

Bakersfield College South
Overview of Opportunities and Challenges

A report to the Chancellor:
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Bakersfield College South

Overview of Opportunities and Challenges

Introduction

Over the past several years, a group of educational and community leaders from the city of Arvin has requested increased community college offerings in Arvin. Several programs have been implemented in the past, including specialized programs for teacher aides, early childhood education, and ESL. Offerings have not always been consistent.

In earlier meetings, it was suggested that property in Arvin might be made available to the District for opening a center in Arvin. In fact, an offer from the city to donate up to 25 acres of property in the City of Arvin was made February 1, 2010. The Kern Community College District currently owns property at Bear Mountain Blvd. and Highway 99 with plans to develop a southern site for Bakersfield College.

The cost of renting space at the High School and paying for associated labor costs continues to be a concern in these tight economic times. In the very short term, with the College being over cap on enrollments, any additional resources allocated to this site will come only by reducing resources elsewhere.

Nevertheless, there is a need to better serve students in the outlying regions of our service area. To that end, this document provides an overview and approach to better meeting the needs of college students in the South Valley. It provides a short term plan, and outlines issues to be considered for longer term development. We will need to be able to show long-term viability and student need in order to justify center status in the future.

Community Demographics

Demographics point to a need to increase college opportunities for students in the Arvin/Lamont area.

Growing Community (data provided by CA Dept of Finance Jan 2009 and CLR Search.com)

Southern Kern County is an area that has shown growth in the past decade. The city of Arvin, for instance, saw a growth rate of 28.7% (representing an increase of 3,719 residents) from 2000-2009, ranking it at 76th of 480 California cities. In 2008-2009, the city saw a 1.3% population increase (representing an increase of 211 residents), placing it at 128th of 178 cities in California in growth.

Comparatively Young Population

Also of interest to note, of residents less than 19 years of age, Arvin had a growth rate of 39.22%, compared to a 28.06% rate for the state of California. From 1998-2007 Arvin saw a 20% growth in high school graduates, compared to a 23% increase in Kern County. Preliminary data for 2008 shows 456 graduates, a 10 year high.

Looking at Kern County Public K-12 Data, **High School Graduates:**

- Arvin High School experienced a 20% growth in high school graduates from 1998-2007 (most recent trend data available) and continues to grow.
- As a comparison, all Kern County Public High Schools experienced a 23% growth during that same period.
- High School Graduation rates declined in 2006 (359) and 2007 (380) from highs in 2004 (446) and 2005 (436)
- Preliminary 2008 data reports 456 Arvin High School grads (10-yr high); if this remains true, 10-year growth (1999-2008) will be 18%.

Looking at Kern County **Public K-8 Data**, children:

(<http://www.cpec.ca.gov/OnLineData/SelectFirstOptions.ASP?ReportType=K12>)

- The number of K-8 public school children in the Arvin area grew by 24% in the last 10 years
 - Arvin area schools included: Bear Mountain Elementary, Di Giorgio Elementary, El Camino Real Elementary, Haven Drive Middle, Sierra Vista Elementary
- The number of K-8 public school children in the Lamont area fell by 1% over the last 10 years
 - Lamont area schools included: Alicante Avenue Elementary, Lamont Elementary, Mountain View Middle, Myrtle Avenue Elementary
- In the Arvin/Lamont areas combined, K-8 public school students grew by 12% in the 10-yr period (1999-2008) indicating continued growth is projected for the high school.

Another significant demographic note is that 43% of the Arvin/Lamont population is under the age of 19, compared to the state average of 28%.

(see table on next page)

Region: Arvin-Lamont

ZIP Areas: 93203 (in Kern county, California), 93241 (in Kern county, California)

Age Demographics

Age	2009 Population	% of Population	State % Population	State LQ
Under 5 years	3,372	12%	7%	1.57
5 to 9 years	3,048	11%	7%	1.52
10 to 14 years	2,779	10%	7%	1.43
15 to 19 years	2,896	10%	7%	1.38
19 or Younger	12,095	43%	28%	1.54
20 to 24 years	2,645	9%	7%	1.28
25 to 29 years	2,455	9%	8%	1.13
30 to 34 years	2,156	7%	7%	1.07
35 to 39 years	1,848	6%	7%	0.91
40 to 44 years	1,584	6%	7%	0.78
45 to 49 years	1,429	5%	7%	0.68
50 to 54 years	1,238	4%	7%	0.64
55 to 59 years	1,029	4%	6%	0.62
60 to 64 years	767	3%	5%	0.58
65 to 69 years	553	2%	3%	0.58
70 to 74 years	391	1%	3%	0.53
75 to 79 years	259	1%	2%	0.44
80 to 84 years	159	1%	2%	0.34
85 years and over	160	1%	2%	0.34
All Ages	28,768			

Source: EMSI Complete Employment - 3rd Quarter 2010

State LQ (Location Quotient) = Arvin Population / State Population for comparison purposes. For example, the concentration of the 19 or Younger age group is 1.54 higher in Arvin/Lamont than statewide.

Low Socio-economic Status (data provided by CLR Search.com)

Below is a comparison of South Kern (particularly the city of Arvin) income data compared to both the state of California and national statistics. Both median and average income for Arvin residents is significantly lower than the state and national average, as is level of disposable income.

(see table on next page)

Income	Arvin, CA	California	United States
Median Household Income	\$30,349	\$60,195	\$53,712
Average Household Income	\$43,623	\$81,948	\$69,346
Change in Avg. Household Income Since 1990	50%	68%	78%
Change in Avg. Household Income Since 2000	26%	26%	27%
Per-capita Income	\$10,040	\$28,063	\$26,485
Median Disposable Income	\$26,946	\$49,859	\$45,148

Low Education Level (data provided by US Census Bureau)

The city of Arvin has a lower education level than both the State of California and the national average, including high school graduation through graduate degree.

	Arvin	CA	US
	Number	Pct	Pct
High school graduates (includes equivalency)	808	13.4	20.1
Some college, or associate's degree	428	7.1	30.0
Bachelor's degree	85	1.4	17.1
Master's, professional or doctorate degree	47	0.8	9.5

Limited Mobility (data provided by clrsearch.com)

Because of the socioeconomic status of residents in the South Kern area, mobility by automobile is limited. 13% of Arvin residents do not have a vehicle, compared to 7% of California residents. 37% of Arvin resident have only one vehicle (compared to 32%of California residents), making options to drive to the Panorama campus more limited

In addition, public transportation from the Arvin area to the Panorama campus is inconvenient at best. Anecdotal information reveals that students taking the bus to the Bakersfield College Panorama campus often have to take several hours to arrive at their destination, while driving takes approximately 40 minutes.

Changing Job Market

Regional Sector Level Industry Overview (Data provided by EMSI) Although a projected growth can be noted in the manufacturing and health care fields, projected decreases in several of the largest sources of employment: agriculture, oil, and construction are of note.

NAICS Code	Description	2008 Jobs	2012 Jobs	Change	% Change	Current HPW
11	Agriculture, Forestry, Fishing and Hunting	11,022	10,597	(425)	(4%)	\$38,916
21	Mining, Quarrying, and Oil and Gas Extraction	110	86	(24)	(22%)	\$88,416
22	Utilities	14	16	2	14%	\$88,476
23	Construction	1,393	1,247	(146)	(10%)	\$58,507
31-33	Manufacturing	3,710	3,974	264	7%	\$47,126
42	Wholesale Trade	1,561	1,645	84	5%	\$57,215
44-45	Retail Trade	2,554	2,544	(10)	0%	\$26,543
48-49	Transportation and Warehousing	1,811	1,842	31	2%	\$56,379
51	Information	69	58	(11)	(16%)	\$66,026
52	Finance and Insurance	148	170	22	15%	\$36,328
53	Real Estate and Rental and Leasing	287	300	13	5%	\$57,276
54	Professional, Scientific, and Technical Services	491	553	62	13%	\$55,792
55	Management of Companies and Enterprises	444	440	(4)	(1%)	\$79,625
56	Administrative and Support and Waste Management and Remediation Services	1,174	1,219	45	4%	\$34,035
61	Educational Services	200	209	9	5%	\$23,783
62	Health Care and Social Assistance	1,585	1,798	213	13%	\$29,132
71	Arts, Entertainment, and Recreation	179	184	5	3%	\$21,887
72	Accommodation and Food Services	1,283	1,304	21	2%	\$18,300
81	Other Services (except Public Administration)	1,575	1,613	38	2%	\$34,939
90	Government	3,349	3,386	37	1%	\$69,303
	Total	32,958	33,185	227	1%	\$48,914

According to Economic Modeling Specials, Inc., the largest employment source in the Arvin area is Agriculture, with Bolthouse and Grimmway Farms employing the highest number of workers. Agriculture accounted for 11,022 of the jobs in the Arvin/Lamont area in 2008, and 10,597 are projected for 2012, a 4% drop. Manufacturing and Government are the next highest source of employment, each employing approximately 3,500 residents.

In addition, according to Bill Phelps of Clínica Sierra Vista, the Arvin Lamont area has a difficult time staffing health care positions. There is a lack of trained medical professionals from the area, and those professionals who do come for a limited contract usually opt out of signing an extended contract and leave the area.

Bakersfield College South (BCS) Goal and Strategies

The goal of BCS is to increase the opportunities for higher education in the South Kern community by providing a strategic offering of Basic Skills, General Education, and Career and Technical Education courses to meet community and workforce development needs. Because Bakersfield College offers only a handful of courses in the South Kern area at this time, and sustainability of a program of higher education is dependent upon enrollments, it is imperative that a business plan of this nature be sequential and incremental. The addition of new courses will be built upon the statistical data of existing courses and programs and assessment of community need. The plan below accomplishes this in a fiscally responsible and sustainable manner.

1. **Build a comprehensive general education schedule of course offerings.** Before fall, 2010, Bakersfield College offered one to two courses at Arvin High School in the evenings, concentrating on Child Development, Social Sciences, and Communication. BCS has the potential to support and expand the offering of courses, including GE requirements.
2. **Build a core of ESL /Basic Skills offerings.** With the growing Spanish-speaking population in the South Kern area, many students entering Bakersfield College from South Kern need training in English Language skills. Given the relatively low high school graduation levels students may also need basic skills courses. Of the 2009-10 first-time Arvin/Lamont residents who attended BC:
 - o 79% of those who were tested/evaluated placed in remedial English
 - o 49.4% of those who were tested/evaluated placed in remedial Reading
 - o 73.6% of those who were tested/evaluated placed in remedial Math.
3. **Develop Student Support Services in the South Kern Area.** Taking into consideration the high rate of first time college students from South Kern, as well as the lack of ability to commute, student support services such as counseling and assessment are key to the success of a Higher Education program in this area.
4. **Develop key CTE programs.** Members of South Kern communities have expressed a desire to have educational opportunities provided for the residents that will improve employability and socioeconomic standards. To meet this need, BCS has the potential to provide strategically planned Career and Technical Education programs that provide training for existing and expanding job markets.
5. **Open BC South Kern Site.** The development of a full center for the South Kern area will allow:
 - Expanded course offerings and increased CTE programs
 - Faculty who are "based" at the South Kern Site, invested in the success of the students, the programs of the college, and the development of the community the site serves.

- Access to technology and information that many of the community members do not have currently
 - Increased accessibility to higher education, thereby increasing ability for local residents to attend
6. **Increase access to services.** These would include Financial Aid, Counseling, EOP&S, and DSPS.
7. **Collaborate to improve county mass transit options.** Work with Kern Council of Governments (COG) and other agencies to improve bus routes and mass transit to provide additional access to Bakersfield College.

Program	Rationale	Challenges	Plan	Examples	Timing
Develop General Education Program	<ul style="list-style-type: none"> • Meets needs of core student populations from local high schools • General Education courses are the foundation for all programs • Existing agreement for use of classrooms at Arvin High School provides ease of growth • Meets stated state goals for Community Colleges (Basic Skills, GE/Transfer and CTE) 	<ul style="list-style-type: none"> • Lack of awareness about what BC can offer • Current budgetary restraints require that classes meet minimum enrollment goals in order to stay open • Inability to offer the full complement of courses • Cost of rental facilities and staffing 	<ul style="list-style-type: none"> • Outreach to community through existing leadership, local newspapers, and Arvin High School • Offer schedule of courses based upon incremental growth(see attached) 	<ul style="list-style-type: none"> • Notification of summer course offerings provided through Arvin High Vice Principal, ads placed in local newspaper and fliers to the community • Increase contact with Arvin High School counselors to strengthen communication and increase access to courses • Math and English courses scheduled sequentially, starting with Math 50 and ACDV 68 and continuing through sequence for transfer • Increase by one to two GE courses each semester and summer sections 	In Progress

Program	Rationale	Challenges	Plan	Examples	Timing
<p>Provide ESL/Basic Skills courses</p>	<ul style="list-style-type: none"> • Large, growing Spanish speaking population • High percentage of underprepared students exiting high school • Meets stated state goals for Community Colleges 	<ul style="list-style-type: none"> • BC has not offered these courses in South Kern consistently • First generation college students tend to be unfamiliar with college course demands • Community needs include Instruction below level included in mission of Bakersfield College 	<ul style="list-style-type: none"> • Develop logical, consistent schedule of courses • Provide counseling and assessment for incoming students (See goal below) • Work in conjunction with existing agencies, such as FIELD or Bakersfield Adult School to coordinate their offerings of lower level Basic Skills and ESL courses 	<ul style="list-style-type: none"> • Offer reading/writing ACDV and ESL sequence in order • Provide educational advising and assessment (see below) 	<p>In Progress</p>
<p>Provide Student Support Services</p>	<ul style="list-style-type: none"> • Large number of first generation college students • Lack of understanding of what it takes to be a successful college student • CSUB provided a successful educational advising program already : no longer operational 	<ul style="list-style-type: none"> • Cost of providing an educational advisor at Arvin High School • Cost and technical requirements of providing the Compass Assessment test at an offsite location 	<ul style="list-style-type: none"> • Explore outside funding options, including partnerships with existing entities 	<ul style="list-style-type: none"> • Establish a schedule for a BC Educational Advisor on campus at Arvin HS starting at 1 time a week • Establish a schedule to provide the Compass Assessment exam at Arvin High 	<p>Spring 2011</p>

Program	Rationale	Challenges	Plan	Examples	Timing
<p>Develop key Career/Technical Education Programs (health care)</p>	<ul style="list-style-type: none"> • Community need for job skills training • Increasing need for health care providers • Anecdotal data shows tendency for South Kern residents to remain in their communities as opposed to moving to larger, urban areas. • BC has past experience offering Allied Health programs interactively 	<ul style="list-style-type: none"> • Costs • Nursing and Allied Health programs require academically prepared students • Health care programs require on-site clinical setting • BC and KCCD do not have the technicians to support additional interactive instruction 	<ul style="list-style-type: none"> • Utilize existing partnership of Bakersfield and Porterville Colleges and the Arvin High School Health Careers Academy to provide Health Careers Instruction and prepared students 	<ul style="list-style-type: none"> • Explore funding options, including grants and partnerships, providing funding to support the instructional program itself, technical equipment, and technical support • Determine the viability of Nursing/Allied Health program instruction and likelihood of success and employment. Options include: Nursing, LVN, CNA, Health Information Technology Work with Arvin High School and their medical cohort for options to begin developing the student skills and knowledge necessary for success in a program in the medical field. 	<p>Establish a schedule based on research and assessment</p>

Program	Rationale	Challenges	Plan	Examples	Timing
Open BC South Kern site	<ul style="list-style-type: none"> • Expand course offerings and increased CTE programs • Provide faculty who are "based" at the South Kern site, increasing buy-in and likelihood of success • Provide access to computer technology that many of the community members do not have currently • Provide a more accessible site of higher education, increasing ability for local residents to attend • Provide access to increased Student Support programs, including EOP&S, DSPS, and Counseling. 	<ul style="list-style-type: none"> • Costs • South Kern enrollments cannot support a full center at this time • Transportation 	<ul style="list-style-type: none"> • Explore cost-sharing with other organizations • Grow a consistent student base at the existing Arvin High School site • Consider shuttle service to Bear Mountain Blvd. Site 	<ul style="list-style-type: none"> • Explore replicating agreement with Delano High School District at South Kern. Explore partnerships with Taft College, CSUB, or existing community organizations 	To be determined
Collaborate to improve county mass transit options	<ul style="list-style-type: none"> • Public transportation between the South Kern area and Bakersfield College/ Panorama Campus is slow 	Bakersfield College will need to rely upon partners for the success of this project	<ul style="list-style-type: none"> • Contact Kern COG and begin discussions 	<ul style="list-style-type: none"> • Explore options in providing more direct bus routes • Explore options of direct transportation to the college 	Begin discussion in fall, 2010

BCS's Greatest Challenge: Building capacity and addressing student needs within available resources

In order to grow in the South Kern Area, Bakersfield College will need to develop a consistent schedule of courses that encourages enrollment levels that will allow the courses to remain open, and a comprehensive marketing plan to inform community members of the options available. This will include:

- Develop a multi-year schedule of courses to be offered, including GE, Basic Skills and ESL. Work with existing community leaders, such as Dr. Jim Young; Arvin High School Principal Scott Cole; Vice Principal Robert Moore; and Arvin counselors to provide information about options at BCS, both at the High School and within existing community publications.
- Provide an Education Advisor at Arvin High School to provide one-on-one information and advice to potential students.
- Consider Interactive Instruction
 - Interactive Instruction is a modality used by Bakersfield College to provide additional instruction to offsite locations, currently Delano and Porterville College, that may not be able to fill a class to the capacity that justifies the cost of an instructor. This modality (two-way interactive video) provides instruction that might not be possible otherwise. Creating an Interactive Health Care program in Arvin will fit within the existing infrastructure at Bakersfield College and allow additional courses outside of allied health to also be offered.
 - Interactive equipment will need to be purchased or reallocated for the Arvin site. Bakersfield College will need to partner with existing community organizations, such as South Kern Building Healthy Communities, to purchase this equipment and to provide technical support.

Proposed BCS strategic, multi-year schedule

Below is a multi-year plan to provide access to GE, Basic Skills, and ESL courses at the existing site, Arvin High School (evenings). With the current fiscal situation in mind, courses offered at Arvin High School will be held to the same registration level standards as courses at any Bakersfield College site, and will be cancelled if those levels are not met. In addition, data will be gathered on a scheduled basis, including the percentage of students enrolled in the BCS courses who are local residents. Data will include enrollment by zip codes, placement information, and student success and retention data. As Bakersfield College works to meet the needs in South Kern, these offerings may be increased or decreased based on enrollment trends and community needs.

<u>Enrollment History</u>	
<i>Fall, 2009</i>	<i>Summer, 2010]</i>
Comm B2	ACDV B50 (basic skills, reading) Low enrolled, cancelled*
CHDV B49	Math B50 (basic skills) Low enrolled, cancelled*
CHDV B42	History 17A (GE)
<i>Spring 2010</i>	
Comm B8	* these were scheduled very late.
CHDV B42	

Proposed Schedule

<p><i>Fall 2010</i></p> <p>Math BA COMM B1 POLS B1 PSYCH 1A</p>	<p><i>Spring 2011</i></p> <p>ESL B60 Math BD ANTH B2 COMM B2 CHDV B36</p>	<p><i>Summer 2011</i></p> <p>ESL B70 ACDV 50 PSYCH 1A STDV B1</p>
<p><i>Fall 2011</i></p> <p>HLED B1 English B50 ACDV 78 ACDV B50 CHDV 21 CHDV 49 English</p>	<p><i>Spring 2012</i></p> <p>Math B50 English B1A PHIL B7 History 17A Art B1 ACDV B68 COMM B1 CHDV B32 CHDV B20</p>	<p><i>Summer 2012</i></p> <p>ESL B70 POLS B1 SOCI B1 COMM B6 STDV B1</p>
<p><i>Fall 2012</i></p> <p>ESL B60 Math BA HIST B30a ANTH B1 CHDV B42 CHDV B49 - Spanish</p>	<p><i>Spring 2013</i></p> <p>English B50 Math BD PHIL B6a Art B1 HIST 17a COMM 2 CHDV B36</p>	<p><i>Summer 2013</i></p> <p>ESL B70 ACDV B78 POLS B1 COMM B6 STDV B1</p>
<p><i>Fall 2013</i></p> <p>ESL B60 Math B50 English B1a HIST 30A ANTH B2 HLED B1 GEOL B10 and B10L</p>	<p><i>Spring 2014</i></p> <p>ACDV B50 English B50 Math BA PHIL B7 HIST 17A ART B1 COMM B8</p>	<p><i>Summer 2014</i></p> <p>ESL 70 POLS B1 COMM B6 STDV B1</p>
<p><i>Fall 2014</i></p> <p>ESL 60 ACDV B78 English B1a Math BD ACDV B78 ECON B1 ANTH B1</p>	<p><i>Spring 2015</i></p> <p>English B50 Math 50 PHIL B6a HIST 17A ART B1 SOCI B1</p>	<p><i>Summer 2015</i></p> <p>ESL B30 POLS B1 COMM B6 STDV B1</p>

Conclusion

There is an identified need to better serve the students of the South Kern area. This document outlines an approach to better meet the needs of college students in the short term, though it remains to be seen if enrollments will be sustained over the long range.

Going beyond this initial plan for meeting the short-term needs of the area, consideration must be given to the long-term needs, looking out 25 years and more. In considering the development of a designated center, location has been greatly debated. Data in the chart below shows population estimates for a **fifteen mile radius** from both the Arvin site, and the site at Bear Mountain Blvd. and Highway 99.

LOCATION: 900 Varsity Road, Arvin, CA 93203	
Population Projection	15 mile radius
2010	345,460
2035	533,650

LOCATION: Corner of Bear Mountain Blvd and Highway 99	
Population Projection	15 mile radius
2010	515,477
2035	731,862

(Source: Kern COG)

Thinking long term (Bakersfield College is coming up on our Centennial Celebration), the site at Bear Mountain Blvd. will reach a significantly larger population within 15 miles.

The graphic on the next page shows that a much larger population base would also be reached from the Bear Mountain Site when considering **15 minute drive times**.

It is still my recommendation that the property in the city of Arvin not be chosen as the site for a center, but rather that the currently owned site at Bear Mountain Blvd. and Highway 99 is the best location for a southern site and eventual center for Bakersfield College. When the Bear Mountain and Highway 99 site is finally developed, shuttle service to ease into the new site from the Arvin area should be established.

In addition, I recommend that the class schedule outlined in this document be continued in order to build capacity and determine true needs within this area. A controlled increase in the course offerings in Arvin should continue to be pursued. Courses should be rotated, and meet the transfer and basic skills needs of Arvin students. CTE courses should be explored as funding increases and be developed in partnership with the Kern High School District.

Also, increased options for transportation between the Arvin/Lamont areas and Bakersfield College will be pursued. A shuttle service from Arvin to the Bear Mountain site should be established should that site be chosen and built on.



2035 Projected Population Density with 5 Minute Interval Drive Times for South Center Site

Legend

- Bakerfield College
- Potential Community College Locations
- Northwest Center Site
- South Center Site
- Metro Bakerfield Quadrants
- South Site Drive Times
- Projected Population Density

Population Density Ranges (Populations/Sq. Mi.)

- 200,000,0001 - 500
- 500,000,0001 - 1,000
- 1,000,000,0001 - 1,000
- 1,000,000,0001 - 2,000
- 2,000,000,0001 - 3,000
- 3,000,000,0001 - 4,000
- 4,000,000,0001 - 5,000
- 5,000,000,0001 - 6,000
- 6,000,000,0001 - 7,000
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- 8,000,000,0001 - 8,000
- 9,000,000,0001 - 10,000
- 10,000,000,0001 - 15,000

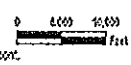
Drive Time Ranges

- 5 Minute
- 10 Minute
- 15 Minute

Population Density Ranges (Populations/Sq. Mi.)

- 0 - 100
- 100,000,0001 - 200

Quadrant	Existing Population	2035 Projected Population	Anticipated Growth
Northwest	117,318	251,059	133,759
Northeast	163,654	290,454	126,800
Southwest	121,833	243,953	122,120
Southeast	111,201	141,275	30,074
Total	513,006	926,741	413,735



Note: Northwest quadrant includes Charter, Northeast quadrant includes Oldale; and Southeast quadrant includes Arvin and Lasant.

Prepared and

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