



KENNEDY & COMPANY



SANTA MONICA MARKET RESEARCH

November 2023

AGENDA

1. LA County Demographics

2. Job and Industry Data

3. Next Steps

LOS ANGELES COUNTY DEMOGRAPHICS

DEMOGRAPHICS EXECUTIVE SUMMARY



Overall Demographics

- LA County's population is 50% Hispanic/Latinx, 25% white
- Hispanic/Latinx population expected to grow in next 10 years, white population projected to decline
- Largest age group within LA County is between 25 and 39 years old
- Residents are leaving LA County at a greater rate than they are moving in



Educational

- More than 50% of LA County residents do not have a college degree
- Educational attainment in the region is lower amongst URM populations
- The majority of SMC's students are from outside of Santa Monica or Malibu
- CA High school graduates are expected to peak in 2024, then decline until at least 2036



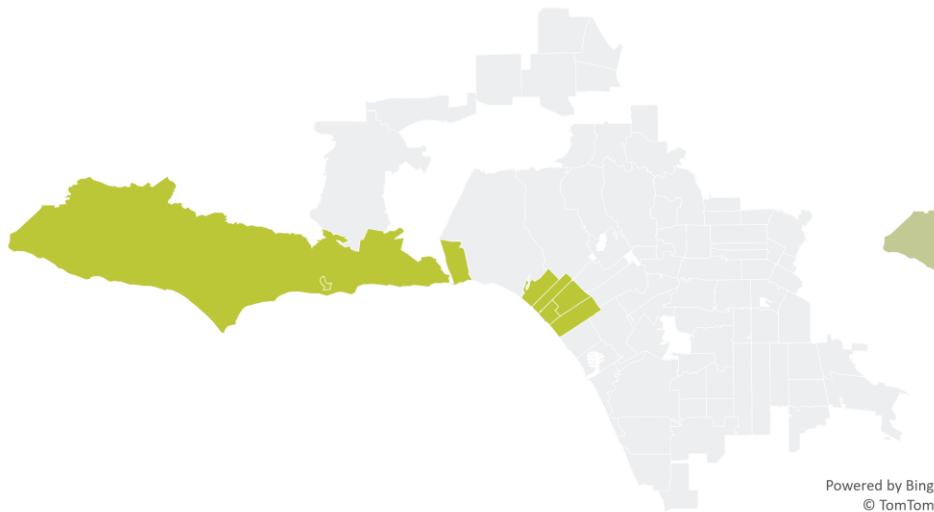
Economic

- LA County's economic landscape (cost of living, poverty, unemployment, SNAP rates) is worse than the national average, underscoring need for affordable education
- Black and Hispanic/Latinx populations have significantly lower household incomes than white or Asian households

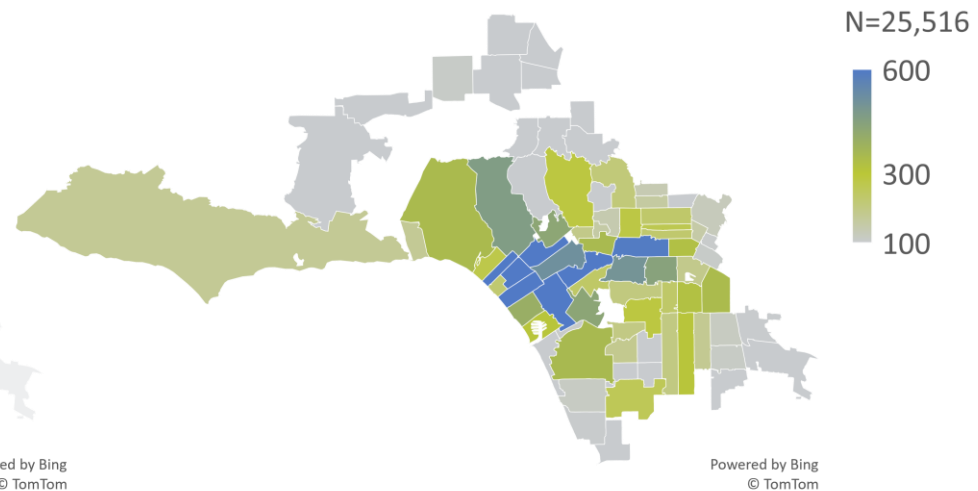
STUDENTS OVERWHELMING RESIDE OUTSIDE SERVICE AREA

The vast majority of Santa Monica College's student come from outside its service area. The highest concentration of students (48%) are located in LA proper.

Santa Monica Service Area



Student Residency by Zip Code Fall 2022

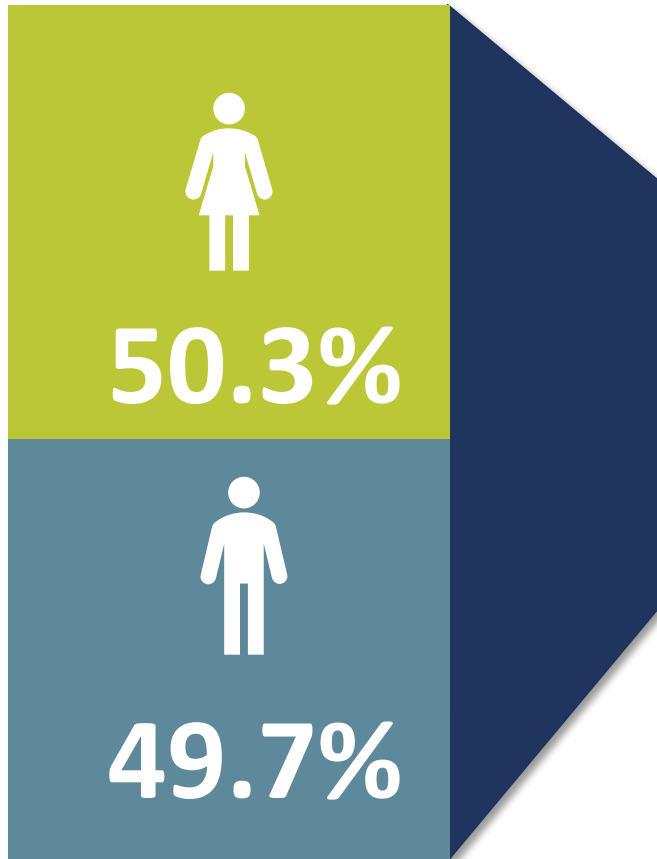


Since the student population is largely from outside SMC's service area, the college needs to be aware of shifting demographic trends in the broader LA area to better meet the needs of the prospective student population.

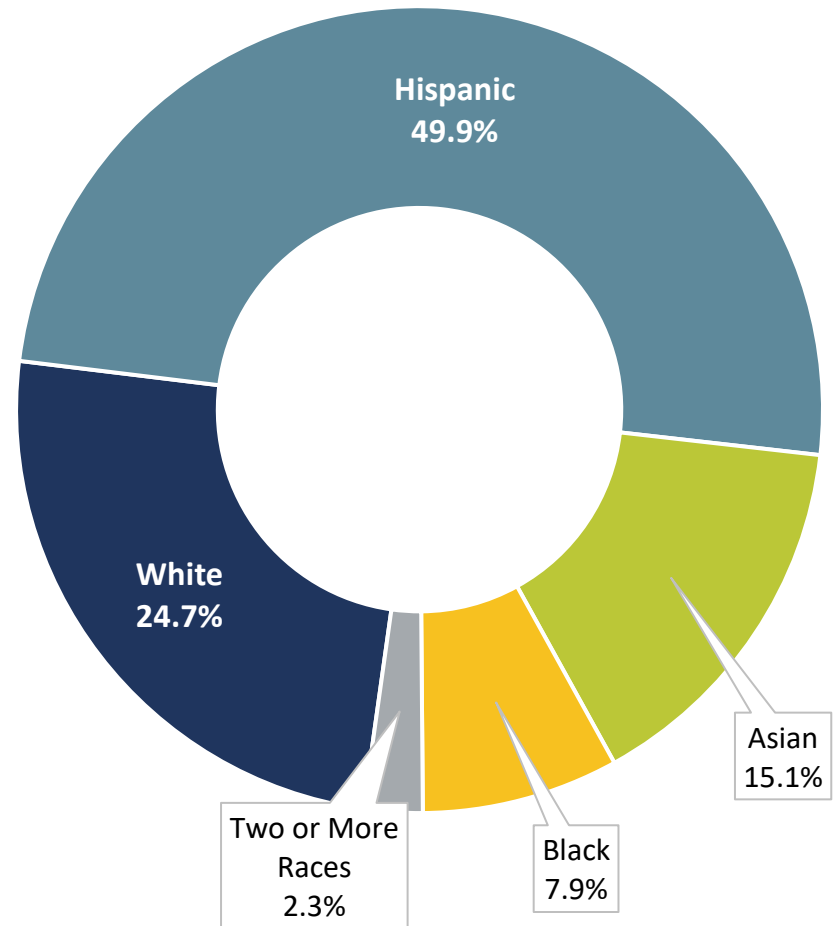
Source: SMC Internal Data

LOCAL POPULATION IS LARGELY HISPANIC

As of 2023, almost 50% of LA County identifies as Hispanic, consistent with previous years. A quarter of people identify as white—a 3% decrease since 2022.



Population by Race/Ethnicity, 2023

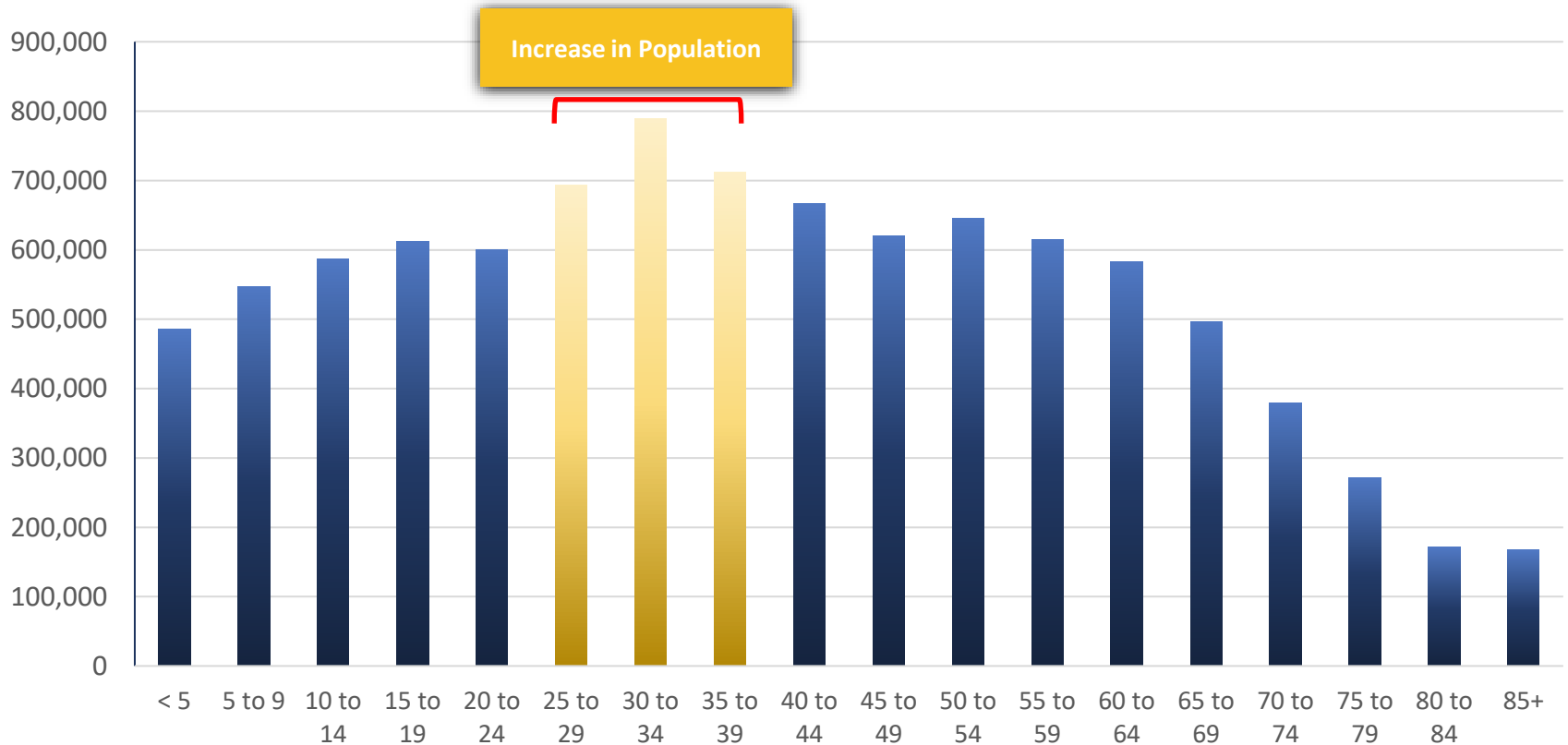


Source: US Census Bureau

MOST POPULOUS AGES MATCH FOR PROSPECTIVE STUDENTS

Ages in LA County are evenly distributed and peak amongst the prospective student population, with ages of 25 – 39 making up 23% of the local population.

Population by Age Group, 2023

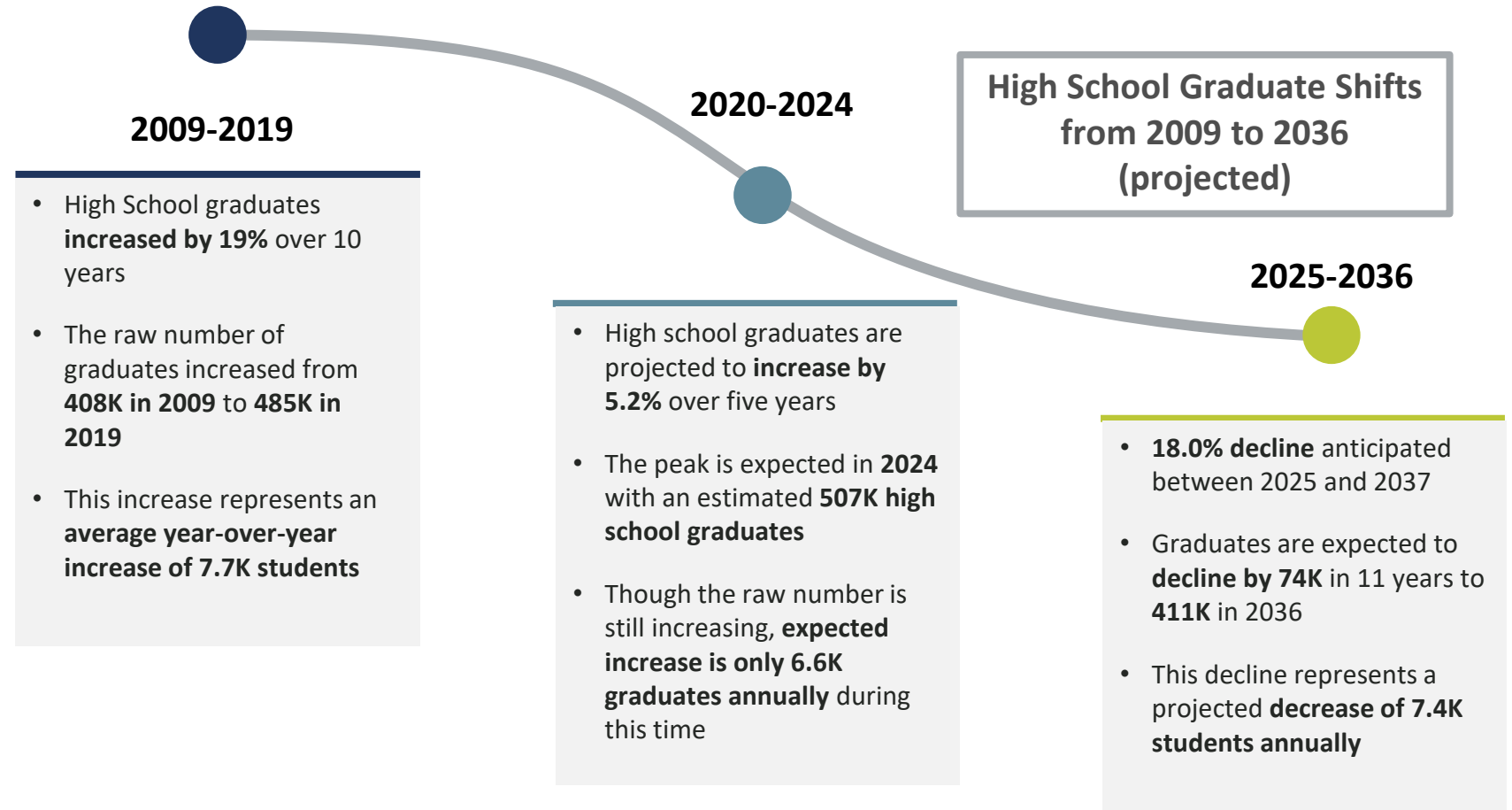


The most populous age groups are likely to include working adults looking for practical education identified as “Pragmatic Skillers.” This group has already been highlighted by LA Region Community Colleges as an emerging market.

Source: US Census Bureau, LA Region CC Segmentation 2019

DEMOGRAPHIC CLIFF SIGNALS DECREASE IN CA HS GRADUATES

Though the number of California high school graduates is still rising, their growth has declined significantly in the past three years and is anticipated to decline from the projected peak in 2024.



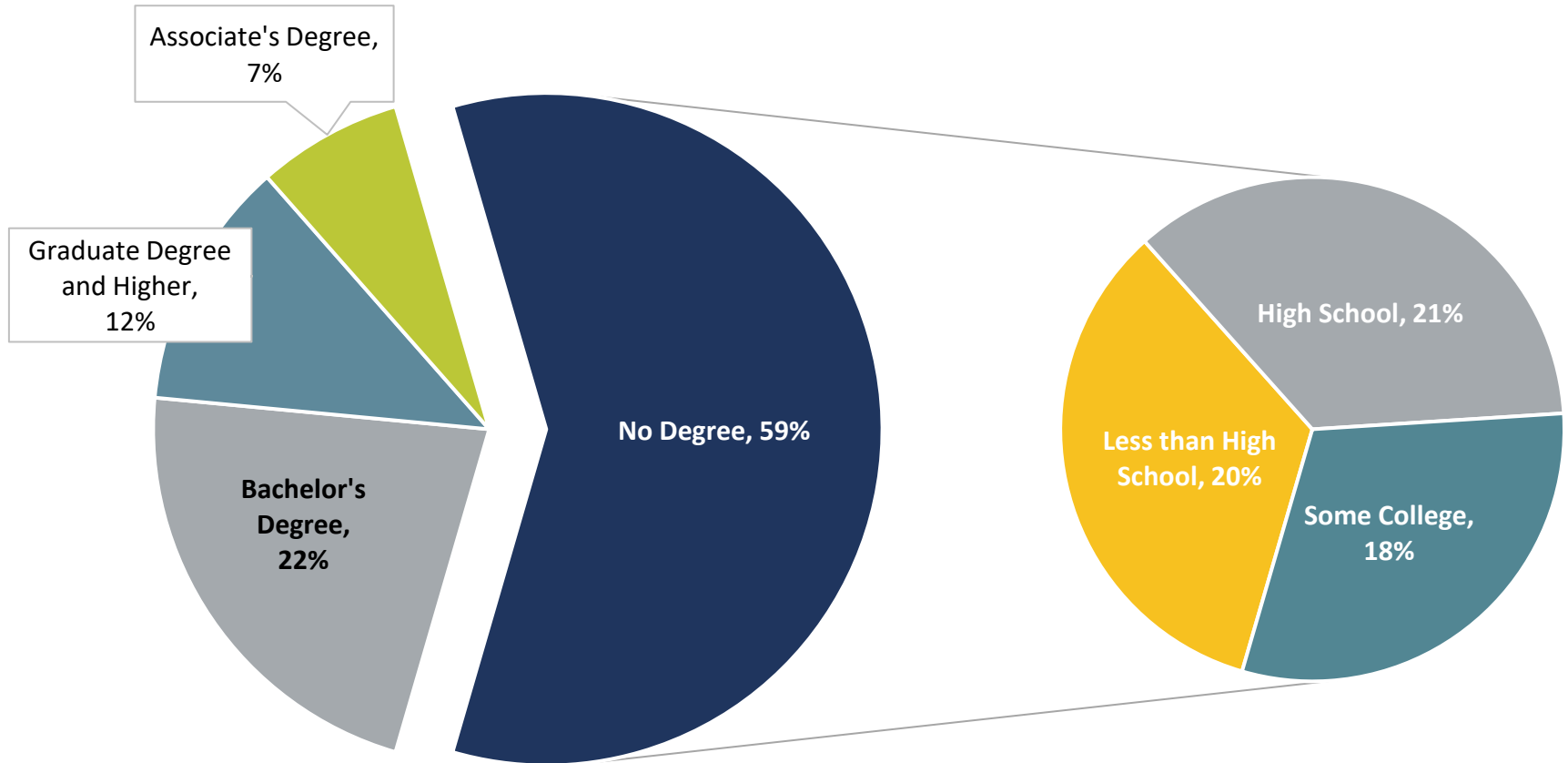
In order to meet the educational needs of their communities and beyond, higher education institutions must pivot to also serving adult learners instead of just focusing on traditionally aged college students.

Source: Western Interstate Commission for Higher Education, 2020

MAJORITY OF LOCAL POPULATION DOES NOT HOLD A DEGREE

Only 41% of Los Angeles County's population has an Associate's Degree or higher, meaning much of the population has not earned a degree.

Education Level in LA County

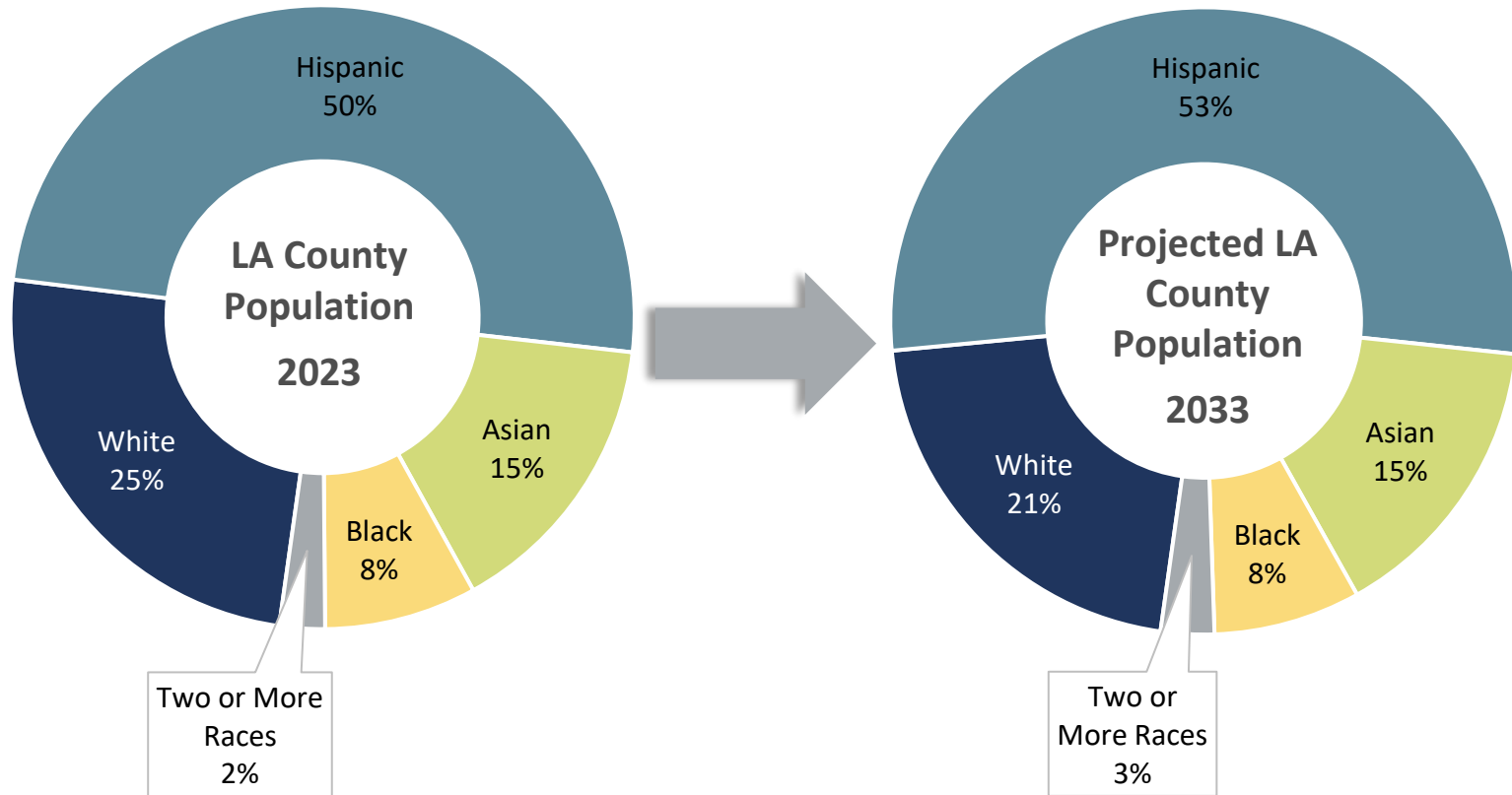


Of the 59% of the population without a degree, the population is evenly distributed across level of schooling. SMC should target each population with programs suited for them

Source: US Census Bureau

DIVERSITY WITHIN SERVICE AREA WILL GROW BY 2033

Currently, Los Angeles County is a majority-minority region, with 75% of the population identifying as non-white. By 2033, the population is forecast to be even more diverse.



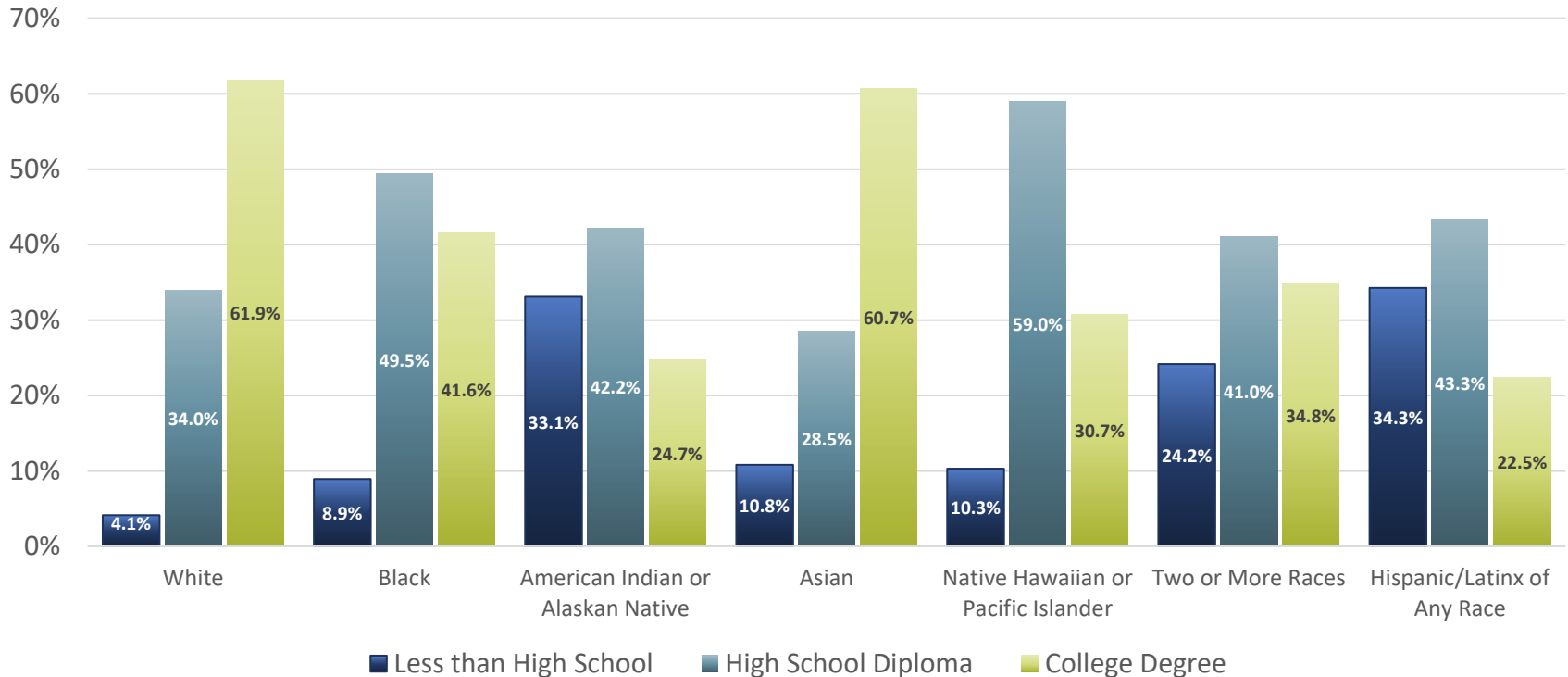
As LA County becomes more diverse with groups that have been historically underrepresented and have lower educational attainment, SMC should ensure it is meeting the specific needs that may have contributed to these inequities.

Source: US Census Bureau

UNDERREPRESENTED MINORITIES MORE LIKELY TO ENROLL

As of 2023, 43% of Hispanic residents — LA's most populous group — had earned only a high school diploma. Other underrepresented minorities also had lower rates of earning a college degree.

Educational Attainment¹ by Race/Ethnicity, 2023

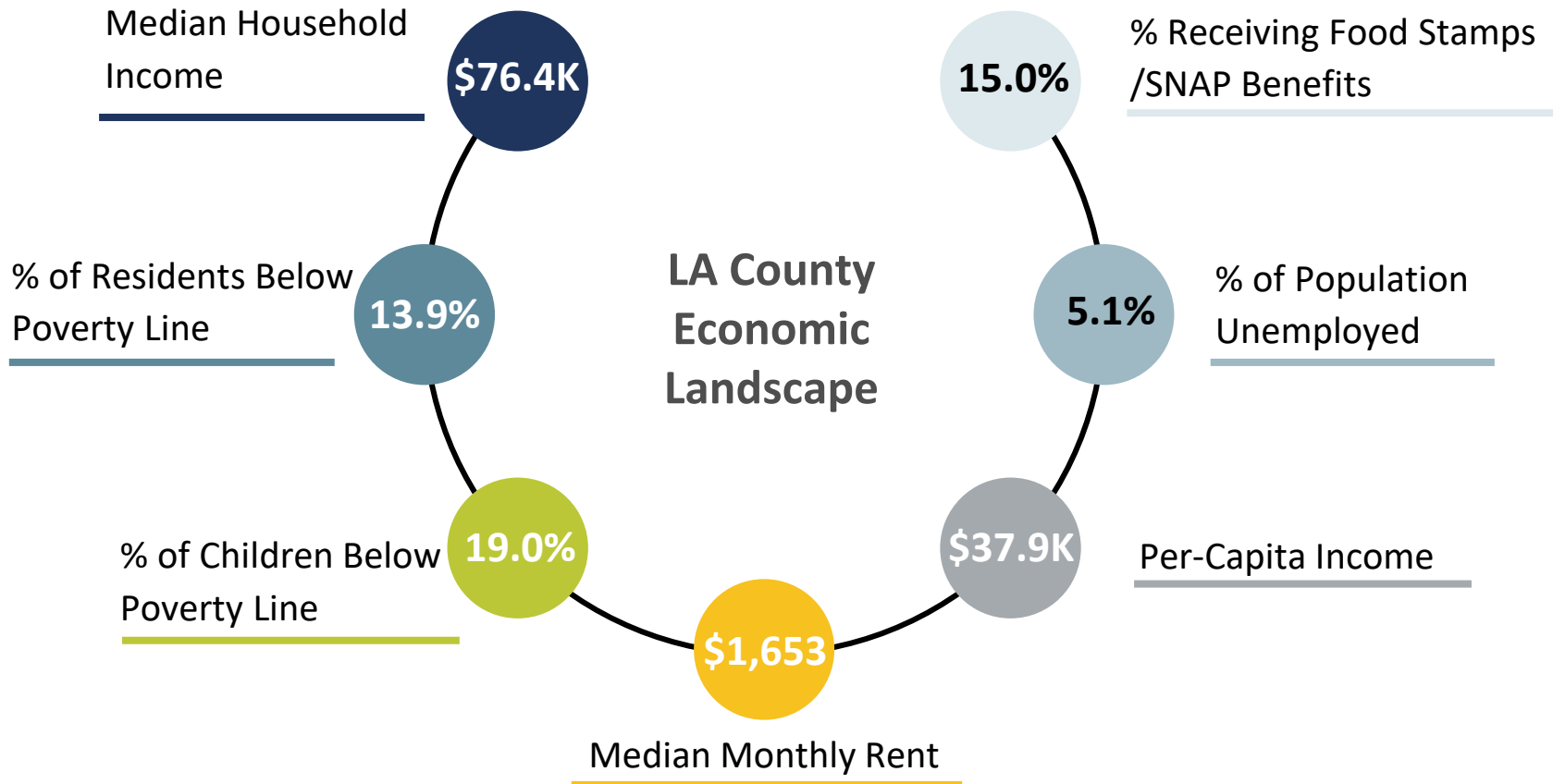


As a Hispanic Serving Institution, SMC has historically enrolled the populations of students that are most likely to be seeking higher education credentials.

Source, US Census Bureau 1 – College degree does not differentiate between 2- or 4-year degree.

ECONOMIC INDICATORS MAY INDICATE NEED FOR ACCESSIBLE TUITION

California's Cost of Living Index is the fourth highest in the US, and LA County's population is above the national average in poverty (11.5%), unemployment (3.8%), and SNAP (12.5%) rates.

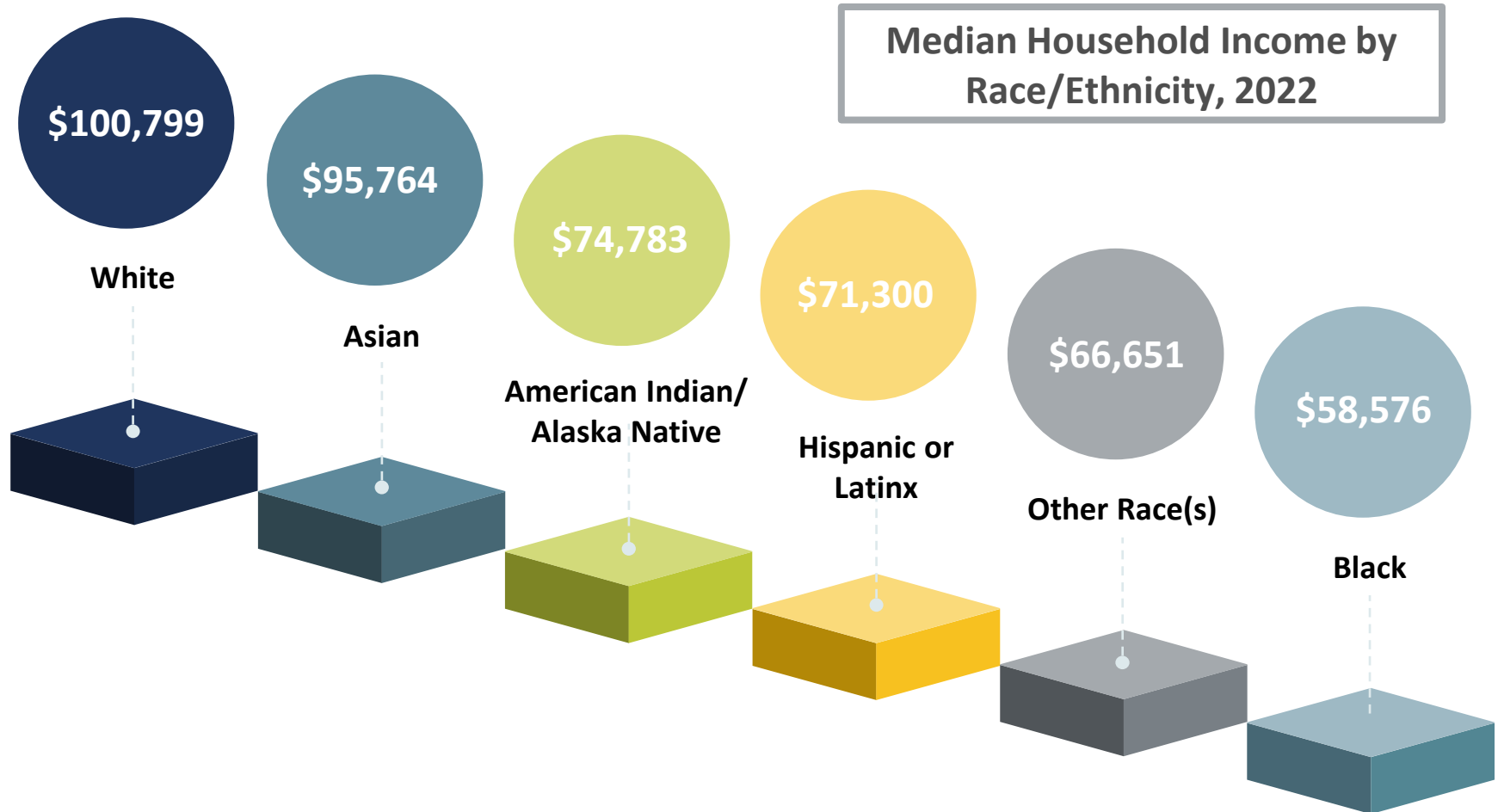


Given the economic challenges to LA County's population, higher education institutions must strive to prevent educational attainment from becoming cost-prohibitive.

Source: US Census Bureau, US Bureau of Labor Statistics

LA COUNTY SHOWS WAGE GAPS ACROSS RACE/ETHNICITY

Underrepresented minorities have a significantly lower median household income than their white counterparts in LA County.

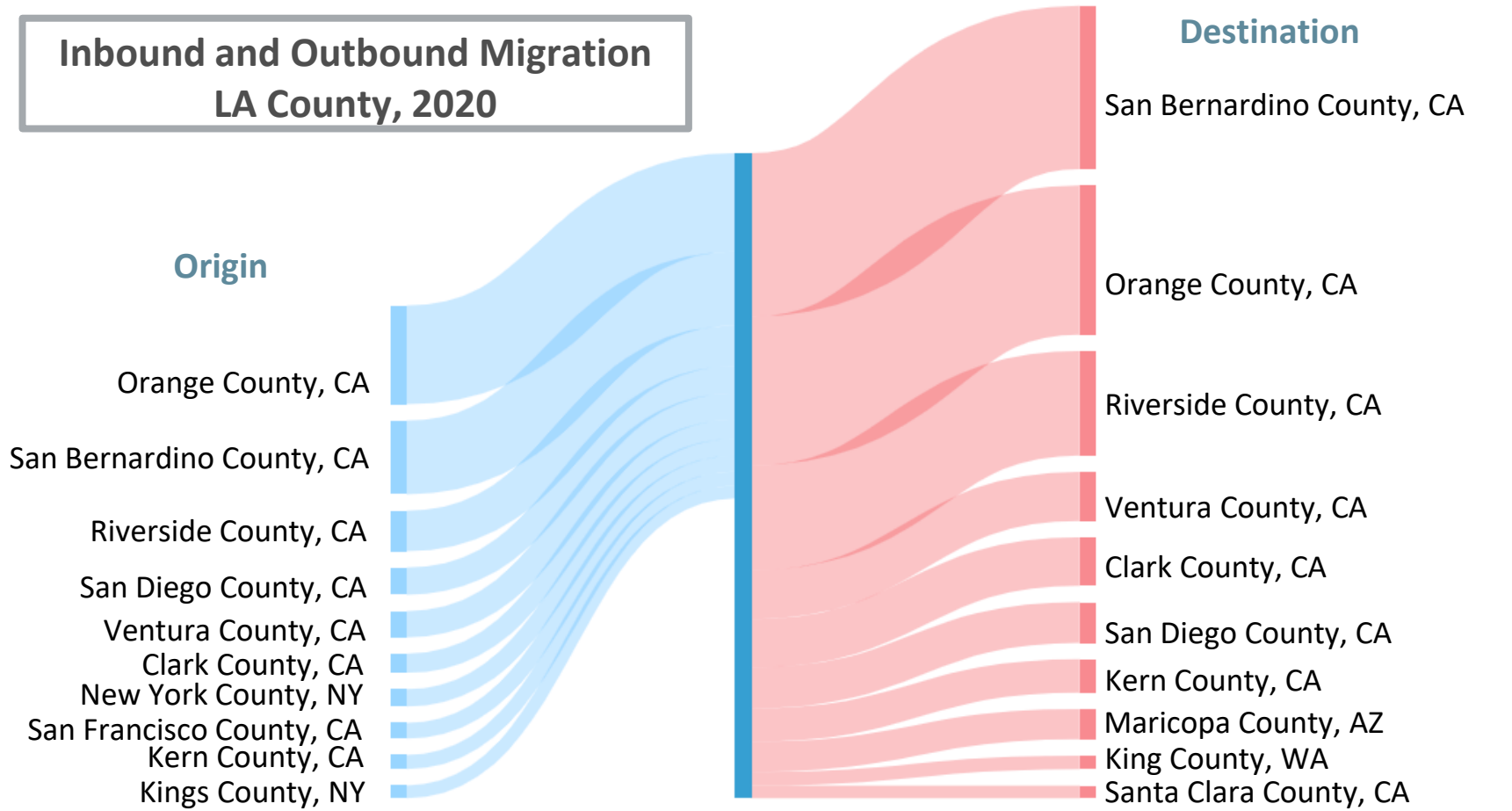


Hispanic/Latinx and Black populations in LA County have a lower college degree attainment rates than White or Asian populations and represent an opportunity for SMC to help level out income and educational attainment disparities.

Source: US Census Bureau 2022

BULK OF DOMESTIC MIGRATION HAPPENS IN-STATE

As of 2020, most people moving to LA County come from within the state of California, specifically neighboring Orange County. The outflows outweigh incoming migration.



Population outflows through 2020 reflect a risk that a greater share of prospective high school and adult learners leaving the region than entering, requiring greater adaptations for the academic portfolio to be matched to the needs of the local region.

Source: US Census Bureau

JOB AND INDUSTRY DATA

JOB AND INDUSTRY EXECUTIVE SUMMARY

Healthcare, management, and office/sales positions make up the bulk of LA County's job postings

Regional healthcare and IT roles are growing in need at a higher rate than the national average

Nurses, specifically, are in greatest regional demand for associate's degree holders

LA County is a top hiring location for three of the ten fastest-growing positions in the country

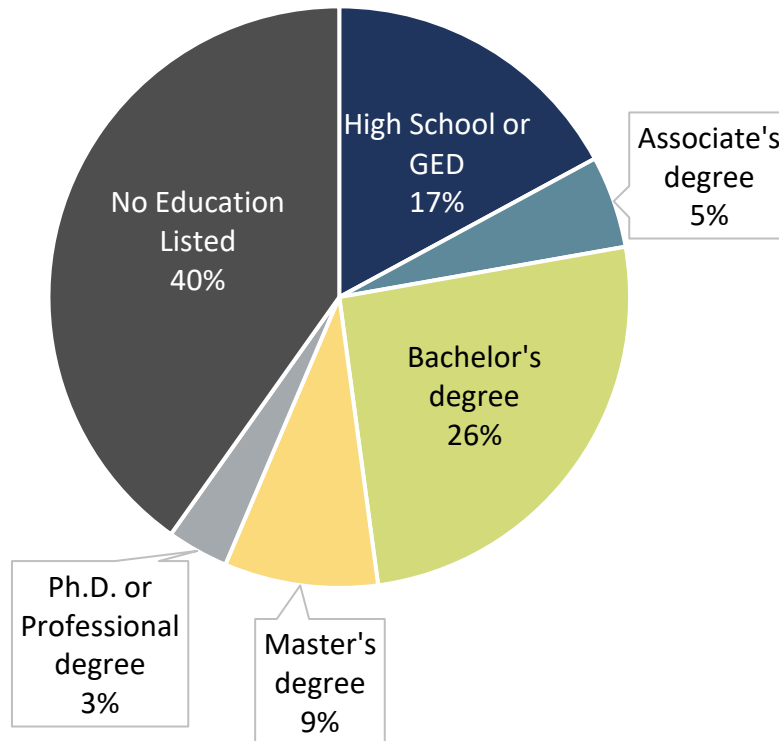
4x more regional job openings require a bachelor's degree than an associate's degree

Transferrable skills represent the greatest employer need noted in local job postings

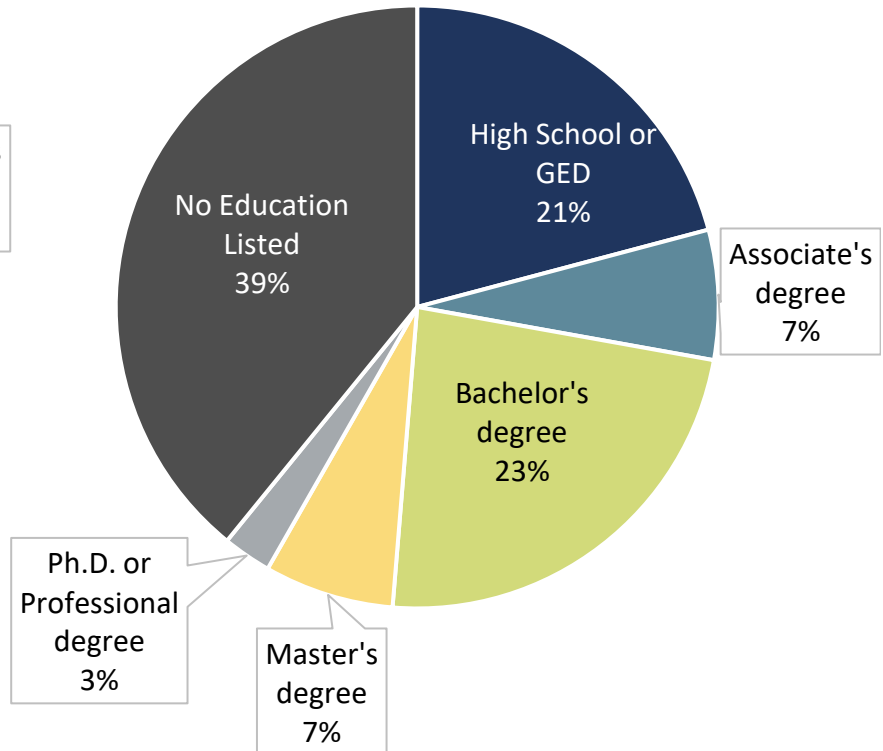
MAJORITY OF JOB POSTINGS MISSING EDUCATION LEVEL

Most jobs posted in LA County do not list a specific education level. However, of those that do specify an education level, the majority require a bachelor's degree. Overall, desired education levels in local job postings align with national job postings.

Job Postings in Los Angeles County,
2022-2023



Job Postings Nationally,
2022-2023

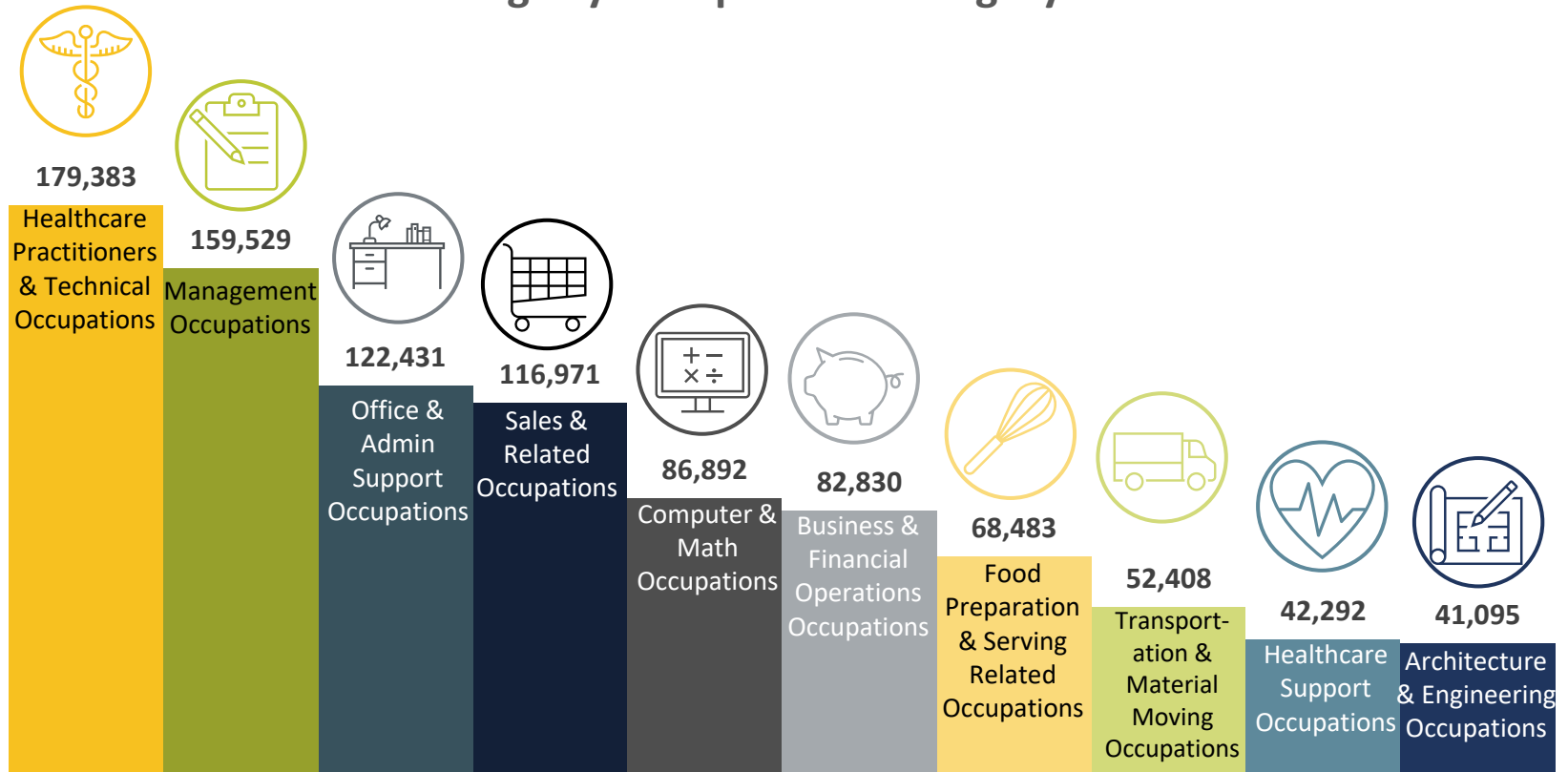


Source: LinkedIn, Zip Recruiter, Indeed

HEALTHCARE JOBS NOW MAKE UP 14 % OF ALL JOB POSTINGS

Healthcare Practitioners & Technical occupations is the most prevalent occupational category in LA County job postings, followed closely by management occupations.

Job Postings by Occupational Category 2022-2023

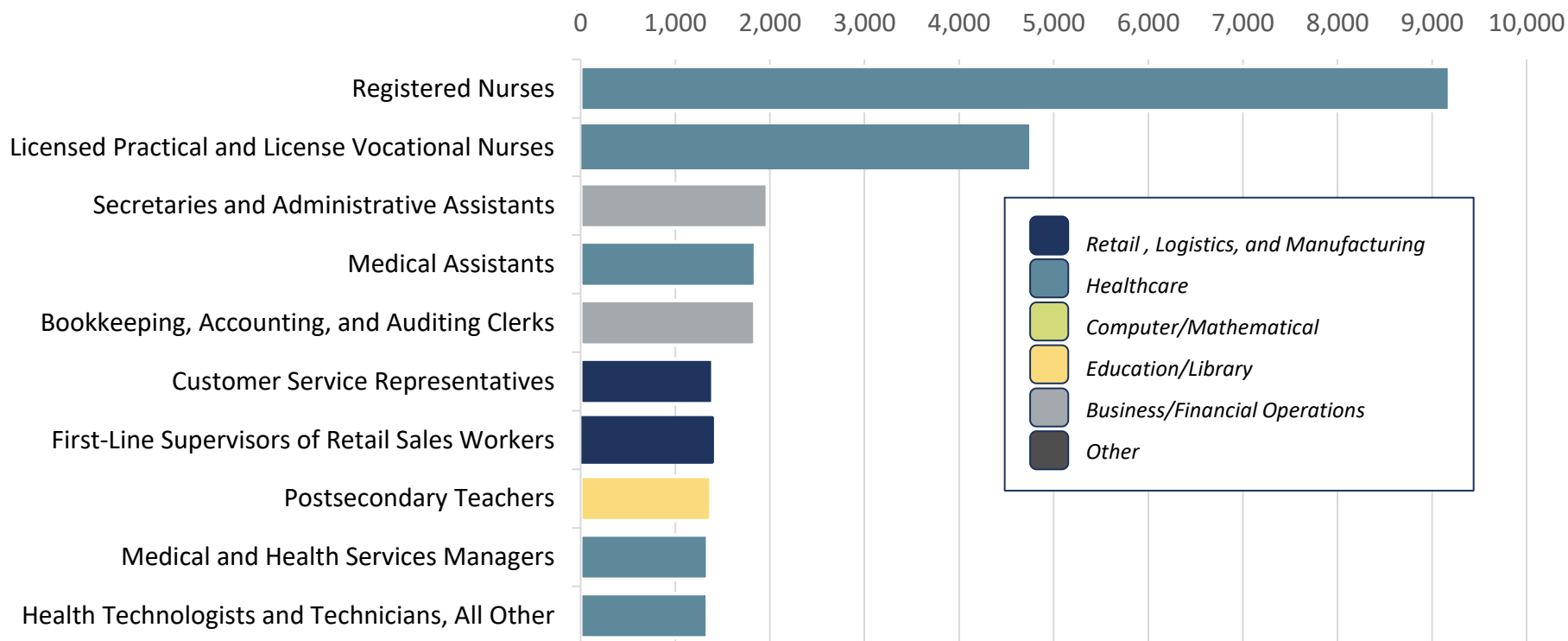


Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 2023

NEARLY 25% OF JOBS TARGETING ASSOCIATE'S DEGREES ARE IN HEALTHCARE

Job postings seeking candidates with an associate's degree are relatively uncommon compared to other educational levels; only 75K were listed compared to 244K for high school diploma and 357K for a bachelor's degree.

Job Posting Volume LA County by SOC Code, 2022-2023*



The increase in RN demand will require SMC to carefully consider investment in the faculty, recruiting, student services, and facilities needed to serve that population, either in person or online.

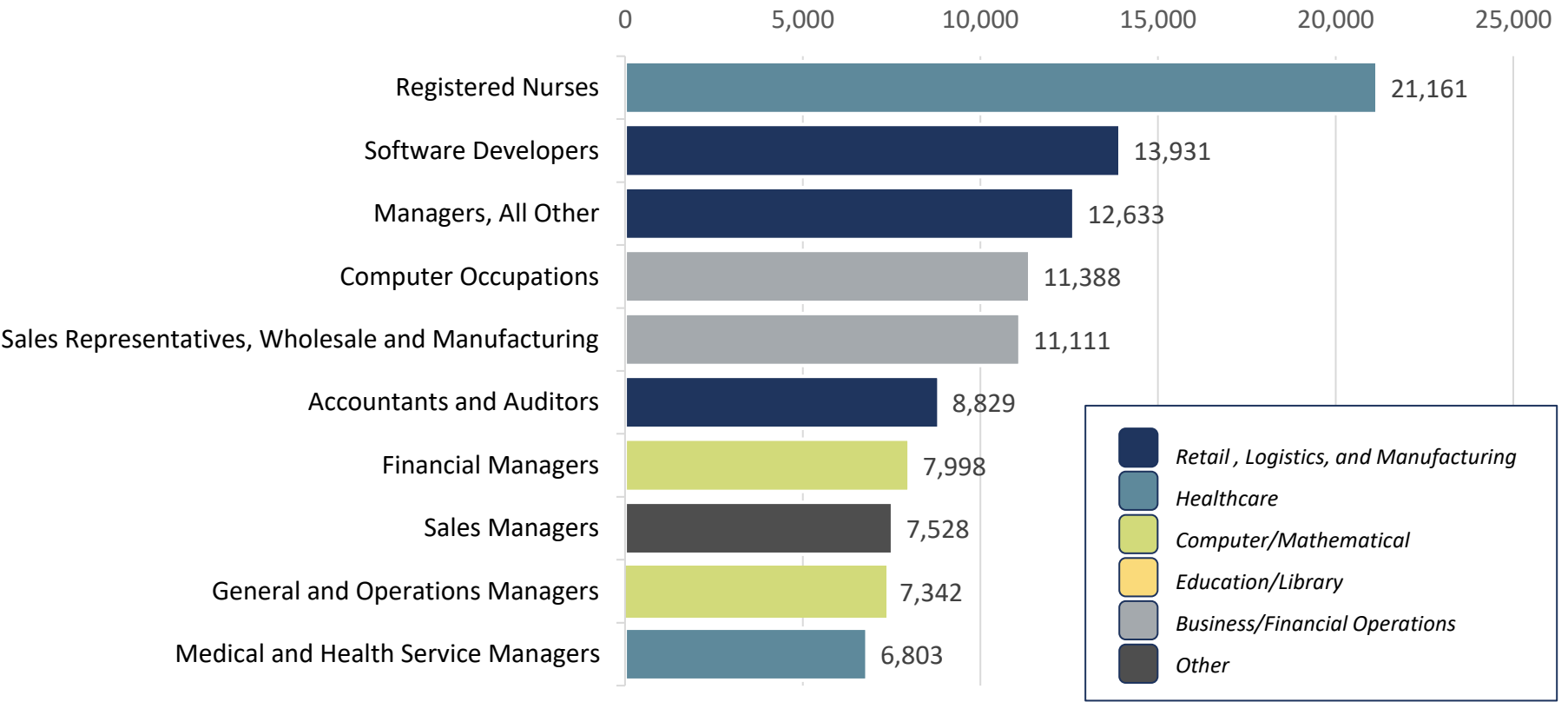
Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 20223

*Results filtered for occupations requiring an associate's degree

MAJORITY OF JOBS TARGETING COLLEGE GRADS IN BUSINESS & FINANCE

Jobs postings requiring a bachelor's degree are 4x higher than those advertising for an Associate's degrees. Top occupational categories vary across healthcare, IT, and finance.

Job Posting Volume LA County by SOC Code, 2022-2023*



Santa Monica College can market itself to those looking to reskill to move up in their careers and take advantage of the managerial positions being posted.

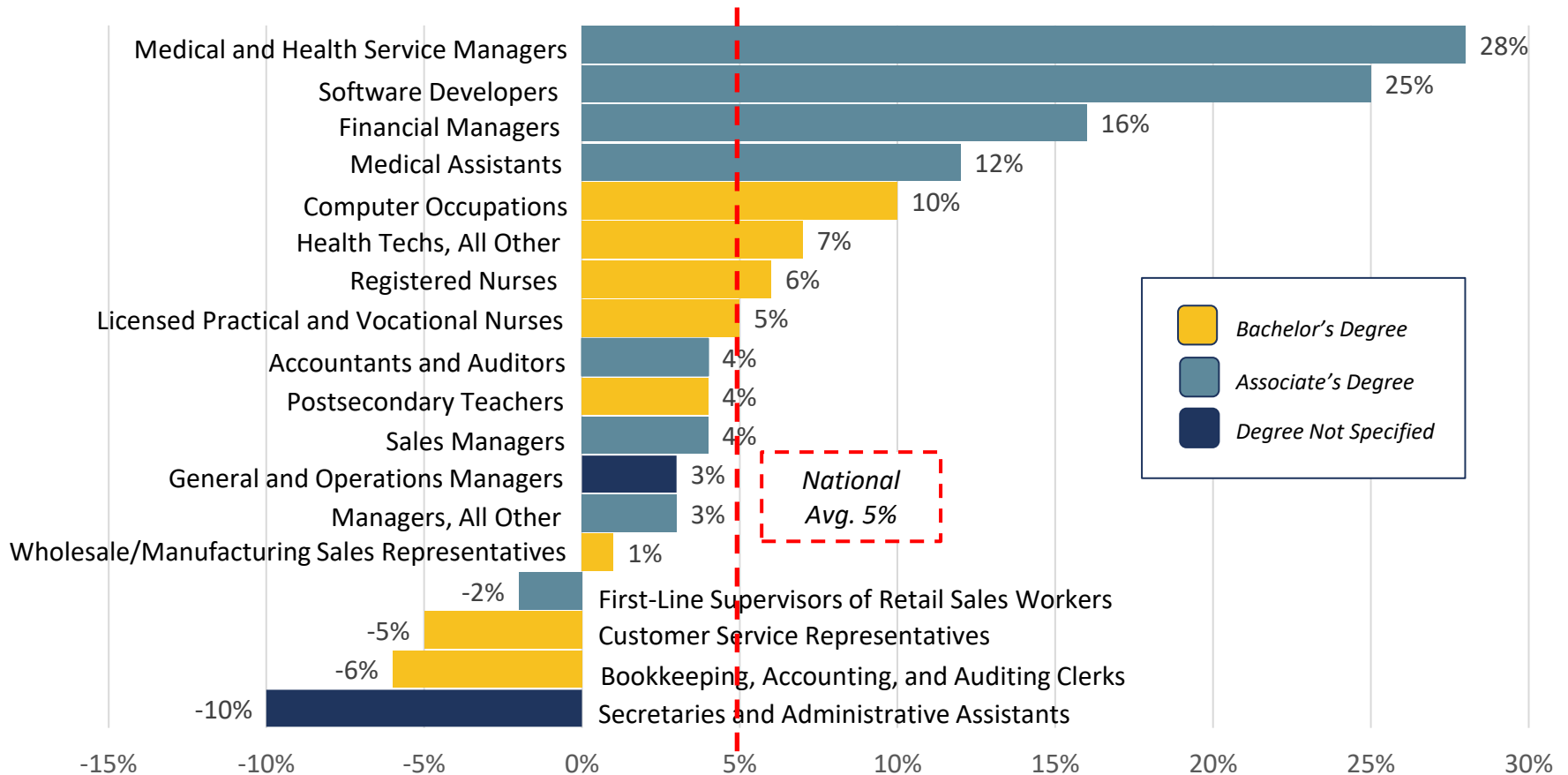
Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 20223

*Results filtered for occupations requiring a bachelor's degree

SOME REGIONAL OCCUPATIONS GROWING AT 3-6X NATIONAL AVERAGE

Healthcare and Information Technology jobs are growing by at least the national average (5%) over the next ten years, with some growing over double the average.

LA County Job Growth 2022-2032



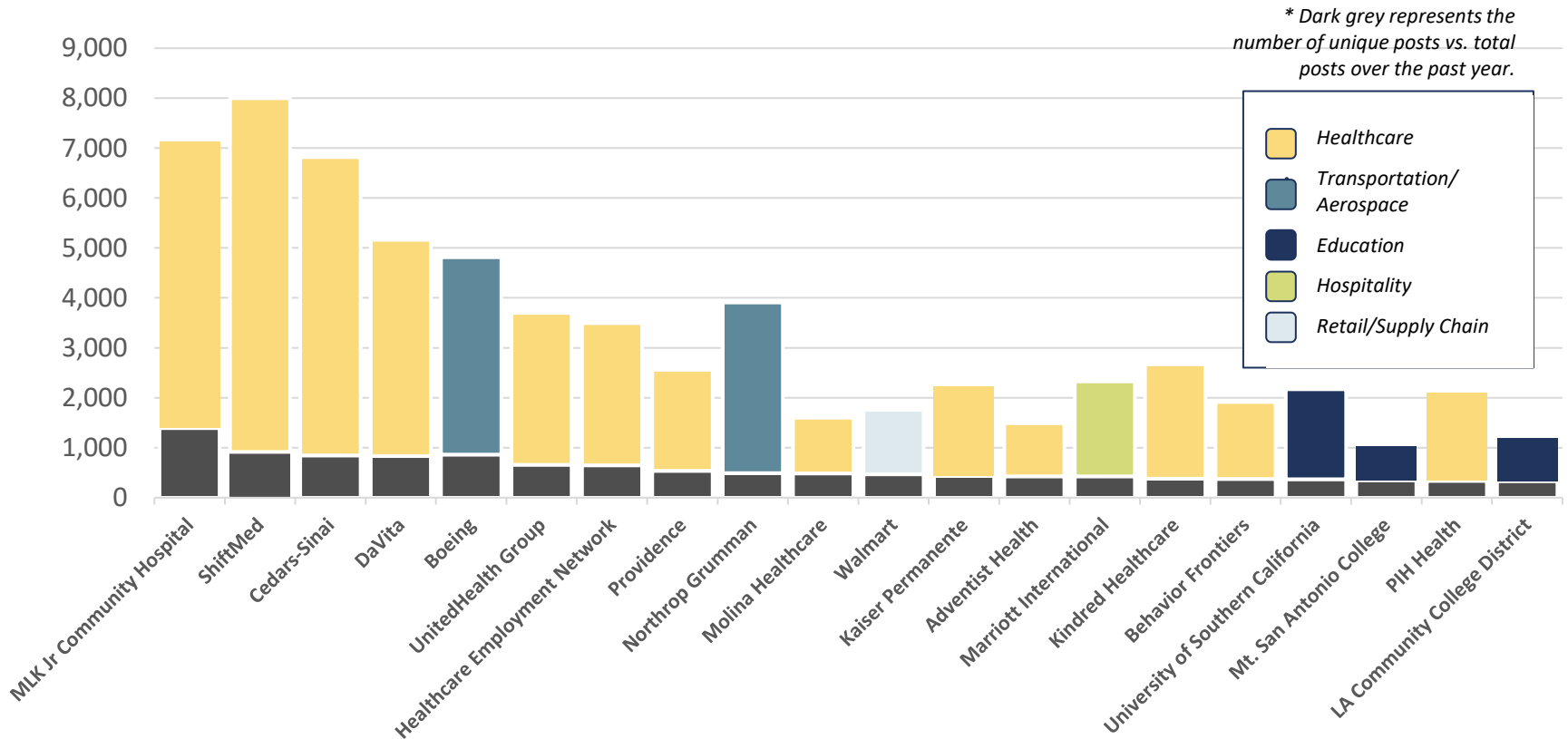
Santa Monica College should consider expanding programs catered to healthcare and IT to keep pace with the job market.

Source: Bureau of Labor Statistics, Red line indicates average 10 year growth rate of 5%

HEALTHCARE JOBS ARE BULK OF LOCAL POSTINGS FOR ASSOCIATE'S DEGREES

The top 20 companies with the most prolific unique job postings in the past year represent just five industries, though healthcare dwarfs the other industries looking for employees with associate's degrees.

Employer Posting Volume for Associate's Degrees, 2022-2023



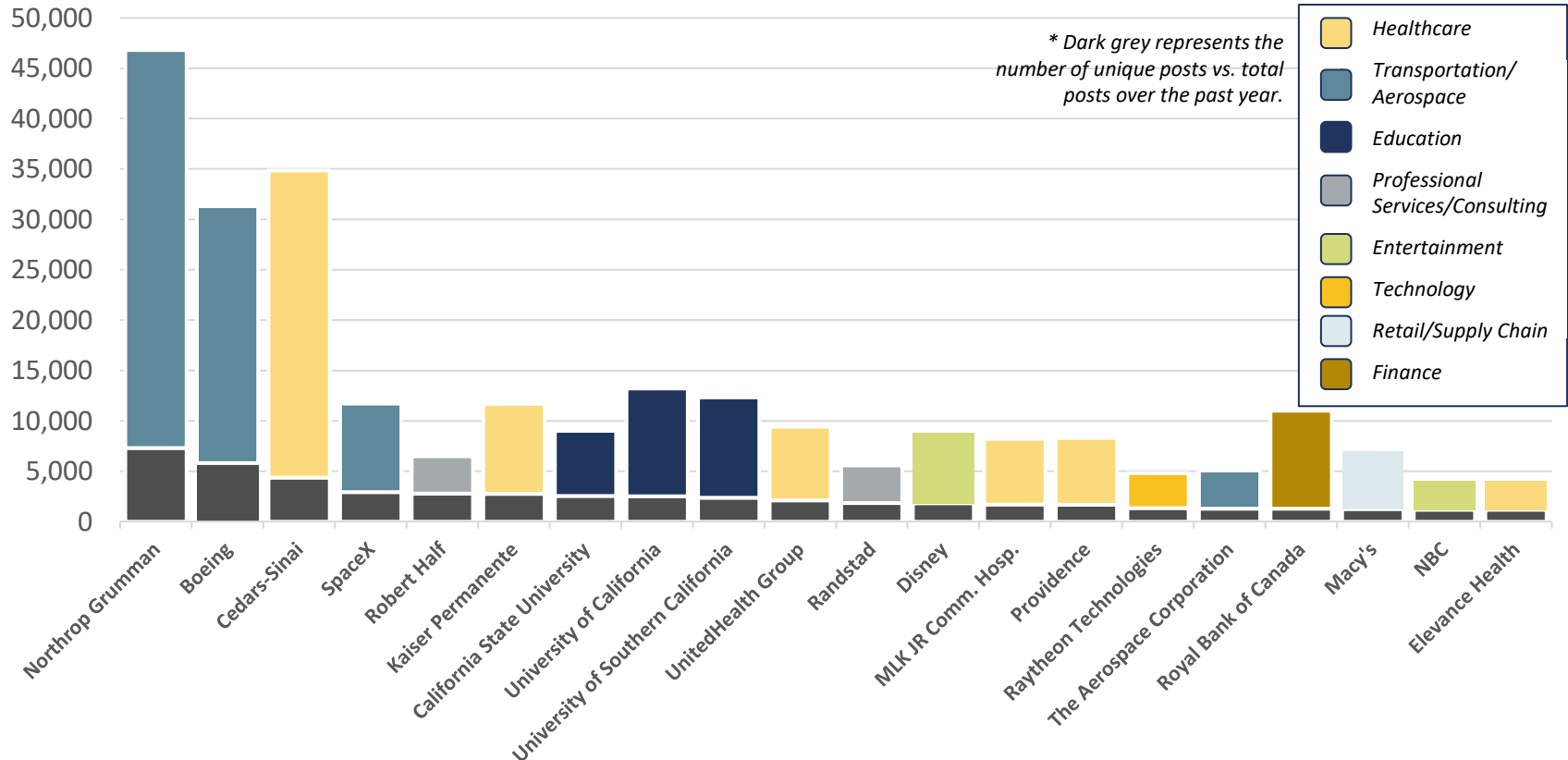
Meeting the needs of learners and employers in its service area requires an emphasis on building skills and competencies required to be successful in these five fields. Partnering with high-volume employers may help SMC understand how to develop a market-ready curriculum.

Source: LinkedIn, Zip Recruiter, Indeed, Job Posting Analytics October 2022 to September 2023

AEROSPACE AND HEALTHCARE HIRING LOCAL 4-YEAR COLLEGE GRADS

The shift from associate's to bachelor's degree requirements shows a massive jump in jobs in the aerospace and transportation industry, though healthcare roles are still ample for college grads.

Employer Posting Volume for Bachelor's Degrees, 2022-2023



The large number of aerospace job openings may signal opportunities for SMC to build pathway programs for transfers, as they will likely be areas in which student demand will increase for those who plan to enter a field requiring a four-year degree.

Source: LinkedIn, Zip Recruiter, Indeed, Job Posting Analytics October 2022 to September 2023

2023 JOBS ON THE RISE: 3 OF TOP 10 CONCENTRATED IN LA

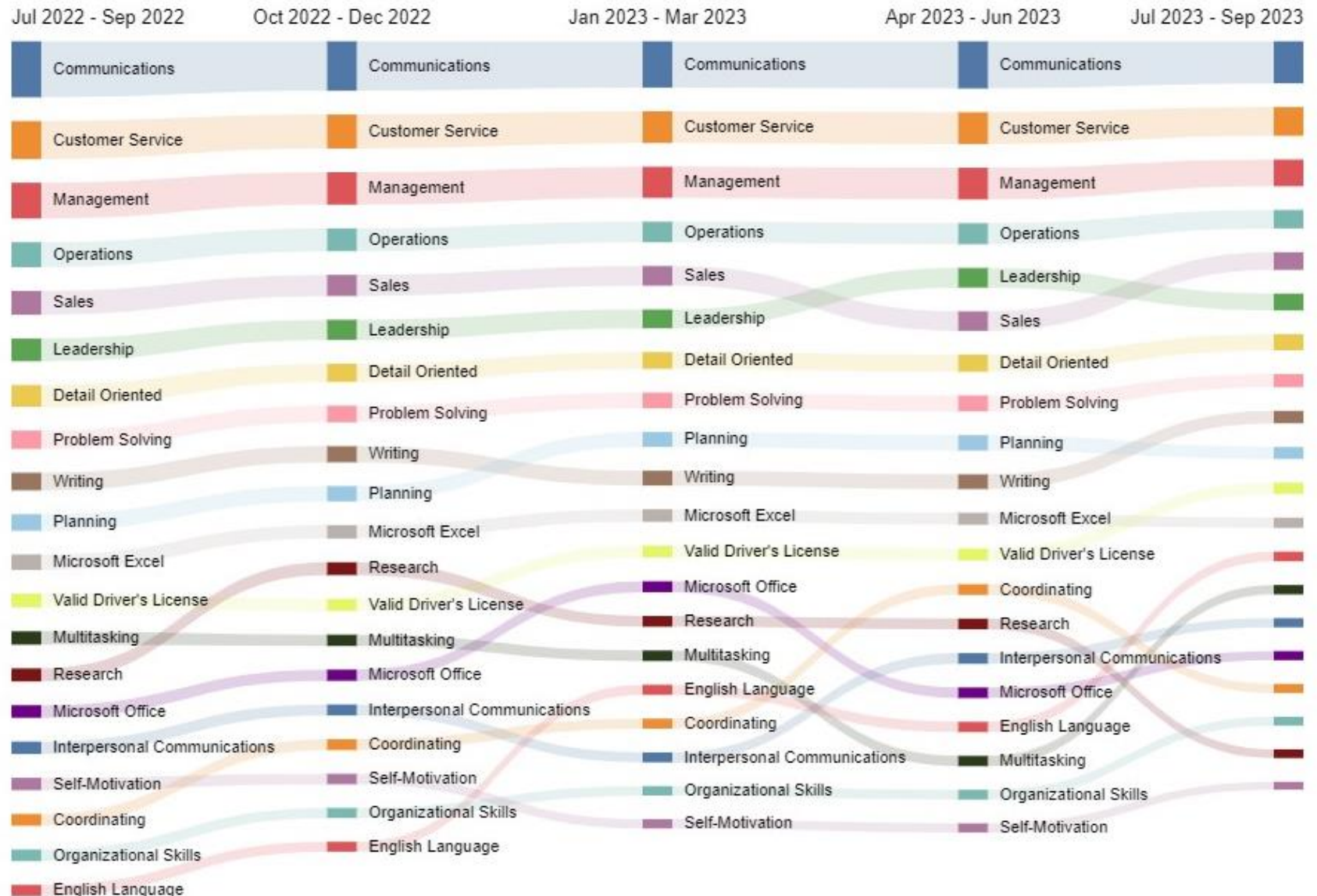
The top 10 jobs on the rise are in industries that often require reskilling such as DEI Data Analysis and CRM technology. While some of these roles are more senior level, they can offer insight of where there is market demand.

Rank	Position	Most Common Skills	Top Locations Hiring
1	Head of Revenue Operations	Sales Operations, Customer Relationship Management (CRM), Data Analysis	San Francisco, New York City, Los Angeles
2	Human Resources Analytics Manager	People Analytics, Data Visualization, R	New York City, San Francisco, DC-Baltimore
3	Diversity & Inclusion Manager	Diversity Training, Diversity Program Development, Leadership Development	New York City, DC-Baltimore, Boston
4	Truck Driver	Transportation, Forklift Operation, Logistics Management	Dallas, Houston, Chicago
5	Employee Experience Manager	Employee Engagement, Onboarding, Employee Relations	New York City, San Francisco, Los Angeles
6	Sales Enablement Specialist	Salesforce.com, Sales Operations, Software as a Service (SaaS)	Seattle San Francisco, Boston
7	Advanced Practice Provider	Electronic Medical Records (EMR), Basic Life Support (BLS), Healthcare Management	Atlanta, Houston, Dallas
8	Growth Marketing Manager	Demand Generation, Digital Marketing, Google Analytics	New York City, San Francisco, Los Angeles
9	Data Governance Manager	Software Development Life Cycle (SDLC), Business Process Improvement	New York City, Chicago, Boston
10	Grants Management Specialist	Grant Administration, Nonprofit Organizations, Public Policy	DC-Baltimore, Atlanta, Denver

Key: = Healthcare = Technology = Retail/Supply Chain = Business/Consulting = Education = Finance

Source: LinkedIn, "Jobs on the Rise: 2023"

SKILL DEMAND OVER TIME: LOS ANGELES COUNTY



Source: LinkedIn, Zip Recruiter, Indeed

*line thickness denotes posting volume relative to other skills and qualifications

NEXT STEPS

NEXT STEPS

- ✓ Discovery Interview On-Site: November 13 & 14
- ✓ Discovery Insights Report
- ✓ Begin Enrollment Forecasting Analysis

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