COLLEGE OF THE DESERT – EDUCATIONAL MASTER PLAN

Discovery Phase - Planning Assumptions - April 2017

* *The Coachella Valley population in general, and the majority representation - Latino/Hispanic - continue to grow throughout both the East and West Valley areas.*
* *There is a bi-modal distribution of residents in the Coachella Valley in the under 20 and over 55 age range that is expected to continue for the near future.*
* *Projecting out through the 2020 Decade, the K-12 population is expected to experience a dip over the next five years, then an incline the next 5-7 years that follow.*
* *Most Coachella Valley communities have experienced declining median income levels, below that of the county and state, and with many families below poverty level.*
* *Poverty continues to be a barrier for prospective college students, requiring extensive and multiple financial aid programs for support.*
* *High school graduation rates are on the rise; however, the percentage of Valley residents with a college education is below that of the county and state.*
* *The increase in female-attending college students is outpacing male-attending students.*
* *There continues to be a gap in college readiness among entering college freshmen, with the mathematics gap more extensive than reading and composition.*
* *COD certificates and degrees awarded have increased; retention and success rates have experienced a slight decline, and there exists an achievement gap among African-American and Latino students compared to White and Asian students.*
* *COD students cite difficulty in getting needed coursework, and desire more flexibility in course and program acquisition – both in scheduling and delivery methods.*
* *In addition to getting needed coursework, students cite the high cost of textbooks, parking, food services, and counseling as other areas needing attention.*
* *COD’s enrollment is continuing to grow faster than both the county and state; however, competition for college-going students from both CSUSB and private universities remains present and is projected to increase over the next decade.*
* *As more occupations require bachelors’ degrees, increased emphasis on four-year university articulation is required.*
* *Economic drivers for the region include arts and entertainment, hospitality, health care, business and retail, construction and manufacturing, agriculture, and transportation and logistics; information technology, small business, and entrepreneurism are on the rise; employment opportunities are greatest in these areas, as well as the service occupations and education/teaching.*
* *Innovation, stronger use of employer-based advisory committees, and interdisciplinary approaches to educational programming will serve the Coachella Valley region well.*
* *With growth and expansion, data-informed decisions for long-range planning of facilities, technology, and staffing is needed; developing an evidence-based culture and further integration of planning processes will also be important.*
* *Resources are available from multiple sources: increased FTES, COD Foundation, strong community support, and external federal and private sector grant funding; COD also has funding for facility renovation, modernization, and expansion.*