



# Fast Facts 2012–2013

Southwestern Community College District



# Our Community

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## Population and Demographic Patterns

The current population in the Southwestern College District area is 448,615 and projected to grow to 493,000 by 2020. The South Bay is a culturally diverse community, with a Hispanic population of 60% compared with 32% of the county as a whole.



- The district population comprises about 16% of the county population, and 13% of the county's labor force. The unemployment rates for the cities in the service area are; Chula Vista 10.8%, Coronado 5.9%, Imperial Beach 14.8%, and National City 17.7%, compared to the county rate of 9.2%.
- Median household income is slightly lower than that of the county as a whole. Service area median household income is \$59,629, while for the entire county it is \$63,069. About 20% of households earn less than \$25,000 per year compared to 18% for the county. About 24% earn more than \$100,000 per year, compared with 29% for the county.
- Residents of the district tend to have lower educational attainment than the county as a whole. Seventy-nine percent of the population who are twenty-five years old or older have completed high school, compared with 86% of the county as a whole. About 17% of the population has earned a Bachelor's degree, compared with 21% of the county as a whole.
- A slightly lower portion of service area residents are employed in executive, technical, and professional fields that in the county as a whole (27% vs. 30%), and a higher proportion of residents are employed in service area occupations (42% vs. 39%).

As the only public institution of higher education in the South Bay, Southwestern College continues to play a vital role in helping local residents achieve their education and career goals.

*Source: U.S. Census 2010*

## Higher Education Center Signature Programs

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### HIGHER EDUCATION CENTER AT OTAY MESA

- Police Academy
- Nursing
- Fire Science Technology
- Paramedic and Emergency Medical Technician
- International Business, Logistics, and Community Development

### HIGHER EDUCATION CENTER AT NATIONAL CITY

- Dental Hygiene
- Medical Laboratory Technician (MLT)
- Medical Office Professional
- Family Resource Center
- Southwest Regional Apprenticeship Program

### HIGHER EDUCATION CENTER AT SAN YSIDRO

- Child Development Program
- Legal Interpretation and Translation Program

### CROWN COVE AQUATIC CENTER

- Lifeguard Training
- CPR Certification
- EMT Refresher Courses
- Surfing, Sailing, Canoe, Kayak and Outrigger Courses

# Student Highlights

## Student Profile

### 2012–2013

Fall 2012 enrollment .....	19,546
Spring 2013 enrollment .....	19,344

### GENDER

Female.....	53.7%
Male .....	46%
Unknown/No response.....	0.3%

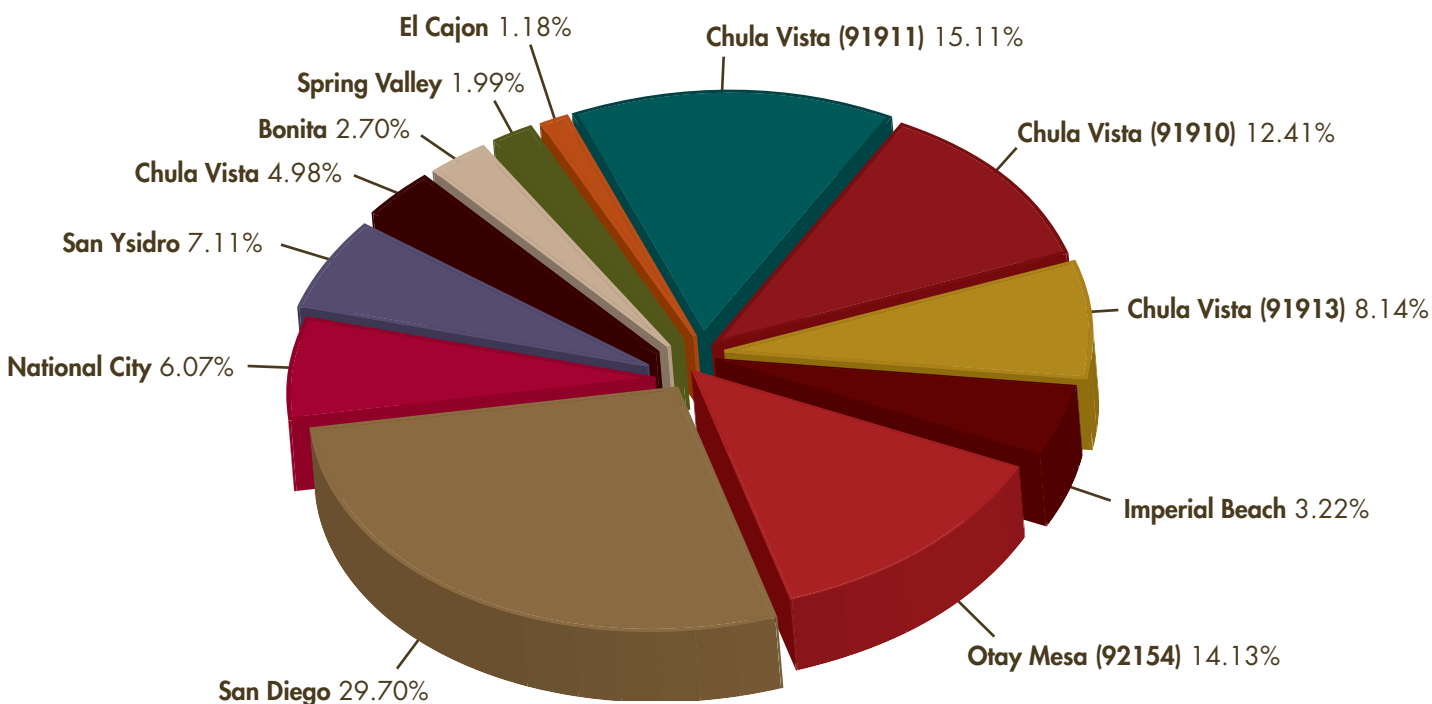
### ETHNICITY

African-American .....	5.5%
American Indian/Alaskan Native.....	1.2%
Asian.....	2.5%
Filipino .....	10.3%
Hispanic .....	53%
Pacific Islander .....	1%
White, Non-Hispanic.....	23.7%
Unknown/No response.....	2.8%

### AGE

Average.....	26.5
Percent of students age 19 and under.....	28.1%
Percent of student ages 20 to 29.....	48.6%
Percent of students age 30 and over.....	23.3%

Source: California Community College Chancellor's Office



Source: SWC Data Dashboard



# Course Enrollment Highlights



## Most Popular Course Enrollment

Mathematics  
English  
Exercise Science  
Biology  
Psychology  
Art  
History  
Business

## Most Popular Majors 2012–2013

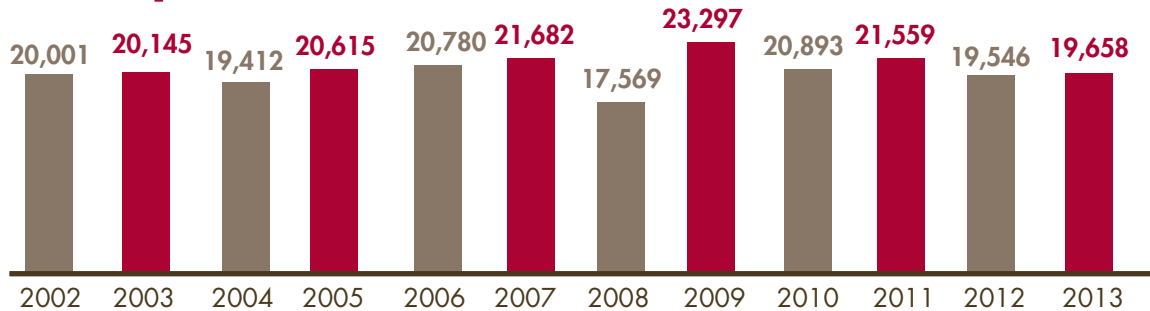
Nursing  
Criminal Justice  
Psychology  
Business Administration  
Engineering  
Biology  
Self-Improvement  
Child Development

*Note: Undecided is largest "Most Popular Major" category*



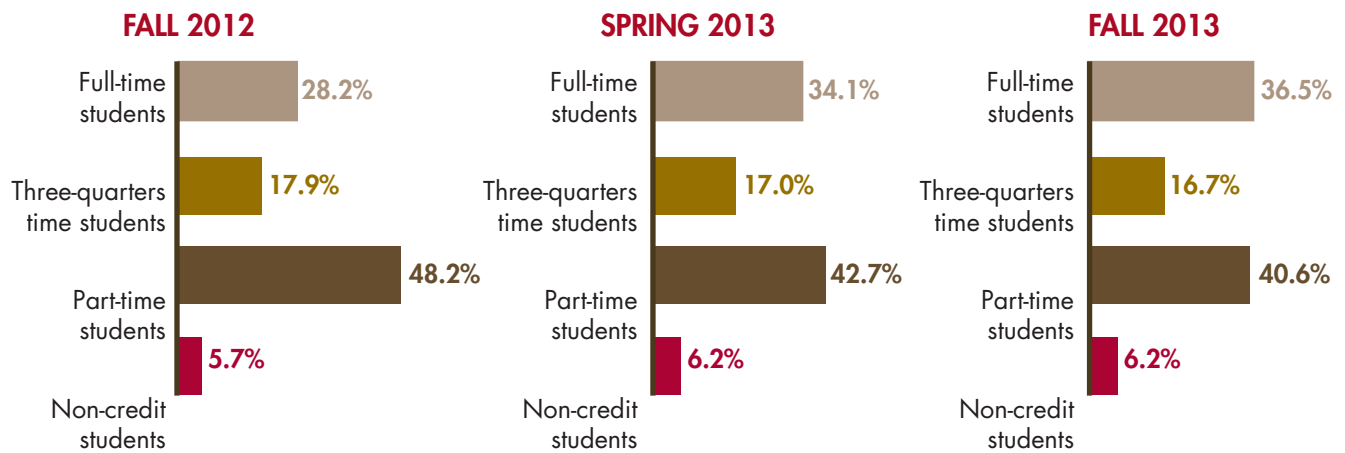
*Source: Southwestern College Institutional Research*

# Fall Semester Student Enrollments Unduplicated Headcount 2002–2013



Source: California Community College Chancellor's Office Data Mart

## Student Enrollment



### UNIT STATUS LEGEND

Full-time: 12 or more units  
 Three-quarters time: 9 to 11.9 units  
 Part-time: less than 9 units  
 Non-credit: no units

Source: California Community College Chancellor's Office

**Fall  
2012**

**Spring  
2013**

**Fall  
2013**

**AVERAGE UNIT LOAD**

Average Units Attempted.....	8.5	8.3	8.5
Average Units Completed.....	6.4	6.1	6.3

**DAY/EVENING STATUS**

Percent Day Students .....	75.7%	77%	76.18%
Percent Evening Students.....	17%	16.2%	15.18%
Unknown/No Response.....	7.3%	6.8%	8.64%

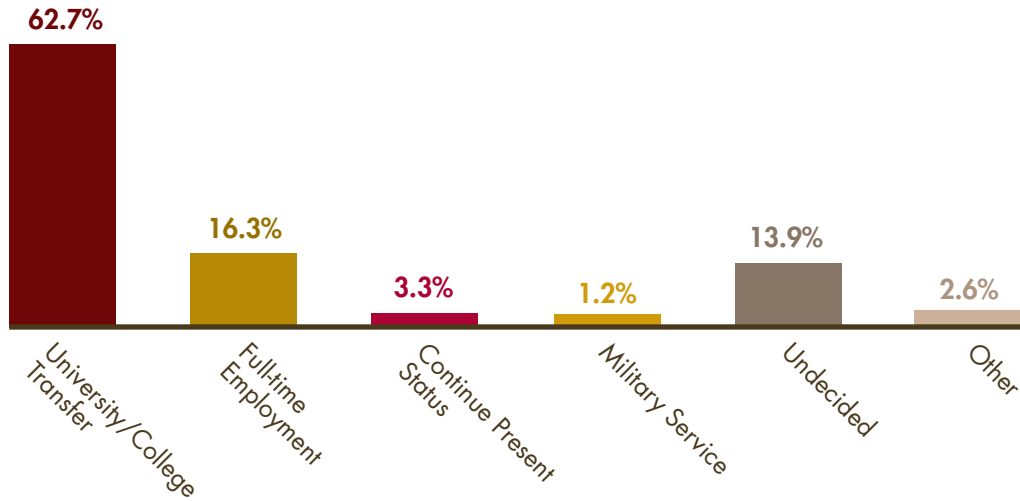
**ADDITIONAL MEASURES**

Overall Student GPA .....	2.65	2.63	2.65
Basic Skills Course Enrollment.....	5,577	5,239	5,980
Basic Skills Enrollment Percent.....	28.5%	27%	30.4%

Source: *Southwestern College Institutional Research  
California Community College Chancellor's Office Data Mart*

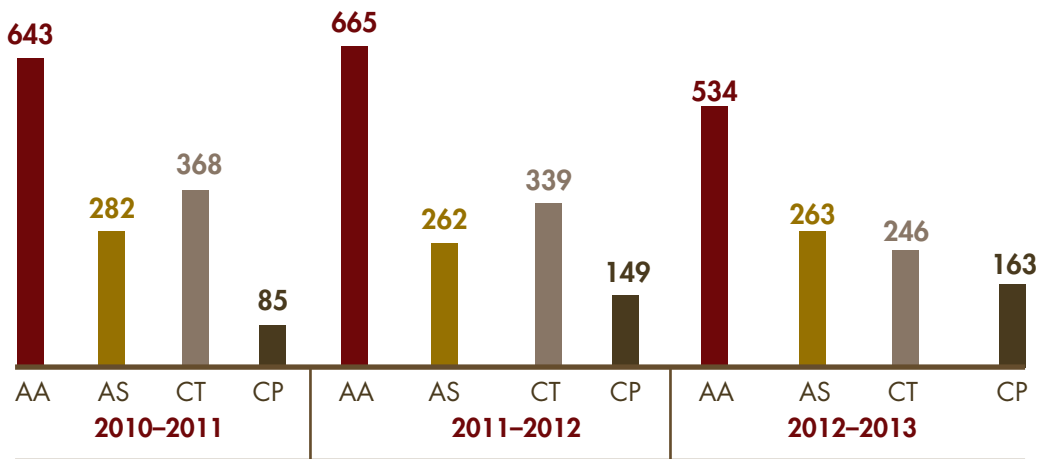


## SWC Student Educational Goals



Source: Self-reported information from Southwestern College 2012–13 student enrollment application

## Degrees and Certificates 2010–2013



### DEGREE LEGEND

AA – Associate of Arts

AS – Associate of Science

CT – Certificate of Achievement (18 or more curriculum units)

CP – Certificate of Proficiency (under 18 curriculum units)

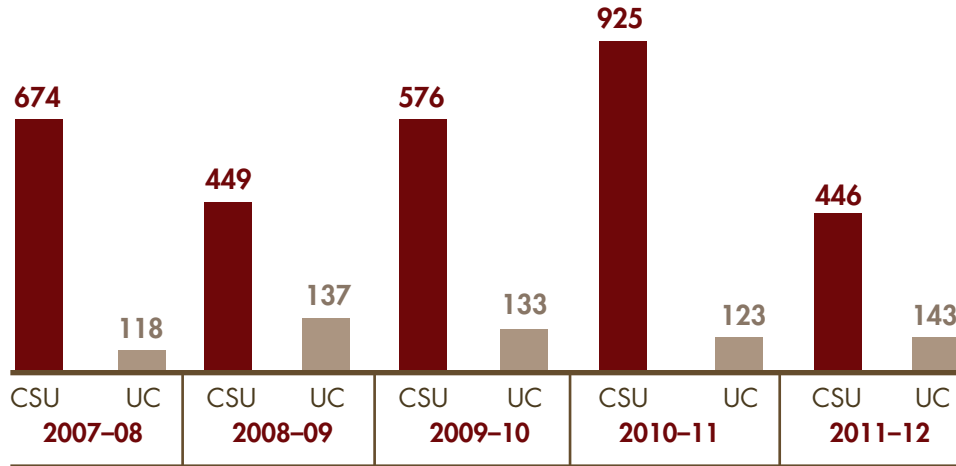
Note: These counts exclude degrees and certificates awarded during summer sessions

Source: Southwestern College Evaluations Office



# Transfer

## Transfer to CSU and UC Campuses 2007–08 to 2011–12



UNIVERSITY TRANSFERS 2007–2012					
Transfer Year	SDSU	UCSD	CSU San Marcos	In-state Private	Out-of-State Private
2007–2008	528	81	45	360	164
2008–2009	286	88	41	379	208
2009–2010	411	85	74	524	219
2010–2011	755	73	23	399	233
2011–2012	299	74	8	340	209

*Source: California Community College Chancellor's Office*

# Employment

## Employment Profile of Incoming Students: 2012–2013

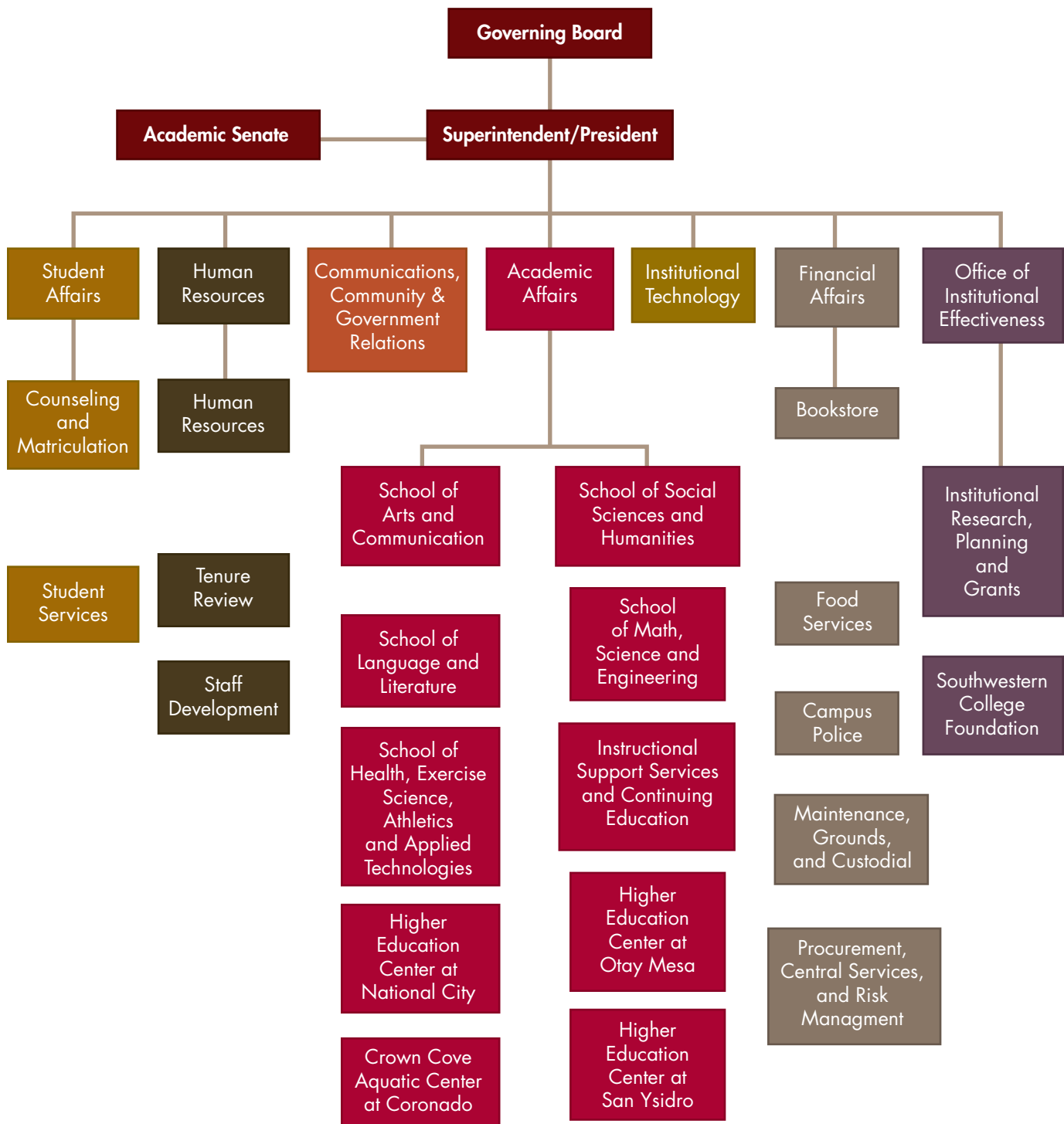
Employed.....	50.5%
Full-time Employment.....	28.9%
Part-time Employment.....	71.1%
Not Employed/Seeking Work.....	34.0%
Not Employed/Not Seeking Work.....	15.3%
Unknown/No Response.....	0.2%

*Source: Self-reported information from Southwestern College 2011–12 student enrollment application.*



# Institutional Information

## Southwestern Community College District Master Organizational Chart



# SWC Employee Profile

## Fall 2013



<b>Total SWC Employees.....</b>	<b>1,310</b>
Educational Administrator .....	24
Academic, Tenured/Tenure Track .....	189
Academic, Temporary.....	725
Classified Staff.....	372

### GENDER

#### Educational Administrator

Female .....	62.5%
Male.....	37.5%

#### Academic, Tenured/Tenure Track

Female .....	56.1%
Male.....	43.39%

#### Academic, Temporary

Female .....	52.14%
Male.....	47.86%

#### Classified Staff

Female .....	58.06%
Male.....	41.94%

### AGE

18 to 34 .....	179 (13.6%)
35 to 49 .....	147 (11.2%)
50 to 69 .....	610 (46.6%)
70+.....	36 (2.7%)
Not stated .....	339 (25.9%)

### ETHNICITY

African-American .....	4.3%
American Indian/Alaskan Native.....	1.3%
Asian.....	7.7%
Hispanic .....	26.9%
Pacific Islander .....	3%
White, Non-Hispanic.....	52.7%
Unknown/Declined to State.....	4.1%

*Note: This report excludes Short-Term Non-Academic Hourly employees.*

*Source: California Community College Chancellor's Office*

# Financial Highlights

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## California Higher Education System

### COMMUNITY COLLEGES\*

College.....	112
Average per-student funding .....	\$5,447
Average SWC per-student funding.....	\$4,500

### CALIFORNIA STATE UNIVERSITY

Colleges.....	23
Average per-student funding .....	\$11,500

### UNIVERSITY OF CALIFORNIA

Colleges.....	10
Average per-student funding .....	\$21,500

Source: Community College League of California Fast Facts

## Southwestern College Financial Aid Summary 2012–2013

Unduplicated student count.....	16,345
Total Aid Amount.....	\$38,139,394

### BOGFW

Student count.....	16,150
Fee Waiver Amount.....	\$12,346,952

### GRANTS

Student count.....	6,261
Grants amount.....	\$23,516,538

### LOANS

Student count.....	388
Loans amount .....	\$1,576,038

### SCHOLARSHIPS

Student count.....	346
Scholarship amount .....	\$333,812

Source: All data taken from California Community College Chancellor's Office Data Mart

# Economic Impact on the Region

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- State and local governments allocated approximately \$86.6 million in support of Southwestern Community College District (SCCD) in Fiscal year 2010–11. For every dollar of this support, taxpayers see a cumulative return of \$2.20 over the course of students' working careers (in the form of higher tax receipts and avoided costs).
- State and local governments see a rate of return of 7.5% on their support for SCCD. This return compares very favorably with private sector rates of return on similar long-term investments.
- For every dollar students invest in Southwestern Community College District, they receive \$5.40 in higher future income over the course of their working careers.
- SCCD skills translate to higher earnings for students and increased output of businesses. The added income attributable to the accumulation of SCCD credits in the workforce is \$428.8 million each year.

Source: 2011 EMSI Economic Impact Report

# Southwestern College Budget

## Six-Year Budget Report General Fund



	Actual	Actual	Actual	Actual	Actual	Actual
General Funds – Combined	FY 07–08	FY 08–09	FY 09–10	FY 10–11	FY 11–12	FY 12–13
Revenue	\$96,518,561	\$96,741,883	\$95,812,192	\$94,779,288	\$88,083,834	\$87,946,815
Expenses	\$95,724,743	\$94,606,372	\$95,465,788	\$92,998,991	\$94,383,096	\$90,183,929
Surplus (Deficit)	\$476,056	\$2,135,511	\$510,469	\$1,780,296	(\$6,137,433)	(\$484,660)

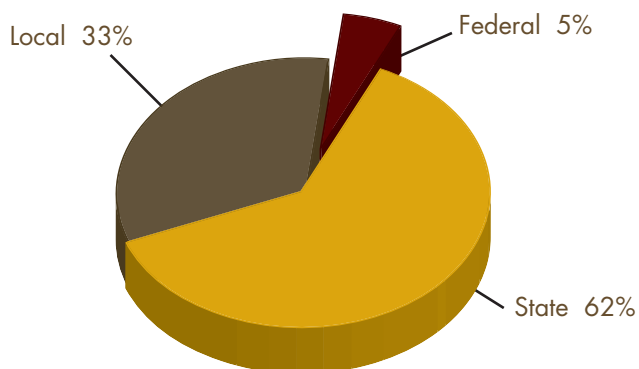
Source: Southwestern College Financial Services



FISCAL YEAR 2012–2013 **REVENUE**  
GENERAL FUNDS ONLY

Federal	\$4,098,986
State	\$54,432,376
Local	\$28,746,359
<b>Sum</b>	<b>\$87,277,722</b>

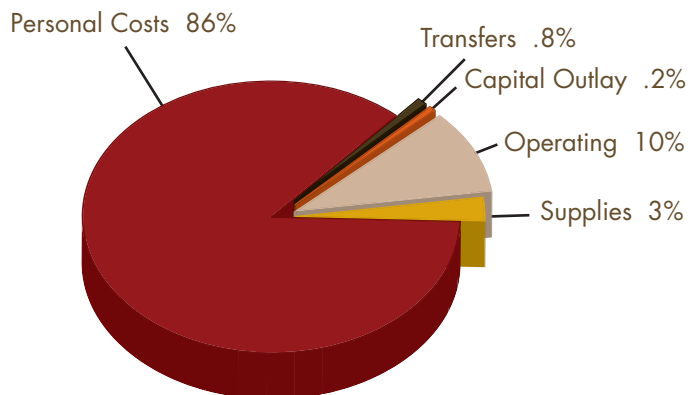
UNRESTRICTED FUNDS 2012–13  
**TOTAL REVENUE – \$87.2 MILLION**



FISCAL YEAR 2012–2013 **EXPENSES**  
GENERAL FUNDS ONLY

Capital Outlay	\$237,353
Personnel Costs	\$75,839,072
Operating	\$8,371,852
Supplies	\$2,532,323
Transfers	\$781,781
<b>Sum</b>	<b>\$87,762,381</b>

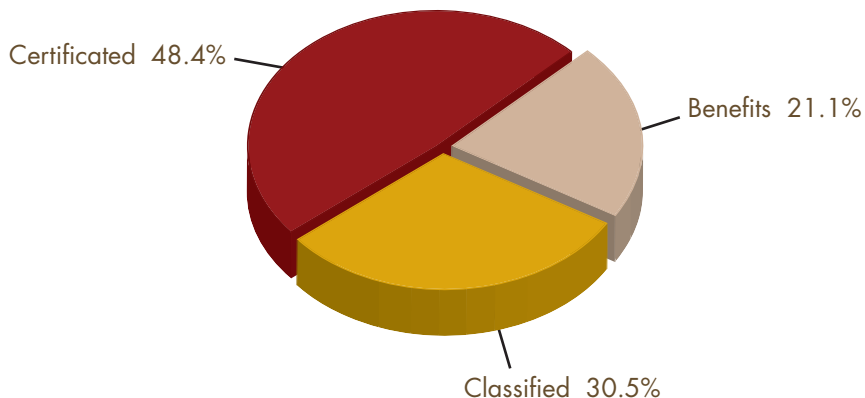
UNRESTRICTED FUNDS 2012–13  
**TOTAL EXPENSES – \$87.7 MILLION**



FISCAL YEAR 2012–2013  
GENERAL FUNDS ONLY

Certificated	\$36,738,966
Classified	\$23,093,959
Benefits	\$16,006,148
<b>Sum</b>	<b>\$75,839,072</b>

UNRESTRICTED FUNDS 2012–13  
**TOTAL EMPLOYEE COSTS – \$75.8 MILLION**



Source: Southwestern College  
Financial Services

# Southwestern College Programs and Services

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## Services and Programs for Our Students

**Academic Success Center (ASC):** The ASC provides free access to academic support information designed to assist you to successfully complete your SWC coursework. As partners in learning, tutors help students master course material through the application of effective learning strategies. For independent study, online Learning Links highlight proven strategies that lead to increased academic success.

**Admissions and Registration:** Admissions and Registration assist students applying for admission to the college and enrollment in classes. Admissions also refers students to other student services, provides students with assistance with transfer transcripts (incoming and outgoing) and petitions for exceptional actions. Email Admissions: [admissions@swccd.edu](mailto:admissions@swccd.edu) with questions about how to register, questions about WebAdvisor, or how to request your transcripts. You can order your transcripts online at [swccd.edu/transcripts](http://swccd.edu/transcripts)

**Assessment/Prerequisites:** The Assessment Center provides a comprehensive and timely assessment of student skill levels in English, reading, and math, and determines appropriate course placement to improve student chances for success. The Center also reviews student coursework and assessment completed at other colleges and universities to match students with appropriate courses and to clear course prerequisites.

**Associated Student Organization (ASO):** The Associated Student Organization (ASO) represents all students at Southwestern College and sponsors activities, including cultural performances, awards, student clubs, social activities, and student leadership conferences. The ASO is the recognized student government body of the college.

**CalWORKs:** California Work Opportunities and Responsibility to Kids (CalWORKs) Program at Southwestern College provides assistance to TANF (Temporary Assistance to Needy Families) participants, which include academic, career, and personal counseling to students. Essential CalWORKs Program elements include service coordination, case management, work study, and job development/placement.

**Career Center:** The Career Center offers individual career counseling appointments, workshops, walk-in assistance, and online access to career research software. Let the Career Center partner with you to discover your career possibilities today.

**Center for Technical Education and Career Success (CTECS):** The Center for Technical Education & Career Success (CTECS) is a specialized support services program for students enrolled in career technical education classes. CTECS, in collaboration with regional workforce partnerships, provides a comprehensive career technical education program.

**Counseling Center:** Academic advisement and individual counseling appointments are available to all students as well as a full range of courses in personal development. Counselors are prepared to answer inquiries or talk with students about their academic performance, choice of career, personal goals, and transfer opportunities. Several group orientations and workshops are also provided.

**Disability Support Services:** The DSS mission is to develop an inclusive, accessible, and sustainable educational environment at Southwestern College that promotes student success through innovative accommodations, programs, training and partnerships with students, educators, and the community.

**Extended Opportunity Program and Services (EOPS):** Extended Opportunity Program and Services is a state-funded, special assistance program for students who are socially, economically, and academically or language disadvantaged. EOPS assists students with counseling, money for books, emergency loans, priority registration, unlimited tutoring, and specialized support workshops.

**Evaluations:** If you are ready to graduate, transfer to a UC or CSU, or need to substitute or waive a major requirement, evaluations is here to assist you. Our goal is to provide a smooth process for your continued success!

**Financial Aid:** You will find everything you need to know about receiving funds to help pay for college expenses including books, fees and transportation. Apply online at [www.fafsa.ed.gov](http://www.fafsa.ed.gov) or visit the Financial Aid office at any college location for additional information. Board of Governors Fee waivers are also available and easy to apply for. If you qualify, your enrollment fees are waived and covered by the State of California. You may apply through WebAdvisor throughout the academic year.

**Health Services:** Health Services promotes, encourages, and assists students and staff to maintain good health and safety habits for themselves, their family, and their community while in pursuit of their educational goals and objectives.

**International Studies/Study Abroad:** The Center for International Programs was established to foster cross-cultural exchanges, develop study abroad opportunities, to sponsor international events and educational activities for the Southwestern College campus and community. Our mission is to promote and support international education and exchange.

**Learning Communities:** Learning Communities (Bayan, PAIR, Puente, TELA) are linked classes taught by trained faculty in Counseling and Instruction. The cohort model and content of the courses are designed to help students develop strong learning skills while increasing academic success.

**Library/LRC:** The mission of the Southwestern College Library lies in identifying, organizing, preserving, and making accessible resources which are in support of the college curriculum and general enrichment for students, faculty, staff, and the community.

**MESA Program:** MESA is an academic enrichment program that supports educationally disadvantaged students, including students from groups with low rates of college eligibility, to prepare for and excel in math, engineering and science majors and attain Bachelor's of Science degrees from four-year institutions.

**Outreach Services:** The outreach office provides information about the college, programs and services, procedures, and enrollment. Services include providing potential students with specific information about admission, assessment, orientation and registration.

**Personal Wellness:** The main goal of personal wellness services is to help support student emotional health, academic success and retention at the college. These services include confidential individual and group personal counseling provided by psychological interns, as well as marriage and family therapy interns. All services are supervised directly by a licensed psychologist on campus. Personal wellness services are offered at the College to enrolled students as part of their student health service fee.

**Puente Project:** The Puente Project is an academic preparation program sponsored by the University of California Office of the President (UCOP), that for more than 30 years has improved the college-going rate of educationally disadvantaged students in community colleges. Puente students have enrolled in four-year colleges and universities, earned college degrees, and returned to the community as mentors and leaders of future generations.

**Service Learning:** Service Learning has numerous benefits, which include helping the community, gaining skills needed for employment, gaining volunteer service hours needed when transferring to a university or applying for a scholarship. Opportunities include tutoring children, serving meals to seniors or the homeless, delivering meals to individuals suffering from HIV/AIDS and much more.

**Student Activities:** The Student Activities office coordinates events and programs for student recognition. Students can receive co-curricular transcripts, student ID cards and receive information about student clubs and organizations. Vendors and other outside groups can process their applications through this office.

**Student Employment:** Student Employment Services provide the following: on-campus job referrals; assistance with resumes and interviews; off-campus job referrals; internships; Cooperative Work Experience Education job list; career/job fairs; recruitment days; part-time and full-time seasonal work.

**Transfer Center:** If your goal is to obtain a Bachelor's degree, then the Transfer Center counselors and services are here to explain the transfer process and help you develop an education plan. Along with individual counseling appointments, we offer various workshops, college tours, and information fairs.

**Veteran Services:** The Veterans Services Office (VSO) provides assistance to veterans and their dependents who may be eligible for federal or state educational benefits gained through military service.

**Women's Resource Center:** In support of the Southwestern College mission, the Women's Resource Center (WRC) is committed to empower, support and motivate the developmental potential of women to ensure and maintain the health of the community at large.



## **Communication Skills**

### **(Listening, Speaking, Reading, Writing)**

- Listen and speak actively and critically to identify a person's position and then analyze it to determine its quality.
- Present their ideas in a clear and organized way to others.
- Analyze and evaluate text in writing.

## **Thinking and Reasoning**

### **(Creative Thinking, Critical Thinking, Quantitative Reasoning)**

- Formulate and share ideas, analyze the ideas of others, integrate them into their thinking.
- Assess and analyze data and information as they investigate issues and solve problems.
- Use quantitative reasoning to identify, analyze and solve quantitative problems.

## **Information Competency**

### **(Research and Technology)**

- Research topics by identifying, analyzing and assessing the ideas from a variety of sources to conduct research.
- Students will use print material and technology to identify research needs to develop and evaluate information effectively and responsibly.

## **Global Awareness and Ethics**

### **(Social, Cultural, and Civic Responsibility)**

- Collegially work with diverse groups of people.
- Identify and examine the cultural values of different ethnic groups in a sensitive and respectful manner.
- Analyze and evaluate the influence that science, mass media, politics, socio-economics, technology, lifestyle, art, environment, religion or history have on society.
- Analyze and critique the ethical implications of decision making on personal behavior, and on social, political or economic institutions.
- Evaluate and determine if a given set of economic, social and environmental systems and practices are sustainable in the long term.

## **Aesthetic Sensitivity and Historical Literacy**

### **(History, Creativity, and Artistic and Perceptual Experiences)**

- Identify, examine and critique the aesthetic, political, scientific, philosophical or and historical elements of human culture.
- Demonstrate creative thinking and artistic sensitivity in creating works of art and effectively describe the artistic processes used.
- Analyze and critique the philosophical, technical, historical, cultural and aesthetic of works of art.



# Student Learning Outcomes