

### Environmental Scanning Data Collection Matrix for SMCCCD Strategic Planning (August, 2007)

	SMCCCD		Local/County		State/Region		National	
<b>Demographics Trends (10 years =&gt;)</b>								
Population (race, gender, age range)	Within 10 year		Within 10 year		Check CA DoF		Check NCES	
Lifelong Learners/Emeritus/Age 50+	???		???		Not needed		Not needed	
High School Graduates	N/A		Within 10 year		Check CA DoF		Check NCES	
Income	N/A		Within 10 year		Check CA DoA		Not needed	
Residents In / Outflow	N/A		???	Bart	???	Bart	Not needed	
<b>Educational Trends (&lt;=5 years)*</b>								
Enrollments (???)	Almanac	Jing	N/A		State CO		Check NCES	
Success & Retention	Almanac	Jing	N/A		State CO		N/A	
Degree/Certificate Awards	Almanac	Jing	N/A		State CO		Check NCES	
Transfer	Almanac	Jing	N/A		State CO		Check NCES	
High School Grads Preparedness	Almanac	Jing	N/A		N/A		Check NCES	
Std Progress & Achievement Rates	ARCC	Jing	N/A		Not needed		Not needed	
Educational Needs	Existing college surveys	DRC	Comm Needs Svy	WA	Not needed		Not needed	
Marketing/Outreach	Existing reports	Jing	N/A		N/A		N/A	
Faculty/Staff Development	Existing reports	Jing	N/A		N/A		N/A	
Student/Faculty Satisfaction	Existing college surveys	Jing	N/A		N/A		N/A	
Load/FTES/WSCH?	Almanac	Jing	N/A		N/A		N/A	
Faculty/Staff hiring	HR	Joel	N/A		N/A		N/A	
<b>The Economy</b>								
Unemployment Rates	N/A		???		???		Dept of Labor	
Competitors	Existing college plans	DRC	N/A		N/A		N/A	
Job Openings**	N/A		???	CCB	???	CCB	N/A	
VTEA Core Indicators	State CO		N/A		N/A		N/A	
<b>Policies/Public Opinions</b>								
Immigration?	???	Bart	???	Bart	???	Bart	???	Bart
Concurrent Enrollment/Distance Ed	College policies	Jing	State laws	Jing	N/A		N/A	
Listening Sessions	Internal/External	WA	District	WA	N/A		N/A	
<b>Technology</b>								
Distance Ed, iPod, Network, etc	ITS/VC-ESP		N/A		N/A		N/A	
Application/Registration?	ITS		N/A		N/A		N/A	
WebSmart "decision tree"	ITS/VC-ESP		N/A		N/A		N/A	

\* Still need to determine enrollment projections!

\*\* Definition of jobs needs work. By type, by profession?