

Florida Keys Community College Environmental Scan 2010

Includes data to assist with identifying and establishing goals for the College for the 2010 to 2013 years: demographics, economy, environment, energy, education, distance learning, politics, funding, and technology

Office of Institutional Effectiveness & Research
February 2010

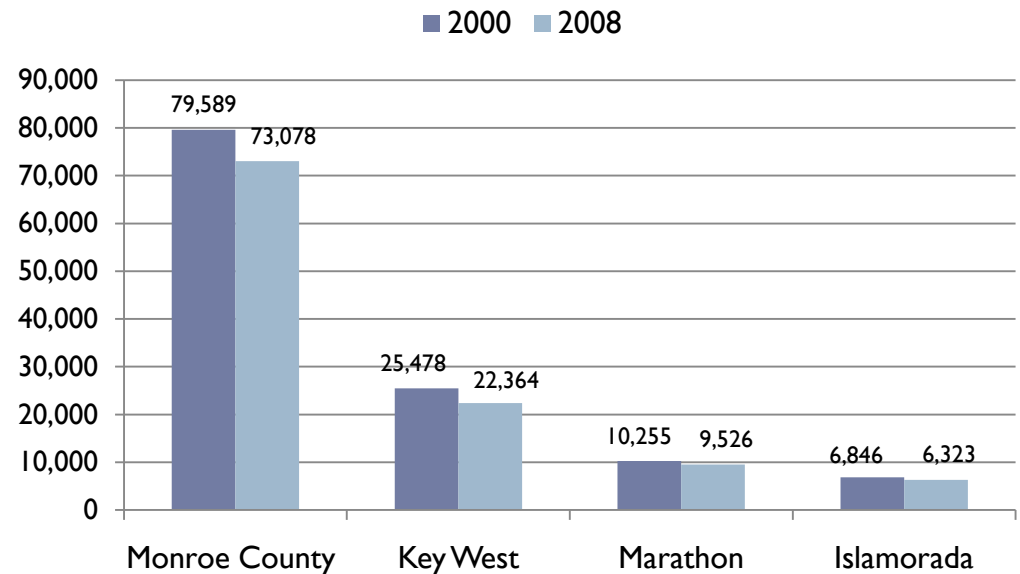
Monroe County Demographics

The population of Monroe County, Florida, was at a high point in 2000, with just under 80,000 residents. This was a 26% population increase from 1980.

However, the years between 2000 and 2009 have experienced a growth decline of -2.1%, reflecting a population of 77,925. This is in direct contrast to the other two counties that comprise South Florida: Broward and Miami-Dade, which have 7.5% and 9.7% growth rates respectively, for the same time period (South Florida Regional Planning Council, 2009a).

Further, the population of Monroe County is predicted to decline by almost 1% over the next two decades (South Florida Regional Planning Council, 2009b).

Migration is a factor influencing population growth (Enterprise Florida, 2008). Estimates based on IRS statistics of income data reflect that the out-migration is higher than the in-migration, resulting in -477 of net migration during the 2008 year.



Source: US Census Bureau, 2000 & 2008

Planning Assumptions for FKCC:

- The county's flat population growth will direct the college to recruit from out-of-district

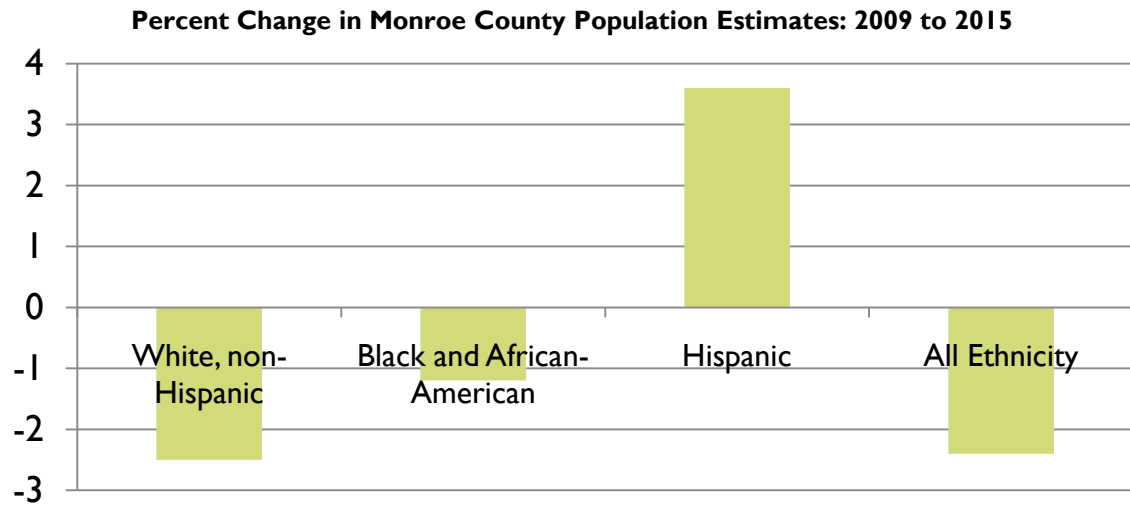
Ethnicity

Demographic	2000 Population	2008 Population	Change	Percent Change	2008 Percent of Overall Population
White, Non-Hispanic	72,151	65,737	-6414	-8.8%	90.0%
Hispanic or Latino (of any race)	12,553	13,348	795	6.3%	18.3%
Black or African American	3,795	3,948	153	4.0%	5.4%
American Indian and Alaska Native	301	258	-43	-14.2	0.4%
Asian	657	926	269	40.9%	1.3%
Native Hawaiian and Other Pacific Islander	35	19	-16	-45.7%	0.0%

The US Census Bureau considers Hispanic ethnicity a separate category and therefore the populations cannot be totaled.

Planning Assumptions for FKCC:

- The College will have to be responsive to the non-English speaking population by offering non-credit ESL and credit ELL courses



Source for both charts: Florida Department of Health, 2009



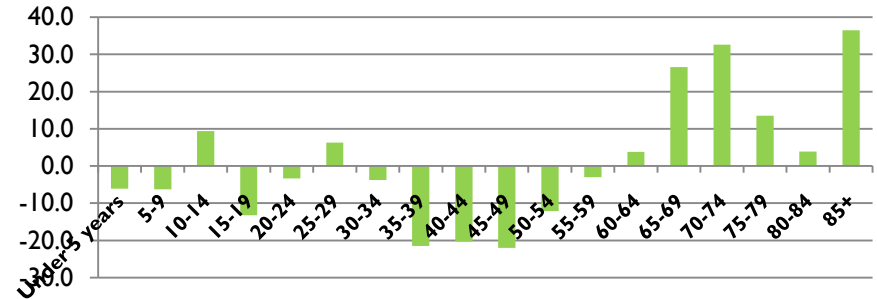
Population Growth by Age Categories: Monroe County 2009-2015

Age Trends:

The fastest growing population over the next 5 years is projected to be people over the age of 65.

Age Group	2009	2015	Change	Percent Change	2009 Percent of Population
Under 5 years	3,557	3,340	-217	-6.1%	4.7%
5-9	3,661	3,432	-229	-6.3%	4.9%
10-14	3,352	3,668	316	9.4%	4.5%
15-19	3,753	3,259	-494	-13.2%	5.0%
20-24	3,936	3,808	-128	-3.3%	5.2%
25-29	3,804	4,043	239	6.3%	5.1%
30-34	3,874	3,728	-146	-3.8%	5.2%
35-39	4,660	3,660	-1,000	-21.5%	6.2%
40-44	5,457	4,347	-1,110	-20.3%	7.3%
45-49	6,441	5,025	-1,416	-22.0%	8.6%
50-54	6,786	5,968	-818	-12.1%	9.0%
55-59	6,547	6,353	-194	-3.0%	8.7%
60-64	5,901	6,128	227	3.8%	7.8%
65-69	4,414	5,587	1,173	26.6%	5.9%
70-74	3,129	4,149	1,020	32.6%	4.2%
75-79	2,432	2,760	328	13.5%	3.2%
80-84	1,877	1,951	74	3.9%	2.5%
85+	1,632	2,228	596	36.5%	2.2%
All Ages	75,213	73,434	-1,779	-2.4%	100.0%

Percent Change in Age Categories: 2009 to 2015

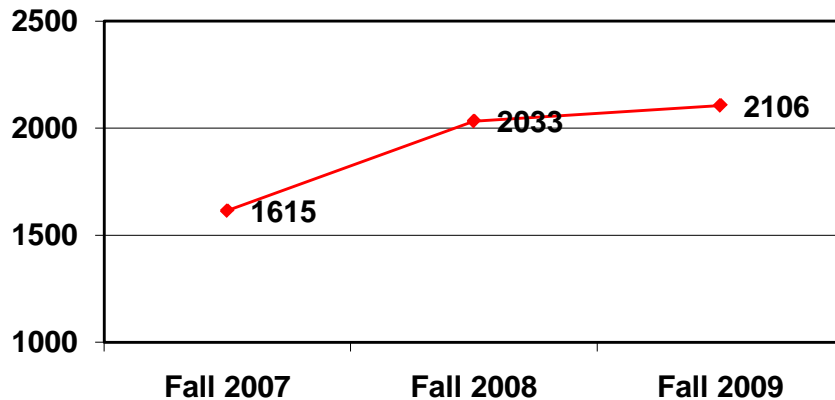


Planning Assumptions for FKCC:

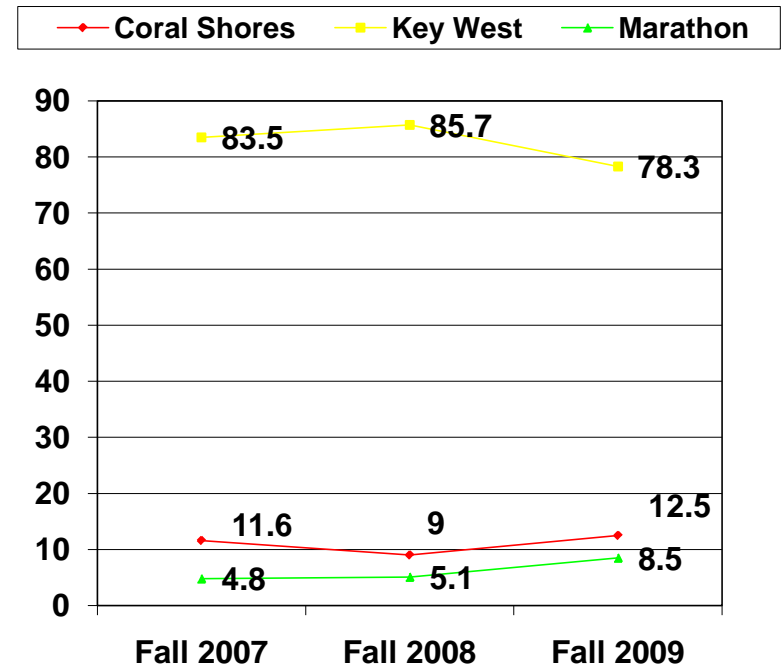
- The College will have to continue with marketing efforts to recruit traditional college-aged students
- The College will have to enhance its allied health offerings as an older population indicates an increased need for jobs in the healthcare industry
- The College will have to expand its personal enrichment offerings to accommodate the educational needs of the older population

FKCC Unduplicated Headcount & Enrollment Percentages at the Centers

Unduplicated enrollment increased by 26% from Fall 2007 to Fall 2008, however, it only increased by 4% from Fall 2008 to Fall 2009



The increase in unduplicated enrollment is partly attributable to student admittance increases at the Centers, especially Marathon, which comprised 8.5% of the entire student population in fall 2009, a 4% improvement from fall 2007.



Planning Assumptions for FKCC:

- The College must continue to plan for increased growth at the Centers
- The College must continue to implement programmatic expansions in the Upper Keys to recruit students from South Florida

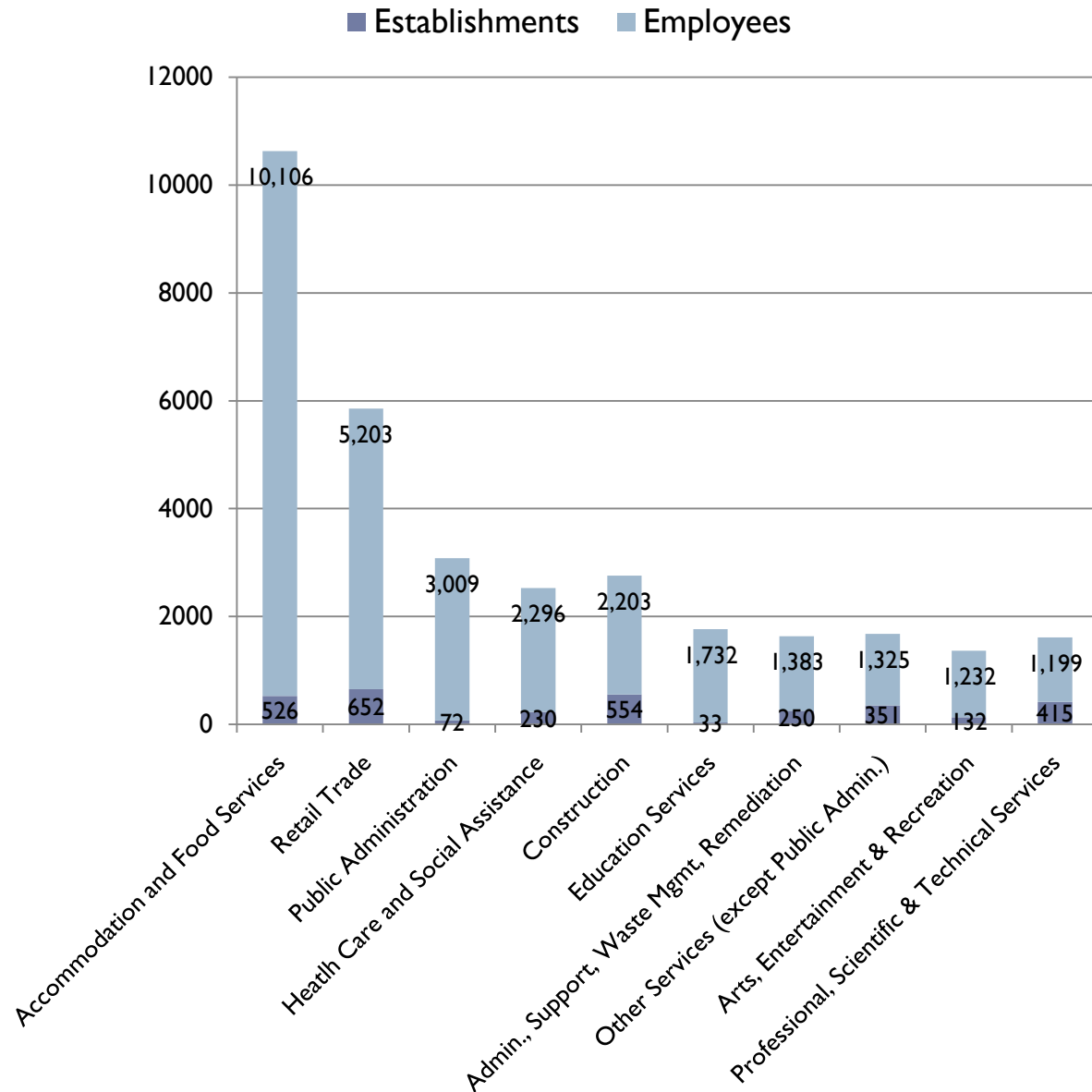
Source for both charts: FKCC's Banner administrative software

ECONOMY

- ▶ The total number of employees in Monroe County for the second quarter of 2009 was 34,652, according to the Florida Research and Economic Database. The largest industry, 29%, was Accommodations and Food Services. The second largest industry was retail trade, 15%, and the third largest was Public Administration, 9%.

Economic Trends

- ▶ During this same 2009 time period, the unemployment rate was 7.3 percent, according to Florida Research and Economic Database.
- ▶ The unemployment rates can be attributed to the decline in Monroe County's tourism industry, upon which the economy is largely dependent. Visitor numbers dropped by 3% to 4% in 2009 (Broder-Singer, 2009).
- ▶ Another economic stressor is the state-mandated wastewater treatment system 2010 deadline. This will effect primarily county businesses, since they are expected to pay the majority of the project's \$350 million cost. According to Broder-Singer, 2009, the county is anticipating federal stimulus money to help fund this cost.

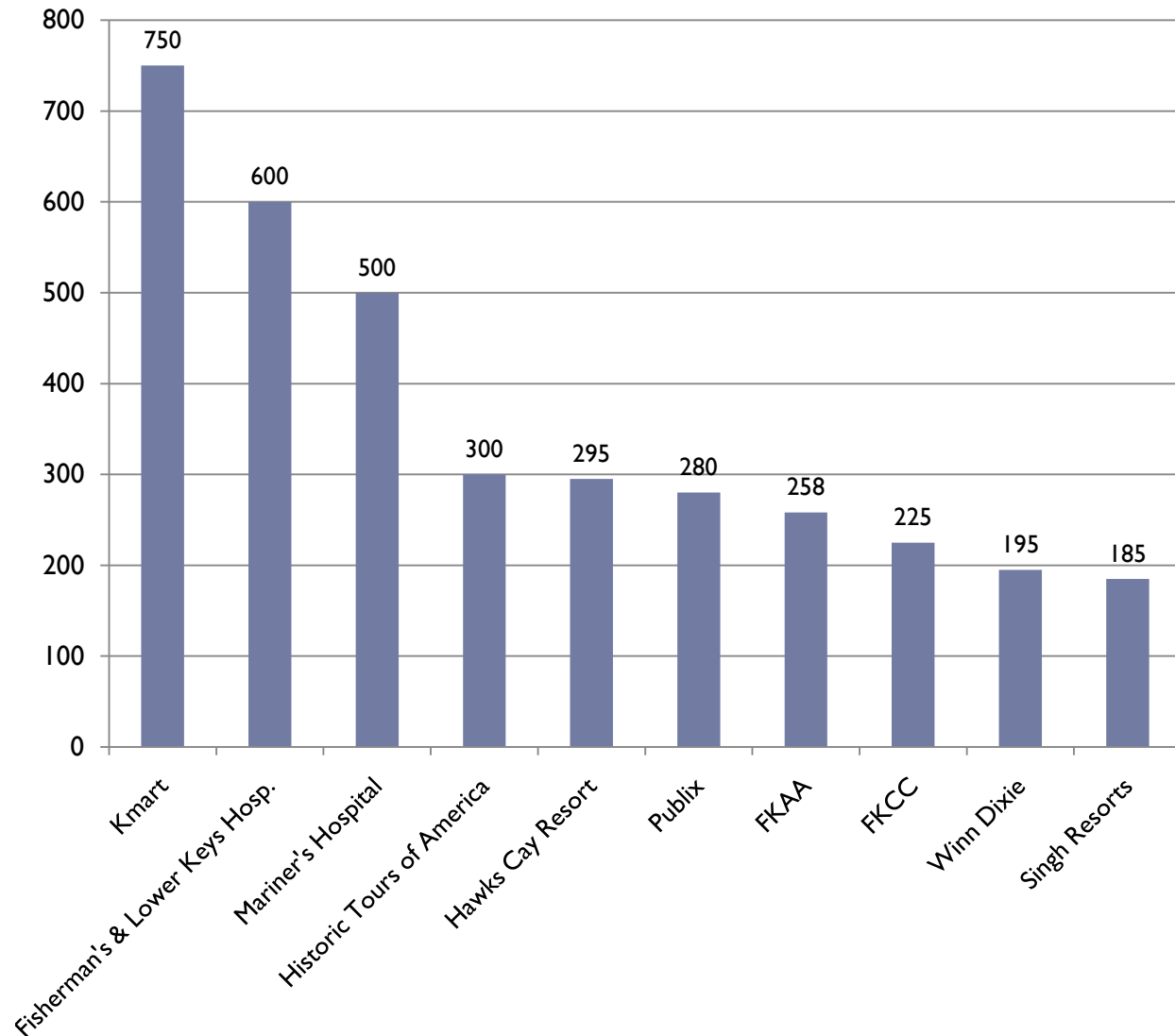


Source: Florida Research and Economic Database, 2009

Planning Assumptions for FKCC:

- ▶ The College will have to conduct annual needs analysis to ensure that its programs are meeting community needs
- ▶ The College will have to plan to support the employment needs of the local healthcare organizations
- ▶ The College should continue to focus on service-related industry needs and consider short-term workforce development programs
- ▶ The College will need to continue to enhance and develop both certificate and degree programs to meet the needs of the local economy

Major Monroe County Employers



Source: Enterprise Florida, 2008

Environment



Image Source:
www.solcomhouse.com/images/Global_Warming.gif

When planning for the future, the College must also consider environmental factors caused by climate change, such as the rising sea level and increased hurricane activity.

Reports regarding sea level increases as a result of global warming effects are conflicting. However, research conducted by the Nature Conservancy's international climate panel has found that in just the last century, the sea level in the Keys rose by nine inches. (Clark, 2009) This climate panel provided best and worst case projections for the future, including sea risings between seven and 23 inches by 2100, potentially causing the loss of a substantial amount of Keys real estate (Clark, 2009).

Climate change is also considered to cause an increase in hurricane activity. Colorado State University (2009) Tropical Meteorology Project researchers have predicted that the 2010 Atlantic hurricane season will be somewhat more active than the average 1950-2000 season, with activity levels more typical of what has been experienced since 1995.

Planning Assumptions for FKCC:

- The College will have to stay abreast of research in sea level changes and plan accordingly
- The College may investigate opportunities to participate in climate change research
- The College must consider aspects of a clean energy economy when planning for future relationships and structural and programmatic development

The predictions include approximately 11-16 named storms, 6-8 hurricanes and 3-5 major hurricanes during the 2010 hurricane season (Colorado State University, 2009).

Although these are predictions that may not come into fruition, the college must consider them in its planning as the eight hurricanes and multitude of tropical storms during the years 1998 through 2008 damaged college facilities and resulted in enrollment reductions due to housing and/or job losses.



Energy

The cost of fuel necessary to travel the 125-mile length of the Florida Keys to attend classes can have an impact on enrollment. The current cost of gasoline is fluctuating between \$2.75 and \$3.00, and can create financial challenges for students.

Fuel efficiency is also an important factor for lessening greenhouse gas emissions and reducing air pollution.

Energy usage and its effect on the environment is at the forefront of the college's planning. A series of energy audits have been conducted on campus, resulting in improvements such as the installation of automated lighting and temperature controls. These modifications have contributed to a cost savings of approximately \$10k per month.

Planning Assumptions for FKCC:

- The college will continue to investigate educational opportunities in renewable energies like wind, solar, and wave power technologies
- The college must commit to using energy more efficiently and reducing energy costs and consumption

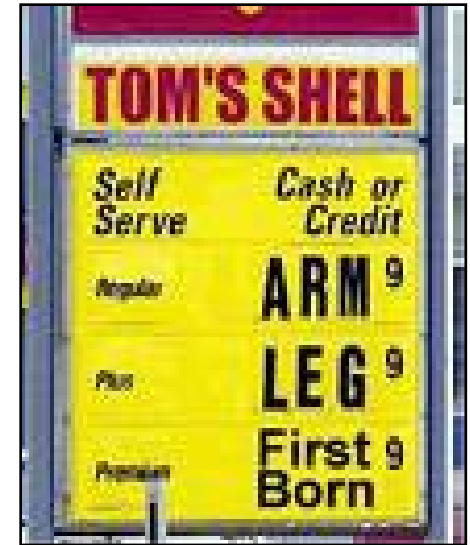


Image Source: graphicshunt.com



Education in Monroe County

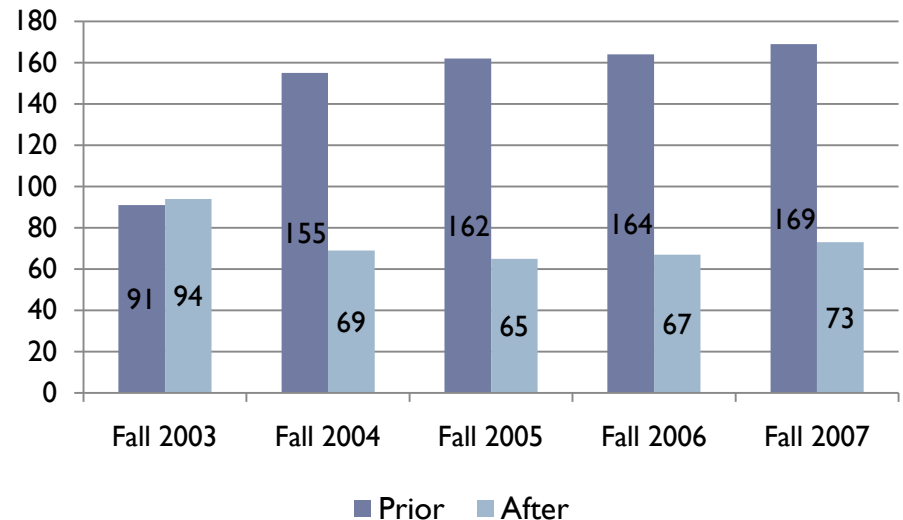
Higher education in Monroe County, Florida is served primarily by Florida Keys Community College.

The college has expanded educational opportunities by hosting Hodges University on its Key West site to deliver a Bachelor's Degree in Management. This agreement with Hodges transitions students who achieve an Associates Degree from FKCC into Hodges' program.

The other site for higher education in Monroe County is St. Leo's University in Key West, which offers Bachelor of Art Degrees in Business Administration, Criminal Justice, Human Resources Management, Human Services Administration, and a Bachelor of Science in Computer Information Systems.

St. Leo's annual tuition rates average \$16,000, approximately amounting to over \$60k for a 4-year degree. This is significantly higher than the cost of a Florida resident completing the first two years at FKCC and the last two years with Hodges, which would amount to approximately \$33k.

Articulation data provided by the Department of Education identifies FKCC students who transfer within the State University System. The following chart demonstrates the number of FKCC's students transferring within the State University System prior to earning 60 semester hours and after earning 60 semester hours:



The top five schools where FKCC students transfer:

1. University of Central Florida
2. Florida State University
3. University of South Florida
4. Florida Atlantic University
5. Florida International University

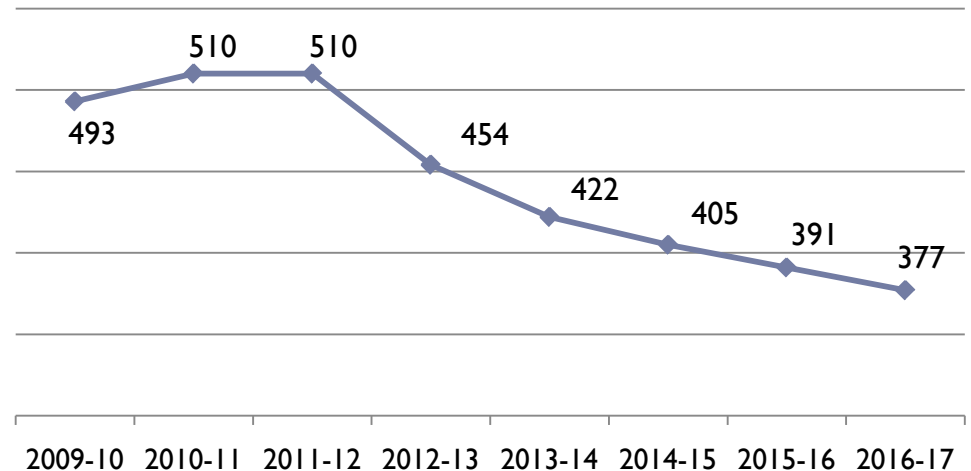
Source: Florida Department of Education, 2009

Projected High School Graduates

Monroe County has 18 public schools (including charter schools and centers) with a total of 8,299 students as of February, 2010 (Monroe County School District, 2010). Although the number of high school graduates is expected to increase slightly over the next couple of years, it is anticipated that the trend of graduates will decrease considerably into 2017, which is reflective of the County's declining population.

Planning Assumptions for FKCC:

- The College will have to enhance student activities as a method for encouraging student retention and engagement of the traditional college-aged population
- The College will have to focus recruitment efforts and retention planning for First Generation in College students
- The College must promote dual enrollment courses at the local high schools to encourage college enrollment
- The College will increase emphasis on enrollment management processes
- The College must work collectively to implement a successful reaffirmation process with its regional accrediting agency



Source: Florida Department of Education, 2005a

Distance Learning

Distance learning, or learning through an online management system, is a valuable instructional delivery method to meet the needs of the unique geographic composition of the Florida Keys.

The college began offering online credit instruction in 2006 and offers an average of 18 online courses per semester. The college is prudent in how it develops and schedules online offerings since their delivery requires a great deal of technical support and management as well as faculty and staff trainings.

Although the college does not currently have the resources and infrastructure to compete with online institutions of higher learning such as Capella, Kaplan, University of Phoenix, and Walden, it must still continue to schedule core online offerings to enhance student access for degree completion.



Image source: http://www.engineering.case.edu/distance_learning.shtml

Planning Assumptions for FKCC:

- The College must utilize distance learning to improve educational access
 - The College must promote distance learning trainings to faculty and staff to ensure quality instruction
 - The College must investigate the demand for complete online degree attainment and respond appropriately to regional accrediting agency
-
-



Image source: www.ritchworkman.com/images/capitol.jpg

Politics & Funding

In 2005, the State Legislature and Department of Education implemented processes that allowed community colleges to offer baccalaureate degrees. This change was instituted as a method for addressing Florida's lower national ranking of baccalaureate degree awards (Florida Department of Education, 2005b).

At the present time, 15 of Florida's former community colleges have transitioned into State Colleges and are offering baccalaureate degrees (Florida Department of Education, 2005b).

Similar to these other institutions, FKCC has the option of pursuing the development of baccalaureate degrees. In fact, FKCC is well-positioned to investigate the viability for baccalaureate degree offerings due to Monroe County's limited 4-year degree educational opportunities.

However, the implementation of baccalaureate degrees requires substantial resources, which can be a challenge to support under the current national economic conditions and substantial budget cuts from the Florida legislature.

The recent decreases in state educational funding has caused many institutions of higher learning to cap their enrollment. Miami Dade College had to limit course offerings due to budget cuts which caused 30,000 students to delay their graduation (Strauss, 2009).

It is unfortunate that some educational institutions have had to restrict their enrollment during a time when the nation requires education and job re-training programs to address the increasing unemployment rates (Strauss, 2009). Although FKCC has been effected by the state budget cuts, efficient planning has enabled the institution to accommodate enrollment increases and meet student demand.

Planning Assumptions for FKCC:

- The college must continue to carefully allocate its resources to ensure that it effectively supports the education and re-training needs of our community
- The college must seek revenue diversification and limit its dependence upon the state
- The college should initiate a needs assessment for baccalaureate degree development
- The College must promote financial aid opportunities to assist students in funding their education
- The FKCC Foundation's scholarship opportunities are vital for assisting students with tuition



International Politics

America's changing political stance toward Cuba is also a potentially influential environmental factor that the college must consider in its planning.

In March 2009, a bipartisan group of senators asked Congress to end America's travel restrictions on Cuba (Associated Press, 2009). The senators also wanted all economic and trade restrictions between Cuba and the United States lifted (Associated Press, 2009). Although some lawmakers and Cuban-Americans oppose this proposal, it is speculated that it has sufficient legislative support to pass in the near future (Associated Press, 2009).

While this topic of lifting American travel and business limitations with Cuba remains under legislative review, in April 2009, President Obama signed into law the Omnibus Appropriations Act. This act lessened family travel and family financial remittance restrictions to Cuba (Sullivan, 2009).

As political and economic momentum continues to increase for lifting sanctions against Cuba, Americans may be permitted to travel and conduct business with the country in the future. This would present an exciting opportunity for the college, especially since the college's main campus is only 90 miles from Havana; almost 75 miles closer than Miami.



Image source:
http://upload.wikimedia.org/wikipedia/commons/thumb/f/fc/Cuba-Florida_map.jpg/250px-Cuba-Florida_map.jpg

Planning Assumptions for FKCC:

- The college must remain abreast of political climate changes between America and Cuba and respond by marketing potential educational opportunities to Cubans
- The college must consider expanding its culinary/tourism/hospitality programs and services if American travel restrictions to Cuba are lifted

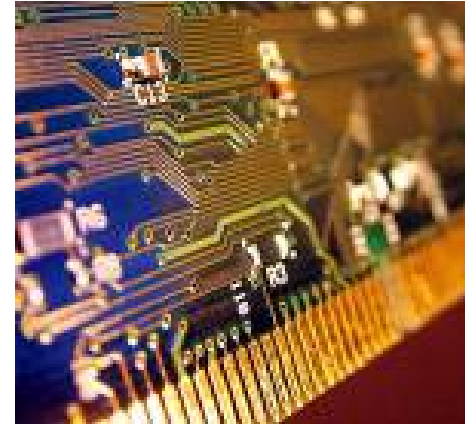
Technology

Technology maintains a vital role in higher education. The technological advances of the internet, programming, telecommunications, and online learning management systems have changed the delivery of education and have also allowed for enhanced supplemental instructional support through the use of email, texting, podcasting, and blogging.

Colleges must continually update their technological resources to meet student expectations and demand, especially from the upcoming millennial generation; the generation that grew up with 24/7 technological access.

The college has implemented extensive technological advancements, including a wireless campus, classroom instructional technology upgrades, online registration and advising services, student email addresses, and on-site computer labs.

Moreover, software for academic advising, degree auditing, and transfer articulation has been implemented, providing a comprehensive set of web-based tools that assist students and their advisors ensure appropriate curriculum requirements. The college has also utilized technological resources such as Face Book, MySpace, and YouTube to communicate with students and promote college events.



Planning Assumptions for FKCC:

- The college must plan operationally, structurally, and financially for rapid technological advancements
- The college must remain current with technological resources that enhance learning
- The college must investigate texting and instant messaging as a method for communicating with students



Based on the contents of this Environmental Scan, the following are the College's most critical priorities:



1. Develop quality program offerings to meet the educational and workforce needs of the community; with a concentrated focus on the Middle and Upper Keys Centers
2. Enhance recruitment and retention efforts; and activities; especially in regards to traditional college-aged students
3. Institute effective measures to promote a clean energy economy, both operationally and programmatically
4. Integrate technological advancements throughout the college: instructionally and operationally
5. Support distance learning growth by faculty and staff trainings and needs assessments
6. Create enhanced financial independence through diversified revenue streams
7. Maintain successful compliance processes with the Southern Association of Colleges and Schools, Commission on Colleges

References:

Associated Press. (2009, March). *Lawmakers push to open travel to cuba*. Retrieved February 5, 2010, from the MSNBC Web site:

<http://www.msnbc.msn.com/id/29982046/>

Broder-Singer, R. (2009, April). *Miami-dade / monroe yearbook 2009*. Retrieved February 2, 2010, from Florida Trend Web site:

http://www.floridatrend.com/print_article.asp?aID=50746

Clark, C. (2009, June). *Keys ill prepared for rising sea*. Retrieved June 29, 2009 from the Miami Herald Web site:

<http://www.miamiherald.com/news/florida-keys/v-print/story/1118712.html>

Colorado State University. (2009, December). *Tropical Meteorology Project*. Retrieved February 2, 2010, from

<http://tropical.atmos.colostate.edu/Forecasts/2009/dec2009/dec2009.pdf>

Enterprise Florida. (2008). *Monroe county*. Retrieved February 4, 2010, from

<http://www.eflorida.com/profiles/CountyReport.asp?CountyID=25&Display=all>

Florida Department of Education, (2005a). *High school data*. Retrieved January 19, 2010 from the Office of Evaluation and Reporting Web site:

<http://www.fldoe.org/evaluation/hsdata.asp>

Florida Department of Education. (2005b). *Bachelor's degrees*. Retrieved February 2, 2010, from the Florida Colleges Web site:

http://www.fldoe.org/CC/Students/bach_degree.asp

Florida Department of Education. (2009). *College Reporting*. Retrieved February 4, 2010 from

<http://www.fldoehub.org/CCTCMIS/c/Pages/default.aspx>

Florida Department of Health. (2009). *Florida population estimates*, Retrieved January 19, 2010, from the Office of Health Statistics and Assessment Web site: <http://www.floridacharts.com/charts/PopQuery.aspx>

Florida Research and Economic Database. (2009). *Monroe county*. Retrieved January 19, 2010, from

<http://fred.labormarketinfo.com/lmi/area/areadetailreportx.asp?session=areadetail&geo=1204000087>

Monroe County School District. (2010). *Student demographics*. Retrieved February 2, 2010 from KeysSchools.com Web site:

<http://www.monroe.k12.fl.us/Documents/TERMS/demographics.pdf>



References, continued

- South Florida Regional Planning Council. (2009a). *South florida region municipal population and rates of growth 1980 to 2009*. Retrieved January 19, 2010, from http://www.sfrpc.com/Dick's%20Demographics/SFMAAnPop_2009.pdf
- South Florida Regional Planning Council. (2009b). *South florida region resident population estimates and projections 1920-2030*. Retrieved January 19, 2010, from http://www.sfrpc.org/data/Demographics/PopProj_SF3.pdf
- Sullivan, M.P. (2009, October). Cuba: U.S. restrictions on travel and remittances. Retrieved February 5, 2010, from Congressional Research Service Web site: <http://www.fas.org/sgp/crs/row/RL31139.pdf>
- Strauss, V. (2009, July). *Community colleges see demand spike, funding slip*. Retrieved February 3, 2010, from <http://www.washingtonpost.com/wp-dyn/content/article/2009/06/30/AR2009063003786.html>
- U.S. Census Bureau. (2000). *Profile of general demographic characteristics*. Retrieved January 19, 2010, from http://factfinder.census.gov/servlet/QTTable?_bm=n&_lang=en&_qr_name=DEC_2000_SF1_U_DPI&ds_name=DEC_2000_SF1_U&geo_id=05000US12087
- U.S. Census Bureau. (2008). *State and county quickfacts*. Retrieved January 19, 2010, from <http://quickfacts.census.gov/qfd/states/12/12087.html>

