



KENNEDY & COMPANY



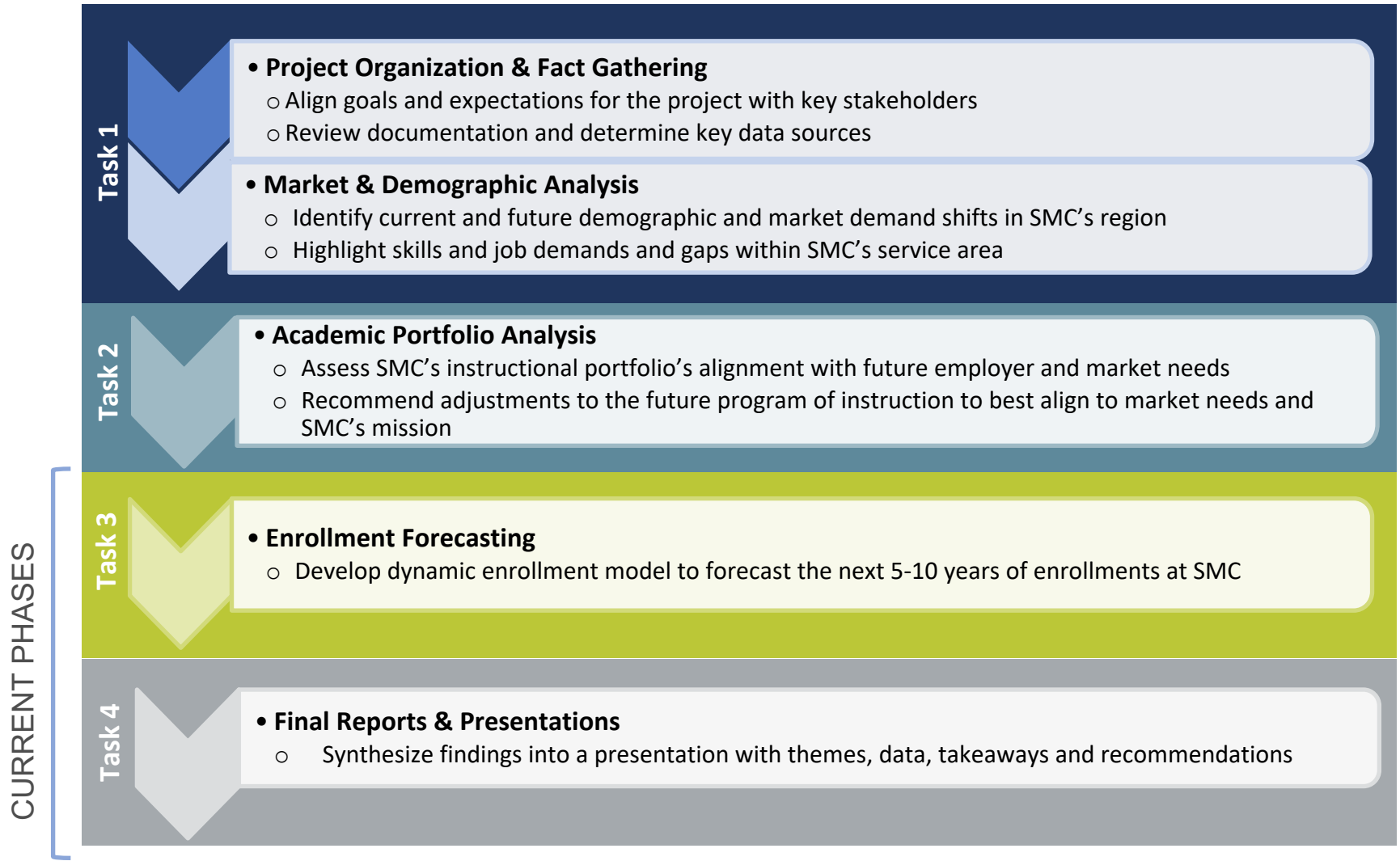
SANTA MONICA COLLEGE EDUCATION STRATEGIC PLAN FINAL REPORT

May 2024

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PROJECT OVERVIEW



PROJECT GOALS ARE BROAD AND STRATEGIC

Though the following slides speak specifically to academic programs and the projected regional job market, it is important to remember that this is just a single piece that informs subsequent tasks and the larger education strategic plan.

PROJECT GOALS



Understand the current and future market and demographic trends that will impact future SMC enrollment and program demand.



Analyze SMC's instructional programs and pathways to best align them with future market needs



Create a long-range Educational Plan for the District through the year 2032/33 and identify the key planning elements and parameters for long-term development.

ENROLLMENT CONTEXT

ONLINE ENROLLMENTS PROJECTED TO CONTINUE INCREASING

The recent Changing Landscape of Online Education (CHLOE) Report highlights the current state of online learning and offers insights into future trends compiled from surveying Chief Online Officers at higher education institutions.

Notable Findings, CHLOE Report 8



81% of COOs report in-person enrollment is stagnant or declining



56% of COOs report growth or strong growth for fully online and hybrid programs



Institutions are shifting their strategic priorities to fulfill changing student demand for online education



Quality assurance of online programs is not communicated with students

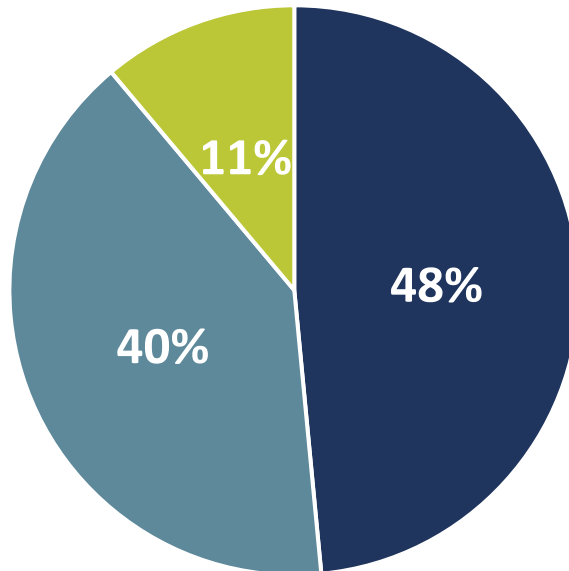
Source: CHLOE 8: Student Demand Moves Higher Ed Toward a Multi-Modal Future

ADULT LEARNERS PREFER FULLY ONLINE LEARNING

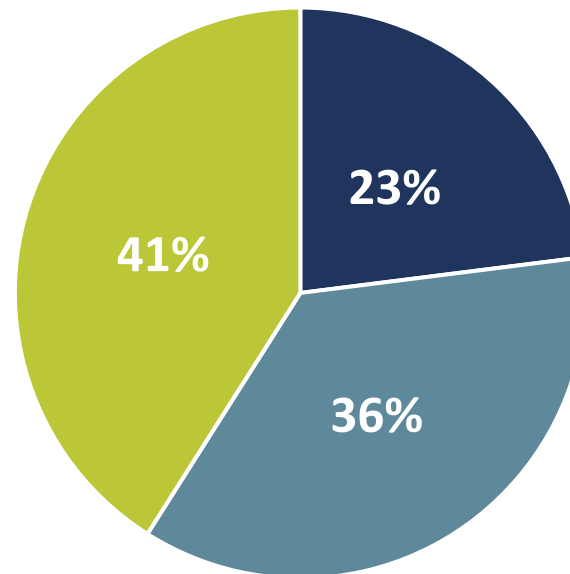
Recent trends indicate fully online program enrollment is growing among both traditional aged and adult undergraduates (51% and 36% respectively). Although both age groups have demonstrated growth, adult learners are projected to have a stronger preference for online.

2025 Projected Enrollment by Modality

Traditional-Aged Undergraduates



Adult Undergraduates



■ In-Person ■ Hybrid ■ Fully Online

It is important for SMC to note these nuances in preferences as its demographics are projected to shift toward adult learners.

Source: CHLOE 8: Student Demand Moves Higher Ed Toward a Multi-Modal Future

ENROLLMENT MODEL METHODOLOGY & FINDINGS

ENROLLMENT FORECASTING METHODOLOGY

Kennedy and Company employed Bureau of Labor Statistics metrics, population projections, and Santa Monica College internal data to project SMC's future enrollments.



Assumptions

- ❑ *SMC overall enrollment will change in proportion to the region's population change*
- ❑ *Major enrollments will change in proportion to occupation growth*
- ❑ *Online enrollment will gradually increase following recent market trends*
- ❑ *There will be anticipated growth in the potential programs K&Co highlights*
- ❑ *New program launches are assumed at 1 per year beginning in 2025, based on anticipated program demand*

Match SMC Enrollment Data to CIP codes by major using SMC-provided crosswalk

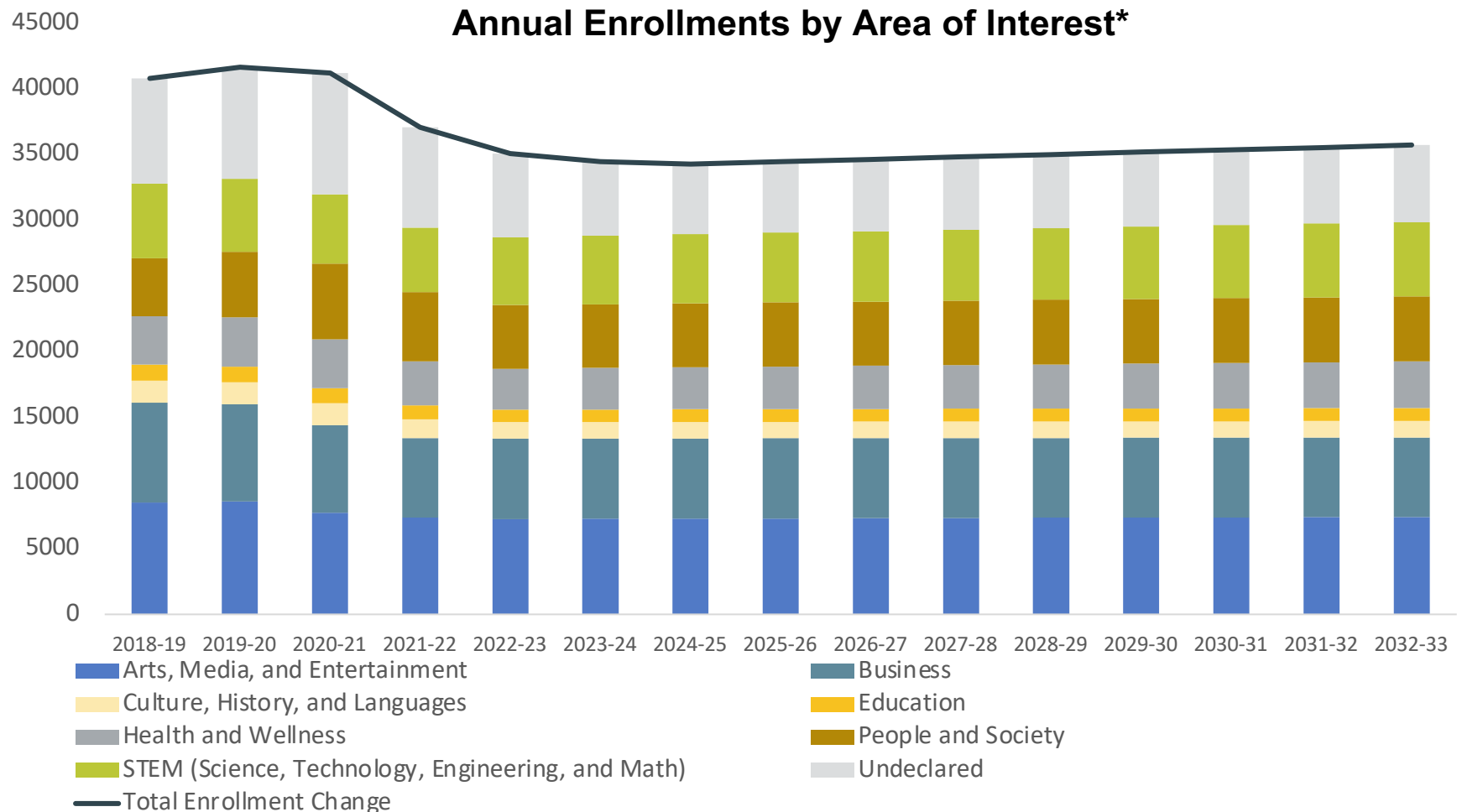
Utilize CIP to SOC map to approximate change in student demand based off labor market projections

Layer in the effects of projected population change for SMC and the surrounding counties

Approximate future enrollments using a combination of population and occupation projections

SMC ENROLLMENTS STEADILY INCREASE OVER THE NEXT DECADE



















































SMC's enrollments for students are only projected to moderately increase as the overall population of Santa Monica's service area may experience a decrease in population.





*Annual Enrollments by declared majors, excludes unreported students

LARGEST ENROLLMENTS REMAIN IN SAME PROGRAMS


Nine of the ten predicted future largest programs are currently Santa Monica's largest programs. Although accounting remains in the largest programs, it is projected to decrease in size. Cosmetology is the only new program projected to break into the top 10 by 2033.


| Program | SMC Enrollment Growth (F'16-S'23) | Regional Market Size | Regional Market Growth | Current Total Regional Jobs | Projected Job Growth | SMC Enrollment (2022-23) | Projected Enrollment (2032-33) |
|---------------------------|---|---|--|---|---|--------------------------|--------------------------------|
| Top 10 Largest | | | | | | | |
| Computer Science |  |  |  |  |  | 2,133 | 2,380 |
| Registered Nursing |  |  |  |  |  | 1,948 | 2,299 |
| Business Administration |  |  |  |  |  | 1,743 | 1,790 |
| General Science |  |  |  |  |  | 1,148 | 1,223 |
| Art |  |  |  |  |  | 1,122 | 1,161 |
| Accounting |  |  |  |  |  | 1,067 | 999 |
| Early Childhood Education |  |  |  |  |  | 896 | 910 |
| Film Production |  |  |  |  |  | 880 | 887 |
| Psychology |  |  |  |  |  | 826 | 877 |
| Cosmetology |  |  |  |  |  | 775 | 833 |

 = less than 25th percentile

 = 25th to 50th percentile

 = 50th percentile/median

 = 50th to 75th percentile

 = greater than 75th percentile

MAJOR PROGRAMS STRETCH ACROSS DISCIPLINES

STEM programs have the most programs represented in the largest programs. Although it is the only healthcare program in the largest ten, Registered Nursing is expected to increase substantially by over 300 students.



Computer Science



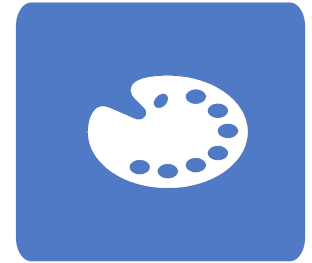
Registered Nursing



Business Administration



General Science



Art



Accounting



Early Childhood Education



Film Production



Psychology



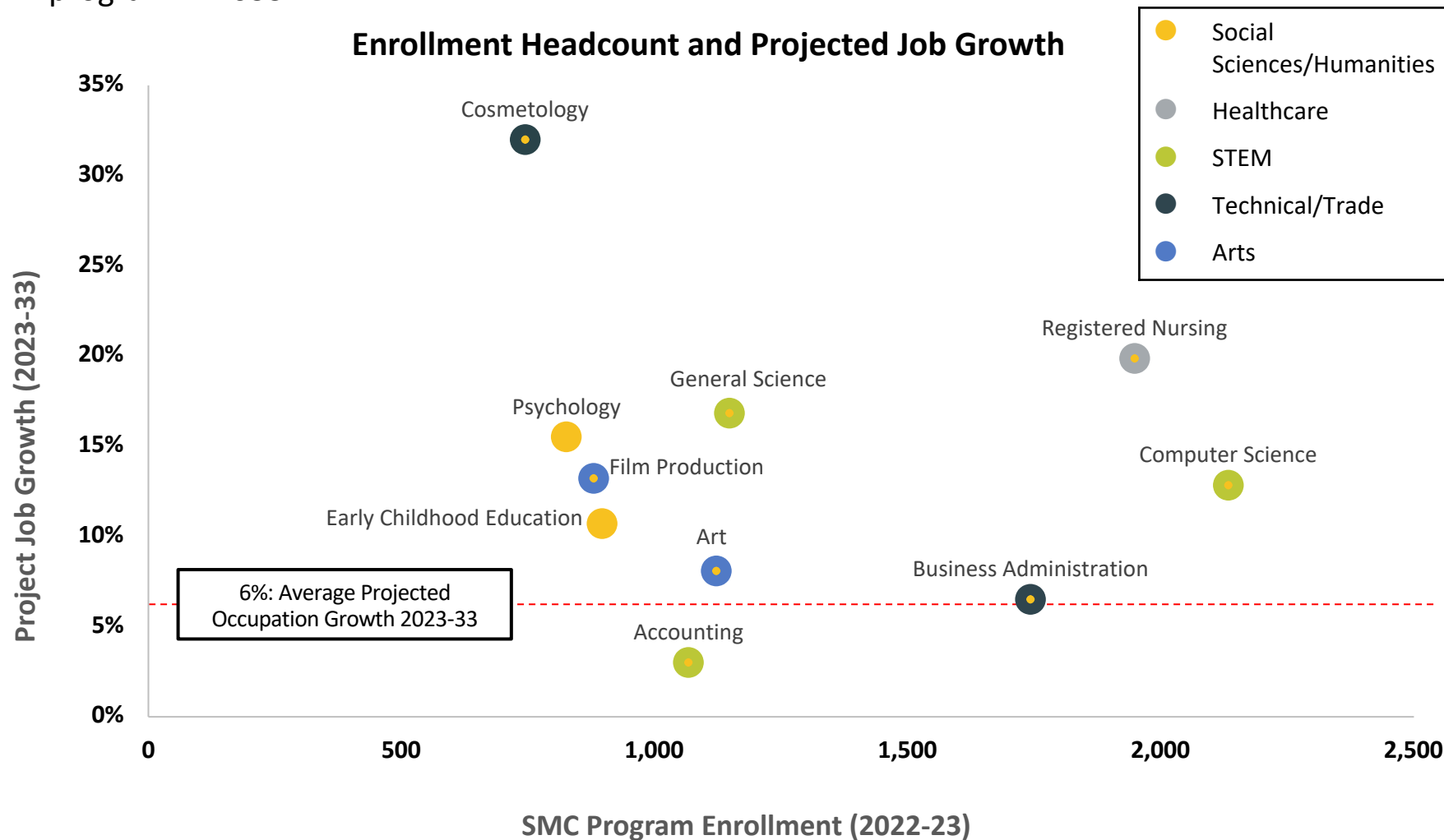
Cosmetology

Legend:

- | | | |
|------------------------------|--------------|--------|
| ● Social Sciences/Humanities | ● Healthcare | ● STEM |
| ● Technical/Trade | ● Arts | |

HIGH PROJECTED JOB GROWTH IN POPULAR PROGRAMS

SMC's largest programs are consistently above the average projected job growth. Computer science has the largest headcount as of 2022-2023 and is predicted to also be the largest program in 2033.



POTENTIAL PROGRAMS TO ATTRACT NEW STUDENTS

Kennedy and Company identified ten potential programs for SMC to consider launching. These programs are in areas that are in high demand and can expect to attract students to SMC.

| Program | Regional Market Size | Regional Market Growth | Current Total Regional Jobs | Projected Job Growth | Overall Ranking | Potential Program Launch |
|---|----------------------|------------------------|-----------------------------|----------------------|-----------------|--------------------------|
| Public Health | ● | ● | ● | ● | ● | 2025 |
| Social Work | ● | ● | ● | ● | ● | 2026 |
| Systems Science and Theory | ○ | ● | ● | ● | ● | 2027 |
| Biomedical Sciences | ○ | ● | ● | ● | ● | 2028 |
| Econometrics and Quantitative Economics | ● | ● | ● | ● | ● | 2029 |
| Family and Consumer Sciences | ● | ○ | ● | ● | ● | 2030 |
| E-Commerce/ Electronic Commerce | ○ | ● | ● | ● | ● | 2031 |
| Information Resources Management | ○ | ● | ● | ● | ● | 2032 |
| Aerospace Engineering | ● | ● | ● | ● | ● | 2033 |
| Biomathematics/Bioinformatics/Computational Bio | ○ | ● | ● | ● | ● | 2034 |

Demand Potential

Regional Market Size:

○ = Small existing market

● = Large existing market

Current Total Regional Jobs:

○ = Low regional employment

● = High regional employment

Regional Market Growth:

○ = Negative or zero growth

● = High growth

Projected Job Growth:

○ = Negative or zero projected job growth

● = High and continued projected job growth

ADDITIONAL FUTURE CONSIDERATIONS

PROGRAMS MUST BE EASIER TO FIND FOR GEN Z LEARNERS

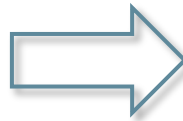
Gen Z's behaviors surrounding digital searches, decision-making, and consumption of information, goods, and services differ from previous generations, so ensuring clarity and ease of access is key for colleges and universities looking to attract learners.

Gen Z Characteristics



Convenience Shoppers¹

Prefer easy access to goods and services over brand loyalty or deals

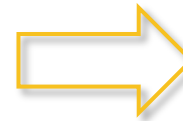


Make all programs **searchable by keyword and relevant skills** so students can see all related majors and disciplines without additional search effort.



"Confused by Over-Choice"¹

Will limit searches to filters available in e-commerce platform



Offer **outcomes-based search** functionalities or **thematic groupings** on the website to prevent "decision paralysis" and disengagement.



Digital "Snackers"²

Average attention span of 8 seconds, down from 12 seconds in 2000, wants information to grab their attention



Gamify area of study options with quizzes, short blurbs about outcomes, and sample class schedules to **continuously capture prospective students' attention**.

Streamlining program names and connections to skills, as well as ensuring students can filter for those skills and keywords, will help keep relevant SMC programs visible and viable for Gen Z learners.

1 – "Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis," *Global Business Review*, 2019, 2 - Engaging Generation Z, 2017

DATA LIMITATIONS IMPACT STRATEGIC PLANNING ABILITY

Current-state data collection and management at SMC can be better supported to help the institution understand realities, determine needs, and make data-informed strategic decisions.

Data

- Inconsistent data pre-2018
- Program name/curriculum changes create historical enrollment mismatch
- Use of TOP codes instead of CIP codes hinders ability to understand larger market research trends
- Data (major, program, department, discipline) overlaps with itself without strong crosswalk

Impact

- Limits ability to get more granular with existing data, particularly with non-credit programs
- Creates high-level storytelling challenges
- Lack of clear data makes strategic planning decisions murkier
- Sharing data without strong crosswalk can lead to misunderstanding

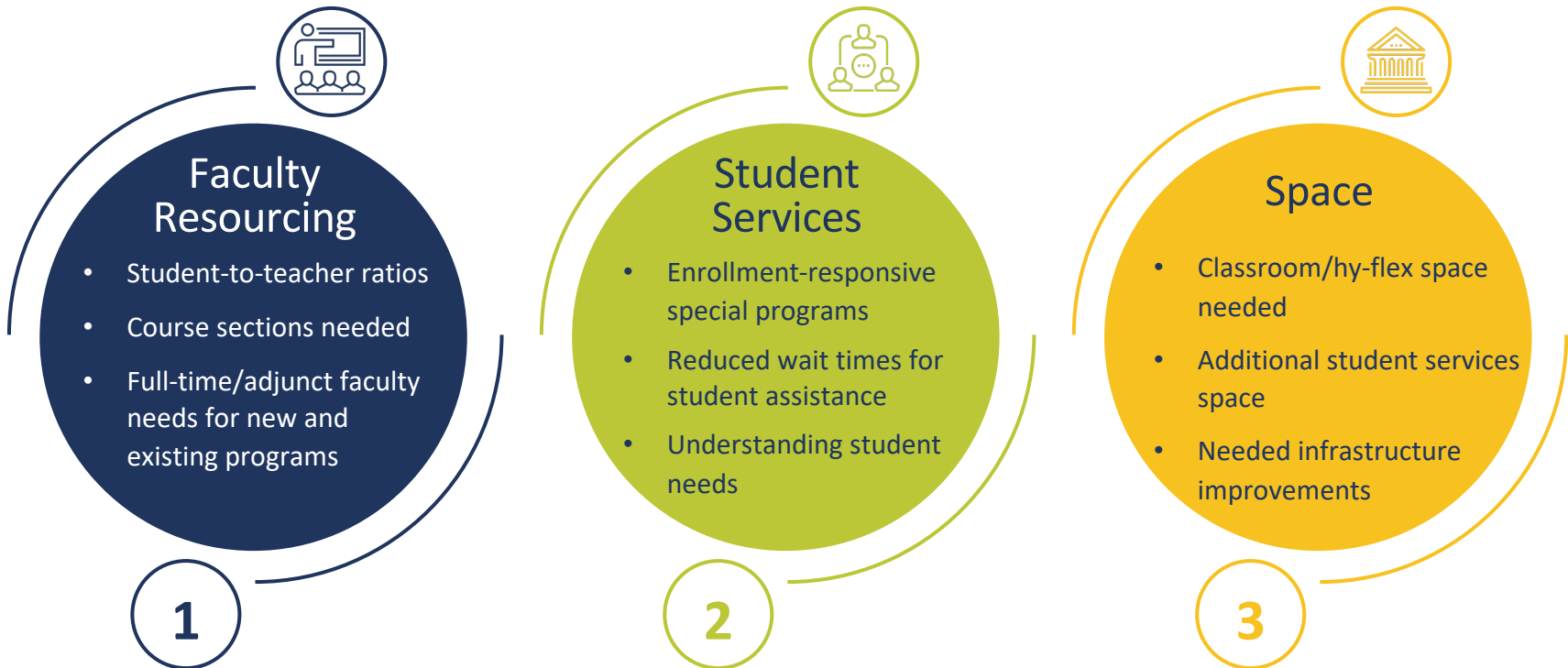
Needs

- Support stronger data sharing between areas with limited current-state communication
- Determine and collect need-to-know data for future decision making/strategic plan creation
- Create culture of data collection/management/analysis centered around institutional needs rather than simply what needs to be reported to the state

Creating a strong network of data specialists in multiple units will ensure clearer communication, more robust data, and the ability to identify areas for improvement and react quickly to continue providing best-in-class programs and student services.

DATA IMPERATIVE FOR PROGRAM AND RESOURCE PLANNING

Strong SMC data will help inform future enrollment forecasts and give greater insight into how the institution will need to plan to effectively support future learners in new and existing academic programs.



Robust data collection and analysis will help ensure the institution is looking holistically at student needs as it creates strategic growth plans that will sustain the institution in the next decade and beyond.

KEY INTERVIEW THEMES

INTERVIEW LIST

During discovery interviews, Kennedy & Company connected with over 50 stakeholders from across SMC to understand their goals for the EMP process, current strengths of the college and opportunities for future growth.

SMC President

Senior Leadership
Team

Admissions &
Records

Faculty Senate
Leadership

Equity, Pathways &
Inclusion

Distance Education
& Online Learning

Student Affairs &
Support

Non-credit
Programs

Facilities Planning,
Construction &
Management

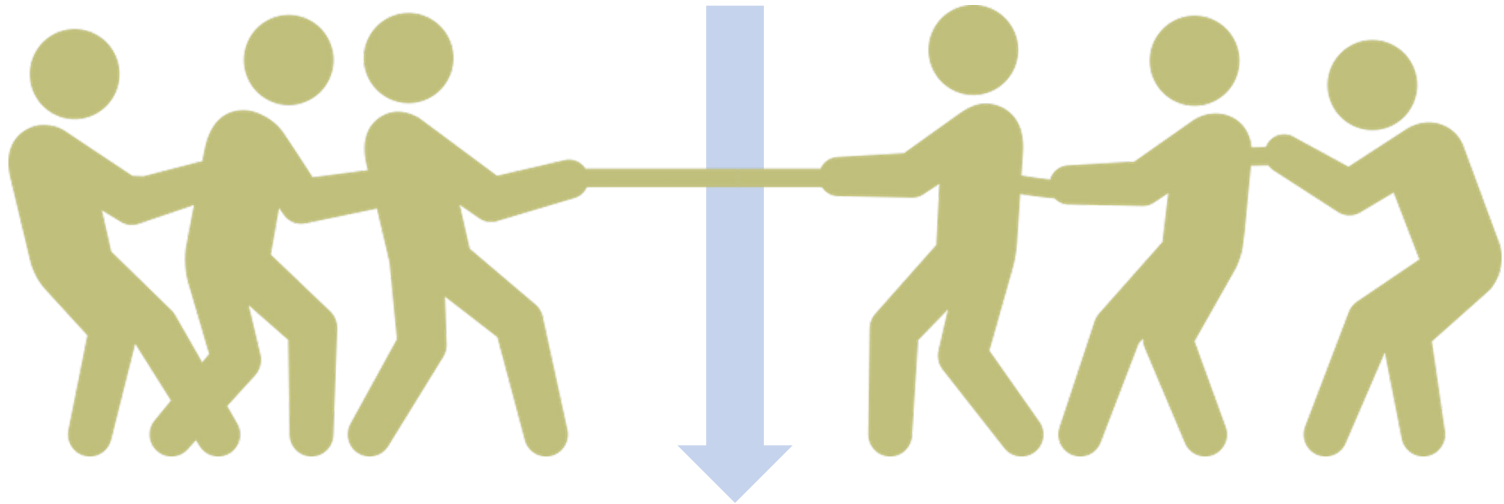
Workforce &
Economic
Development



PRESERVING CORE STRENGTH & PREPARING FOR THE FUTURE

Throughout the course of K&Co's interviews, it became clear that at the heart of Santa Monica College's EMP will need to be a path forward to alleviate the tension the College is feeling between its historical strength in transfer and increasing market demand for career education.

How can the college maintain a destination for those seeking transfer opportunities while also advancing a career education function that can respond to regional needs?



How can SMC's brand and infrastructure evolve to support "Transfer +"?

FIVE KEY THEMES EMERGED IN INTERVIEWS

During Kennedy & Company's initial interviews a series of themes came to the fore. SMC has been a historical leader in transfer education, but as it prepares for the future, it will need to invest in supporting its career education programs and hybrid and online course modalities.



Strength in transfer rates to the UC system and other 4-year institutions has been a longstanding key differentiator for SMC that has driven its brand identity and resource investment. This focus may need to be expanded as the demographic cliff approaches



Career Education has been an area of innovation for SMC, but has not historically received the centralized marketing and branding support needed to reach its full potential



SMC has built an infrastructure to support comprehensive wrap-around services for students, but needs continued support to handle increasing volume and further develop culturally supportive resources to support an increasingly diverse student body



The College has explored online and hybrid education, but needs additional structure and support to remain innovative and ensure a standard quality of experience for students



A successful EMP will need to create connections between the various master plans and vision documents currently in development at SMC

TRANSFER EDUCATION IS CORE TO THE SMC BRAND IDENTITY



It was emphasized that SMC's strength in transfer rates is core to its identity and a key reason that students travel from outside the district, and often the state, to attend SMC. However, many worry that the outsized focus on the transfer brand may be a blind spot for the college.



"SMC has been leading in the number of UC transfers for 32 years. This is why students drive past a hundred colleges to get here. They come for the reputation."



AREAS OF CONCERN



- Other colleges are finding ways to brand as #1
- Some prospective students think they "don't have the grades" to get into SMC
- Concern that there may be a them v. us between GE and CE



"We have a motto here, 'Everyone does transfer.' You should be able to get transfer support from any counselor here. That's what we strive for."



"Most community colleges may have 50 colleges that show up to a fair. We have 250 colleges pack in the quad. They come from everywhere because the students are that good."

CE HAS HISTORICAL INNOVATION, NEEDS MORE SUPPORT



SMC's career education programming has been responsive to market need and in recent years has made relationships with industry to develop new programs. However, as students become increasingly focused on career connections, CE will need differentiated support from SMC.

KEY AREAS OF FOCUS



For CE to be responsive to changing market needs and emerging careers, CE must continue to be developed as a nimble function that can pivot quickly and is designed to be accessible to a diverse coalition of learners.

WRAPAROUND SERVICES ARE ROBUST BUT STRAINED



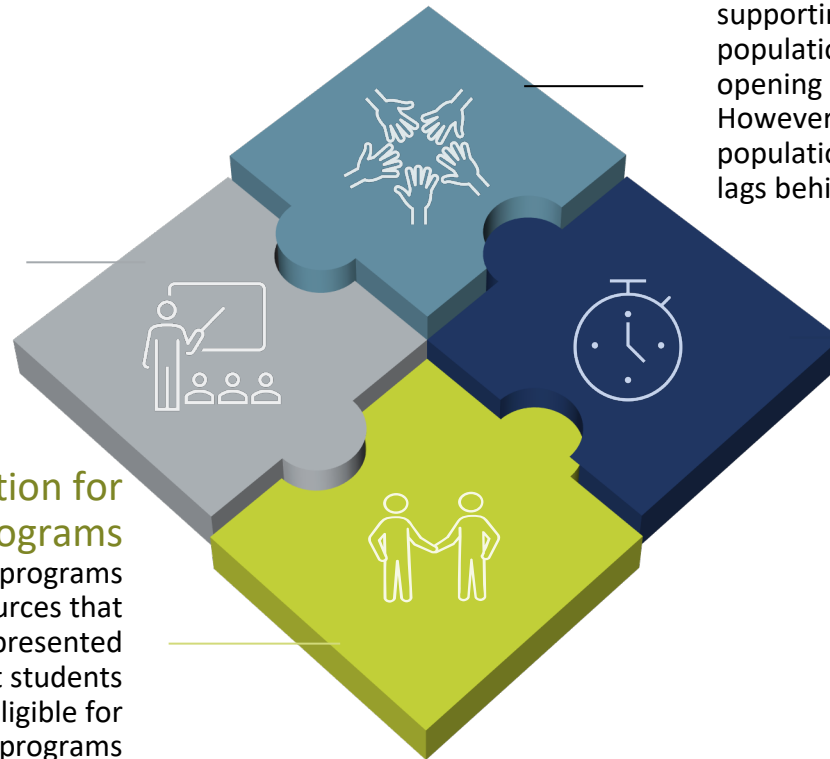
SMC has cultivated a robust suite of wraparound services designed to meet students where they are. As the college continues to welcome an increasingly diverse student body, it will need focus on building belonging across all student groups and removing barriers to access key resources.

Recognizing New Student Needs

As SMC continues to welcome a group of learners who are working adults and connecting with the college in virtual and hybrid structures, it will need to ensure that it has the resources, schedules, and access points most needed by these learners

More Communication for Special Programs

SMC has several special programs with embedded resources that support a variety of underrepresented student populations, but students often don't know they are eligible for these programs



Uneven Feelings of Belonging

SMC has placed an increasing focus on supporting its diverse student population, as highlighted by the opening of the Student Equity Center. However, belonging among certain populations, such as Black students, still lags behind SMC goals

Long Wait Times

The college has a robust counseling staff, but they are often still stretched thin. Students frequently wait, both virtually and in-person, for 4 hours or more for counseling appointments during peak seasons

While SMC must consider how to continue to give students the flexibility to access student services remotely, an increasing return to campus culture will require that the College create more spaces for students to gather, study, and build community.

OPPORTUNITY FOR CONTINUED GROWTH IN DISTANCE MODALITIES



Since the pandemic, SMC has been giving increased attention the development of its distance and hybrid capabilities. However, there is a need for clarity from the college on a path forward in order for appropriate investment to be made in the continued growth of online modalities.

Distance Modalities Offer Growth Opportunities

- SMC's high-flex hybrid pilot has given the college the ability to test out new hybrid learning approaches, but there isn't consensus on a future approach
- There are various professional development opportunities for faculty to get training for online modalities, but training is not required
- Uneven utilization of online tools, such as the LMS, by faculty lead to high variation in the quality of the student experience in distance courses
- The addition of an in-house instructional designer to the SMC staff will allow for increased resource development for online and hybrid course modalities
- Continue growth in this space will require sustained technology investment

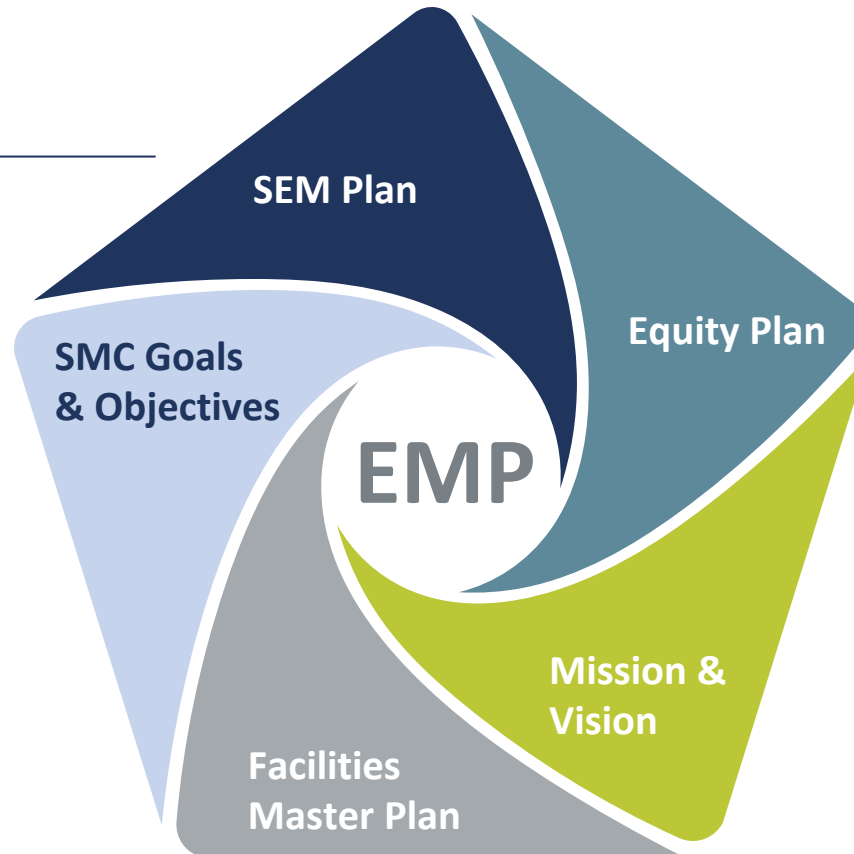


NEED CLEAR CONNECTION ACROSS KEY GUIDING DOCUMENTS



Previous planning efforts have fallen short in creating connections across key institutional guiding documents. For the future Strategic Plan for Education to be impactful for SMC, it will need to clearly connect and intersect with other core SMC plans that are currently in development.

Guiding Document Intersection



Ultimately, SMC must ensure that the services and programs it prioritizes for development and investment must be directed and driven by student demand and be supported by the spaces to accommodate those services and programs.

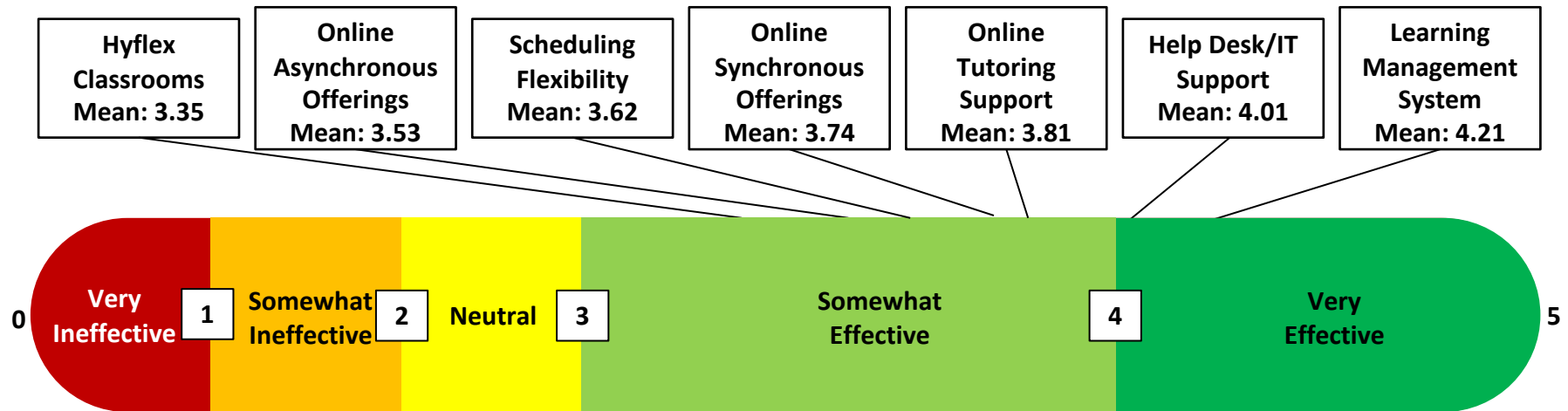
SURVEY ANALYSIS

EXECUTIVE SUMMARY

- ❖ Questions included the **effectiveness of hybrid/distance learning structures, strengths and areas of opportunity in existing facilities and services, support for various student populations, additional opportunities for program growth, and Strategic Plan for Education success measures**
- ❖ The survey was deployed on December 13, 2023, and closed on April 28, 2024
- ❖ **109 respondents** completed some or all survey questions
- ❖ 85 respondents identified their main role as Faculty (**78.0%**), 10 as **Administrator/Manager (9.2%)**, and 14 as **Support Staff (12.8%)**
- ❖ Roughly one-third of respondents (**32.1%**) indicated that they **would be willing to talk further** about their responses
- ❖ Both **hybrid/distance learning** structures and **student supports** were **rated as somewhat effective**
- ❖ **Many programs recommended for growth are already offered at SMC or in Community Education**, which suggests potential needs/offerings mismatch
- ❖ **Recommended success measures extend beyond student outcomes** and are heavily **reliant on data collection and analysis** over the next five years

MOST HYBRID/DISTANCE STRUCTURES SOMEWHAT EFFECTIVE

When asked to rate the effectiveness of seven hybrid/distance education structures at SMC, mean responses for each item fell in the “Somewhat Effective” to “Very Effective” range.



Selected Comments:

“Hybrid asynchronous with on ground labs in the sciences allows our working students to go to school...with quality lecture recordings, this is the best long term option, if we stop offering, they will go elsewhere.”

“Our local IT HD needs a bit of help in educating the staff on knowledge base items that might not be directly under the purview and know where/what department to handoff to for seamless support.”

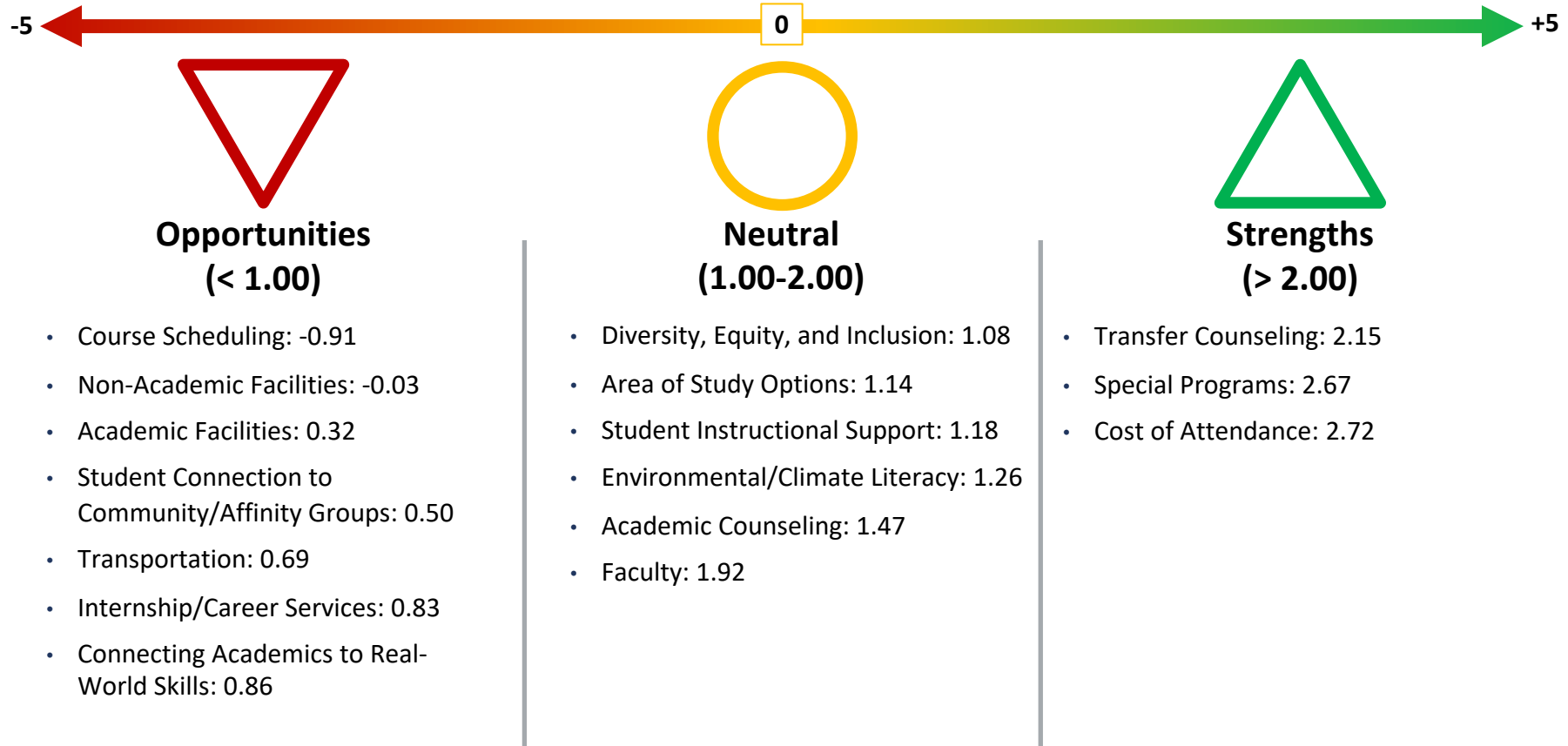
“The schedule is almost entirely dictated by faculty preferences instead of students' preferences. While adding courses to enrollment demand is nice, it is only a band-aid for the ongoing problem of non-student-centered scheduling.”

Strengthening hybrid classrooms and scheduling flexibility can greatly improve students' experience and help build SMC's distance learning brand that will support and attract nontraditional learners over the next 5-10 years.

Source: SMC Survey Data 2024

SPECIAL PROGRAMS, COST, AND TRANSFER ARE SEEN AS STRENGTHS

Respondents rated on a sliding scale from -5 to +5 whether 16 areas were strengths or areas for opportunity. Nearly all were just above 0, indicating that responses were mixed but more positive than negative in most areas.

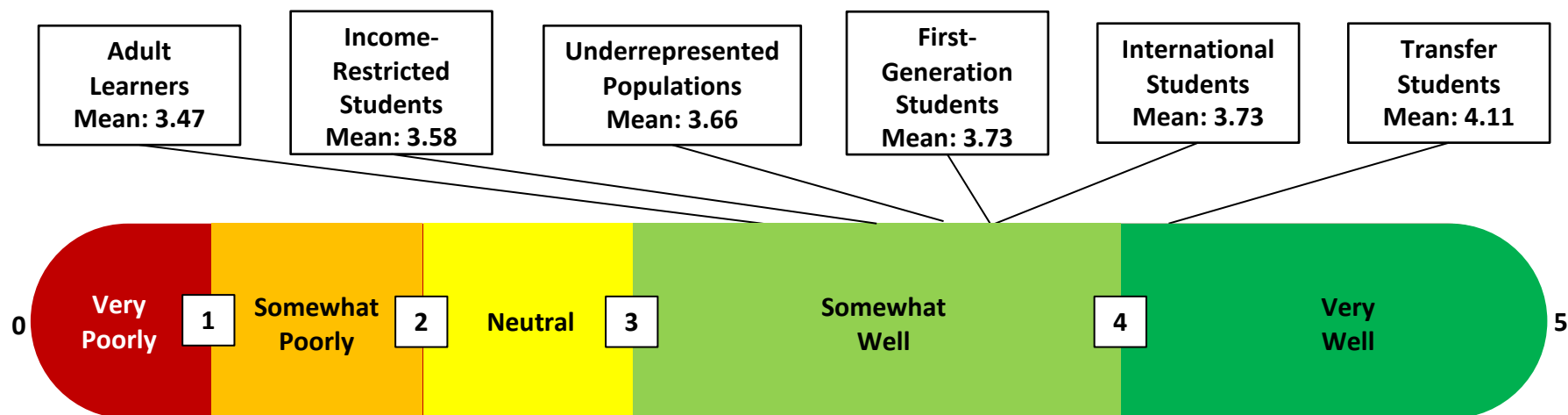


Though several areas are relatively strong, most areas surveyed illustrate opportunity for growth that can be systematized and prioritized in the Strategic Plan for Education.

Source: SMC Survey Data 2024

STUDENT POPULATIONS SUPPORTED SOMEWHAT WELL

When asked how well or poorly facilities and infrastructures at SMC supported specific student populations, mean responses for each item fell in the “Somewhat Well” to “Very Well” range.



Selected Comments:

“More support and consideration for parenting students is very much needed.”

“There is no dormitory nor housing system that I'm aware of. Something that both low income students and the precious foreign students would benefit from.”

“Many income-restricted students report difficulty obtaining the textbooks/required materials for their classes, especially when they are also having difficulty with financial aid. Additionally, many of these students take public transportation for an hour or more each way to attend SMC, which can seriously impact their time management and ability to study.”

This data suggest that, while SMC is supporting larger, more established populations that align with the institution’s brand, there is an opportunity to better support students from historically at-risk backgrounds.

Source: SMC Survey Data 2024

MIX OF PROGRAMS AND CREDENTIALS CAN ATTRACT STUDENTS

Respondents indicated that adding programs and credentials in multiple fields, as well as creating paired bachelor's degree programs for existing associate's programs create opportunities to attract and serve students.



Healthcare

- **Health Sciences**
- *Dental Hygiene*
- Environmental Medical Business



STEM

- **Cloud Computing**
- *Vet Tech*
- A.S. in Mathematics
- **Climate Change/ Sustainability**
- Create BS for **Recycling & Resource Management**



Career/Vocational

- *Automotive*
- *Construction*
- *Culinary Arts*
- GED/HS Completion courses
- Yoga Instruction Certificate
- Film/TV Production Certificates (Applied)



Liberal Arts/Arts

- *Game Design*
- **IXD/Entertainment** Certificates
- **Ethnic Studies**
- **B.A. in Film**
- Fashion Design and Merchandising

Many programs suggested already exist at SMC (**bolded**) or fall under the purview of Community Education (*italicized*). Reconsidering SMC's portfolio may help ensure programs and credentials offered are student- and market-responsive.

Source: SMC Survey Data 2024

SUCCESS MEASURES FOR STRATEGIC EDUCATION PLAN

When asked how SMC will know if its new Strategic Plan for Education is successful in five years, respondents noted general metrics and the need to create one-year milestones to ensure the SPE is on track to meet its overall goals by year five.

- Enrollment growth
- Increased grants/endowment
- Faculty/staff retention
- New programs developed in response to student and market demands
- Part-time/full-time faculty ratio (25:75)



Institutional

- Increased completion rates
- Increased certificate completion rates
- Decreased drop-out/stop-out rates
- Support for income-restricted students



Student

- Closing racial equity gaps re: grades and completion
- Improved reputation (model of excellence and free thought)
- Enrollment that mirrors the ethnic and cultural diversity of the region



Cultural

- Transfer-level math and English completion/success rate
- Employment rates – stronger movement from degree/certificate into the labor force
- Transfer rates/transfer success at new institution



Outcomes

Many of the metrics recommended require robust and intentional data collection and analysis across SMC to measure outcomes and determine trends.


Source: SMC Survey Data 2024

LEGACY PROGRAMS: LARGEST ENROLLMENTS


DATA METHODOLOGY

Coupling Santa Monica College data with regional completion data and projected occupation and job growth, Kennedy and Company was able to highlight SMC programs with the greatest demand currently and in the future.

Raw Data

- Internal Data (Source: Santa Monica College)
 - Regional Completion Data (Source: National Center for Education Statistics)
 - Projected Occupation and Job Growth (Source: Bureau of Labor Statistics)
- 

Analysis

- Identify legacy SMC programs with the greatest demand using headcount and enrollment percent change
 - Use projected growth metrics to approximate future program demand
- 

Result

- Largest SMC programs
- Fastest and slowest growing programs

METRIC DEFINITIONS

SMC Enrollment:
Unduplicated headcount per
major 2022-23

Regional Market Size:
Associate's Degree completions
in 2022

Current Total Regional Jobs:
2023 count of jobs

SMC Enrollment Growth:
Percent change unduplicated
headcount 2016-17 to 2022-23

Regional Market Growth:
Associate's Degree completion
percent change from 2017-22

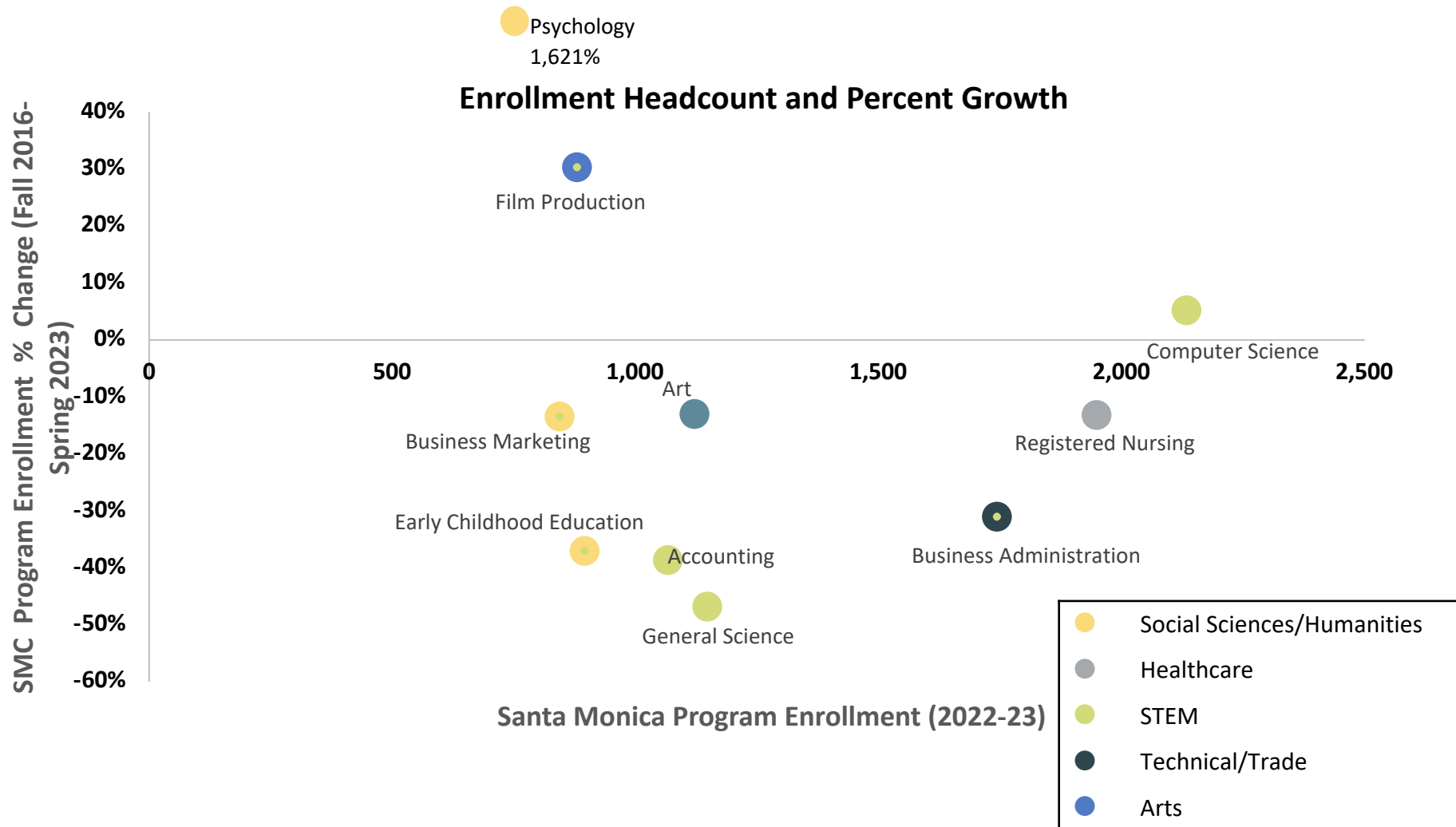
Projected Job Growth:
Percent change for job growth
projections from 2023-33

**Data is based on region surrounding SMC*

GROWING DEGREE MARKET FOR SELECTED PROGRAMS

Top 10
Largest

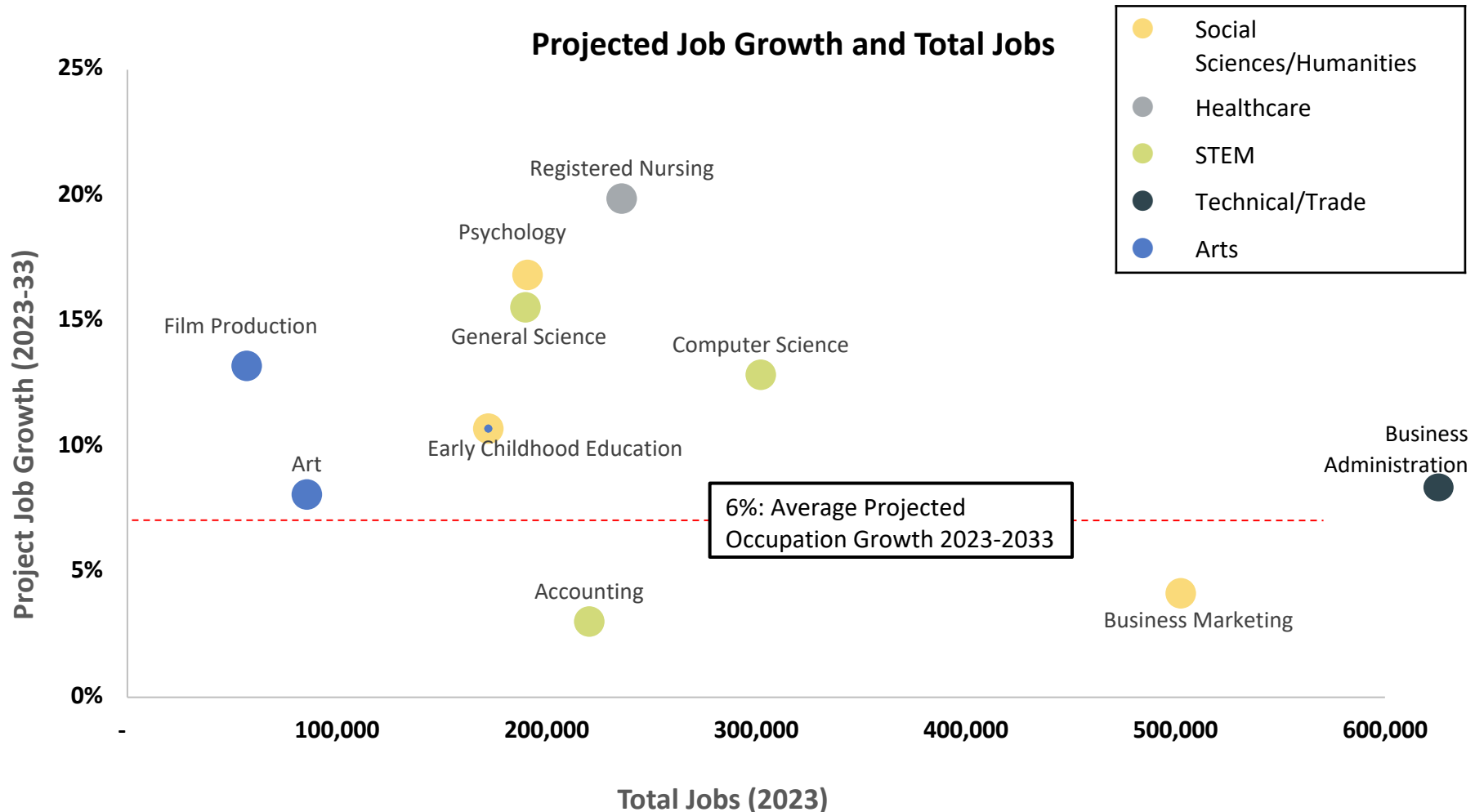
Regardless of enrollment size, most programs show little growth. Seven out of ten of the largest programs experienced a decline in headcount over the last five years.



SIZEABLE JOB MARKET IN THE SMC REGION

Top 10
Largest

Business administration boasts a substantial job market at over 1 million total jobs. The average total jobs across SMC's top programs is about 281K jobs.

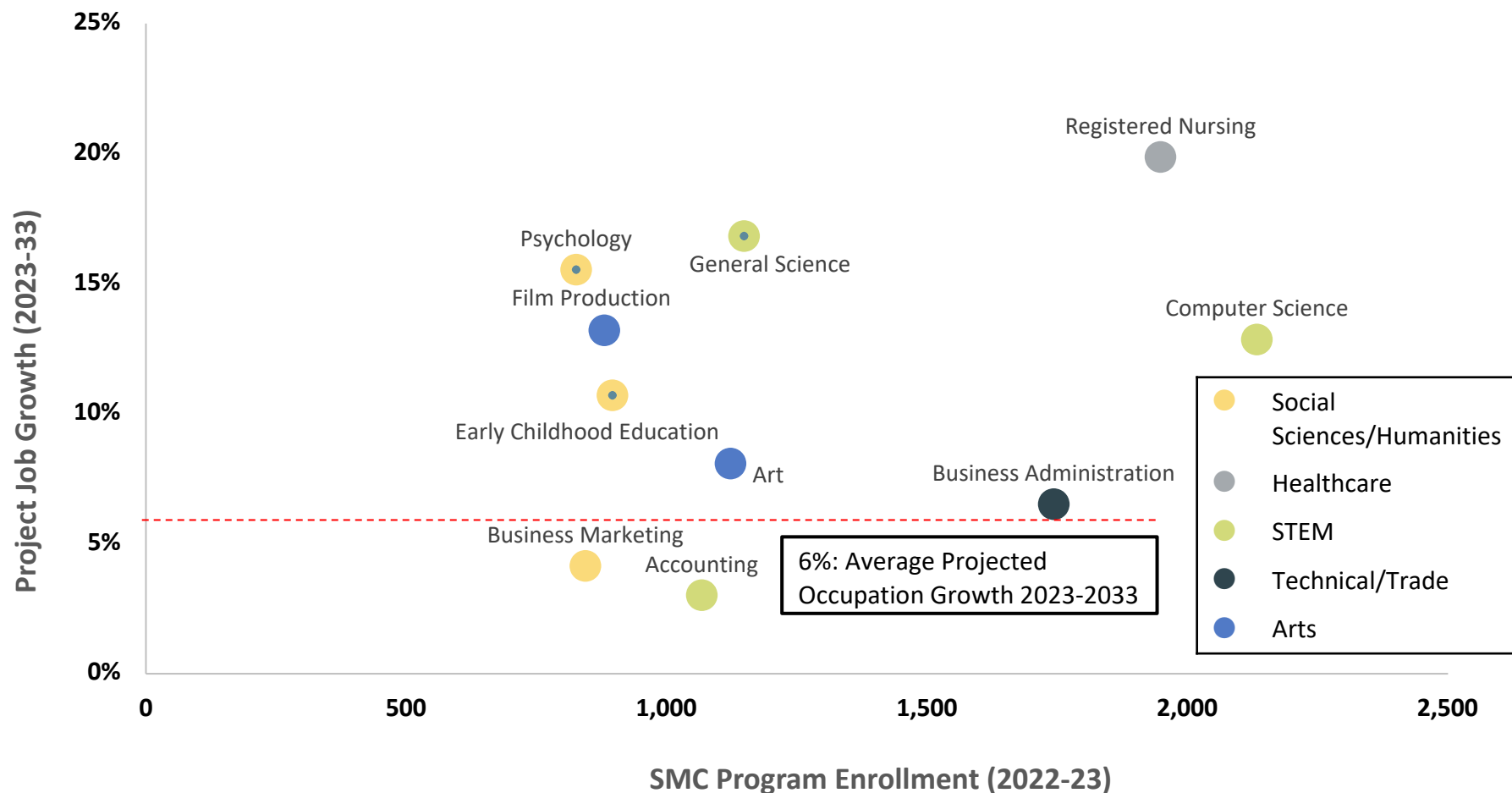


OCCUPATION GROWTH HIGH FOR SMC'S STRONG PROGRAMS

Top 10
Largest

SMC's largest programs are consistently above the average projected job growth. Computer science has the largest headcount as of 2022-2023.



















































Enrollment Headcount and Projected Job Growth




GROWING PROGRAMS VARY IN KEY METRICS


Top 10
Largest

K&Co has identified relative areas of strength and weakness for programs across SMC's portfolio. Many of these large enrollment programs align also have current strong job totals and are projected to have continued job growth into the next decade.


| Program | SMC Enrollment (2022-23) | SMC Enrollment Growth | Regional Market Size | Regional Market Growth | Current Total Regional Jobs | Projected Job Growth |
|---------------------------|--------------------------|---|---|---|---|---|
| Top 10 Largest | | | | | | |
| Computer Science | 2,133 |  |  |  |  |  |
| Registered Nursing | 1,948 |  |  |  |  |  |
| Business Administration | 1,743 |  |  |  |  |  |
| General Science | 1,148 |  |  |  |  |  |
| Art | 1,122 |  |  |  |  |  |
| Accounting | 1,067 |  |  |  |  |  |
| Early Childhood Education | 896 |  |  |  |  |  |
| Film Production | 880 |  |  |  |  |  |
| Business Marketing | 844 |  |  |  |  |  |
| Psychology | 826 |  |  |  |  |  |


Key

 = less than 25th percentile

 = 25th to 50th percentile

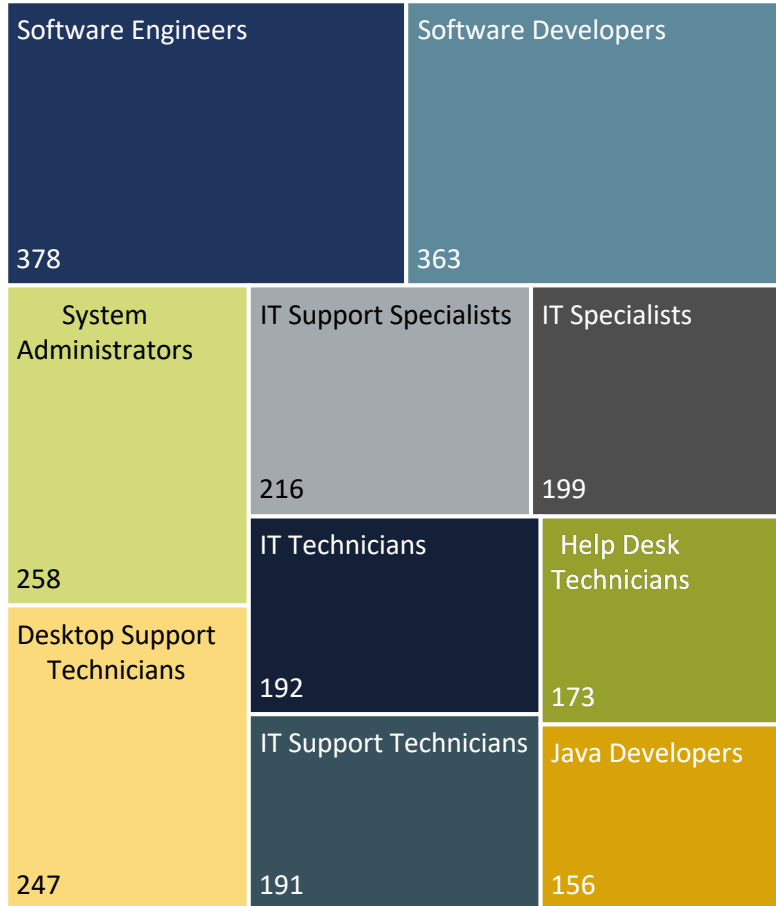
 = 50th percentile/median

 = 50th to 75th percentile

 = greater than 75th percentile

Computer science programs lead to various careers in the tech industry that have particularly sought after skills.

Job Postings by Title¹



Unique
Postings¹

17,698

Target Occupations
2023-2033 Growth



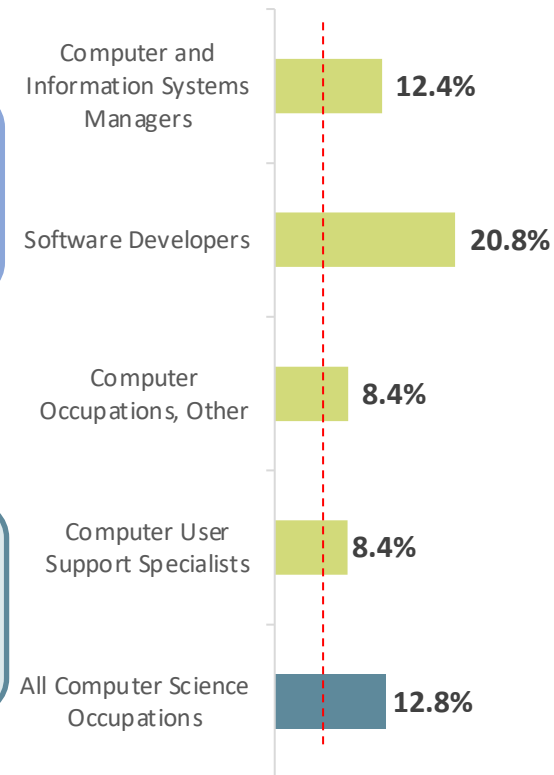
Top Skills

- CompTIA A+
- Security Clearance
- Secret Clearance



SMC Data

- 2022-23 headcount: 2,133
- Percent change Fall 2016 to Spring 2023: 5%



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

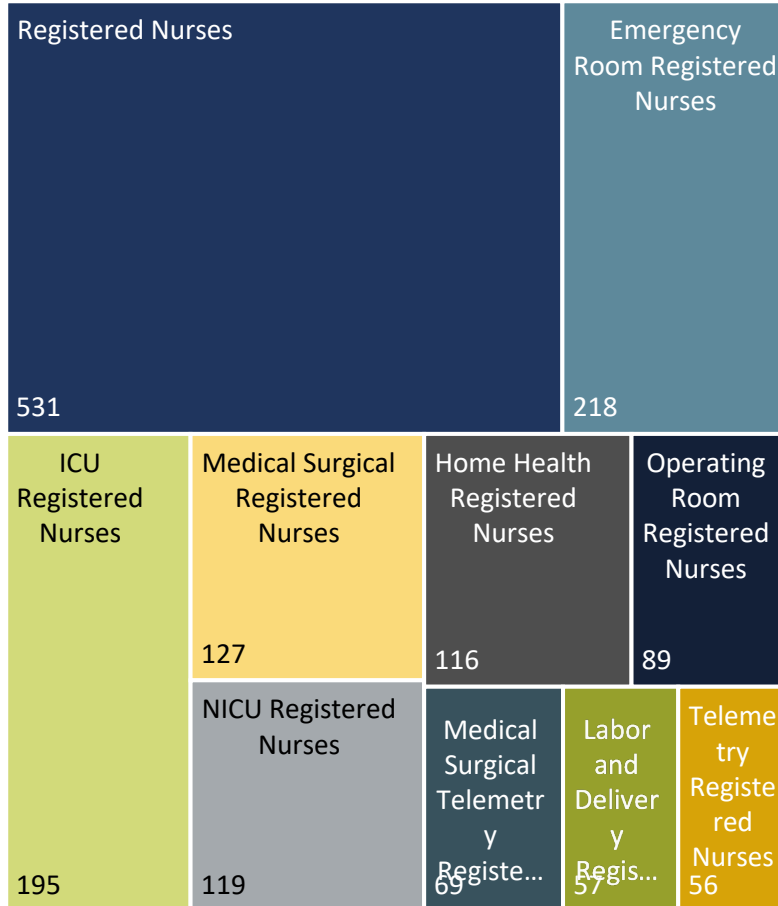
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

REGISTERED NURSING

Top 10
Largest

Registered nursing is one SMC's largest programs, but enrollment in the program remained steady over the past 6 years.

Job Postings by Title¹



Unique
Postings¹

40,509



Top Skills

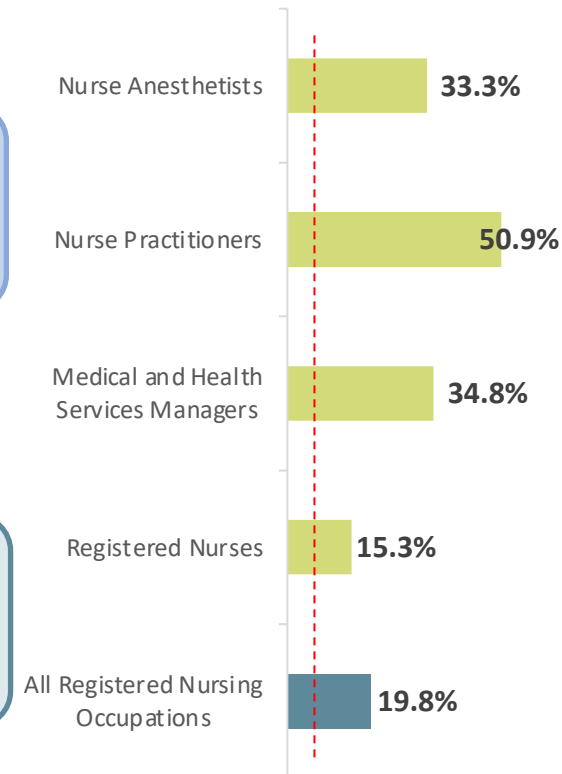
- Registered Nurse
- Basic Life Support Certification
- Advanced Cardiovascular Life Support Certification



SMC Data

- 2022-23 headcount: 1,948
- Percent change Fall 2016 to Spring 2023: **-13%**

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Despite SMC's large enrollment in the business administration program and the sizeable job market, the program has experienced significant enrollment declines.

Job Postings by Title¹



Unique
Postings¹

50,352



Top Skills

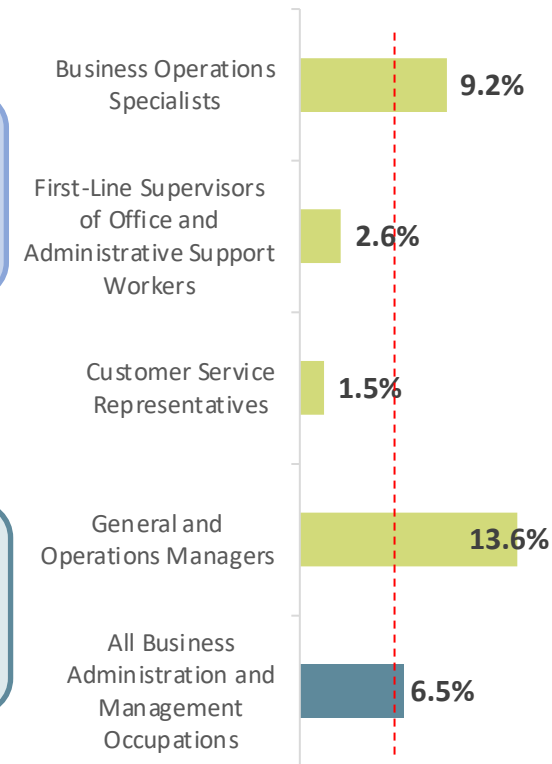
- CompTIA A+
- Registered Nurse
- CPR Certification



SMC Data

- 2022-23 headcount: 1,743
- Percent change Fall 2016 to Spring 2023: **-31%**

Target Occupations 2023-2033 Growth

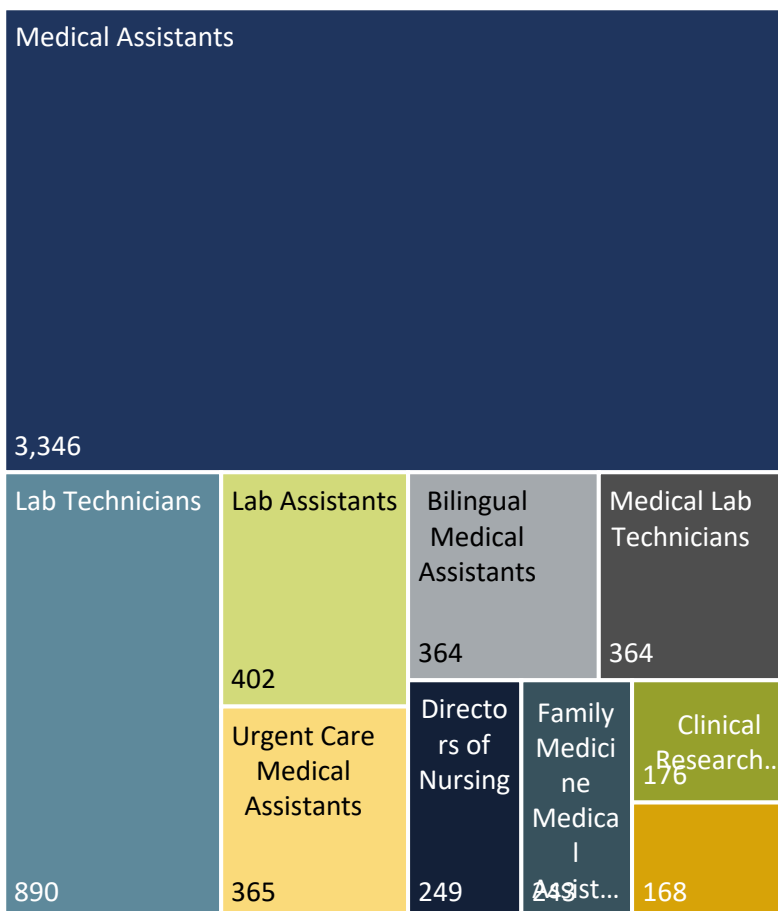


Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

A degree in general science can be used to obtain various roles in the medical industry, which are expected to experience more than double the growth of an average occupation.

Job Postings by Title¹



Unique
Postings¹

19,895



Top Skills

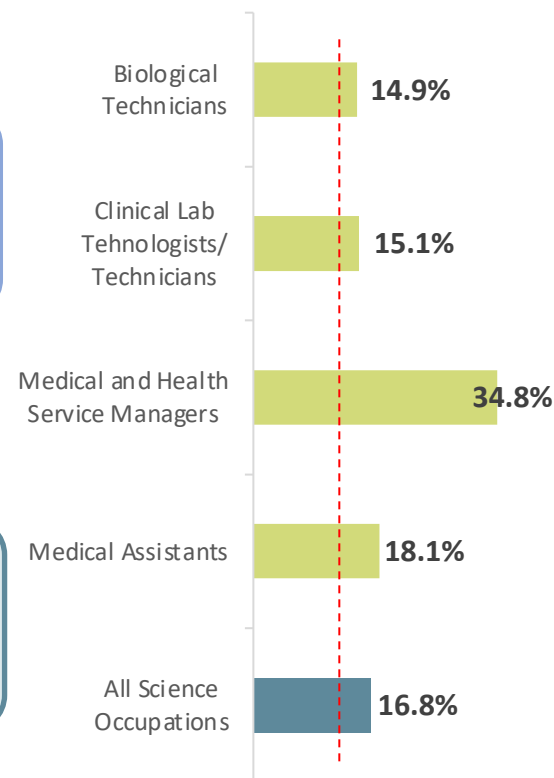
- Basic Life Support Certification
- Registered Nurse
- Certified Medical Assistant



SMC Data

- 2022-23 headcount: 1,148
- Percent change Fall 2016 to Spring 2023: **-47%**

Target Occupations 2023-2033 Growth

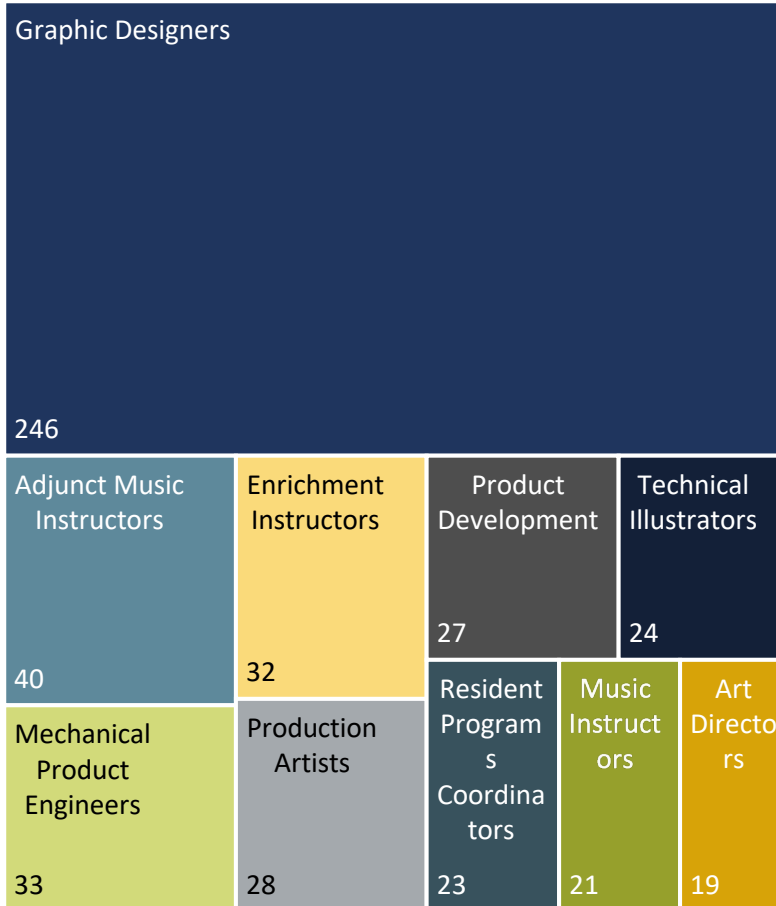


Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

An art degree can be applied across various industries from marketing to education. Some sample job postings include graphic designers and product development.

Job Postings by Title¹



Unique
Postings¹

1,568



Top Skills

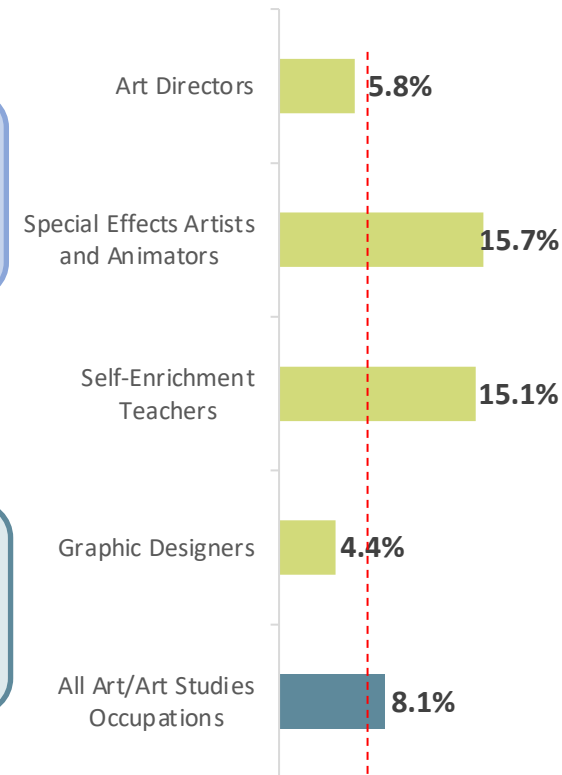
- CPR Certification
- First Aid Certification
- Security Clearance



SMC Data

- 2022-23 headcount: 1,122
- Percent change Fall 2016 to Spring 2023: **-13%**

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ACCOUNTING

Top 10
Largest

The accounting program teaches a specialized set of skills that can be applied across finance and accounting. Although accounting is one of SMC's largest programs, it has low projected job growth.

Job Postings by Title¹



Unique
Postings¹

3,966



Top Skills

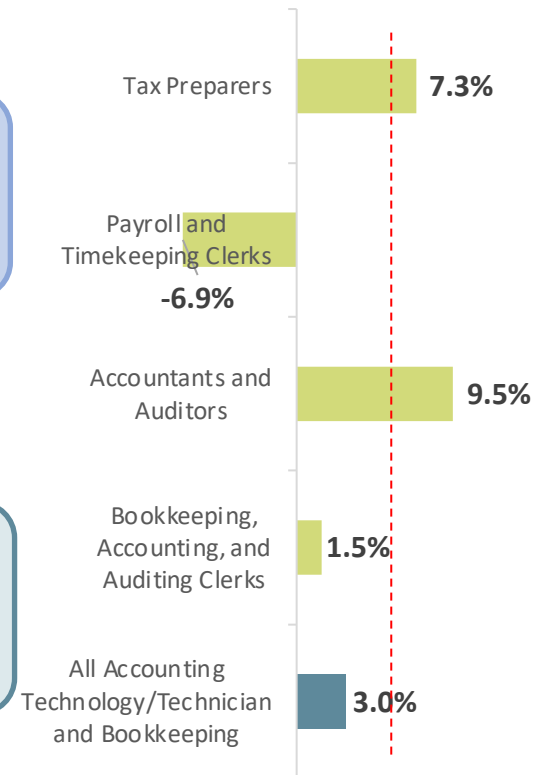
- Certified Accounting Technician
- Certified Public Accountant
- Fundamental Payroll Professional



SMC Data

- 2022-23 headcount: 1,067
- Percent change Fall 2016 to Spring 2023: -39%

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

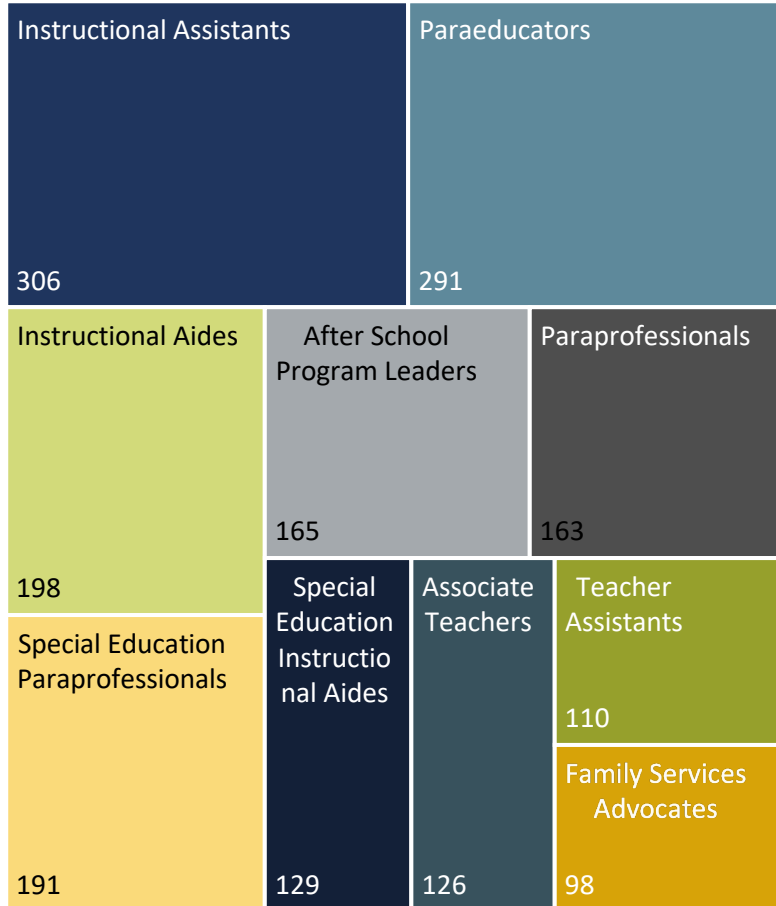
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

EARLY CHILDHOOD EDUCATION

Top 10
Largest

The early childhood education program has typically been one of SMC's largest programs. These careers are also expected to grow at above average rates.

Job Postings by Title¹



Unique
Postings¹

5,860



Top Skills

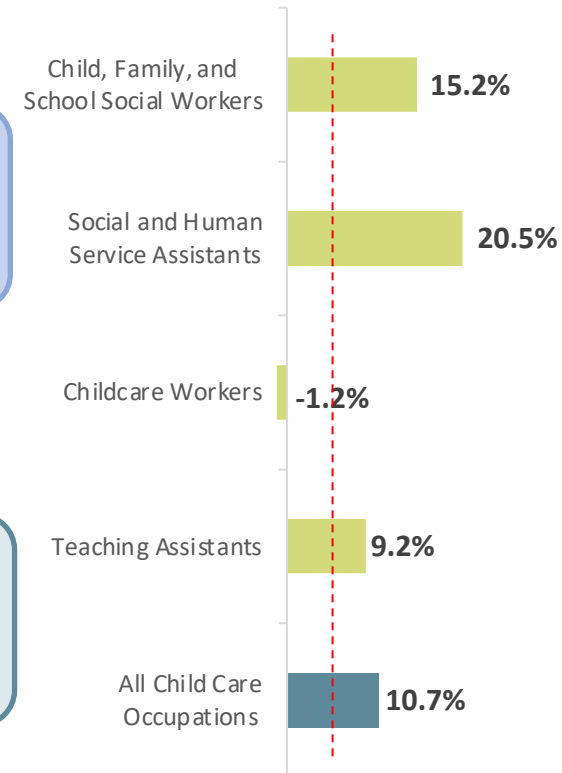
- CPR Certification
- Registered Nurse
- No Child Left Behind Standards



SMC Data

- 2022-23 headcount: 984
- Percent change Fall 2016 to Spring 2023: **-37%**

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

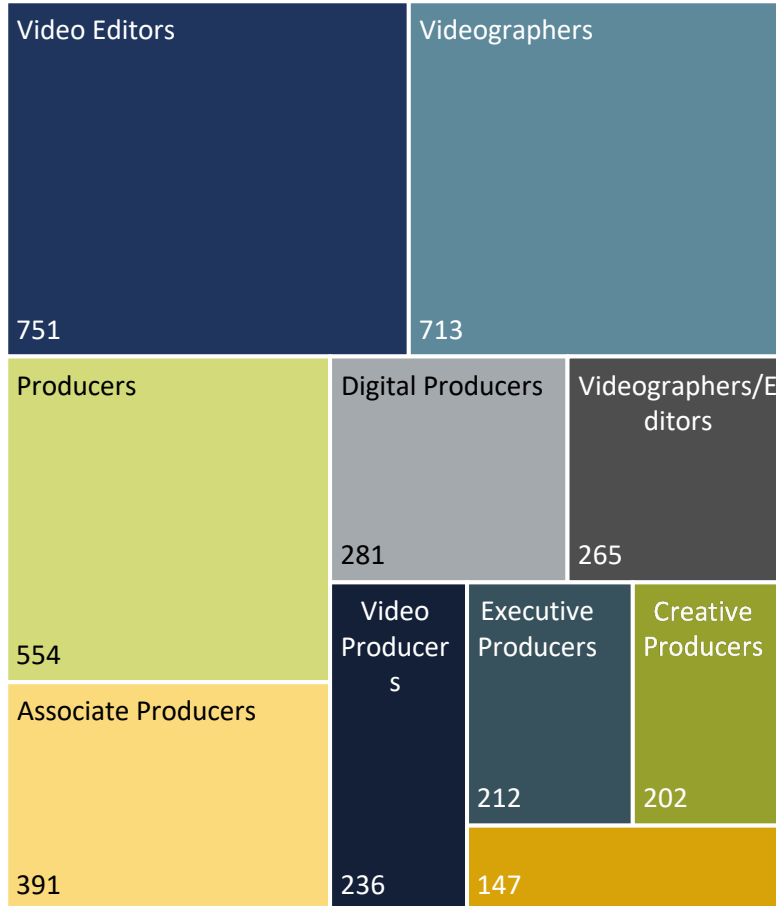
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

FILM PRODUCTION

Top 10
Largest

Most film production occupations are projected to have twice the national job growth average. Film production careers seek unique qualifications such as a drone pilot certificate.

Job Postings by Title¹



Unique
Postings¹

8,465



Top Skills

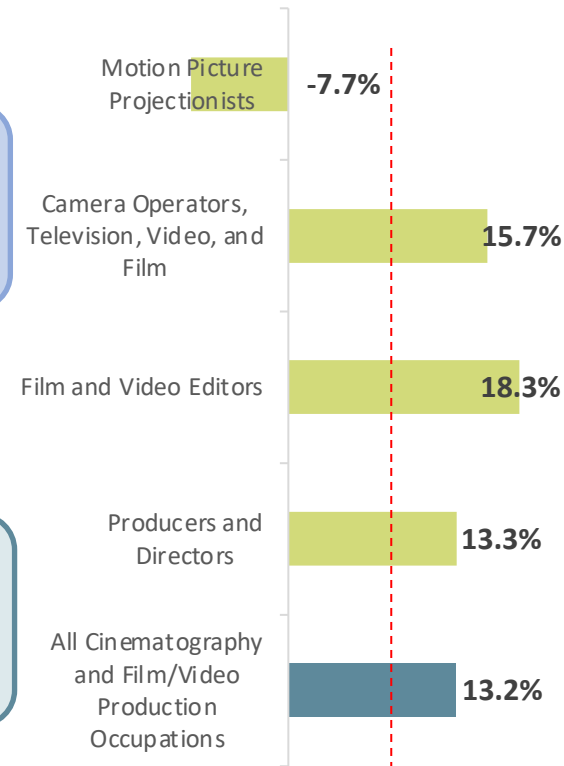
- Project Management Professional Certification
- Drone Pilot Certificate
- Security Clearance



SMC Data

- 2022-23 headcount: 880
- Percent change Fall 2016 to Spring 2023: 30%

Target Occupations 2023-2033 Growth

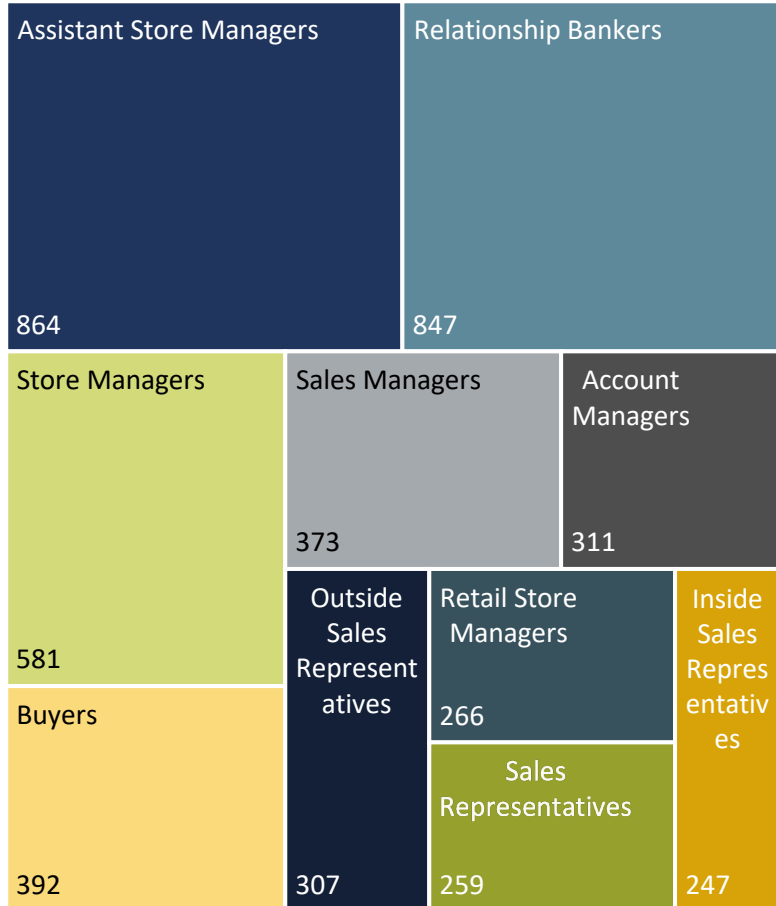


Sources: Lightcast 1. Results filtered by unique job postings January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Although business marketing has high enrollment at SMC, the job market is projected to grow below average.

Job Postings by Title¹



Unique
Postings¹

20,361



Top Skills

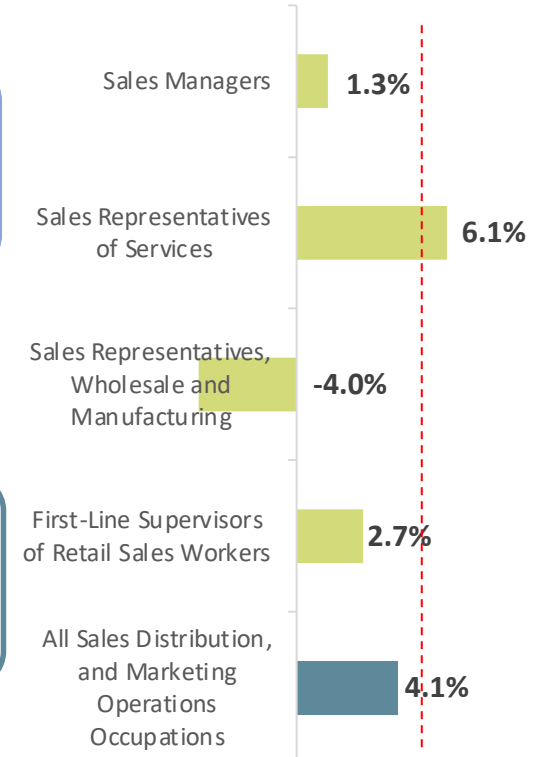
- Bachelor of Science in Business
- Licensed Practical Nurse
- Registered Nurse



SMC Data

- 2021-2022 headcount: 844
- Percent change Fall 2016 to Spring 2023: **-13%**

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

SMC's psychology program has experienced the school's highest enrollment growth. Psychology occupations also have a strong growth outlook making it a top-ranked program.

Job Postings by Title¹



Unique
Postings¹

11,119

Target Occupations
2023-2033 Growth



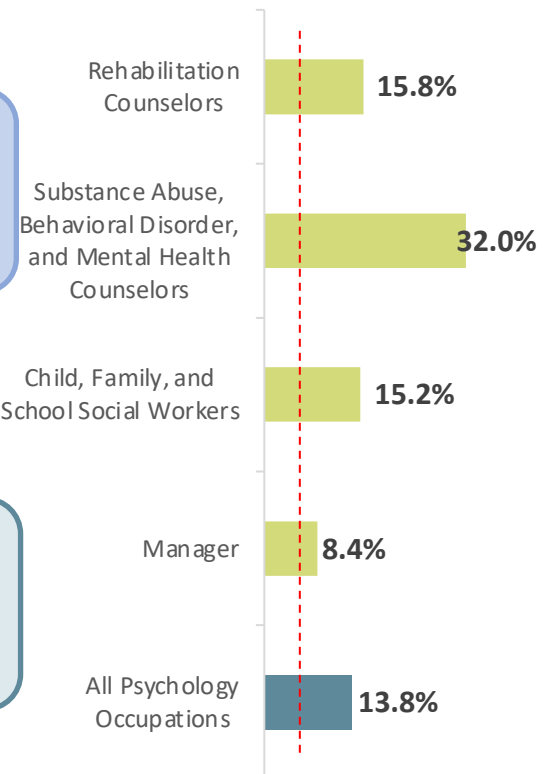
Top Skills

- CPR Certification
- First Aid Certification
- Registered Behavior Technician



SMC Data

- 2022-23 headcount: 826
- Percent change Fall 2016 to Spring 2023: 1,621%



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

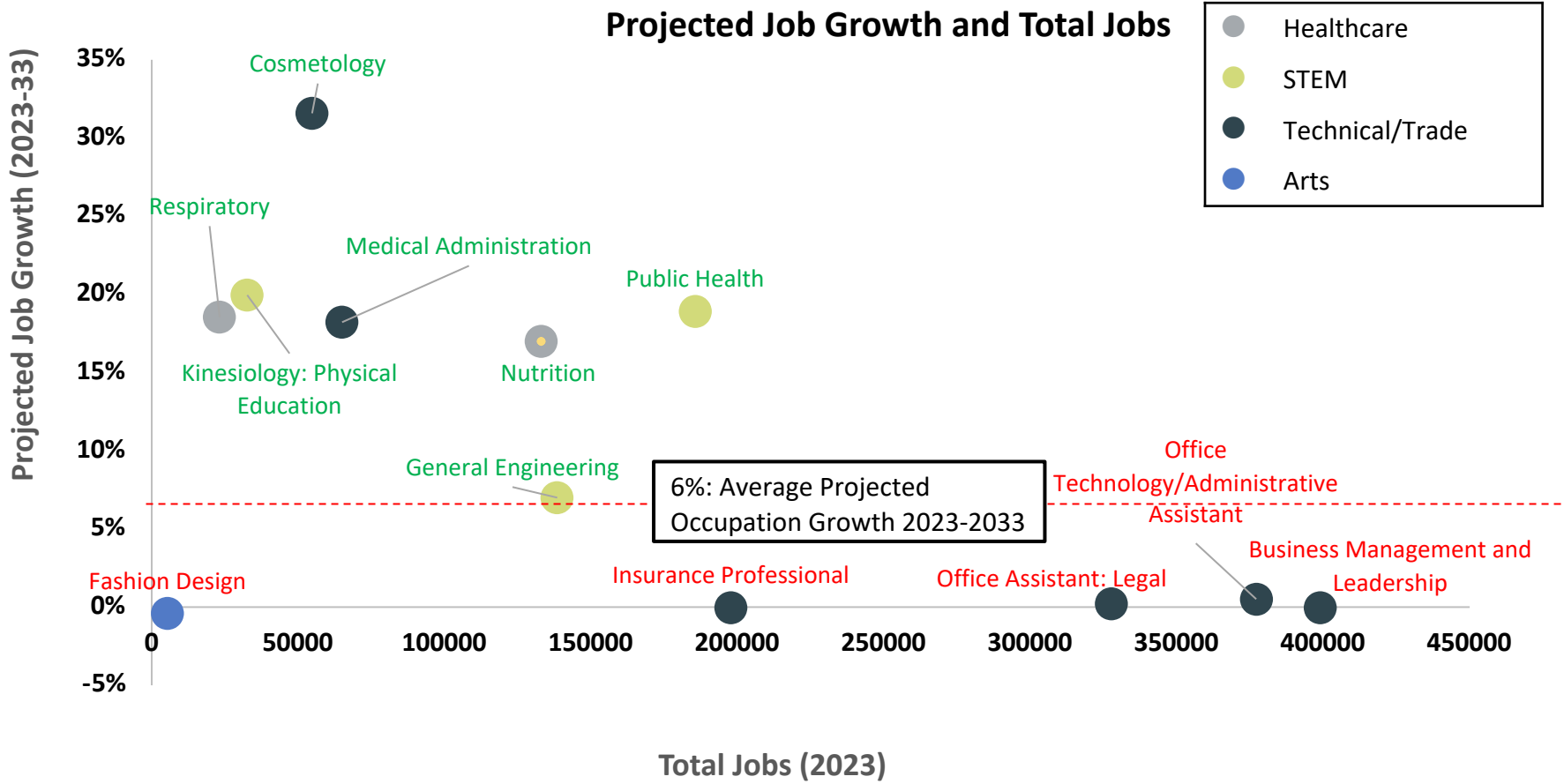
SELECTED LEGACY PROGRAMS

*NOTE: PROGRAMS HIGHLIGHTED IN THE FOLLOWING SECTION ARE THOSE OUTSIDE OF SMC'S
HIGHEST ENROLLMENT PROGRAMS*

HEALTHCARE AND STEM FIELDS GROWING RAPIDLY

Fastest and Slowest Growing

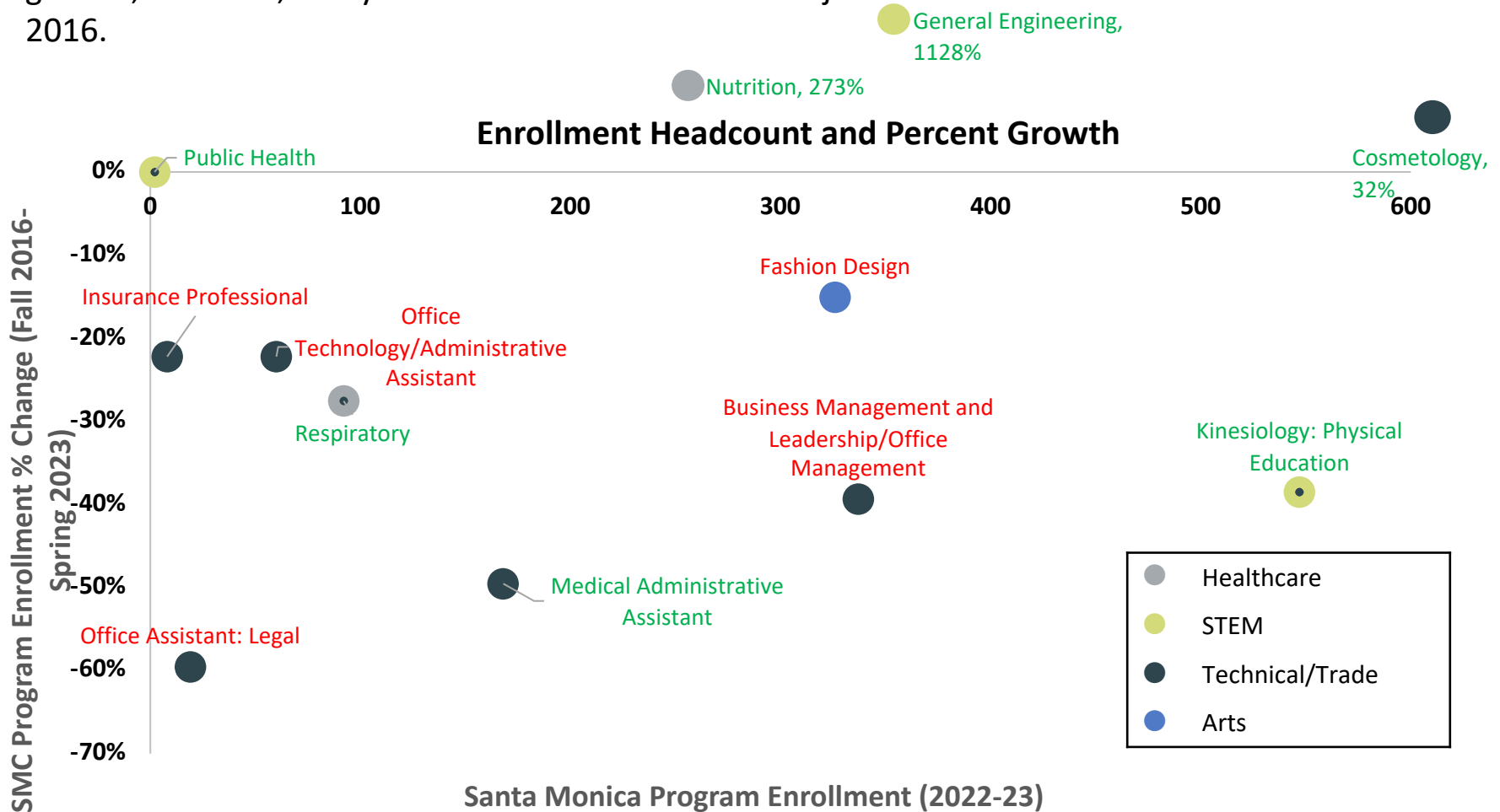
Office and administrative industries are especially vulnerable to shrinking demand in the future. Conversely, healthcare and STEM industries are expected to see considerable growth.



ENGINEERING AND NUTRITION EXHIBIT HIGH DEMAND

Fastest and Slowest Growing

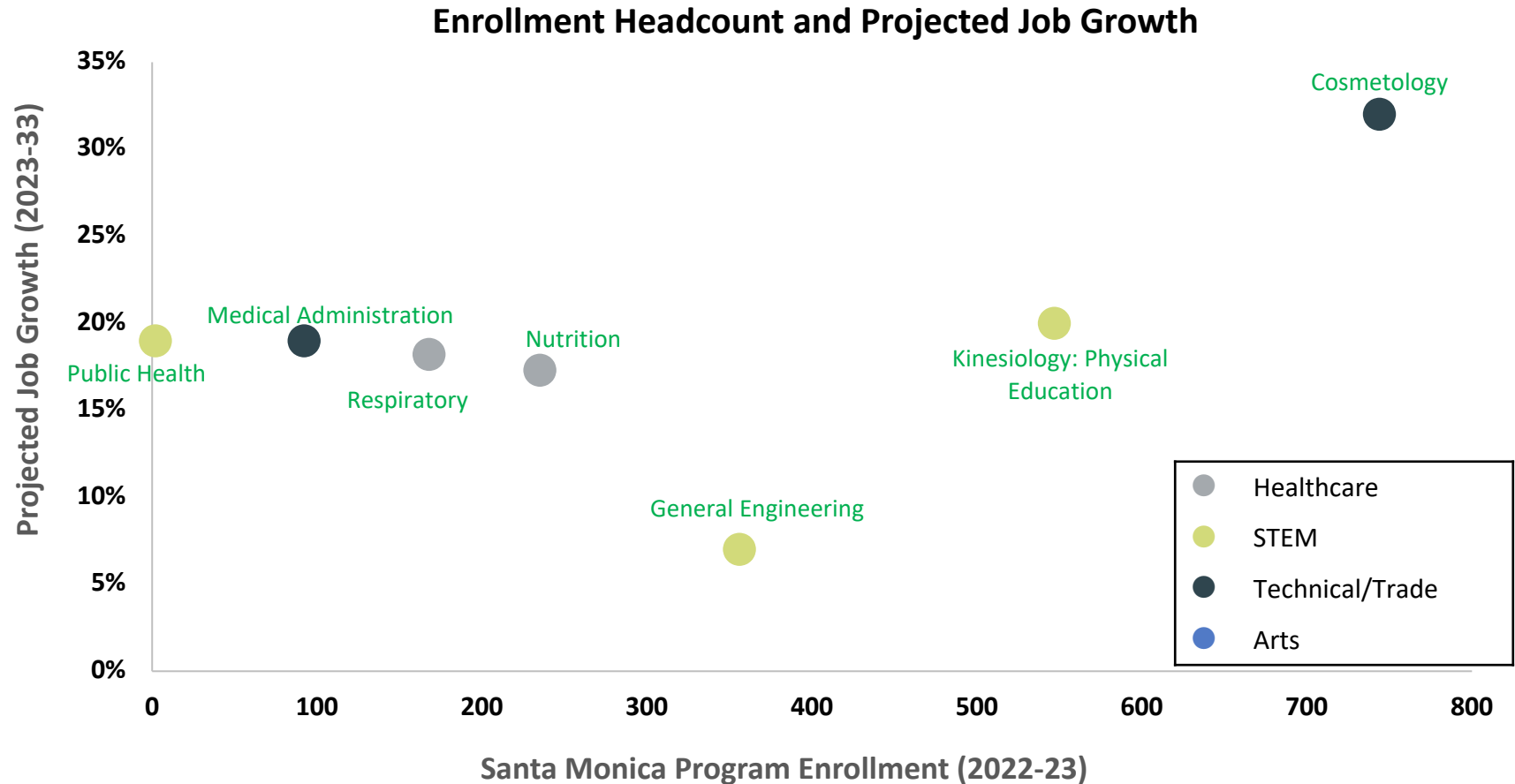
General Engineering, Nutrition, and Cosmetology have experienced considerable enrollment growth; however, many other career and technical majors have seen enrollment declines since 2016.



HEALTH AND WELLNESS INDUSTRIES EXPANDING

Fastest
Growing

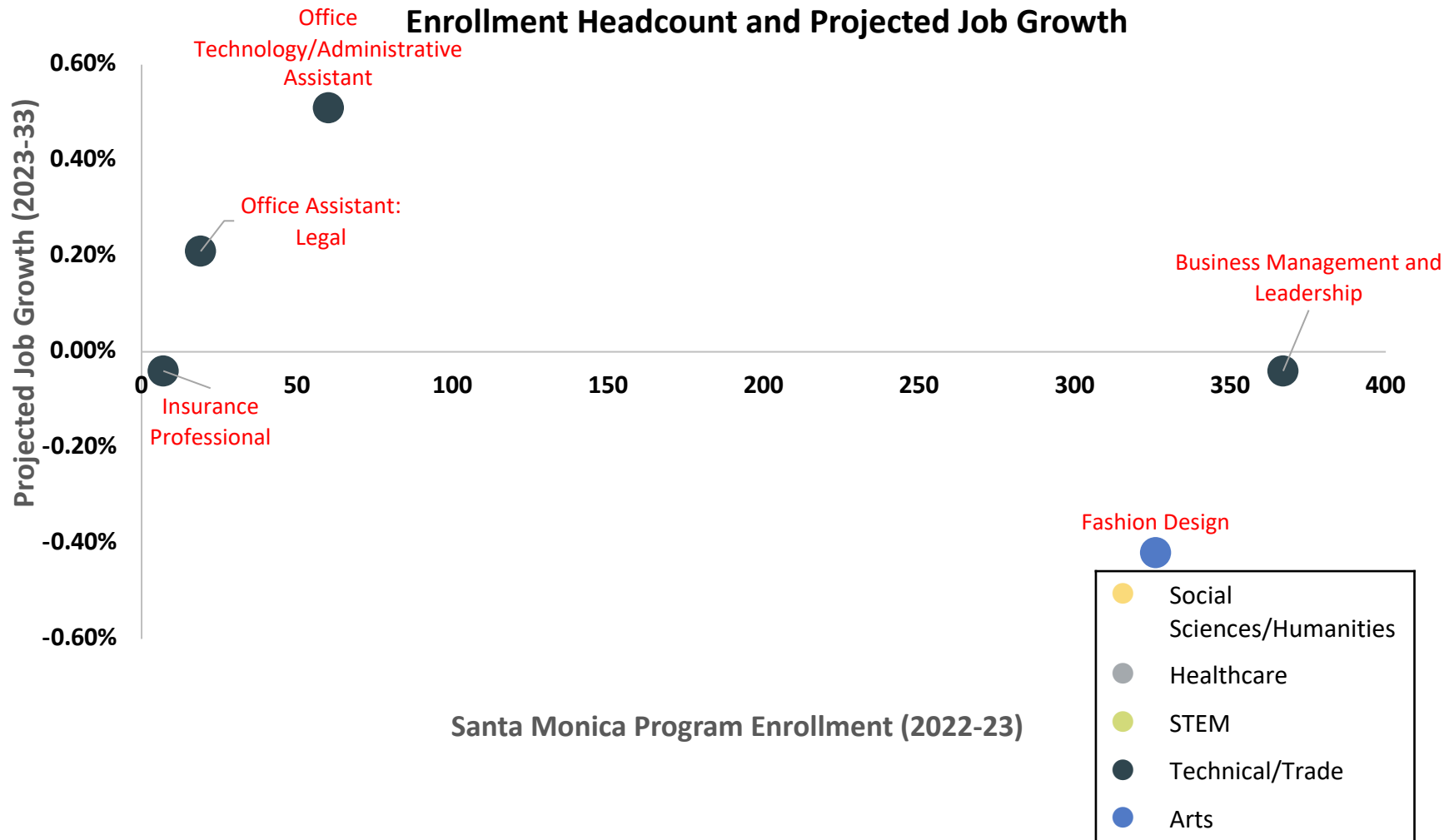
Cosmetology has both the largest program enrollment and projected job growth. Programs involving the health and wellness industry round out the rest of the fastest growing.



ADMINISTRATIVE POSITIONS FACE DECLINES





























































Slowest
Growing


Generally administrative positions are expected to decline over the next decade as there is an increased usage of AI assistants, project management tools and calendar management technologies.




PREDICTED FASTEST AND SLOWEST GROWING SMC PROGRAMS


K&Co has identified relative areas of strength and weakness for programs across SMC's portfolio; the table below highlights the fastest and slowest growing programs excluding the SMC programs with the largest enrollments listed in the slides above.


| Program | SMC Enrollment (2022-23) | SMC Enrollment Growth | Regional Market Size | Regional Market Growth | Current Total Regional Jobs | Projected Job Growth |
|--|--------------------------|---|---|---|---|---|
| Fastest Growing Programs | | | | | | |
| Cosmetology | 775 |  |  |  |  |  |
| Kinesiology: Physical Education | 495 |  |  |  |  |  |
| General Engineering | 356 |  |  |  |  |  |
| Nutrition | 235 |  |  |  |  |  |
| Medical Administration | 168 |  |  |  |  |  |
| Respiratory | 112 |  |  |  |  |  |
| Public Health | 23 |  |  |  |  |  |
| Slowest Growing Programs | | | | | | |
| Business Management and Leadership/Office Management | 337 |  |  |  |  |  |
| Fashion Design | 326 |  |  |  |  |  |
| Office Technology/Administrative Assistant | 60 |  |  |  |  |  |
| Office Assistant: Legal | 19 |  |  |  |  |  |
| Insurance Professional | 7 |  |  |  |  |  |


 = less than 25th percentile

 = 25th to 50th percentile

 = 50th percentile/median

 = 50th to 75th percentile

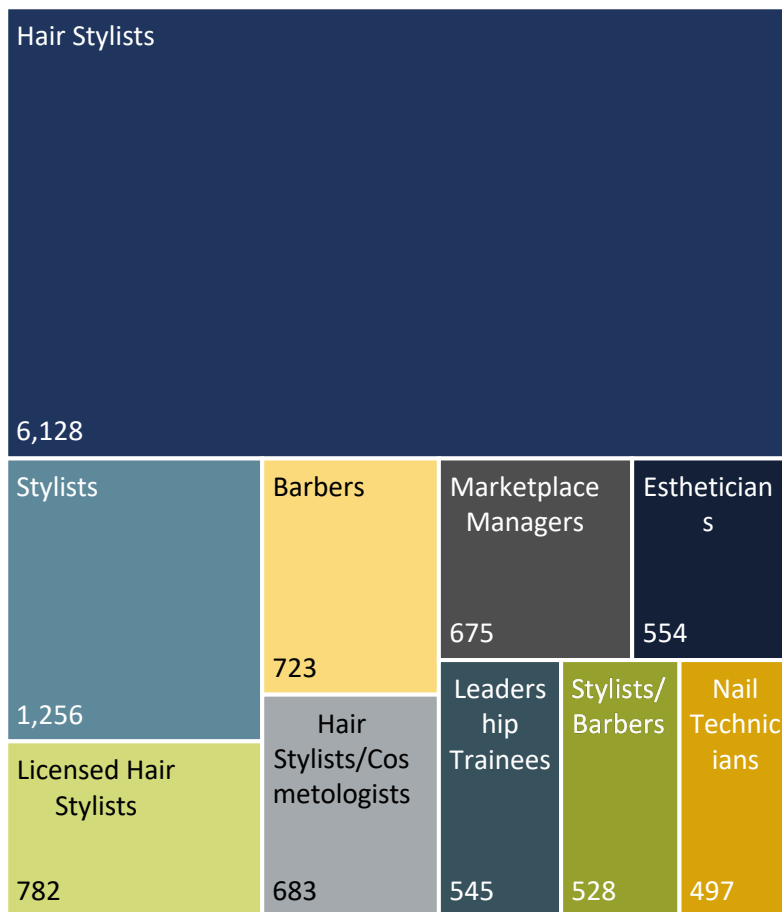
 = greater than 75th percentile



LEGACY PROGRAMS: FASTEST GROWING

Despite a relatively small current job market, cosmetology careers are expected to rise rapidly over the next 10 years.

Job Postings by Title¹



Unique Postings¹

18,859

Target Occupations 2023-2033 Growth



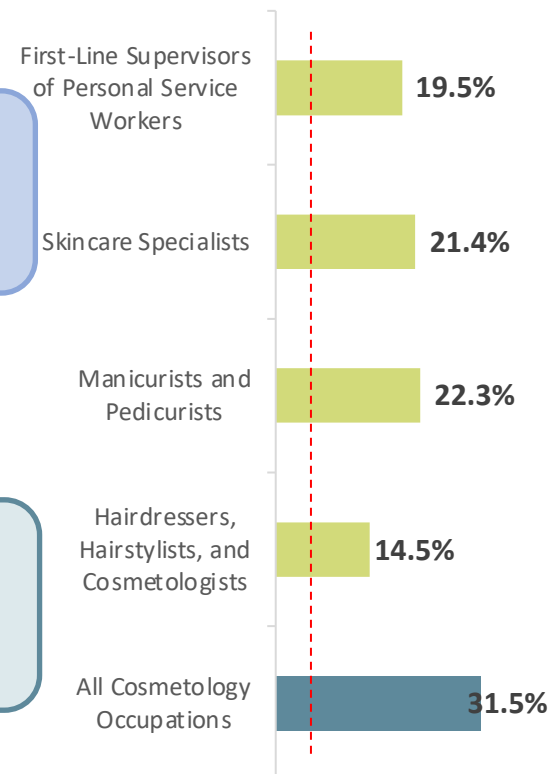
Top Skills

- Barber License
- Cosmetology License
- Esthetician License



SMC Data

- 2022-23 headcount: 775
- Percent change Fall 2016 to Spring 2023: 32%

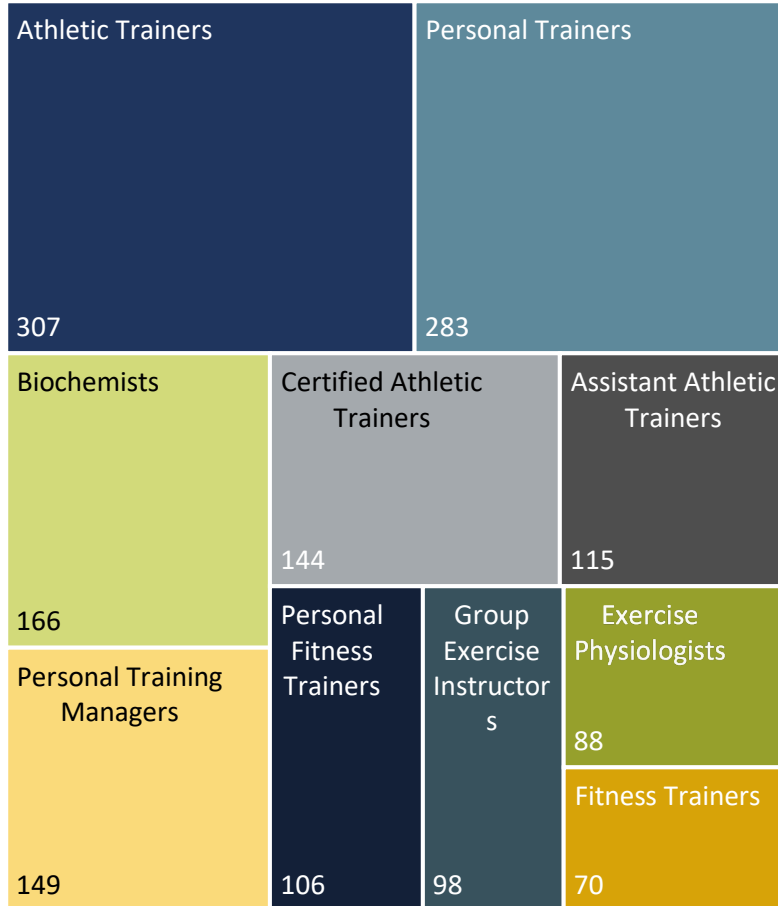


Sources: Lightcast 1. Results filtered by unique job postings, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Kinesiology has a moderate-sized enrollment and a growing job industry. Kinesiology occupations are expected to grow by roughly 21%.

Job Postings by Title¹



Unique Postings¹

2,940

Target Occupations 2023-2033 Growth



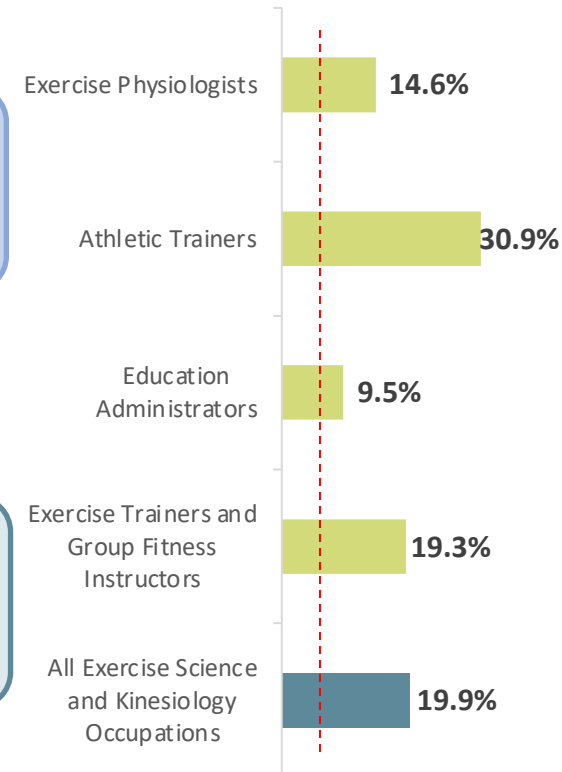
Top Skills

- CPR Certification
- Automated External Defibrillator Certification
- Personal Trainer Certification



SMC Data

- 2022-23 headcount: 495
- Percent change Fall 2016 to Spring 2023: -44%



Sources: Lightcast 1. Results filtered by unique job postings, January 2022 to September 2023

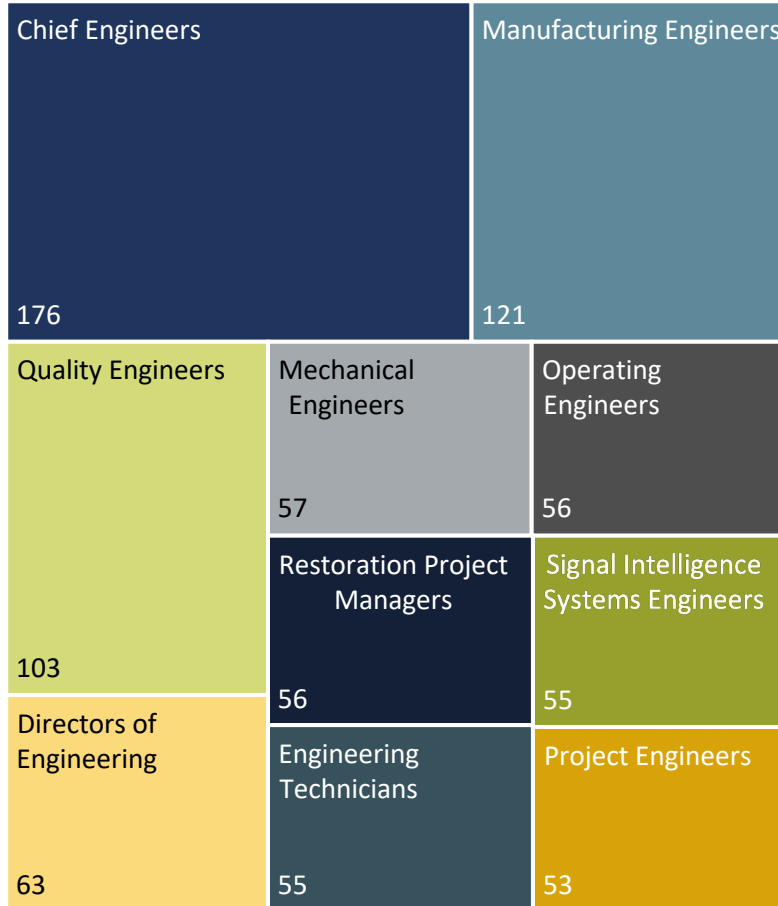
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

GENERAL ENGINEERING

Fastest Growing

The General Engineering Program at SMC has grown quickly over the last five years. The job outlook is slightly above the national average.

Job Postings by Title¹



Unique Postings¹

3,597

Target Occupations
2023-2033 Growth



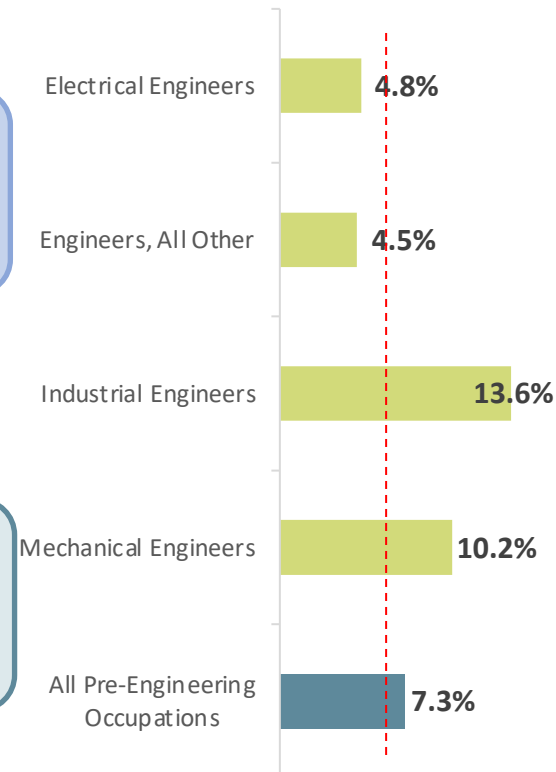
Top Skills

- Security Clearance
- Secret Clearance
- Top Secret Clearance



SMC Data

- 2022-23 headcount: 356
- Percent change Fall 2016 to Spring 2023: 1,128%

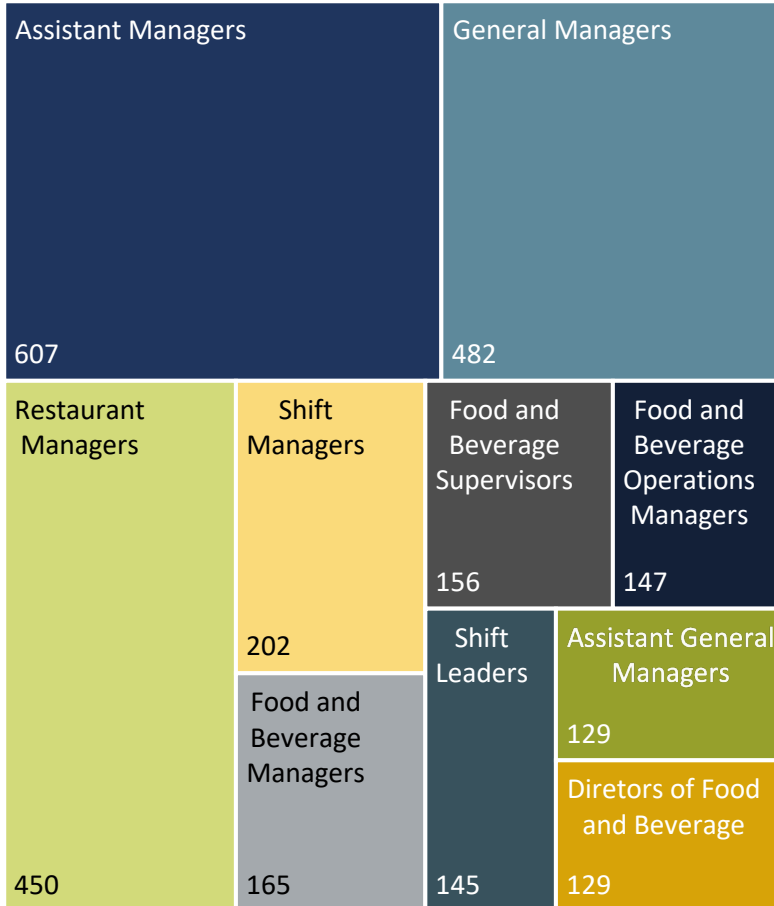


Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

SMC Nutrition program has increased substantially since 2016 and its project job growth indicates it will continue to grow.

Job Postings by Title¹



Unique Postings¹

6,037



Top Skills

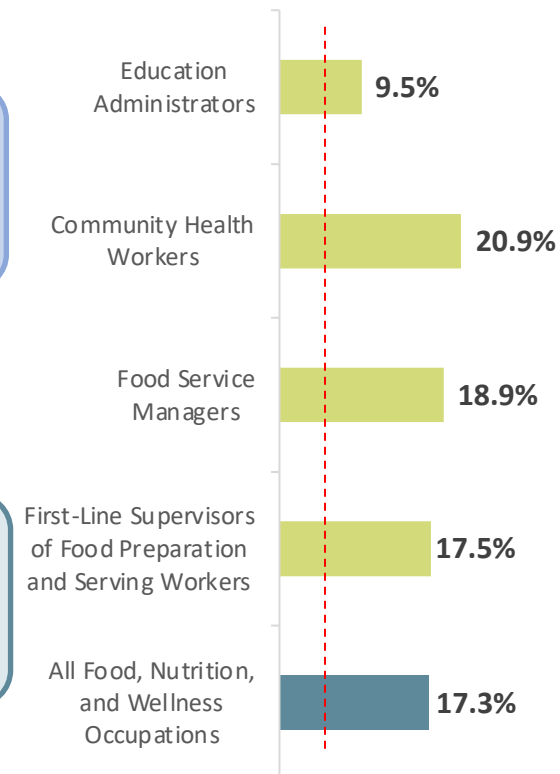
- ServSafe Certification
- Food Handler's Card
- Food Safety Manager Certification



SMC Data

- 2022-23 headcount: 235
- Percent change Fall 2016 to Spring 2023: 273%

Target Occupations 2023-2033 Growth

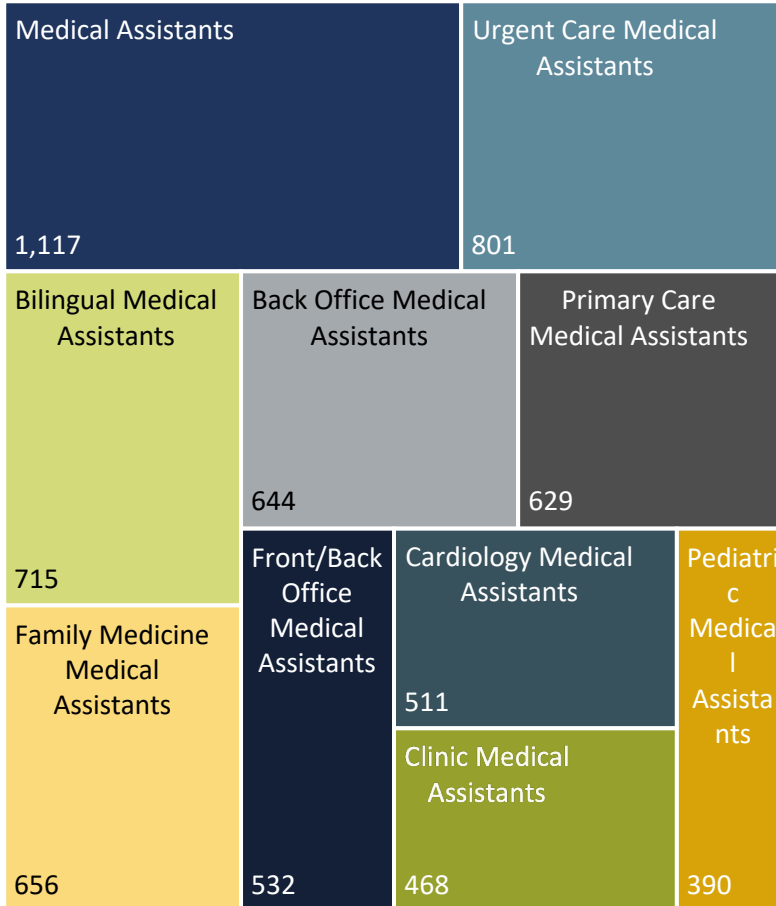


Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Despite medical administration's projected job growth, SMC enrollments have been on the decline for the past 5 years.

Job Postings by Title¹



Unique Postings¹

8,572

Target Occupations 2023-2033 Growth



Top Skills

- Basic Life Support Certification
- Certified Medical Assistant
- Phlebotomy Certification



SMC Data

- 2022-23 headcount: 168
- Percent change Fall 2016 to Spring 2023: **-50%**

Medical Assistants

18.2%

All Medical/Clinical Assistant Occupations

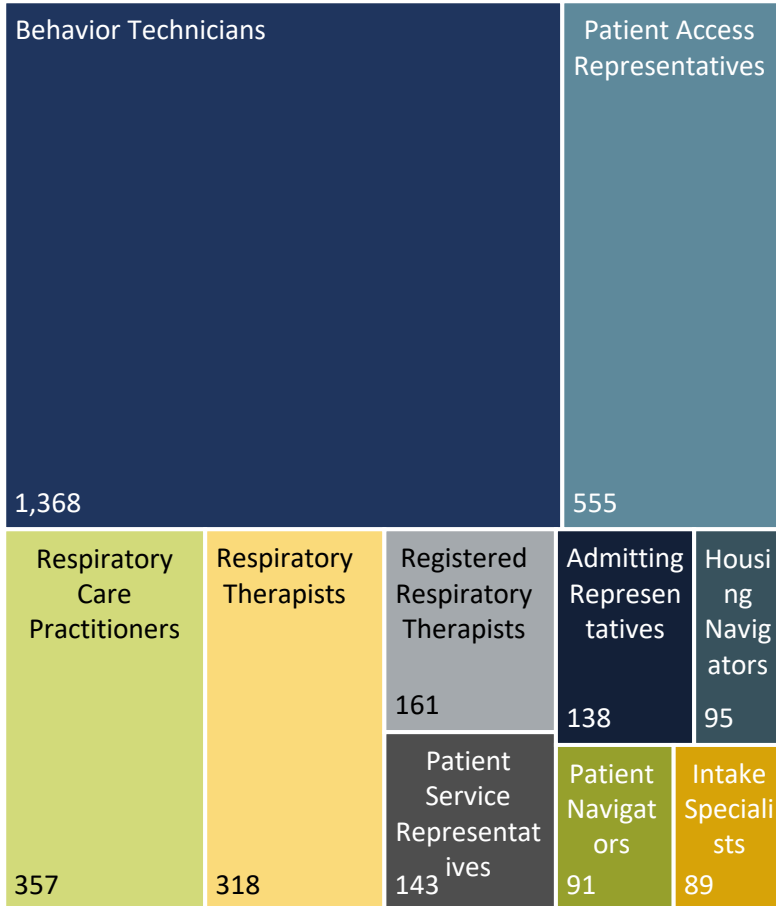
18.2%

Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Much like other healthcare fields such as registered nursing, respiratory care occupations are experiencing 3x the average projected job growth.

Job Postings by Title¹



Unique Postings¹

6,421

Target Occupations 2023-2033 Growth



Top Skills

- Basic Life Support Certification
- Registered Behavior Technician
- Board Certified/Board Eligible



SMC Data

- 2022-23 headcount: 112
- Percent change Fall 2016 to Spring 2023: **-12%**

Health Technologist and Technicians

18.6%

Respiratory Therapists

17.4%

All Respiratory Care Therapy/Therapist Occupations

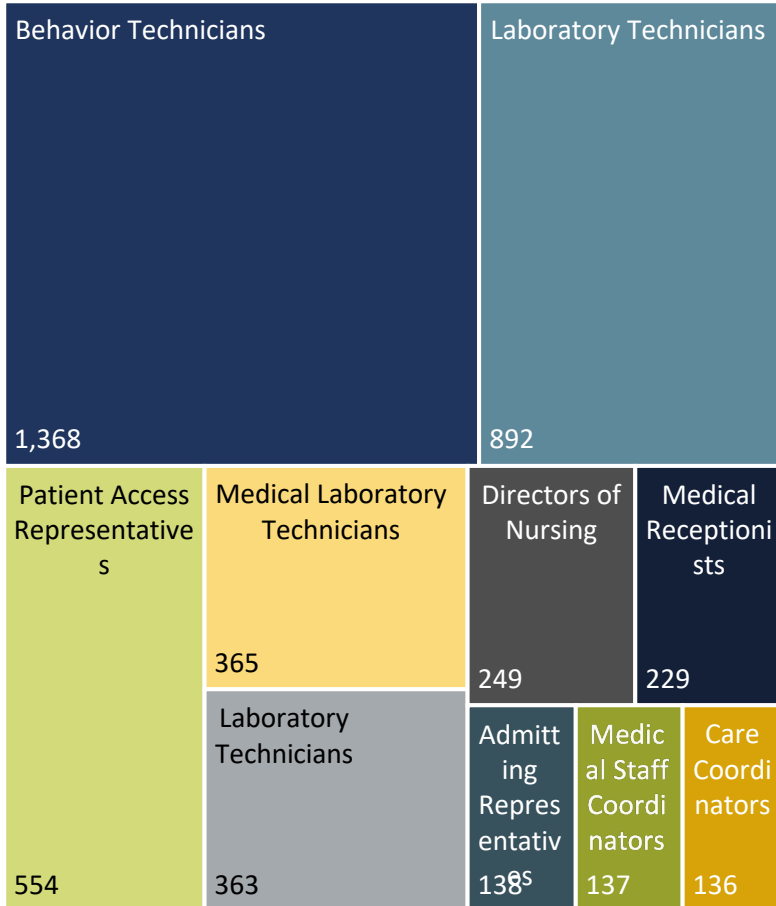
18.5%

Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

A degree in public health is versatile across the medical and healthcare industry broadly. This program provides relevant qualifications to administrative and managerial positions.

Job Postings by Title¹



Unique Postings¹

19,796



Top Skills

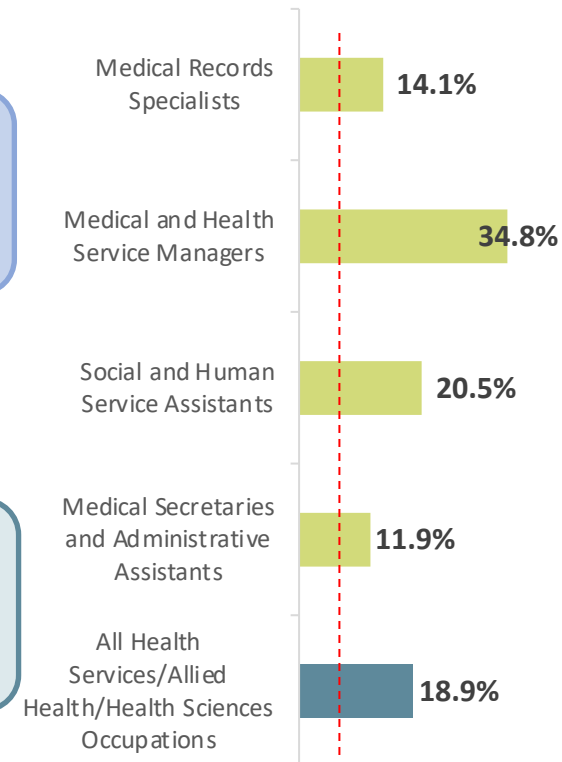
- Registered Nurse
- Basic Life Support Certification
- CPR Certification



SMC Data

- 2022-23 headcount: 23
- Percent change Fall 2016 to Spring 2023: **237%**

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

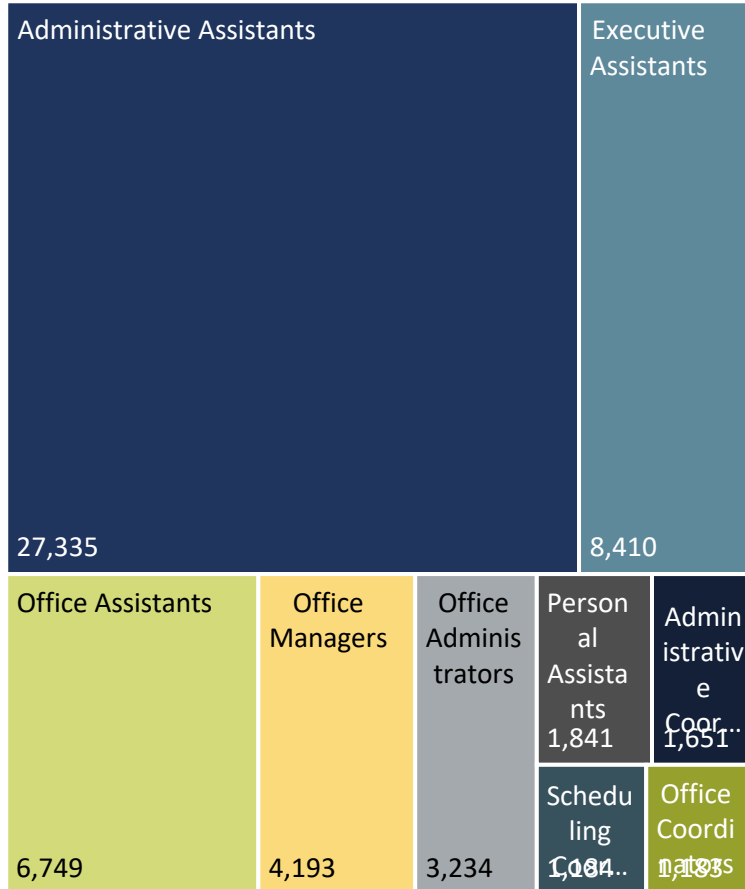
LEGACY PROGRAMS: SLOWEST GROWING

BUSINESS MANAGEMENT AND LEADERSHIP/OFFICE MANAGEMENT

Slowest
Growing

Office management occupations are expected to decline due to increased use of technologies including AI and project management tools; however, the current job market is extensive.

Job Postings by Title¹



Unique
Postings¹

152,679

Target Occupations
2023-2033 Growth



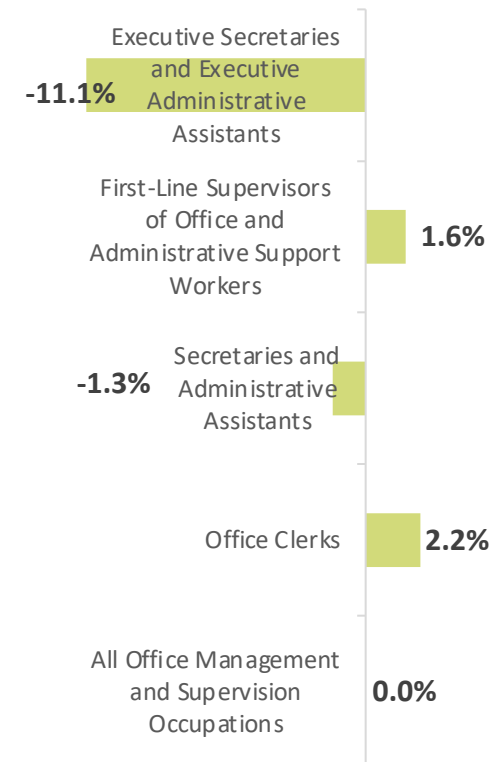
Top Skills

- CPR Certification
- BLS Certification
- First Aid Certification



SMC Data

- 2022-23 headcount: 336
- Percent change Fall 2016 to Spring 2023: **-39%**



Sources: Lightcast 1. Results filtered by unique job postings January 2022 to September 2023

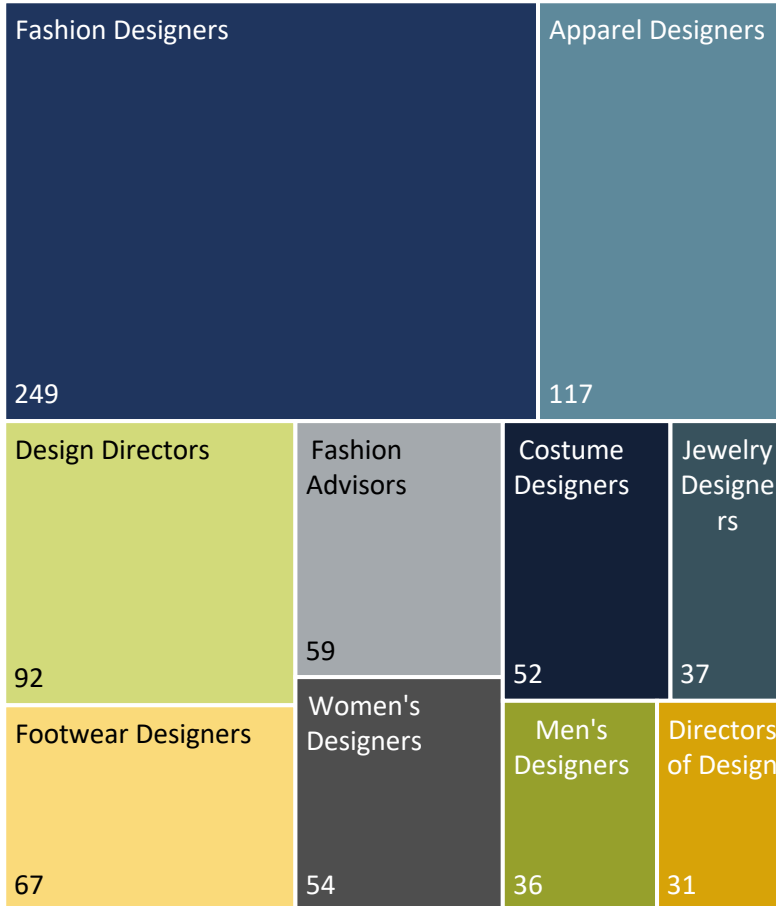
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

FASHION DESIGN

Slowest
Growing

Fashion design has a relatively small job market, and the industry is not projected to undergo ample job growth.

Job Postings by Title¹



Unique
Postings¹

1,426

Target Occupations
2023-2033 Growth



Top Skills

- Architecture License
- LEED Accredited Professional
- Registered Nurse



SMC Data

- 2022-23 headcount: 326
- Percent change Fall 2016 to Spring 2023: **-15%**

Fashion Designers

1.1%

All Fashion/Apparel
Design Occupations

-0.4%

Sources: Lightcast 1. Results filtered by unique job postings January 2022 to September 2023

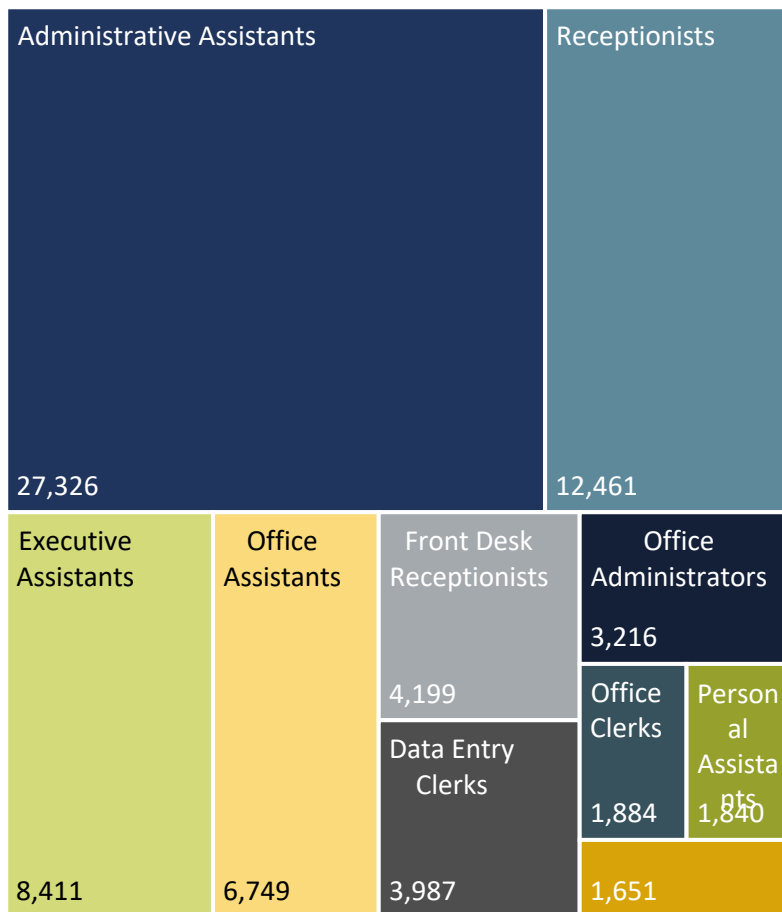
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

OFFICE TECHNOLOGY/ADMINISTRATIVE ASSISTANT

Slowest
Growing

Overall administrative assistants and secretarial science occupations have low projected job growth, but some select occupation groups do exhibit positive growth.

Job Postings by Title¹



Unique
Postings¹

164,394

Target Occupations
2023-2033 Growth



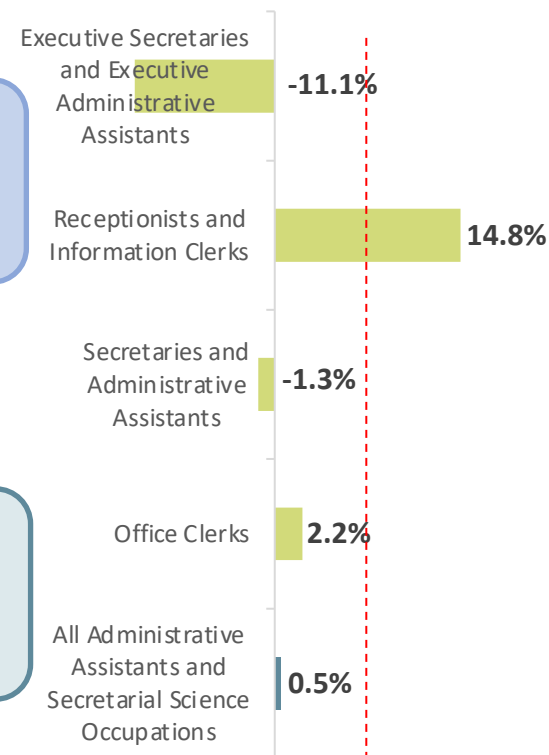
Top Skills

- CPR Certification
- BLS Certification
- Typing Certification



SMC Data

- 2022-23 headcount: 42
- Percent change Fall 2016 to Spring 2023: **-22%**



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

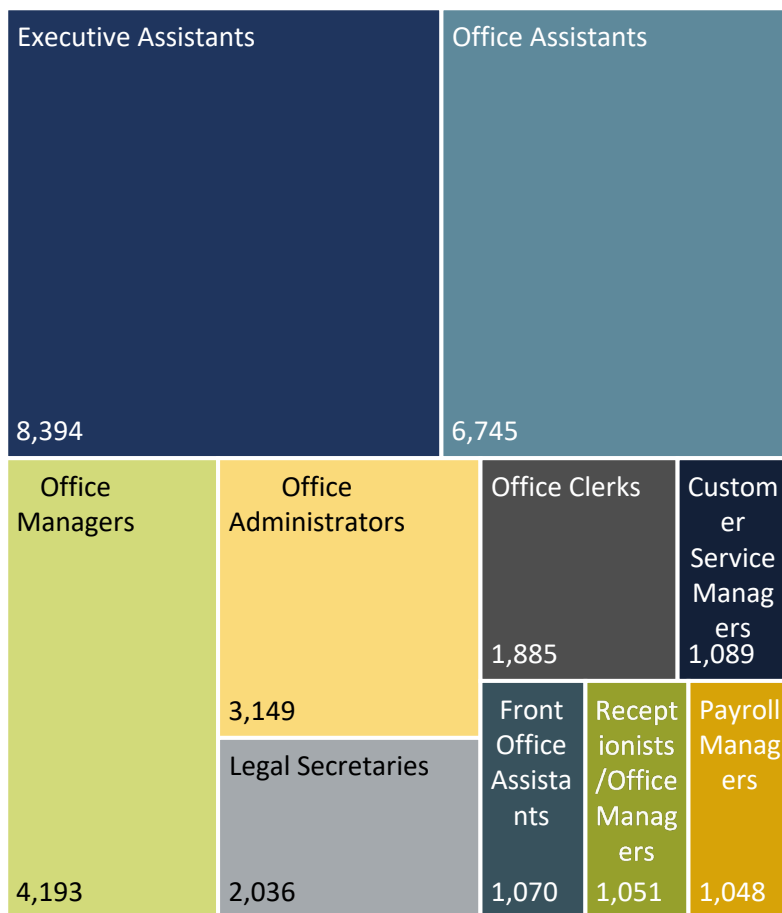
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

OFFICE ASSISTANT: LEGAL

Slowest
Growing

Due to technological advances, office assistant professions are expected to decline significantly over the next decade.

Job Postings by Title¹



Unique
Postings¹

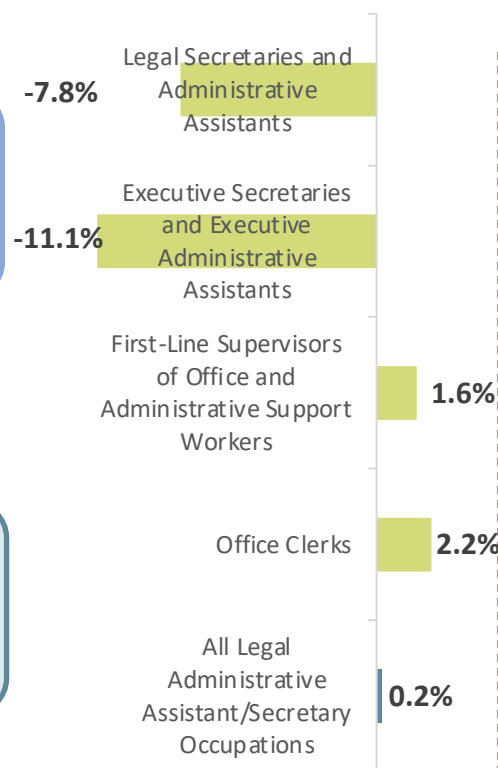
88,036

Target Occupations
2023-2033 Growth



Top Skills

- CPR Certification
- BLS Certification
- Typing Certification



SMC Data

- 2022-23 headcount: 19
- Percent change Fall 2016 to Spring 2023: -60%

Sources: Lightcast 1. Results filtered by unique job postings January 2022 to September 2023

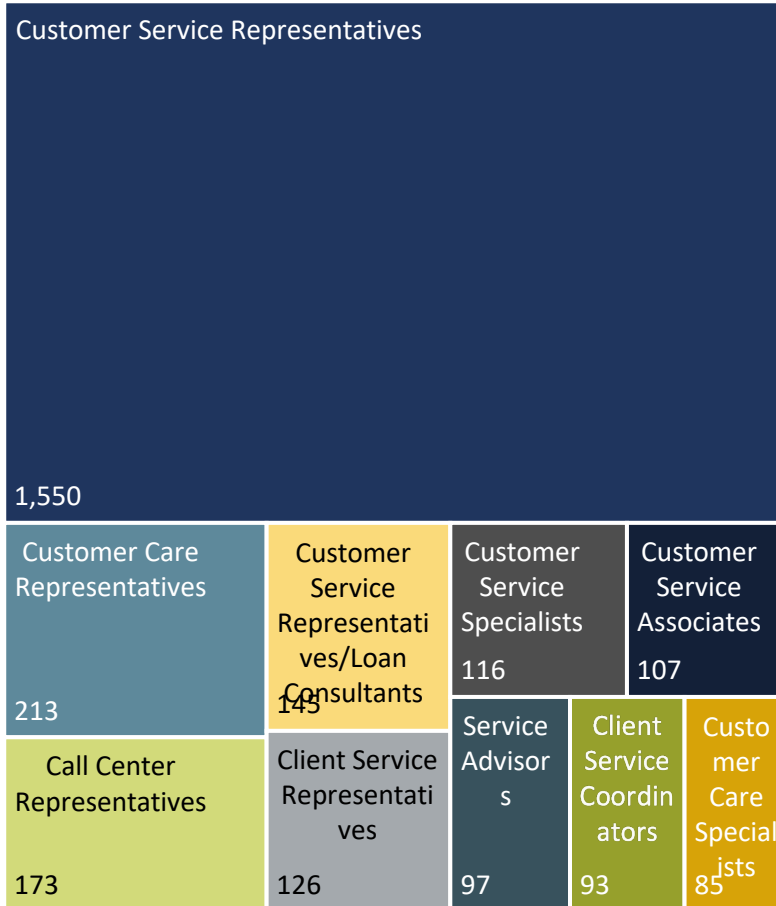
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

INSURANCE PROFESSIONAL

Slowest
Growing

Some insurance occupations show above average projected job growth, but the industry overall is expected to remain steady.

Job Postings by Title¹



Unique
Postings¹

8,545

Target Occupations
2023-2033 Growth



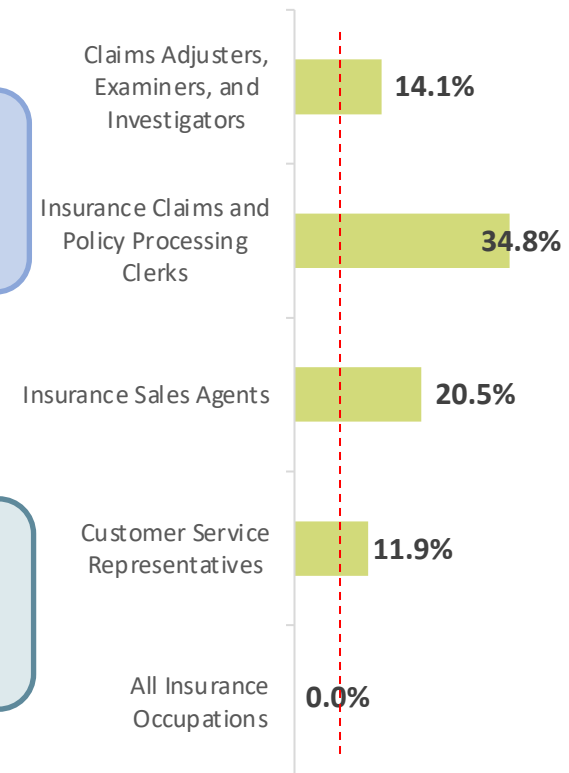
Top Skills

- Insurance License
- Adjuster License
- Property and Casualty Insurance License



SMC Data

- 2022-23 headcount: 7
- Percent change Fall 2016 to Spring 2023: **-22%**



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

POTENTIAL NEW PROGRAM POSITIONING

Methodology

Kennedy & Company identified the top 20 largest areas of employer demand for Bachelor's degrees (or higher) within the region of Southern California that are not offered currently by SMC.

Note: while many of the identified programs are similar, small differences in taxonomy or area(s) of focus can result in a negative impact on recruiting students to those fields.

Data Definitions

Job title: what is specifically written in a job posting

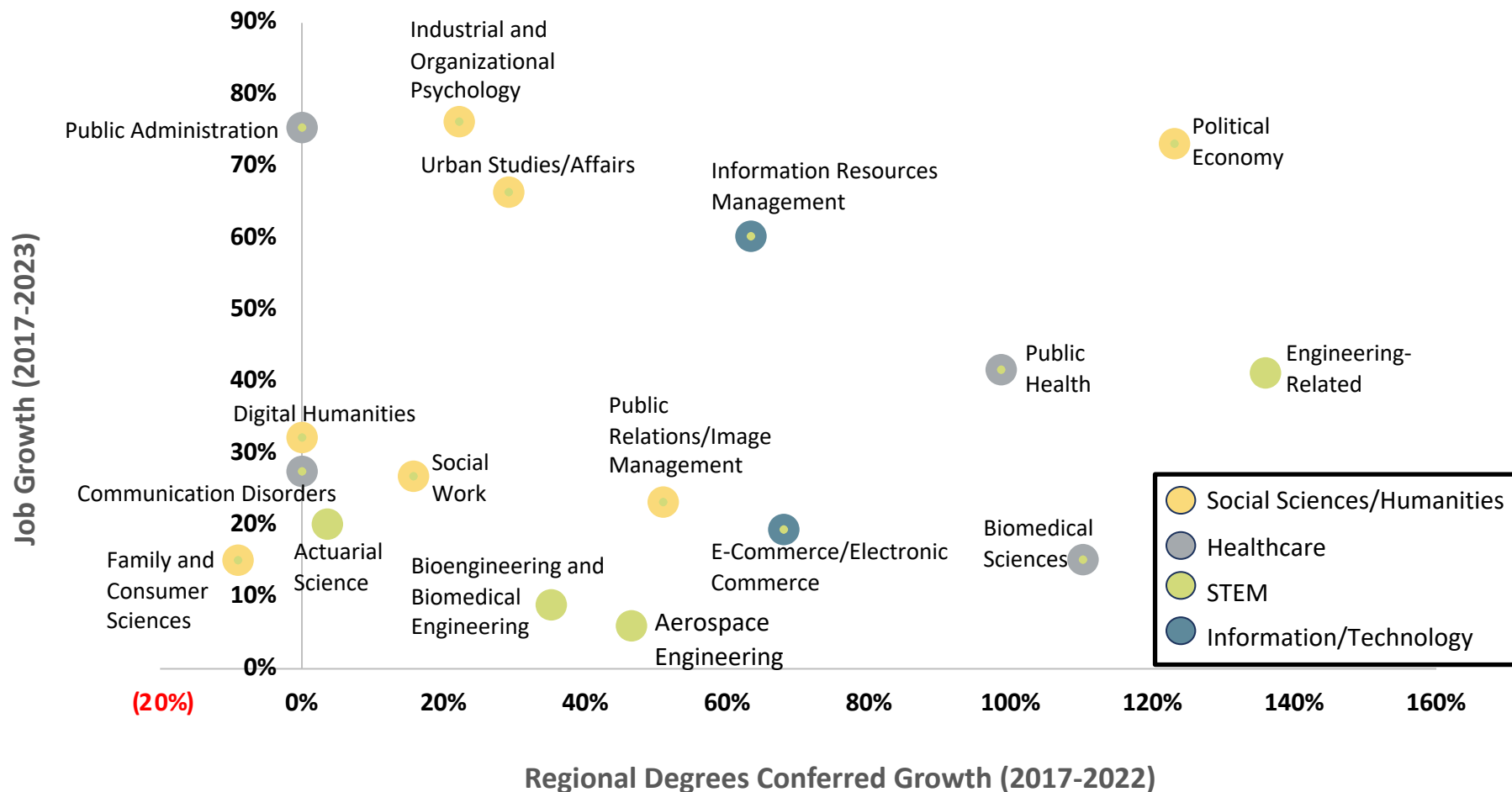
Occupation: the broader category a job title falls under

SOC: Standard Occupational Classification System, used by the BLS to categorize job titles into occupation groups

GROWING DEGREE MARKET FOR SELECTED PROGRAMS

Many of the prospective programs have strong degree growth from 2017-2023; econometrics and quantitative economics, biomathematics, and systems sciences have experienced off the chart growth at over 200%.

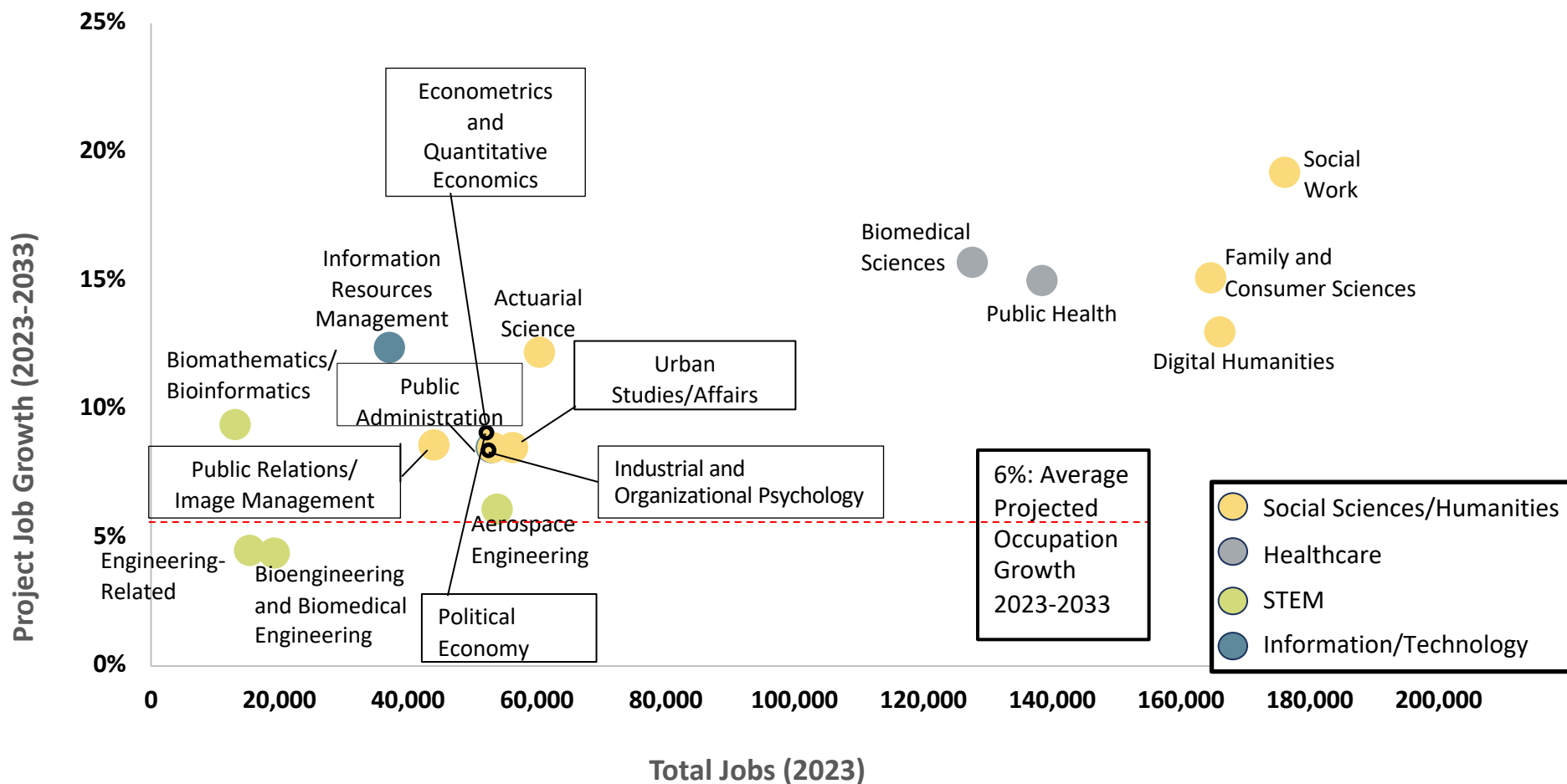
Bachelor's Degrees and Job Growth-Regional



OCCUPATION GROWTH STRONG FOR SELECTED PROGRAMS

The majority of selected programs have projected job growth well over the national average of 6%. There is a wide range of current jobs in the region.

Regional Degree and Projected Occupation Growth



POTENTIAL NEW PROGRAMS VARY ON KEY METRICS

All of the potential programs K&Co has identified have relative areas of strength and weakness; the table below summarizes how each program performs in selected metric categories.

| Program | Regional Market Size | Regional Market Growth | Current Total Regional Jobs | Projected Job Growth | Overall Ranking |
|---|----------------------|------------------------|-----------------------------|----------------------|-----------------|
| Public Health | ● | ● | ● | ● | ● |
| Social Work | ● | ● | ● | ● | ● |
| Systems Science and Theory | ○ | ● | ● | ● | ● |
| Biomedical Sciences | ○ | ● | ● | ● | ● |
| Econometrics and Quantitative Economics | ● | ● | ● | ● | ● |
| Family and Consumer Sciences | ● | ○ | ● | ● | ● |
| E-Commerce/ Electronic Commerce | ○ | ● | ● | ● | ● |
| Information Resources Management | ○ | ● | ● | ● | ● |
| Aerospace Engineering | ● | ● | ● | ● | ● |
| Biomathematics/Bioinformatics/Computational Bio | ○ | ● | ● | ● | ● |
| Public Relations/ Image Management | ● | ● | ● | ● | ● |
| Actuarial Science | ○ | ● | ● | ● | ● |
| Political Economy | ○ | ● | ● | ● | ● |
| Urban Studies/Affairs | ○ | ● | ● | ● | ● |
| Digital Humanities | ○ | ○ | ● | ● | ● |
| Engineering-Related Fields | ○ | ● | ● | ● | ● |
| Bioengineering and Biomedical Engineering | ● | ● | ● | ● | ● |
| Communication Disorders Sciences | ○ | ○ | ● | ● | ○ |
| Public Administration | ○ | ○ | ● | ● | ○ |
| Industrial and Organizational Psychology | ○ | ● | ● | ● | ○ |

Regional Market Size:

○ = Small existing market ● = Large existing market

Current Total Regional Jobs:

○ = Low regional employment ● = High regional employment

Regional Market Growth:

○ = Negative or zero growth ● = High growth

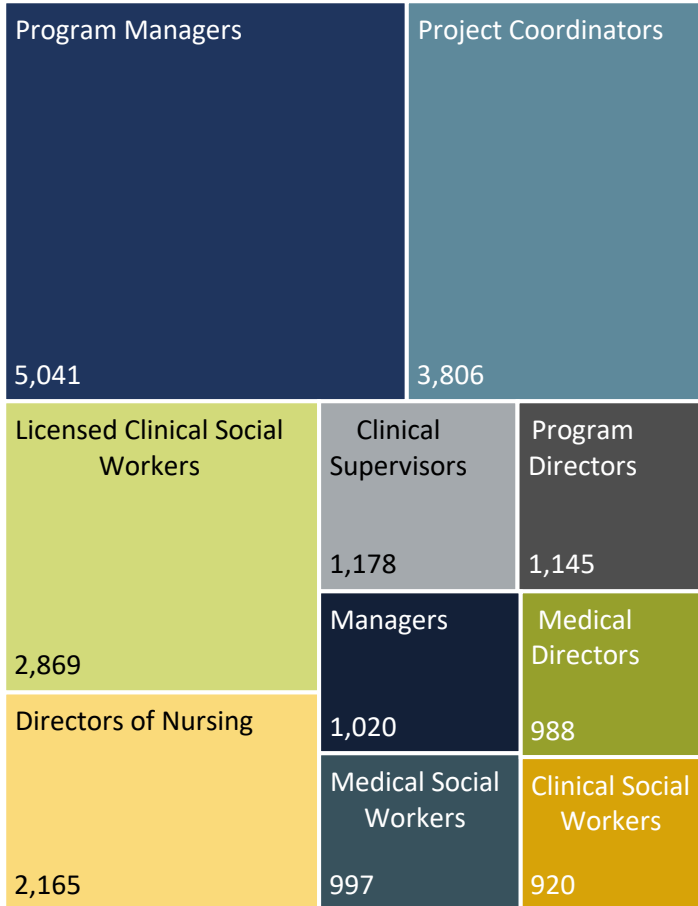
Projected Job Growth:

○ = Negative or zero projected job growth ● = High and continued projected job growth



Public health has a large existing market of Bachelor's degrees and has grown 99% since 2017.

Job Postings by Title¹



Unique Postings¹

198,538



Top Qualifications

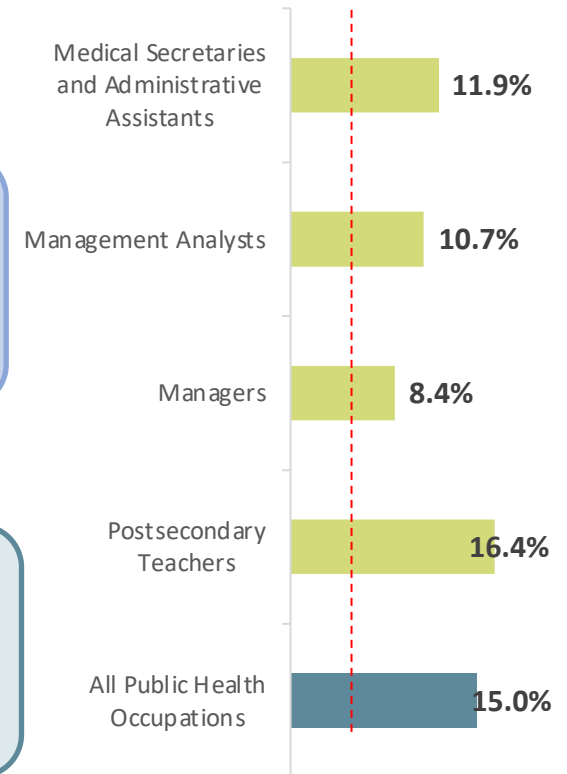
- Registered Nurse (RN)
- BLS Certification
- Licensed Clinical Social Worker(LCSW)



Related SMC Programs

- Public Policy: Public Health Policy

Target Occupations 2023-2033 growth

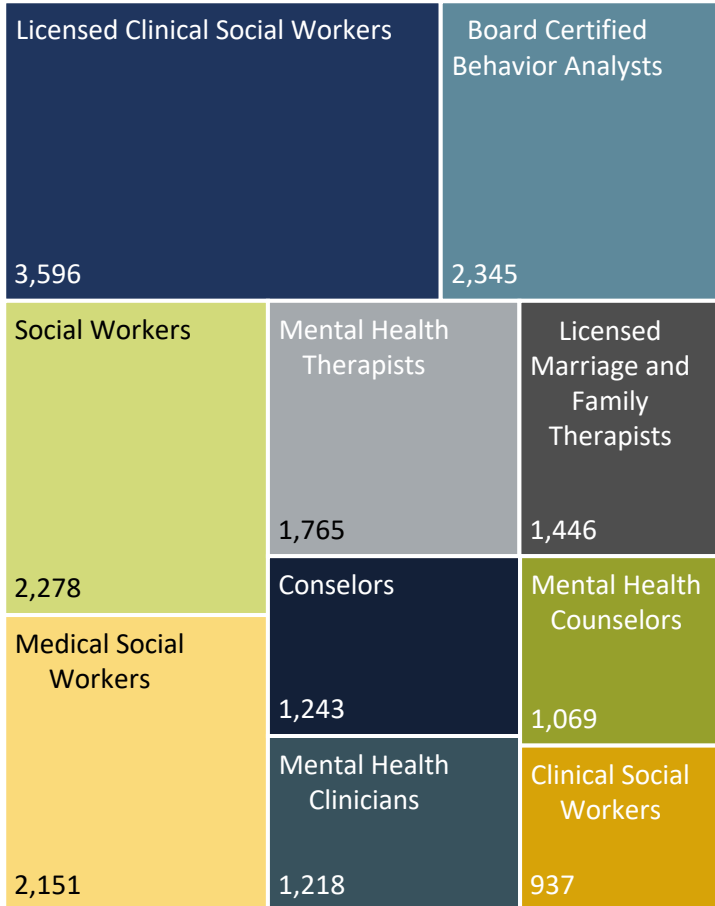


Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

Social work occupations are expected to grow three times as fast as the average occupation from 2023-2033.

Job Postings by Title¹



Unique Postings¹

23,149

Target Occupations
2023-2033 Growth



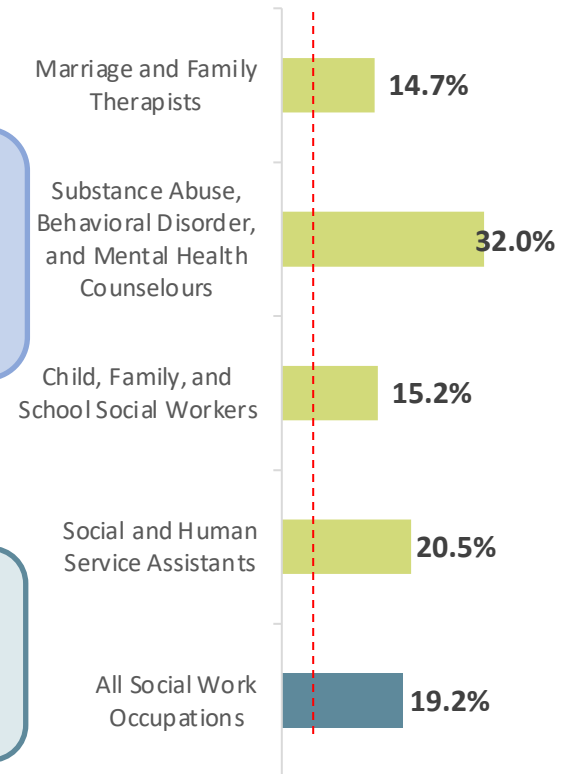
Top Qualifications

- Licensed Clinical Social Worker
- Licensed Marriage and Family Therapist
- Licensed Professional Clinical Counselor



Related SMC Programs

- Education: Child and Adolescent Development
- Psychology



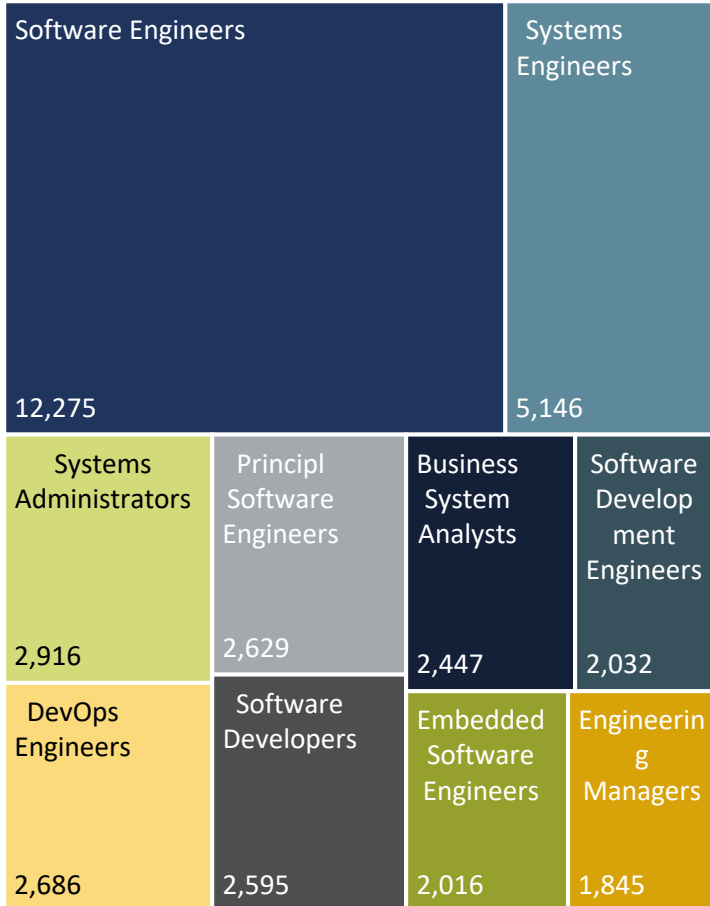
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

SYSTEMS SCIENCE AND THEORY

Careers requiring computer and software engineering skills have a strong growth outlook through 2033.

Job Postings by Title¹



Unique Postings¹

249,221



Top Qualifications

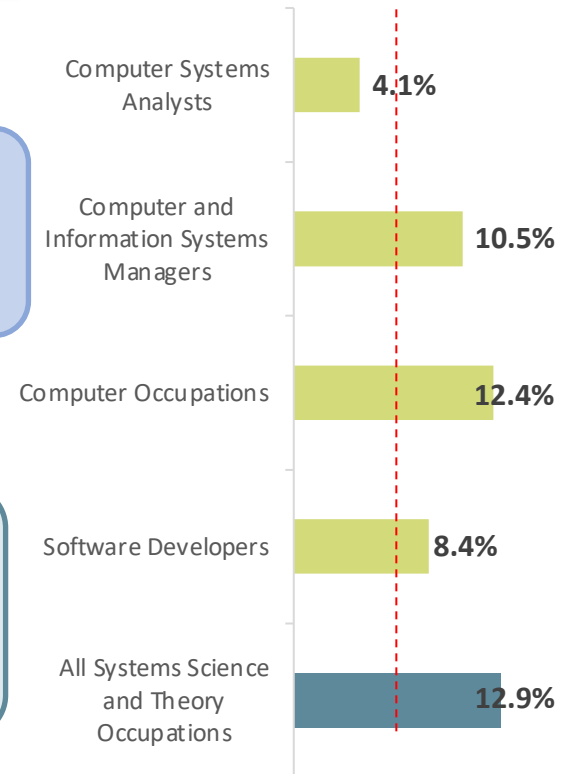
- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Computer Science and Information Systems
- Cloud Computing

Target Occupations 2023-2033 Growth



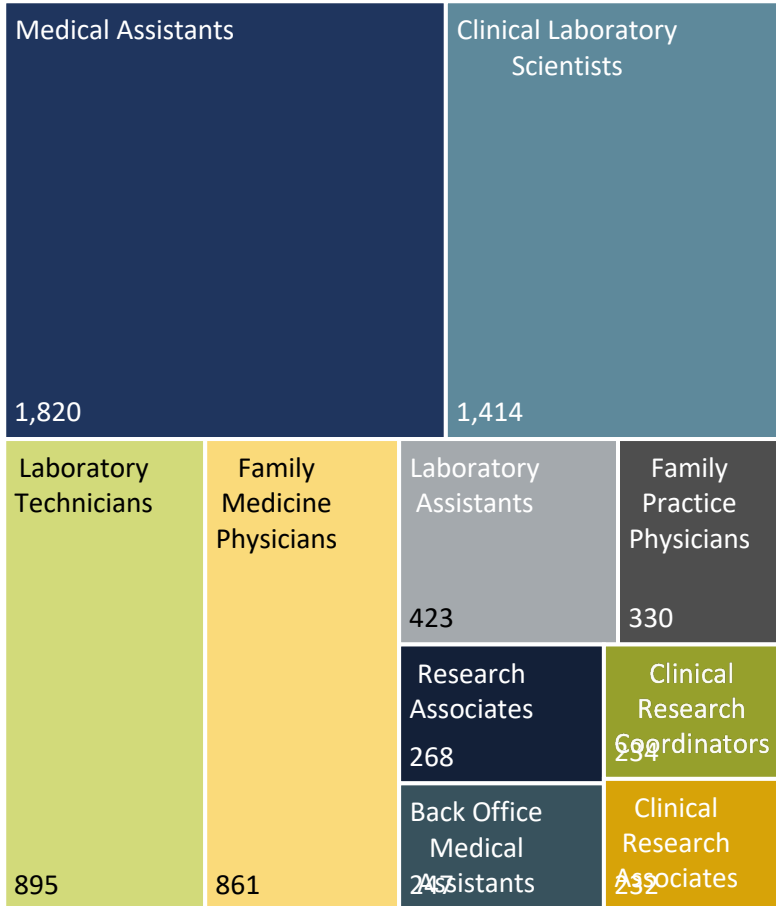
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

BIOMEDICAL SCIENCES

Last year there were over 100,000 unique job postings for biomedical sciences occupations including several professions with high need such as nursing.

Job Postings by Title¹



Unique Postings¹

114,756

Target Occupations
2023-2033 Growth



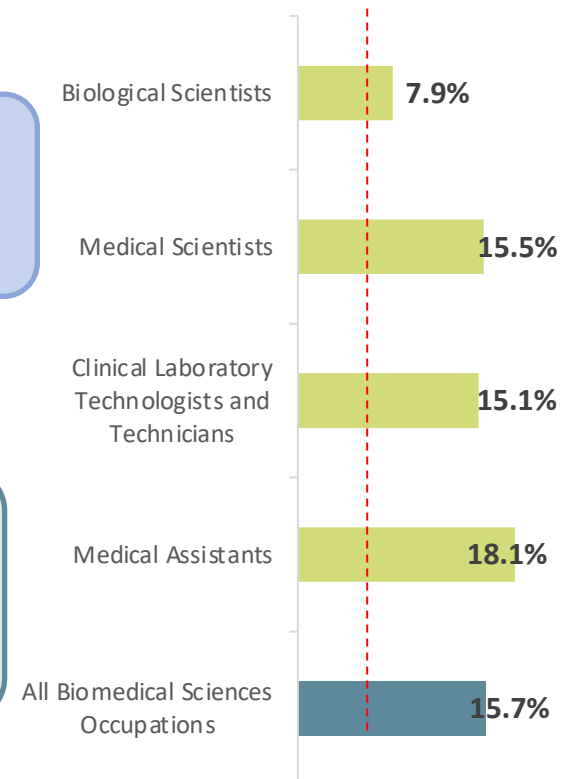
Top Qualifications

- BLS Certification
- Certified Medical Assistant
- Registered Nurse



Related SMC Programs

- Biological Sciences
- Biotechnology



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

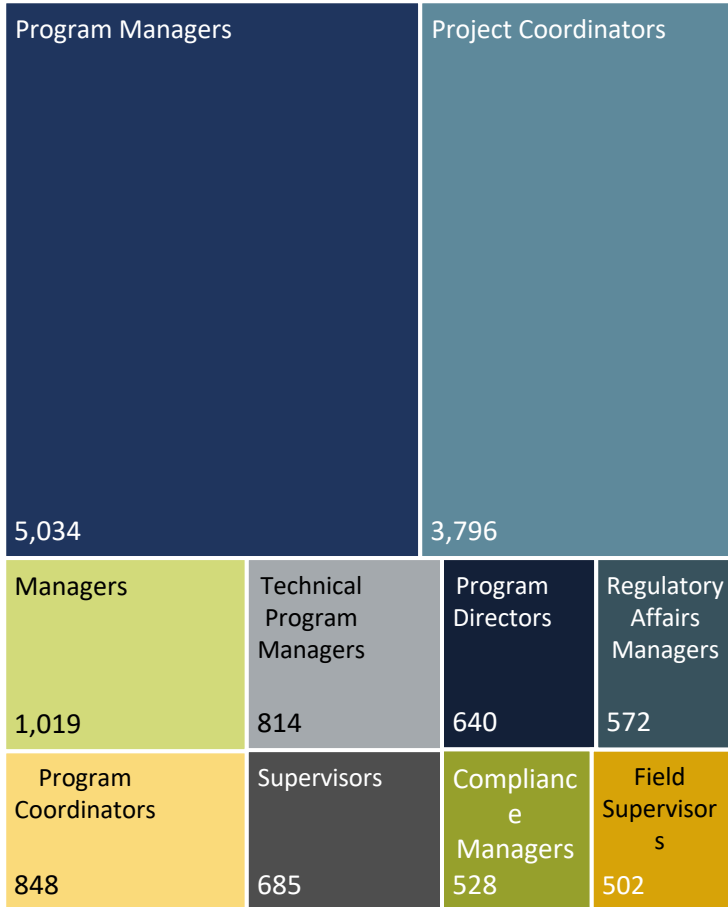
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ECONOMETRICS AND QUANTITATIVE ECONOMICS



Econometrics and quantitative economics programs lead to various careers in management which continues to have highly sought after skills.

Job Postings by Title¹



Unique Postings¹

91,202



Top Qualifications

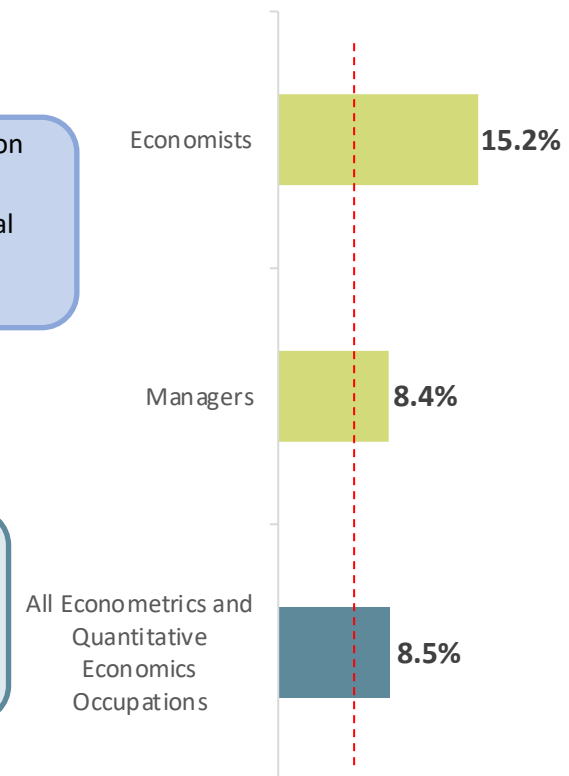
- Master Of Business Administration (MBA)
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Economics
- Mathematics

Target Occupations 2023-2033 growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

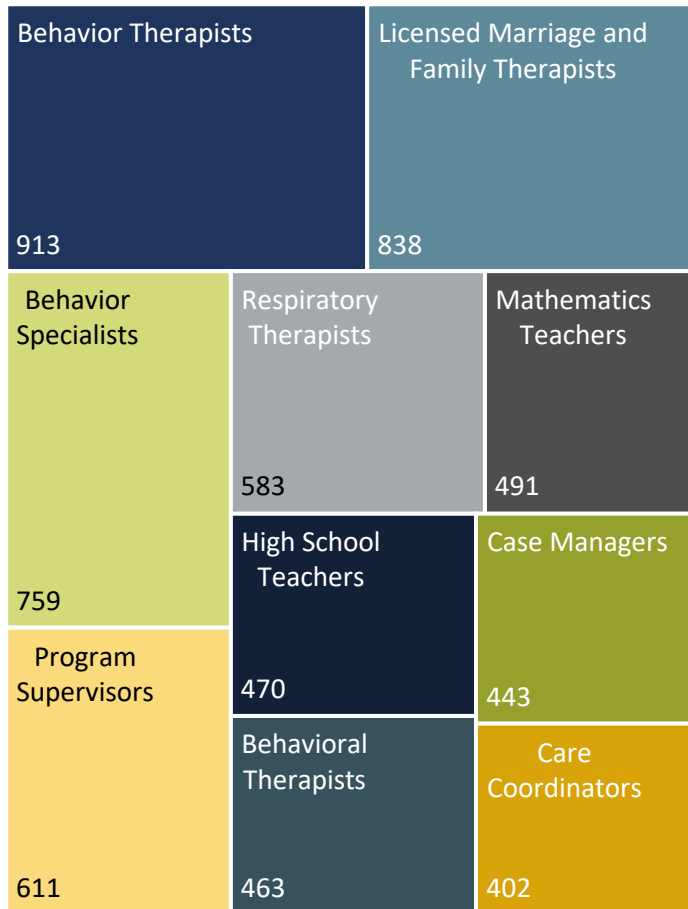
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

FAMILY AND CONSUMER SCIENCES



Students with a degree in family and consumer sciences have a variety of strong career options in education and counseling.

Job Postings by Title¹



Unique Postings¹

31,745

Target Occupations
2023-2033 Growth



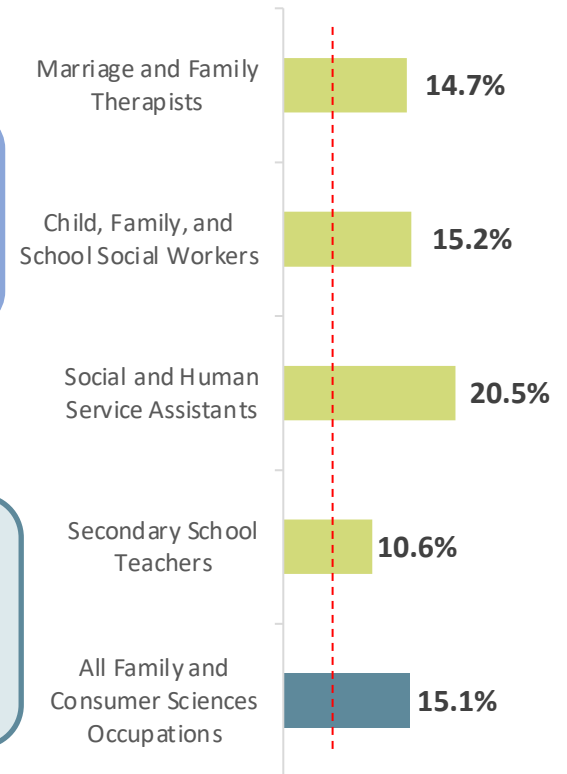
Top Qualifications

- Licensed Clinical Social Worker
- Licensed Marriage and Family Therapist
- CPR Certification



Related SMC Programs

- Psychology
- Education



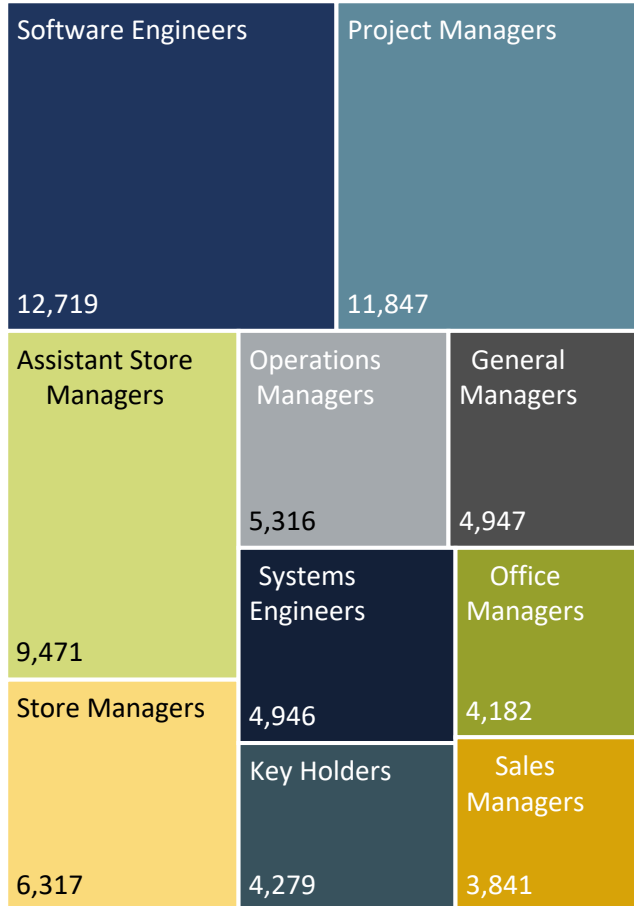
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



An E-Commerce degree can be leveraged across numerous industries for managerial positions; many of these jobs in SMC region require security clearances.

Job Postings by Title¹



Unique Postings¹

499,610



Top Qualifications

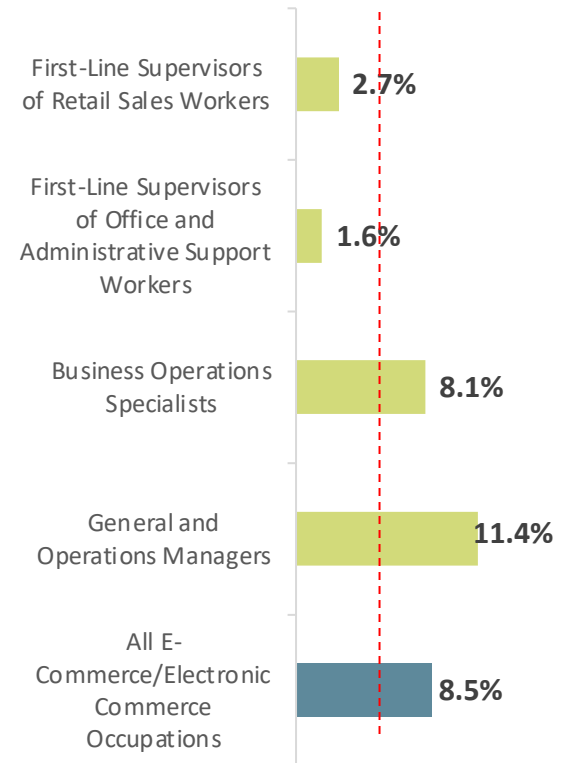
- Security Clearance
- Secret Clearance
- Project Management Professional Certification



Related SMC Programs

- Business

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

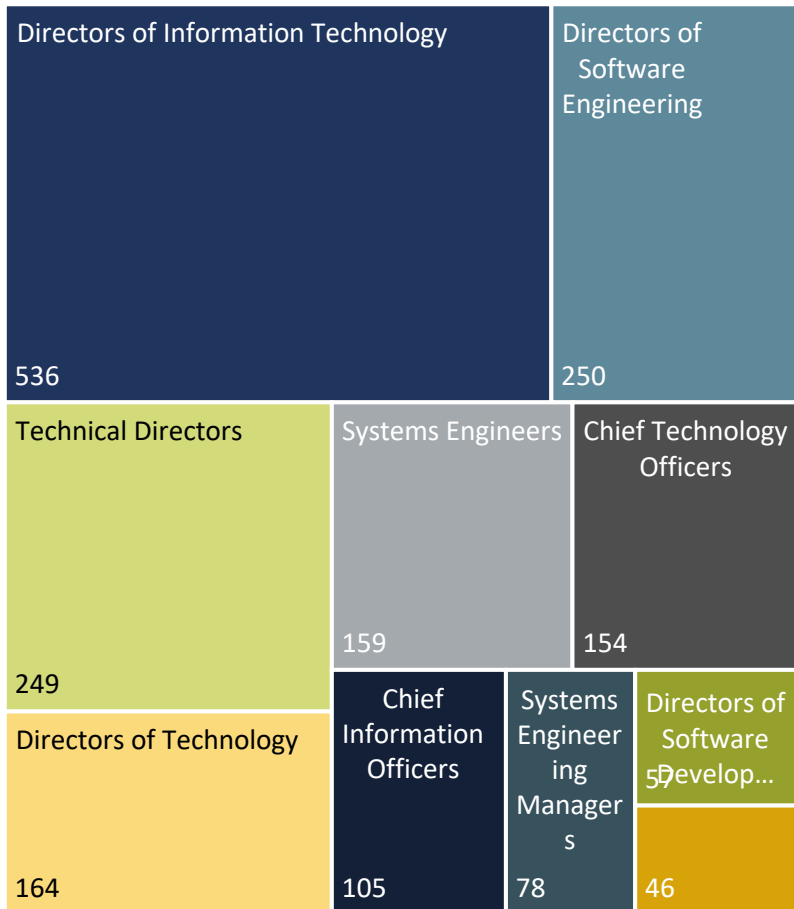
*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

INFORMATION RESOURCES MANAGEMENT



While unique postings mapped to information resources management in the SMC region are small, the occupations are expected to grow by over 10%.

Job Postings by Title¹



Unique Postings¹

4,769



Top Qualifications

- Master Of Business Administration
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Computer Information Systems
- Cloud Computing

Target Occupations 2023-2033 Growth

Computer and Information Systems Managers

12.4%

All Information Resources Management Occupations

12.4%

Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

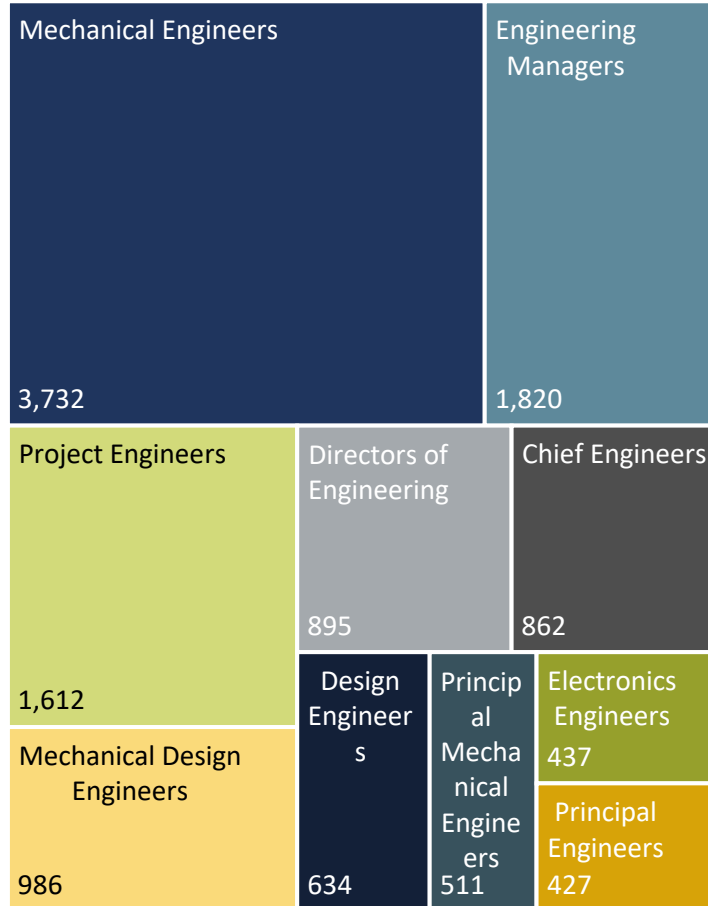
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

AEROSPACE ENGINEERING



Aerospace engineering programs provide training for specialized skills in the region surrounding SMC with 50k job postings that map to the program.

Job Postings by Title¹



Unique Postings¹

46,586



Top Qualifications

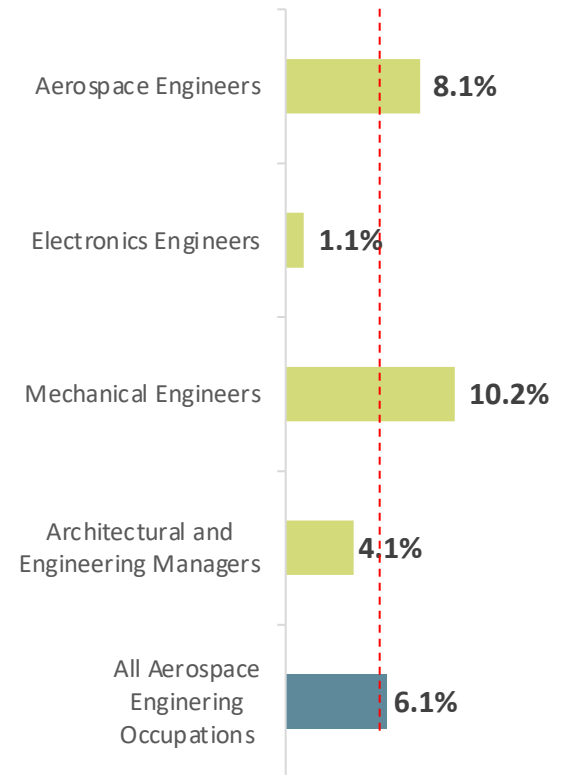
- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering

Target Occupations 2023-2033 Growth



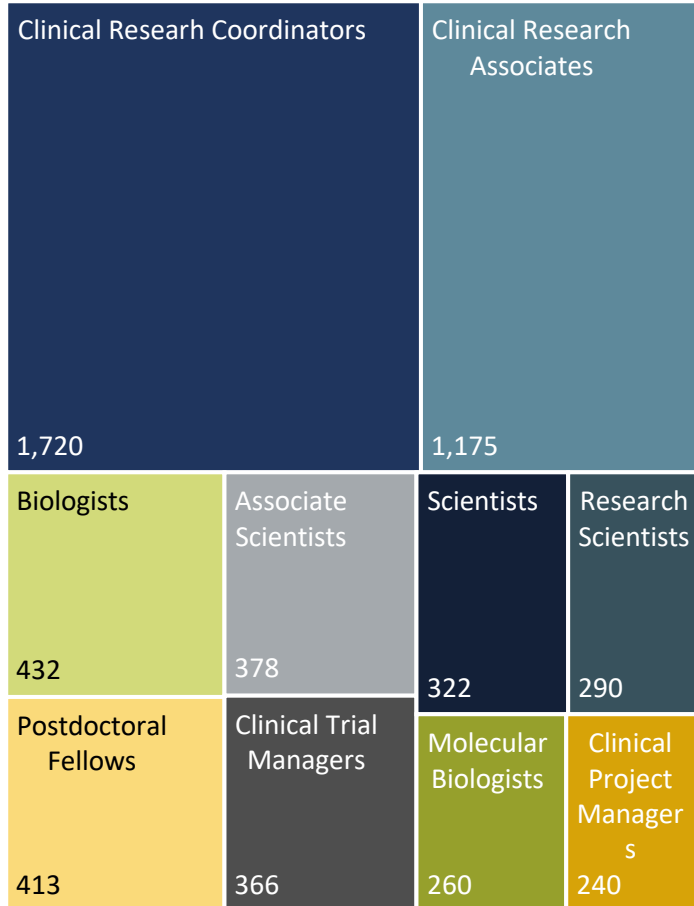
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



Biomathematics and bioinformatics provide a range of quantitative skills that can be applied across various careers.

Job Postings by Title¹



Unique Postings¹

14,279



Top Qualifications

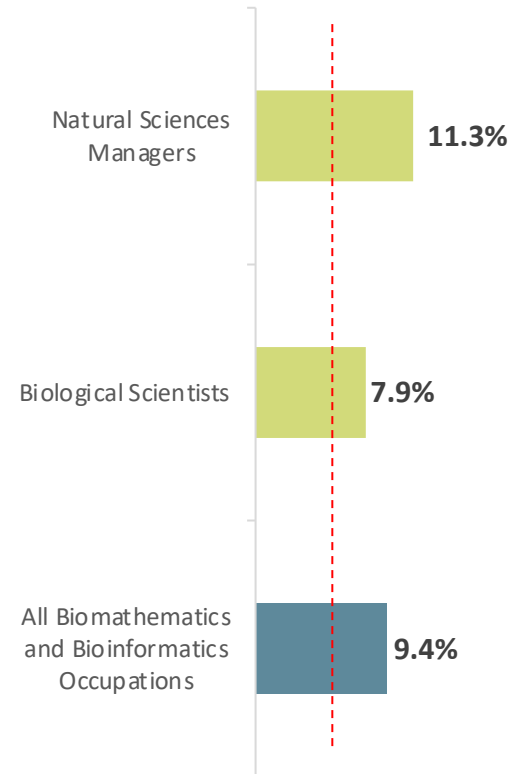
- Registered Nurse (RN)
- Certified Risk Adjustment Coder (CRC)
- BLS Certification



Related SMC Programs

- Biological Sciences
- Biotechnology
- Mathematics

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

PUBLIC RELATIONS



Public relations degrees have grown by 51% regionally over the past six years and is projected to experience moderate job growth.

Job Postings by Title¹



Unique Postings¹

19,580



Top Qualifications

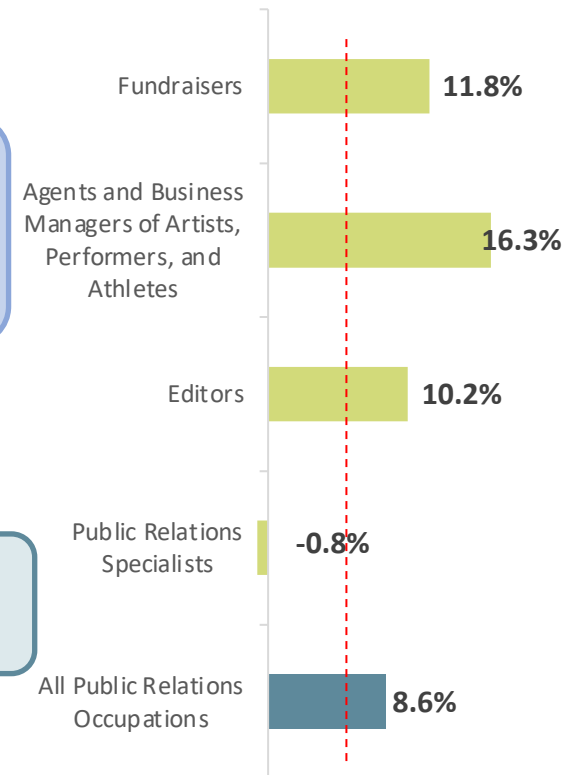
- Masters Of Business Administration
- Secret Clearance
- Certified Fundraising Executive



Related SMC Programs

- Communication Studies
- Marketing

Target Occupations 2023-2033 Growth



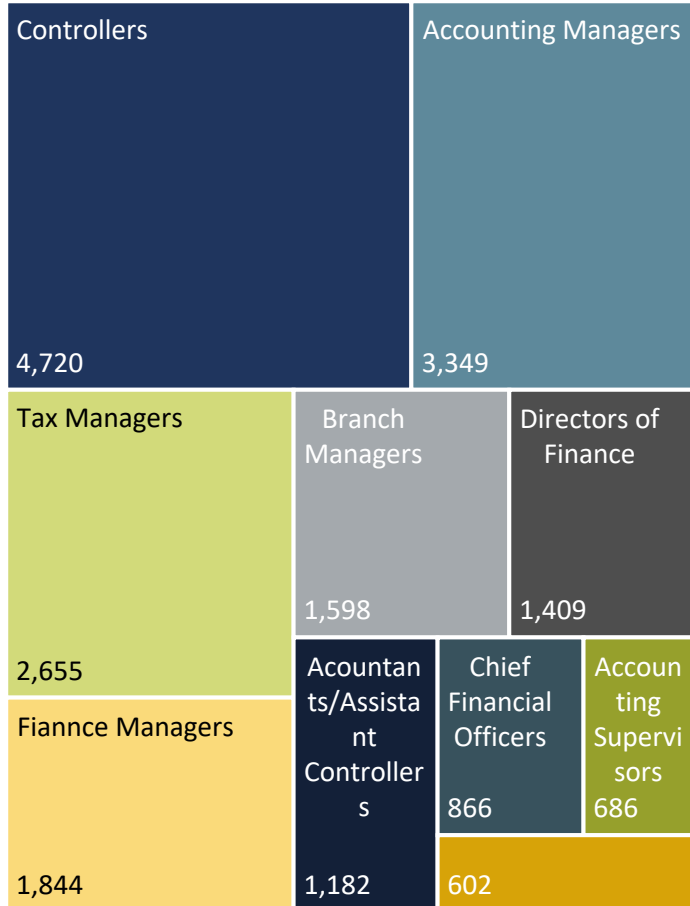
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



While some careers mapped to actuarial science are decreasing, the top two careers are growing at over 10% and require financial expertise.

Job Postings by Title¹



Unique Postings¹

52,584



Top Qualifications

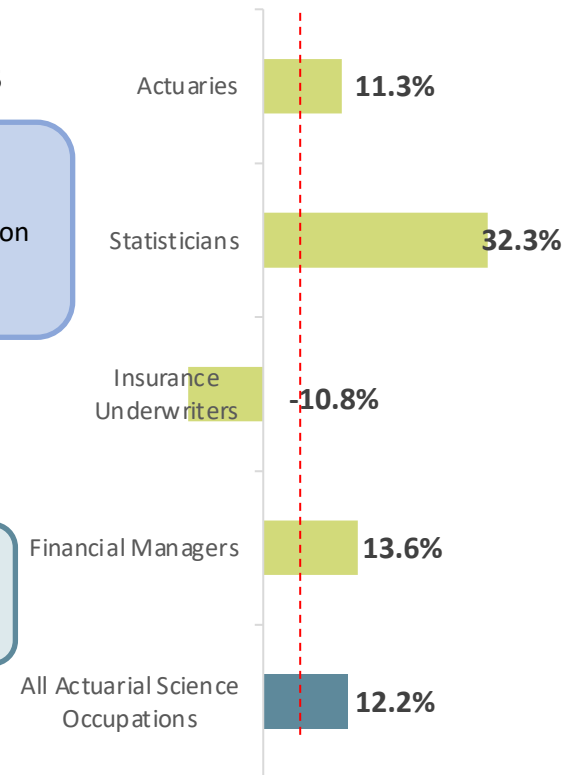
- Certified Public Accountant
- Masters of Business Administration
- Chartered Financial Analyst



Related SMC Programs

- Mathematics

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

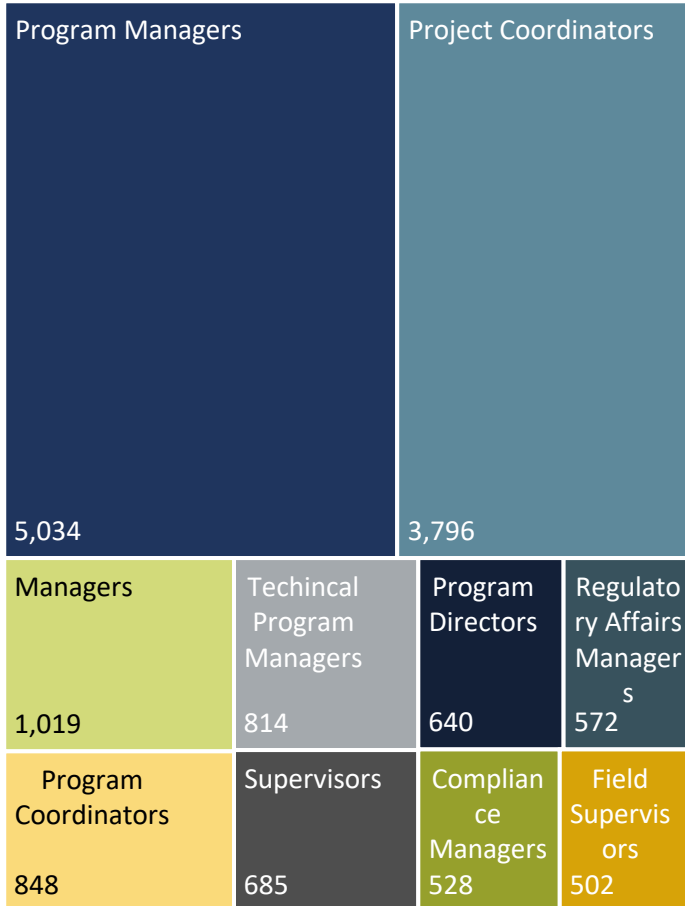
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

POLITICAL ECONOMY



Despite a small regional market for bachelor's degrees in political economy, there has been substantial growth since 2017 with a 123% increase.

Job Postings by Title¹



Unique Postings¹

91,797



Top Qualifications

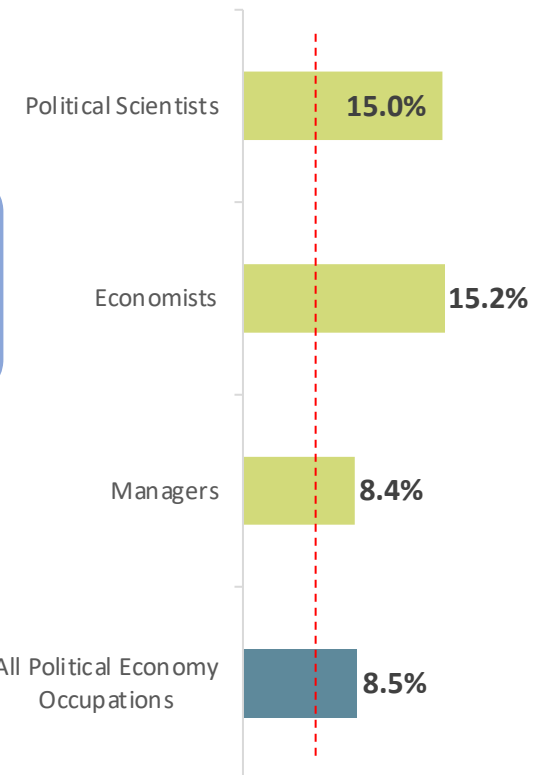
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Political Science
- Economics

Target Occupations 2023-2033 growth



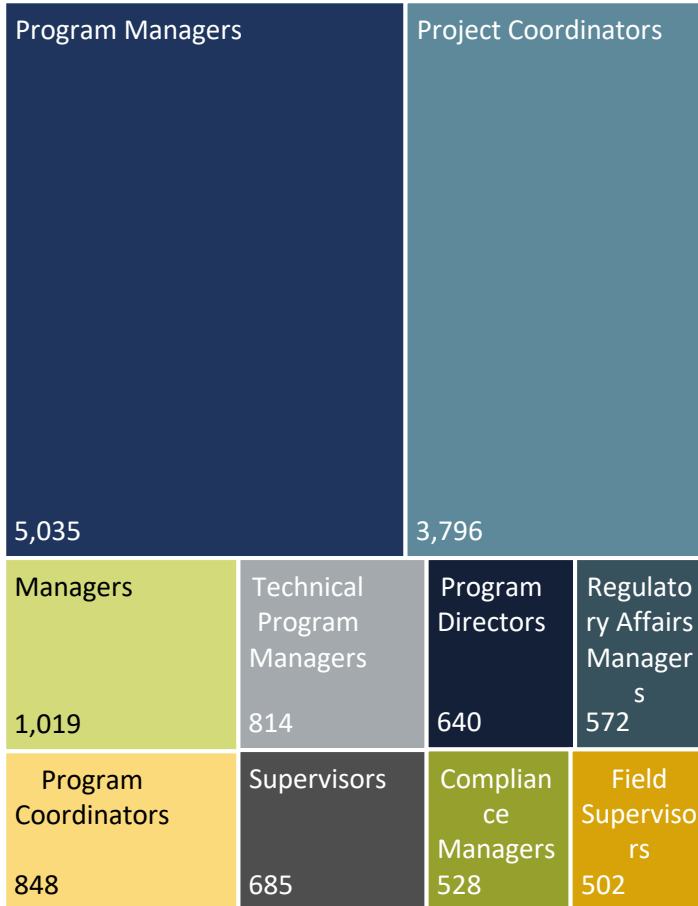
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



Urban Studies and Affairs provide training that translate to careers in management, which are in high demand regionally.

Job Postings by Title¹



Unique Postings¹

92,084



Top Qualifications

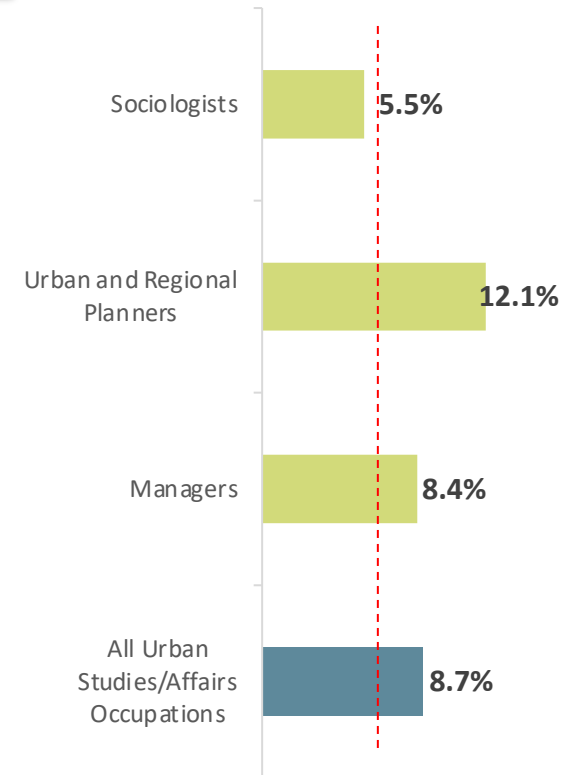
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Public Policy: Urban/Socioeconomic Policy

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



Occupations that map to digital humanities span a wide variety of industries and are expected grow twice as fast as the average occupation.

Job Postings by Title¹

| | | | |
|----------------------|----------------------------|----------------------|-----------------------------|
| Program Managers | | Project Coordinators | |
| 5,038 | | 3,796 | |
| Managers | Technical Program Managers | Program Directors | Instructors |
| 1,019 | 814 | 641 | 630 |
| Program Coordinators | Supervisors | Nursing Instructors | Regulatory Affairs Managers |
| 852 | 685 | 584 | 569 |

Unique Postings¹

133,438



Top Qualifications

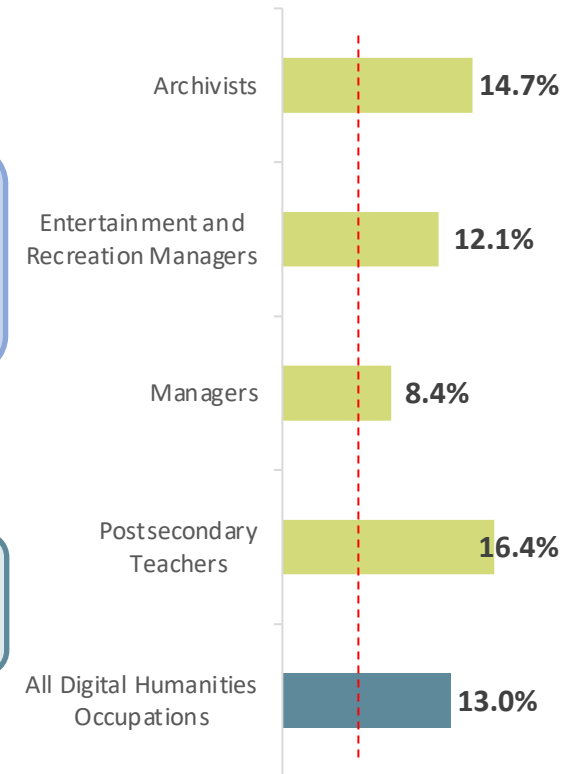
- Registered Nurse (RN)
- Masters Of Business Administration
- CPR Certification



Related SMC Programs

- Liberal Arts

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

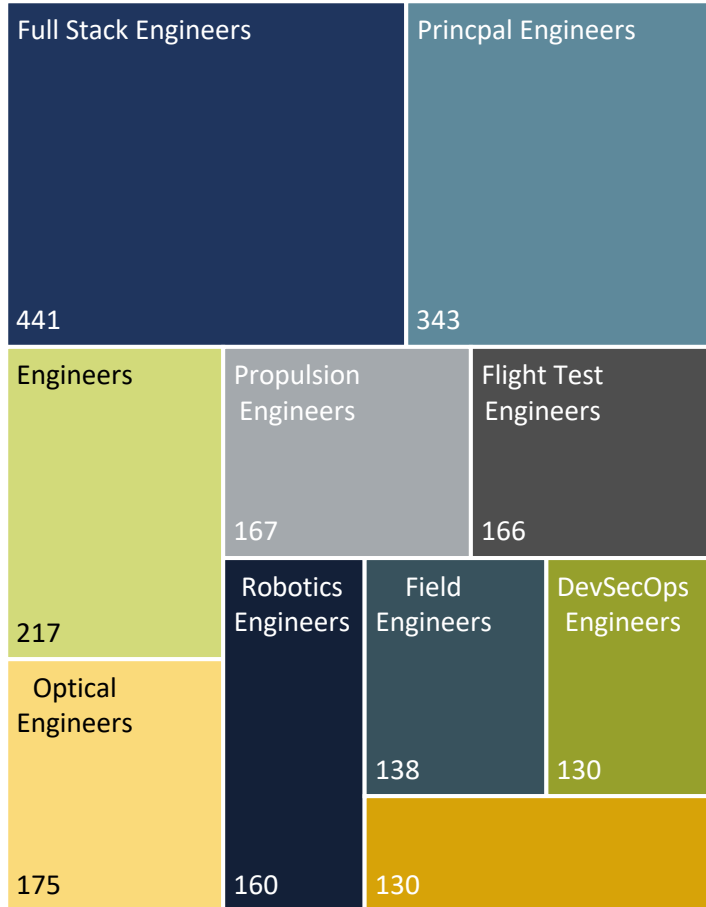
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ENGINEERING-RELATED



Compared to other programs, there is a small job market for engineering related fields. However, the market has grown over 100% since 2017.

Job Postings by Title¹



Unique Postings¹

11,323



Top Qualifications

- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering

Target Occupations 2023-2033 Growth

Engineers, All Other

4.5%

All Engineering-Other Occupations

4.5%

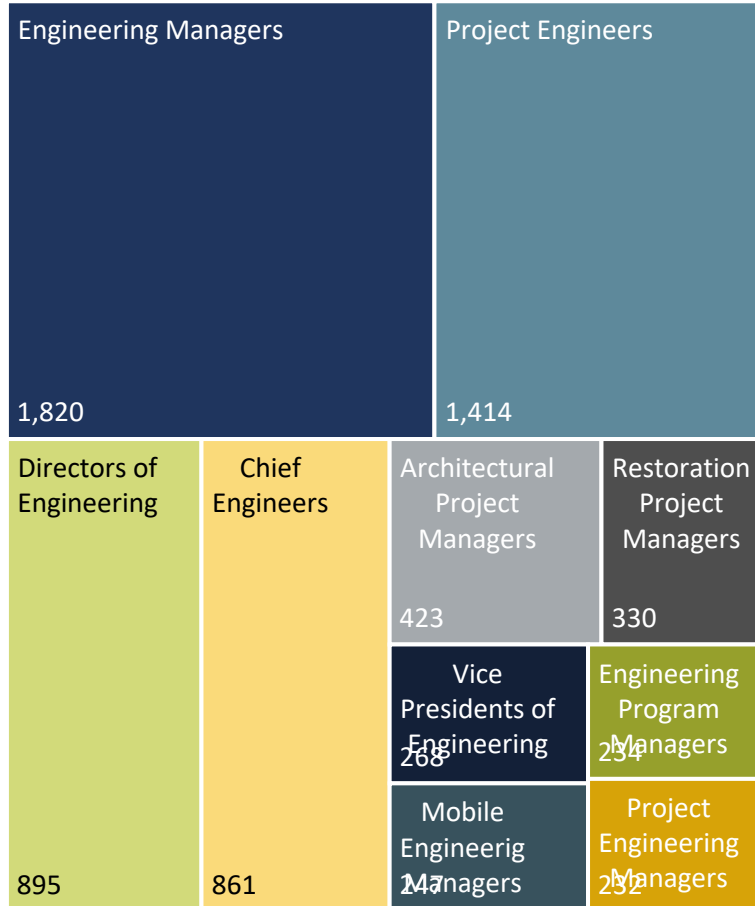
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



The occupations most directly related to bioengineering and biomedical engineering are projected grow less than the average occupation through 2033.

Job Postings by Title¹



Unique Postings¹

19,706

Target Occupations
2023-2033 Growth



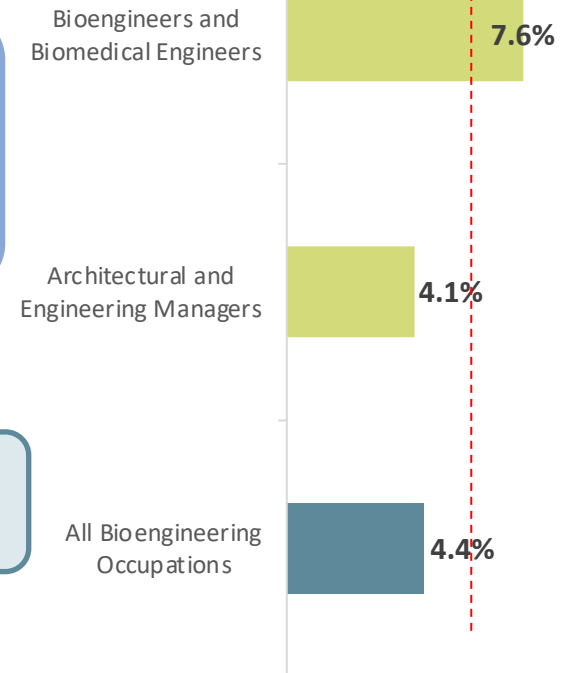
Top Qualifications

- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering
- Biological Sciences



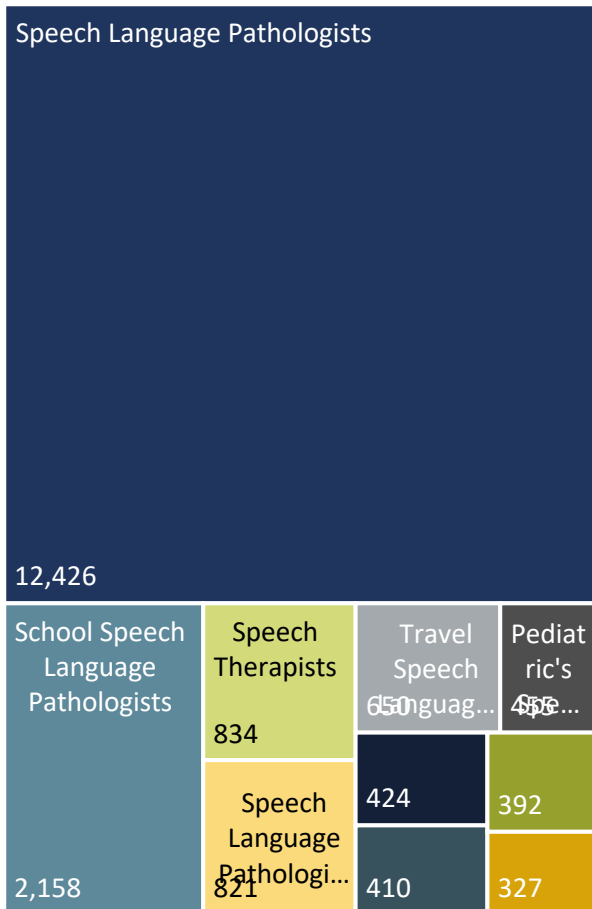
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume



The most common job titles mapped to communication disorders sciences and services are projected to grow over 20%.

Job Postings by Title¹



Unique Postings¹ **23,149**



Top Qualifications

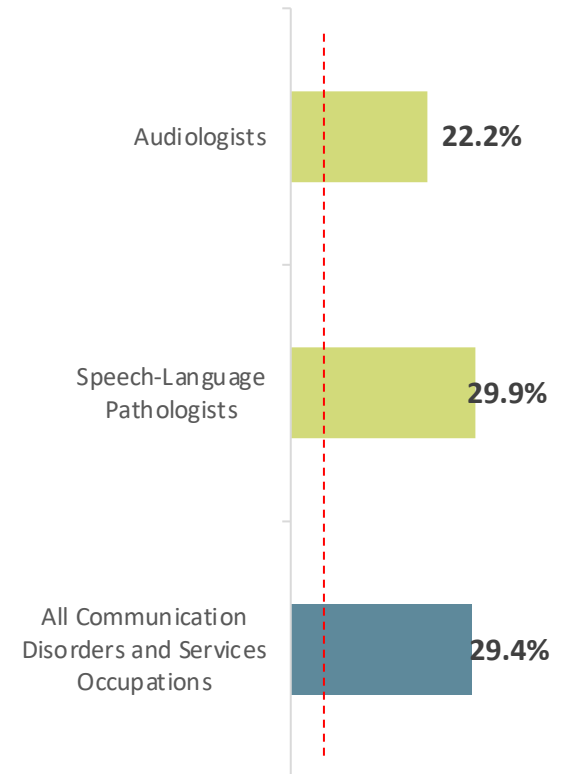
- Speech Language Pathology License
- Certificate of Critical Competence In Speech-Language Pathology
- CPR Certification



Related SMC Programs

- Communication Studies
- Health Sciences

Target Occupations 2023-2033 Growth



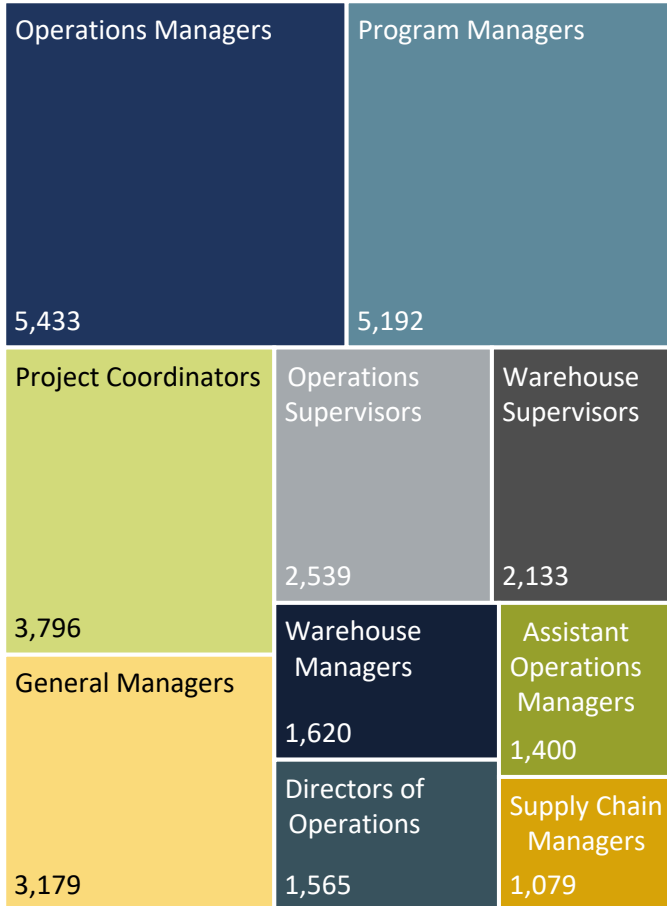
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

PUBLIC ADMINISTRATION

With over 180k unique job postings for a degree in public administration, many regional employers are seeking out skills provided by a public administration degree.

Job Postings by Title¹



Unique Postings¹

183,707



Top Qualifications

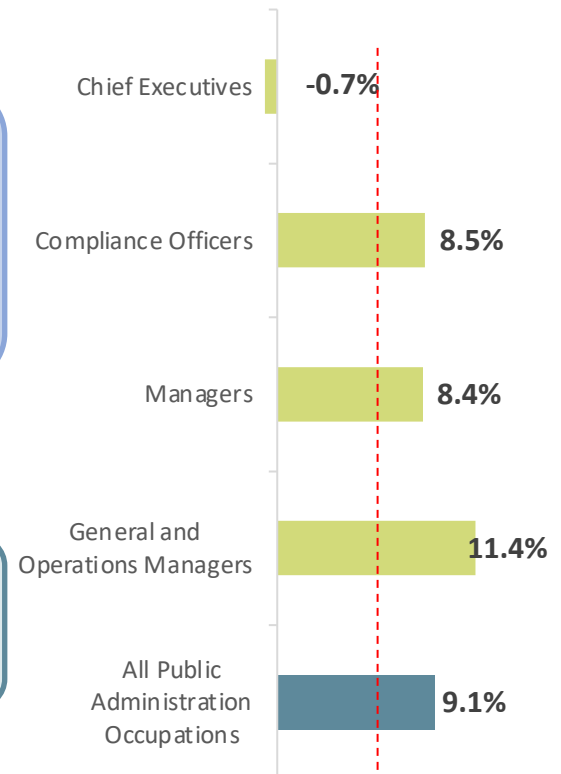
- Masters of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Public Policy

Target Occupations 2023-2033 Growth



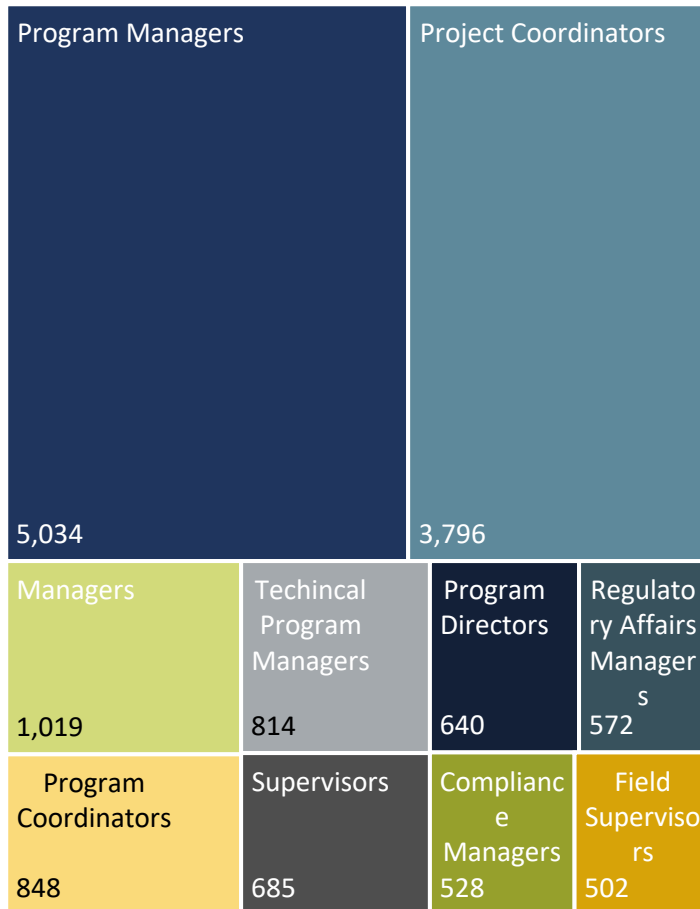
Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

Despite a small regional degree market, there is a sizable job market that is projected to grow above average.

Job Postings by Title¹



Unique Postings¹

91,324



Top Qualifications

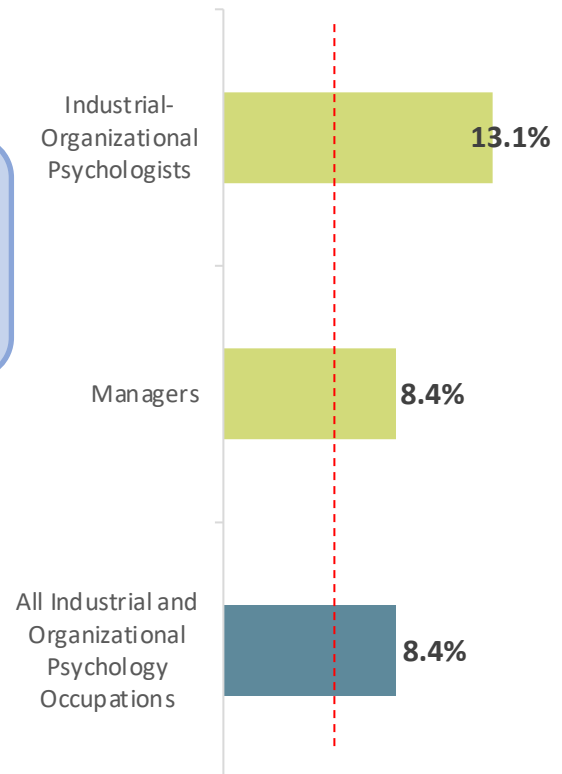
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Psychology

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

APPENDIX



REGIONAL 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



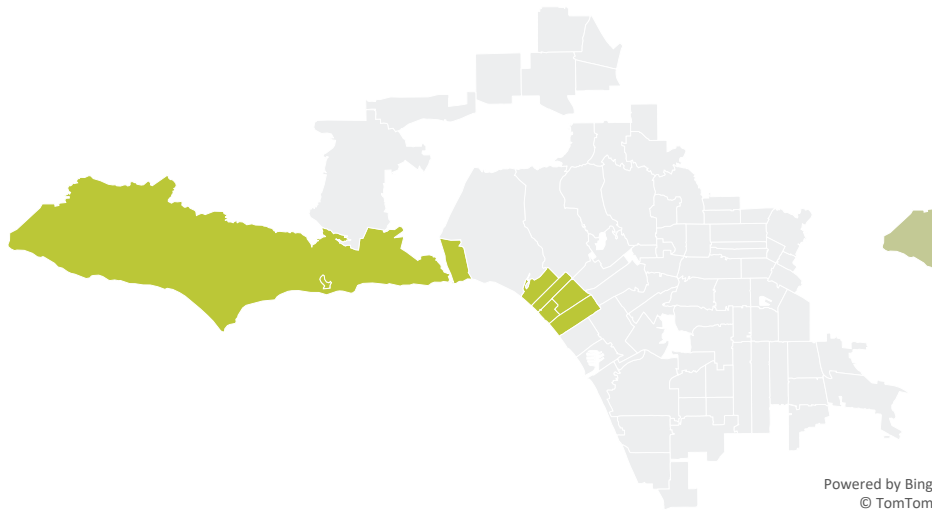
Economic

- 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

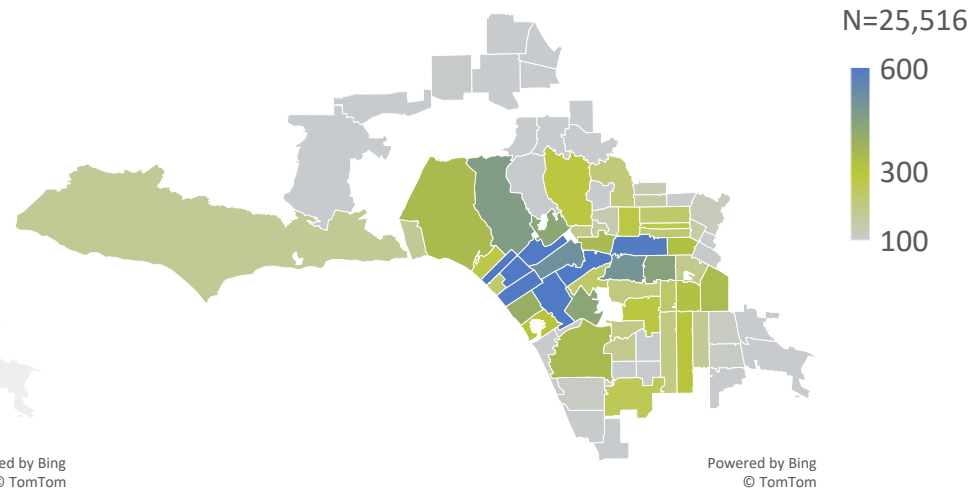
STUDENTS OVERWHELMINGLY RESIDE OUTSIDE SERVICE AREA

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

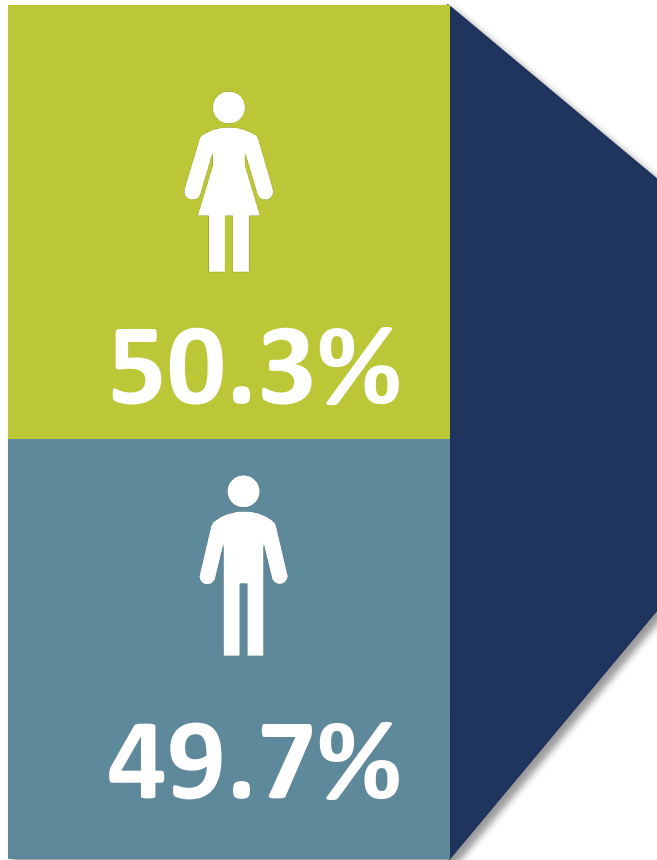


Since the student population is largely from outside SMC's service area, the college needs to be aware of shifting demographic trends in the broader LA area to better meet the needs of the prospective student population.

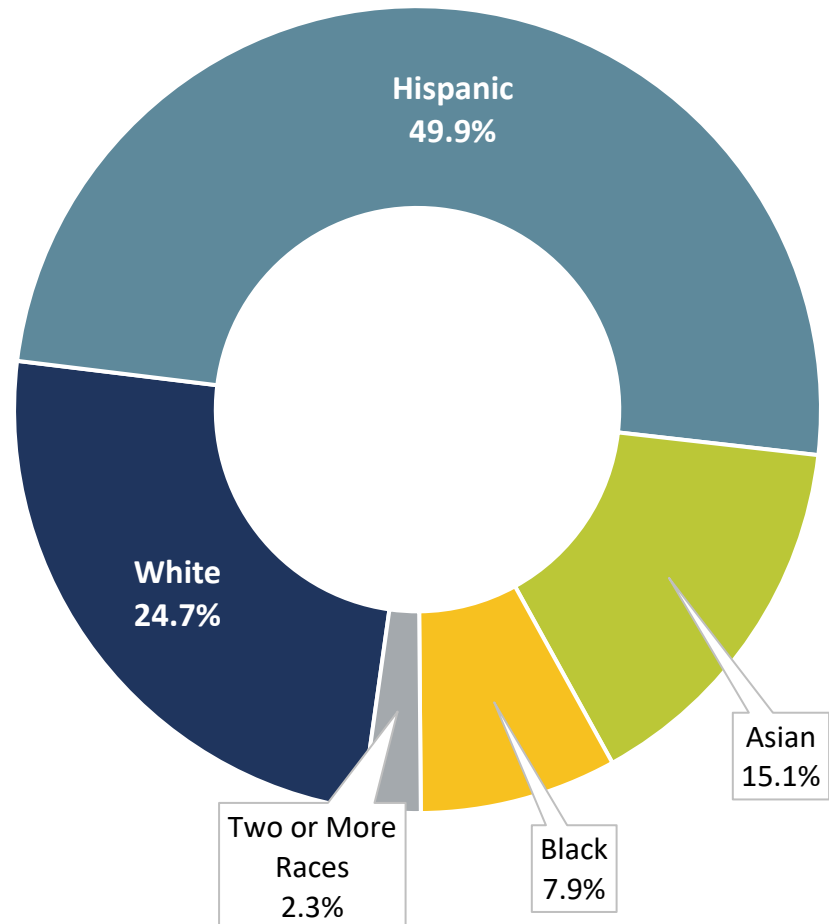
Source: SMC Internal Data

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

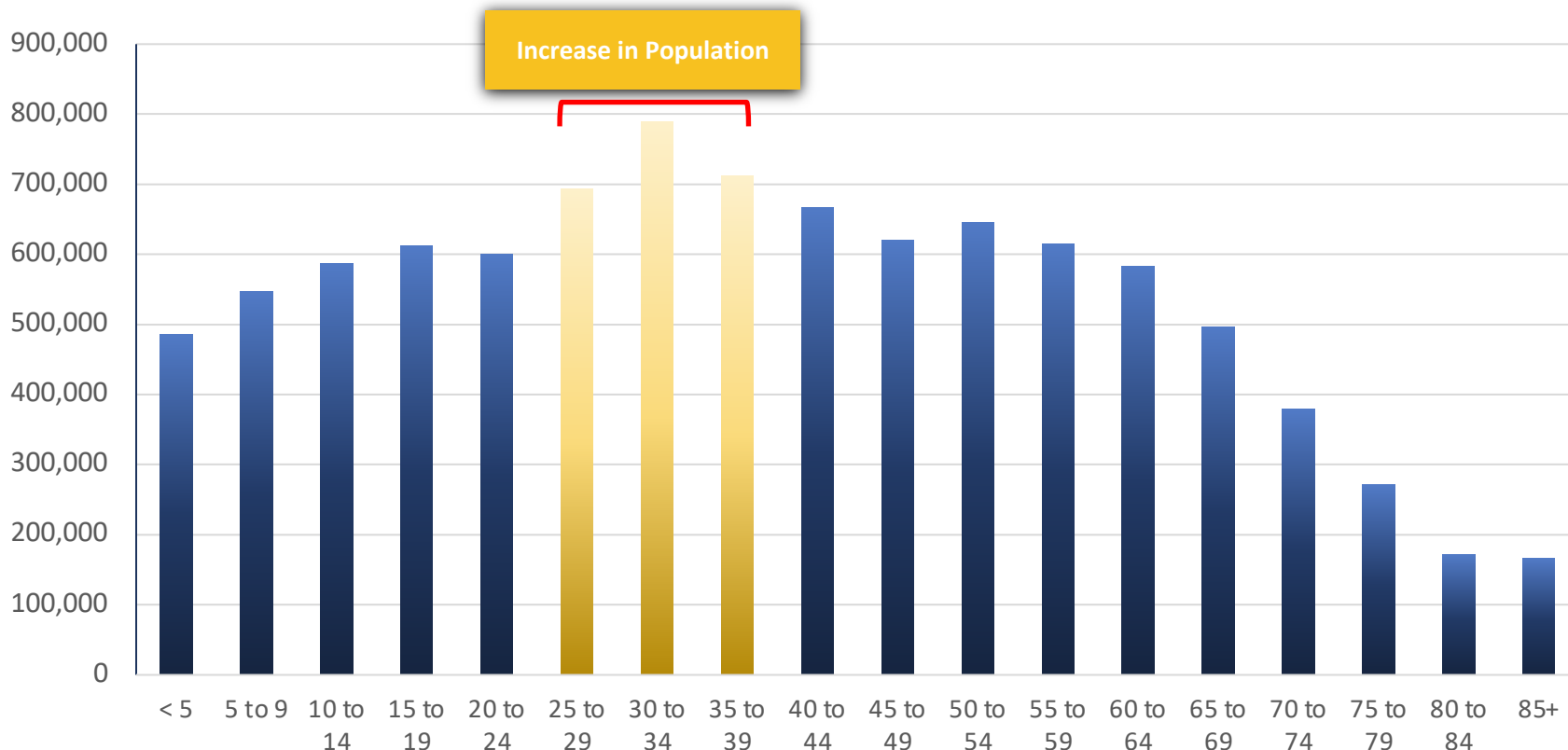


Source: US Census Bureau

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

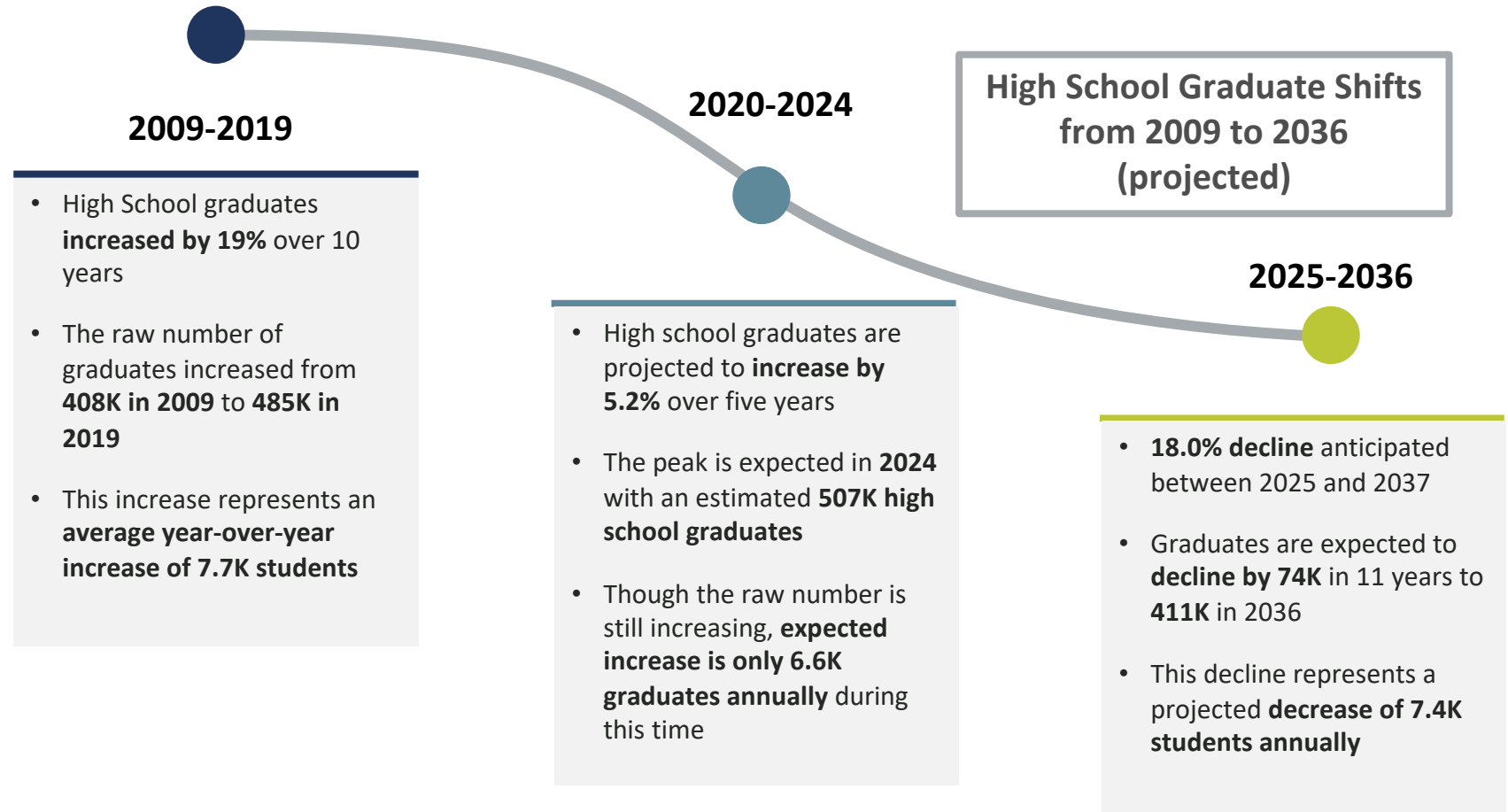


The most populous age groups are likely to include working adults looking for practical education identified as “Pragmatic Skillers.” This group has already been highlighted by LA Region Community Colleges as an emerging market.

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.



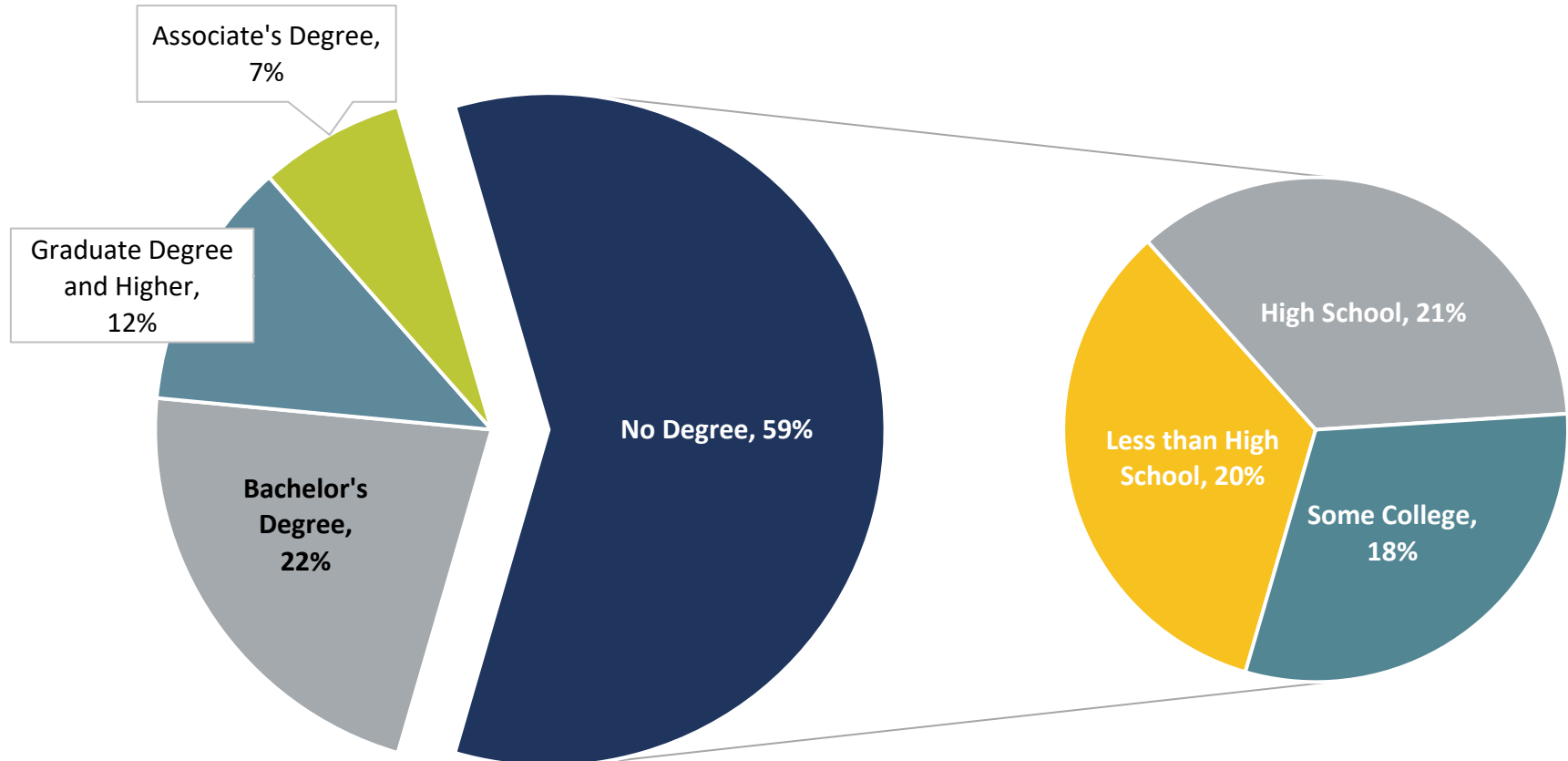
In order to meet the educational needs of their communities and beyond, higher education institutions must pivot to also serving adult learners instead of just focusing on traditionally aged college students.

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

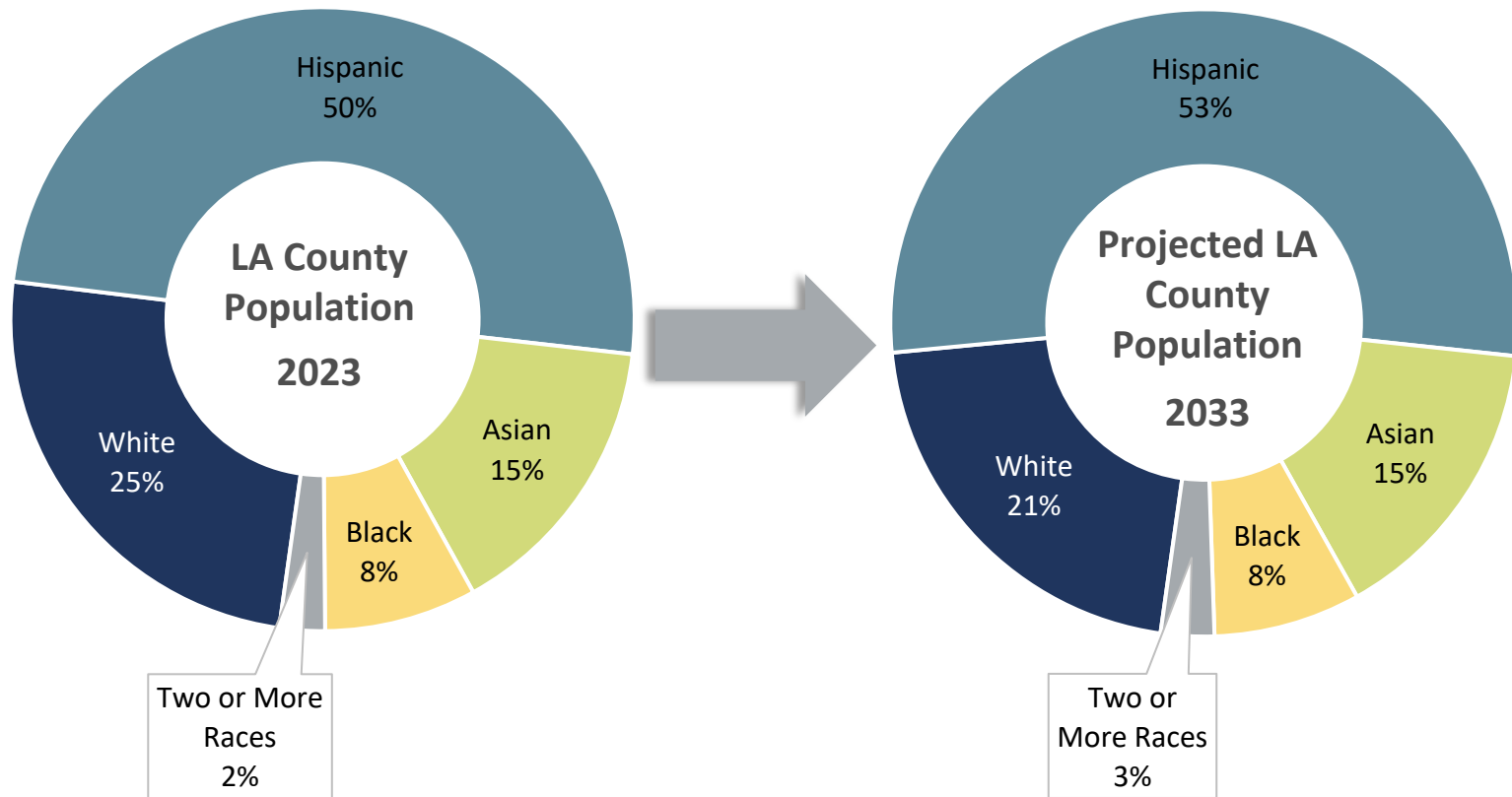


Of the 59% of the population without a degree, the population is evenly distributed across level of schooling. SMC should target each population with programs suited for them

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.



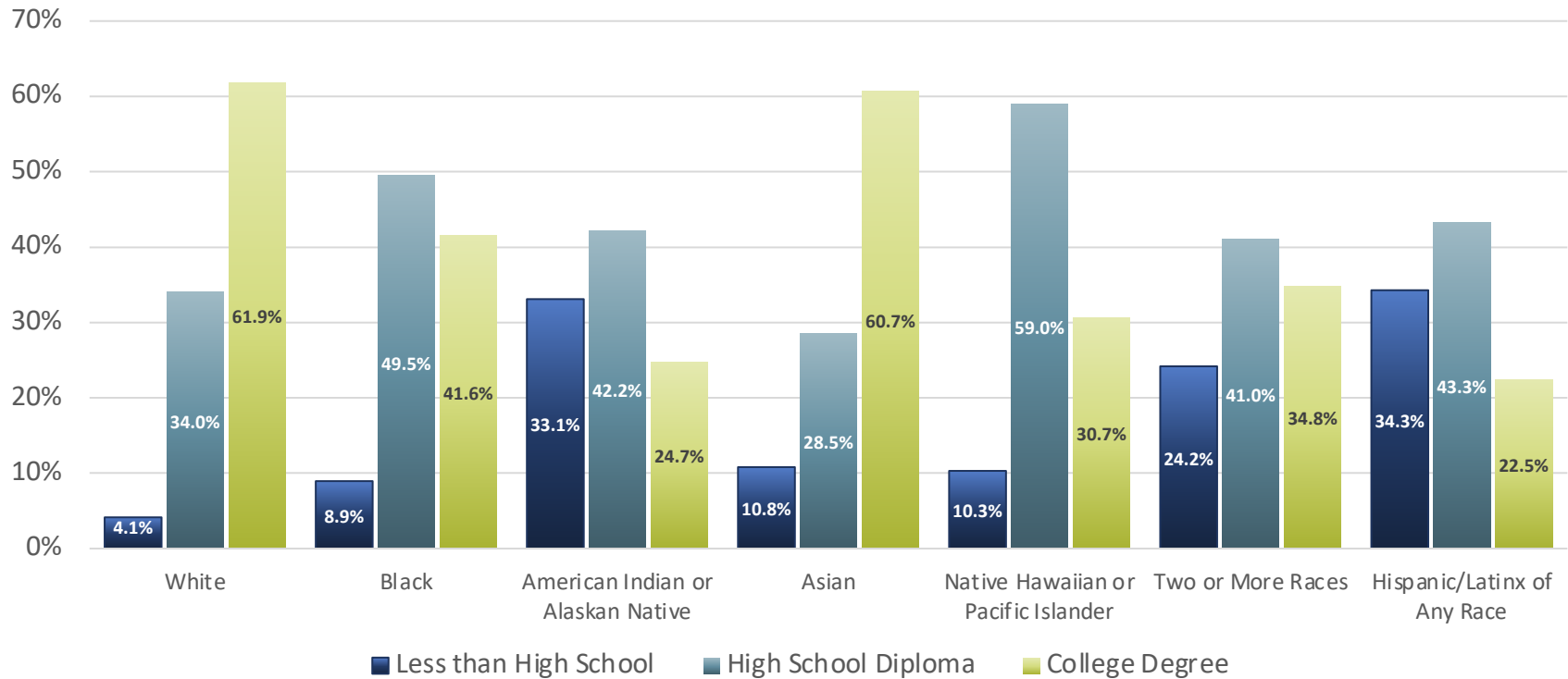
As LA County becomes more diverse with groups that have been historically underrepresented and have lower educational attainment, SMC should ensure it is meeting the specific needs that may have contributed to these inequities.

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

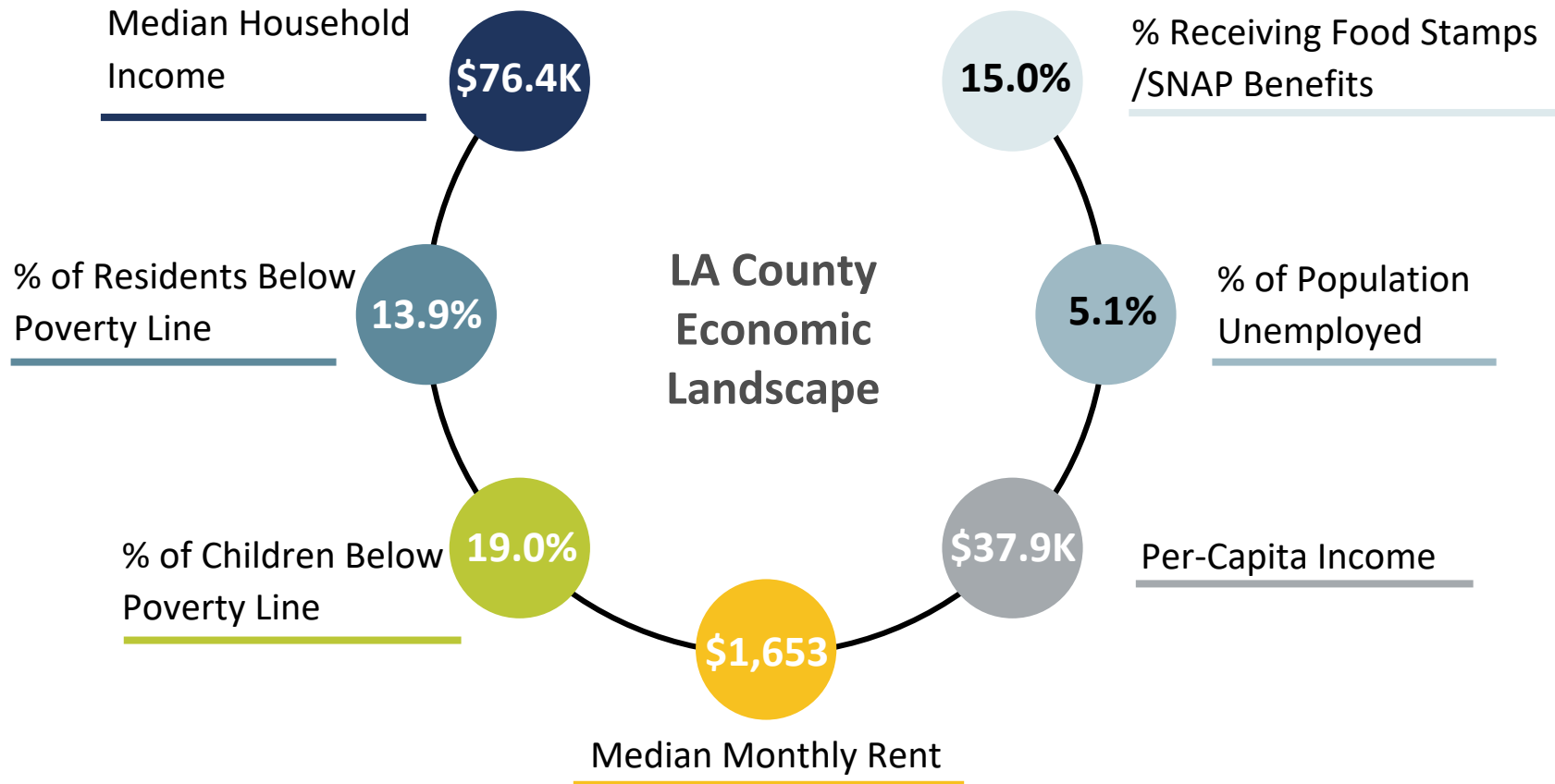


As a Hispanic Serving Institution, SMC has historically enrolled the populations of students that are most likely to be seeking higher education credentials.

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.

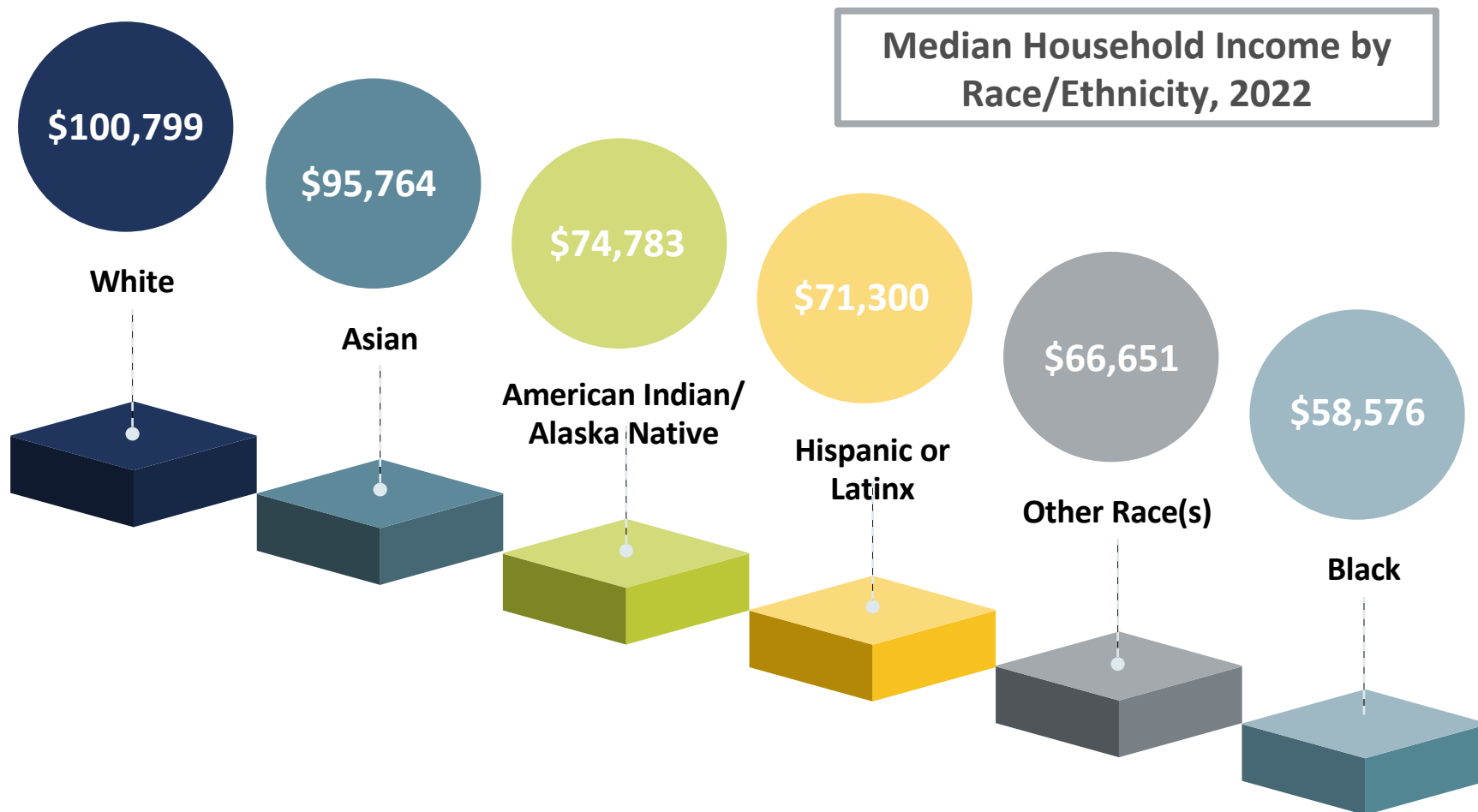


Given the economic challenges to LA County's population, higher education institutions must strive to prevent educational attainment from becoming cost-prohibitive.

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.

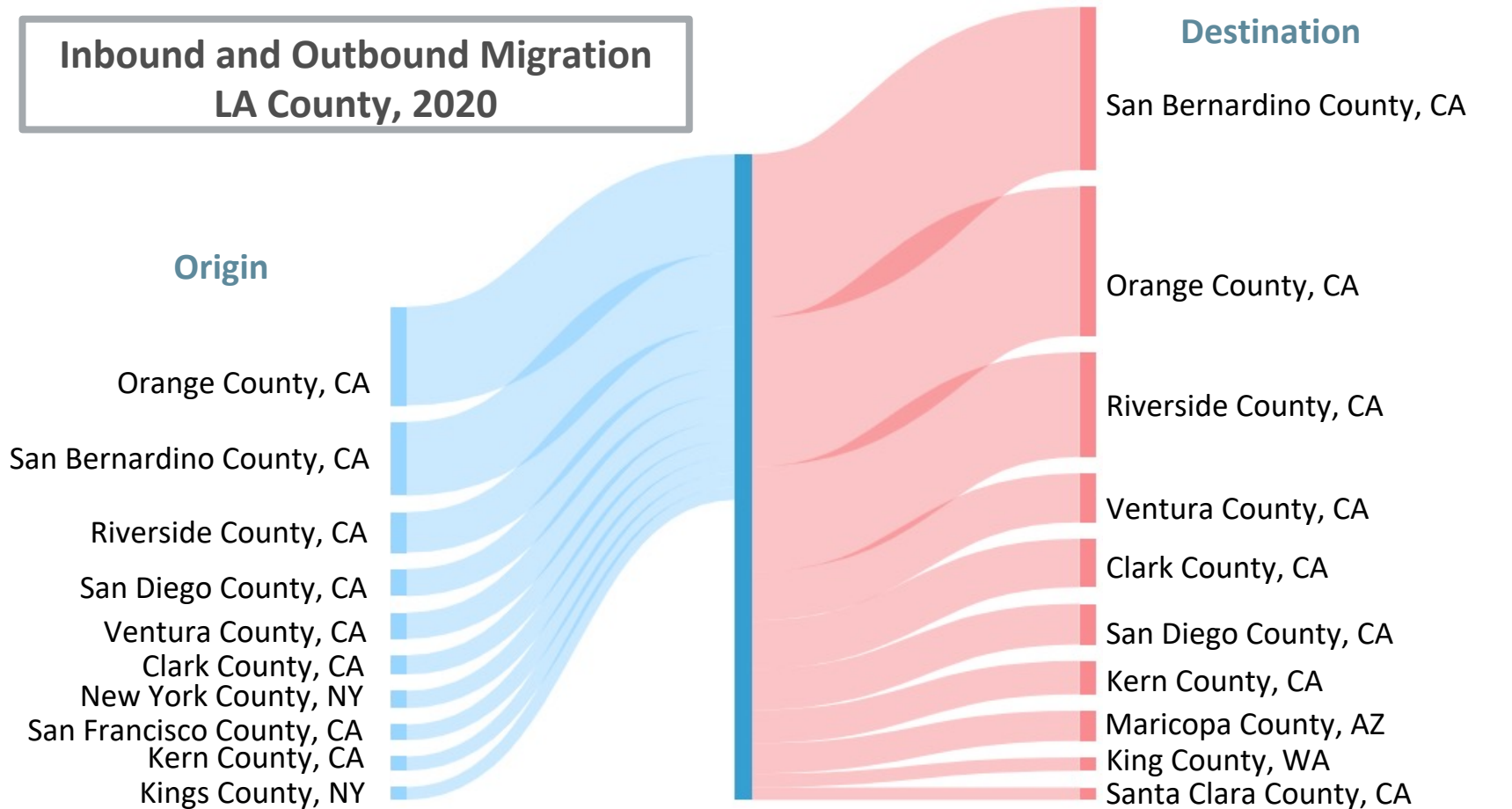


Hispanic/Latinx and Black populations in LA County have a lower college degree attainment rates than White or Asian populations and represent an opportunity for SMC to help level out income and educational attainment disparities.

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 will be 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

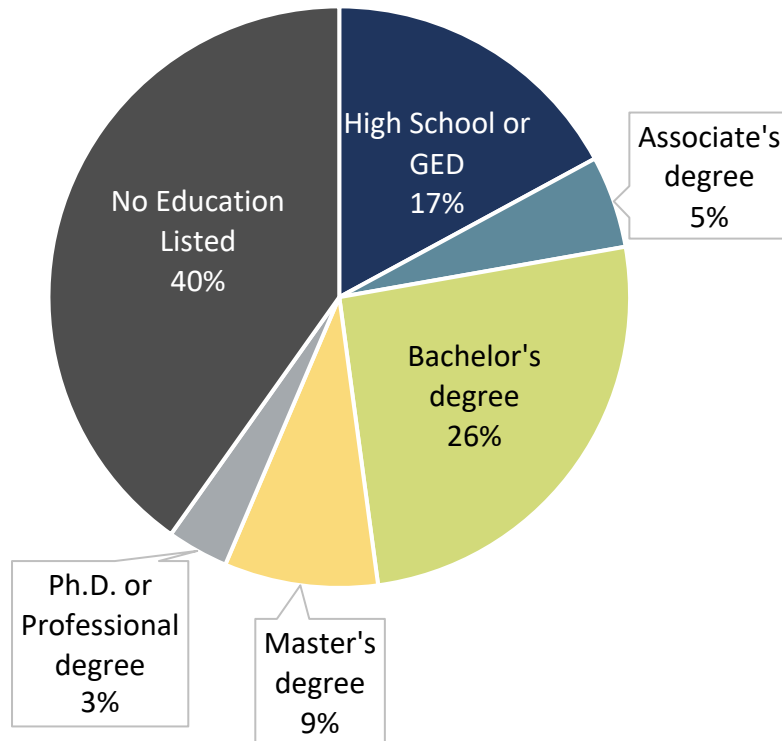
4x more regional job openings require a bachelor's degree than an associate's degree

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

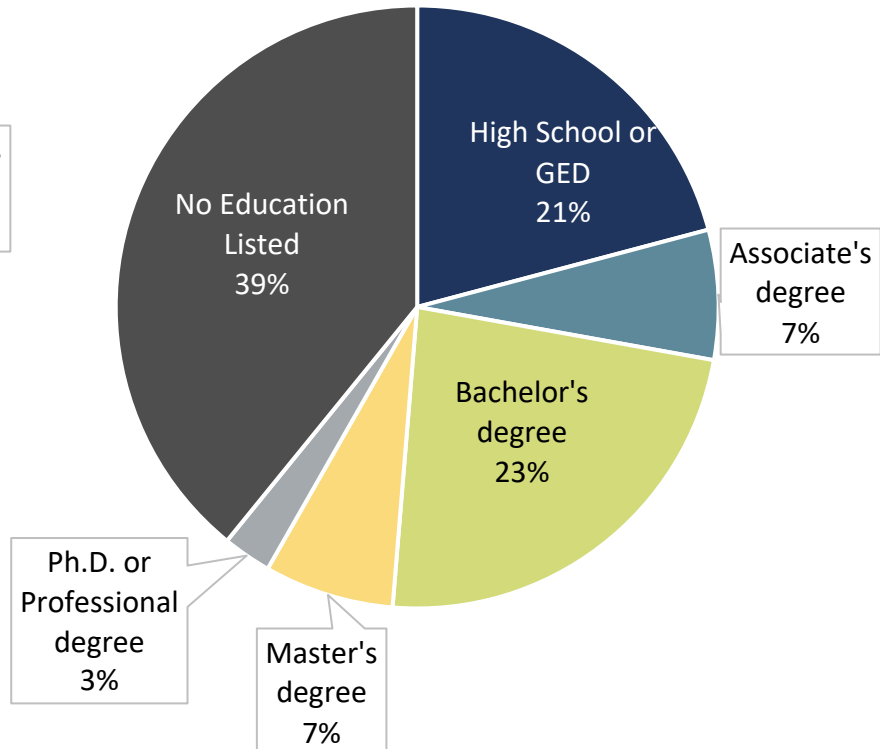
MAJORITY OF JOB POSTINGS MISSING EDUCATION LEVEL

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

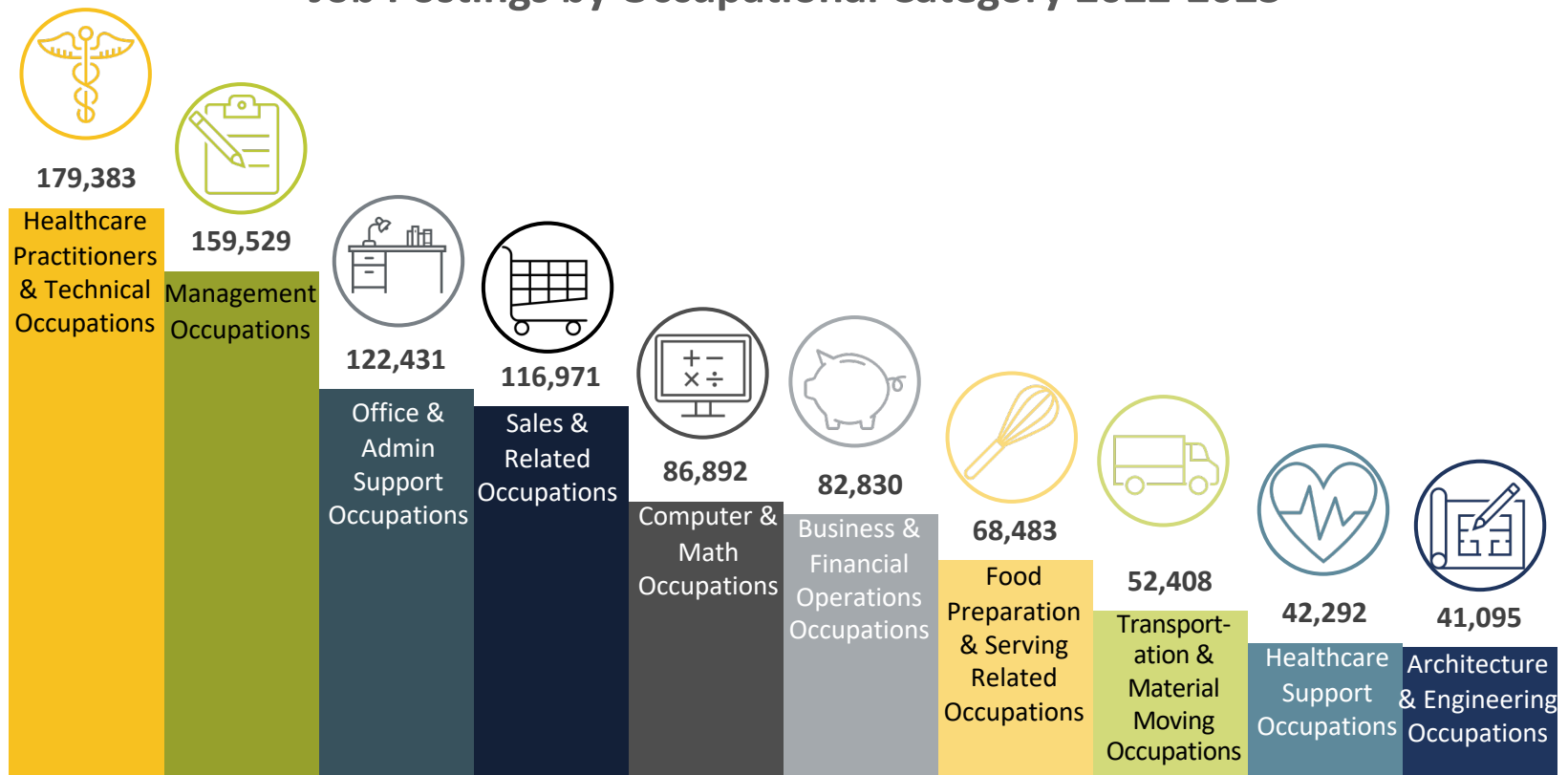


Source: LinkedIn, Zip Recruiter, Indeed

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

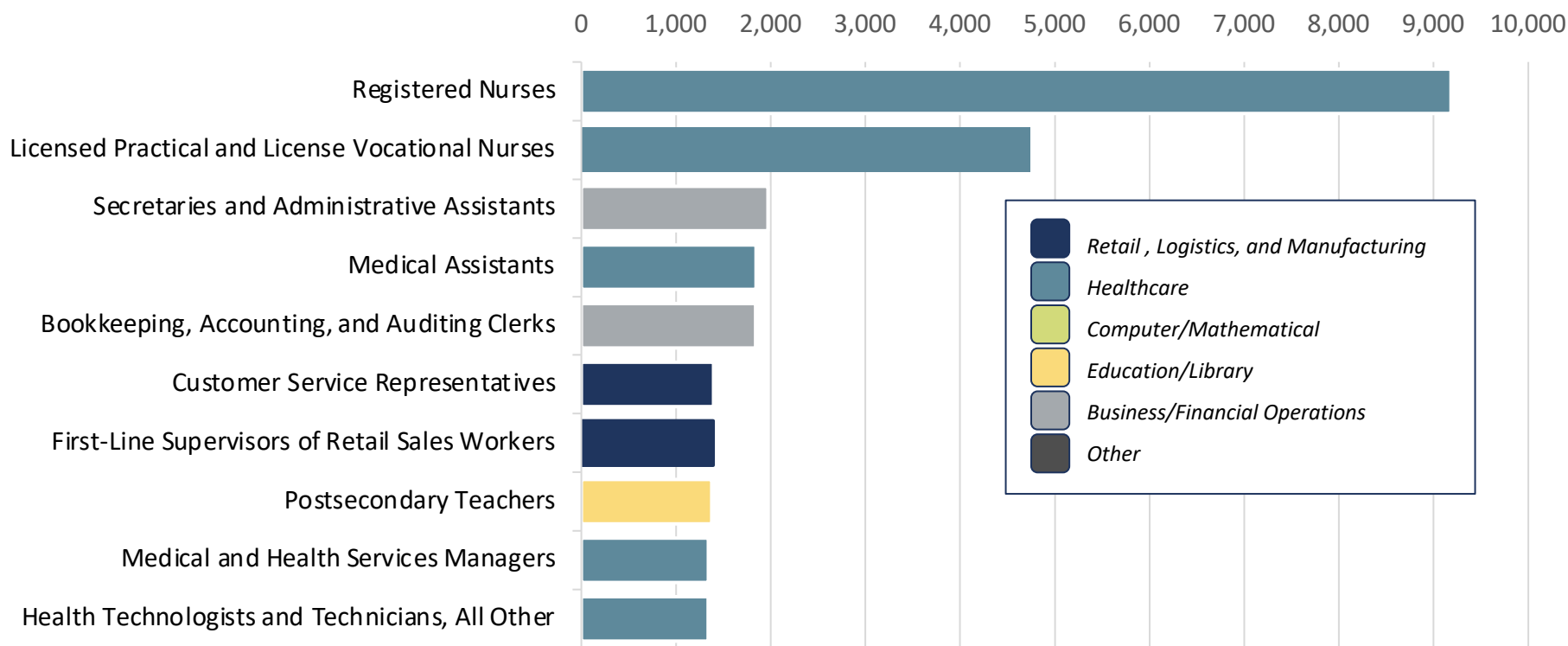


Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 2023

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.

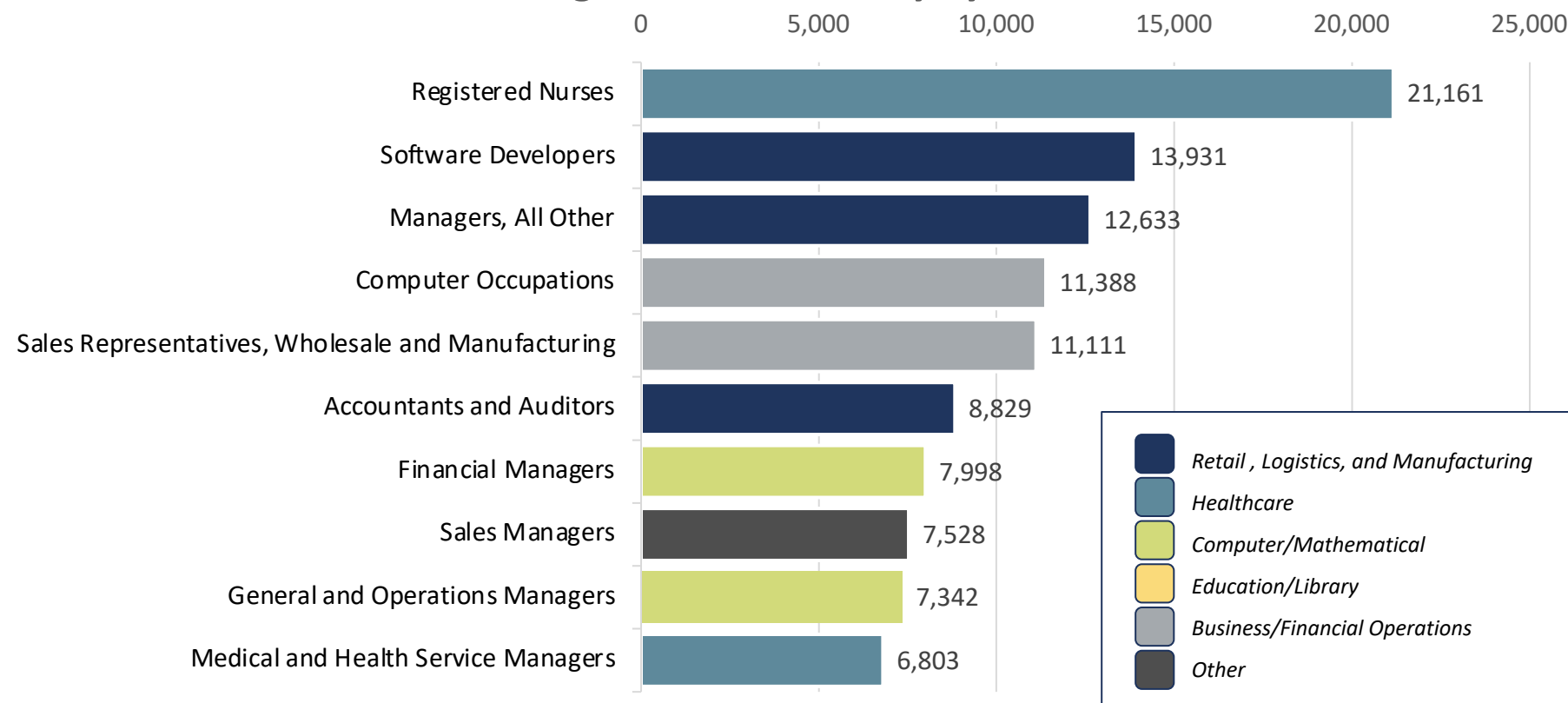
Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 20223

*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.

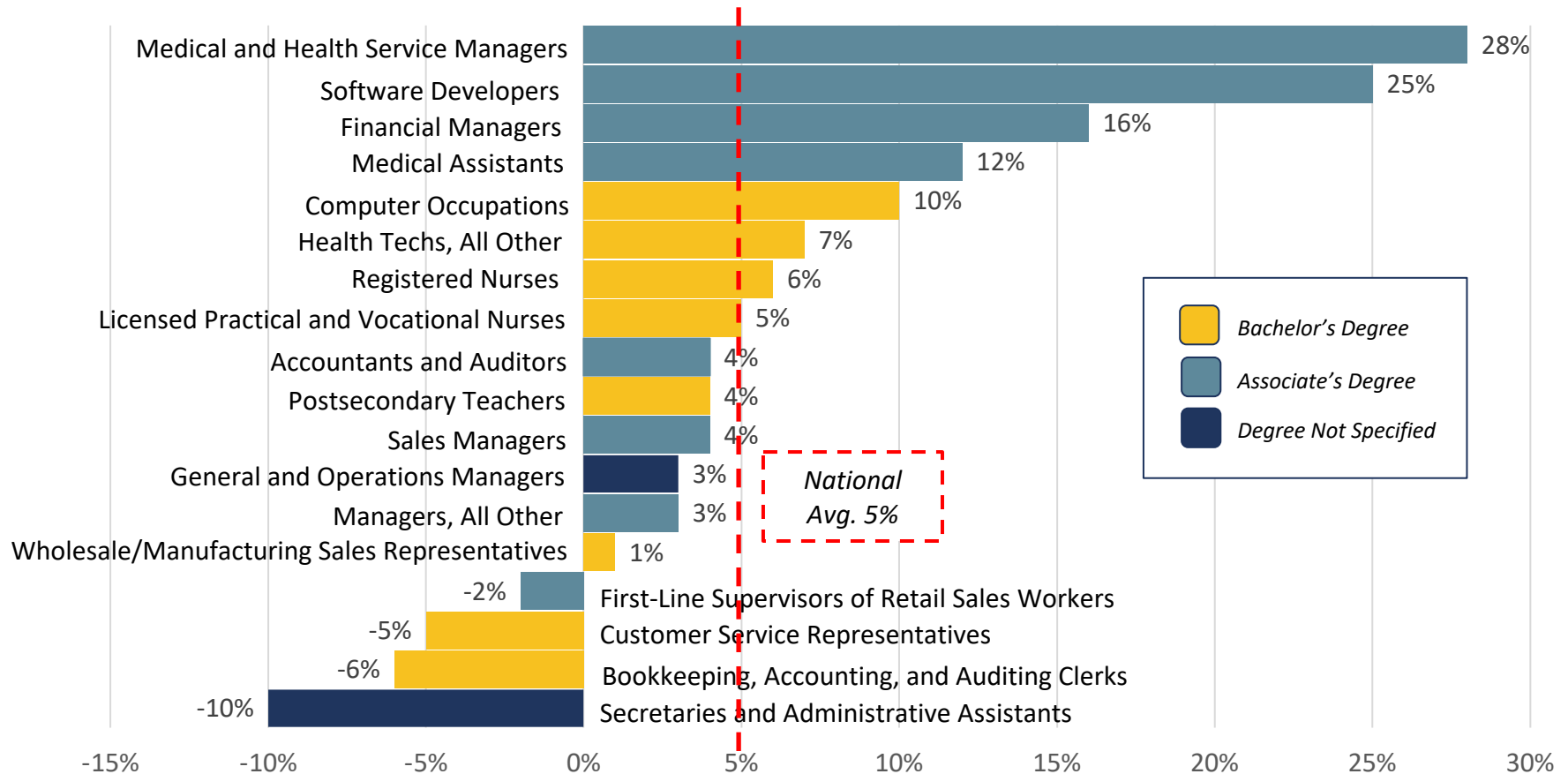
Source: LinkedIn, Zip Recruiter, Indeed, September 2022 to September 20223

*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



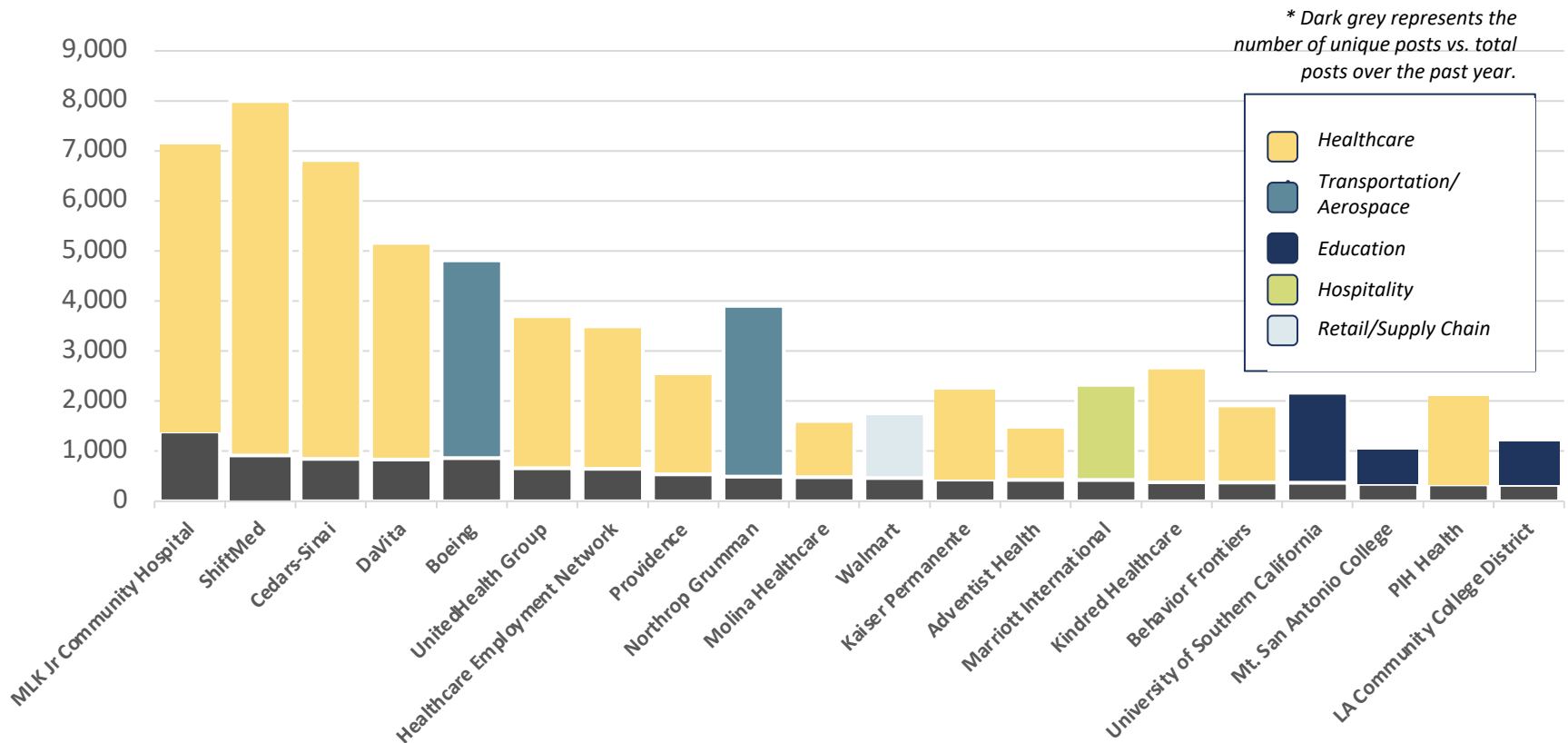
Santa Monica College should consider expanding programs catered to healthcare and IT to keep pace with the job market.

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



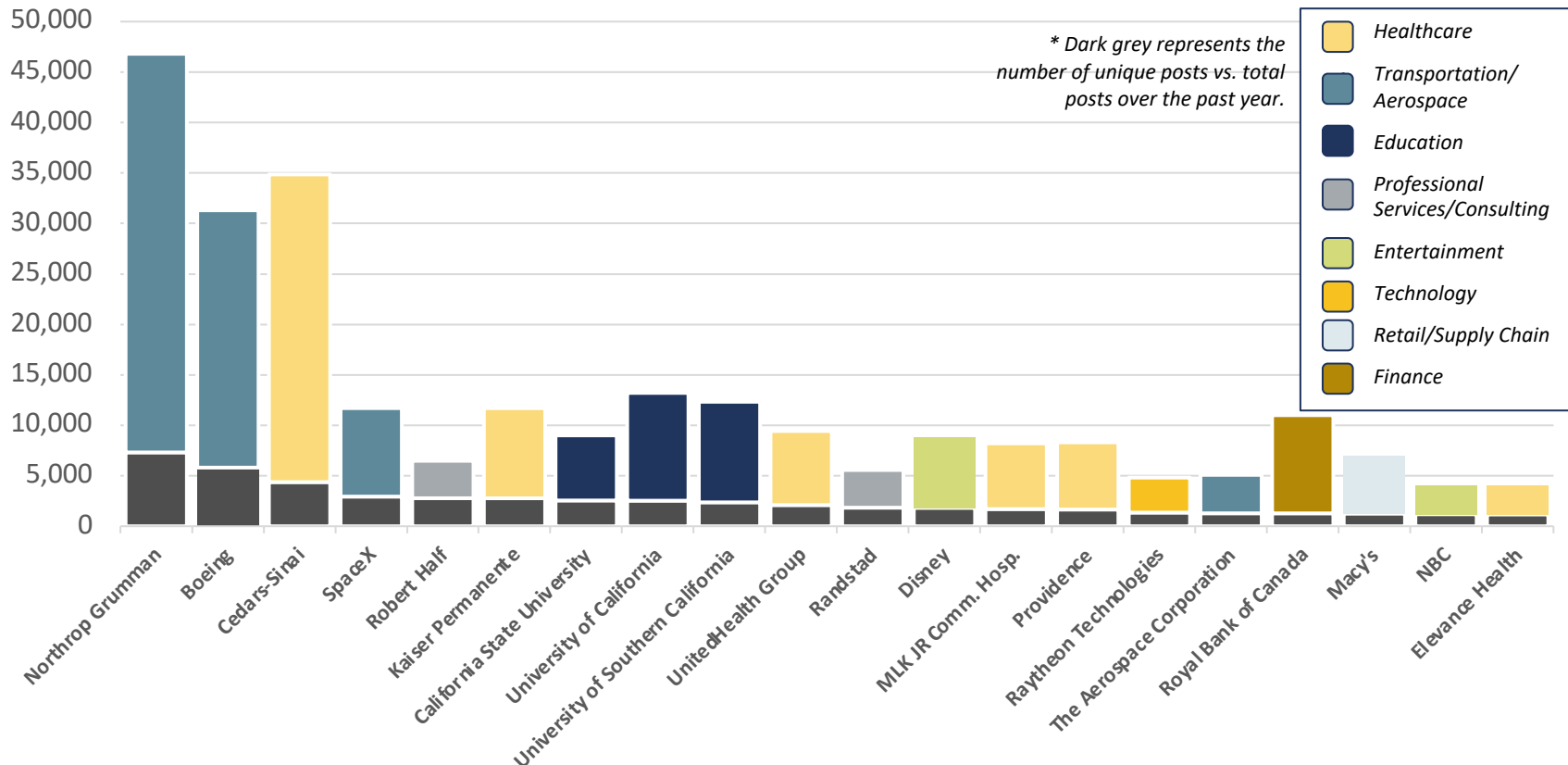
Meeting the needs of learners and employers in its service area requires an emphasis on building skills and competencies required to be successful in these five fields. Partnering with high-volume employers may help SMC understand how to develop a market-ready curriculum.

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 |

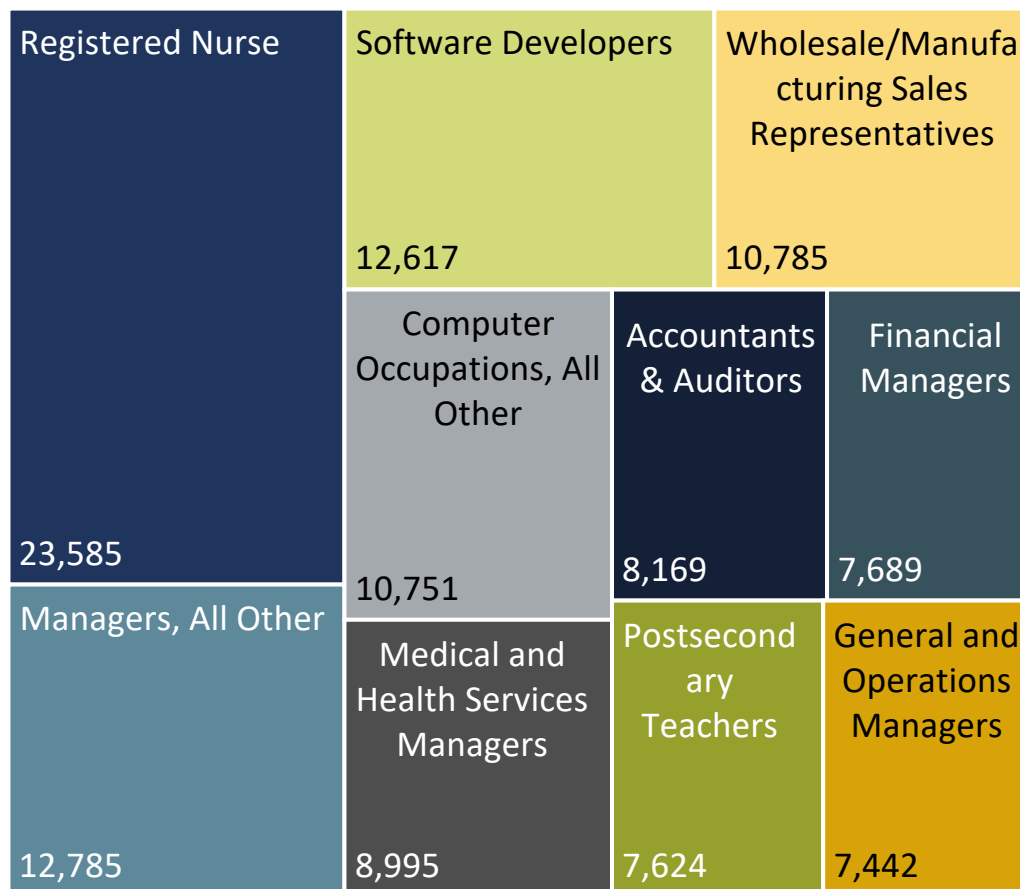
Key:  = Healthcare  = Technology  = Retail/Supply Chain  = Business/Consulting  = Education  = Finance

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

HEALTH, TECH, AND MANAGEMENT ROLES DOMINATE LOCAL JOB POSTINGS

There were over 400K unique job postings within the past year in LA County that require at least an associate's degree. The most frequent postings were for registered nursing, management, software development, and specialized sales positions.

Top Posted Occupations



Unique Job Postings

406K



Top Specialized Skills

- Marketing
- Project Management
- Nursing
- Auditing
- Accounting
- Merchandising
- Finance
- Data Analysis
- Process Improvement
- Workflow Management

Sources: LinkedIn, Zip Recruiter, Indeed Oct. 2022 to Sept. 2023, Bureau of Labor Statistics

SKILL DEMAND OVER TIME: LOS ANGELES COUNTY



Source: LinkedIn, Zip Recruiter, Indeed

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



ADDITIONAL DATA

SMC SELECTED PROGRAMS AND CIP CODES (I OF 2)

| | CIP Code | CIP Name |
|---------------------------|----------|--|
| Computer Science | 11.0701 | Computer Science |
| Registered Nursing | 51.3801 | Registered Nursing/Registered Nurse |
| Business Administration | 52.0201 | Business Administration and Management, General |
| General Science | 30.0101 | Biological and Physical Sciences |
| Art | 50.0701 | Art/Art Studies, General |
| Accounting | 52.0302 | Accounting Technology/Technician and Bookkeeping |
| Early Childhood Education | 19.0709 | Child Care Provider/Assistant |
| Film Production | 50.0602 | Cinematography and Film/Video Production |
| Business Marketing | 52.1801 | Sales, Distribution, and Marketing Operations, General |
| Psychology | 42.0101 | Psychology, General |

Source: Santa Monica College Program-CIP Crosswalk

SMC SELECTED PROGRAMS AND CIP CODES CONT. (2 OF 2)

| | CIP Code | CIP Name |
|------------------------------------|----------|---|
| Cosmetology | 12.0401 | Cosmetology/Cosmetologist, General |
| Kinesiology: Physical Education | 31.0505 | Exercise Science and Kinesiology |
| Public Health | 51.0000 | Health Services/Allied Health/Health Sciences, General |
| Respiratory | 51.0908 | Respiratory Care Therapy/Therapist |
| Medical Administrative Assistant | 51.0801 | Medical/Clinical Assistant |
| Nutrition | 19.0501 | Foods, Nutrition, and Wellness Studies, General |
| General Engineering | 14.0102 | Pre-Engineering |
| Fashion Design | 50.0407 | Fashion Apparel/Design |
| Business Management and Leadership | 52.0204 | Office Management and Supervision |
| Office Management | 52.0204 | Office Management and Supervision |
| Insurance Professional | 52.1701 | Insurance |
| Office Assistant: Legal | 22.0301 | Legal Administrative Assistant/Secretary |
| Office Technology | 52.0401 | Administrative Assistant and Secretarial Science, General |
| Administrative Assistant | 52.0401 | Administrative Assistant and Secretarial Science, General |

Source: Santa Monica College Program-CIP Crosswalk

SMC PROGRAMS WITH LARGEST ENROLLMENT

| | SMC Enrollment 2016-17 | SMC Enrollment 2022-23 | Headcount Change 2016-23 | Percent Change 2016-23 |
|---------------------------|------------------------|------------------------|--------------------------|------------------------|
| Computer Science | 2,027 | 2,133 | 106 | 5% |
| Registered Nursing | 2,243 | 1,948 | -295 | -13% |
| Business Administration | 2,525 | 1,743 | -782 | -31% |
| General Science | 2,158 | 1,148 | -1,010 | -47% |
| Art | 1,290 | 1,122 | -168 | -13% |
| Accounting | 1,739 | 1,067 | -672 | -39% |
| Early Childhood Education | 1,422 | 896 | -526 | -37% |
| Film Production | 675 | 880 | 205 | 30% |
| Business Marketing | 975 | 844 | -131 | -13% |
| Psychology | 48 | 826 | 778 | 1621% |

Source: SMC Internal Data

PROJECTED PROGRAM GROWTH

| Program | Project Job Growth 2023-33 |
|---|-------------------------------|
| Cosmetology | 31.58% |
| Kinesiology: Physical Education | 19.96% |
| Public Health | 18.92% |
| Respiratory | 18.54% |
| Medical Administration | 18.21% |
| Nutrition | 17.34% |
| General Engineering | 7.34% |
| Fashion Design | -0.42% |
| Business Management and Leadership/Office Management | -0.04% |
| Insurance Professional | -0.04% |
| Office Assistant: Legal | 0.21% |
| Office Technology | 0.51% |

Projected job growth from 2023 to 2033 within the Santa Monica region was used as a proxy to show which programs will have an increase and decrease in demand.

Source: Santa Monica College Program-CIP Crosswalk , Bureau of Labor Statistics

QUARTILE DATA FOR SMC ACADEMIC PORTFOLIO

| | SMC Percent Change | Regional Completions | Completions Growth | 2023 Jobs | Projected Job Growth |
|--------|--------------------|----------------------|--------------------|-----------|----------------------|
| Min | -100% | 0 | -71% | 0 | 0% |
| Q1 | -43% | 51 | -2% | 56,864 | 7% |
| Q2 | -21% | 255 | 31% | 126,686 | 9% |
| Q3 | 41% | 821 | 70% | 241,526 | 12% |
| Max | 18750% | 24,950 | 4119% | 1,462,403 | 44% |
| Median | -21% | 255 | 31% | 126,686 | 9% |
| Mean | 426% | 2,048 | 134% | 249,599 | 10% |

PROGRAM RANKING METHODOLOGY

| | Regional Market Size Quintile (Bachelor's Completi ons) | Regional Market Growth Quintile (Bachelor's Growth) | Jobs Quintile (2023 Jobs) | Projected Job Growth Quintile | Sum | Z-Score | Z-Score Conversion |
|---|---|--|------------------------------------|--|-----|---------|-----------------------|
| Public Health | 1 | 2 | 2 | 2 | 7 | -1.5811 | 4 |
| Social Work | 1 | 4 | 1 | 1 | 7 | -1.5811 | 4 |
| Systems Science and Theory | 4 | 1 | 1 | 2 | 8 | -1.2649 | 4 |
| Biomedical Sciences | 3 | 2 | 2 | 1 | 8 | -1.2649 | 4 |
| Econometrics and Quantitative Economics | 1 | 1 | 3 | 4 | 9 | -0.9487 | 3 |
| Family and Consumer Sciences | 2 | 5 | 2 | 1 | 10 | -0.6325 | 3 |
| E-Commerce/ Electronic Commerce | 4 | 2 | 1 | 4 | 11 | -0.3162 | 3 |
| Information Resources Management | 3 | 3 | 4 | 2 | 12 | 0 | 2 |
| Aerospace Engineering | 1 | 3 | 3 | 5 | 12 | 0 | 2 |
| Biomathematics/Bioinformatics/Compu tational Bio | 3 | 1 | 5 | 3 | 12 | 0 | 2 |
| Public Relations/ Image Management | 2 | 3 | 4 | 3 | 12 | 0 | 2 |
| Actuarial Science | 4 | 4 | 2 | 3 | 13 | 0.31623 | 1 |
| Political Economy | 4 | 2 | 3 | 4 | 13 | 0.31623 | 1 |
| Urban Studies/Affairs | 2 | 4 | 3 | 4 | 13 | 0.31623 | 1 |
| Digital Humanities | 5 | 5 | 1 | 2 | 13 | 0.31623 | 1 |
| Engineering-Related Fields | 3 | 1 | 5 | 5 | 14 | 0.63246 | 1 |
| Bioengineering and Biomedical Engineering | 2 | 3 | 5 | 5 | 15 | 0.94868 | 1 |
| Communication Disorders Sciences | 5 | 5 | 5 | 1 | 16 | 1.26491 | 0 |
| Public Administration | 5 | 5 | 4 | 3 | 17 | 1.58114 | 0 |
| Industrial and Organizational Psychology | 5 | 4 | 4 | 5 | 18 | 1.89737 | 0 |

Each of the four metrics was split into quintiles with 1 being the highest and 5 being the lowest. The quintiles were summed across the 4 categories and a z-score was calculated using the sum. The z-score was converted to tiers with the following criteria:

- >-1= tier 4
- >-1 X <0 = tier 3
- 0, tier 2
- >0 X <1 =tier 1
- >1 tier 0

With their 4 being the greatest potential and tier 0 being the least

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