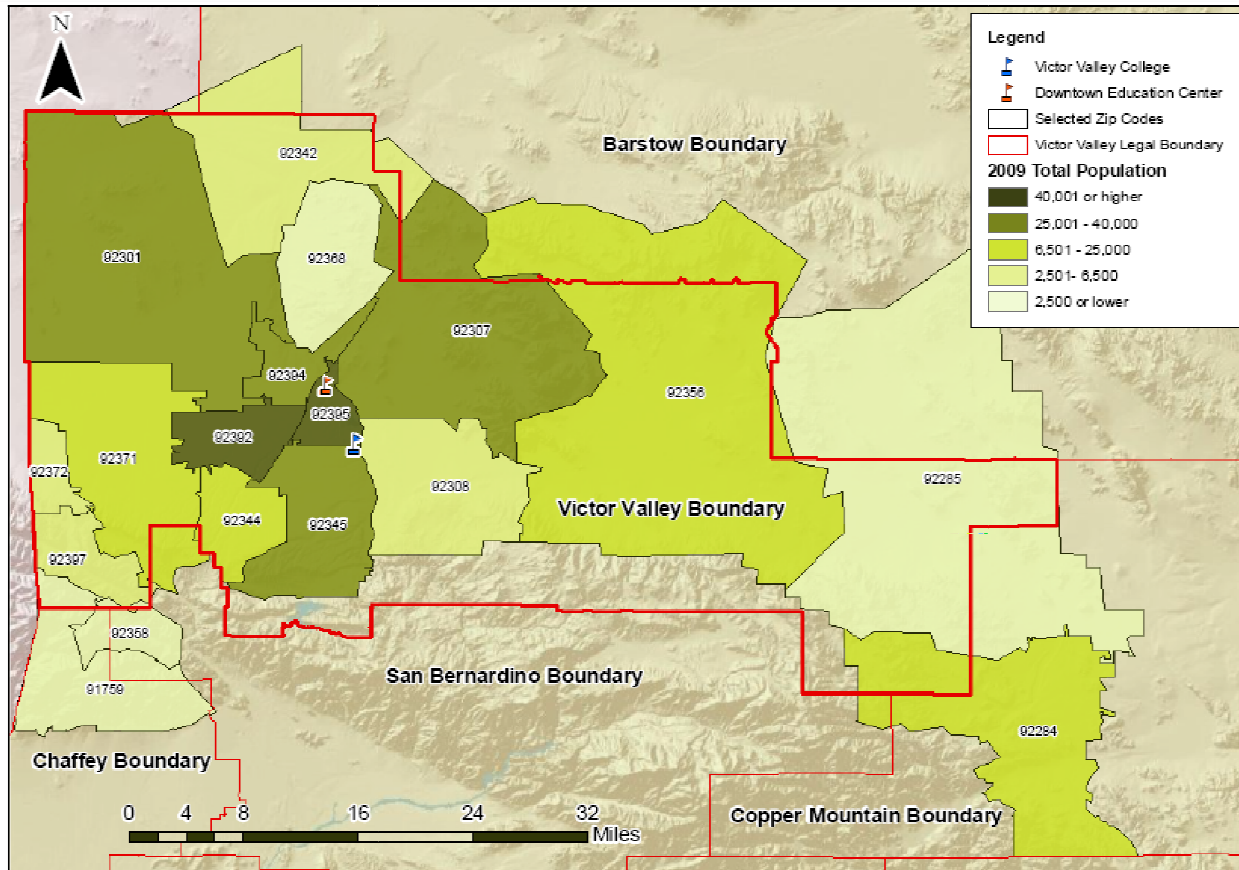


Community Demographics

The college's service area encompasses 1,700 square miles in the High Desert of Southern California. Our borders are shared with such districts as Barstow, Copper Mountain, San Bernardino, Chaffey, and Antelope Valley.



In 2000, population in the service area was 279,625. Over the last nine years, it has increased by 28.7% to 392,371. As revealed in Table 1, the incorporated areas within the service area (Adelanto, Apple Valley, Hesperia, Victorville) account for 82.7% of the population.

Table 1: Service Area by Zip Code

	Service Area	2000 Population	2009 Population	Difference (2000-09)
91759	Mt Baldy	484	545	11.2%
92284	Yucca Valley	20,866	24,561	15.0%
92285	Landers	2,125	2,425	12.4%
92301	Adelanto	18,972	32,232	41.1%
92307	Apple Valley	30,580	36,832	17.0%
92308	Apple Valley	29,528	38,984	24.3%
92342	Helendale	4,846	6,050	19.9%
92344	Hesperia	7,714	18,342	57.9%
92345	Hesperia	60,807	74,184	18.0%
92356	Lucerne Valley	5,309	6,417	17.3%
92358	Lytle Creek	753	855	11.9%
92368	Oro Grande	972	1,093	11.1%
92371	Phelan	12,449	15,591	20.2%
92372	Pinon Hills	3,996	4,703	15.0%
92392	Victorville	30,758	52,452	41.4%
92394	Victorville	13,560	32,162	57.8%
92395	Victorville	31,406	39,446	20.4%
92397	Wrightwood	4,500	5,497	18.1%
		279,625	392,371	28.7%

Source: Rural Opportunities Environmental Scan – counts may be slightly higher than city reports due to the use of zip codes

All of the incorporated areas show substantial increases since 2005. For example, Victorville’s population increased 30.3% between 2005 and 2009 (See Table 2).

Table 2: Population by Incorporated Areas

	2000	2005	2006	2007	2008	2009	Difference (2005-09)
Adelanto	18,972	23,418	NA	25,718	28,049	32,232	27.3%
Apple Valley	60,108	63,853	75,075	69,835	68,305	75,816	15.8%
Hesperia	68,521	76,114	90,534	90,312	94,798	92,526	17.7%
Victorville	75,724	86,473	100,672	97,534	118,748	124,060	30.3%

All counts are estimates

Source: 2000 = Rural Opportunities Environmental Scan – counts may be slightly higher than city reports due to the use

Source: 2005 = S.B. County Demographic Profile

Source: 2006-2008 = American Community Survey (US Census Bureau)

Source: 2009 = Rural Opportunities Environmental Scan – counts may be slightly higher than city reports due to the use

From 2000 to 2009, the median household income increased 23.8% (39,289 vs. 48,644) in our service area. This was beneficial to the area’s households because the price of housing also increased at an alarming rate over this same time frame. However, due to the recession housing costs have decreased substantially resulting in much of the population owing more on their homes than they are worth. In addition, due to the poor economy the unemployment rate has increased from 9.3% in 2000 to 16.2% in 2009. These factors have had a great impact on VVC as viewed by annual enrollment numbers for 2009-2010 of almost 20,000 credit students.

Educational Needs of Service Area

As depicted in Table 3, the percentage of people who graduated from high school has increased slightly in the last nine years (29.5% vs. 31.5%). In addition, the proportion of people who obtained a degree has increased 15.5% during this same time period.

Table 3: Educational Attainment by Service Area

	2000 Population		2009 Population	
< 9th Grade	10,686	6.3%	16,248	6.6%
Some High School	26,779	15.8%	33,138	13.5%
HS Grad	50,120	29.5%	77,352	31.5%
Some College	49,313	29.1%	64,061	26.1%
Associate's Degree	13,024	7.7%	20,625	8.4%
Bachelor's Degree	12,637	7.4%	22,538	9.2%
Graduate Degree or Higher	7,120	4.2%	11,568	4.7%
	169,679	100.0%	245,530	100.0%

Although more people are finishing high school, placement into college level courses continues to be low for the population. As shown in Table 4, very few students place at VVC in transfer level mathematics or English writing, 1.1% and 13.8% respectively.

Table 4: Accuplacer Placement Rates for Fall 2008

	Mathematics	English Writing	Reading
Transfer Level	1.1%	13.8%	45.8%
1 Level below transfer	3.9%	47.3%	22.4%
2 or more levels below transfer	95.0%	38.9%	31.8%

Educational Delivery to Service Area

No longer a small, rural college, the college has grown exponentially and with that comes the challenge of servicing a more diverse and eclectic population. The college continues to underrepresent males in the service area (See Table 5), yet Hispanics (37.2%) and Blacks (14.5%) are overrepresented (See Table 6).

Table 5: Gender (VVC Students vs. Service Area)

	2000 Population	2009 Population	VVC (Fall '09)
Male	49.4%	49.8%	42.0%
Female	50.6%	50.2%	58.0%

Table 6: Race/Ethnicity (VVC Students vs. Service Area)

	2000 Population	2009 Population	VVC (Fall '09)
White	67.5%	59.0%	43.8%
Black	6.2%	6.6%	14.5%
American Indian	1.1%	1.1%	0.8%
Asian	1.8%	2.3%	3.2%
Pacific	0.2%	0.2%	0.5%
Hispanic	23.2%	30.8%	37.2%
	100.0%	100.0%	100.0%

Of interest in regards to age is that the college's proportion of 35-44 year olds closely resembles that of the service area. This may be due to the fact of the poor economy and that many people have lost their jobs requiring them to look to the college for re-training and skill improvement. The increase in full-time students (34.9% in 2009), could also be an indicator that students are feeling the need to complete their education sooner in order to enter the workforce.

Table 7: Age (VVC Students vs. Service Area)

	2000 Population		2009 Population		VVC (Fall '09)	
<20	96,111	34.4%	120,309	30.7%	4,564	33.0%
20-24	14,634	5.2%	26,532	6.8%	3,731	27.0%
25-29	14,381	5.1%	26,682	6.8%	1,692	12.2%
30-34	16,981	6.1%	22,645	5.8%	1,088	7.9%
35-44	44,013	15.7%	49,601	12.6%	1,516	11.0%
45-59	47,219	16.9%	79,045	20.1%	1,084	7.8%
>59	46,286	16.6%	67,557	17.2%	138	1.0%
	279,625	100.0%	392,371	100.0%	13,813	100.0%

The tables below compare students to the college workforce.

Table 8: Demographics (VVC Staff vs. VVC Students)

Gender	Students	Staff
Male	42.0%	49.7%
Female	58.0%	50.3%
Age	Students	Staff
19 years or younger	33.0%	0.0%
20 to 24 years	27.0%	0.3%
25 to 29 years	12.2%	4.6%
30 to 34 years	7.9%	7.9%
35 to 39 years	5.9%	8.9%
40 to 49 years	9.1%	25.1%
50 to 59 years	3.9%	32.6%
60 years or older	1.0%	20.6%
Race	Students	Staff
American Indian or Alaskan Native	0.8%	1.5%
Asian	3.2%	5.3%
Black or African American	14.5%	7.8%
Hispanic/Latino	37.2%	14.0%
Native Hawaiian or Other Pacific Islander	0.5%	0.5%
White	43.8%	70.9%

NOTE: Fall '09 reporting -- all employees

Occupational Outlook in Service Area (2009)

Top 10 most often occurring industries in service area (Lowest to highest):

1. Plumbing, Heating, and Air-Conditioning Contractors
2. General Automotive Repair
3. Offices of Physicians (except Mental Health Specialists)
4. Elementary and Secondary Schools
5. Insurance Agencies and Brokerage
6. Beauty Salons
7. Commercial and Institutional Building Construction
8. Religious Organizations
9. Offices of Real Estate Agents and Brokers
10. Full-Service Restaurants

Top industries by number of employees in service area:

1. Home Centers
2. Offices of Physicians (except Mental Health Specialists)
3. All Other Traveler Accommodation
4. Legislative Bodies
5. Supermarkets and Other Grocery (except Convenience) Stores
6. Offices of Real Estate Agents and Brokers
7. Department Stores (except Discount Department Stores)
8. General Medical and Surgical Hospitals
9. Full-Service Restaurants
10. Elementary and Secondary Schools

Top 10 industries by number of sales in service area:

1. Other Miscellaneous Durable Goods Merchant Wholesalers
2. Offices of Real Estate Agents and Brokers
3. Home Centers
4. Department Stores (except Discount Department Stores)
5. Commercial and Institutional Building Construction
6. Used Car Dealers
7. General Medical and Surgical Hospitals
8. Supermarkets and Other Grocery (except Convenience) Stores
9. New Car Dealers
10. Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)

Meeting the Job Demand

In addition to its well-established career-technical programs, the college's latest program developments have focused on future prospects in green industry sectors. Through outside funding sources the college now offers training for the following: solar technicians, hybrid mechanics, aviation mechanics, and waste water technicians. A new program in health information technologies has also been added to the college's all ready strong training programs for health industry jobs.

Table 9: Job Demand & Earnings (Newest Programs)

SOC Code	Description	2009 Jobs	2015 Jobs	Annual Openings	Current Hourly Earnings	Education Level
49-3011	Aircraft mechanics and service technicians	73	81	3	\$27.99	Postsecondary vocational award
51-2011	Aircraft structure, surfaces, rigging, and systems assemblers	<10	<10	--	--	Long-term on-the-job training
49-2091	Avionics technicians	<10	<10	--	--	Postsecondary vocational award
13-1031	Claims adjusters, examiners, and investigators	118	130	5	\$29.29	Long-term on-the-job training
29-2071	Medical records and health information technicians	112	124	5	\$17.81	Associate's degree
51-8031	Water and liquid waste treatment plant and system operators	73	90	4	\$25.58	Long-term on-the-job training

Table 10: Job Demand – Regional, State, National

SOC Code	Description	Regional Change	Regional % Change	State % Change	National % Change
49-3011	Aircraft mechanics and service technicians	8	11%	3%	4%
51-2011	Aircraft structure, surfaces, rigging, and systems assemblers	1	45%	-6%	3%
49-2091	Avionics technicians	1	15%	-1%	6%
13-1031	Claims adjusters, examiners, and investigators	12	10%	1%	3%
29-2071	Medical records and health information technicians	12	11%	12%	12%
51-8031	Water and liquid waste treatment plant and system operators	17	23%	13%	12%