

Opportunities to Grow and Diversify Enrollment

Options After High School Survey

Dean's Council
February 21, 2025

Greg Hill Jr.
Leslie Wisdom



COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION

Goals

- Summarize findings from the [Options After High School Survey](#) over the last three administrations
- Highlight emerging trends
- Explore opportunities to leverage results for increasing engagement and CC enrollment



**As we move
through the
slides,
consider:**

- What surprises you about the data
- What questions the data raise for you
- Ideas for how the data might enhance outreach initiatives or help inform new outreach strategies

What flagship programs/events do you have to increase engagement and outreach to prospective CE students?

The Problem (Why do we conduct this survey?)

- Enrollment in CCs has only just begun to increase after steady decline over the last 10 years—despite regional population growth and a consistent graduation rate
- About 1/3rd of high school graduates in San Diego and Imperial counties show no college enrollments within 12 months of graduation
- There are equity gaps in priority jobs and programs the college is poised to help to address

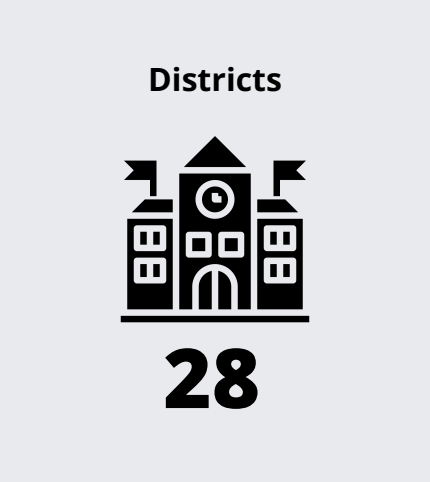
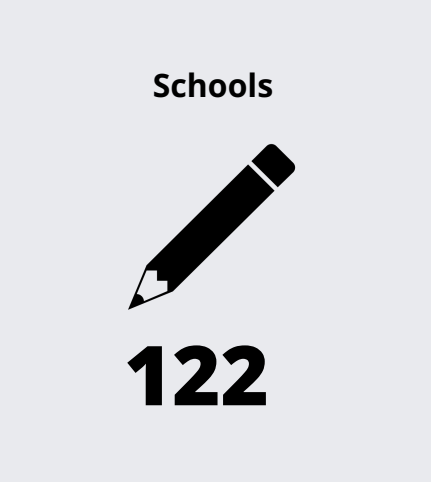
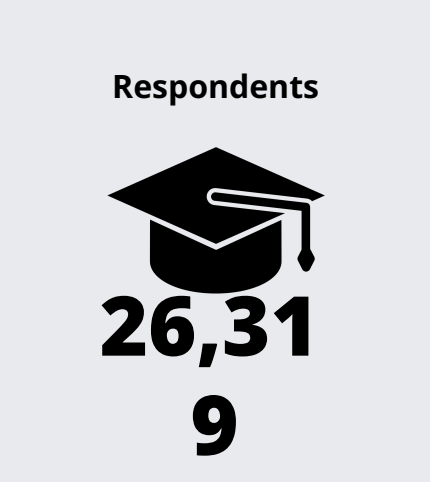
To address these challenges the region needs to better understand the factors affecting outreach and decision-making among prospective K12 students

About the Options after High School Student Survey, cont.

Focus areas of the survey:

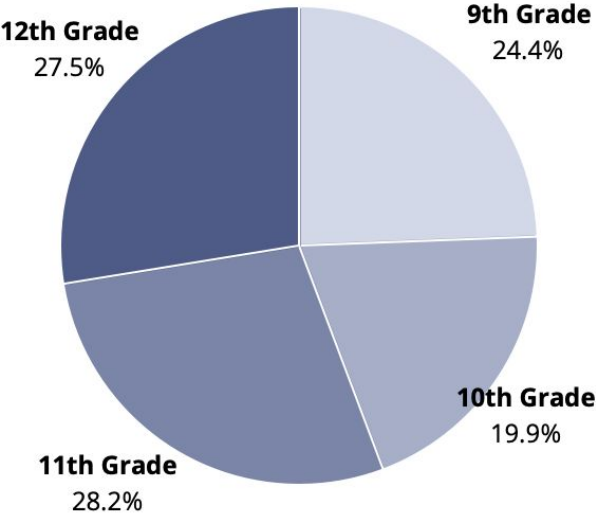
- Pathway enrollment
- Experiences in pathways
- Preferences for how to learn about programs
- Factors influencing decisions about attending community college after high school

Summary Statistics: 3-Year Response Counts

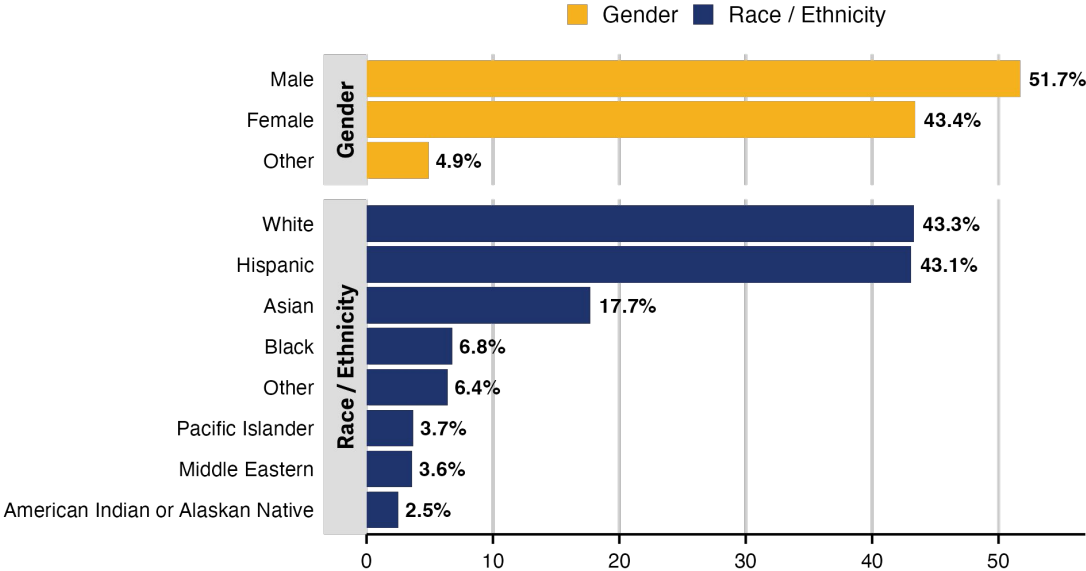


Summary Statistics: Respondent Characteristics

Gradespan



Gender & Race

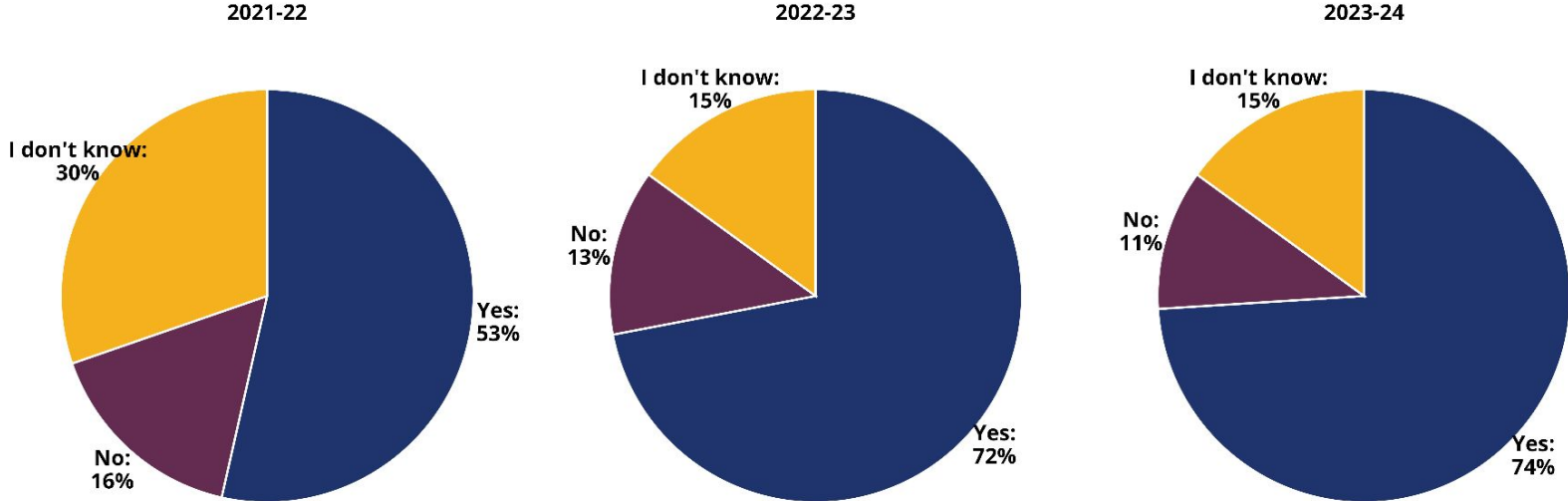


2023-24 Administration

Summary Statistics: Pathway Participation

Pathway Participation

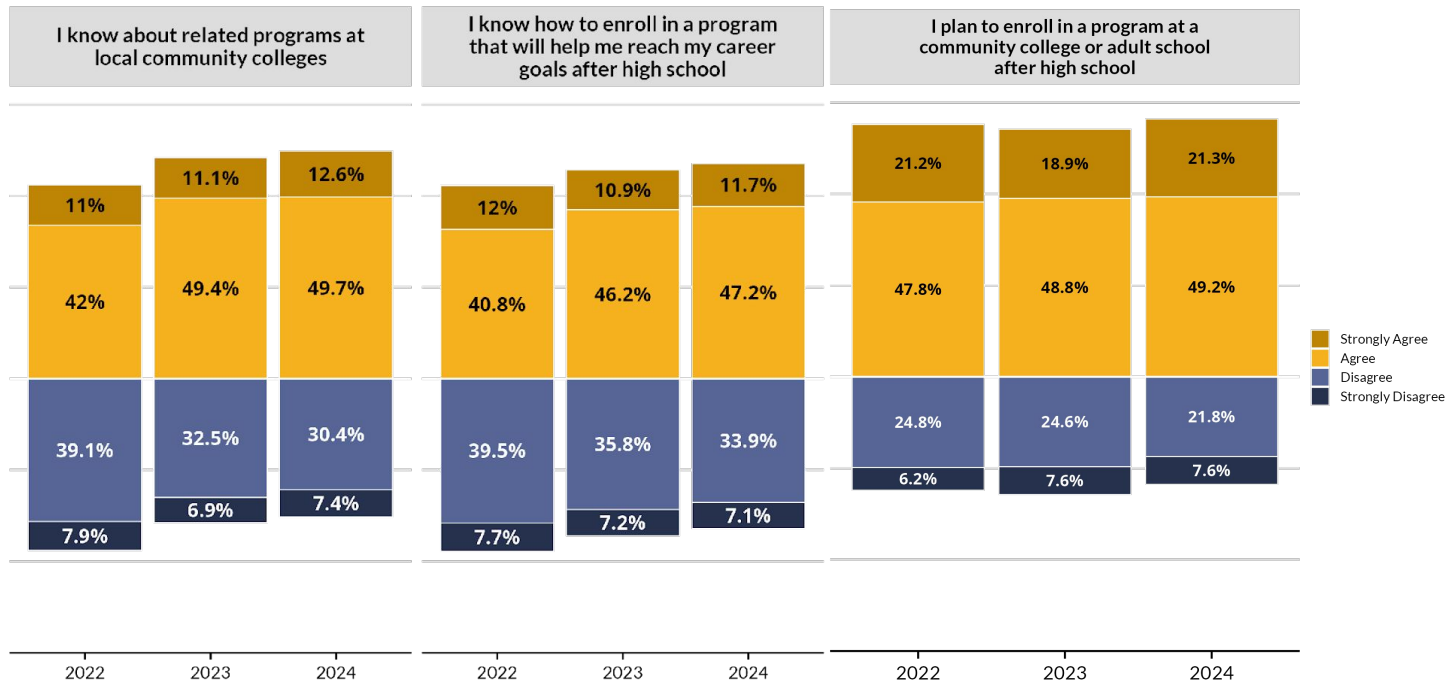
Are you in a career pathway at your school? Career pathways are a series of classes organized around specific careers.



Summary Statistics: Career Area Enrollment

Arts, Media, and Entertainment 23.5%	Engineering and Architecture 16.2%		Business and Finance 16%	
I'm not sure 18.2%	Agriculture and Natural Resources 6.5%	Information and Communication Technologies 6%		Education, Child Development, and Family Services 5.4%
	Building and Construction Trades 5.2%	Manufacturing and Product Development 4.8%		Transportation (including automotive careers) 3.7%
Health Science and Medical Technology 17.6%	Marketing Sales and Service 5.1%	Hospitality, Tourism, and Recreation 3.8%		Public Services 3.1%
		Energy, Environment, and Utilities 1.8%		Fashion and Interior Design 2.7%

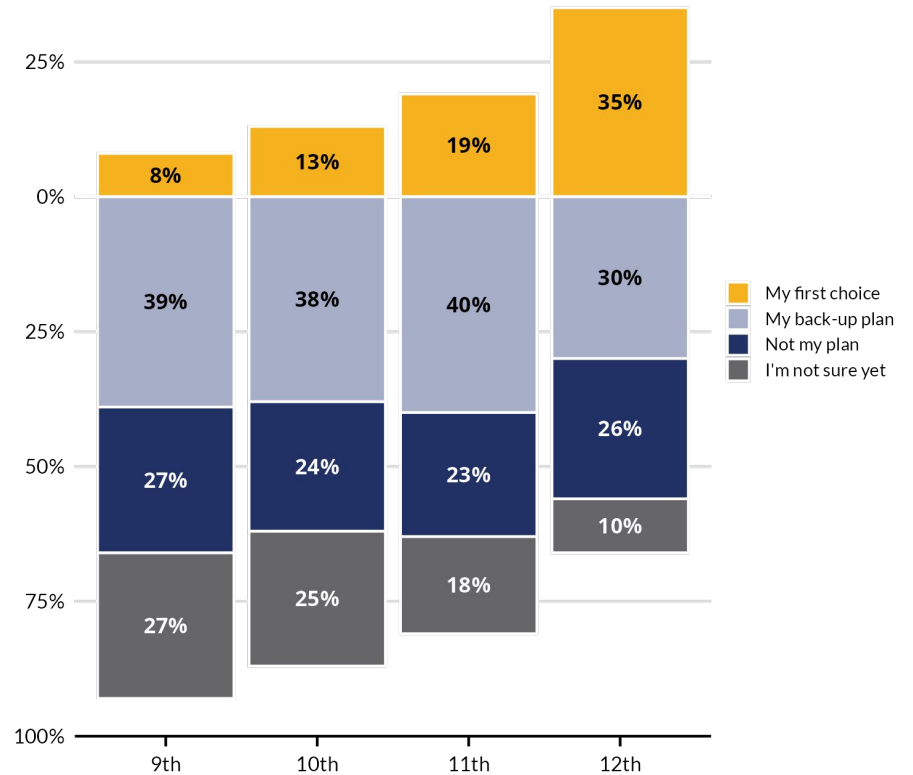
Student Knowledge & Experiences: Awareness and Access to Post-Secondary Opportunities



Note: Year over year comparisons reflect matched schools only

Perception of Community College as a Choice

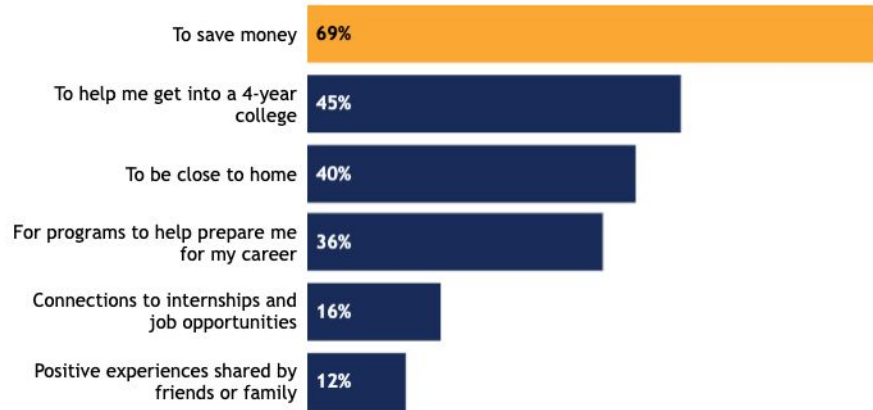
Perception of Community College as a Choice by Grade for the 2023-24 Academic Year



Reasons to / not to attend CC

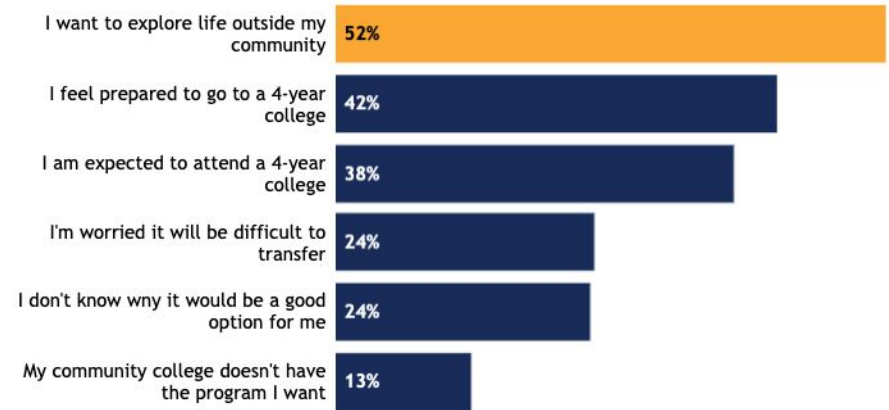
Reasons to attend community college

n=9,526



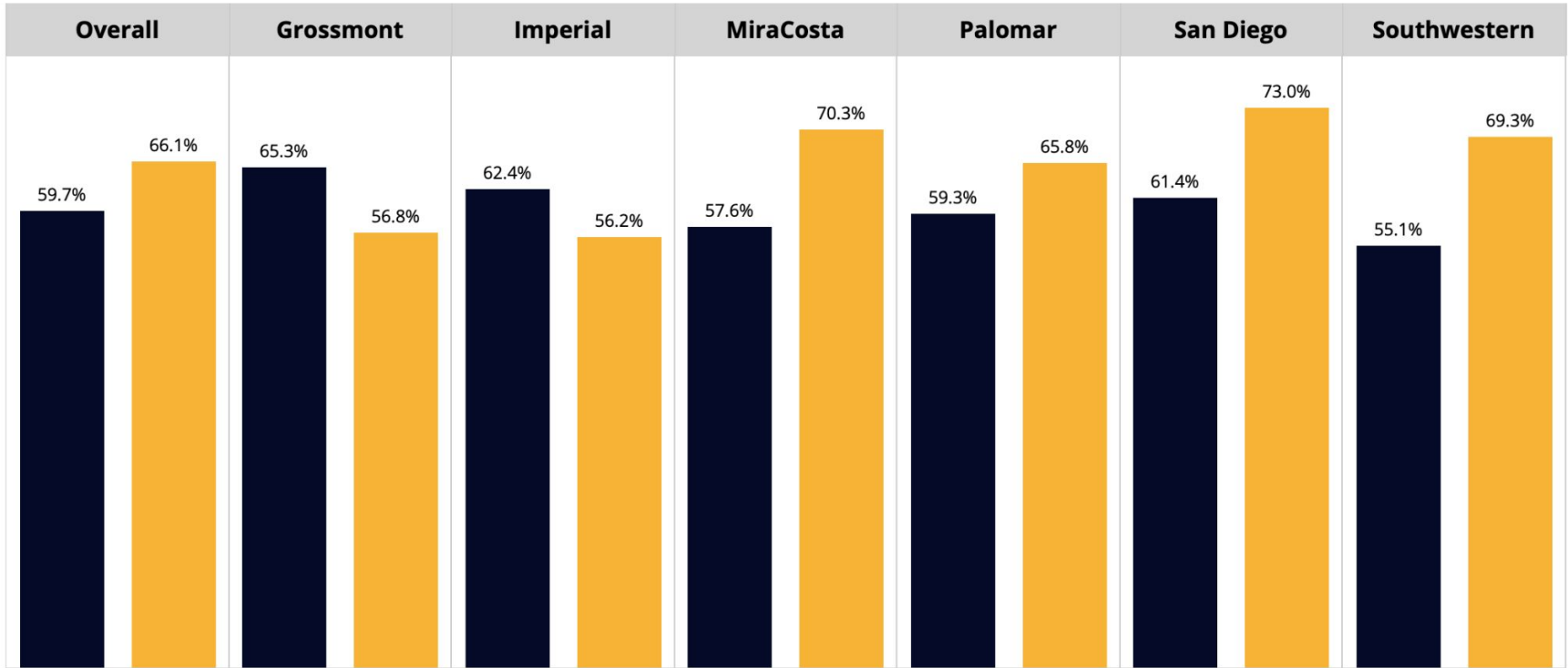
Top reasons *not* to attend community college

n = 9,725



Select Reasons to Attend Community College by CCD

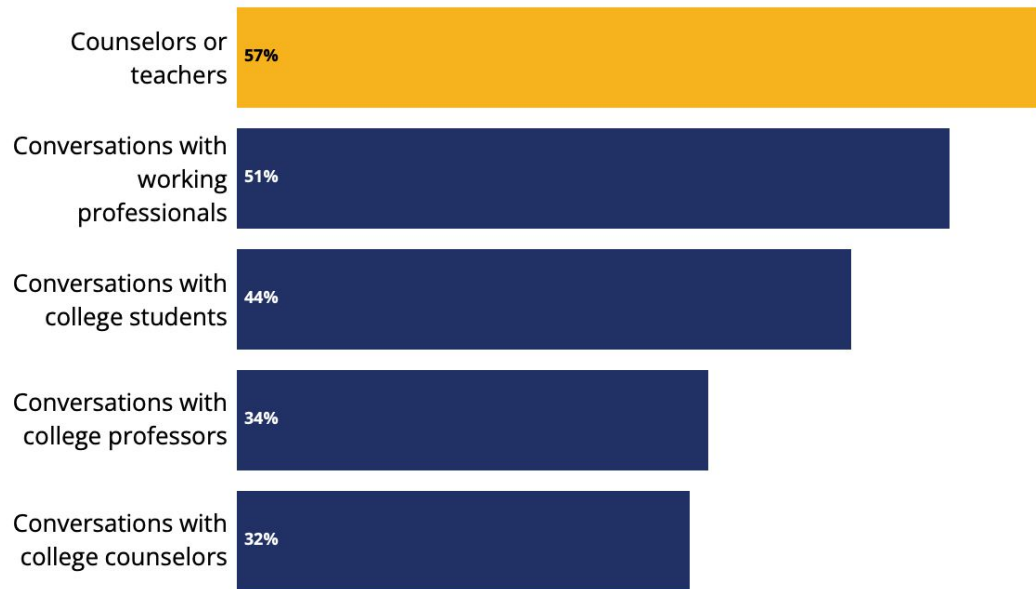
■ Career preparation, internships, and jobs ■ Transfer to 4-year college



Outreach Preferences

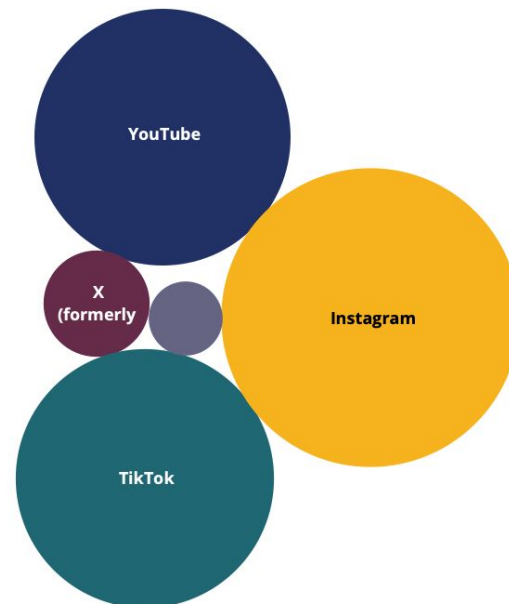
Preferred sources of information about programs

n=8,989



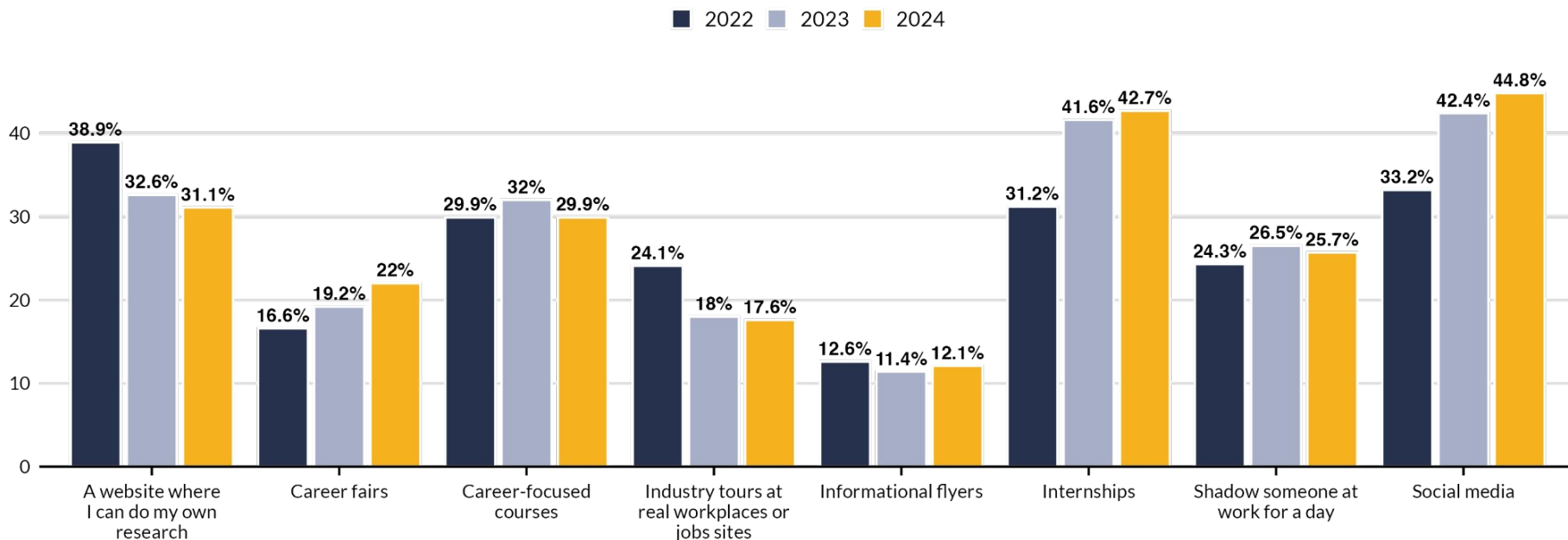
Social media preferences

n=8,935



Preferences for Learning about Careers: Resources & Activities

What other resources or activities might help you learn about career and educational programs for after high school? (Select up to three.)



Note: Year over year comparisons reflect matched schools only

Positive trends over the years

More students:

- know about programs related to their pathway at adult schools and community colleges
- know how to find information about and enroll in programs that will help them reach their career goals
- are considering community college as their first choice or back up plan

At the same time, slightly more students:

- don't know why community college would be a good option for them
 - don't think the community college has the program they want
- and*
- fewer students know about community college connections to employers and jobs now than in earlier survey administrations

What kinds of initiatives might you design based on the data we've shared today?

How might you adjust your current initiatives?

San Diego Imperial County Options after High School

Career Technical Education (CTE) Student Survey Results

10,081 Students

25 Districts, 89 Schools

FILTER: Academic Year 2023-24

Gender All

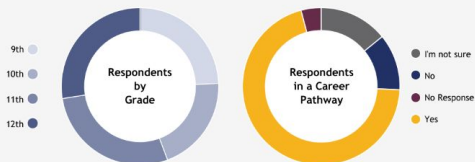
Race / Ethnicity All

College District All Districts

K12 School District All Districts

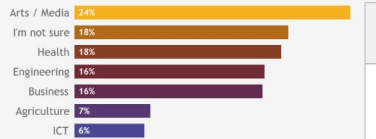


STUDENT PROFILE



Respondents by Career Area

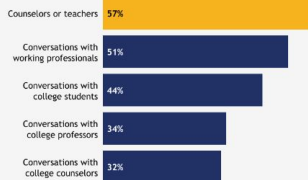
n=9,667



OUTREACH PREFERENCES

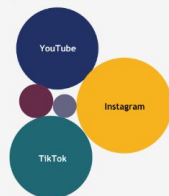
Preferred sources of information about programs

n=9,953



Social media preferences

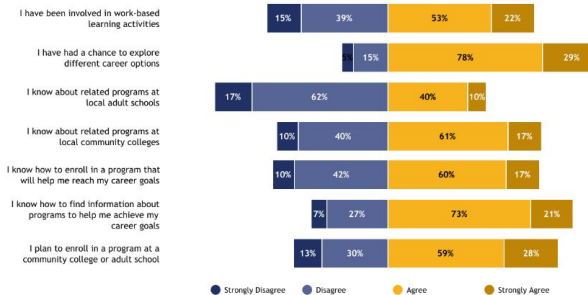
n=8,936



PATHWAYS & PLANS

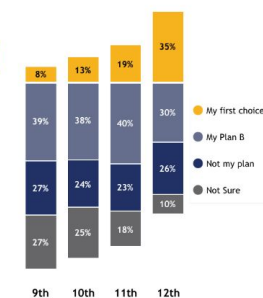
Career Pathway Experiences and Post-High School Plans

n=9,667



Enrolling in community college is:

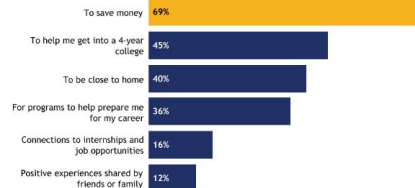
n=9,404



PERSPECTIVES ON COMMUNITY COLLEGE

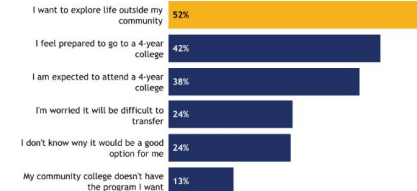
Reasons to attend community college

n=9,526



Top reasons not to attend community college

n=9,725



Data: San Diego County Imperial Strong Workforce Consortium | Please contact Greg Hill Jr. (ghill@wested.org) for additional information or to schedule an appointment for help exploring your data.

<https://sdiregionalconsortium.org/resource/k14/options-after-high-school-student-survey-results/>

Next Steps

- **Data collection for 2024-25 to commence in early March**
- **District data and CC / K12 School / District deep dives available by request**

To schedule a consultation, please reach out to Greg Hill Jr. at ghill@wested.org

Questions?

THANK YOU



COMMUNITY COLLEGES

SAN DIEGO & IMPERIAL COUNTIES

CAREER EDUCATION