



The Board of Governors of the California Community Colleges

PRESENTED TO THE BOARD OF GOVERNORS

DATE: May 6-7, 2013

SUBJECT: Request For State Approval Of The Southwestern Community College District's National City Higher Education Center		Item Number: 2.4	
		Attachment: No	
CATEGORY:	College Finance and Facilities Planning	TYPE OF BOARD CONSIDERATION:	
Recommended By:	<i>Frederick E. Harris</i> Frederick E. Harris, Assistant Vice Chancellor	Consent/Routine	
		First Reading	
Approved for Consideration:	<i>Brice W. Harris</i> Brice W. Harris, Chancellor	Action	X
		Information	

ISSUE: This item requests state approval of the National City Higher Education Center in the Southwestern Community College District. California Code of Regulations, title 5 section 55180(b) defines an Educational Center as “a postsecondary operation established and administered by an existing college or district at a location away from the campus of the parent institution” which:

- Is planned to continue for ten or more years;
- Generates at least 500 full-time equivalent student annually;
- Has an on-site administrator;
- Offers programs leading to certificates and/or degrees conferred by the parent institution; and
- Has been approved by the Board of Governors.

BACKGROUND: Southwestern College began offering classes to 1,657 students in its temporary quarters at Chula Vista High School in 1961. Groundbreaking for the present campus on 156 acres was in 1963, and by September of 1964 initial construction was completed and classes were being offered at the new campus in Chula Vista. The District consists of Southwestern College, the Otay Mesa Higher Education Center, and two outreach operations located in National City and San Ysidro. These four locations allow the district to meet its goal of being an accessible source of higher education in the southern San Diego region.

The District submitted a Letter of Intent to the Chancellor’s Office in September 2011. The Letter of Intent was approved by the Chancellor’s Office in December 2011. The District then submitted enrollment projections for the center to the Department of Finance and the Department of Finance approved the projections on May 4, 2012. The Needs Study was submitted to the Chancellor’s Office in June 2012.

RECOMMENDED ACTION: It is recommended that the Board of Governors approve the National City Higher Education Center as a state-approved educational center.

ANALYSIS: The National City Higher Education Center was established as an outreach operation in 1998 as part of the district's ongoing effort to decentralize services. This strategy was designed to increase student participation in historically underserved areas while alleviating enrollment pressures at Southwestern College in Chula Vista. The Center has been in operation for nearly 15 years, offering general education, occupational skills, basic skills and personal development courses to students in the community.

Since opening, the National City Educational Center has become an integral part of the infrastructure for the communities it serves. The demographic data supports the need for an educational center in the National City area. Historically, the National City population has attained a low level of educational achievement. A community college educational center will be able to provide programs and services specific to the educational and job training needs of residents within the National City service area. The Center is also well positioned to serve the large portion of the service area population that is stationed at the nearby U.S. Naval Station.

Southwestern Community College District funded construction of the 48,248 gross square feet / 33,972 assignable square feet center using local Measure AA bond funds. The facility is a two-story building that opened in 2004.

Population and Enrollment Projections

The demographic profile of the National City service area supports the need for the existing National City outreach location to become an educational center. The National City Higher Education Center is estimated to generate most of its enrollment from the communities directly surrounding it. This includes National City, Coronado and southwestern San Diego County. National City and Coronado are 100 percent located in the National City Higher Education Center service area, while only about 2.8 percent of San Diego County is located in the primary service area.

The total population within the service area was approximately 157,000 persons in the year 2000 based on the population data and the percentage of each geographic area located in the National City service area as previously discussed. The California Department of Finance estimates indicate that the service area population grew by approximately 9.45 percent to 172,000 persons by the year 2010 and estimates that the population in the service area is expected to increase 7.57 percent between 2011 and 2020.

The National City Higher Education Center has generated over 500 full-time equivalent students annually since 2008-09. Table 1 shows recent enrollment projections for the Center developed by the Southwestern Community College District and approved by the Department of Finance Demographic Research Unit. However, by 2011-12, actual enrollment at the outreach center had reached 1,058 full-time equivalent students, exceeding the enrollment projections and the 500 full-time equivalent student threshold requirement for new centers. The existing full-time equivalent students and the projected growth in the service area show the Center will be a viable program.

Table 1: Department of Finance Enrollment, WSCH, and FTES Growth Driven Projections

Year	Fall Enrollment	WSCH/Enrollment	WSCH	Fall FTES	Annual FTES
2012-13	1,419	9.59	13,609	454	890
2013-14	1,447	9.89	14,315	447	936
2014-15	1,476	10.19	15,041	501	983
2015-16	1,504	10.49	15,786	526	1,032
2016-17	1,534	10.79	16,553	552	1,082
2017-18	1,563	11.09	17,339	578	1,133
2018-19	1,593	11.39	18,147	605	1,186

Alternatives

The Southwestern Community College District considered a number of alternatives to pursuing and establishing a state-approved educational center. However, the merits of gaining official center status for the National City Higher Education Center offer numerous financial advantages compared to the alternatives. The alternatives evaluated as part of the needs study included the following:

Remain an Outreach Center

Remaining an outreach center would limit the ability of the Center to receive state funding to expand its offerings, strengthen its programs, and serve more students. This scenario would pose a challenge considering the success achieved at this particular location and the population growth of the service area. According to the needs study, the Department of Finance estimates that from 2000 to 2010 the population in San Diego County increased 14.6 percent and is projected to increase another 8.5 percent from 2011 to 2020. With population growth steadily climbing, funding will be instrumental in serving a growing enrollment and keeping strong educational programs and services for students.

Expand Southwestern College

Expansion of facilities at Southwestern College would not align with the district's decentralization strategy. This strategy was designed to alleviate enrollment pressures at the main campus and to better serve residents in the National City service area. Additionally, expanding the course offerings at Southwestern College will not provide for the educational needs of the underserved population of the National City service area. The District used local general obligation bond funds to construct the existing National City Higher Education Center which is a two-story facility that is 48,248 gross square feet (33,972 assignable square feet). The expansion of the Center to a state-approved educational center will attract students from the National City service area who would not typically attend classes only offered at Southwestern College.

Increase the Utilization of Existing Institutions

The District could increase the utilization of their existing institutions at Southwestern College, the San Ysidro Higher Educational Center, or the Otay Mesa Higher Educational Center. However, according to the needs study, few students from the National City service area now attend either the San Ysidro or Otay Mesa Higher Education Centers.

Shared Use with Other Postsecondary Institutions

There are 44 different higher educational institutions within a 25 mile radius of the National City Higher Education Center, many of which are private four-year institutions, CSUs, and UCs. Sharing facilities is not viable option for the Center because the campus is program-specific (healthcare program) and the needed facilities do not exist within a reasonable distance from the service area. Additionally, the purpose of the Center is to allow local residents the opportunity to get an education and gain training without having a long commute, or to travel out of the area. Thus, the Center is positively serving the residents of its communities and is increasing accessibility to higher education.

Utilization of Non-traditional Delivery Methods

Southwestern Community College District already supports different types of non-traditional delivery methods for educational courses, including a Cooperative Work Experience Education program, online courses, and hybrid courses. Although the use of non-traditional instructional delivery is used by the district, some students benefit from a traditional educational setting in order to succeed. Additionally, access to traditional educational facilities is important to maintain awareness of the importance of higher education opportunities.

Academic Planning and Program Justification

Chancellor's Office staff in the Academic Affairs Division reviewed the District's needs study and found no significant inter-district concerns, that the proposed delivery system is reasonable, and that the District provided information to support the academic program offerings.

The National City Higher Education Center reflects a full-service philosophy, providing a wide variety of courses for students to pursue an Associate's degree and/or complete general education requirements for transfer, basic skills preparation, or occupational skills training. Current program offerings include Accounting, Administration of Justice, Art, Biology, Business, Child Development, Communication, Dance, Dental Hygiene, English, History, Math, Medical Laboratory Technician, Medical Office Professional, Psychology, Spanish and other transfer related courses. The program offerings in healthcare are a strategic response to employment data for the region. The continued success and size of these programs is reflective of the planning and commitment from Southwestern Community College District to ensure that students attending the National City Higher Education Center have ample opportunity to succeed academically.

Student Services and Outreach

Staff from the Student Services and Special Programs Division in the Chancellor's Office reviewed the student support services described in the needs study and concluded that it contains sufficient justification for the proposed educational center.

The National City Higher Education Center has been in operation since 1998 and is already providing a range of student services with the goal of implementing a "One-Stop-Shop" concept so that students can receive all of the services to support their educational needs on site. The District has provided information that documents the ability of the Center to offer a complete and adequate array of services that are tailored to the needs of Southwestern Community College District

students. Services currently offered include Admissions/Records, Registration, Assessment and Testing, Counseling, Financial Aid, EOPS, Career, Transfer and Veteran's Services, Disability Support Services and Tutoring, and Health Services. By recognizing the National City Higher Education Center as a state-approved educational center, it will be able to increase its outreach efforts and provide new programs and services that respond to the needs of its service area population.

Support and Capital Outlay Budget Projections

The Chancellor's Office College Finance and Facilities Planning Division have reviewed the National City Higher Education Center needs study and has made the following determinations. The District's fiscal performance and condition are adequate to meet the future fiscal demands of the Center. The District has effectively managed its monetary resources to achieve an annual fund balance greater than the minimum 5 percent reserve. The full-time equivalent student potential of the National City Higher Education Center should enable the District to take full advantage of any additional system funding available in the 2013-14 and ongoing budget years. The District certified that the Center achieved 1,058 full-time equivalent students in FY2011-12, which exceeded district enrollment projections.

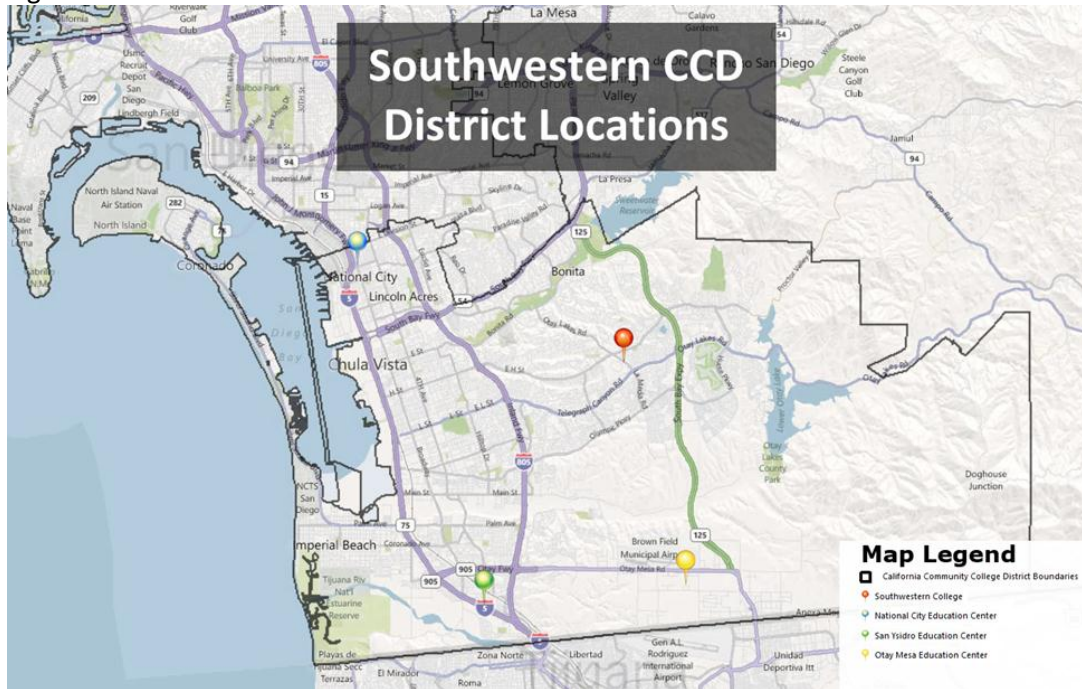
The District is currently planning to increase instructional capacity at the National City Higher Education Center by constructing a new 21,000 gross square feet (15,000 assignable square feet) building with an underground parking structure at the existing site. The proposed project will be locally funded using Measure R bond funds and is projected for occupancy in 2015-16. The proposed Phase II build-out of the National City Higher Education Center campus is the only capital outlay project anticipated within the next five years. Furthermore, it is not anticipated that any state capital outlay funding will be sought for the Center in the next five years.

Geographic and Physical Accessibility

The campus is readily accessible from several major freeways and public transportation. The Center is located in the town of National City, adjacent to Interstate 5. Interstate 805 is to the East and Highway 54 is to the south. The Center is also readily accessible by public transportation.

Physical accessibility to the National City campus is also provided as there is ample student parking that is easily accessible and the existing facility is up to current Americans with Disabilities Act compliance.

Figure 1: Southwestern CCD Locations



Source: 2010 ESRI Data and Maps, California Community College GIS Collaborative

Effects on Other Institutions

State guidelines have traditionally indicated that a reasonable expectation for travel time to attend community college classes is no more than 30 minutes. The drive time from the National City Higher Education Center to the main Southwestern College campus is only approximately 17 driving minutes away. It should be noted, however, that travel time can easily top 30 minutes during peak commute hours and using public transportation can extend this commute to over an hour.

There are approximately 44 neighboring higher educational institutions within a 25 mile radius of the National City Higher Education Center. Most of these institutions are private or independent schools and/or have programs that are directed to a special interest of potential students. Most of these institutions offer a unique curriculum that focuses on specific areas of study and are not anticipated to be impacted by the National City Higher Education Center.

San Diego Community College District operates a grandparented continuing education center less than three miles from the National City Higher Education Center. Despite the close proximity, there is no duplication of programs since the San Diego Community College District continuing education center offers only non-credit courses. The National City Higher Education Center will provide a full range of credit courses that will serve the population in its service area.

Neighboring higher education institutions have offered letters showing their support for the National City Higher Education Center. Letters of support have been received from San Diego and Grossmont-Cuyamaca Community College District.

To mitigate any negative impact the National City Higher Education Center may have on enrollment at Southwestern College, there has been and will continue to be careful consideration regarding the type of programs and services offered at each location. The District recognizes that careful

curriculum planning is required to avoid duplication of course offerings and to ensure continued availability of resources at each site.

Environmental Impact

An Initial Study in support of a Mitigated Negative Declaration was prepared in 2002. Based on the findings in the Mitigated Negative Declaration, the National City Higher Education Center would not require any further environmental assessment because the project site is located in an urbanized area, the site is disturbed and contains no biological resources, and given the historic and existing uses, the National City Higher Education Center would not have an adverse effect on any threatened, endangered, or special category species. A Negative Declaration (State Clearing House # 2002041117) was finalized and approved on May 20, 2002.

*Staff: Carlos Montoya, Analyst
Facilities Planning and Utilization*