

External Environmental Scan

January 31, 2025



12345 El Monte Road
Los Altos Hills, CA 94022

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National, State, Regional Data and Trends



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National Trends

Social

- **Public perception** of the value of higher education is declining
- Student **demographics** are changing
- Students are increasingly demanding **access** to learning anytime, anywhere



Excerpted from 2024 EDUCAUSE Horizon [Report](#):
Teaching and Learning Edition

National Trends



Technological

- Concerns about **cybersecurity** and privacy are increasing
- The use of **learning analytics** continues to rise
- The **digital divide** persists

Excerpted from 2024 EDUCAUSE Horizon [Report](#):
Teaching and Learning Edition

National Trends

Economic

- The demand for and focus on **workforce skills** is growing
- Challenges for **employee retention** are growing
- **Student debt** is increasingly impacting students' enrollment decisions



Excerpted from 2024 EDUCAUSE Horizon [Report](#):
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National Trends

Environmental

- Higher ed institutions are increasing their commitment to **sustainability**
- Concerns about the impact of **big data tools** on the environment are rising
- The demand for **green skills** in the workforce is increasing



Excerpted from 2024 EDUCAUSE Horizon [Report](#):
Teaching and Learning Edition

National Trends

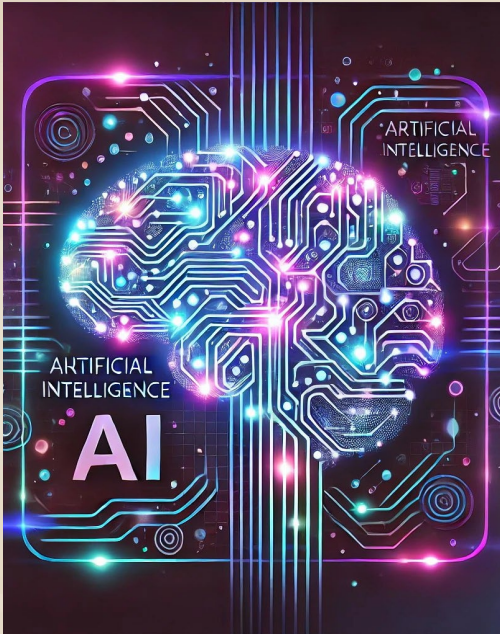
Political

- Political **polarization** in the United States continues to impact higher education
- Government **policy** is increasingly influencing education
- The need is growing for policies that address **emerging technologies**



*Excerpted from 2024 EDUCAUSE Horizon [Report](#):
Teaching and Learning Edition*

National Trends



Artificial Intelligence

- Social: AI is changing the way we **communicate**
- Technological: AI tools have growing potential to reshape **pedagogy** and **student experiences**
- Economic: AI is increasingly having an impact on the **economy** and workforce
- Environmental: AI is increasingly being used to address climate change and **sustainability** issues
- Political: The potential for the use of AI in **politics** is growing

Excerpted from 2024 EDUCAUSE Horizon [Report](#):
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Thoughts?



External Initiatives



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State Trends

California Community Colleges Initiatives

Vision for Success

- Guided Pathways
- Student Centered Funding Formula

Governor's Roadmap for CCCs

Vision 2030



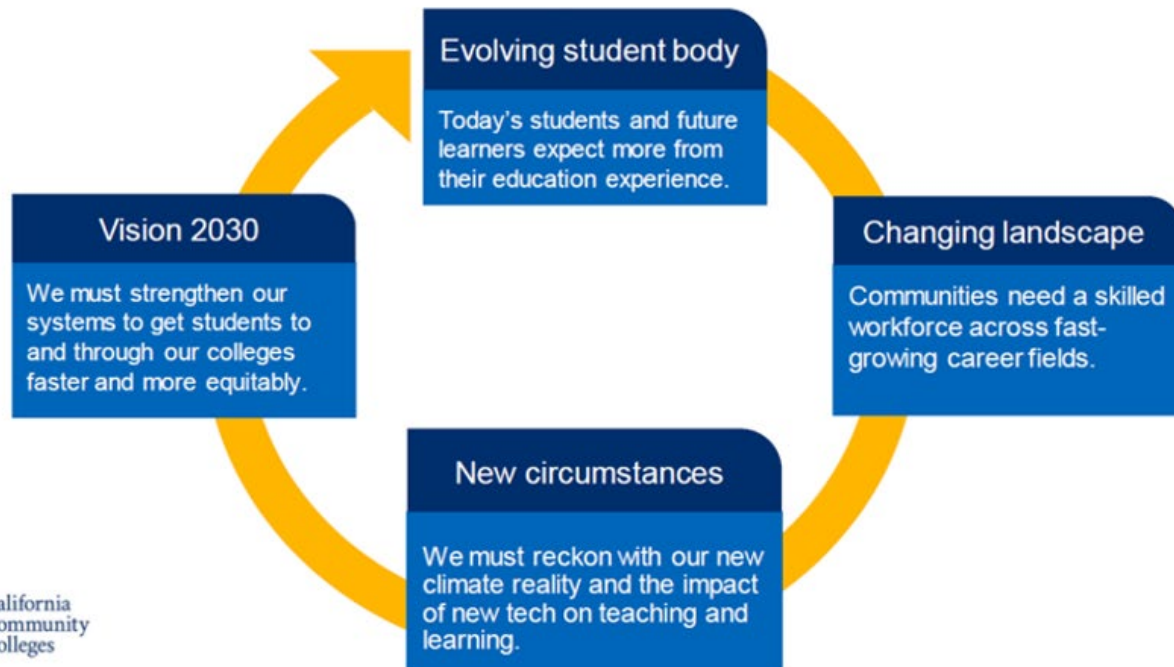
California
Community
Colleges

**Vision for Success
Goals**
(2017-2022)

**Governor's
Roadmap Goals**
(2021-2027)

Vision 2030
(2023-2030)

Vision 2030: Meeting the Needs of Today and the Opportunities of Tomorrow



Source: California Community Colleges Chancellor's Office, Vision 2030, October 16, 2023

Vision 2030: Goals and Metrics

Equity in Success

- Increase with equity the number of California Community College students:
 - Who complete a meaningful educational outcome.
 - Who attain a baccalaureate degree.
 - Who earn a living wage.

Equity in Access

- Increase with equity the number of students attending a California community college, with particular emphasis on the number of underserved Californians.

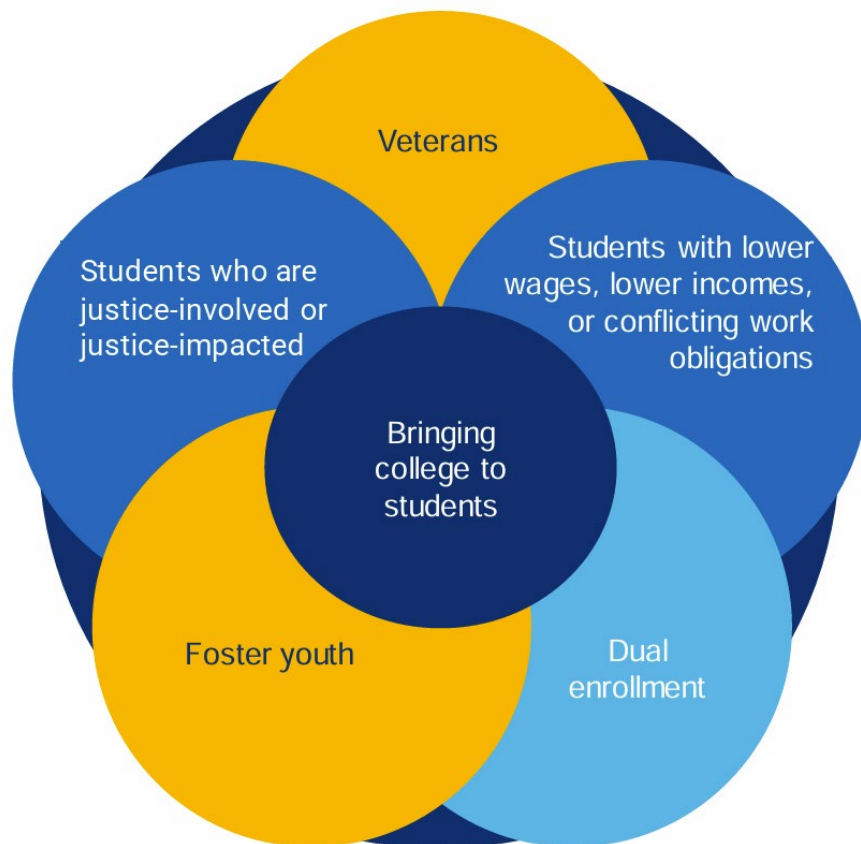
Equity in Support

- Increase with equity the number of California Community Colleges students receiving state and federal aid for which they are eligible to better support their educational journey.
- Decrease the number of units in excess of 60 units for the Associate Degree for Transfer.



Vision 2030:

New Pathways to Reach Future Learners



Strategic Directions

1. Equitable **Baccalaureate** Attainment
2. Equitable **Workforce** & Economic Development
3. Generative **Artificial Intelligence** and the Future of Learning



California
Community
Colleges



California State Plan for Career & Technical Education, 2023

Initial Goals

1. Boost **data-informed decision-making** for equity & impact
2. Expand **work-based learning** in all regions with a focus on equity
3. Grow **dual enrollment** in all regions with a focus on equity
4. Understand and plan to address **CTE teacher & faculty shortages**



Student Centered Funding Formula

Factored into Base Allocation

- Credit Inmates in Correctional Facilities
- CDCP
- Credit Special Admit Students

Supplemental Allocation Metrics

- AB540 Students
- Pell Grant Recipients
- Promise Grant Recipients

Student Success Allocation Metrics

- Associate Degree for Transfer (ADT)
- Associate Degree
- Baccalaureate Degree
- Credit Certificate
- Transfer to a Four-Year University
- Completion of Transfer Level Math and English in Year 1
- Nine or More CTE Units
- Attainment of Regional Living Wage

Strong Workforce Priority Sectors

High Priority Sectors

- Advanced Manufacturing
- Advanced Transportation and Logistics
- Health
- Information and Communication Technologies - Digital Media
- Public Safety

Priority Sectors

- Agriculture, Water, and Environmental Technologies
- Business & Entrepreneurship
- Education & Human Development
- Energy Construction & Utilities
- Global Trade
- Life Sciences - Biotechnology
- Retail, Hospitality, & Tourism



California
Community
Colleges

Thoughts?



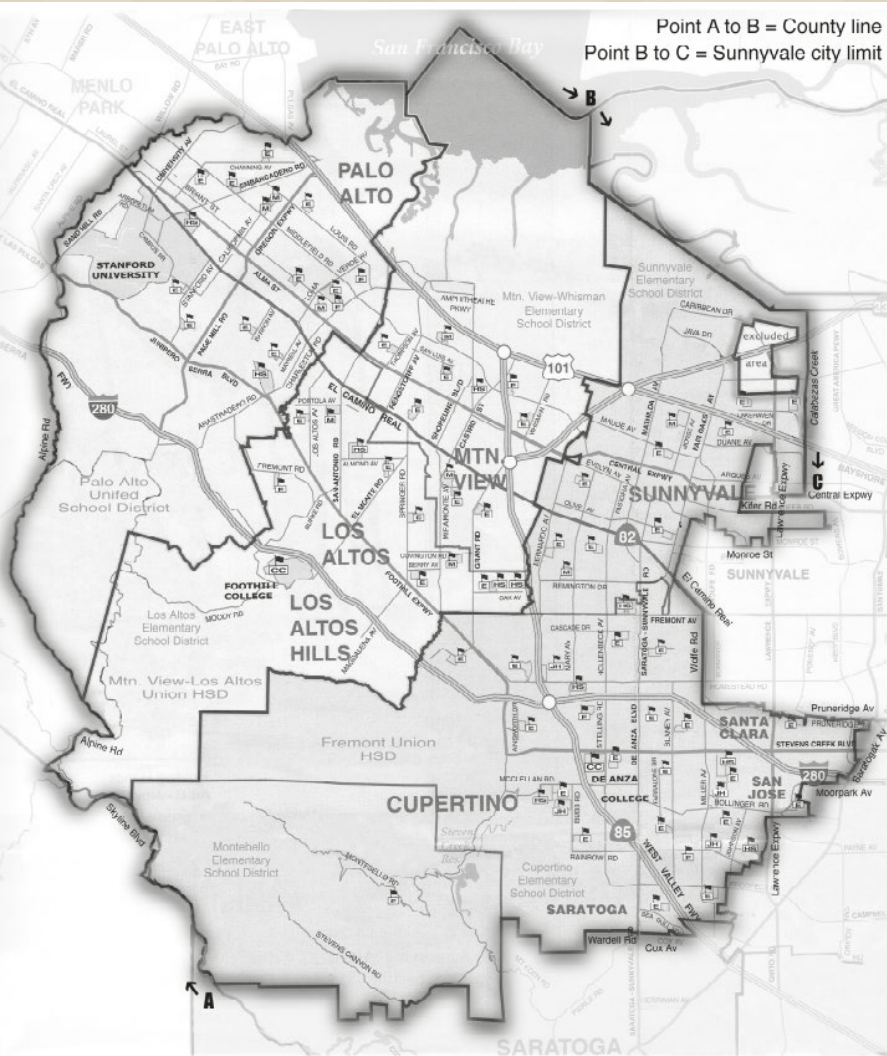
Foothill College Service Area



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District and College Boundaries



While Foothill College serves students from a broad region, there are four cities within the college boundaries:

- Los Altos
- Los Altos Hills
- Mountain View
- Palo Alto

Foothill College Students by ZIP



County	# of Students
Santa Clara Co	7,917
San Mateo Co	1,575
Alameda Co	679
Contra Costa Co	116
San Francisco Co	116
San Benito Co	112
Santa Cruz Co	69
San Luis Obispo Co	52
Merced Co	33
San Joaquin Co	28
CITY	# of Students
SAN JOSE CA	2,842
PALO ALTO CA	1,378
MOUNTAIN VIEW CA	1,029
SUNNYVALE CA	725
LOS ALTOS CA	518
REDWOOD CITY CA	505
SANTA CLARA CA	379
MENLO PARK CA	312
FREMONT CA	298
CUPERTINO CA	284
MILPITAS CA	227
SAN MATEO CA	188

Calculated for all ZIP codes with 25+ enrollments in Fall 2023. Data Source: [CCCCO](#). Map: [Foundation CCC](#)

If not Foothill College, Where?

CCCs with enrollments of 30 or more in Fall 2023 where student ZIP code is from Los Altos, Los Altos Hills, Mountain View or Palo Alto (in Foothill Boundaries):

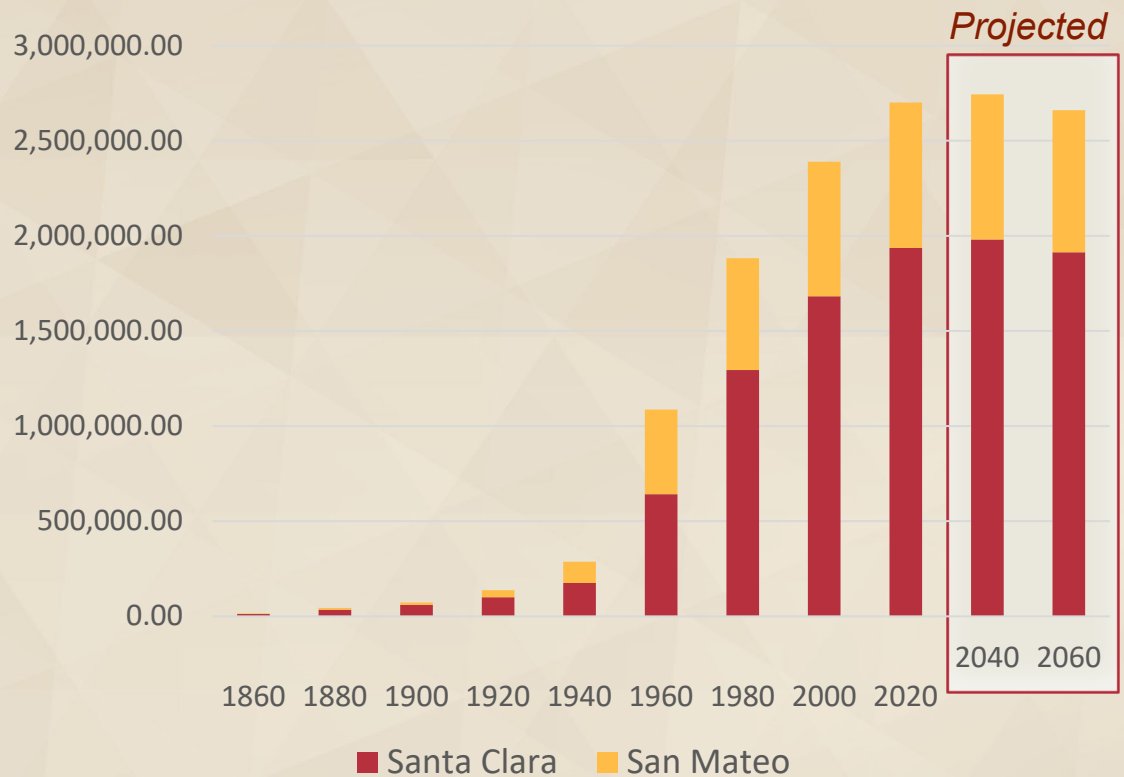
College	Enrollment
Foothill	2,968
De Anza	735
Cañada	378
College of San Mateo	215
West Valley College	148
Skyline	102
San Jose City	65
Santa Barbara City	38
Evergreen Valley	33

Of those who reside within Foothill's boundaries and attend a community college, the vast majority choose Foothill. Other popular choices include:

- De Anza
- Cañada
- San Mateo
- West Valley

Population of Santa Clara and San Mateo Counties, Historic and Projected

The **population** of Santa Clara and San Mateo Counties grew rapidly in the past century, but is projected to **decrease** in the coming decades

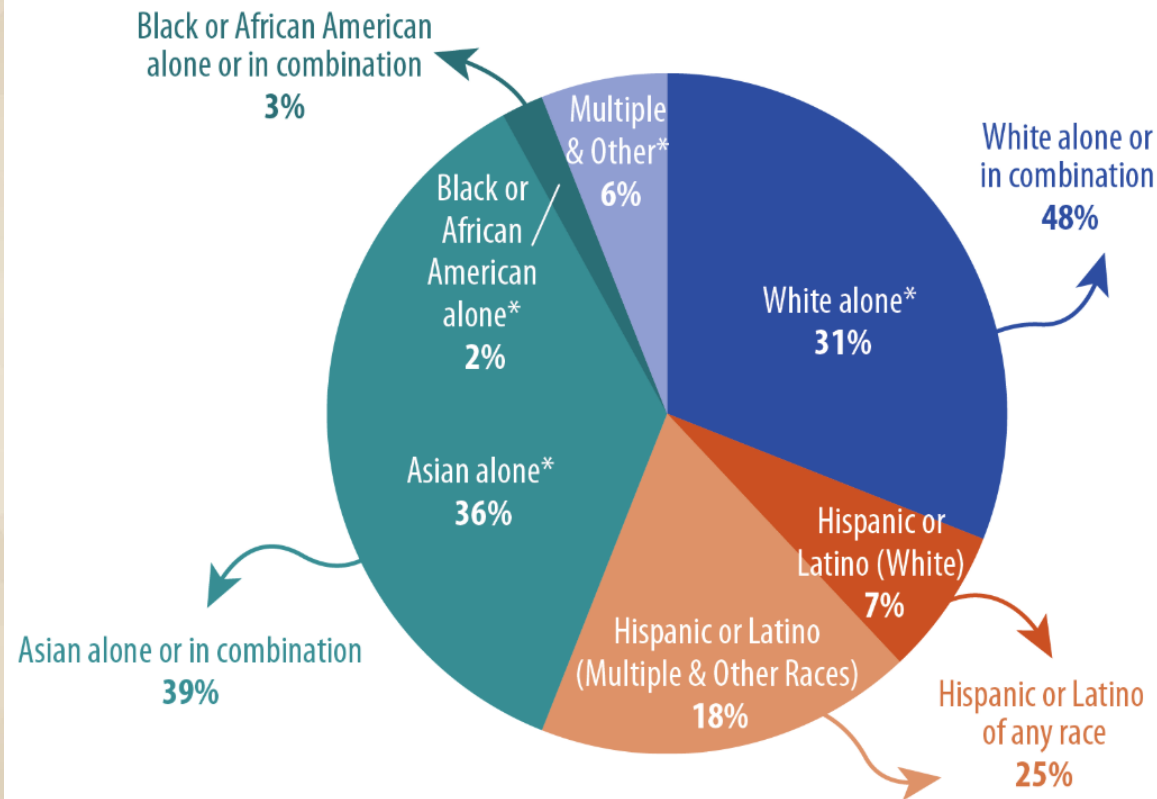


Source: [CA Department of Finance](#)

Population of Santa Clara and San Mateo Counties, by Ethnicity

Population Share by Race & Ethnicity

Santa Clara & San Mateo Counties



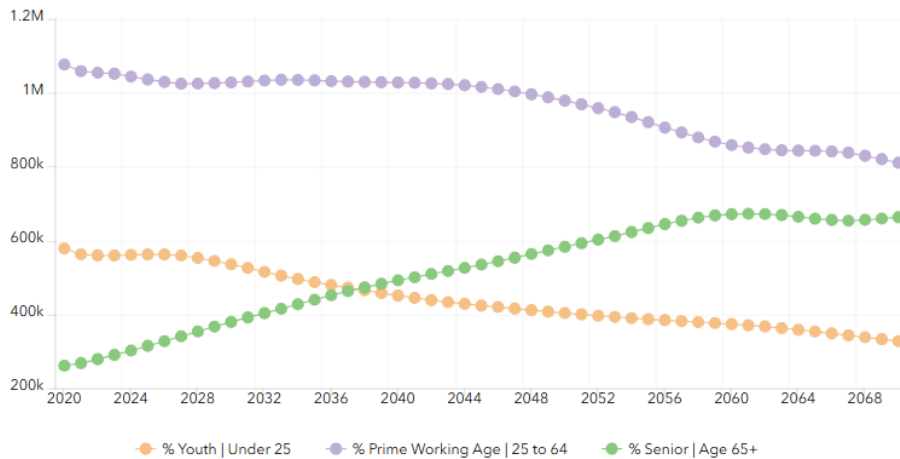
There is no ethnic majority group in Santa Clara and San Mateo Counties

Source: [Silicon Valley Indicators](#)

Projections by Age, 2020-2070

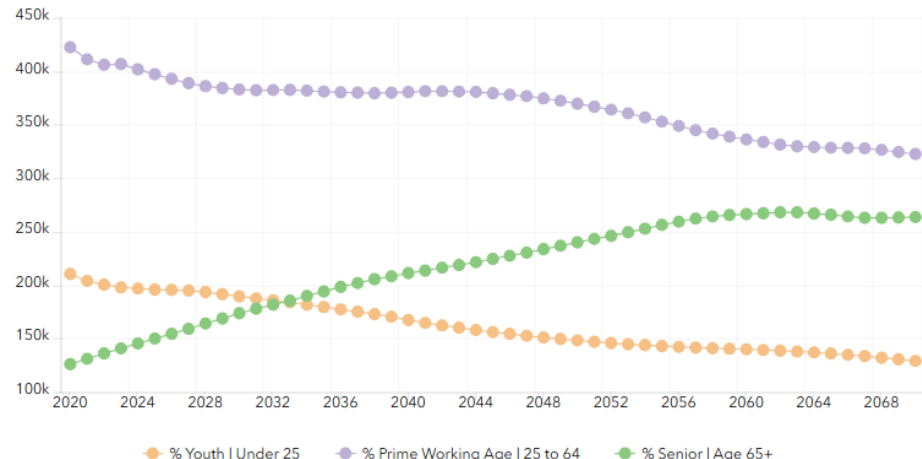
Santa Clara County

Projected population by age group, 2020 to 2070



San Mateo County

Projected population by age group, 2020 to 2070



At the same time the overall population is projected to decrease slightly, the proportion of **youth and prime working aged adults** is projected to **decrease** over the next decades, while the proportion of **senior citizens** is projected to **increase**

Projected Population Change, 2020-2070

- Santa Clara, San Mateo, Santa Cruz, and San Francisco Counties are expected to shrink
- Counties to the east and south are projected to grow

Projected population change

Percentage change



Source: CA Department of Finance, Population Projections 2024

Foothill Area Cities, Compared

Fact	Los Altos Hills	Los Altos	Palo Alto	Mountain View	Santa Clara Co
Population estimates 2023	8,189	29,990	65,882	81,785	1,877,592
Population, % change 2020-2023	-3.8%	-4.7%	-3.9%	-0.9%	-3.0%
Asian	39.3%	37.5%	36.1%	34.5%	41.9%
White	49.3%	50.5%	47.3%	39.3%	27.6%
Latino	5.0%	5.5%	7.1%	18.0%	25.0%
Foreign-born persons, percent, 2019-2023	35.7%	34.6%	36.3%	42.8%	41.0%
Language other than English spoken at home	38.5%	37.2%	40.3%	49.3%	54.7%
Bachelor's degree or higher, % of persons age 25+	85.6%	87.2%	82.4%	74.3%	55.9%
Per capita income in past 12 months	\$173,837	\$142,907	\$121,565	\$106,510	\$77,018
Persons in poverty, percent	4.5%	3.1%	5.4%	5.5%	7.6%
Median gross rent, 2019-2023	\$3,500+	\$3,500+	\$3,328	\$2,975	\$2,814

- The demographics of Los Altos Hills, Los Altos, Palo Alto and, to a lesser extent, Mountain View are remarkably similar
- In comparison, the county as a whole shows relatively lower affluence, a higher proportion of Whites, and fewer Latinos

Source: US Census Quickfacts

Demographics of Service Area

Fact	San Mateo County	Santa Clara County	California	United States
Population estimates, 2023	726,353	1,877,592	38,965,193	334,914,895
Population, percent change - 2020-2023	-5.00%	-3.00%	-1.40%	1.00%
Black	3%	3%	7%	14%
American Indian and Alaska Native	1%	1%	2%	1%
Asian	33%	42%	17%	6%
Native Hawaiian/Pacific Islander	1%	1%	1%	0%
Two or More Races	5%	4%	4%	3%
Latino	25%	25%	40%	20%
White	36%	28%	34%	58%

- Population in the service area is decreasing at a higher rate than the state or nation
- San Mateo and Santa Clara Counties have a higher proportion of Asians than the state or nation

Demographics of Service Area

Fact	San Mateo County	Santa Clara County	California	United States
Persons under 18 years	19%	20%	22%	22%
Foreign-born persons	36%	41%	27%	14%
Language other than English spoken at home	45.3%	54.7%	44.1%	22.0%
Bachelor's degree or higher	53.1%	55.9%	36.5%	35.0%
With a disability, under age 65	5.0%	5.0%	7.3%	9.1%
Households with a computer	97.5%	97.8%	96.4%	94.8%
Households with broadband Internet	95.2%	95.1%	92.5%	89.7%

- Santa Clara and San Mateo County have fewer youth and more foreign-born persons than the state or nation, and higher educational attainment levels
- The state and nation have lower proportions of households with computers and broadband internet

Educational Attainment, Aged 25+



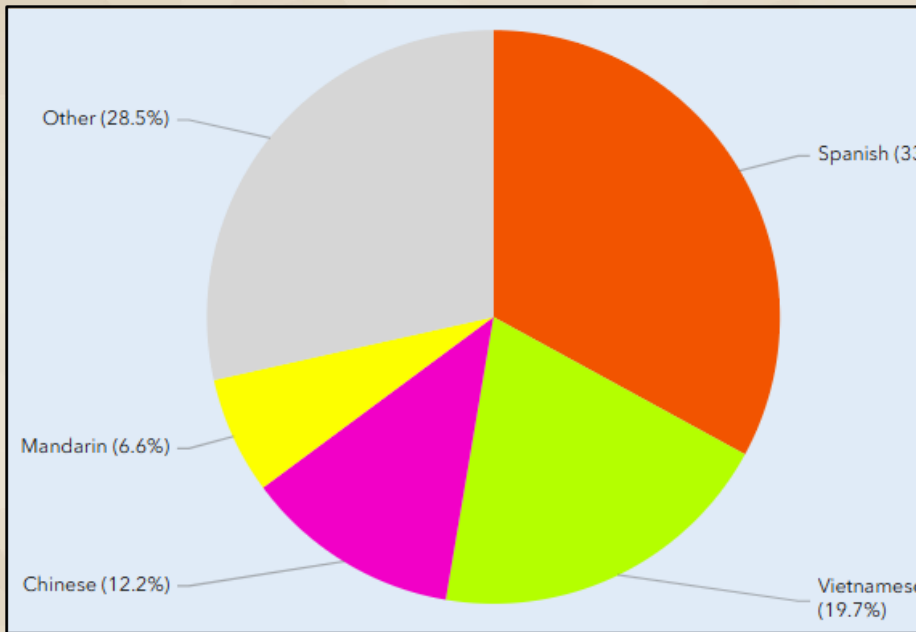
	% of Population	Population
Less Than 9th Grade	6.3%	116,639
9th Grade to 12th Grade	4.3%	79,307
High School Diploma	13.9%	258,897
Some College	14.0%	260,274
Associate's Degree	6.7%	123,988
Bachelor's Degree	28.4%	528,879
Graduate Degree and Higher	26.6%	496,125

38.5% of adults in Santa Clara and San Mateo Counties have *less than an Associate Degree*

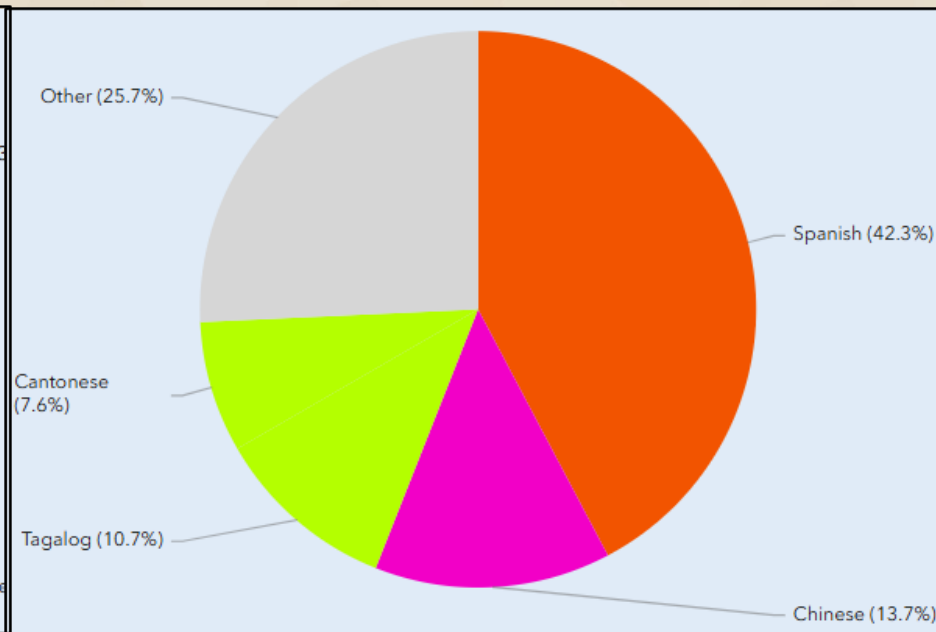
Source: Lightcast
Region: Santa Clara and San Mateo Counties

Language Other Than English Spoken at Home

Santa Clara County



San Mateo County



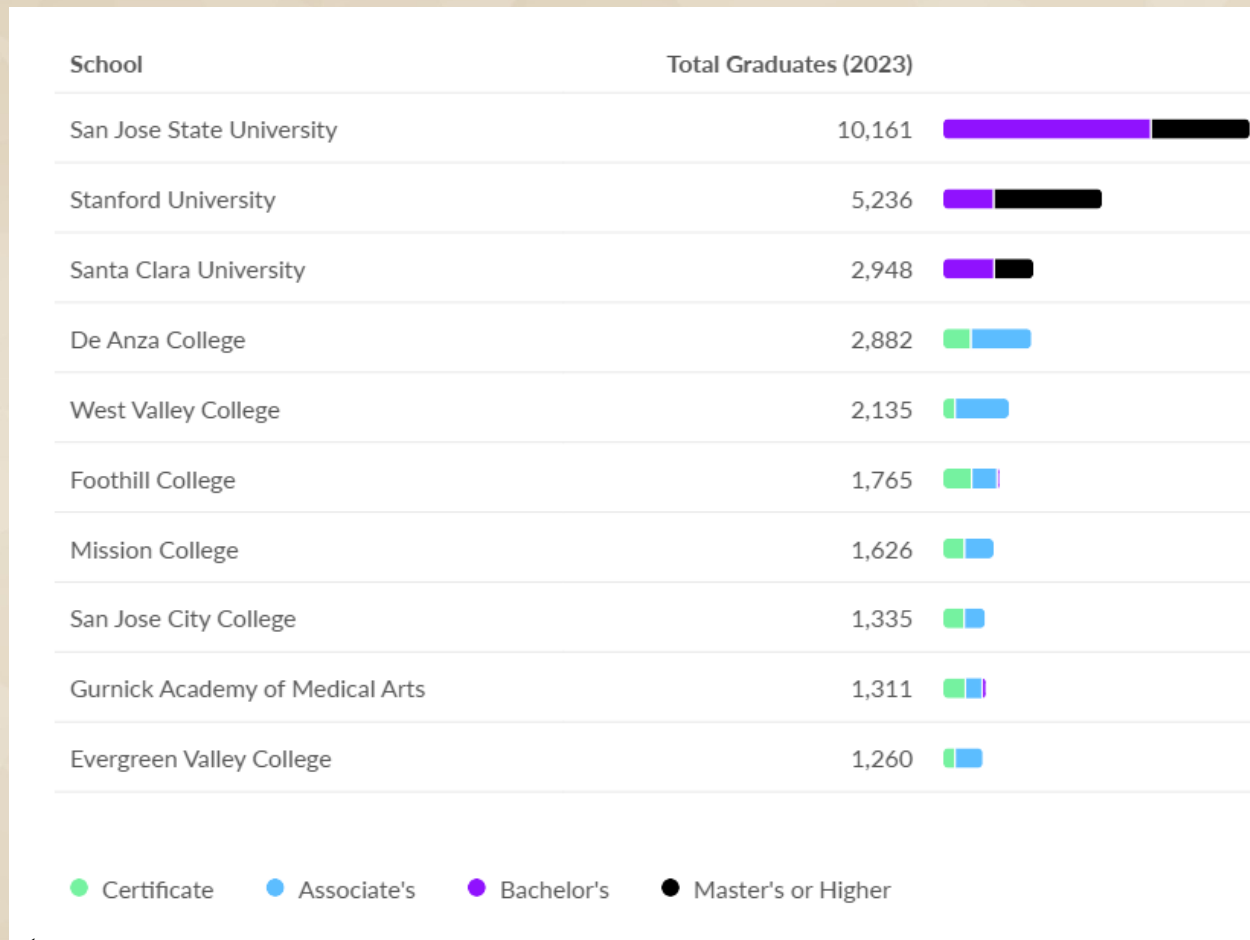
Source: CA Department of Finance, [Language Microdata](#)

Service Area Demographics, Compared

Fact	San Mateo County	Santa Clara County	California	United States
Median household income	\$156,000	\$159,674	\$96,334	\$78,538
Per capita income in past 12 months	\$81,980	\$77,018	\$47,977	\$43,289
Persons in poverty	7.3%	7.6%	12.0%	11.1%
Population per square mile, 2020	1,704	1,500	254	94
Median value of owner-occupied housing units	\$1,494,500	\$1,382,800	\$695,400	\$303,400
Median gross rent	\$2,893	\$2,814	\$1,956	\$1,348
Mean travel time to work (minutes)	27.3	27	29	26.6

- Santa Clara and San Mateo Counties are relatively more affluent than the state or the nation, with much higher population density

Top 10 Regional Postsecondary Institutions



Source: Lightcast
 Region: Santa Clara and San Mateo Counties

Thoughts?



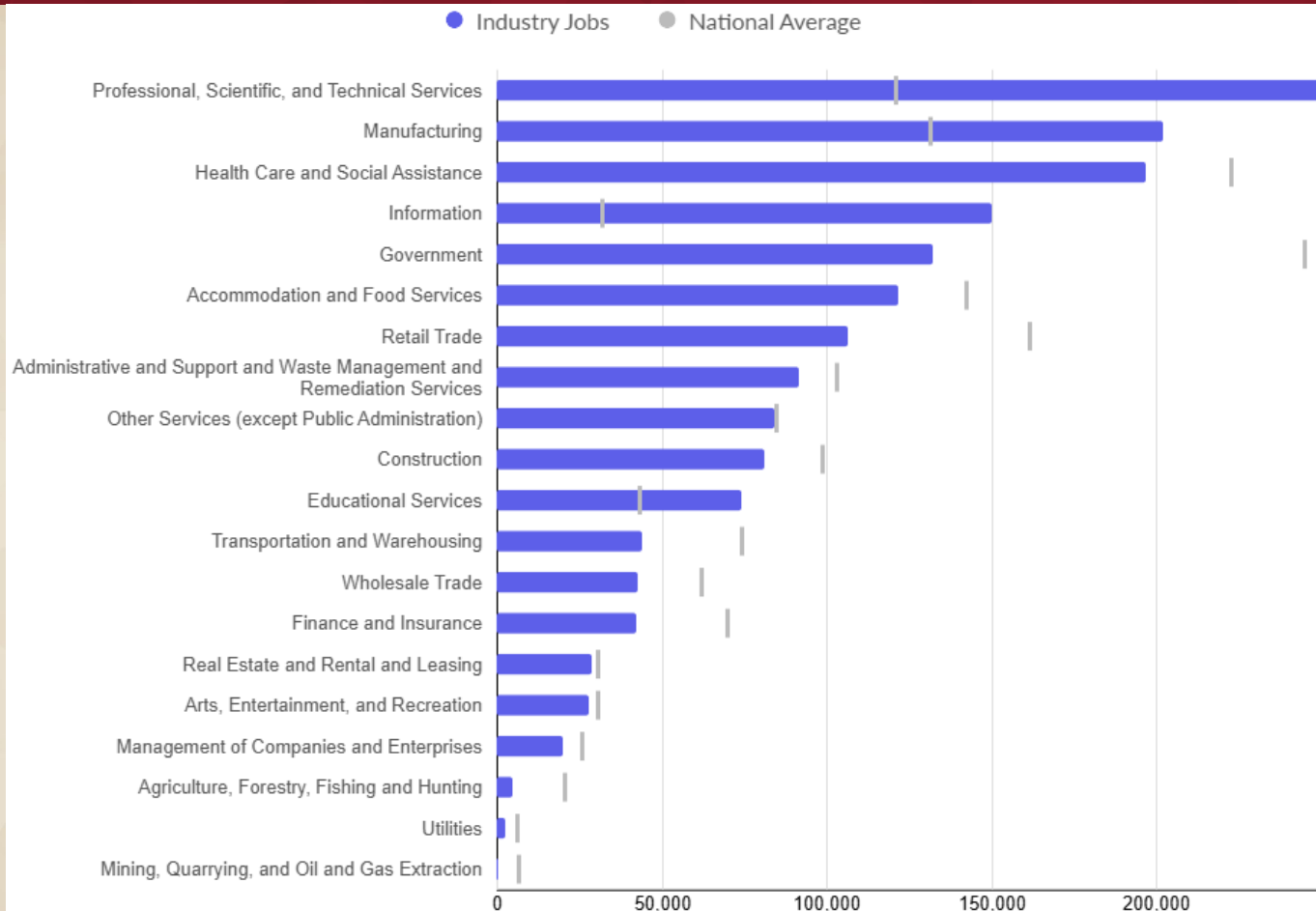
Labor Market Information



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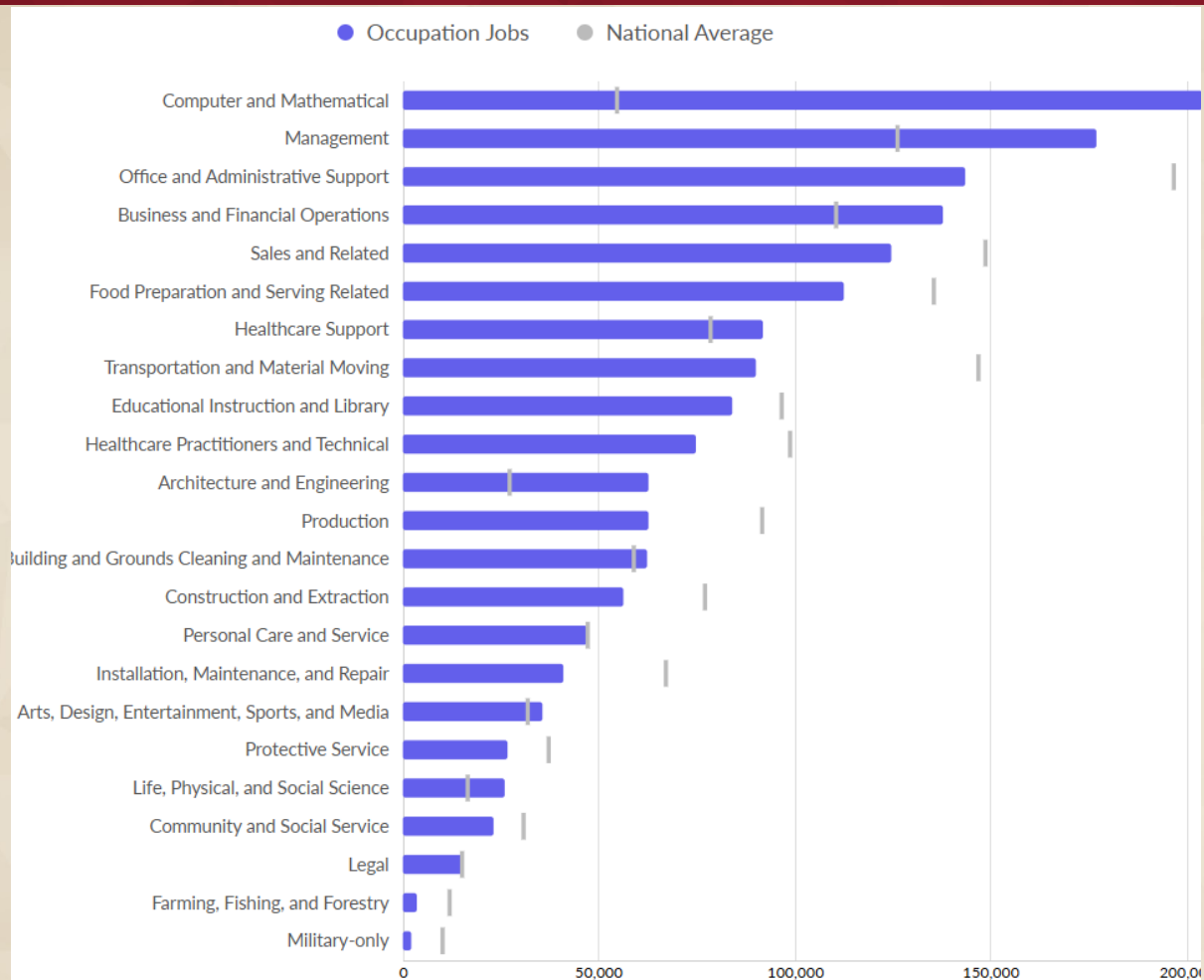
Top Industries, Santa Clara and San Mateo Counties, 2023



Source: Lightcast

Region: Santa Clara and San Mateo Counties

Top Occupations, Santa Clara and San Mateo Counties, 2023













Source: Lightcast
 Region: Santa Clara and San Mateo Counties

Job Postings Data, 2024

Top 10 Employers

Company	Total/Unique (Jan 2024 - Dec 2024)
Apple	59,368 / 9,121
Google	31,847 / 4,909
Meta	15,410 / 4,231
Stanford University	21,312 / 4,134
Amazon	7,598 / 3,491
Nvidia	10,185 / 2,698
Stanford Health Care	7,928 / 2,504
Walmart	14,414 / 2,414
Kaiser Permanente	8,539 / 2,255
Tesla	3,955 / 2,243

Top 10 Occupations

Occupation (SOC)	Total/Unique (Jan 2024 - Dec 2024)
 Software Developers	65,516 / 22,733
 Computer Occupations, All Other	33,099 / 12,201
 Registered Nurses	31,567 / 9,780
 Marketing Managers	28,723 / 9,390
 Retail Salespersons	26,844 / 8,134
 Data Scientists	23,303 / 8,052
 First-Line Supervisors of Retail Sales Workers	14,754 / 5,214
 Managers, All Other	13,711 / 4,692
 Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,195 / 4,446
 Project Management Specialists	9,694 / 4,198

Source: Lightcast Region: Santa Clara and San Mateo Counties
 Data for all job postings that do not require Bachelor degree or higher

Top 10 Labor Market Gaps, Associate Degree Earners

Job Description	2023 Jobs	2022 - 2023 % Change	Avg. Annual Openings	Regional Completions (2023)	Gap	Foothill College Completions (2023)	Median Hourly Earnings
Electrical and Electronic Engineering Technologists and Technicians	3731	-7.1%	389	109	280	0	\$39.27
Paralegals and Legal Assistants	2937	1.2%	337	153	184	0	\$44.45
Agricultural Technicians	373	35.0%	133	0	133	0	\$21.82
Medical Equipment Repairers	537	13.2%	107	13	94	0	\$38.01
Dental Hygienists	2276	-5.4%	157	83	74	54	\$65.66
Architectural and Civil Drafters	1000	12.5%	195	135	60	0	\$38.14
Occupational Therapy Assistants	203	17.0%	54	0	54	0	\$42.70
Electro-Mechanical and Mechatronics Technologists and Technicians	714	23.1%	208	157	51	0	\$36.83
Cardiovascular Technologists and Technicians	370	5.3%	40	0	40	0	\$42.79
Morticians, Undertakers, and Funeral Arrangers	230	5.4%	38	0	38	0	\$26.35

Source: Lightcast Region: Santa Clara and San Mateo Counties

Green indicates above the Living Wage for Santa Clara County (\$32.99) Source: [MIT](#)

Top 10 Labor Market Gaps, Certificate Earners

Job Description	2023 Jobs	2022 - 2023 % Change	Avg. Annual Openings	Regional Completions (2023)	Gap	Foothill College Completions (2023)	Median Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	10819	2.7%	1464	0	1464	0	\$29.75
Nursing Assistants	7992	3.0%	1348	105	1243	0	\$25.64
Hairdressers, Hairstylists, and Cosmetologists	8793	1.3%	1495	441	1054	0	\$17.76
Dental Assistants	4592	-1.7%	778	312	466	13	\$30.60
Automotive Service Technicians and Mechanics	5757	-1.7%	611	231	380	0	\$29.09
Massage Therapists	2273	1.0%	329	3	326	0	\$19.61
Telecommunications Equipment Installers and Repairers, Except Line Installers	1774	-21.5%	241	0	241	0	\$37.04
Audiovisual Equipment Installers and Repairers	664	26.2%	191	2	189	0	\$33.19
Manicurists and Pedicurists	4072	2.1%	591	415	176	0	\$17.46
Audio and Video Technicians	1047	13.8%	217	129	88	20	\$30.37

Source: Lightcast Region: Santa Clara and San Mateo Counties

Green indicates above the Living Wage for Santa Clara County (\$32.99) Source: [MIT](#)



Top 10 Labor Market Gaps, Bachelor Degree Earners

Job Description	2023 Jobs	2022 - 2023 % Change	Avg. Annual Openings	Regional Completions (2023)	Gap	Median Hourly Earnings
Software Developers	117343	7.3%	13804	2943	10861	\$95.00
Personal Financial Advisors	29383	5.2%	3571	190	3381	\$67.55
Registered Nurses	27004	3.1%	2268	718	1550	\$86.75
Property Appraisers and Assessors	8324	5.2%	1081	233	848	\$40.34
Securities, Commodities, and Financial Services Sales Agents	14827	3.9%	1607	842	765	\$37.50
Training and Development Specialists	4237	8.4%	654	6	648	\$45.21
Substitute Teachers, Short-Term	4040	4.6%	639	0	639	\$29.61
Teaching Assistants, Postsecondary	2000	22.6%	558	0	558	\$21.57
Coaches and Scouts	4790	5.9%	835	311	524	\$25.60
Buyers and Purchasing Agents	5539	-5.1%	552	52	500	\$44.61

Source: Lightcast Region=Santa Clara and San Mateo Counties

Green indicates above the Living Wage for Santa Clara County (\$32.99) Source: [MIT](#)

Remote Work

- **One in five** workers nationally is working remotely
- **16%** of companies are fully remote, operating without a physical office
- The highest percentage of remote workers are **aged 24 to 35** – within this age group, **39%** work remotely full-time and 25% do so part time
- The top industries for remote work are **Computer & IT, Accounting and Finance, Marketing**, Medical & Health, Project Management, Customer Service, Sales, Administrative, HR & Recruiting, and Operations.
- The top remote job titles are Accountant, Executive Assistant, Financial Analyst, Product Manager, Customer Service Rep, Software Engineer, Customer Success Manager, Accounting Manager, Product Designer, and Writer.



Thoughts?



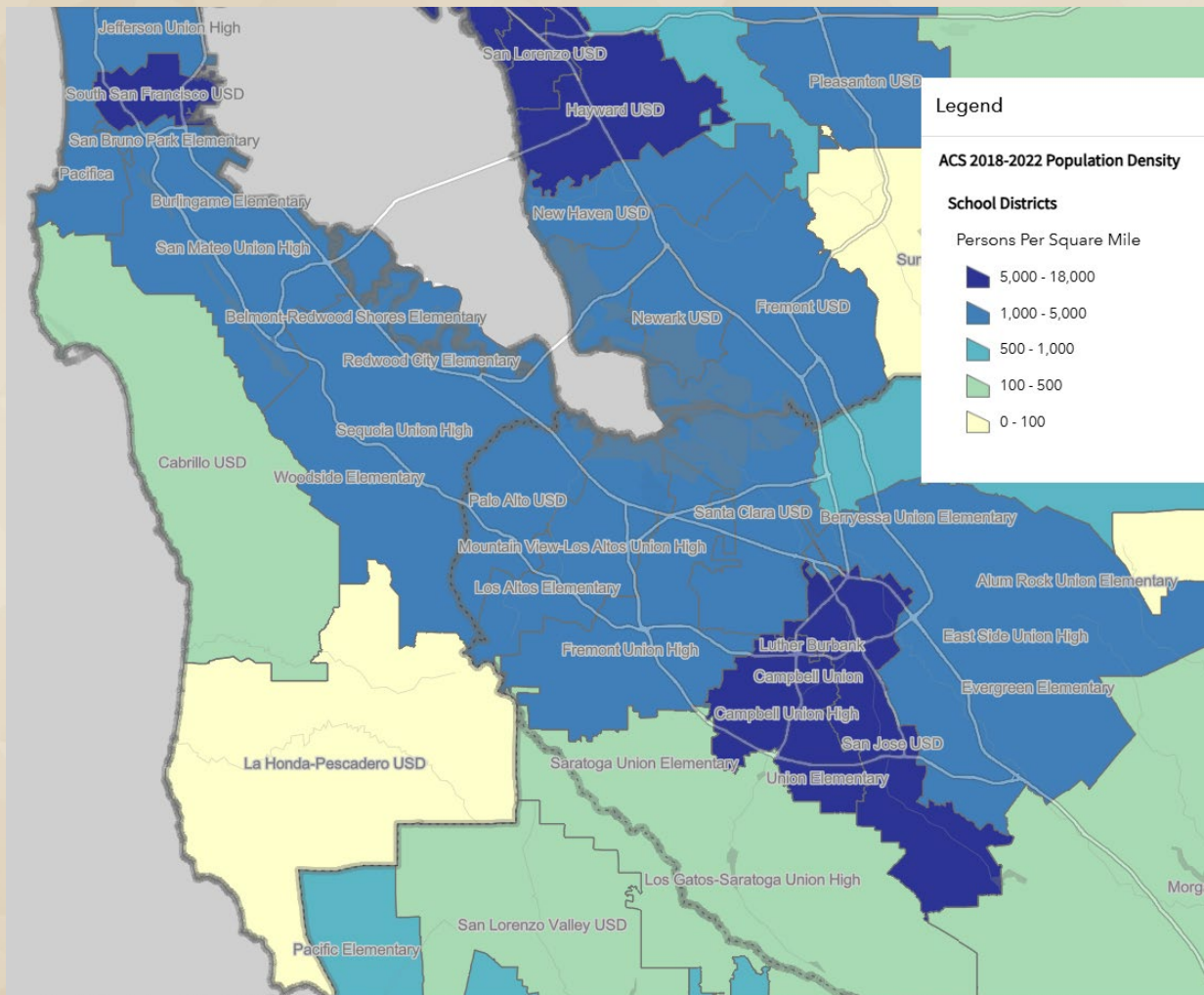
K-12 Feeder Schools



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High Schools within Foothill College Boundary



Mountain View/Los Altos UHSD

- Mountain View
- Los Altos
- Alta Vista

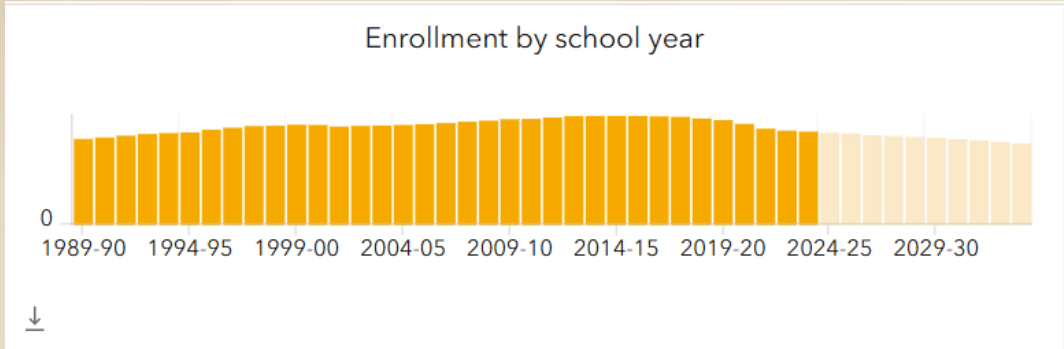
Palo Alto USD

- Henry M. Gunn
- Palo Alto

Source: CA Department of Finance: Population Density [Map](#) by School District

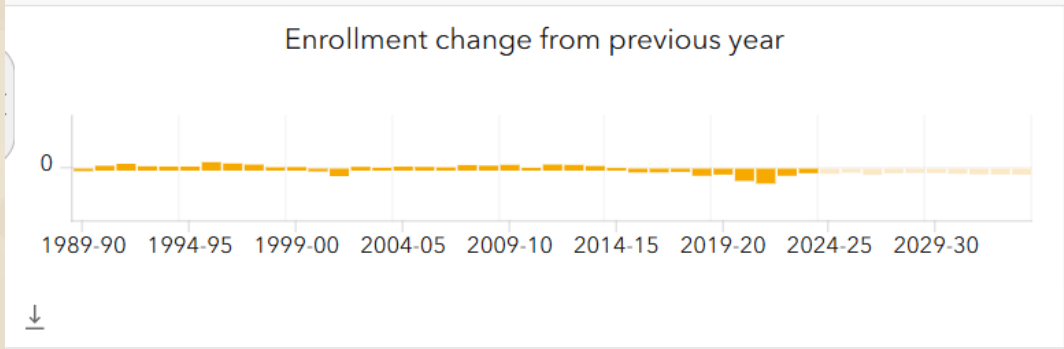


Projected Enrollment, Santa Clara County



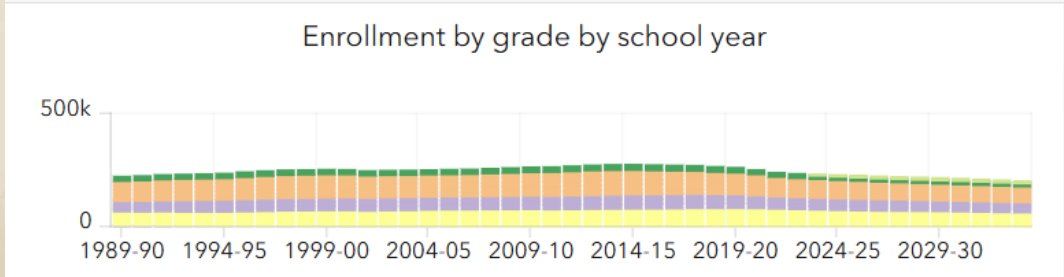
Actual and projected enrollment

2023-24: 234,027
2033-34: 203,994



Change 2023-24 to 2033-34

-30,033

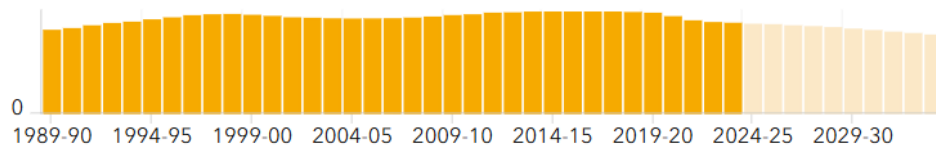


Pct Change 2023-24 to 2033-34

-12.8%

Projected Enrollment, San Mateo County

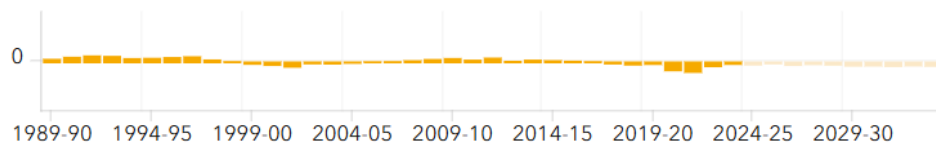
Enrollment by school year



Actual and projected enrollment

2023-24: 84,180
2033-34: 73,175

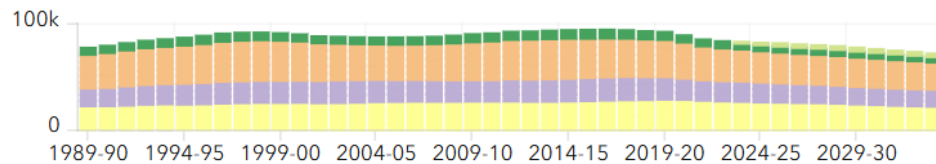
Enrollment change from previous year



Change 2023-24 to 2033-34

-11,005

Enrollment by grade by school year



Pct Change 2023-24 to 2033-34

-13.1%

Service Area High Schools, Compared

2021-2022	Twelfth Grade Cohort	Cohort Grad Rate	% Meeting UC/CSU Requirements	Overall College Going Rate	% of Grads going to college choosing a CCC
Alta Vista HS	29	72.4%	0%	29.0%	77.8%
Los Altos HS	558	98.0%	72.4%	80.5%	24.8%
Mountain View HS	586	92.4%	75.0%	81.4%	24.6%
Henry M. Gunn HS	486	96.1%	92.7%	84.2%	17.7%
Palo Alto HS	552	97.1%	93.3%	86.6%	14.6%
Santa Clara Co	19,410	92.3%	64.1%	75.8%	42.2%
San Mateo CO	6,711	90.5%	64.4%	77.2%	45.2%
California	427,386	87.0%	51.1%	63.6%	52.7%

- Santa Clara and San Mateo have higher graduation and college going rates, and a higher % of students meeting UC/CSU requirements, than the state average – but – a lower proportion enrolling in a CCC.
- These differences are even more pronounced for highs schools in Foothill’s boundary

Source: CDE DataQuest

Thoughts?

