake

Lake County from 1997 to 2004

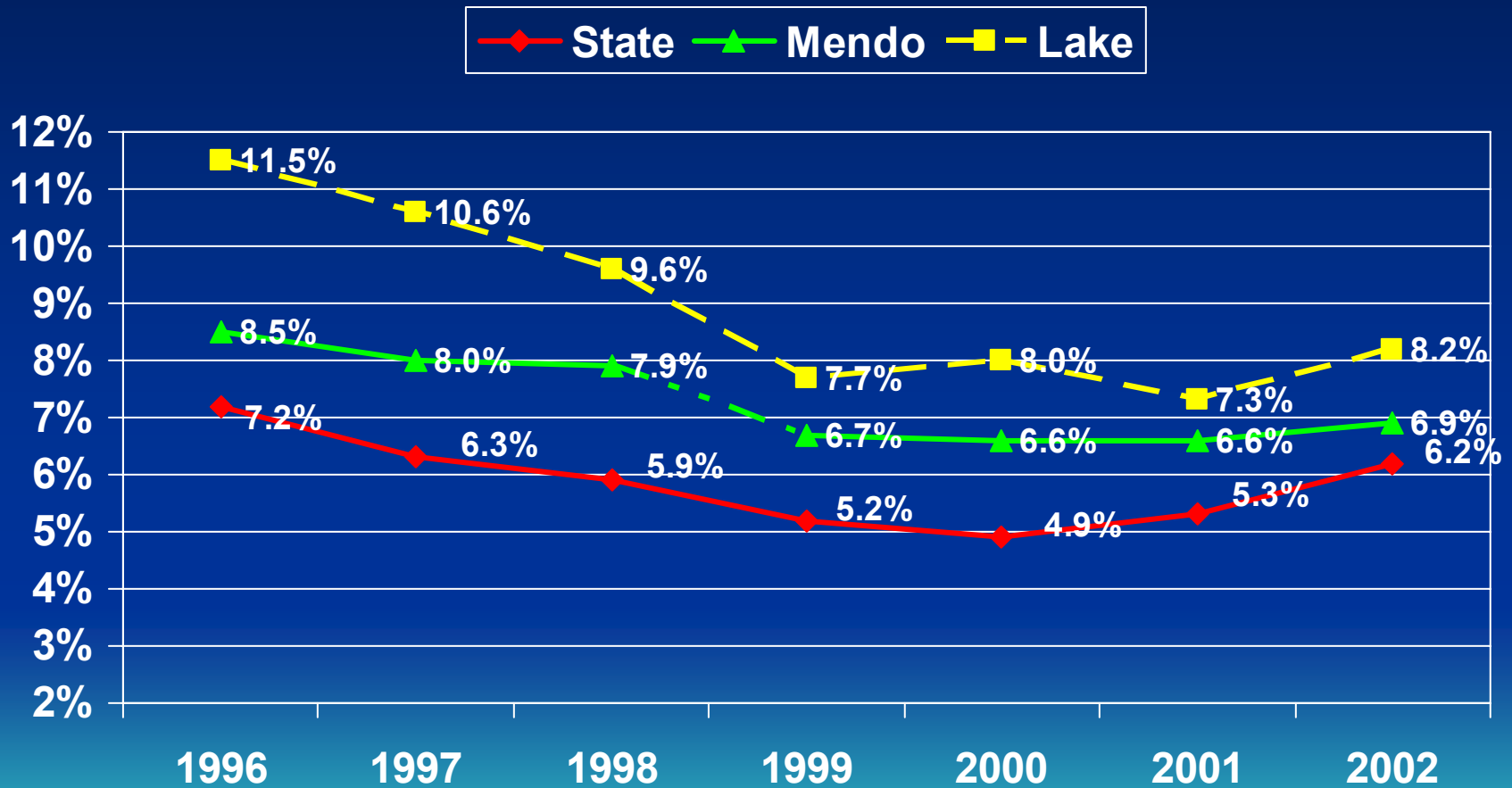
- **Transportation and Utilities: 412 job openings, 86% growth**
  - **Travel agents: \$10.49**
  - **General Managers, Executives: \$17.00-\$42.00/hr**
  - **Truck driver, heavy: \$11.83**
  - **Truck driver, light: \$10.84**
- **Services: 754 job openings, 60% growth**
  - **Registered Nurses: \$24.30**
  - **Teacher aides, paraprofessionals: \$12.00**
  - **Tourism & Recreation: \$6.75**
  - **Elementary Teachers: \$21.00**
- **Retail Trade: 827 job openings, 16% growth**
  - **Cashiers: \$6.82**
  - **Sales \$8.43**
  - **Waiters: \$6.75**
  - **First-line Managers: \$12.65**

# Unemployment & Poverty

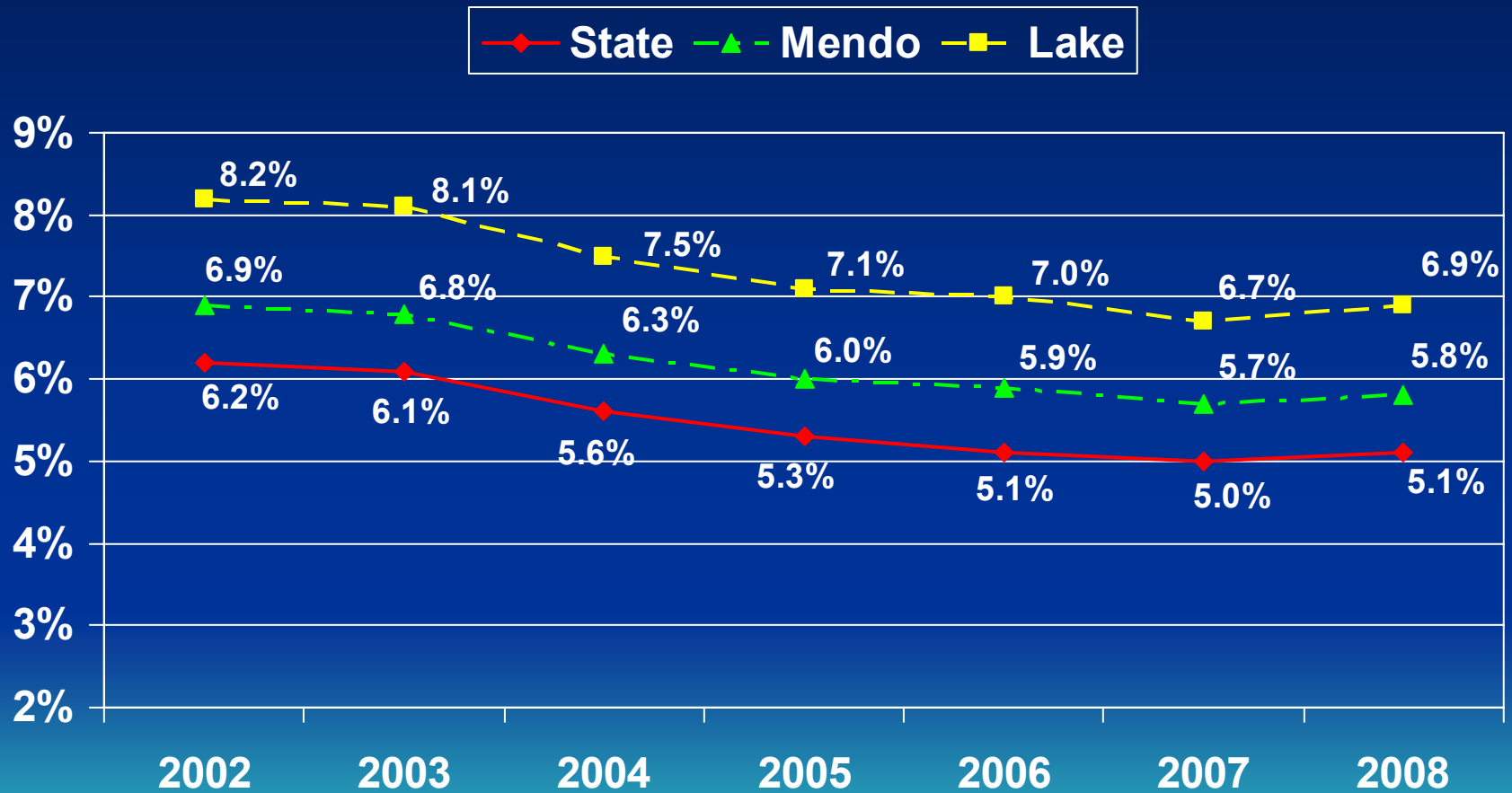
Trends and Projections



# Unemployment History



# Projected Unemployment



# Poverty in the District Area

- Mendocino has a poverty rate of 16%.
- Lake has a poverty rate of 18%.
- California has a poverty rate of 13%.
- After adjusting for inflation, income in Northern California has been flat since 1989.
- In Calif., 8% of Whites are poor, versus 22% of Latinos and Native Americans

# State Budget Issues

Slow Recovery Predicted



# Looming Budget Deficits

- \$35 Billion Deficit projected for 2003-2004
- Severe cuts in funding levels, programs
- Revenue slump in high-tech industry, capital gains tax and exports
- Recovery expected to begin in mid-2003
- More cuts are needed to balance the budget; economic growth is not expected to be enough

# Enrollment Trends

Mendocino College  
1973-2002



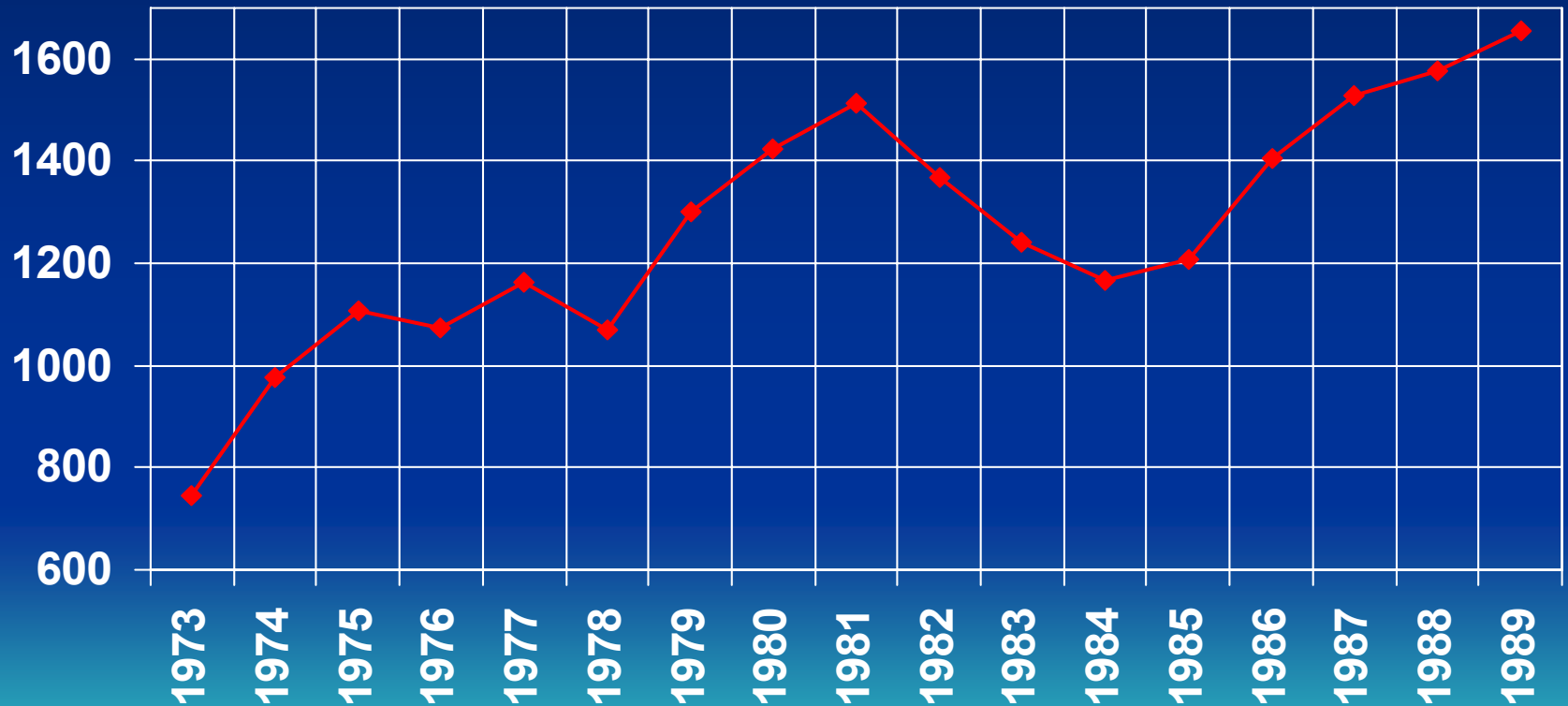
# Terminology

- **FTES** – Full-time equivalent student. One FTES is equal to 15 credit units.
- **Headcount** – Actual students, regardless of how many credits being taken. Also called Unduplicated Enrollment.
- **Enrollment** – number of classes being taken. Higher than FTES or Headcount, allows duplication.



# Annual FTES – Historical Data

◆ FTES

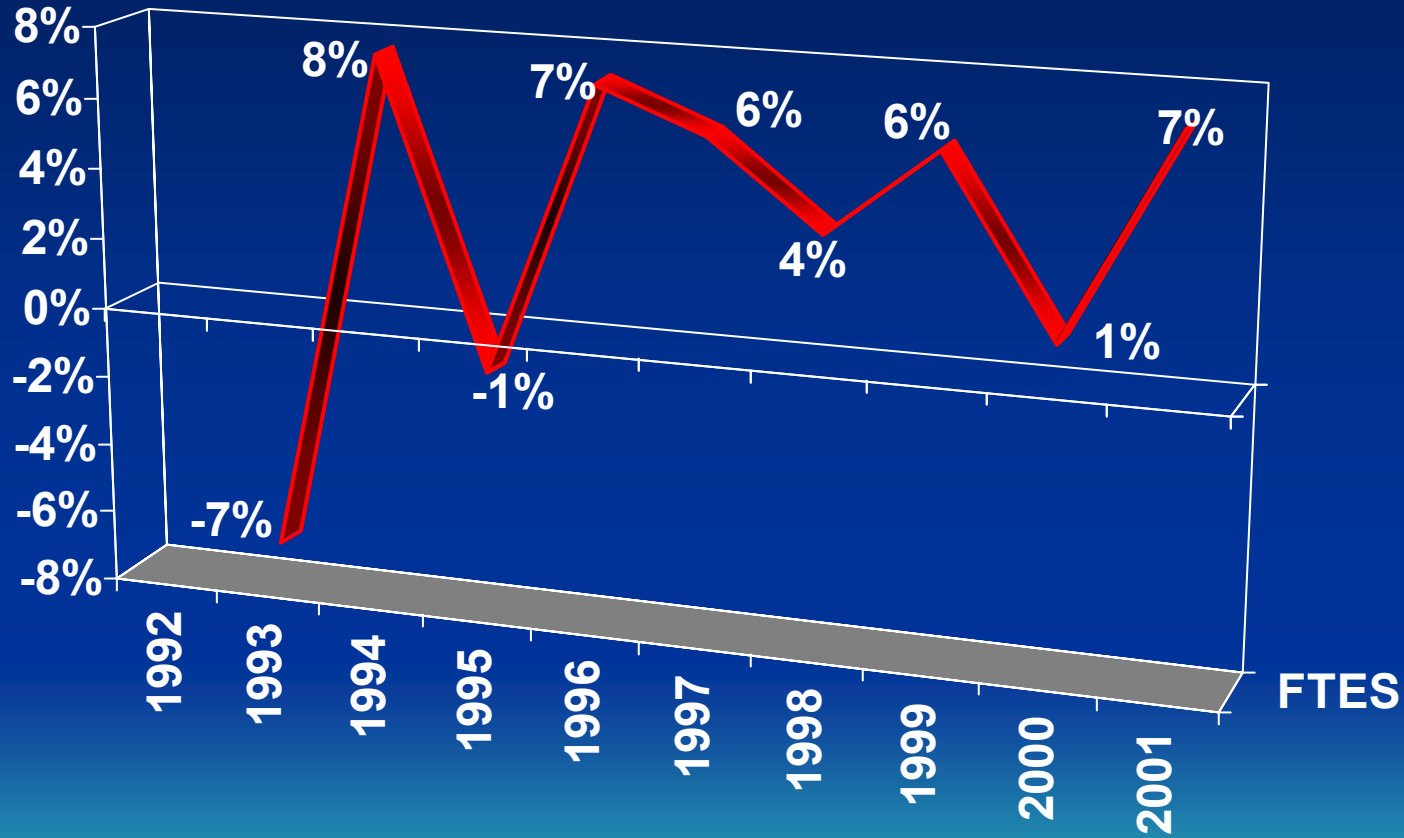


# Annual FTES Trends 1991-2001

◆ FTES



# FTES Growth Year over Year

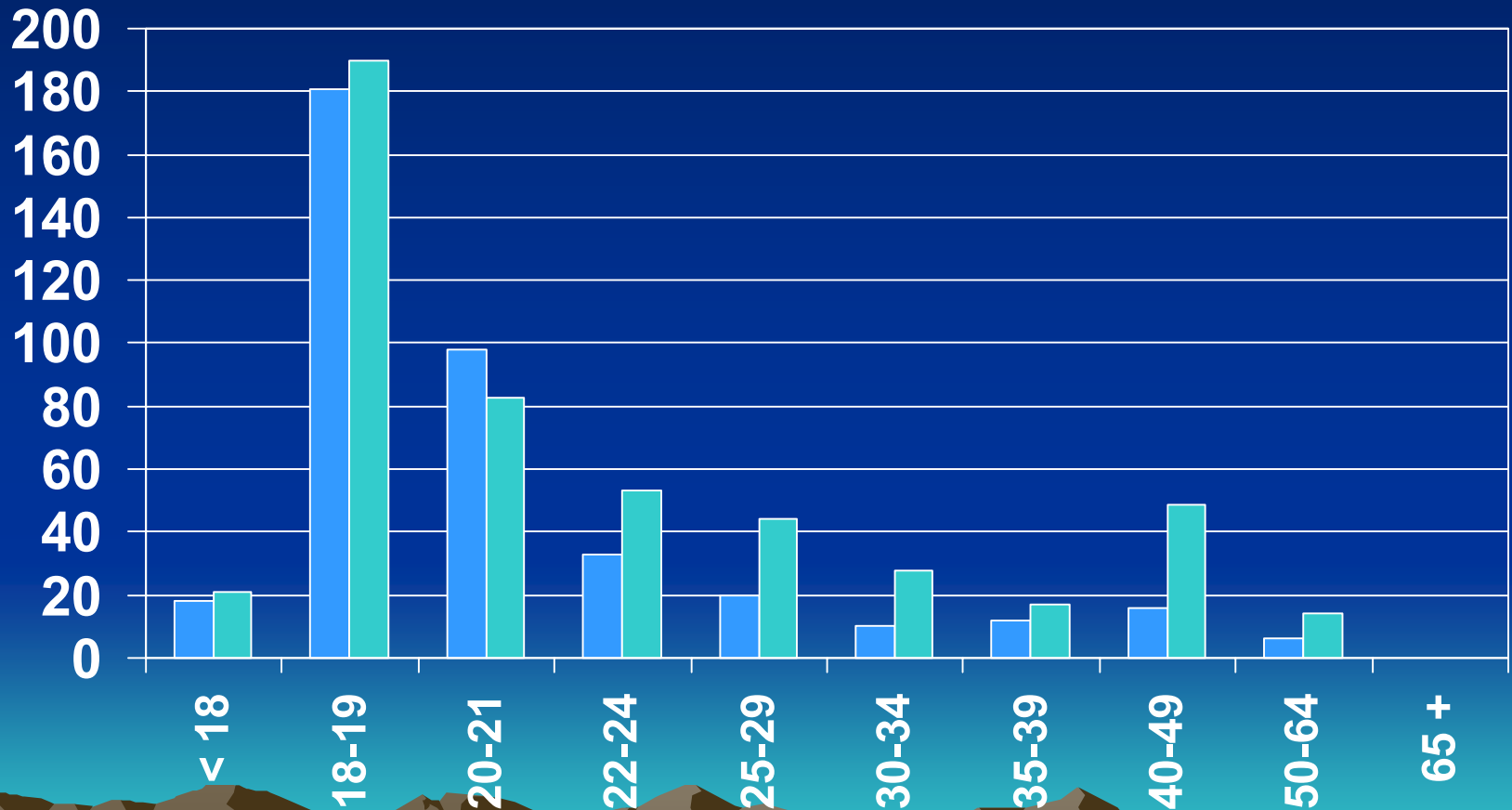


# Headcount – Fall Census Data



# Ages of Full-time Students

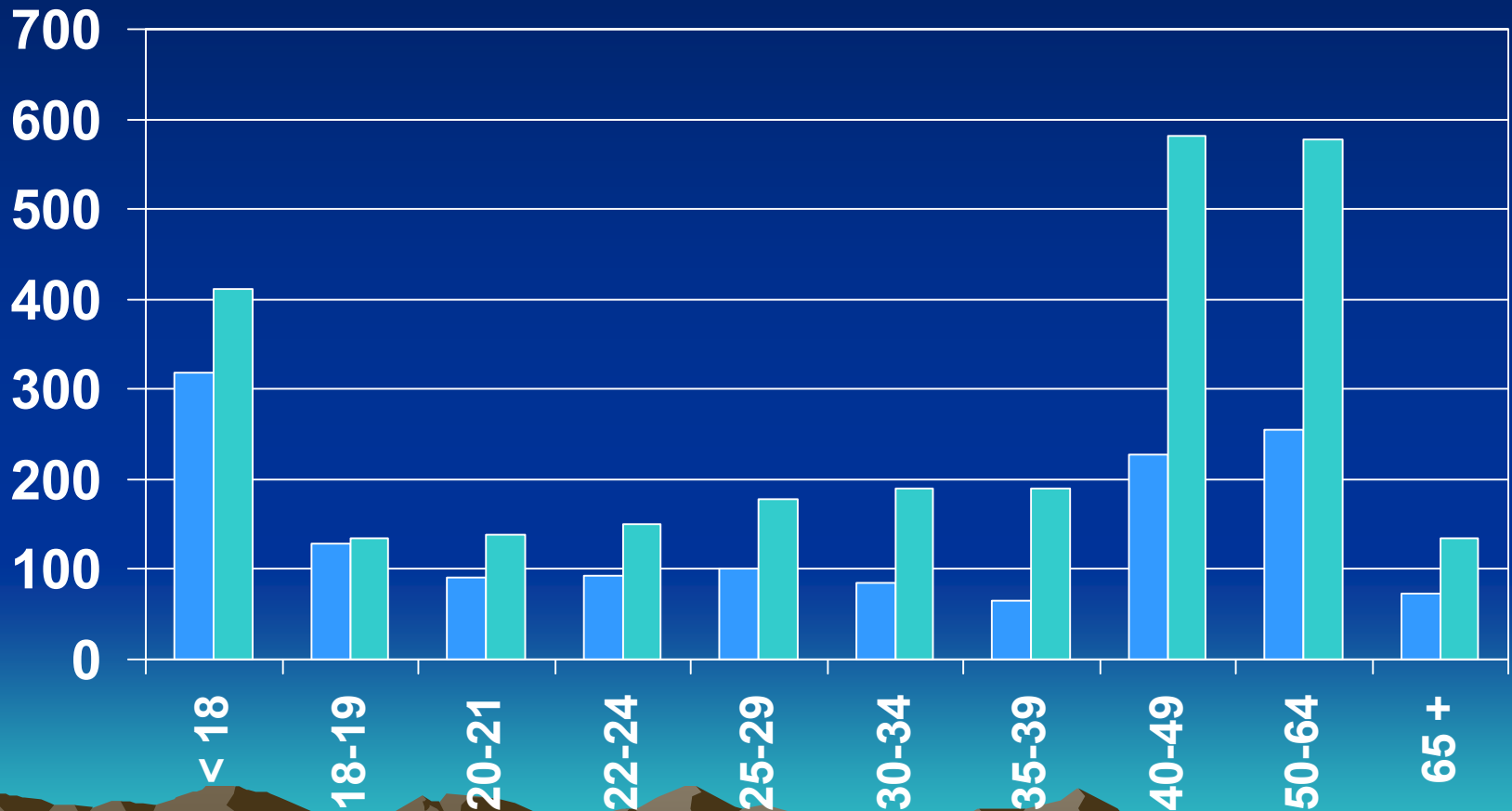
Men Women



October 15<sup>th</sup>, 2001 MIS Data

# Ages of Part-time Students

Men Women



October 15<sup>th</sup>, 2001 MIS Data

# Fall Headcount Projections 1

Linear Headcount Projection



Projections for Census Date Headcount

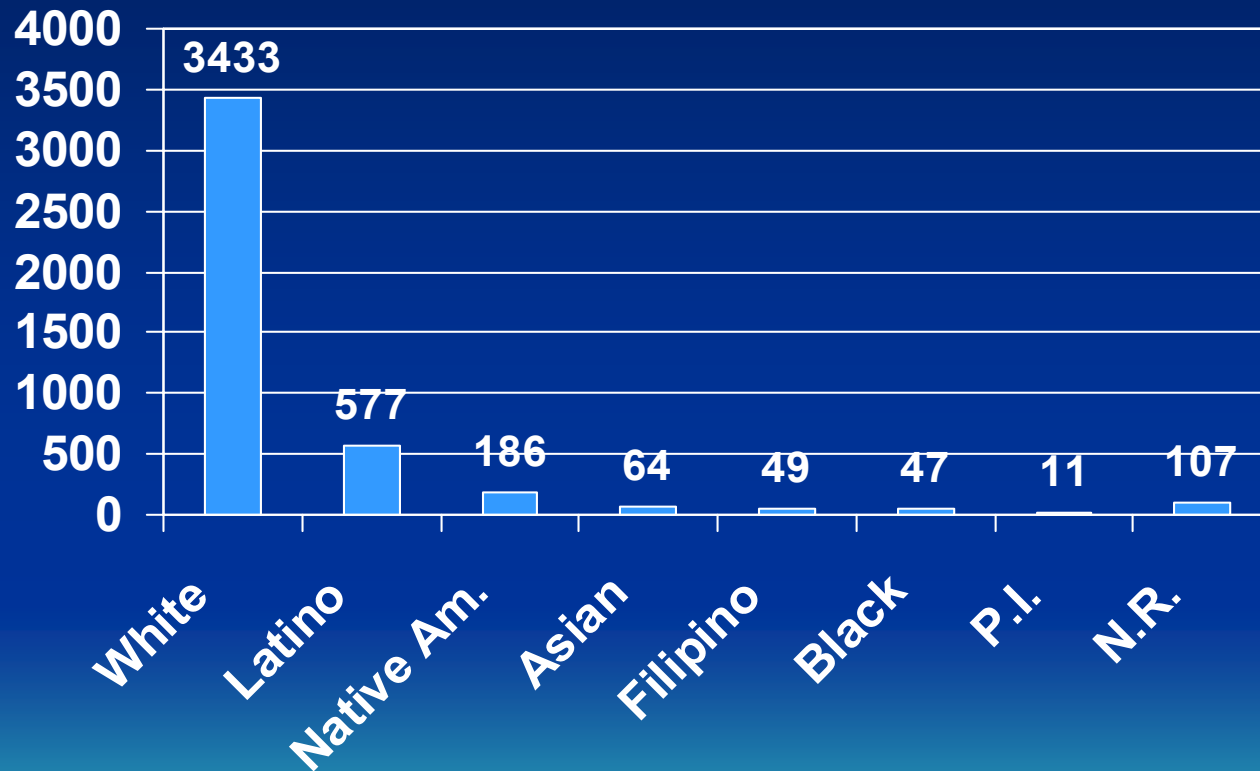
# Fall Headcount Projections 2

Exponential Headcount Projection

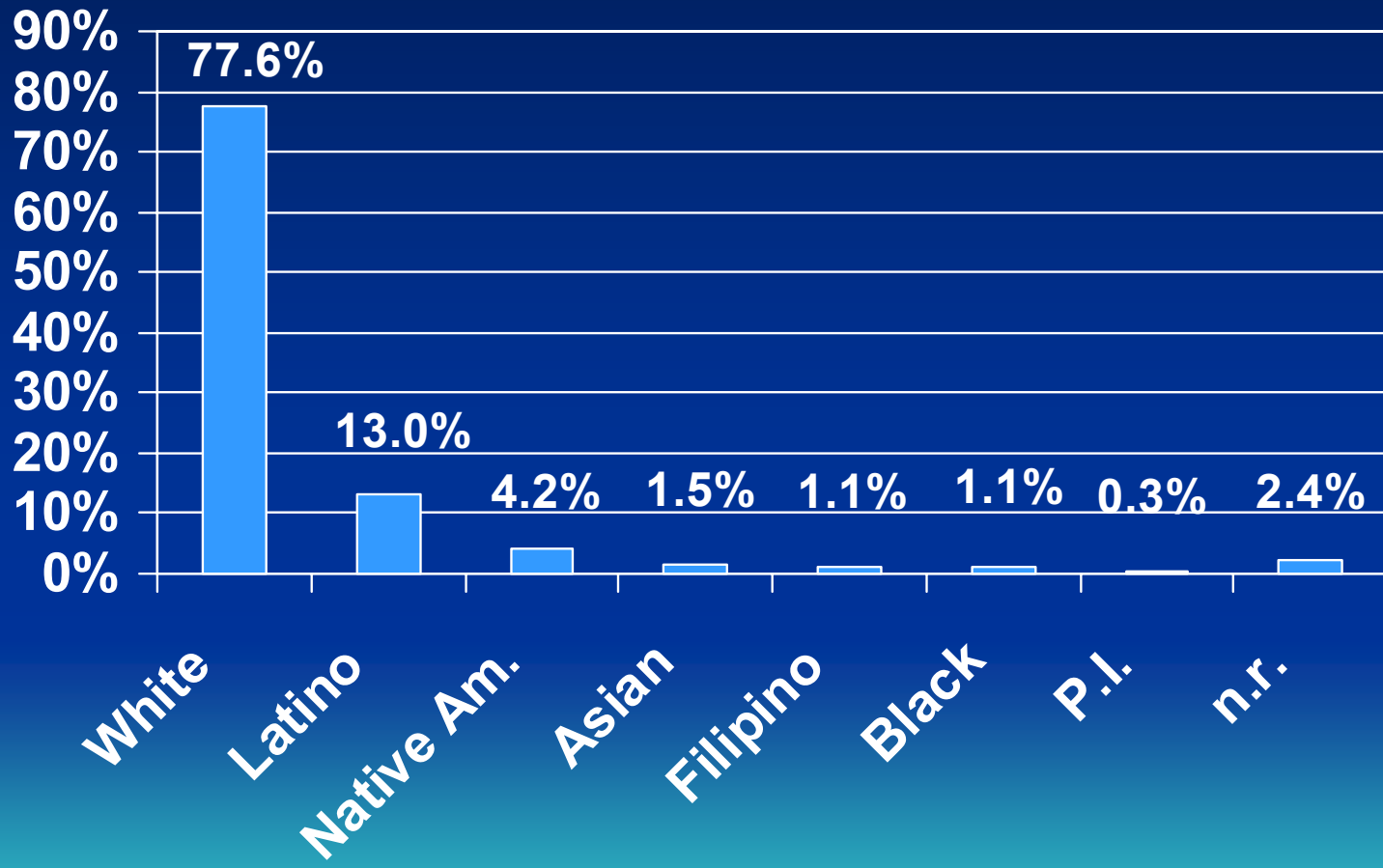


Projections for Census Date Headcount

# Headcount by Ethnicity - 2002

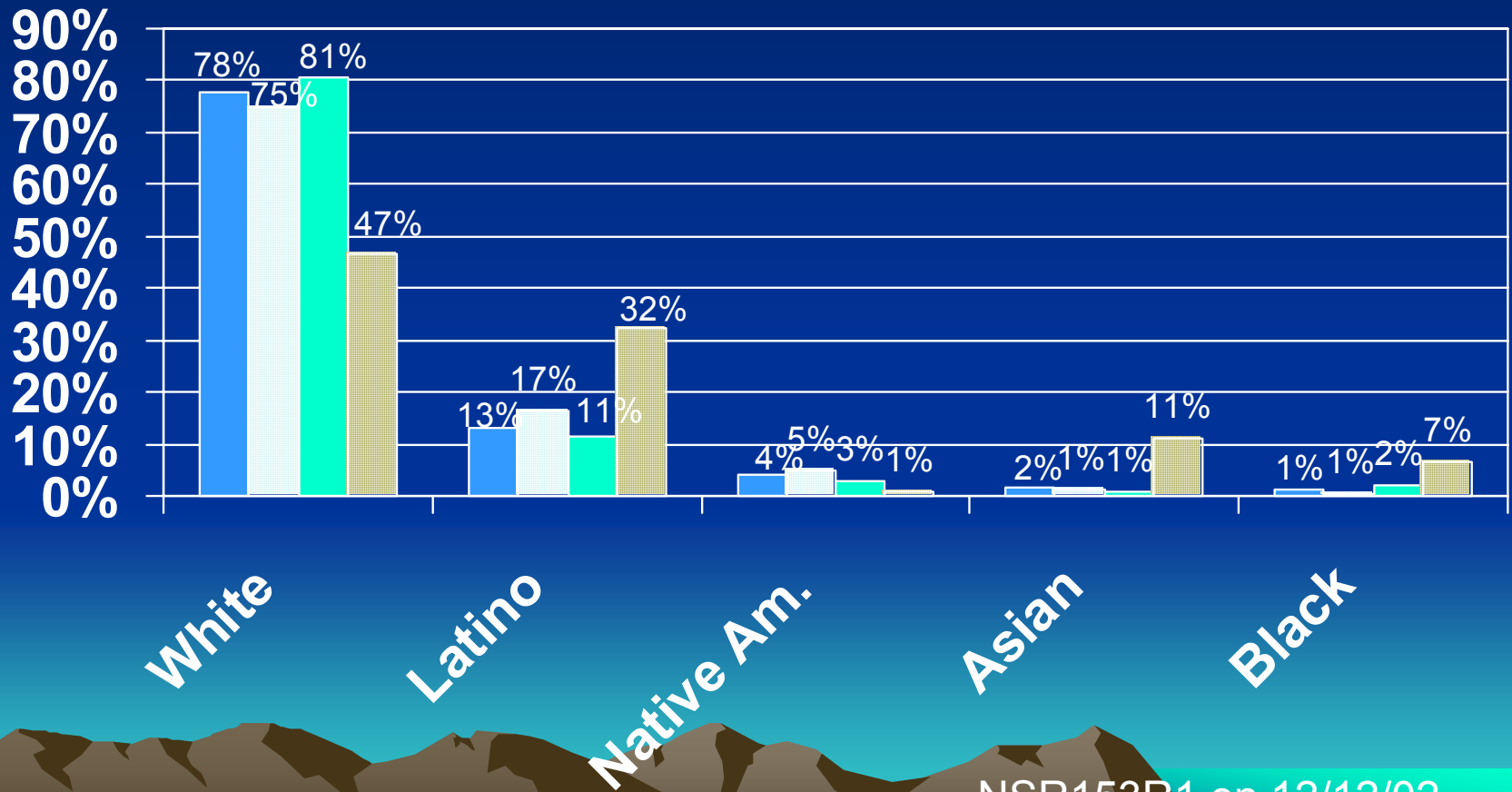


# Ethnicity of MC Students - 2002



# Ethnicity of MC Students Compared to Region

College Mendo Lake State



# Fall Headcount Trends – Whites



# Fall Headcount Trends - Latinos



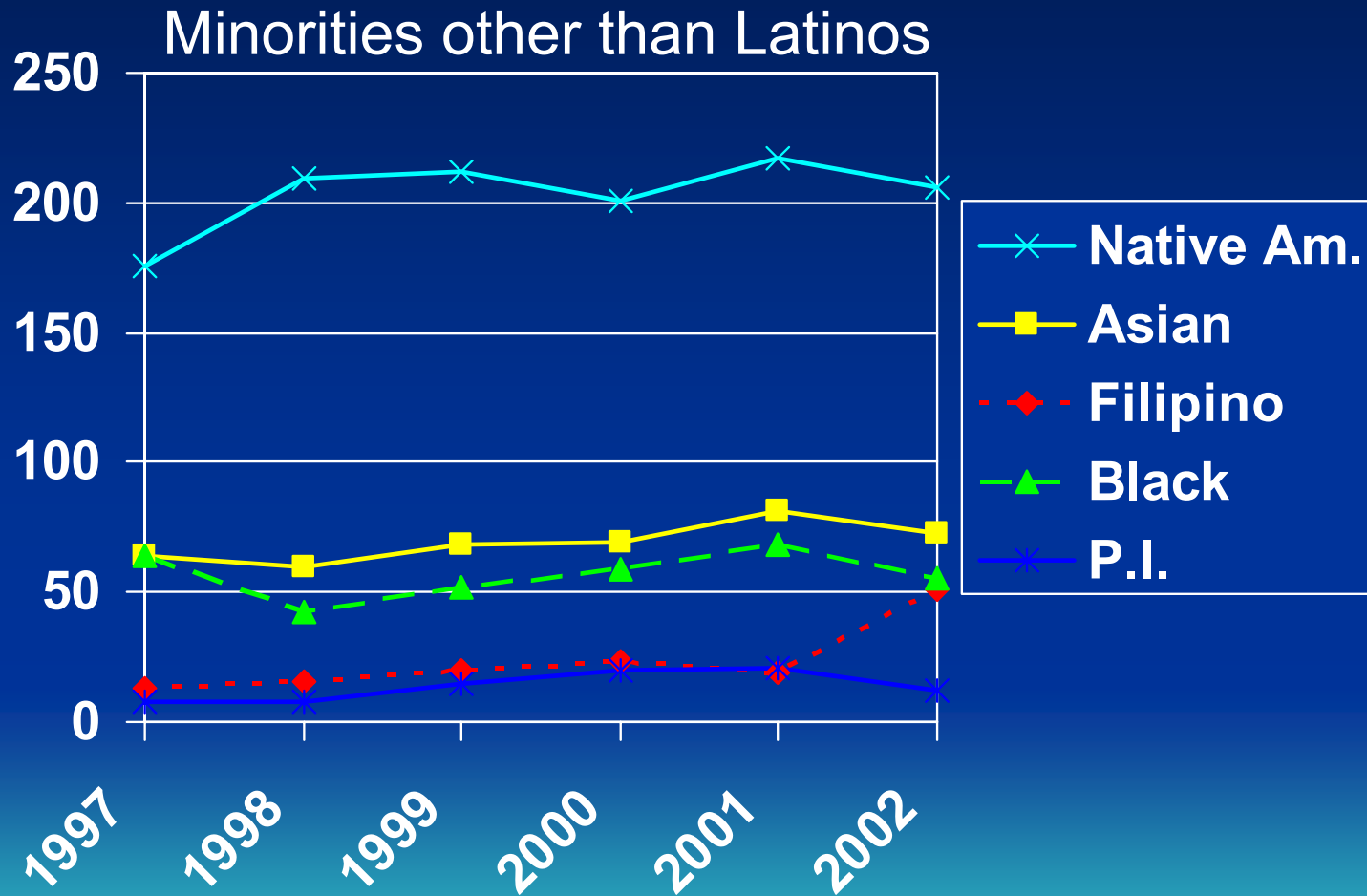
NSR153R1 on or around census date

# Fall Headcount Growth Over 1997



NSR153R1 on or around census date

# Fall Headcount Trends - Minorities



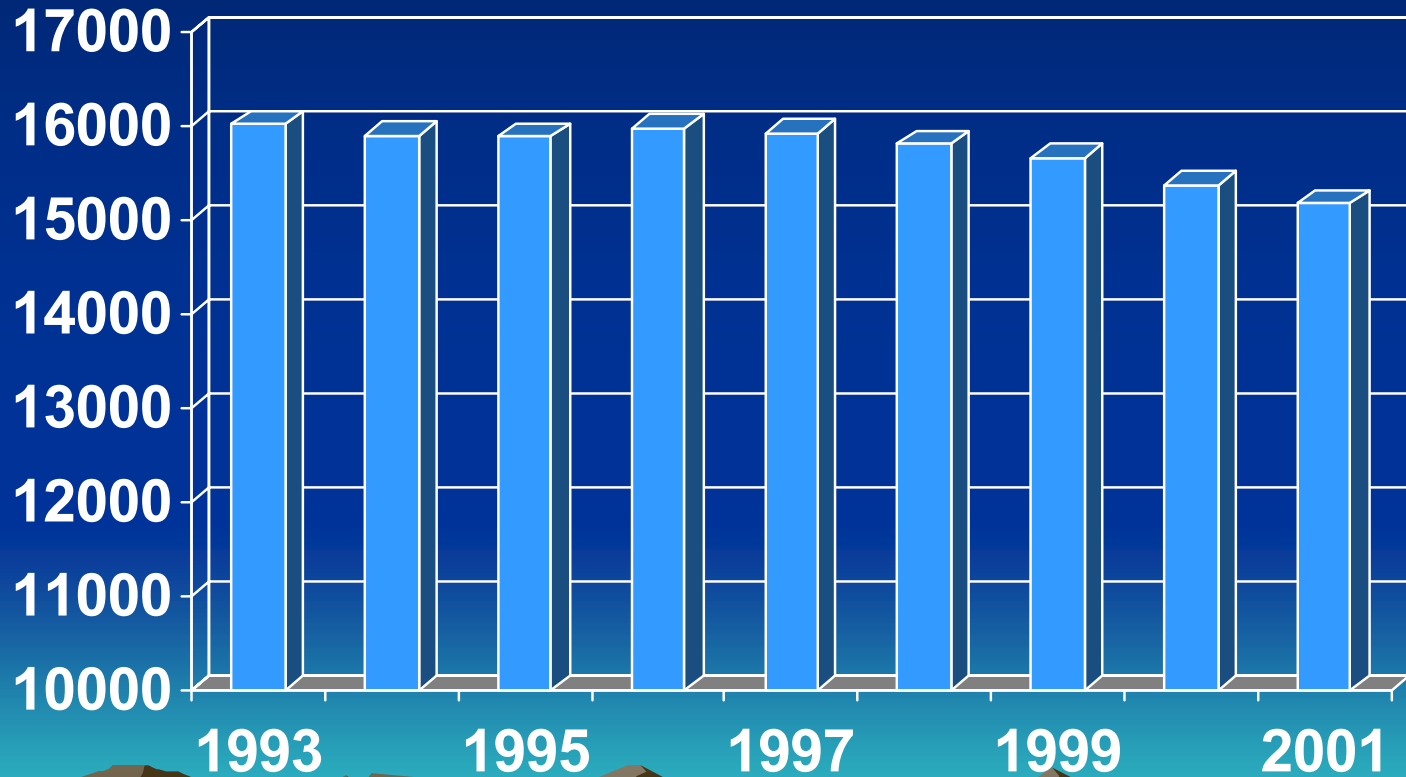
# Enrollment of High School Graduates

Mendocino College's Regional Role in  
Higher Education

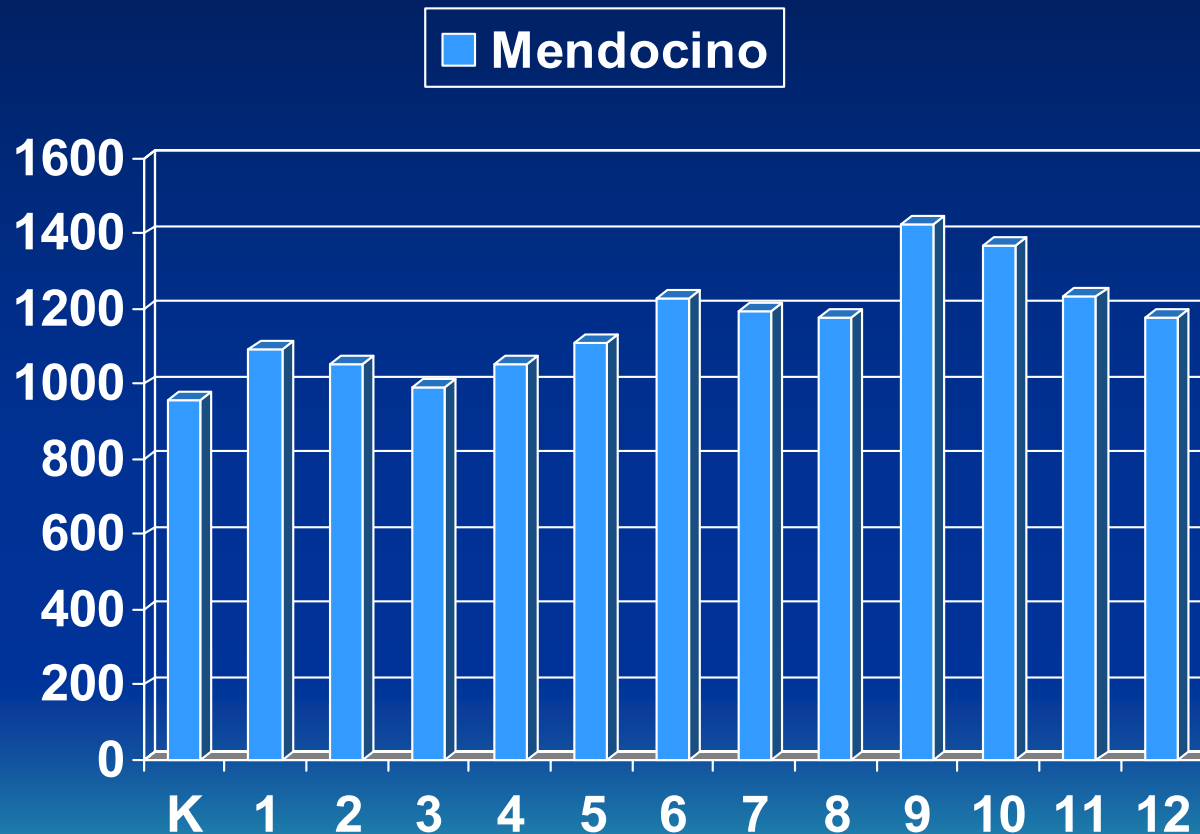


# Enrollment in Public Schools

## Mendocino County Public Schools

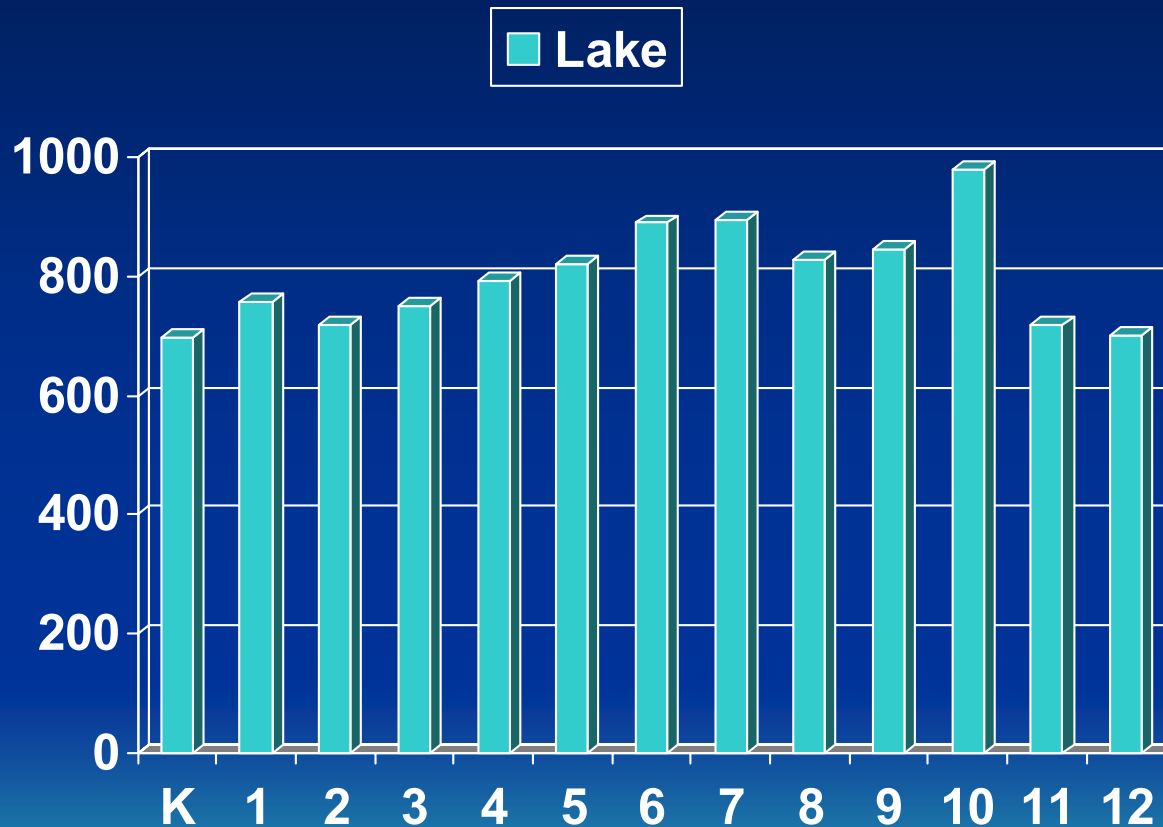


# K-12 Headcount by Grade - Mendocino



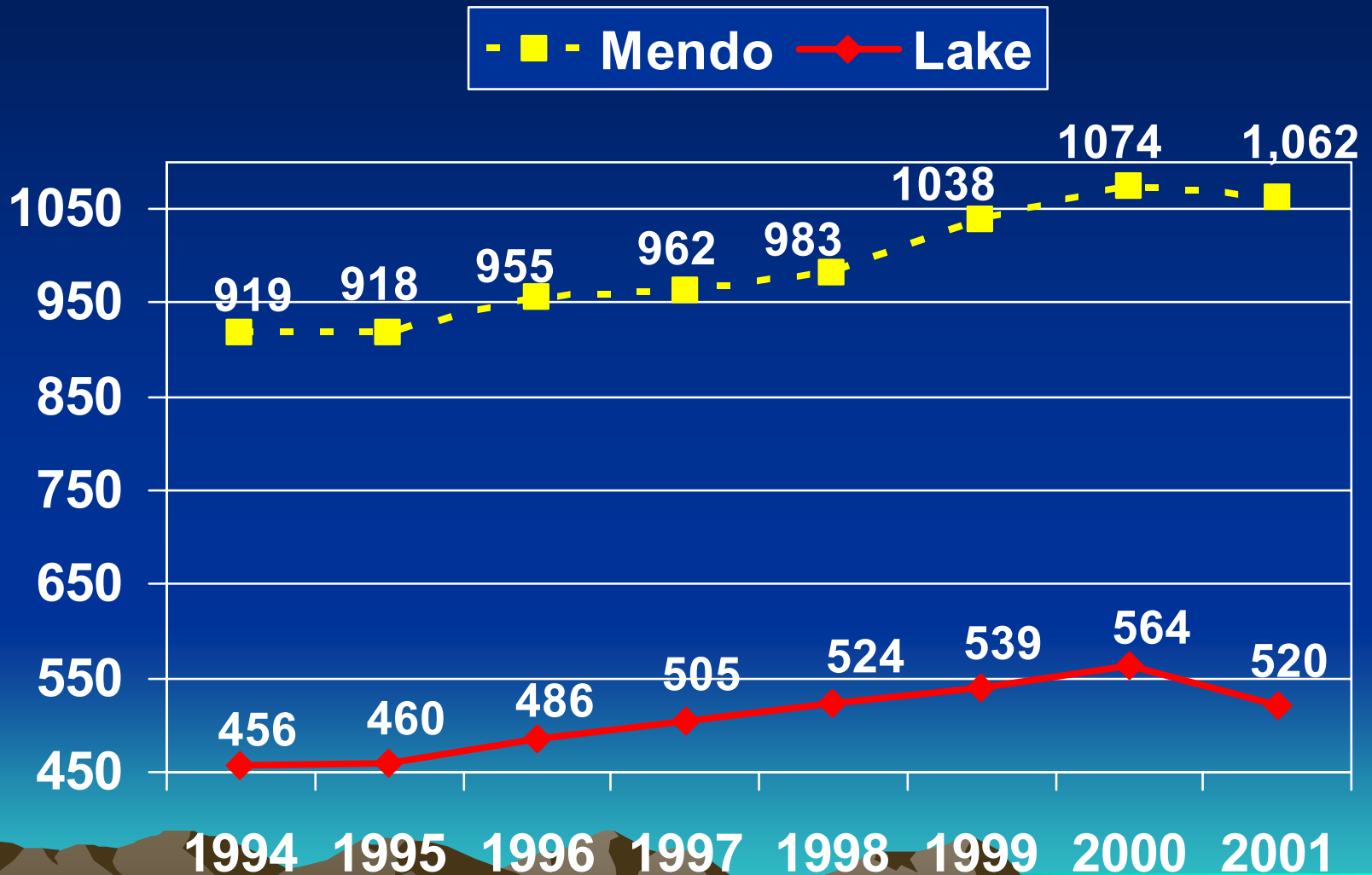
Source: California Department of Education, Educational Demographics Office, 2001-2002

# K-12 Headcount by Grade - Lake



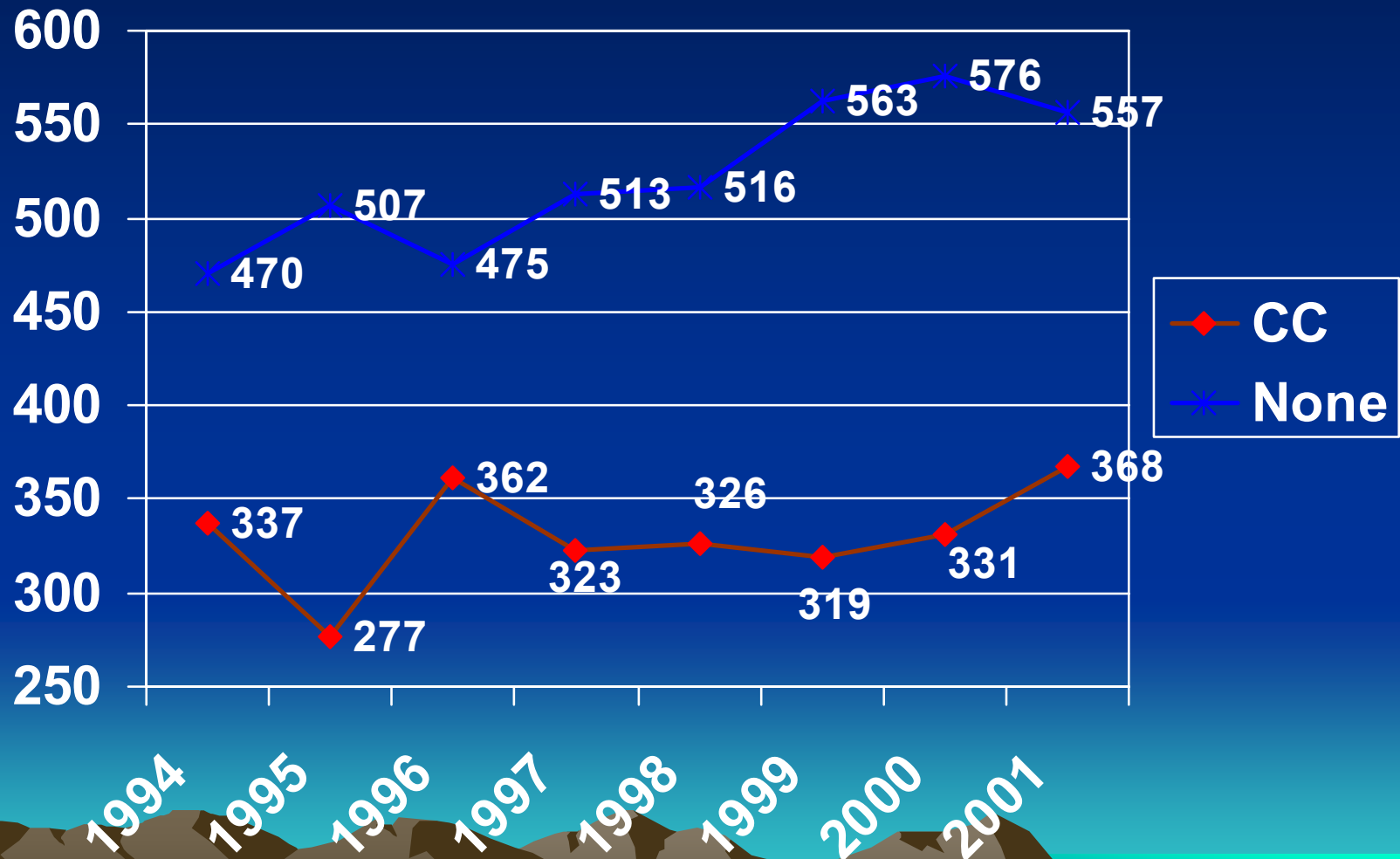
Source: California Department of Education, Educational Demographics Office, 2001-2002

# High School Graduates



# High School Graduates' Enrollment

## Mendocino County



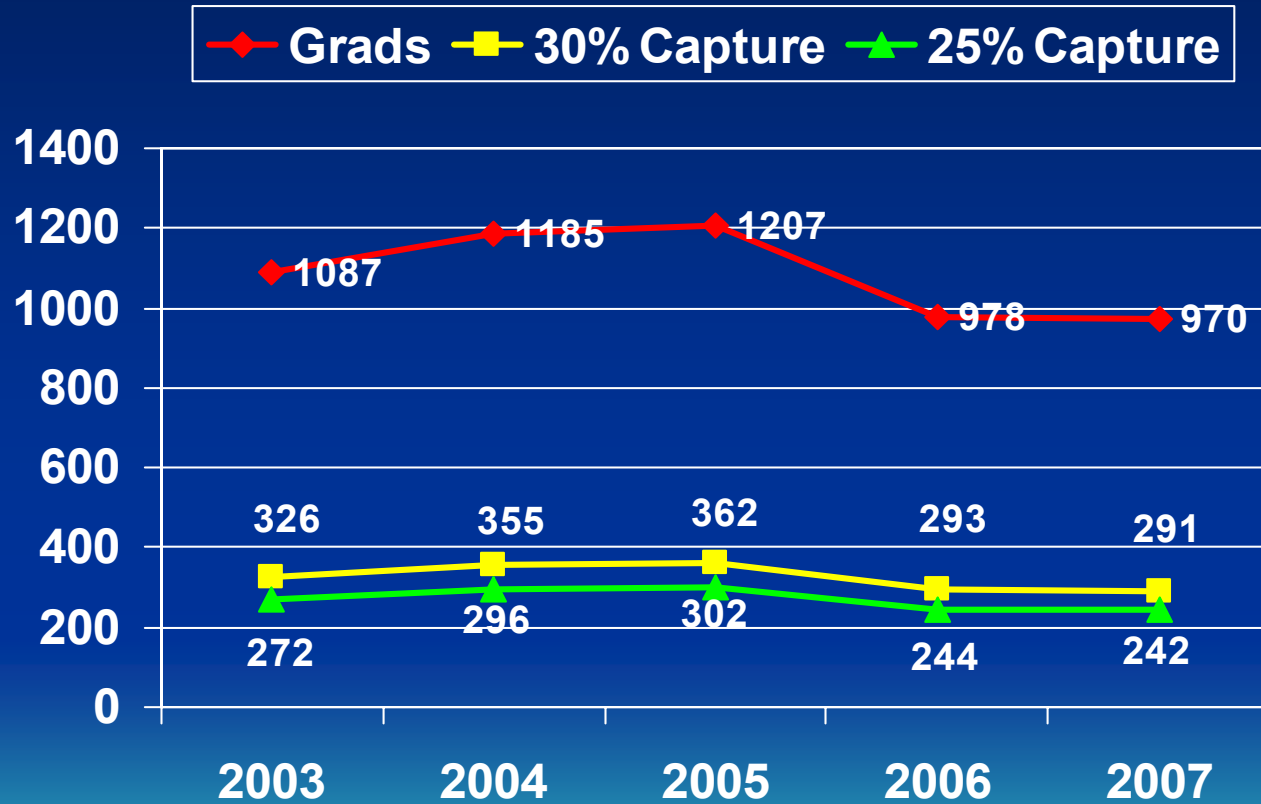
# High School Graduates' CC Enrollment

## Mendocino County



# Projected High School Grads & Capture

## Mendocino County



# Transfers to 4-Year Institutions

Mendocino College Transfer  
Students



# Mendocino College Transfers

CSU and UC only



# Latino and Native American Transfers

Transfers to the UC and CSU system only

