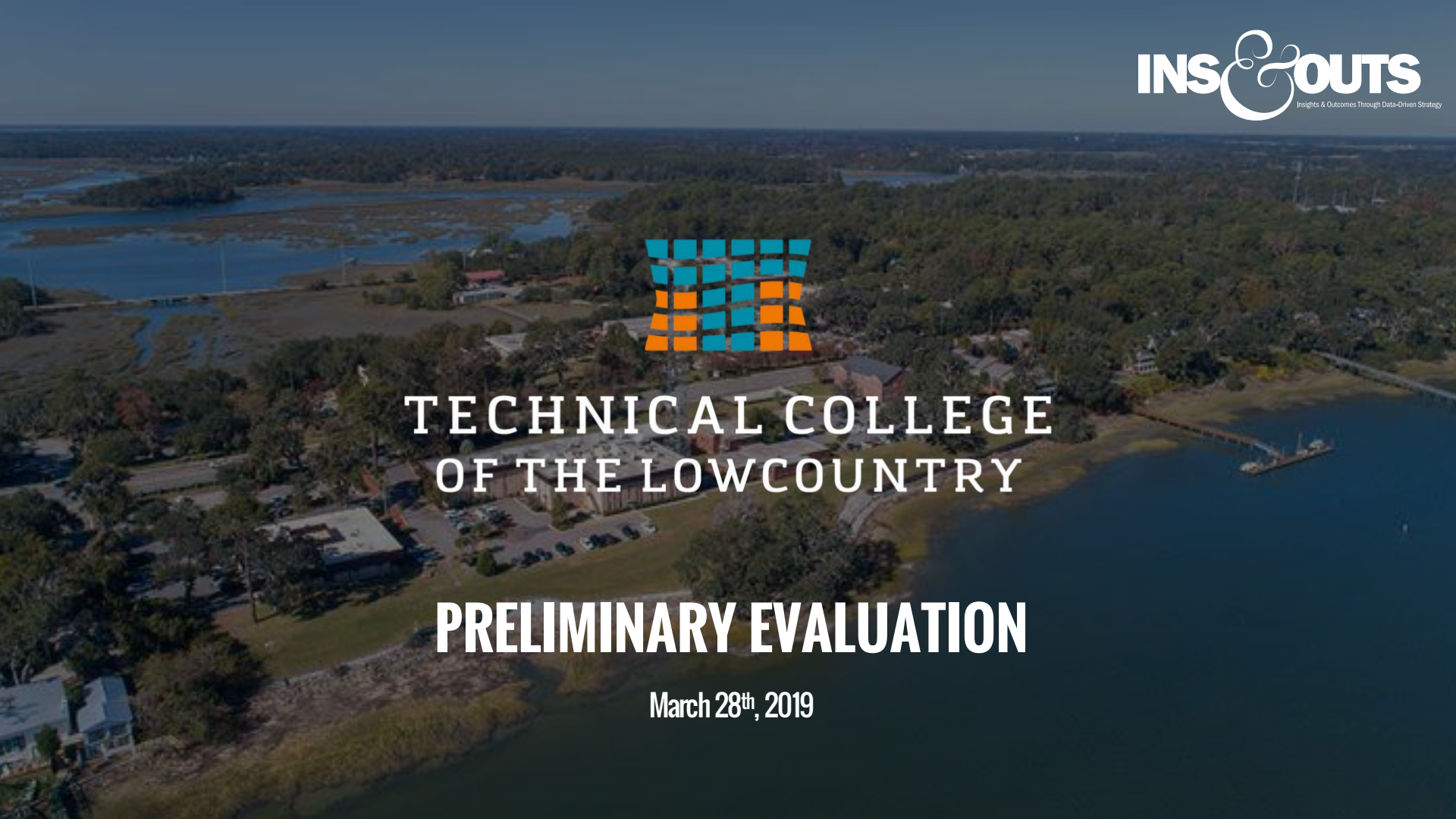
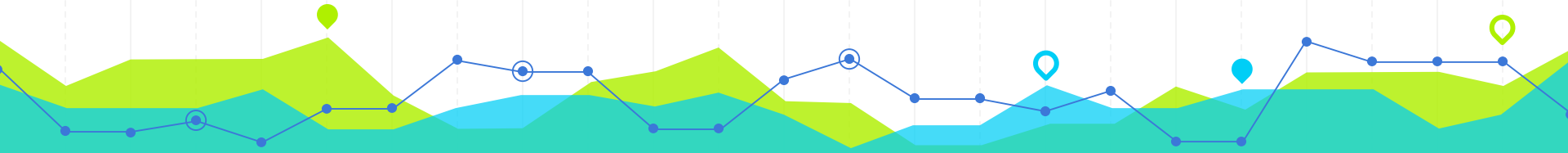

INS&OUTS
Insights & Outcomes Through Data-Driven Strategy
TECHNICAL COLLEGE
OF THE LOWCOUNTRY
PRELIMINARY EVALUATION
March 28th, 2019

INS & OUTS

Insights & Outcomes Through Data-Driven Strategy



PREPARED & PRESENTED BY:

Jon Christiansen, PhD
John-David McKee

Meet the Team

John-David McKee

CHIEF EXECUTIVE OFFICER

Jon Christiansen, PhD

CHIEF INTELLIGENCE OFFICER

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⑥ **Jobs** – Facts, Trends, and Early Indicators

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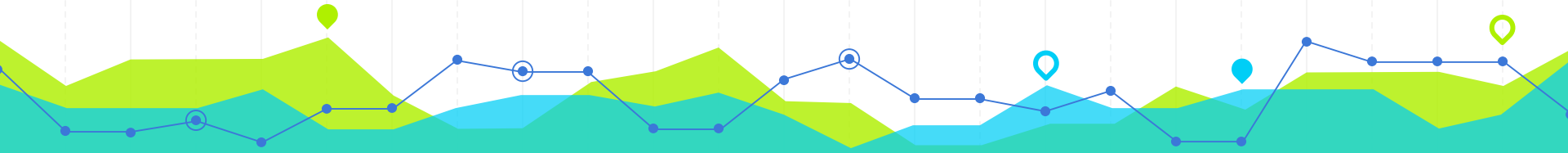
⑧ **Where We Go From Here**



Project Overview

The Purpose and Scope of Work

1

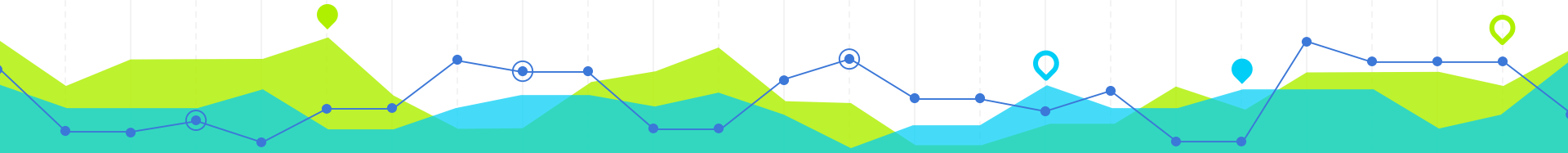
Project Summary

Initially, we planned to deliver the analysis and recommendations over the course of four phases – Discovery & Preliminary Market Analysis, Data Onboarding & In-Depth Analysis, Insight Extraction & Strategic Planning, Optimization & Ongoing.

However, after conversations with TCL leadership around needs and urgency, the decision was made to consolidate, reprioritize and streamline these phases to provide actionable intel more quickly. Specifically, the need for the findings from Program Analysis became a clear immediate focus, which is reflected in this report.

An in-depth understanding of the TCL's market was needed to conduct the Program Analysis, and serves as the backbone for all subsequent deliverables. Thus, this report reflects what we know at this point in time, with a heavy focus on market and program.

Our conversations today and over the coming weeks will help inform the next phase of analysis and recommendations this project, resulting in a holistic perspective on where TCL is today and where it can go in the future.



State of the Union - Community Colleges

What does the landscape look like?

2

Important Distinction #1 - Technical College of the Lowcountry is considered a Town: Distant via IPEDS

Important Distinction #2 - The Designated Comparison Group in IPEDS is Associate's Colleges: Mixed Transfer/Career & Technical-High Traditional, public/3 of 3

There are ~7,500 colleges in the US.
Only 1,200 are community colleges.

The median change in enrollment from 2011 to 2015 was -13%

934 schools have declined in enrollment from 2011 to 2015 at an average clip of -19%

242 schools have grown enrollment
from 2011 to 2015 at an average clip of +29%

Scrubbing out six outliers,
the average growth is **+19%**.

Among the 242 schools with growth, 46 are in CA, 18 in FL, 16 in NY, 14 in PA, and 11 in TX.

The surprise is the growth in TN with 22 schools, more than half of the schools in the system.

Among the 242 schools with growth, 42% are in cities, and 18% are in large suburbs.

This is close to on par with the national distribution of CCs.

Locale Criteria - Percentage of Colleges & Enrollment

LOCALE	AGGREGATE		COMMUNITY COLLEGES	
	Percent of Colleges	Percent of Enrollment	Percent of Colleges	Percent of Enrollment
City: Large	23%	27%	13%	22%
City: Midsize	12%	16%	9%	12%
City: Small	13%	17%	12%	13%
Suburb: Large	27%	20%	17%	25%
Suburb: Midsize	3%	3%	3%	4%
Suburb: Small	2%	2%	2%	1%
Town: Fringe	2%	2%	2%	1%
Town: Distant	6%	6%	11%	6%
Town: Remote	5%	4%	10%	4%
Rural: Fringe	5%	3%	16%	9%
Rural: Distant	2%	1%	4%	2%
Rural: Remote	1%	0%	2%	1%

Locale Criteria - Percentage of Enrollment (CCs)

Locale	Mean Enroll	Median Enroll	Inner Quartile Range	Total Enroll	Percentage Enroll
City: Large	5,091	2,889	8,276	809,404	22%
City: Midsize	4,058	3,759	5,680	430,166	12%
City: Small	3,248	2,506	2,774	487,189	13%
Suburb: Large	4,589	3,883	6,189	917,899	25%
Suburb: Midsize	3,911	3,201	3,716	136,901	4%
Suburb: Small	1,859	1,807	1,425	46,482	1%
Town: Fringe	1,491	1,254	1,773	31,314	1%
Town: Distant	1,699	1,285	1,723	214,100	6%
Town: Remote	1,336	1,078	1,203	153,656	4%
Rural: Fringe	1,853	1,388	1,601	348,441	9%
Rural: Distant	1,418	1,135	1,085	75,175	2%
Rural: Remote	841	412	678	18,494	1%
TOTAL	**3,052**	**1,709**	**3,637**	**3,672,149**	

Locale Criteria - Percentage of Enrollment (All Colleges)

Locale	Mean Enroll	Median Enroll	Inner Quartile Range	Total Enroll	Percentage Enroll
City: Large	2,484	344	1,264	4,102,988	27%
City: Midsize	2,831	301	2,164	2,423,376	16%
City: Small	2,642	304	2,357	2,583,427	17%
Suburb: Large	1,614	229	869	3,078,571	20%
Suburb: Midsize	2,165	299	2,231	448,081	3%
Suburb: Small	2,348	229	2,110	323,995	2%
Town: Fringe	2,300	1,181	2,524	285,218	2%
Town: Distant	1,991	1,052	2,048	905,863	6%
Town: Remote	1,717	976	2,024	585,544	4%
Rural: Fringe	1,392	872	1,653	535,826	3%
Rural: Distant	946	683	1,070	113,492	1%
Rural: Remote	760	397	766	46,387	0%
TOTAL	**2,136**	**341**	**1,674**	**15,400,000**	

Top Community Colleges by Enrollment

- Ivy Tech Community College (IN) = 44112
- Lone Star College System (TX) = 35857
- Houston Community College (TX) = 29973
- Northern Virginia Community College (VA) = 29537
- Tarrant County College District (TX) = 27319
- CUNY Borough of Manhattan Community College (NY) = 21122
- Austin Community College District (TX) = 19770
- Suffolk County Community College (NY) = 18717
- Santa Monica College (CA) = 17768
- Portland Community College (OR) = 17439
- East Los Angeles College (CA) = 17417
- Mt San Antonio College (CA) = 16491
- Pasadena City College (CA) = 16342
- College of DuPage (IL) = 16037
- Hillsborough Community College (FL) = 15848
- Nassau Community College (NY) = 15795
- Collin County Community College District (TX) = 15618
- El Paso Community College (TX) = 15210
- De Anza College (CA) = 15075

SO WHAT ABOUT SOUTH CAROLINA?

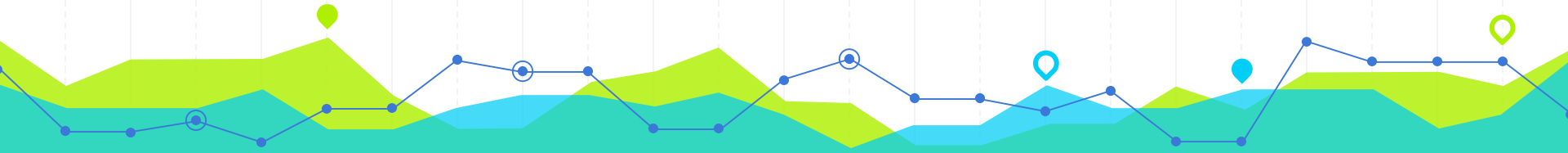
The median change nationally from 2011 to 2015 is -13%

South Carolina is at for the same period -9% but down to -17% from 2011 to 2017

South Carolina Technical College Enrollment Performance

	2017 Enroll	17 vs 16	16 vs 15	15 vs 14	14 vs 13	13 vs 12	12 vs 11	'11 to '15	'11 to '17
Trident Technical College	18,925	-8%	-6%	-9%	-3%	3%	5%	-17%	-5%
Greenville Technical College	15,978	-3%	-5%	-4%	-5%	-5%	-1%	-21%	-15%
Midlands Technical College	14,388	-5%	-4%	-2%	-5%	-3%	1%	-17%	-9%
Horry-Georgetown Technical College	9,019	-4%	-5%	-3%	-4%	2%	0%	-12%	-5%
Florence-Darlington Technical College	8,185	0%	0%	-2%	1%	-2%	5%	2%	2%
Tri-County Technical College	7,906	-1%	-4%	-3%	-1%	-3%	-3%	-15%	-10%
Piedmont Technical College	6,589	-8%	-11%	-5%	-5%	2%	7%	-19%	-2%
Spartanburg Community College	6,572	-4%	-10%	-5%	-4%	-3%	4%	-20%	-8%
York Technical College	6,359	-3%	-7%	-3%	4%	-13%	-8%	-26%	-19%
Central Carolina Technical College	4,757	-2%	-10%	-11%	-5%	2%	4%	-21%	-10%
Orangeburg Calhoun Technical College	3,533	-6%	-7%	8%	-6%	0%	-8%	-19%	-7%
Aiken Technical College	3,491	2%	4%	-8%	-9%	-7%	-2%	-19%	-24%
Technical College of the Lowcountry	3,197	-5%	-3%	2%	-2%	-6%	-7%	-19%	-13%
Northeastern Technical College	1,419	-6%	0%	-6%	-2%	-2%	-1%	-17%	-12%
Williamsburg Technical College	920	-1%	-6%	-3%	-3%	6%	-8%	-14%	-8%

Note: Denmark Tech was removed due to extreme enrollment fluctuations



Who Do We Look Like?

Identifying Peer Institutions

3

A LOOK AT ALGORITHMIC PEERS

Peer Institutions were identified algorithmically in two ways:
[1] including Financial Variables, and [2] excluding Financial Variables

WITH Financial Variables	
Median Program Count:	**20** (25th = 14; Median = 20; 75th = 26)
Median 2015 Enroll:	**2.8K** (25th = 1.7K; Median = 2.8K; 75th = 5.1K)
Median Non-Traditional:	**30%** (25th = 22%; Median = 30%; 75th = 38%)
Median Retention:	**52%** (25th = 49%; Median = 52%; 75th = 55%)
Median Student/Faculty Ratio:	**20** (25th = 14; Median = 20; 75th = 26)
Median Growth/Decline:	**-15%** (25th = -25%; Median = -15%; 75th = -11%); **0 with growth**
Most Common Locale:	City (18); Town (14)
# South Carolina Matches:	**8**

WITHOUT Financial Variables	
Median Program Count:	**21** (25th = 14; Median = 21; 75th = 26)
Median 2015 Enroll:	**3K** (25th = 1.7K; Median = 3K; 75th = 4.7K)
Median Non-Traditional:	**20%** (25th = 16%; Median = 20%; 75th = 26%)
Median Retention:	**50%** (25th = 46%; Median = 50%; 75th = 54%)
Median Student/Faculty Ratio:	**14** (25th = 13; Median = 14; 75th = 16)
Median Growth/Decline:	**-16%** (25th = -23%; Median = -16%; 75th = -7%); **7 with growth**
Most Common Locale:	Rural (18); City (15)
# South Carolina Matches:	**1**

Algorithmically Derived Peer Institutions

WITH Financial Variables

#1 - #10 MATCH	#11 - #20 MATCH	#21 - #30 MATCH	#31 - #40 MATCH	#41 - #50 MATCH
Aiken Technical College (SC)	Columbia Gorge Community College (OR)	Arkansas State University Mid-South (AR)	Southeast Arkansas College (AR)	Stanly Community College (NC)
Great Falls College Montana State University (MT)	Kellogg Community College (MI)	Berkshire Community College (MA)	Western New Mexico University (NM)	Wilson Community College (NC)
Central Carolina Technical College (SC)	Mount Wachusett Community College (MA)	Helena College University of Montana (MT)	Wor-Wic Community College (MD)	**Midlands Technical College (SC)**
Piedmont Technical College (SC)	Darton State College (GA)	J F Drake State Community and Technical College (AL)	East Arkansas Community College (AR)	El Centro College (TX)
Florence-Darlington Technical College (SC)	Rogue Community College (OR)	Ozarka College (AR)	Tacoma Community College (WA)	Bishop State Community College (AL)
Pueblo Community College (CO)	Capital Community College (CT)	Mountwest Community and Technical College (WV)	**York Technical College (SC)**	Pierce College-Fort Steilacoom (WA)
Orangeburg Calhoun Technical College (SC)	Quinsigamond Community College (MA)	Clatsop Community College (OR)	Central Oregon Community College (OR)	BridgeValley Community & Technical College (WV)
Umpqua Community College (OR)	Galveston College (TX)	Haywood Community College (NC)	**Greenville Technical College (SC)**	Minneapolis Community and Technical College (MN)
Atlanta Metropolitan State College (GA)	Paul D Camp Community College (VA)	**Spartanburg Community College (SC)**	New Mexico Highlands University (NM)	Southern State Community College (OH)
South Arkansas Community College (AR)	Vernon College (TX)	Blue Mountain Community College (OR)	Northwest Technical College (MN)	Eastern Shore Community College (VA)

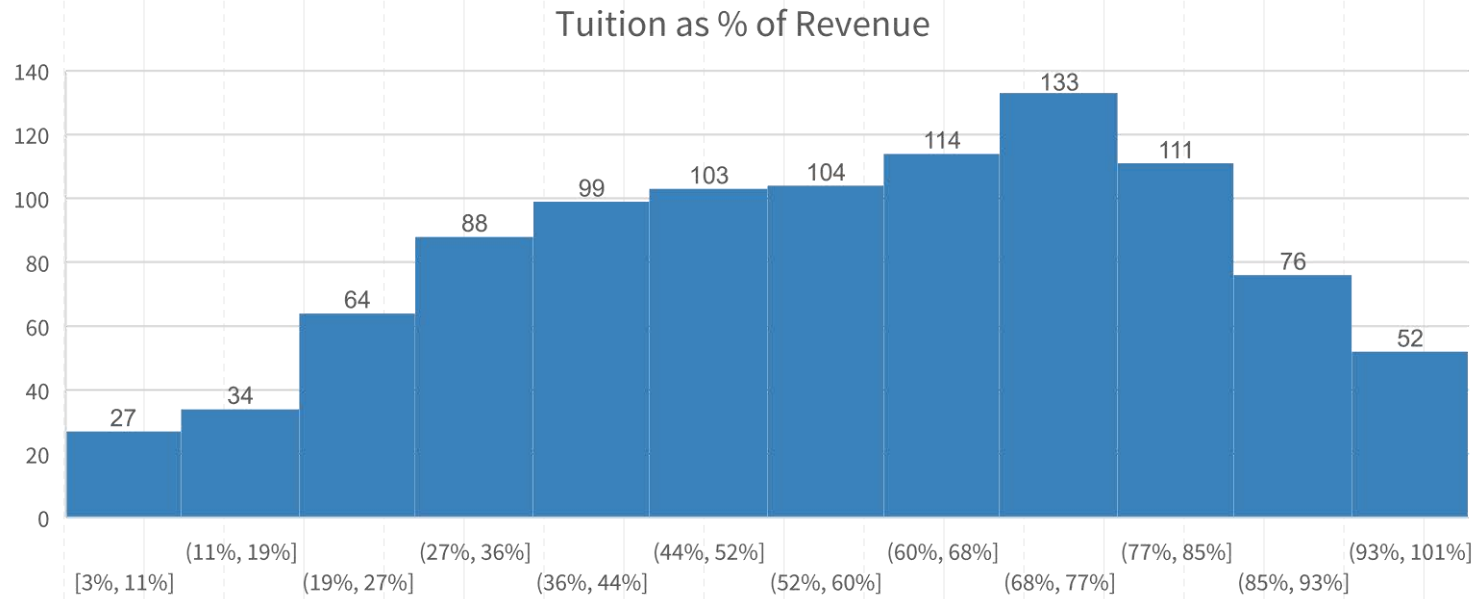
Algorithmically Derived Peer Institutions

WITHOUT Financial Variables

#1 - #10 MATCH	#11 - #20 MATCH	#21 - #30 MATCH	#31 - #40 MATCH	#41 - #50 MATCH
Oregon Coast Community College (OR)	Ozarka College (AR)	Atlanta Metropolitan State College (GA)	Columbia Gorge Community College (OR)	BridgeValley Community & Technical College (WV)
Central Ohio Technical College (OH)	Marion Technical College (OH)	Central Georgia Technical College (GA)	Wiregrass Georgia Technical College (GA)	Minnesota School of Business-Blaine (MN)
Great Falls College Montana State University (MT)	Pierce College-Fort Steilacoom (WA)	College of Menominee Nation (WI)	Lanier Technical College (GA)	South Arkansas Community College (AR)
Clark State Community College (OH)	Kellogg Community College (MI)	Columbus Technical College (GA)	Southeastern Technical College (GA)	Reading Area Community College (PA)
Capital Community College (CT)	Quincy College (MA)	South Suburban College (IL)	Lower Columbia College (WA)	Kansas City Kansas Community College (KS)
Prairie State College (IL)	Shawnee Community College (IL)	West Georgia Technical College (GA)	Copper Mountain Community College (CA)	Eastern Gateway Community College (OH)
Reid State Technical College (AL)	Harrison College-Morrisville (NC)	Umpqua Community College (OR)	Montcalm Community College (MI)	Bladen Community College (NC)
Galveston College (TX)	Southern Crescent Technical College (GA)	Central Arizona College (AZ)	Craven Community College (NC)	Roanoke-Chowan Community College (NC)
Clatsop Community College (OR)	J F Drake State Community and Technical College (AL)	Savannah Technical College (GA)	**Aiken Technical College (SC)**	Mendocino College (CA)
Community College of Vermont (VT)	Mohave Community College (AZ)	Wilson Community College (NC)	Rowan-Cabarrus Community College (NC)	Lakeland Community College (OH)

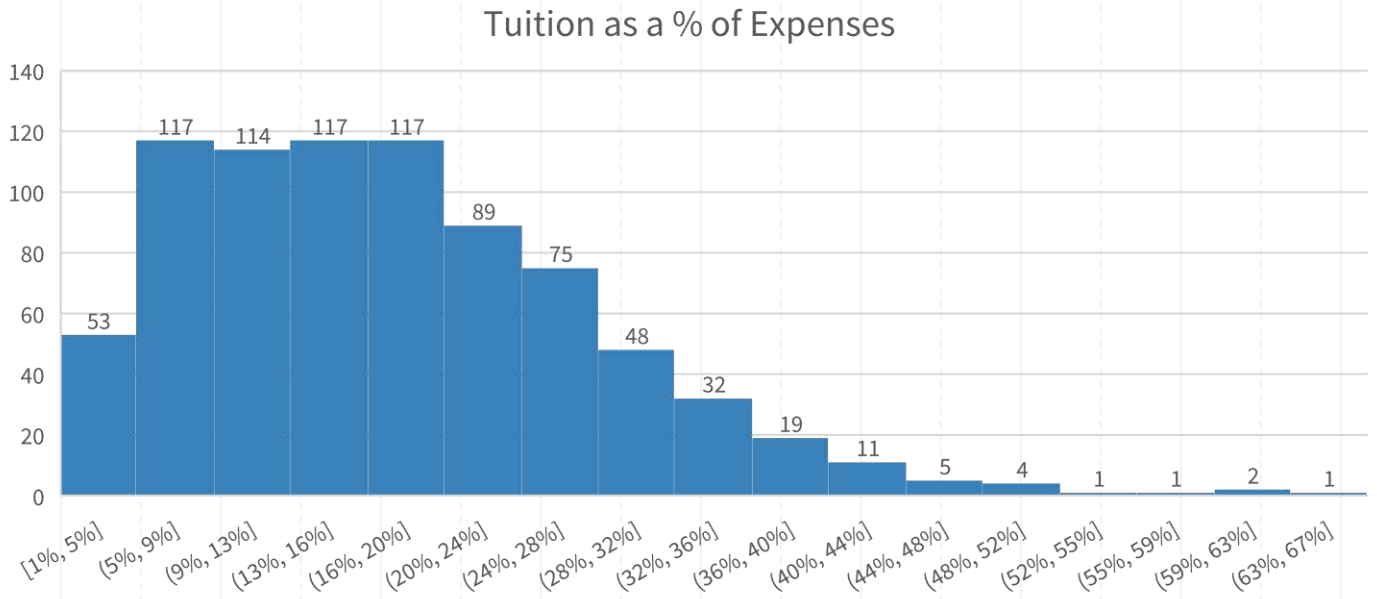
Tuition as a % of Revenue

TCL is less dependent on tuition for revenue share at 43%, compared to the median of 59%



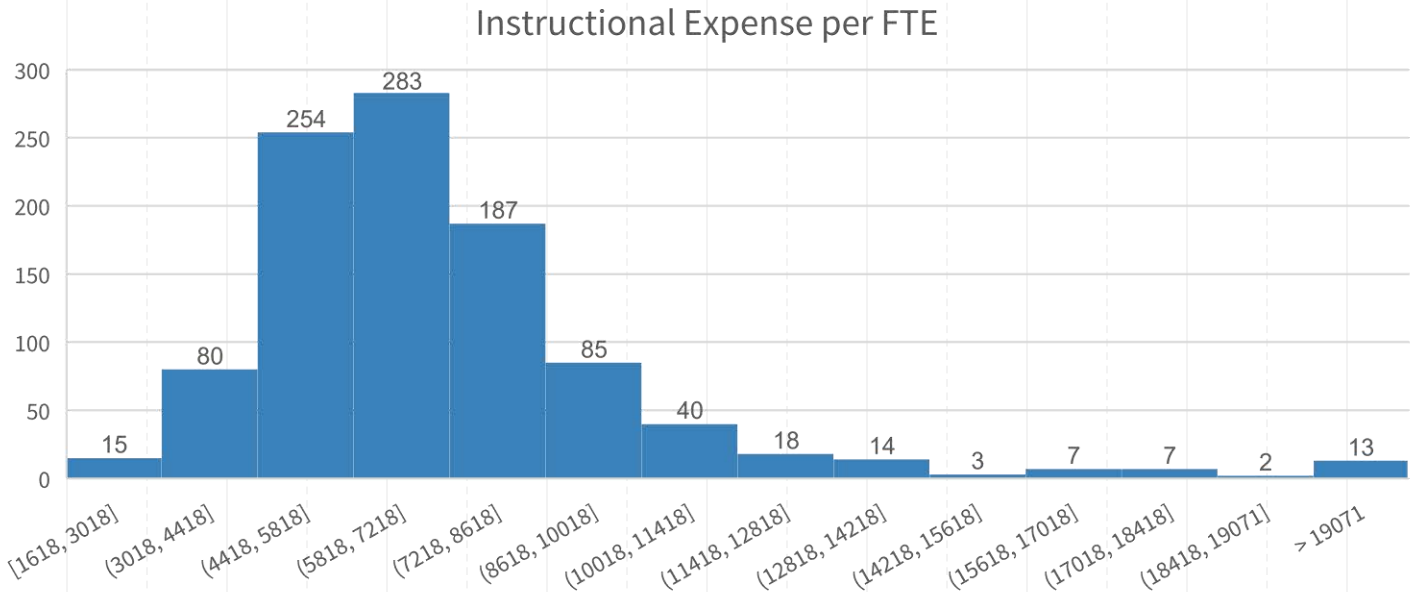
Tuition as a % of Expenses

TCL's 22% Tuition as a percent of Expenses is close to the median of 17%.



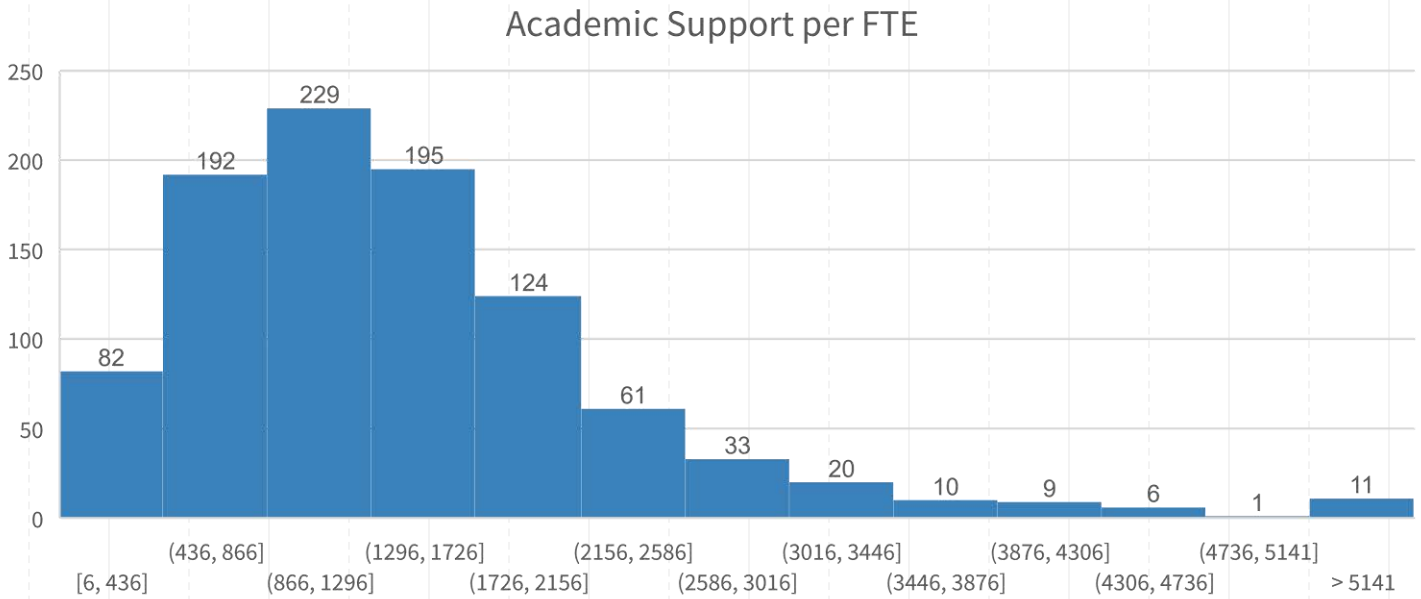
Instructional Expenses per FTE

TCL's Instructional Expense per FTE is about $6,700, putting them near the median of $6,540



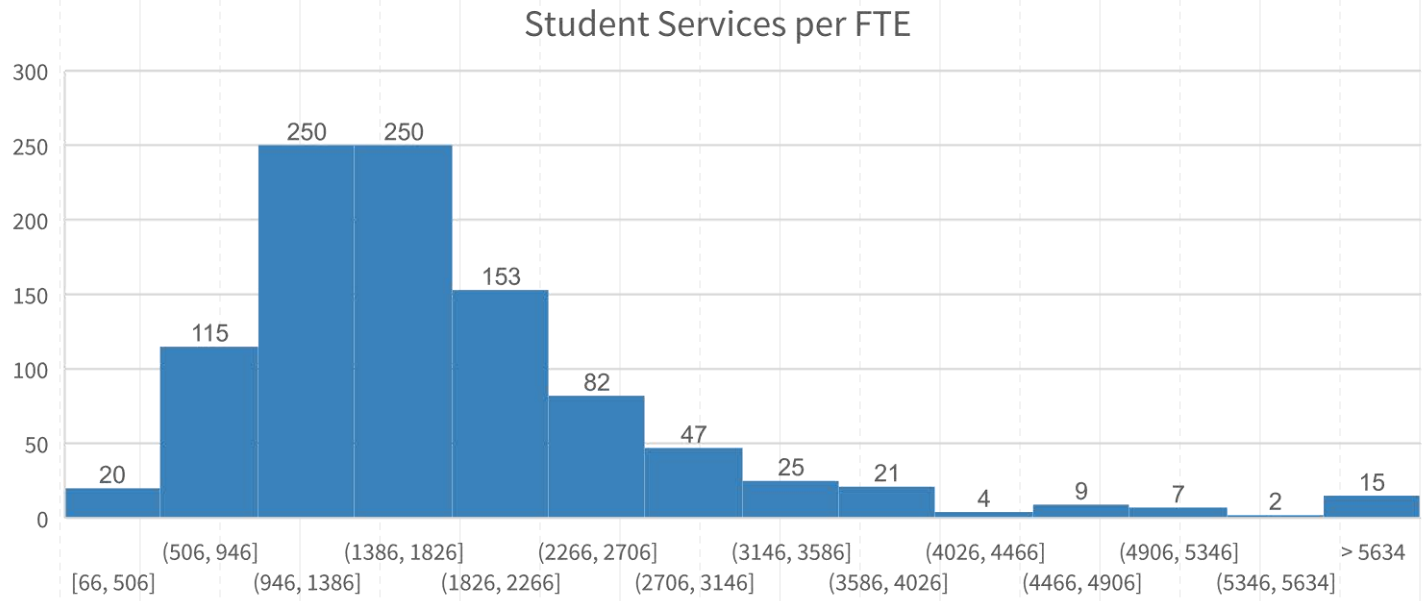
Academic Support per FTE

TCL's Academic Support spend is around $2,000 per FTE.
This is toward the higher end and above the median of $1,264.



Student Services per FTE

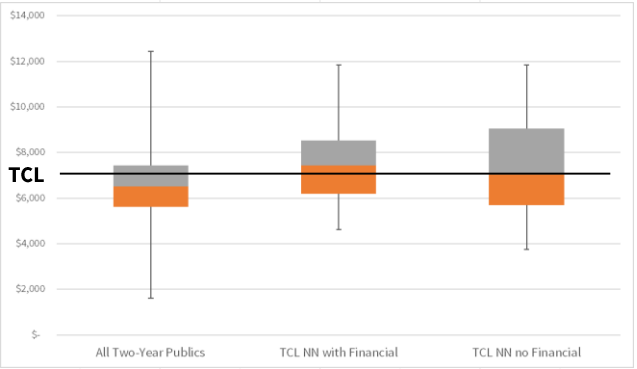
TCL's Student Services spend is around $3,200 per FTE.
This is on the far end of the tail, with the all CC median at $1,589.



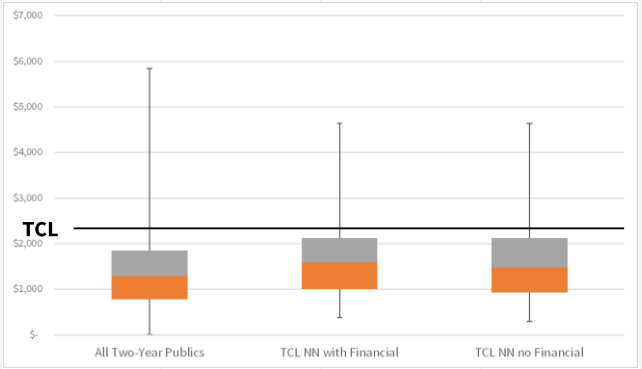
Dollars per FTE Plots

Note that TCL is above the 75th percentile relative to peer institutions.

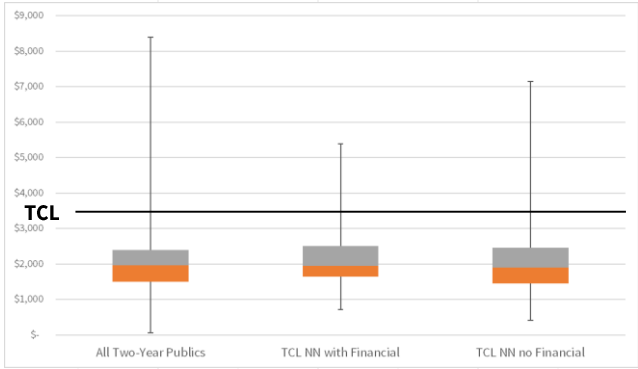
Instructional $ per FTE

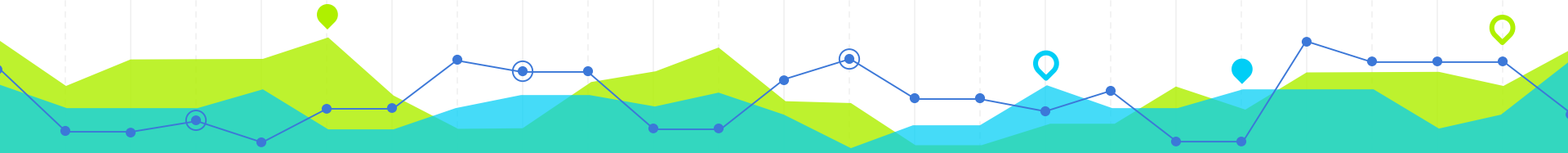


Academic Support $ per FTE



Student Services $ per FTE





The Market

4

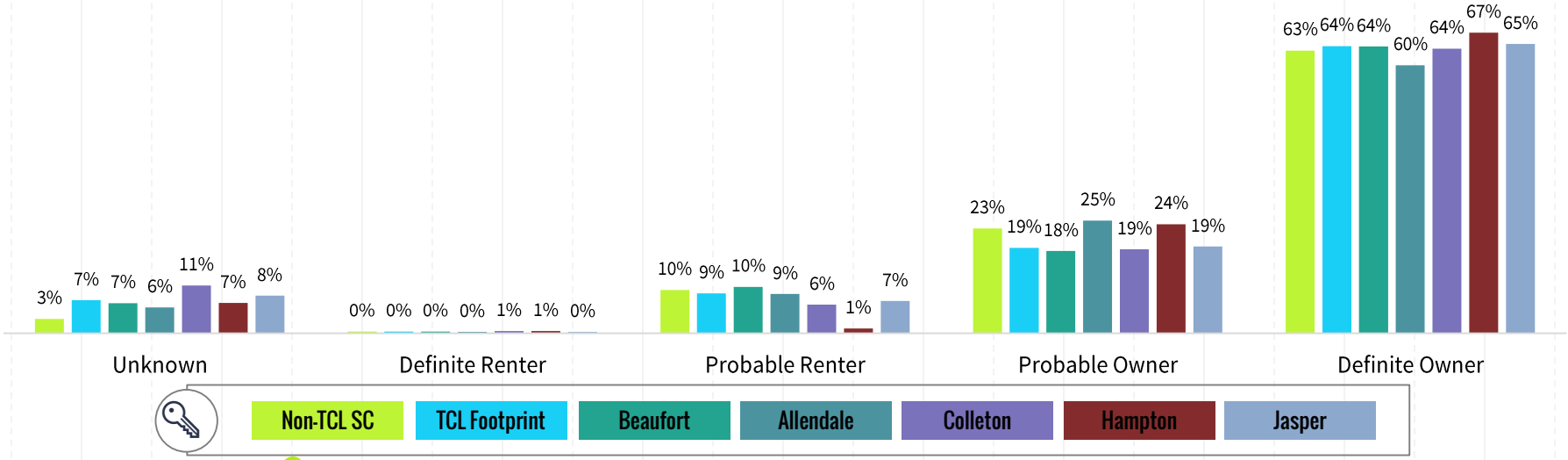
Trends, Reach, and Market Personas

Included in this section

- Market Report – Epsilon – Demographics, Lifecycle, Financial, etc.
- Geographic reach of campuses relative to the MSA
- Market Personas – what distinguishes those in the MSA not distinguished by county

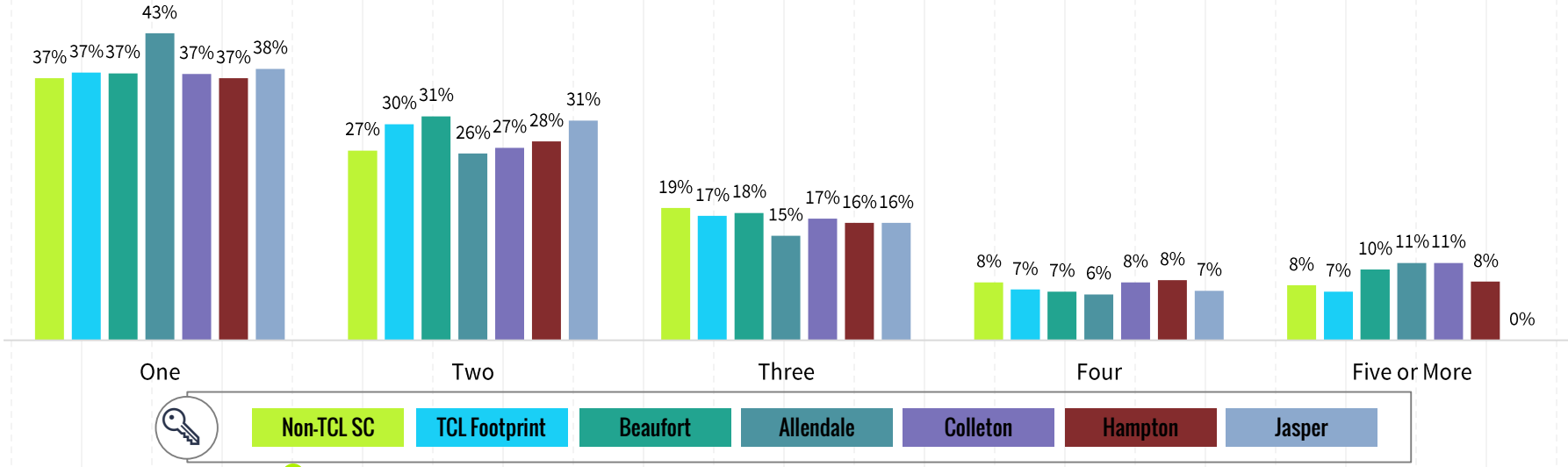
Home Ownership

Not much in the way of differences here; most are homeowners.



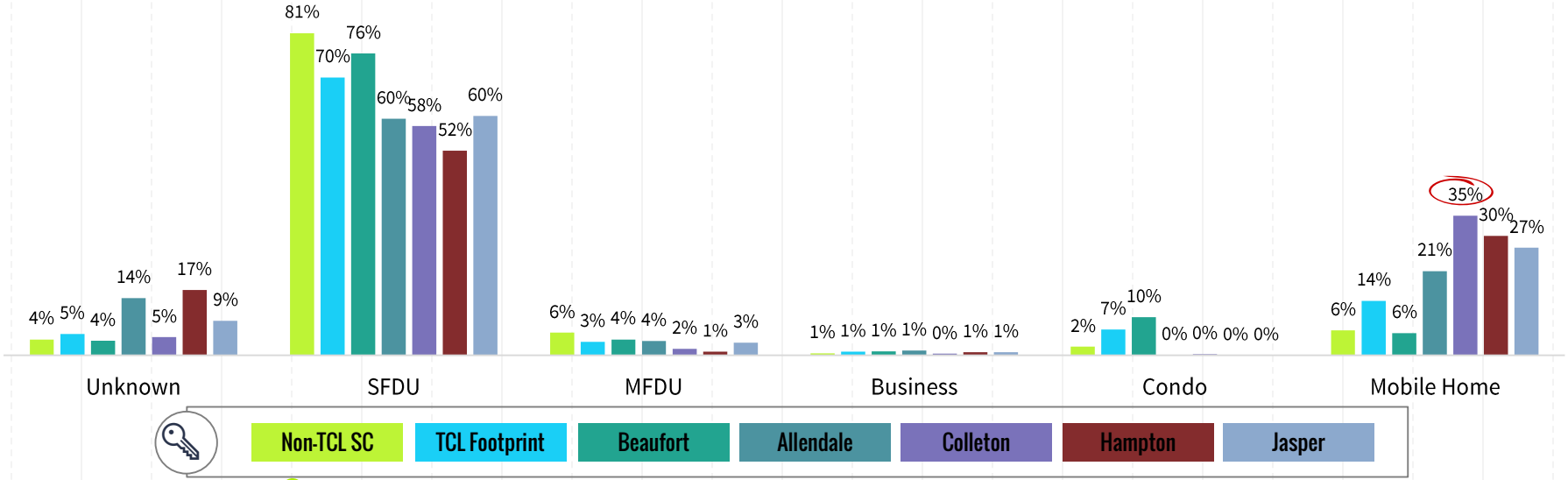
Household Composition

Allendale has a slightly higher concentration of one-individual households.



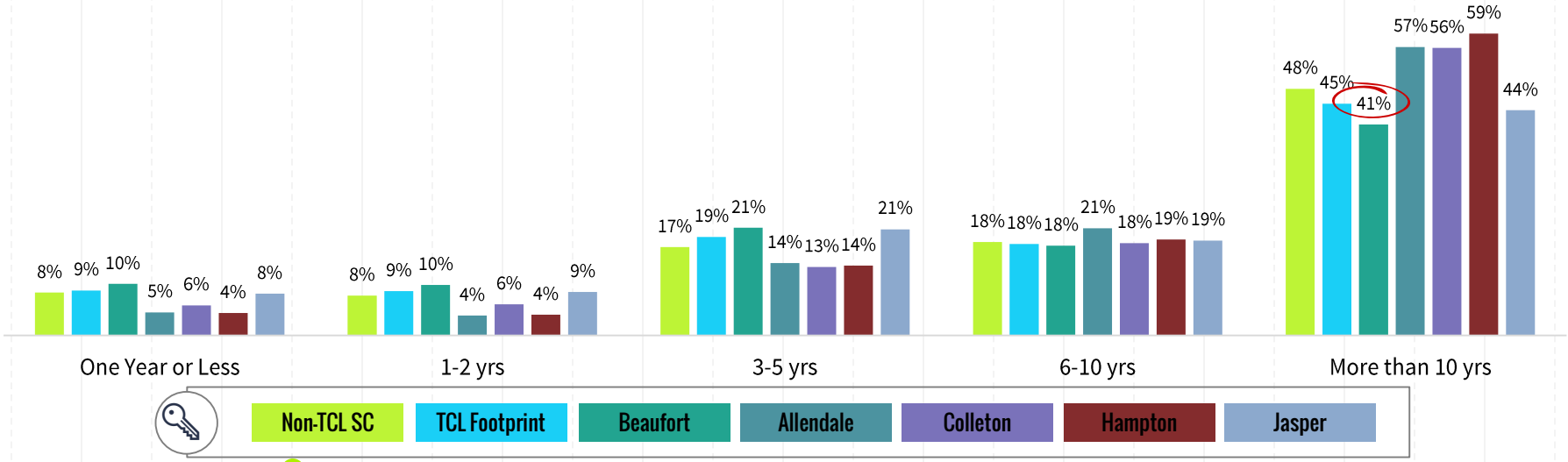
Dwelling Type

There is some noteworthy variability regarding dwelling type.



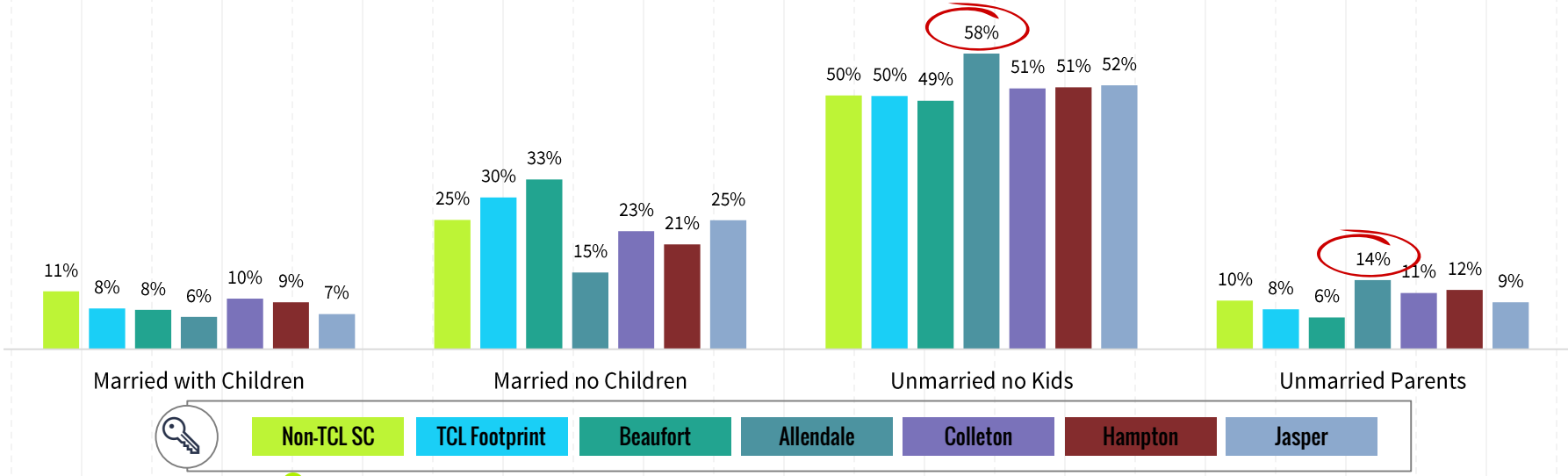
Time in Dwelling

Those outside of Beaufort county have been around longer.



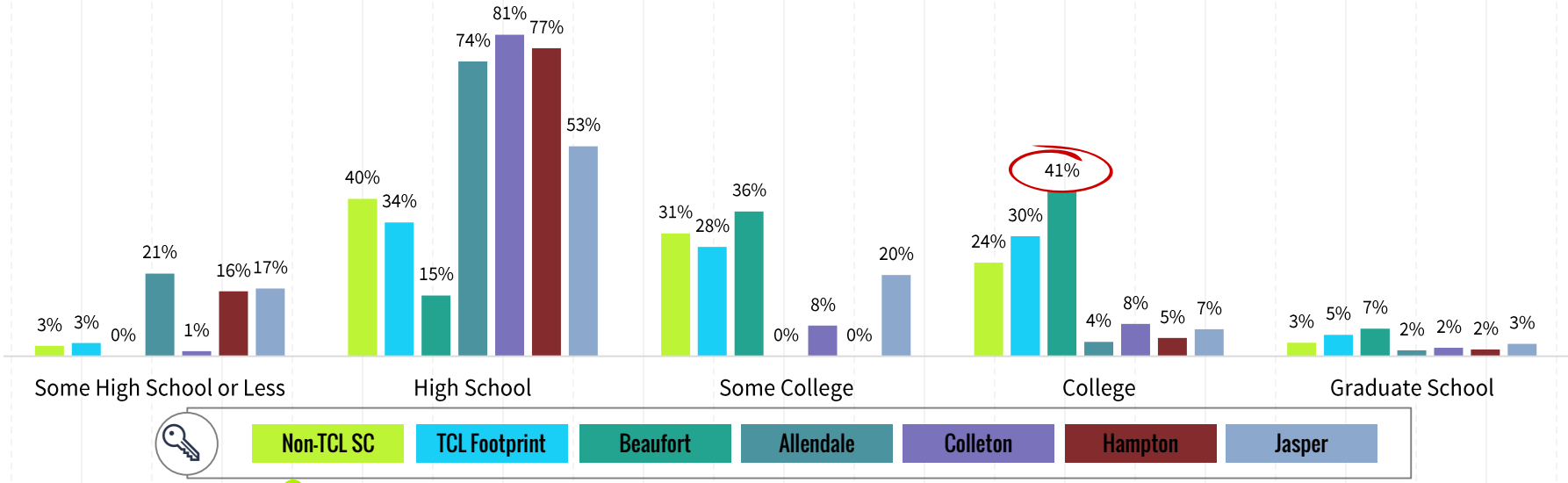
Household Composition

Non-TCL ratio of single mothers to fathers is 2.5 to 1, which is relatively consistent to all counties except Allendale, which is nearly 4 to 1 (Hampton = 3.1 to 1; Jasper = 3.2 to 21)



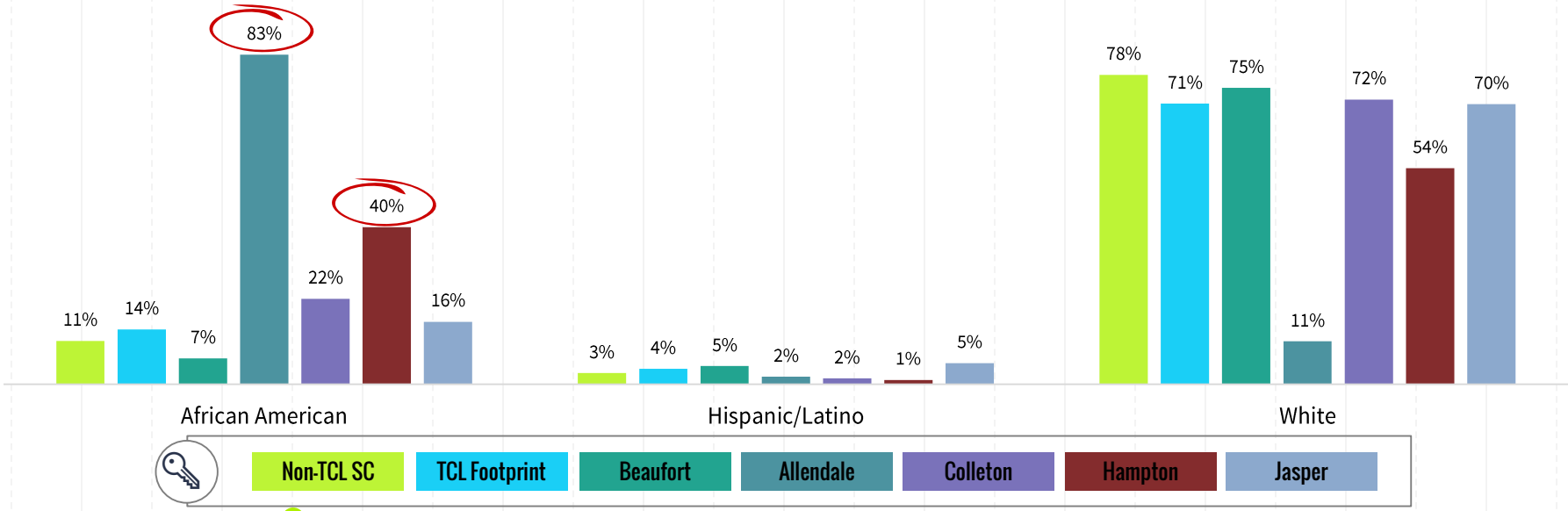
Educational Background

As expected, the variability of educational background is evident.



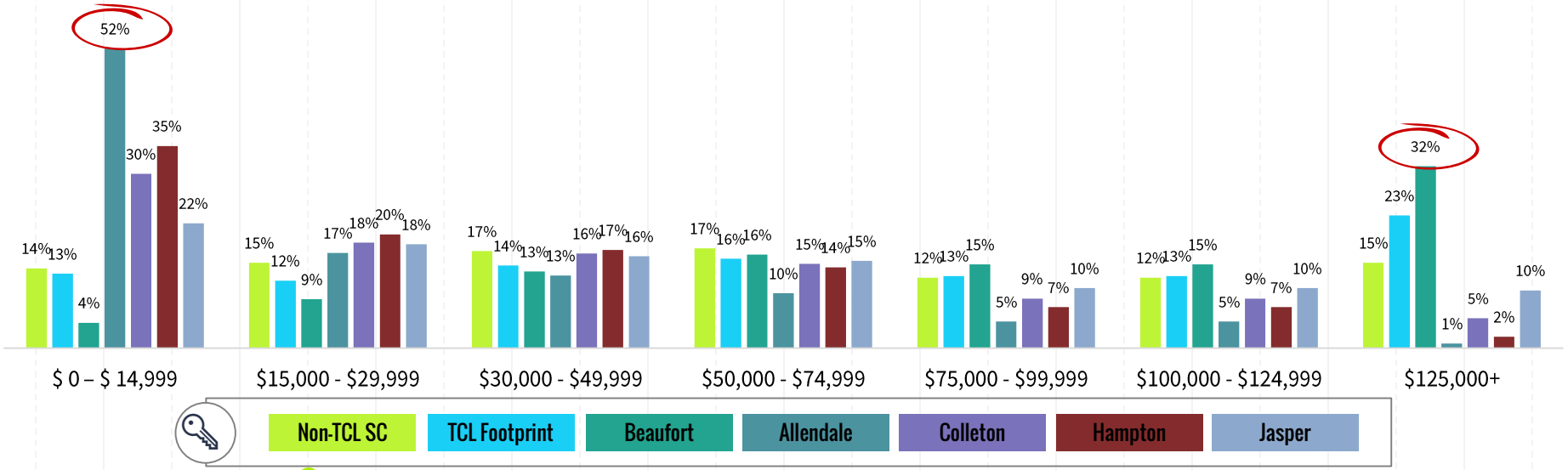
Ethnicity Distribution

There is also great variability in ethnicity distribution by county.



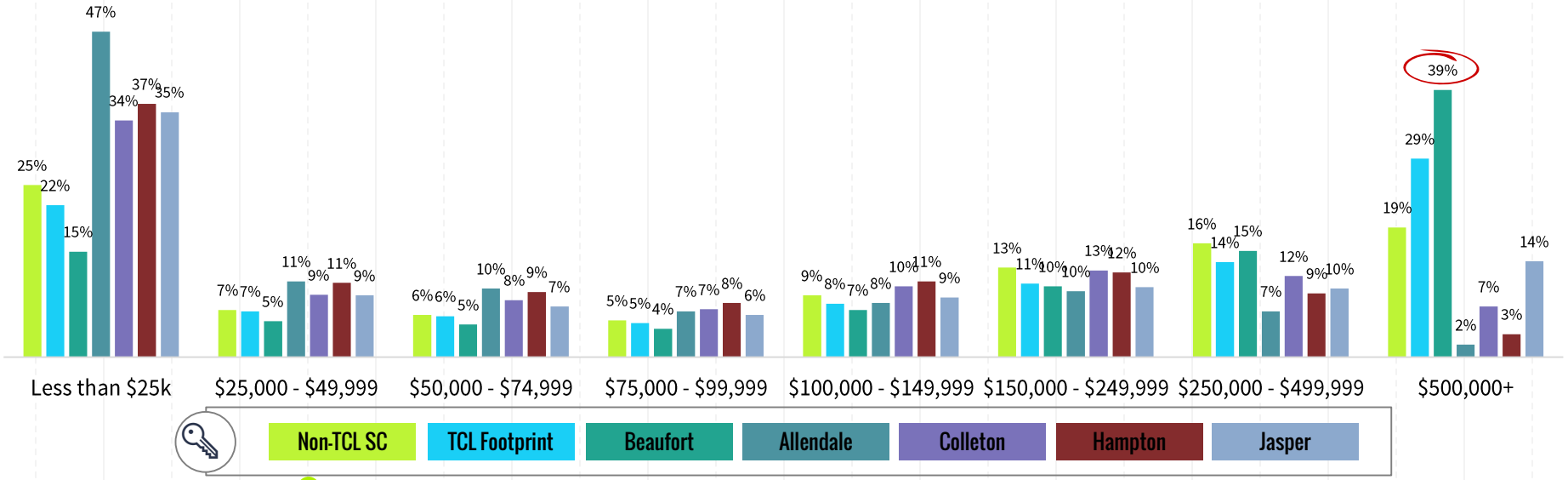
Income Distribution

As expected, income disparities are evident between counties.



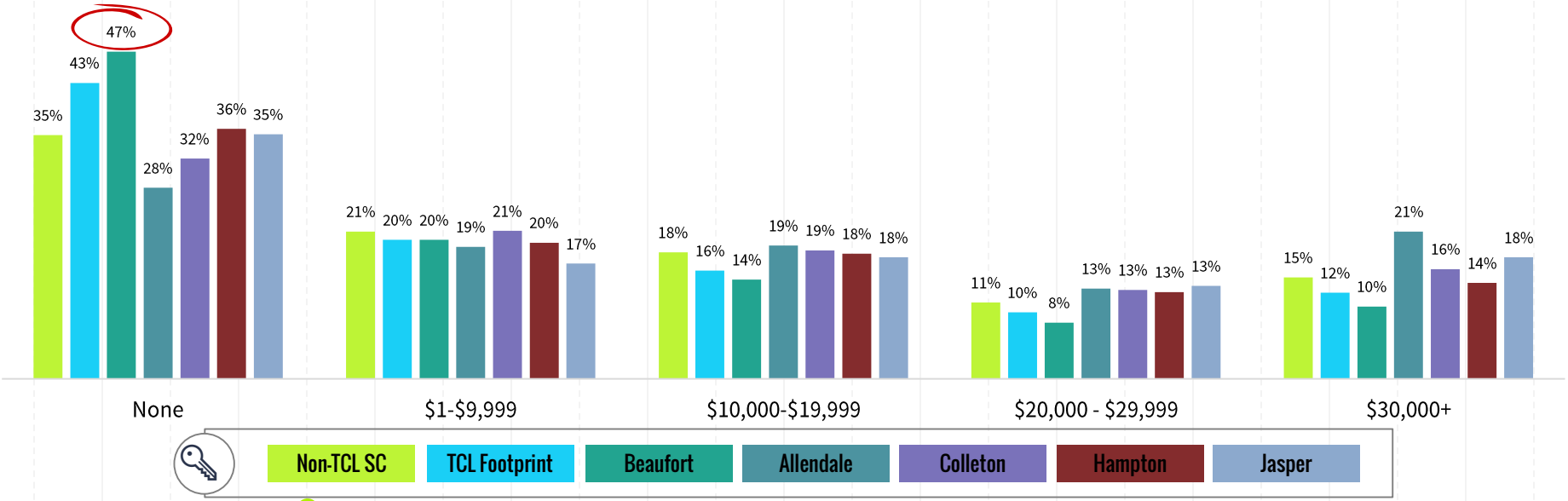
Net Worth Distribution

The same can be said of Net Worth.



Short Term Debt Distribution

And debt load.



Let’s see the Market Personas

Starting Humble
Single, No Kids, Low Income, Early Stage

Seeking Opportunity Jasper

(n = 15K)

- Xennials; Gen X; Millenials
- More Male (58%)
- All Single (100%); No Kids (100%)
- Unknown Profession
- Lowest Income ($18.6K), Lowest Wealth Trend, High Debt; Modest Home Value (high mobile home)
- Large African American (31%); Lowest Beaufort (31%); 31% Colleton; 16% Jasper; 9% Allendale
- High School (69%); Some College (21%)
- *Heavy Social Media - Socially Active on Facebook (Category Recommenders)*
- *Cord Cutters*
- *Job switchers*
- *Budget and convenience meals*
- *Price sensitive – will price match; stock up at Wal-mart*
- *Paycheck to paycheck; underbanked*
- *In the market for a home*
- *Work for small company*
- *Impulse purchasers*
- *Price and budget conscious*

Breaking Out Brenda

(n = 11K)

- Xennials; Millenials; Gen X
- Mostly Female (89%)
- All Single (100%); No Kids (100%)
- Unknown Profession
- Lower Income ($35K), Lowest Wealth Trend, High Debt; Modest Home Value
- Mostly white; mostly Beaufort (79%)
- Some College (61%); High School (24%)
- *Heavy Facebook Usage – Likers and Recommenders*
- *Cord Cutters*
- *Job Switchers*
- *Gamers*
- *Independent Voters*
- *Paycheck to paycheck*
- *Underbanked*
- *Student loans*
- *Future investors*
- *In the market for a home*
- *Online education seekers*
- *Price and Budget Conscious*

Getting By
Married w Kids, Lower Income, Established/Later

Getting by Good Christians

(n = 14K)

- Xennials, Gen X, Pre-Retirement
- Most married (79%); Most Kids (79%)
- Modest Income ($47K) and Wealth, lower debt; Most Modest House Value (Largest mobile home %)
- Largest African American (31%), lowest Beaufort (42%); 31% Colleton
- High School and Some College
- *Socially active on Pinterest and Twitter and a brand liker on Facebook*
- *Book and Magazines*
- *Religion is large part of life – read Bible devotionals regularly and enjoy Christian or Gospel music*
- *Donate to children's, animal welfare and veteran's causes*
- *Master cook*
- *Paycheck to paycheck*
- *Bundler*
- *Multiple devices*
- *Price driven and bargain hunting*

Getting by Gentrys

G1 (n = 23K)

- Xennials, Gen X, Millennials
- Simple majority married (58%); Most Kids (72%)
- Lower Income ($38K) and Wealth, high debt; Most Modest House Value (Largest mobile home %)
- Largest African American (28%), lowest Beaufort (46%)
- High School and Some College
- *Heavy Facebook Usage – Likers and Recommenders*
- *Job switchers*
- *Cord cutters*
- *Master cook*
- *Gamer*
- *In market for home loan*
- *Underbanked and future investors*
- *Paycheck to paycheck*
- *Works for a small company*
- *Price and bargain hunters*
- *Social media and mobile browsers*
- *Online degree seekers*
- *DIY'ers*

Single Middle Class
Single, No Kids, Middle Class, Established

Humble Hailey

(n = 9K)

- Gen X (39%); Pre-Retirement (26%); Xennials (23%)
- Female (96%)
- All Single (100%); No Kids (100%)
- Unknown occupation
- Middle Class Income ($91K), Variable Wealth Trend, Variable Debt; Modest Home Value
- Mostly white; mostly Beaufort (88%)
- Some College (45%); College (42%)
- *Ridiculously active on social media – brand likers and recommenders; on FB, Twitter and Pinterest*
- *Tech early adopters and cord cutters*
- *Heavy mobile*
- *Wellness household*
- *Live music attendees & Cultural Arts/Events*
- *In the market for a home*
- *Student loans*
- *Natural/green products*
- *Organic products*
- *Diet conscious*

Humble Harry

(n = 12K)

- Gen X (38%); Xennials (26%); Pre-Retirement (20%)
- Male (100%)
- All Single (100%); No Kids (100%)
- Unknown occupation
- Middle Class Income ($89K), Variable Wealth Trend, Variable Debt; Modest Home Value
- Mostly white; mostly Beaufort (83%)
- Some College (49%); College (32%)
- *Cord cutters*
- *Experimental cooks*
- *In the market for a home*
- *Future Investors*
- *Price sensitive*
- *Brand loyalists*

Married with Kids, Upper Middle, Later Stage

Middle Class Techies

(n = 21K)

- Gen X (32%), Xennials (25%), Pre-Retirement (24%)
- Majority Married (80%); Majority Kids (64%)
- Middle Class to Strong Income ($114K), Strong Wealth Trend, Variable Debt; Modest Home Value
- Mostly white; mostly Beaufort (78%)
- Some College (49%); High School (24%); College (24%)
- *Likely living below their means*
- *Tech early adopters and wearable users; high usage of digital media, etc.*
- *Extreme fitness*
- *Online and mobile frequents*
- *In the market for a home or auto loan*
- *401K and 529 plans*
- *Spend on vacations*
- *Brand loyalists*
- *New luxury vehicle purchasers*

Middle Class Good Christians

(n = 14K)

- Pre-Retirement (35%); Gen X (27%); Xennials (14%)
- Majority Married (89%); Majority Kids (59%)
- Professional/Technical or Management
- Middle Class to Strong Income ($102K), Strong Wealth Trend, Variable Debt; Modest Home Value
- Mostly white; mostly Beaufort (67%)
- High School (36%); College (31%); Some College (25%)
- *Religion is large part of life – read Bible devotionals regularly and enjoy Christian or Gospel music*
- *Active on social media – Pinterest is tops*
- *Tech early adopters*
- *Avid readers of books and magazines*
- *Football enthusiasts*
- *Pet owners*
- *Master cooks*
- *Give to animal welfare, cancer, children's, and veterans*
- *401K and Mutual Funds*
- *Owns multiple devices*
- *Bundler*

Single or Married, No Kids, Lower Class, Retired

Struggling Elderly

(n = 8.6K)

- Enjoying Retirement; Early Retirement; Pre-Retirement
- More Female (66%)
- All Single (100%); No Kids (100%)
- Unknown Profession
- Lowest Income ($15K), Lowest Wealth Trend, Low Debt; Modest Home Value (high mobile home)
- Large African American (29%); Lowest Beaufort (41%); 28% Colleton; 13% Hampton; 12% Jasper
- High School (64%); Some College (23%)
- *Wired lines*
- *Causes – children's, cancer, veterans, animal welfare*
- *Religion is large part of life – read Bible devotionals regularly and enjoy Christian or Gospel music*
- *Master and experimental cooks*
- *Price sensitive and discount seeking buyers*
- *Medicare and Medicare Advantage*
- *Medicaid Potential*
- *Paycheck to paycheck*
- *Work for a small company*

Getting by Retirement

(n = 16.6K)

- Pre-Retirement, Early Retirement, Enjoying Retirement
- Most married (83%); Most No Kids (86%)
- Lower Income ($25.5K) and Wealth, low debt; Most Modest House Value (Largest mobile home %)
- Largest African American (32%), lowest Beaufort (31%); 32% Colleton; 17% Hampton
- Mostly high school education (70%)
- *Retired but still working*
- *Religion is large part of life – read Bible devotionals regularly and enjoy Christian or Gospel music*
- *Donate to veterans*
- *Avid book readers*
- *Football enthusiasts*
- *Medicaid eligible household*
- *Work for a small company*
- *Paycheck to paycheck*
- *Price driven and bargain hunting*

Single or Married w No Kids, Middle, Retirement

Humble Retiring

(n = 7K)

- Enjoying Retirement (39%), Early Retirement (37%); All Single (100%); No Kids (100%); Split Male/Female; Retired or Professional/Technical; Middle Class Income ($65K), Variable Wealth Trend, No Debt; Modest Home Value; Mostly white; mostly Beaufort (87%); College (58%); Some College (24%)
- *Likely living below their means*
- *Retired but still working*
- *Election and politics heavy*
- *Wellness household*
- *Cultural Arts/Events*
- *Environmental donor/Environmentally focused*
- *Conservative investment style*
- *Natural/green products*
- *Organic products*
- *Brand loyalists*
- *Non-luxury vehicle purchasers*
- *Traveling/International Travel*

Middle Class Retirement

(n = 17K)

- Enjoying Retirement (42%), Early Retirement (37%); Majority Married (92%); No Kids (93%); Retired or Professional/Technical; Middle Class Income ($70K), Strong Wealth Trend, No Debt; Modest Home Value; Mostly white; mostly Beaufort (72%); College (38%); High School (32%); Some College (19%)
- *Likely living below their means*
- *Retired but still working*
- *Active in elections; more likely conservative*
- *High dollar religious causes donor*
- *Pets are family*
- *Avid book and magazine reader*
- *Master cook; diet conscious, fresh food, low fat, label readers, real ingredients, organic products*
- *Brand loyalists; loyal to financial institution and investment broker*
- *Medicare dual eligible and Medicare advantage*
- *Conservative investor style*
- *Retired but still working*
- *Travel for personal; cruises*
- *Bundler*

The Frantic Jones Family

Frantic Jones Family

(n = 8K)

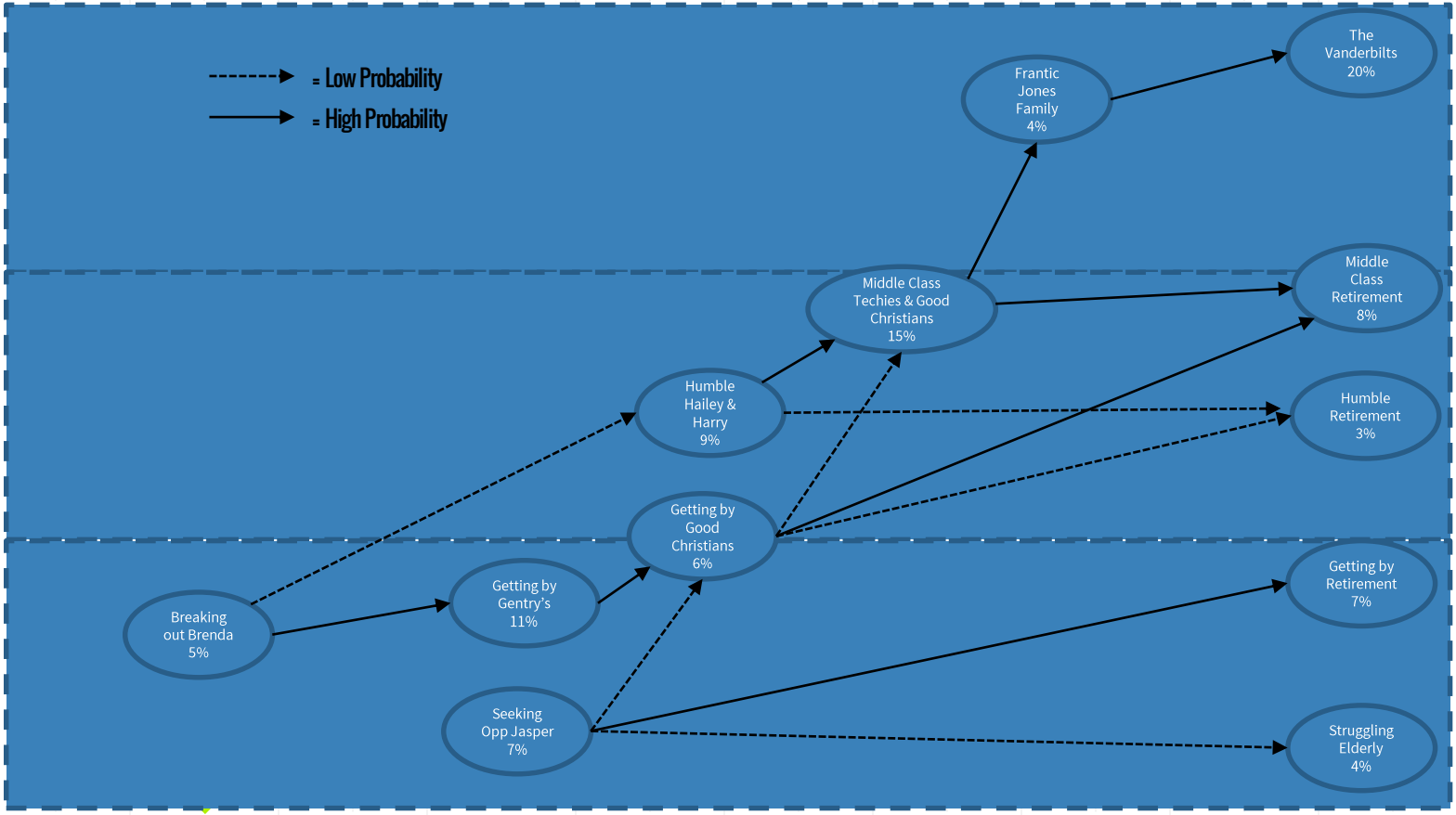
- **Xennials, then Millenialls and Gen X; Married with Kids; Highest Income ($199K) and Wealth, little to no debt; Majority white, nearly all Beaufort; College and Graduate School; White collar jobs**
- ***Wellness household***
- ***Vacation spenders***
- ***Luxury vehicle purchasers***
- ***Second Homeowners***
- ***Business Travelers***
- ***Tech Early Adopters***
- ***High Dollar Donors***
- ***Investments***
- ***High End shoppers***
- ***Conservative/Republican causes***

The Vanderbilts/SINKs and DINKs

The Vanderbilts/ SINKs and DINKs

(n = 45K)

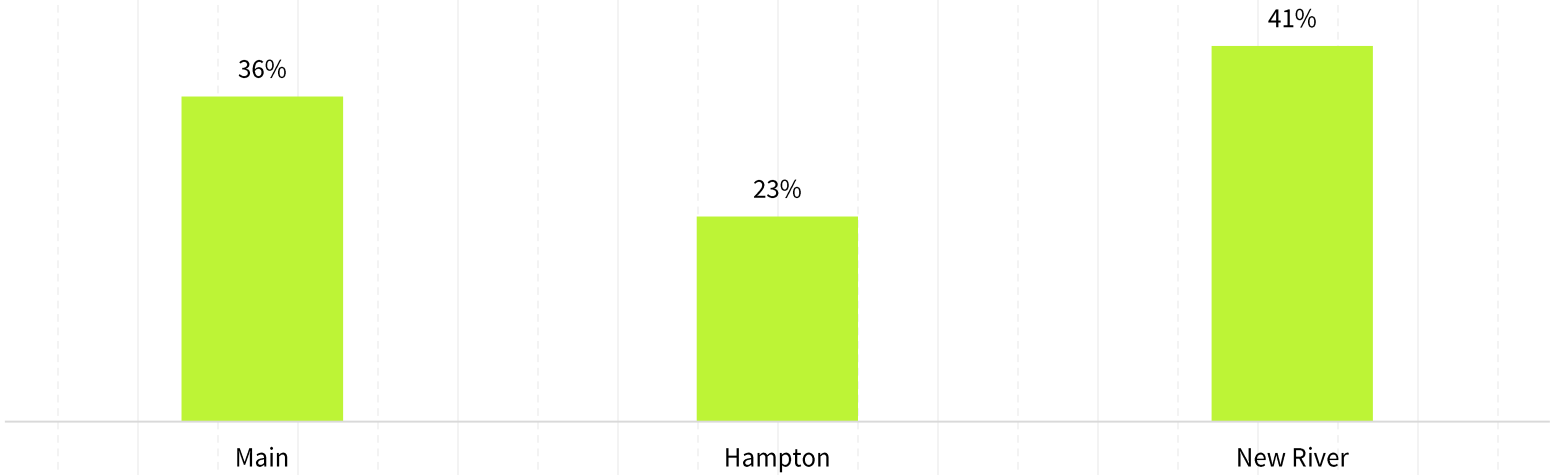
- **Pre-Retirement, Early Retirement, Enjoying Retirement; Married with NO Kids; Highest Income ($152K) and Wealth, little to no debt; Majority white, nearly all Beaufort; College and Graduate School**
- ***Wellness household***
- ***Vacation spenders***
- ***High Dollar Donors***
- ***Investments***
- ***High End shoppers***
- ***Conservative/Republican causes***


= Low Probability
= High Probability
Breaking out Brenda 5%
Getting by Gentry's 11%
Seeking Opp Jasper 7%
Humble Hailey & Harry 9%
Getting by Good Christians 6%
Middle Class Techies & Good Christians 15%
Frantic Jones Family 4%
The Vanderbilts 20%
Middle Class Retirement 8%
Humble Retirement 3%
Getting by Retirement 7%
Struggling Elderly 4%

What do we know about geographic reach?

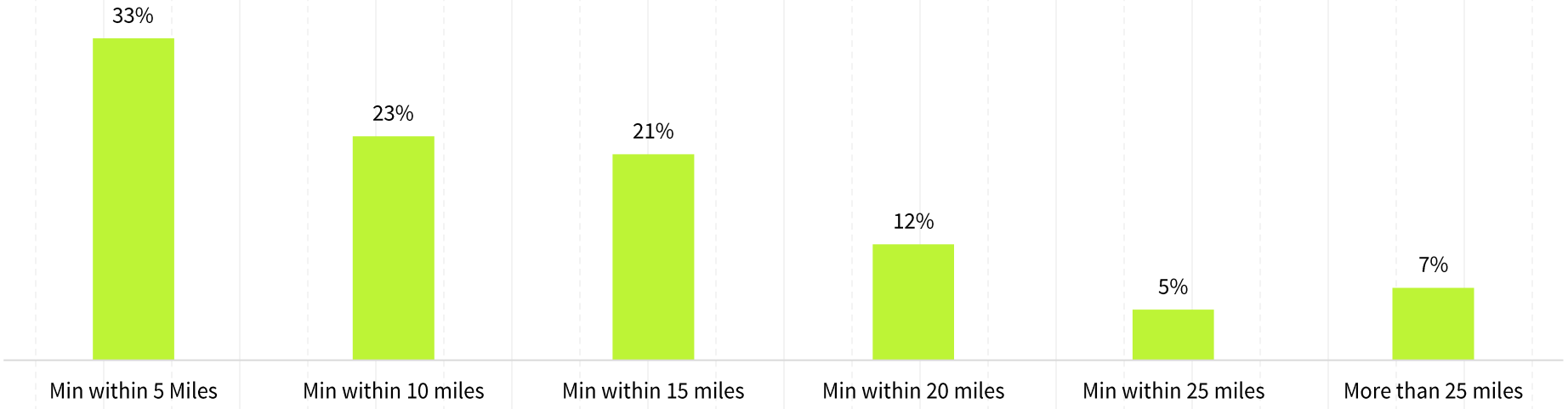
Closest Campus Reach

The closest campus is relatively spread out.



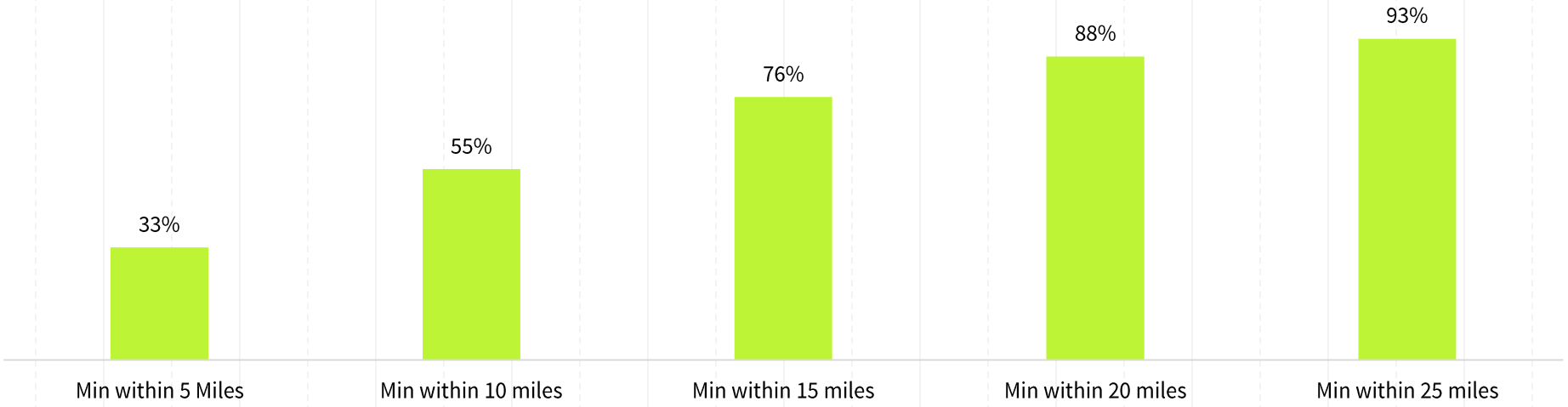
The closest campus is within...

93% of the entire footprint is within 25 miles from a TCL campus; more than half are within 10 miles, 76% within 15 miles.



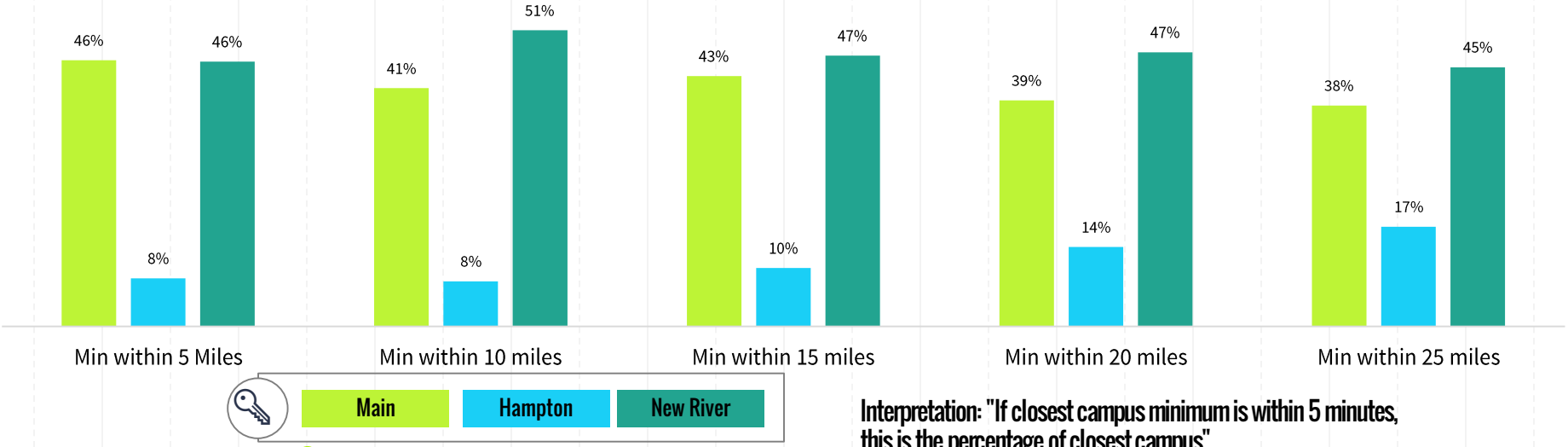
Population Reach by Mile Reach - Cumulative

93% of the entire footprint is within 25 miles from a TCL campus; more than half are within 10 miles, 76% within 15 miles.



Distribution of Minimum Within

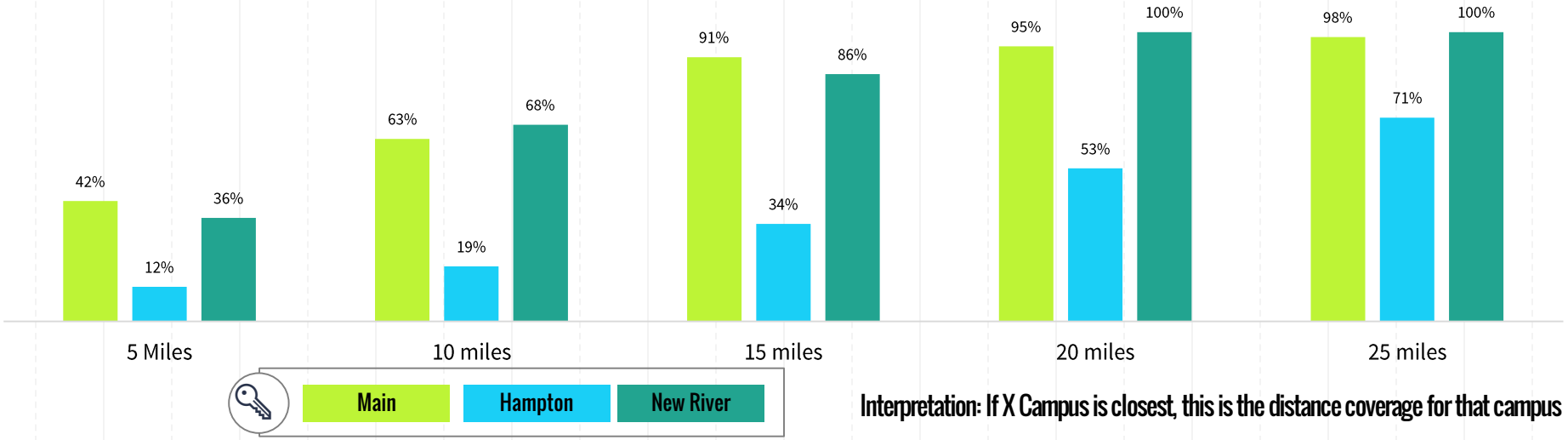
The Hampton campus increases it's reach as distance is separated from the other campuses. The main campus has the greatest bulk when within five miles.



Interpretation: "If closest campus minimum is within 5 minutes, this is the percentage of closest campus"

Distance from Closest Matching Campus

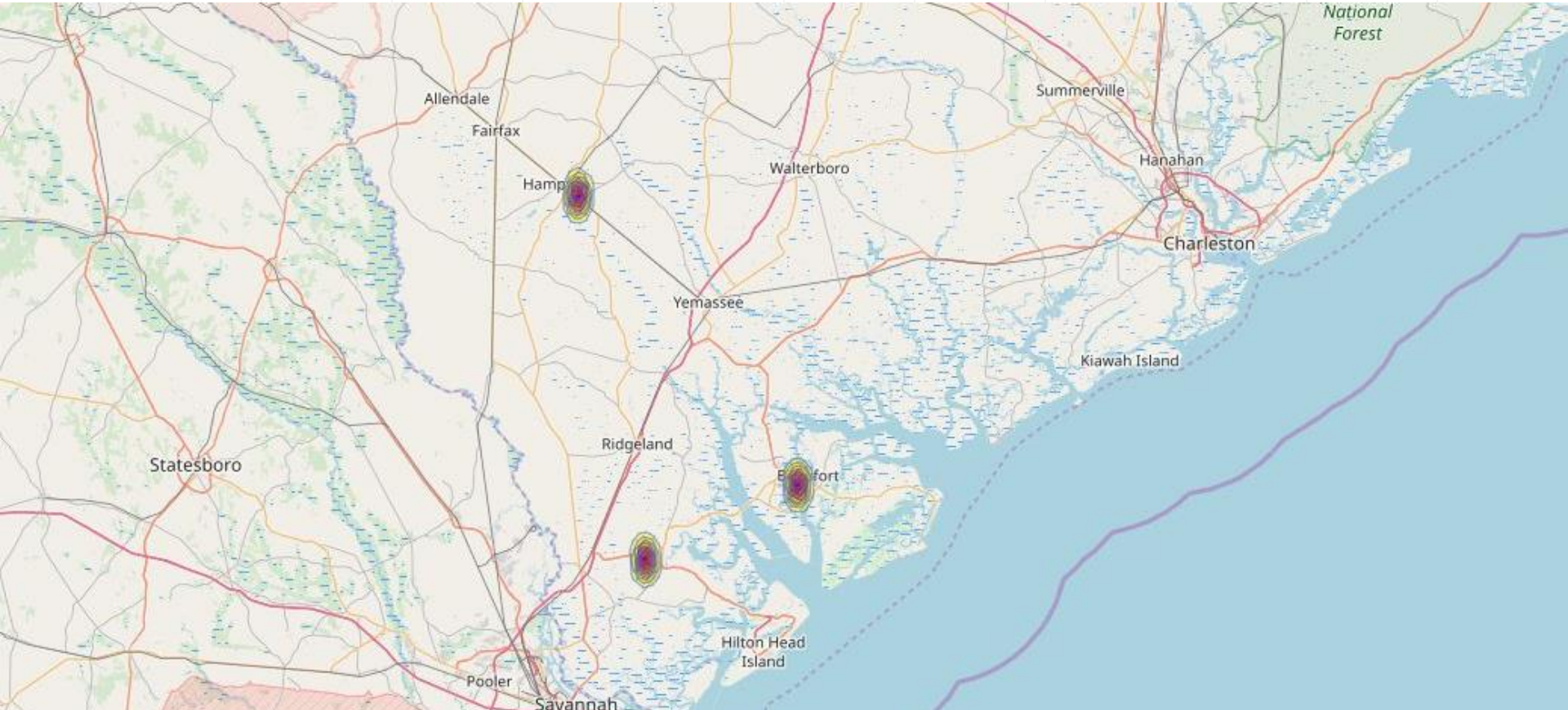
Main and New River have great coverage, keeping most of it's nearest neighbor population within 15 miles, with New River accounting for 100% at 20 miles.



Interpretation: If X Campus is closest, this is the distance coverage for that campus

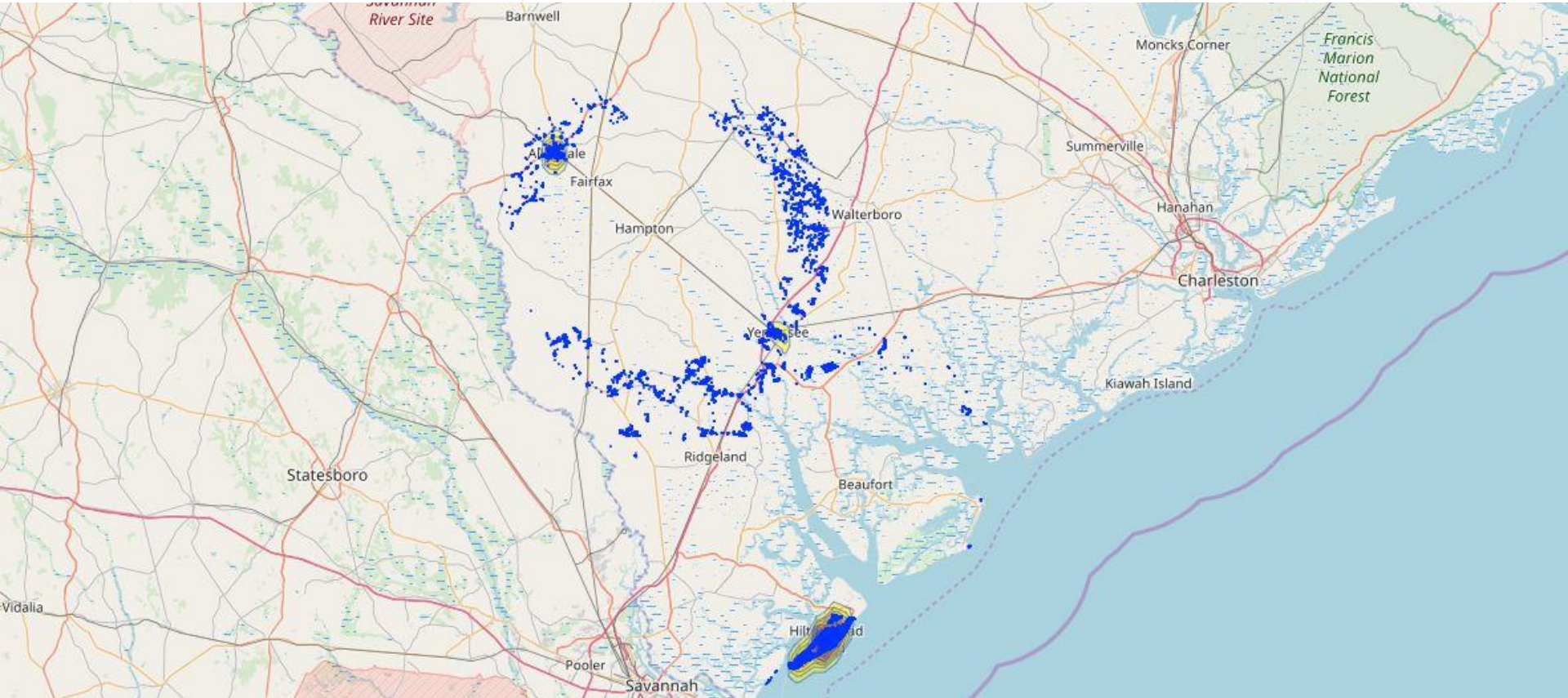
Here are the Campuses

The campuses triangulate well and are situated well optimally relative to population density.



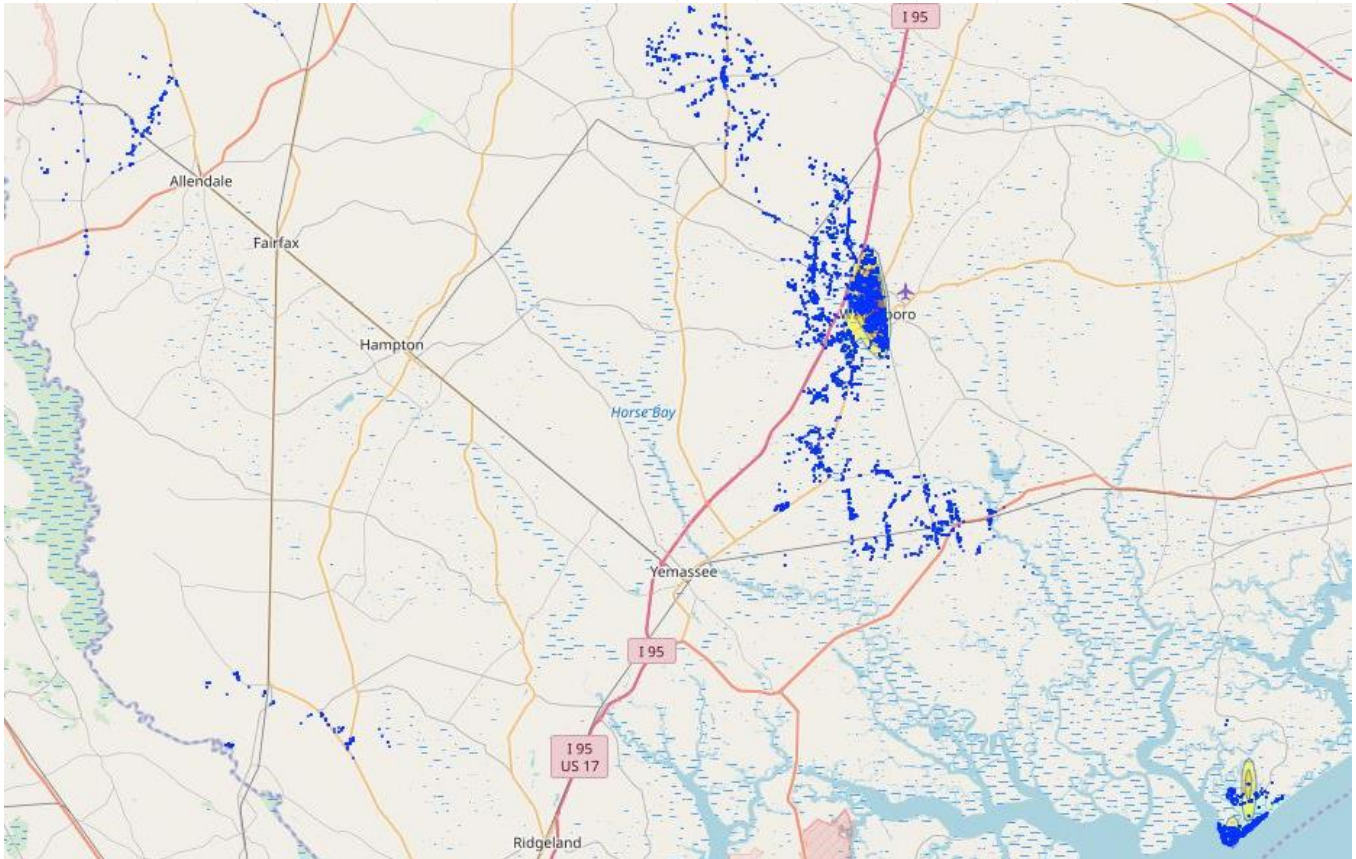
Here are those that live outside of 20 miles

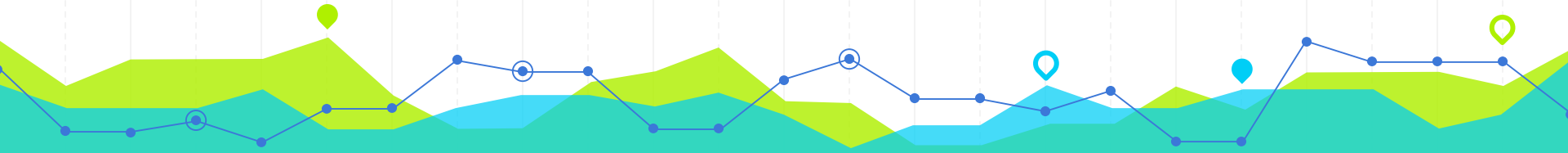
Two major clusters and a minor cluster exist, in Allendale, deep into Hilton Head, and around Yemassee.



Here are those that live outside of 25 miles

The highest concentration is the Walterboro area just east of the airport with a small proportion on the coast and some outlier areas northwest of Allendale.





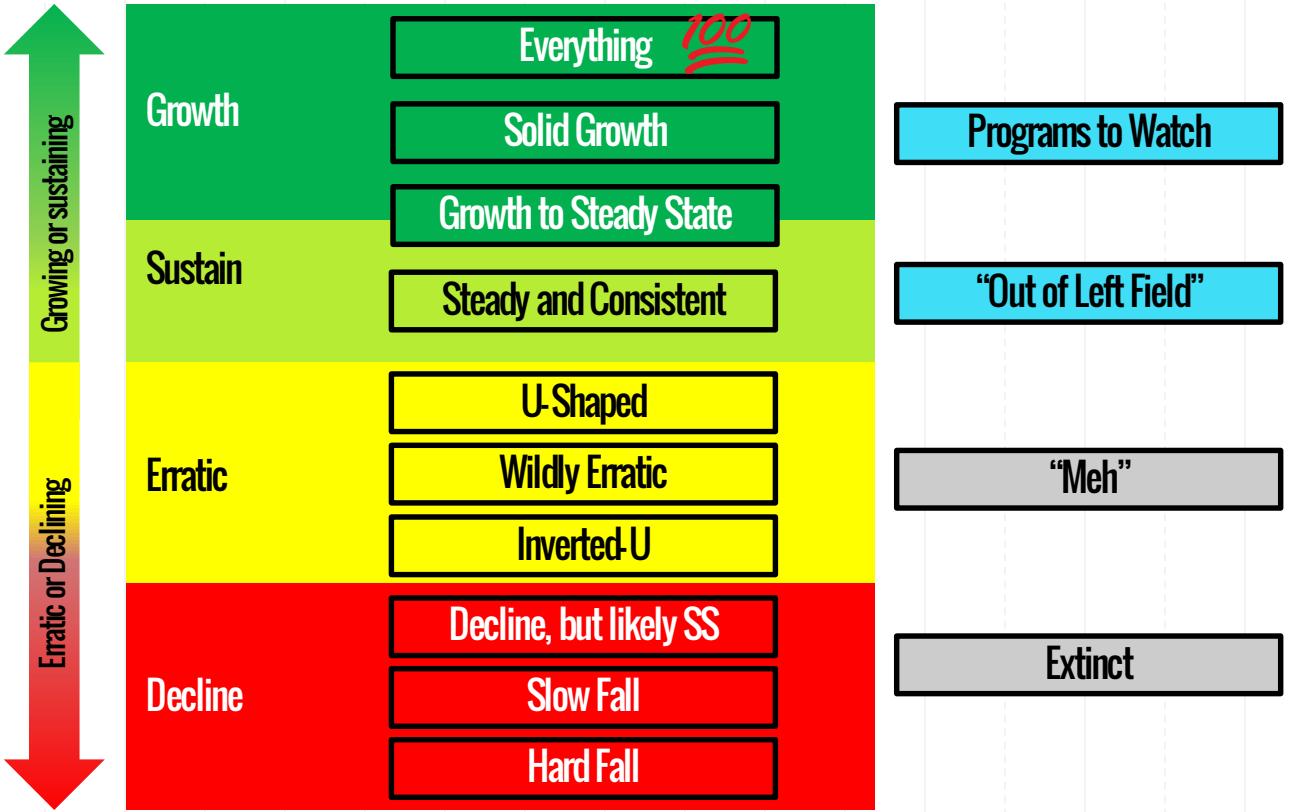
Program 5

Trends, Program Personas, and Performance

In this section...

- Program personas by trend, curve, etc.
- Program performance of TCL relative to multiple comparison groups
- A thorough review of the technical college system in this state
- Where is the state in terms of wins and positions of risk?
- Scoring trends across growth and decline

The Program Trend Model



Everything 100

GROWTH PROGRAM PERSONA #1

% Composition: 13% of all Programs

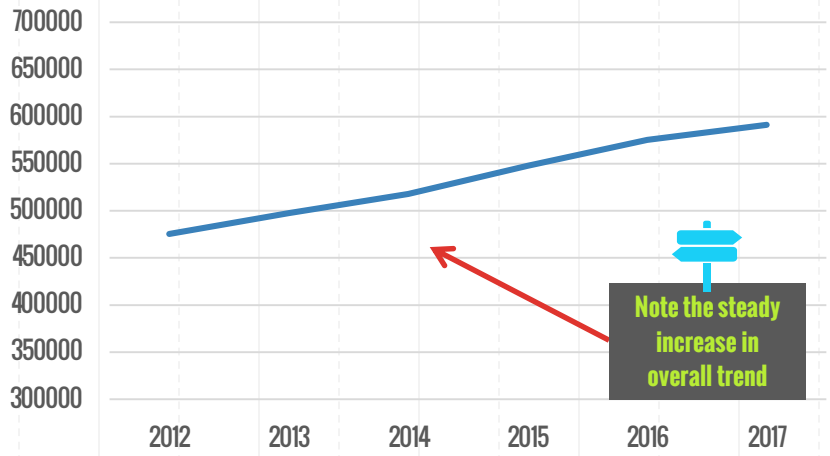
 # @ TCL: 2 OF 13 Programs (Liberal Arts; PT Tech/Asst)

DEMAND: PEAK (85TH) → 69th (Lower 25) – 85th (Median) – 93rd (Upper 25)

Y-t-Y GROWTH: 100% Year-to-Year Growth

3-PERIOD TREND: 100% 3-Period Trend Growth

TOP CIP FAMILIES: 1) Health Professions; 2) Visual and Performing Arts; 2a) Agriculture; 4) Engineering; 4a) Engineering Technologies



Example Programs:

- Business Administration and Management, General
- Psychology, General
- Computer Science

BIO

The "Everything 100" group tend to be your traditional, tried-and-true, sustainable programs and high-demand and trending tech and engineering programs. Growing every year and continuing to trend up, these programs claim the highest aggregate demand among all groups, with 36% in the 90th percentile or higher, and another 34% in 75th or above. The key word is **General.** The word "General" appears in 30% of all programs in this category, which is 3X the total number of appearances, and good enough for 28% of all appearances. The word "Other" only appears in 6% of programs.

Surprisingly, TCL only has two programs in this group, a welcome opportunity to expand, notably in the tech area (where local demand is available), arts, social sciences, and business, with some heavy debate around health. These programs survived many spin-off niches that proved more fad then trend, proving that the traditional and high-demand technical are likely here to stay.

Solid Growth

GROWTH PROGRAM PERSONA #2

% Composition: 4% of all Programs

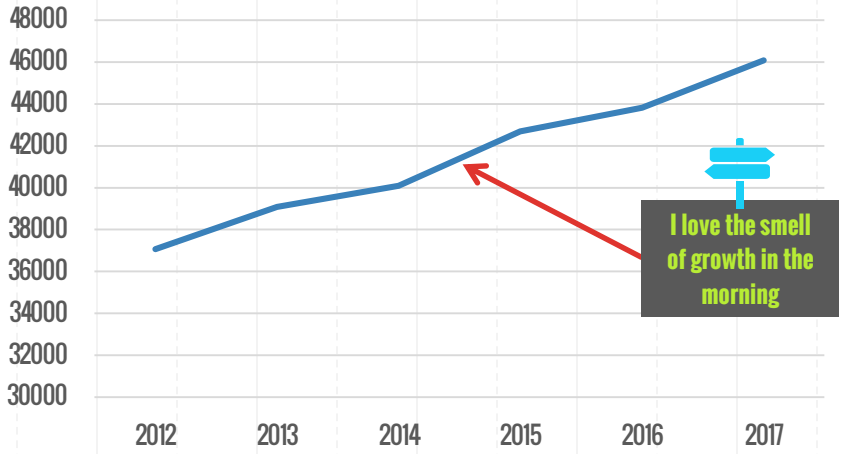
 # @ TCL: 1 Program (Industrial Electronics Tech); Culinary is also in this group

DEMAND: HIGH (78TH) → 66TH (Lower 25) – 78th (Median) – 88th (Upper 25)

Y-t-Y GROWTH: A majority of year-to-year (most grew in two-thirds of year-over-year)

3-PERIOD TREND: A majority of programs (87%) are in three-year trend growth.

TOP CIP FAMILIES: (1) Health Professions; (2) Business; (2a) Agriculture; (2b) Mechanic and Repair Tech



Example Programs:

- Crisis/Emergency/Disaster Management
- Cyber/Computer Forensics and Counterterrorism
- Social Psychology
- Small Business Administration/Management

BIO

Much like "Everything 100," The Solid Growth is tried-and-true, but come on more recently. Programs like crisis management, anything in cyber, and more specific areas of highly popular and in-demand programs like psychology and business are cropping up as a form of changing dynamics of the marketplace. We see some pivoting of CIPs here as well in the medical and technical, where Criminology emerges out of CJ, Logistics emerges out of Management, and Adult Health Nurse emerge out of the generalized Registered Nurse.

Growth to Steady State

GROWTH & SUSTAIN PROGRAM PERSONA #1

% Composition: 12% of all Programs

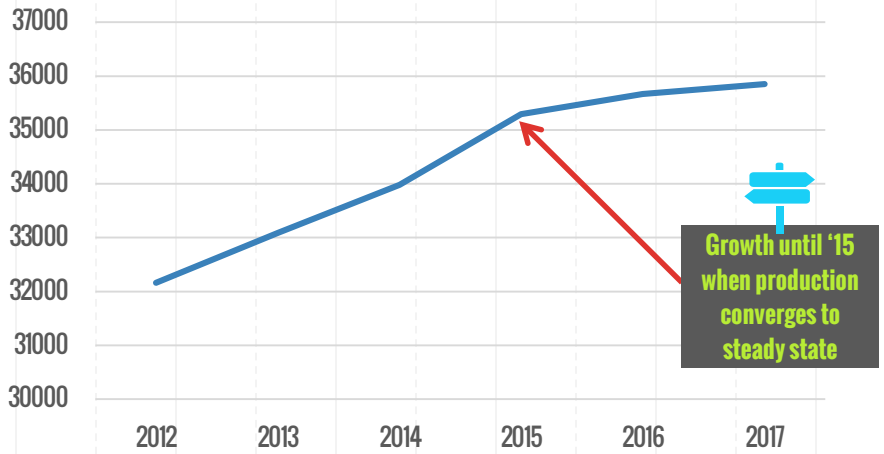
 # @ TCL: No programs

DEMAND: MODERATE (58TH) → 41st (Lower 25) – 58th (Median) – 72nd (Upper 25)

Y-t-Y GROWTH: Most programs growing in two-thirds of year over year periods.

3-PERIOD TREND: Most programs trending in two-thirds of 3-year periods.

TOP CIP FAMILIES: (1) Health professions; (2a) Visual and performing arts; (2b) Engineering tech; (2c) Agriculture; (5) Natural resources conservation



Example Programs:

- Athletic Training/Trainer
- Applied Psychology
- Dietetic Technician
- Fire Systems Technology

BIO

Moderate demand as these programs came out of flagship programs like computer science (to computer engineering), Real Estate and Management Science emerging from Business Administration, and more technical degrees emerge out of what was a more generalized program. A lot of looks in here to mimic four year degrees (chemical engineering, applied technology, etc.) that likely reached the point of sustainability. Likely to move into the Steady and Consistent group in the coming years, or we could see the market pivot back to the generalizable degree programs.

Steady and Consistent

SUSTAIN PROGRAM PERSONA #1

% Composition: 15% of all Programs

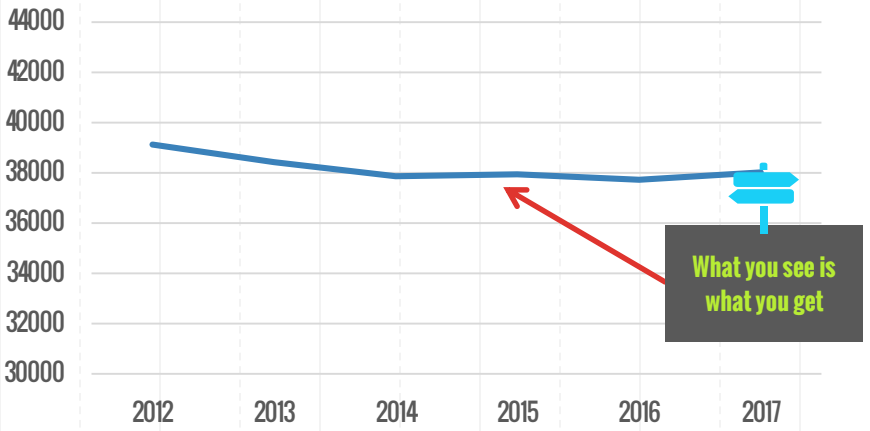
 # @ TCL: No programs

DEMAND: MODERATE (50TH) → 38TH (Lower 25) – 50th (Median) – 73rd (Upper 25)

Y-t-Y GROWTH: Slight fluctuation in year over year with minimal growth or decline.

3-PERIOD TREND: Slight fluctuation in trend with minimal growth or decline.

TOP CIP FAMILIES: (1) Health professions; (2) Agriculture; (3) Business; (4) Engineering Technology; (5) Communications, Journalism and Related Programs



Example Programs:

- Public Relations/Image Management & Advertising
- "Pre-" Health studies
- Retail Management

BIO

As the term implies on the graph, what you see is what you get. A pretty sound spread from 38th percentile to 73rd percentile, there is somewhat of a tit-for-tat year over year growth and decline that regresses to a natural value. There is virtually no linear curve trend, and if it is, it is more exponential or log. Lots of long run presence of pre-health studies (7 in total, including all the prominent ones in pharma, vet, nursing, OT, PT, dentistry, med). The word "Technician" also shows up here fourteen times…

U-Shaped

ERRATIC PROGRAM PERSONA #1

% Composition: 3% of all Programs

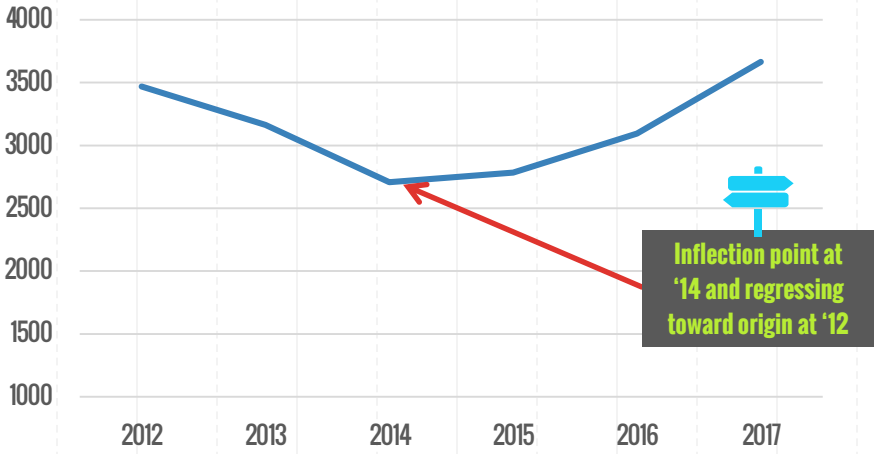
 # @ TCL: No Programs

DEMAND: MODERATE (64TH) → 54TH (Lower 25) – 64th (Median) – 67th (Upper 25)

Y-t-Y GROWTH: Better year to year growth than in trend.

3-PERIOD TREND: Erratic trends at the inflection points.

TOP CIP FAMILIES: (1a) Communications Technologies; (1b) Health Professions; (1c) Engineering Technology; (4) Visual and Performing Arts



Example Programs:

- Drawing
- Music Management
- Audiovisual Communications Technologies/Technicians, Other

BIO

A decline over time with a rebound in 2014/2015, these programs are potentially finding relevance again, *or* could prove to have regular large inflections and go into Wildly Erratic. Much in the arts and humanities here, with practically nothing showing up in business or health. While the programs could end up in Wildly Erratic, a year or two could prove regressing toward sustainability.

Wildly Erratic

ERRATIC PROGRAM PERSONA #2

% Composition: 10% of all Programs

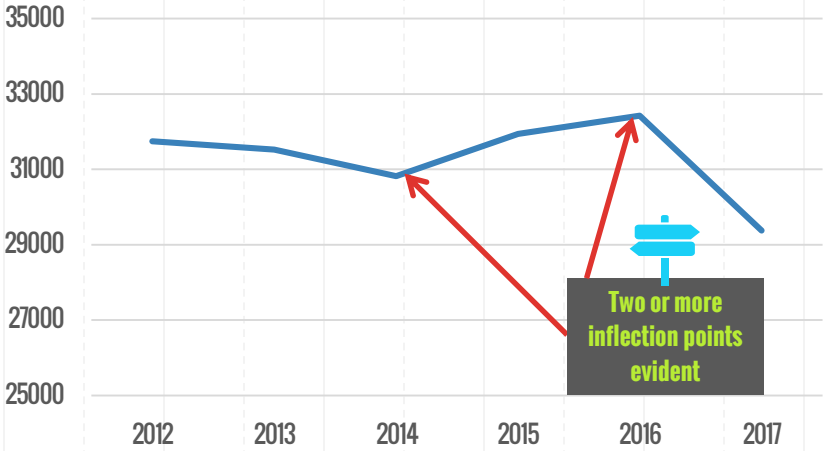
 # @ TCL: One program (Data Processing and DP Tech)

DEMAND: MODERATE (60TH) → 52nd (Lower 25) – 60th (Median) – 75th (Upper 25)

Y-t-Y GROWTH: Most programs are growing in two-thirds or more of year over year periods.

3-PERIOD TREND: Erratic trend as multiple inflection points are evident.

TOP CIP FAMILIES: (1) Health professions; (2) Business; (3) Mechanic and Repair Technology; (4a) Visual and Performing Arts; (4b) Agriculture



Example Programs:

- Entrepreneurship/Entrepreneurial Studies
- E-Commerce/Electronic Commerce
- Accounting and Computer Science
- Social Work

BIO

Like the stock market, the Wildly Erratic is virtually a random walk. Here today, gone tomorrow, back up again, then anyone's guess as to what is next. No clear prediction about what will happen the following year, but trends indicate several key inflection points. At the aggregate level, this has two primary explanations. One, the fluctuation of adoption within the program, or two, niche programs that, with less emphasis within the institution, tend to decline until reminded otherwise. Entrepreneurship is the equivalent of the flagship definer of the Wildly Erratic, whereas Small Business Management is proving greater sustainability. There are also many programs deemed as a "calling" among students, which tend to have erratic enrollment, like social work and the decomposition of religious studies.

Inverted-U

ERRATIC PROGRAM PERSONA #3

% Composition: 4% of all Programs

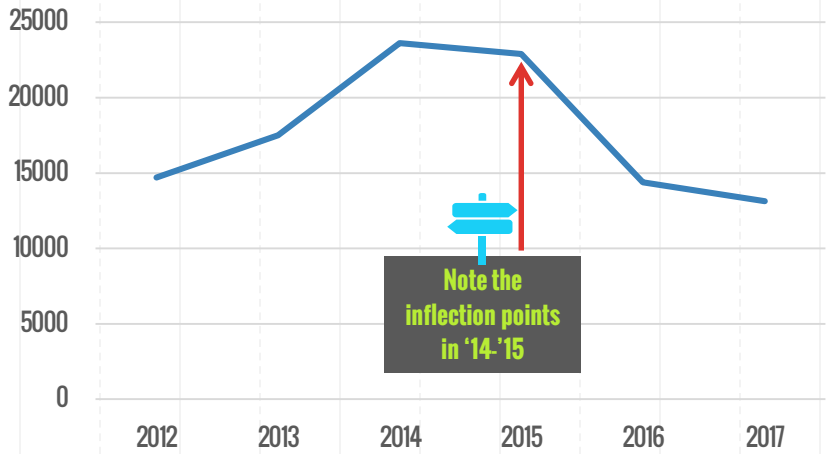
 # @ TCL: No programs

DEMAND: MODERATE (59TH) → 40TH (Lower 25) – 59th (Median) – 78th (Upper 25)

Y-t-Y GROWTH: Year over year is less consistent than 3-period trends.

3-PERIOD TREND: Most programs are trending up two-thirds of periods.

TOP CIP FAMILIES: (1) Health professions; (2a) Engineering Technology; (2b) Homeland Security, Law Enforcement, etc.; (4a) Theology; (4b) Personal and Culinary Services; (4c) Agriculture



Example Programs:

- Library and Information Science
- Golf Course Operation and Grounds Management
- Solar Energy Technology/Technician
- System, Networking, and LAN/WAN Management/Manager

BIO

Rare and on the surface appearing niche, yet looks more to the reaction to a quick or projected up-and-coming trend. While it might look here-today, gone-tomorrow, the jobs are likely the same. A smaller group and one that likely speaks to an immediate need that often trends down and often does not require an associates degree.

Declining, but likely hit Steady State

DECLINE PROGRAM PERSONA #1

% Composition: 7% of all Programs

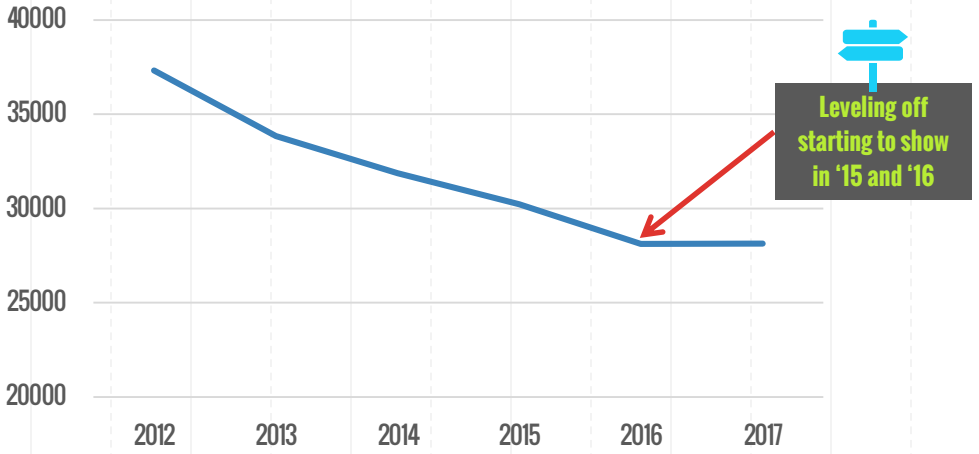
 # @ TCL: One program (Civil Engineering Technology)

DEMAND: HIGH (85TH) → 46TH (Lower 25) – 85th (Median) – 93rd (Upper 25)

Y-t-Y GROWTH: Low to moderate growth trajectories year over year, notably in '16 and '17 when steady state is achieved.

3-PERIOD TREND: Low to no growth trend over three year intervals.

TOP CIP FAMILIES: (1a) Education; (1b) Business; (3a) Health Professions; (3b) Engineering Technology; (5a) CIS; (5b) Visual and Performing Arts



Example Programs:

- Data Modeling/Warehousing and Database Administration
- Medical Insurance Specialist/Medical Biller
- Plumbing Technology/Plumber
- Civil Drafting and Civil Engineering CAD/CADD

BIO

One of the greatest variances among all groups, we finally see education programs emerge as a top category. Much like the Inverted-U, we have the tail end of here-today, gone tomorrow, but are seeing a leveling off of the total production. Top programs that led to jobs in the early periods have hit steady state, thus the production declined, and likely has caught up to the job demand.

Slow Fall

DECLINE PROGRAM PERSONA #1

% Composition: 5% of all Programs

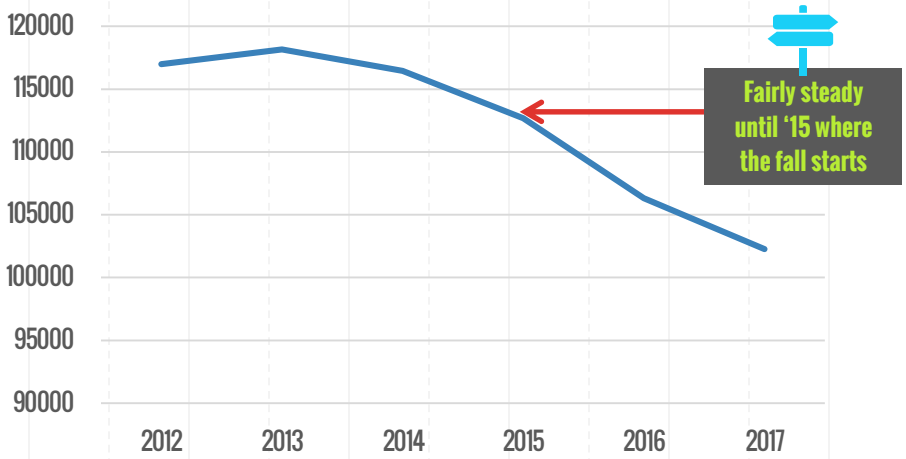
 # @ TCL: **Two programs** (Child Care and Support Services Management; Registered Nursing/Registered Nurse)

DEMAND: MODERATE TO HIGH (69TH) → 54TH (Lower 25) – 69th (Median) – 83rd (Upper 25)

Y-t-Y GROWTH: A majority of programs show one to throw year over year growth periods.

3-PERIOD TREND: Most have no or one unit of three-year trend growth.

TOP CIP FAMILIES: (1) Business; (2) Health professions; (3a) Visual and Performing Arts; (3b) Family and Consumer Sciences



Example Programs:

- Registered Nursing/Registered Nurse
- Culinary Arts and Related Services, Other
- Computer Programming, Other
- Music Performance, General

BIO

The word "Other" shows up here fairly often for the small portion of what falls into this category. The fall isn't as aggressive as the next category, but the end result is evident. It looked sustainable, but was likely replaced by something general or more fitting. This is likely nothing more than a classification change, as programs go back to generalized, or more specific. Also the possibility that some programs just don't fit in the two-year space. Several programs show up that are surprising, like Nursing and Hospitality Administration, but are likely headed for course correction and steady state approach within the next two years.

Hard Fall

DECLINE PROGRAM PERSONA #2

% Composition: 10% of all Programs

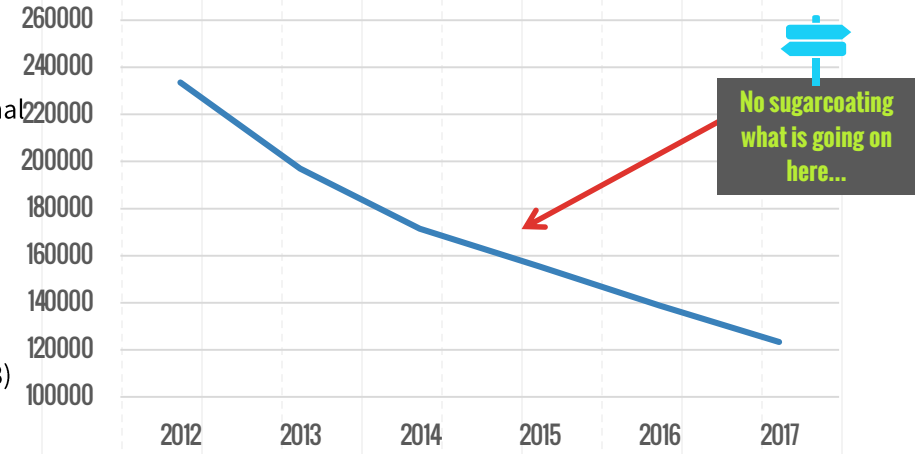
 # @ TCL: Five Programs (Paralegal; Interdisciplinary Studies, Other; Criminal Justice/Safety Studies; Radio Tech; Admin Assistant/Secretarial Science)

DEMAND: HIGH (82nd) → 59TH (Lower 25) – 82nd (Median) – 91st (Upper 25)

Y-t-Y GROWTH: A majority of programs only have one growth year; two to three is rare.

3-PERIOD TREND: No 3-year growth trends observed by 90% of programs.

TOP CIP FAMILIES: (1) Health Professions; (2) Visual and Performing Arts; (3) Engineering Technologies; (4) Homeland Security, Law Enforcement, etc.; (5a) CIS; (5b) Education



Example Programs:

- Web/Multimedia Management and Webmaster
- Criminal Justice/Safety Studies
- Nuclear Medical Technology/Technologist

BIO

One of two things is happening here. Either the program has completely fallen back to each, or the shifting of CIPs as a result of a demand adaptation or occupational change. An example here is the shift of Criminal Justice to a new CIP coding category. These are mostly high demand programs, or once were that have fallen on hard times. Another side is a set of key words in that of technologist or technician. There are also a number of degree programs that have fallen the way of informal web training being faster, more productive and cheaper than achieving a degree.

Programs Worth Watching

ON-THE-FENCE PROGRAM PERSONA #1

% Composition: 7% of all Programs

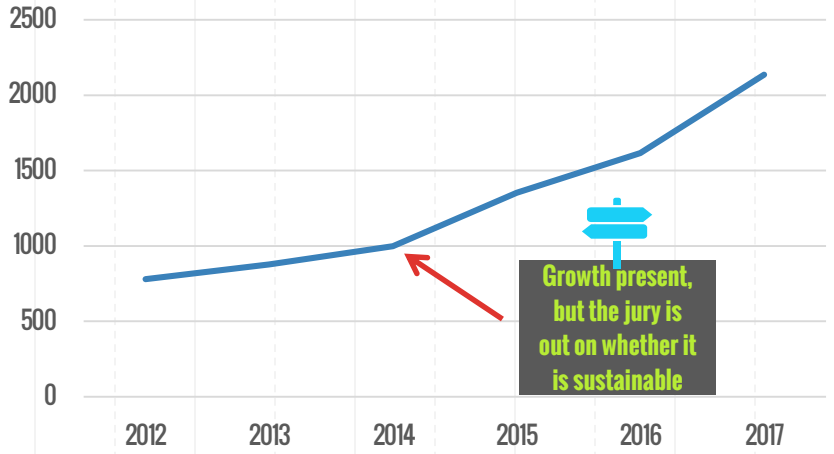
 # @ TCL: No programs

DEMAND: LOW TO MODERATE (42nd) → 37th (Lower 25) – 42nd (Median) – 48th (Upper 25)

Y-t-Y GROWTH: A majority of programs saw around two-thirds of year over year growth.

3-PERIOD TREND: Most programs had growth in two-thirds or more three-year periods.

TOP CIP FAMILIES: (1a) Business; (1b) Transportation and Materials Moving; (1c) Health Professions



Example Programs:

- Project Management
- Modeling, Virtual Environments and Simulation
- Adult and Continuing Education and Teaching

BIO

The newer wave of business and health that could be programs that take off or fall flat. They look great on paper and with what the market says across the board, but the demand for a bachelor's degree in the field may prove impactful. Nonetheless, these are programs we have seen in many other studies of this type and just keep showing up regardless of our efforts.

Out of Left Field

ON-THE-FENCE PROGRAM PERSONA #2

% Composition: 2% of all Programs

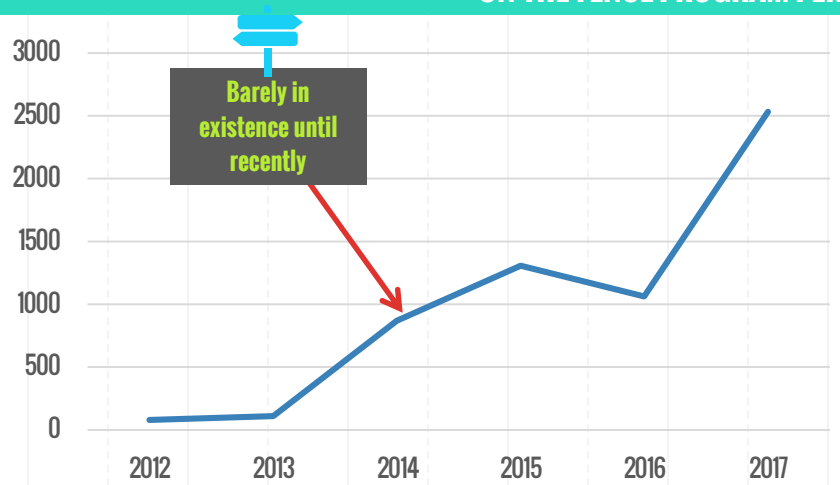
 # @ TCL: No programs

DEMAND: MODERATE (60TH) → 37TH (Lower 25) – 60th (Median) – 79th (Upper 25)

Y-t-Y GROWTH: Either no observable growth due to new entry or 100% year over year growth.

3-PERIOD TREND: Either no observable growth due to new entry or 100% year over year growth.

TOP CIP FAMILIES: (1) Health Professions; (2) Interdisciplinary Studies



Example Programs:

- Electromechanical Engineering
- Jewish/Judaic Studies
- Applied Behavior Analysis
- Security and Loss Prevention Services

BIO

Admittedly the programs that didn't exist and we had to look up some of (like Talmudic Studies). The jury is out on whether or not they stick, but the demand caught up in a hurry.

“Meh”

% Composition: 8% of all Programs

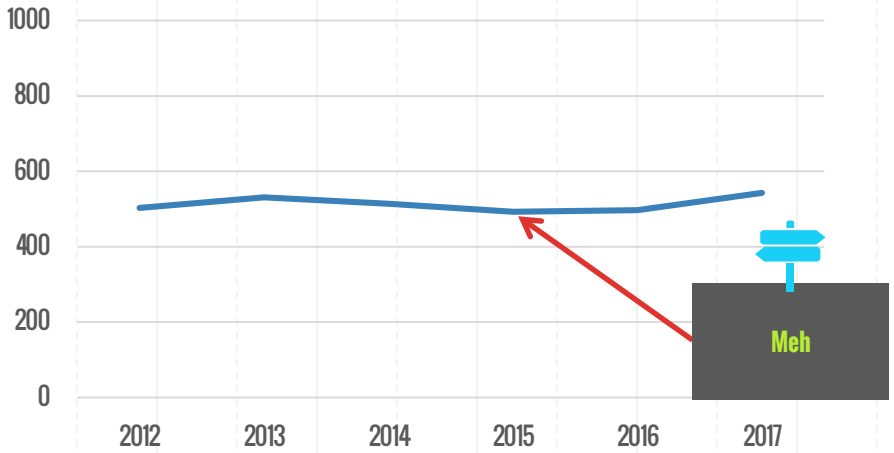
 # @ TCL: No programs

DEMAND: LOW (25TH) → 20TH (Lower 25) – 25th (Median) – 30th (Upper 25)

Y-t-Y GROWTH: About half or less year over year growth for a majority of programs, albeit small scale growth.

3-PERIOD TREND: Variable three-period trends, all of which are small growth with small bases.

TOP CIP FAMILIES: (1) Health Professions; (2) Visual and Performing Arts; (3) Business



Example Programs:

- Wine Steward/Sommelier
- Bioinformatics
- Stringed Instruments
- Health Unit Manager/Ward Supervisor

BIO

Niche or on the verge of non-existant or replaceable, these programs are nothing much to be excited about. Virtually no spread in demand, thus are there, but could go any way. Few were once prominent, so another “it is what it is,” but with minimal or spotty demand.

Extinct

% Composition: 22% of all CIP codes

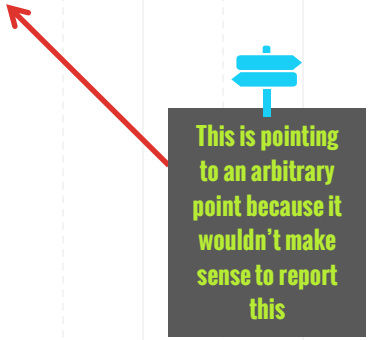
 # @ TCL: No Programs

DEMAND: NONE (8^{TH}) → 0 (Lower 25) – 8^{th} (Median) – 15^{th} (Upper 25)

Y-t-Y GROWTH: No to limited trends (one-hit wonders that didn't survive)

3-PERIOD TREND: No to limited trends (one-hit wonders that didn't survive)

TOP CIP FAMILIES: (1) Health Professions; (2) Education; (3) Engineering; (4) Business; (5) Biological and Biomedical Sciences



Example Programs:

- Word Processing
- Lactation Consultant
- Knowledge Management
- Marketing Research
- Fashion Modeling

BIO

One of four things here. They pivoted to another CIP. Two, the key word: "Other", thus relevant at one point or attempting to be, but not anymore. Three, they sounded like a winner given the market or mirroring four-year but just hasn't taken off. Or just plain extinct because of markets and for some reason still exist. The long and short of it is, *they gone.*

SC Technical College Program Counts

	TCL	Aiken Tech	Central Carolina Tech	Denmark Tech	FDTC	Greenville Tech	HGTC	Midlands Tech	Northeastern Tech	Orangeburg Tech	Piedmont Tech	Spartanburg CC	Tri County Tech	Trident Tech	Williamsburg Tech	York Tech
PROGRAM COUNT	**13**	**20**	**15**	**9**	**27**	**37**	**29**	**31**	**9**	**18**	**27**	**24**	**19**	**35**	**5**	**21**
Everything 100	2	3	2	2	6	8	3	5	2	3	4	5	4	6	1	4
Solid Growth	2		1	1			1		2	2	3	1	1	1	1	1
Probably SS					1		2	1			2	2	1	1		1
Steady and Consistent		1	1		3	3	4	3			3	1	3	2		2
Watch						1										
U-shaped		1				2					1	1		1		
Wildly Erratic	1	3	1	1	1	2	1	2	1	1	3	2	2	3		1
Inverted U		1	1	1	1	2	1	2			1			1		
Decline, Probably SS	1				2	4	2	4	1	1		3	1	5		2
Slow Fall	2	3	3	1	3	4	3	4	1	3	3	3	3	4	1	3
Fall Hard	5	8	6	3	10	11	11	10	2	8	7	6	4	11	2	7

Growing or sustaining

Erratic or Declining

SC Technical College Percent Distribution

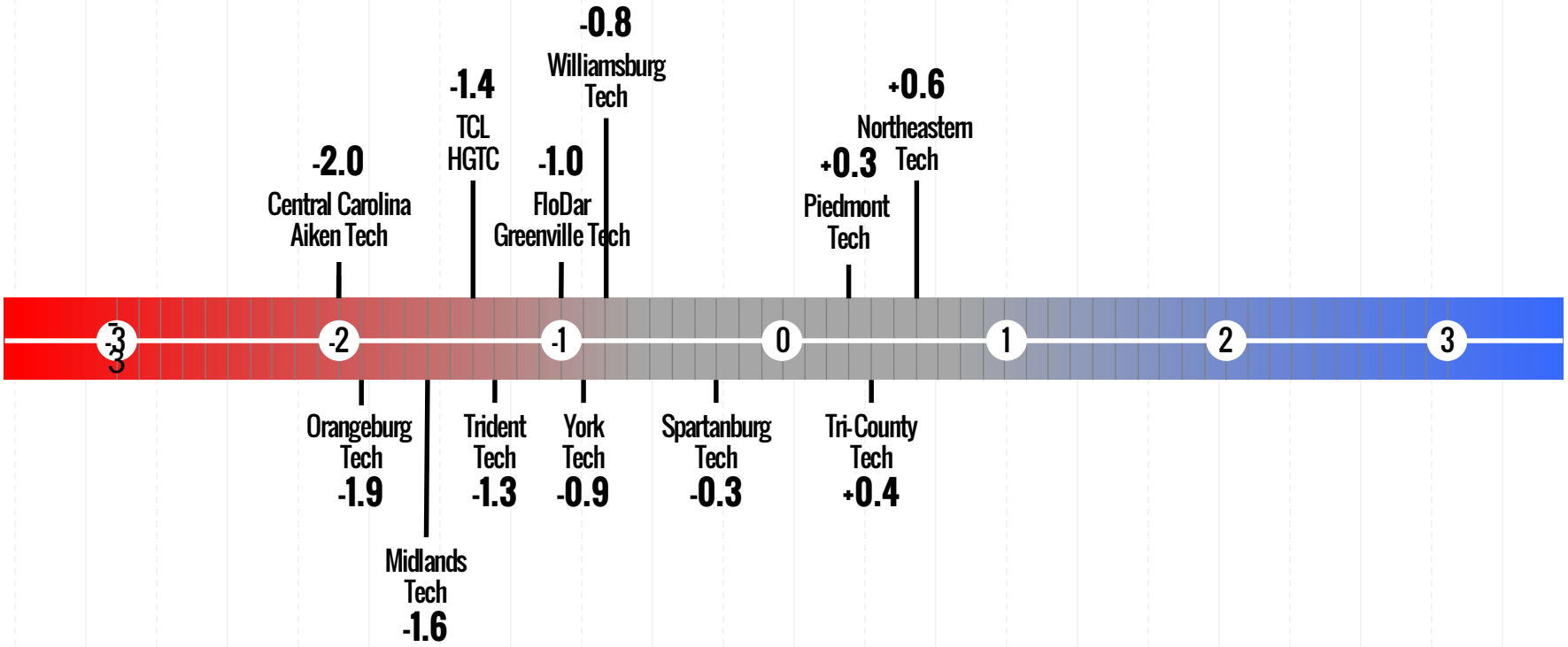
	TCL	Aiken Tech	Central Carolina Tech	Denmark Tech	FDTC	Greenville Tech	HGTC	Midlands Tech	Northeastern Tech	Orangeburg Tech	Piedmont Tech	Spartanburg CC	Tri County Tech	Trident Tech	Williamsburg Tech	York Tech
Everything 100	15%	15%	13%	22%	22%	22%	10%	16%	22%	17%	15%	21%	21%	17%	20%	19%
Solid Growth	15%	0%	7%	11%	0%	0%	3%	0%	22%	11%	11%	4%	5%	3%	20%	5%
Probably SS	0%	0%	0%	0%	4%	0%	7%	3%	0%	0%	7%	8%	5%	3%	0%	5%
Steady and Consistent	0%	5%	7%	0%	11%	8%	14%	10%	0%	0%	11%	4%	16%	6%	0%	10%
Watch	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
U-shaped	0%	5%	0%	0%	0%	5%	0%	0%	0%	0%	4%	4%	0%	3%	0%	0%
Wildly Erratic	8%	15%	7%	11%	4%	5%	3%	6%	11%	6%	11%	8%	11%	9%	0%	5%
Inverted U	0%	5%	7%	11%	4%	5%	3%	6%	0%	0%	4%	0%	0%	3%	0%	0%
Decline, Probably SS	8%	0%	0%	0%	7%	11%	7%	13%	11%	6%	0%	13%	5%	14%	0%	10%
Slow Fall	15%	15%	20%	11%	11%	11%	10%	13%	11%	17%	11%	13%	16%	11%	20%	14%
Fall Hard	38%	40%	40%	33%	37%	30%	38%	32%	22%	44%	26%	25%	21%	31%	40%	33%

Growing or sustaining

Erratic or Declining

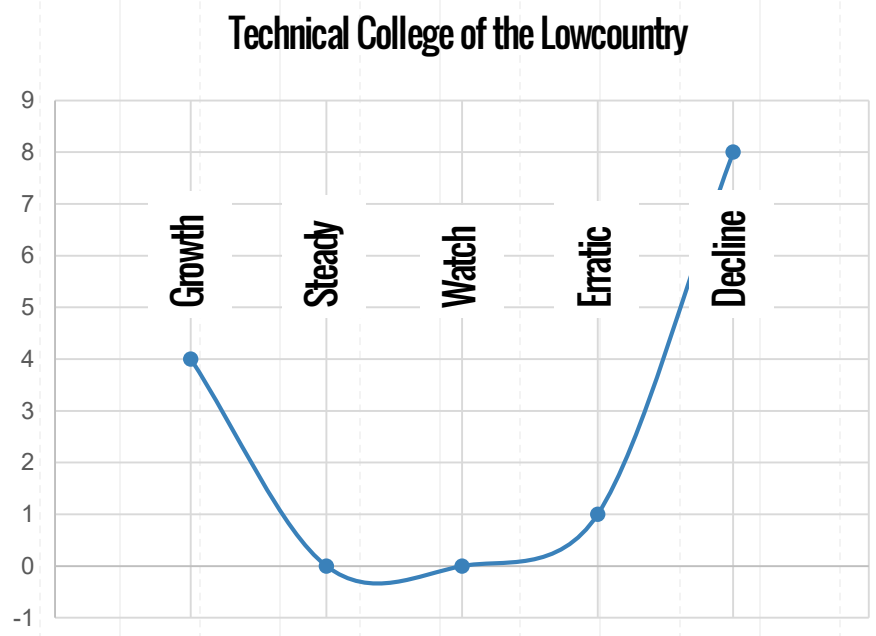
Program Performance Continuum

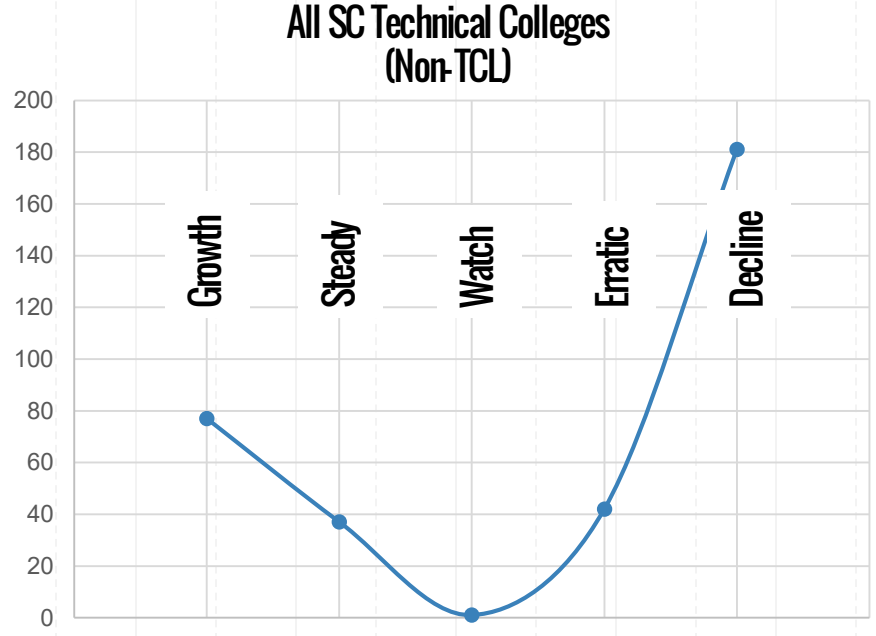
Note that no institution is really blowing it out of the water with their program portfolio.



Trends in Program Personas

Peer institutions have a markedly lower percentage of programs with hard fall.

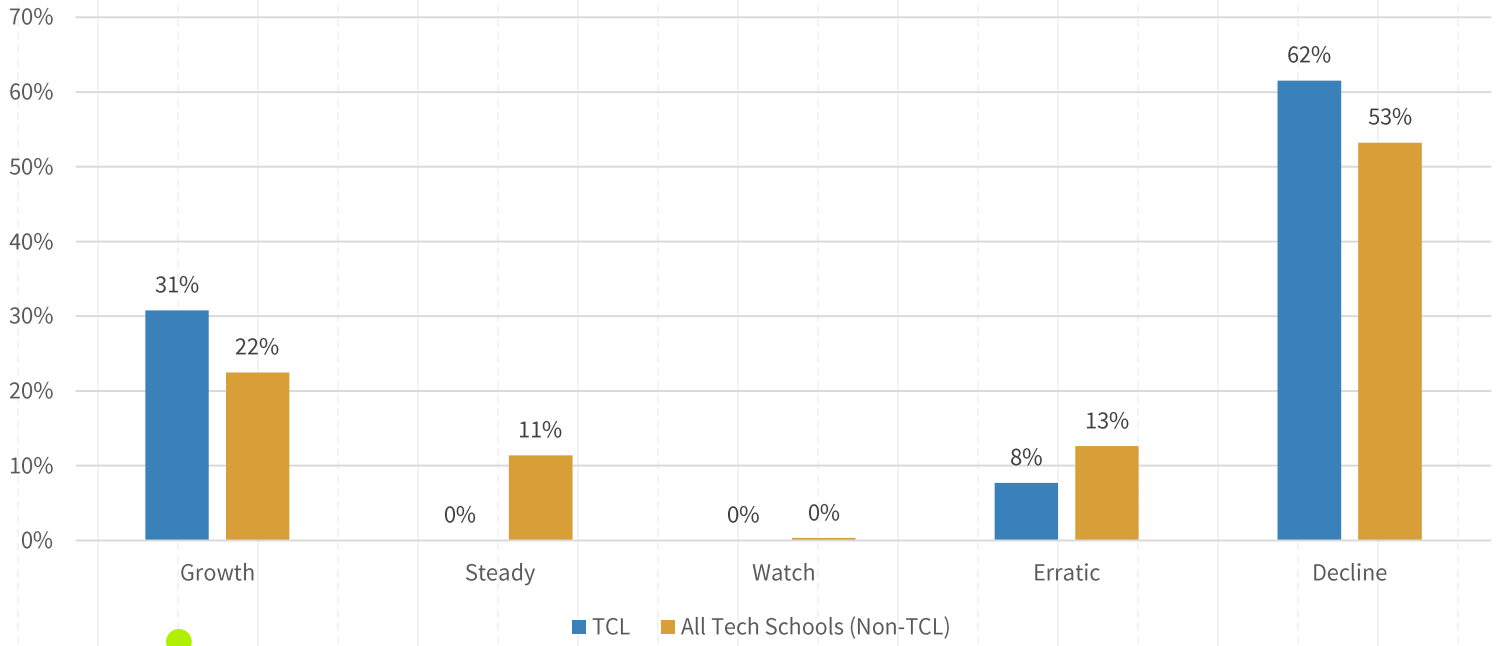




- Note the U-shaped curve from growth to decline, favoring the decline.

Trends in Program Personas

Peer institutions have a markedly lower percentage of programs with hard fall.



- Note the U-shaped curve from growth to decline, favoring the decline.

Where SC Schools should Sustain

Winning programs are diversified, while several are common among most schools

	TCL	Aiken Tech	Central Carolina Tech	Denmark Tech	Flo-Dar	Greenville Tech	HGTC	Midlands Tech	Northeastern Tech	Orangeburg Tech	Piedmont Tech	Spartan CC	Tri County Tech	Trident Tech	Williamsburg Tech	York Tech
Electromechanical Technology/Electromechanical Engineering Technology				1												
Manufacturing Engineering Technology/Technician												14				
Mechanical Engineering/Mechanical Technology/Technician					10	14		10			7	0		2		5
Liberal Arts and Sciences/Liberal Studies	64	56	71	25	68	312	533	354	41	15	94	126	258	565	30	137
Industrial Mechanics and Maintenance Technology		15			3	12										25
Machine Tool Technology/Machinist					11	19		4	15	10	10	21	7			
Computer Numerically Controlled (CNC													3			
Occupational Therapist Assistant						22								20		
Physical Therapy Technician/Assistant	11					31	25	18		12				14		
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician						7										
Business Administration and Management, General		10	23		35	47		49				37	54	76		38
Agricultural Production Operations, General											11					
Industrial Electronics Technology/Technician	7								7	3	25	7	75			
Business/Commerce, General	22			9			40		10	7	74			55	5	7

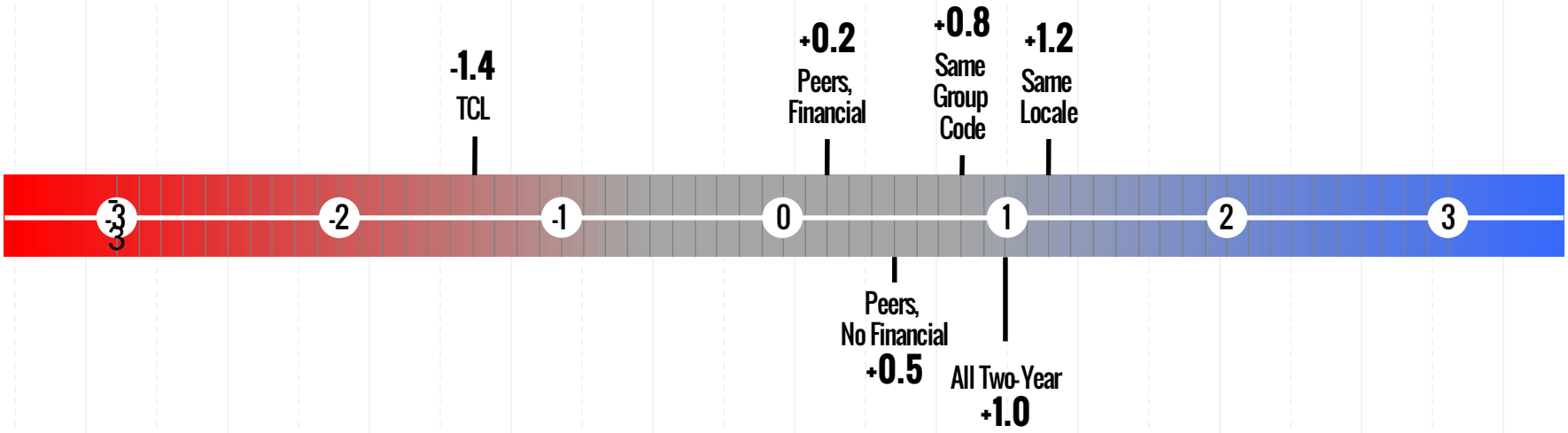
Where SC Schools are at Risk

	TCL	Aiken Tech	Central Carolina Tech	Denmark Tech	Flo-Dar	Greenville Tech	HGTC	Midlands Tech	Northeastern Tech	Orangeburg Tech	Piedmont Tech	Spartan CC	Tri County Tech	Trident Tech	Williamsburg Tech	York Tech
Computer and Information Sciences and Support Services, Other					14			18						45		
Culinary Arts/Chef Training						34	2							83		
Electrical, Electronic and Communications Engineering Technology/Technician		4			18	15	12	5		2	16	15		5		11
Environmental Control Technologies/Technicians, Other			12													
Computer Engineering Technology/Technician																11
Legal Assistant/Paralegal	8		12		11	3	13	24		5				38		
Multi-/Interdisciplinary Studies, Other	15	25	3	9	8	39	55	55	16	2	21	16	112	111	7	41
Criminal Justice/Safety Studies	6	15	15	14	24	48	36	6		17	32		48	68		25
Autobody/Collision and Repair Technology/Technician																
Design and Visual Communications, General							27									
Health Information/Medical Records Technology/Technician					9	26		11								
Pharmacy Technician/Assistant																
Cardiovascular Technology/Technologist											11					
Medical Radiologic Technology/Science - Radiation Therapist	1	13			17	3	15	1		8	16	15		22		14
Respiratory Care Therapy/Therapist					9	12		12		13	9	12		13		
Accounting		1	12		3	46	18	25		6		24	25	33		33
Accounting Technology/Technician and Bookkeeping																
Administrative Assistant and Secretarial Science, General	14		8	7	9	31	22	13	7	4	68	32	39	26	3	38

What about peer institutions?

Program Performance - Peer Comparison

Subtle differences in declining programs relative to steady programs makes a difference.



Program Performance Distribution

Peer institutions have a markedly lower percentage of programs with hard fall.

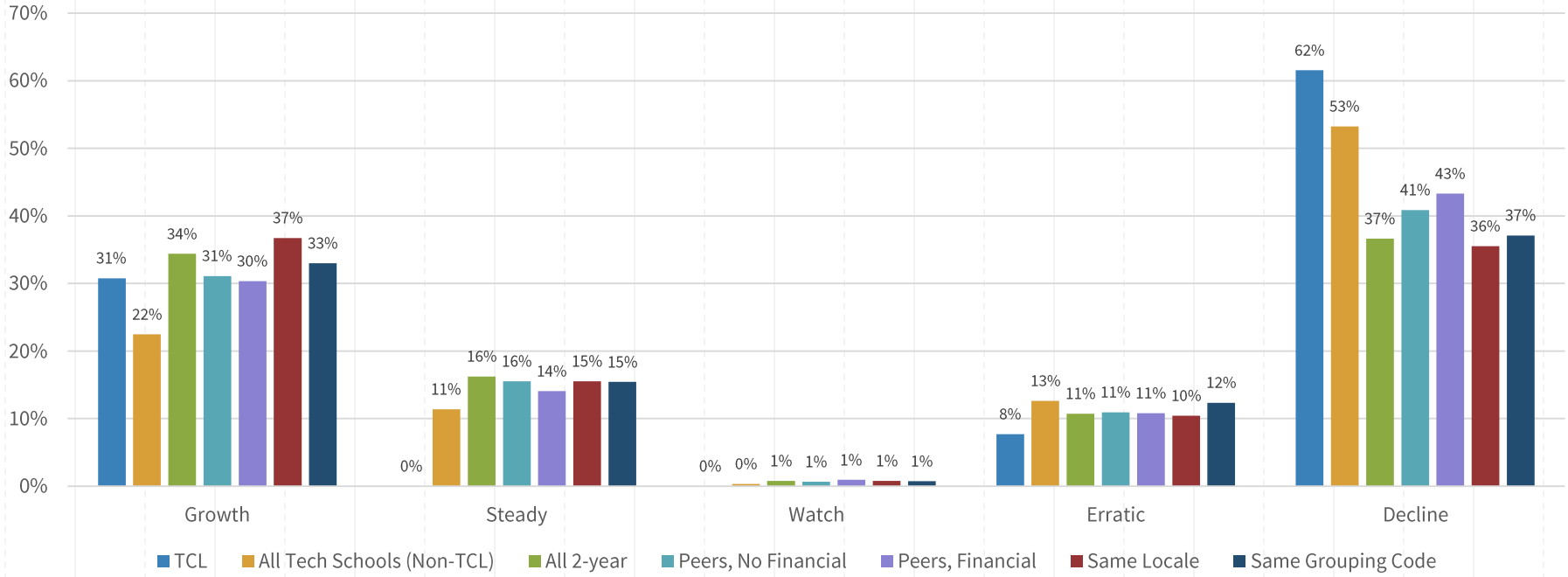
	Total All 2-year	Peers, No Financial	Peers, Financial	Same Locale	Same Grouping Code
Everything 100	28%	25%	24%	31%	28%
Solid Growth	6%	6%	6%	6%	5%
Probably SS	7%	5%	6%	6%	6%
Steady and Consistent	9%	10%	8%	9%	9%
Watch	1%	1%	1%	1%	1%
Out of Left Field	0%	0%	0%	0%	0%
U-shaped	1%	1%	2%	1%	1%
Wildly Erratic	6%	6%	6%	5%	6%
Non-Existant	1%	1%	1%	1%	1%
Inverted U	3%	3%	3%	3%	3%
Decline, Probably SS	7%	8%	6%	6%	6%
Slow Fall	8%	8%	10%	8%	9%
Fall Hard	22%	25%	27%	21%	22%

Growing or sustaining

Erratic or Declining

Trends in Program Personas

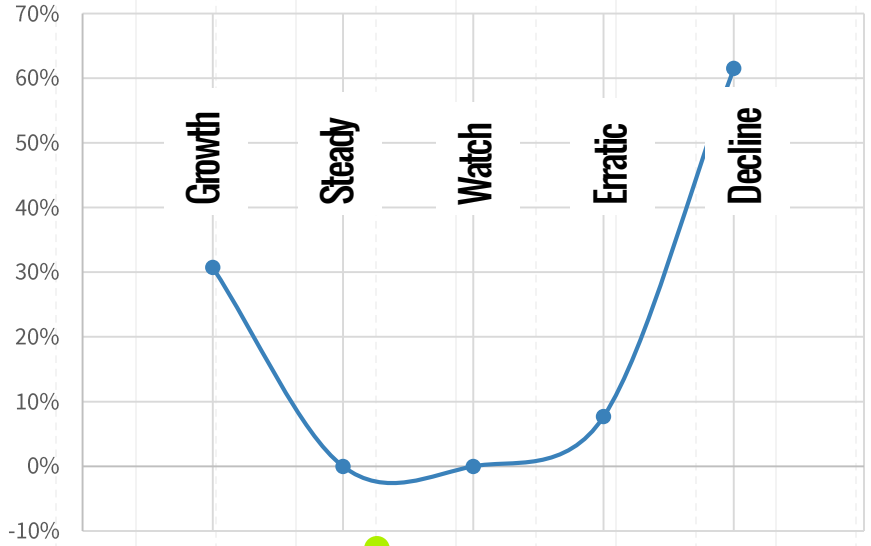
The key differentiator between TCL & those that look like TCL is the proportion of steady to decline. Growth is consistent, while the state lacks in growth relative.



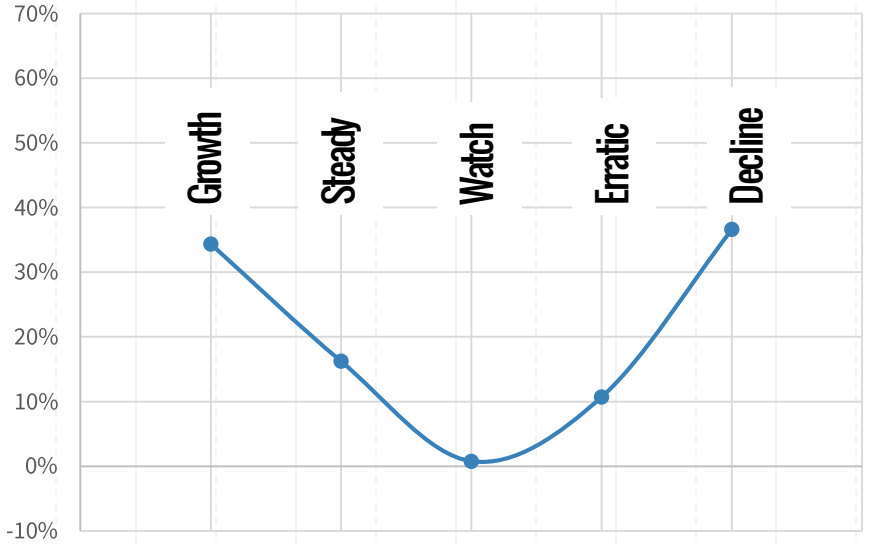
TCL vs. All Two-Year Schools

The u-shape is distinctly different for other institutions.

Technical College of the Lowcountry



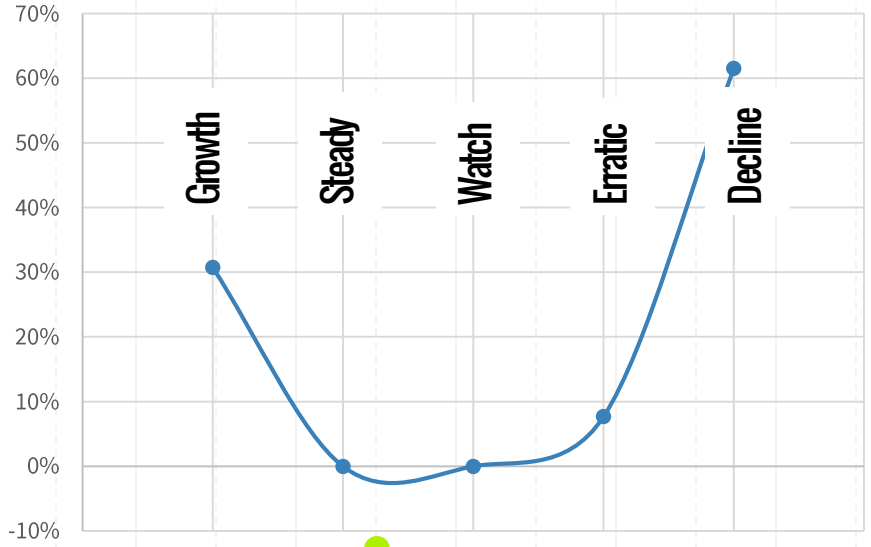
All Two-Year Schools



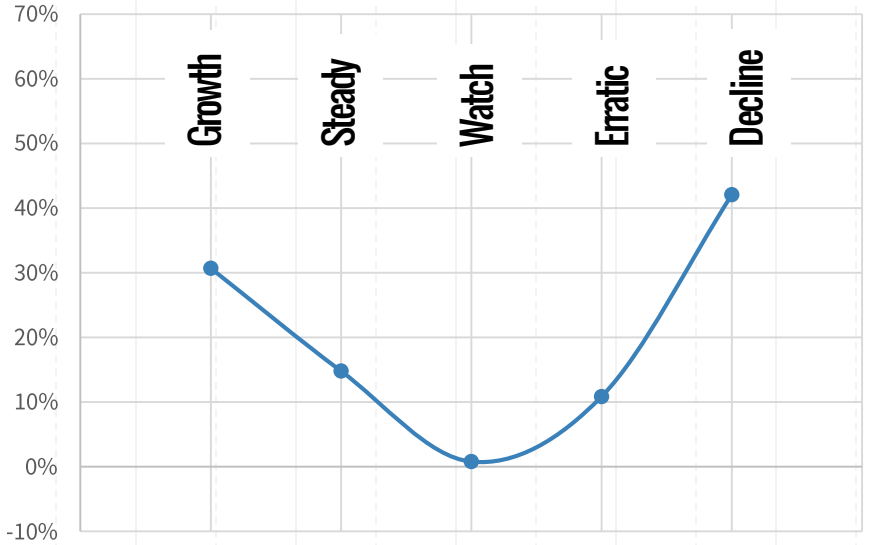
TCL vs. Best Match Peers

The u-shape is distinctly different for other institutions.

Technical College of the Lowcountry



All Two-Year Schools



What programs do peers have that are winning?

Winning Programs – Group 1

	CIP Code	Count of Peers	Peers, No Financial (n=50)	Peers, Financial (n=50)	Same Locale (n=469)	Same Grouping Code (n=34)	TCL Has
Agricultural Business and Management, General	1.0101	4	43	35	105	27	
Agribusiness/Agricultural Business Operations	1.0102	4	40	41	113	34	
Communication, General	9.01	4	21	25	96	24	
Speech Communication and Rhetoric	9.0101	4	17	12	49	10	
Computer and Information Sciences, General	11.0101	4	15	13	28	4	
Computer and Information Systems Security/Information Assurance	11.1003	4	13	15	35	13	
Junior High/Intermediate/Middle School Education and Teaching	13.1203	4	12	8	19	5	
Engineering, General	14.0101	4	12	6	31	3	
Pre-Engineering	14.0102	4	11	6	27	7	
Engineering Science	14.1301	4	11	5	17	5	
Electromechanical Technology/Electromechanical Engineering Technology	15.0403	4	8	11	15	4	
Manufacturing Engineering Technology/Technician	15.0613	4	8	7	11	3	
Occupational Safety and Health Technology/Technician	15.0701	4	7	14	35	10	
Mechanical Engineering/Mechanical Technology/Technician	15.0805	4	7	1	12	4	
Liberal Arts and Sciences/Liberal Studies	24.0101	4	6	3	21	7	X
General Studies	24.0102	4	6	2	18	6	
Liberal Arts and Sciences, General Studies and Humanities, Other	24.0199	4	6	1	5	1	
Biology/Biological Sciences, General	26.0101	4	5	2	22	9	
Mathematics, General	27.0101	4	4	9	9	3	
Biological and Physical Sciences	30.0101	4	4	6	24	9	

Winning Programs – Group 2

	CIP Code	Count of Peers	Peers, No Financial (n=50)	Peers, Financial (n=50)	Same Locale (n=469)	Same Grouping Code (n=34)	TCL Has
Kinesiology and Exercise Science	31.0505	4	4	6	18	1	
Physical Sciences	40.0101	4	4	2	14	5	
Chemistry, General	40.0501	4	4	2	10	2	
Psychology, General	42.0101	4	4	1	13	2	
Criminal Justice/Police Science	43.0107	4	3	5	10	2	
Political Science and Government, General	45.1001	4	3	3	8	2	
Sociology	45.1101	4	3	3	7	2	
Electrical and Power Transmission Installation/Installer, General	46.0301	4	3	3	5	6	
Industrial Mechanics and Maintenance Technology	47.0303	4	3	2	24	3	
Machine Tool Technology/Machinist	48.0501	4	3	1	17	2	
Welding Technology/Welder	48.0508	4	3	1	14	3	
Visual and Performing Arts, General	50.0101	4	3	1	13	4	
Game and Interactive Media Design	50.0411	4	3	1	7	4	
Art/Art Studies, General	50.0701	4	3	1	7	4	
Fine/Studio Arts, General	50.0702	4	3	1	6	5	
Music, General	50.0901	4	2	1	4	1	
Occupational Therapist Assistant	51.0803	4	2	1	2	2	
Physical Therapy Technician/Assistant	51.0806	4	1	1	10	1	X
Radiologic Technology/Science - Radiographer	51.0911	4	1	1	2	2	
Business Administration and Management, General	52.0201	4	1	1	2	1	

Winning Programs – Group 3

	CIP Code	Count of Peers	Peers, No Financial (n=50)	Peers, Financial (n=50)	Same Locale (n=469)	Same Grouping Code (n=34)	TCL Has
History, General	54.0101	4	1	1	2	1	
Computer Science	11.0701	3	6	5	10		
Mechanical Engineering	14.1901	3	6	4	11		
Spanish Language and Literature	16.0905	3	4	3	4		
English Language and Literature, General	23.0101	3	4		18	4	
Humanities/Humanistic Studies	24.0103	3	3		12	3	
Gerontology	30.1101	3	3		1	1	
Health and Physical Education/Fitness, General	31.0501	3	2		11	1	
Physics, General	40.0801	3	2		2	2	
Chemical Technology/Technician	41.0301	3	1	2	13		
Science Technologies/Technicians, Other	41.9999	3	1	1	4		
Anthropology	45.0201	3	1	1	2		
Economics, General	45.0601	3	1	1	1		
Drama and Dramatics/Theatre Arts, General	50.0501	3	1		5	1	
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	51.091	3	1		1	1	
Health/Medical Preparatory Programs, Other	51.1199	3		1	9	1	
Agricultural Mechanics and Equipment/Machine Technology	1.0205	2	2		5		
Crop Production	1.0304	2	1	1			
Equestrian/Equine Studies	1.0507	2	1		6		
Mass Communication/Media Studies	9.0102	2	1		6		

Winning Programs – Group 4

	CIP Code	Count of Peers	Peers, No Financial (n=50)	Peers, Financial (n=50)	Same Locale (n=469)	Same Grouping Code (n=34)	TCL Has
Journalism	9.0401	2	1		4		
Automation Engineer Technology/Technician	15.0406	2	1		3		
Petroleum Technology/Technician	15.0903	2	1			2	
Creative Writing	23.1302	2	1			1	
Multi-/Interdisciplinary Studies, General	30	2		1	4		
Philosophy	38.0101	2		1	1		
Geology/Earth Science, General	40.0601	2			9	3	
Geography	45.0701	2			3	2	
Heavy Equipment Maintenance Technology/Technician	47.0302	2			3	1	
Medium/Heavy Vehicle and Truck Technology/Technician	47.0613	2			3	1	
Music Technology	50.0913	2			2	1	
Mental Health Counseling/Counselor	51.1508	2			2	1	
Transportation/Mobility Management	52.0209	2			1	1	
Agroecology and Sustainable Agriculture	1.0308	1		4			
Agricultural Production Operations, Other	1.0399	1		1			
Agronomy and Crop Science	1.1102	1			4		
Engineering Physics/Applied Physics	14.1201	1			3		
Computer Numerically Controlled (CNC	48.051	1			2		
Metal Fabricator	48.0511	1			1		
Public Health, General	51.2201	1			1		
Dietetics/Dietitian	51.3101	1				1	

So we have seen trend. Let's add demand into the equation.

How are our programs sitting at the aggregate level? Are we in a prime position in terms of portfolio?

Aggregate Demand vs. Aggregate Program Growth Trends of TCL Programs

Aggregate (US) Trend

Aggregate (US) Demand

	Growth	Steady	Erratic	Decline
Pinnacle (90th to 100th percentile demand)	3 Programs			6 Programs
High (75th to 89th percentile demand)	1 Program		1 Program	2 Programs
Medium (50th to 74th percentile demand)				
Low (26th to 49th percentile demand)				
Scarce (0 to 25th percentile demand)				

Aggregate Demand vs. Aggregate Program Growth Trends of TCL Programs

Aggregate (US) Trend

Aggregate (US) Demand

	Growth	Steady	Erratic	Decline
Pinnacle (90th to 100th percentile demand)	• Liberal Arts and Sciences/Liberal Studies. • Physical Therapy Technician/Assistant. • Business/Commerce, General.			• Child Care and Support Services Management. • Legal Assistant/Paralegal. • Criminal Justice/Safety Studies. • Medical Radiologic Technology/Science - Radiation Therapist. • Registered Nursing/Registered Nurse. • Administrative Assistant and Secretarial Science, General.
High (75th to 89th percentile demand)	• Industrial Electronics Technology/Technician.		• Data Processing and Data Processing Technology/Technician.	• Civil Engineering Technology/Technician. • Construction Engineering Technology/Technician.
Medium (50th to 74th percentile demand)				
Low (26th to 49th percentile demand)				
Scarce (0 to 25th percentile demand)				

How does this matrix fare in South Carolina?

South Carolina Demand vs. South Carolina Program Growth Trends of TCL Programs

South Carolina Trend

South Carolina Demand

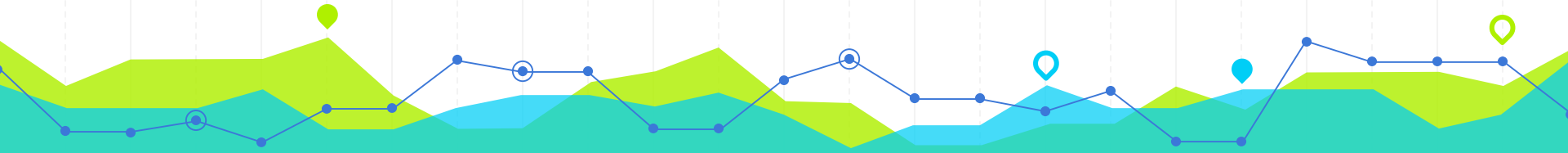
	Growth	Steady	Erratic	Decline
Pinnacle (90th to 100th percentile demand)	1 Program	5 Programs	2 Programs	
High (75th to 89th percentile demand)		1 Program	1 Program	1 Program
Medium (50th to 74th percentile demand)		1 Program		1 Program
Low (26th to 49th percentile demand)				
Scarce (0 to 25th percentile demand)				

South Carolina Demand vs. South Carolina Program Growth Trends of TCL Programs

South Carolina Trend

Aggregate Demand

	Growth	Steady	Erratic	Decline
Pinnacle (90th to 100th percentile demand)	• Liberal Arts and Sciences/Liberal Studies.	• Data Processing and Data Processing Technology/Technician. • Child Care and Support Services Management. • Medical Radiologic Technology/Science - Radiation Therapist. • Registered Nursing/Registered Nurse. • Business/Commerce, General.	• Criminal Justice/Safety Studies. • Administrative Assistant and Secretarial Science, General.	
High (75th to 89th percentile demand)		• Physical Therapy Technician/Assistant.	• Industrial Electronics Technology/Technician.	• Legal Assistant/Paralegal.
Medium (50th to 74th percentile demand)		• Construction Engineering Technology/Technician.		• Civil Engineering Technology/Technician.
Low (26th to 49th percentile demand)				
Scarce (0 to 25th percentile demand)				



Jobs

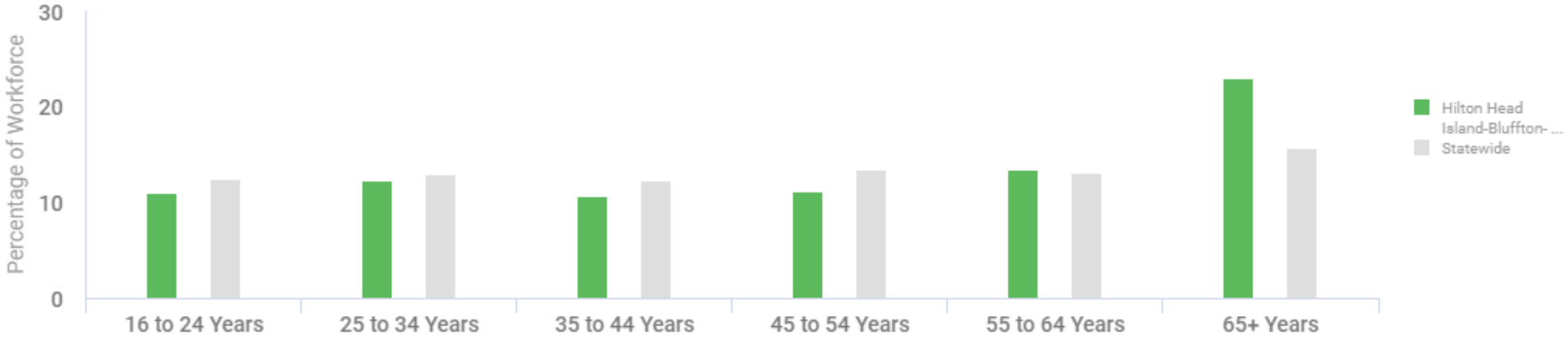
Facts, Trends, and Early Indicators

6

What we will explore

- What does the workforce look like?
- What are the job count trends year over year?
- Where are the jobs in the state?
- What does education and experience say about the chances of getting a job in the Beaufort-HHI MSA?
- What are the top skills in demand?
- What are the top industries employing? Top occupations? Top employers? And top locations?
- What about “Hard to Fill” jobs?
- **Then, finally, we will do a review of the occupational outlook for current programs…with some facts and early reveals first**

Beaufort HHI MSA - Workforce Demographics
MSA vs. South Carolina



215,302

Population Size

+1.8%

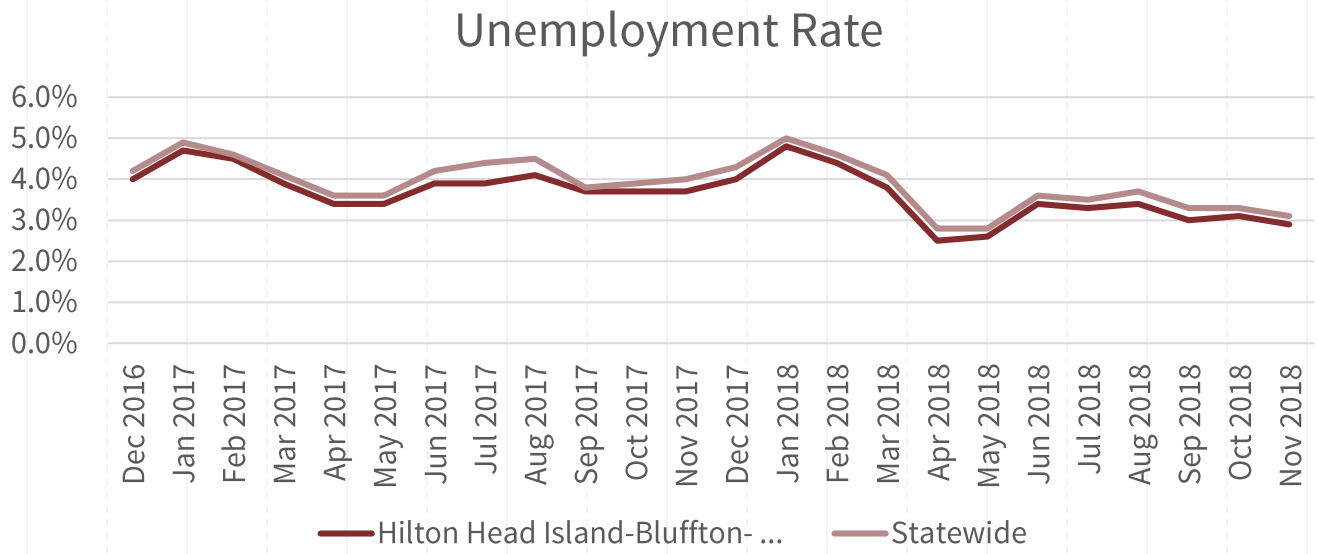
May 2016 - May 2017

Beaufort HHI MSA - Workforce Demographics
MSA vs. South Carolina

Unemployment

Beaufort/HHI MSA
2.9%

Statewide
3.1%



Aging Workers

Beaufort/HHI MSA	Statewide
23.7%	20.9%

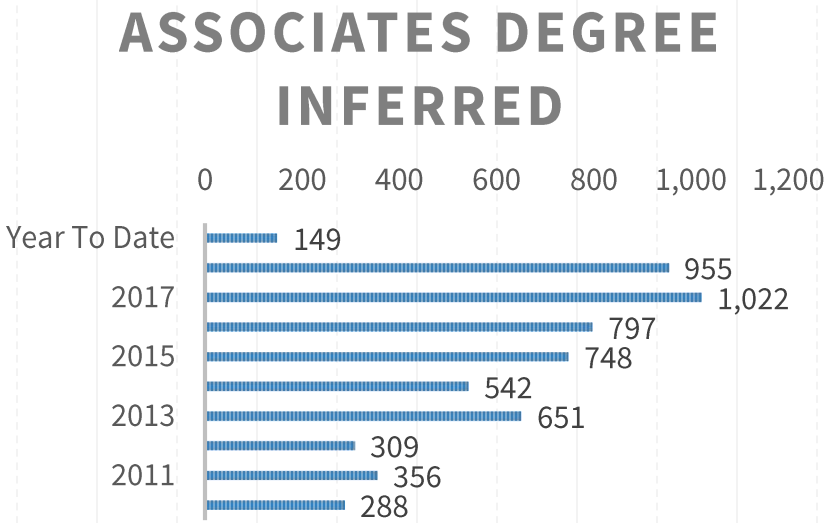
Working Age Population

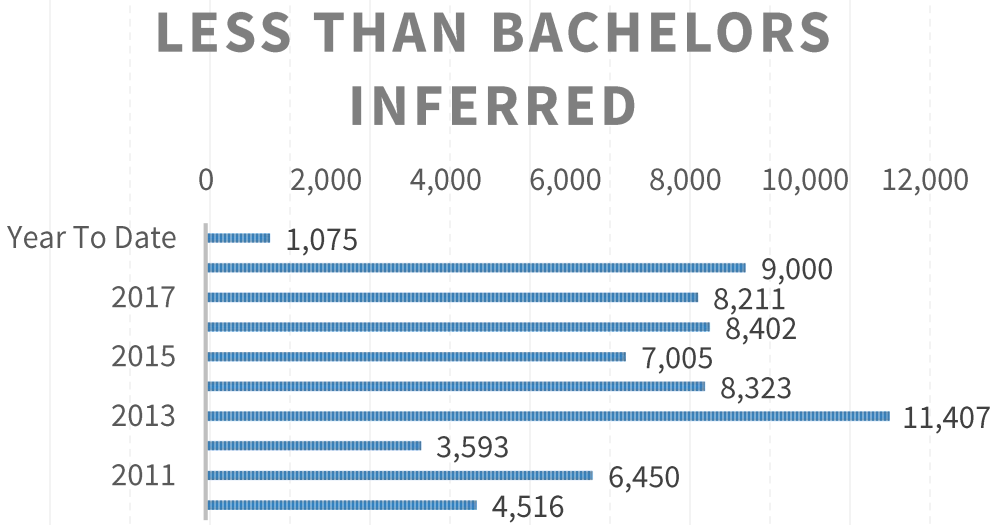
Beaufort/HHI MSA	Statewide
100%	84.3%

Automation Risk

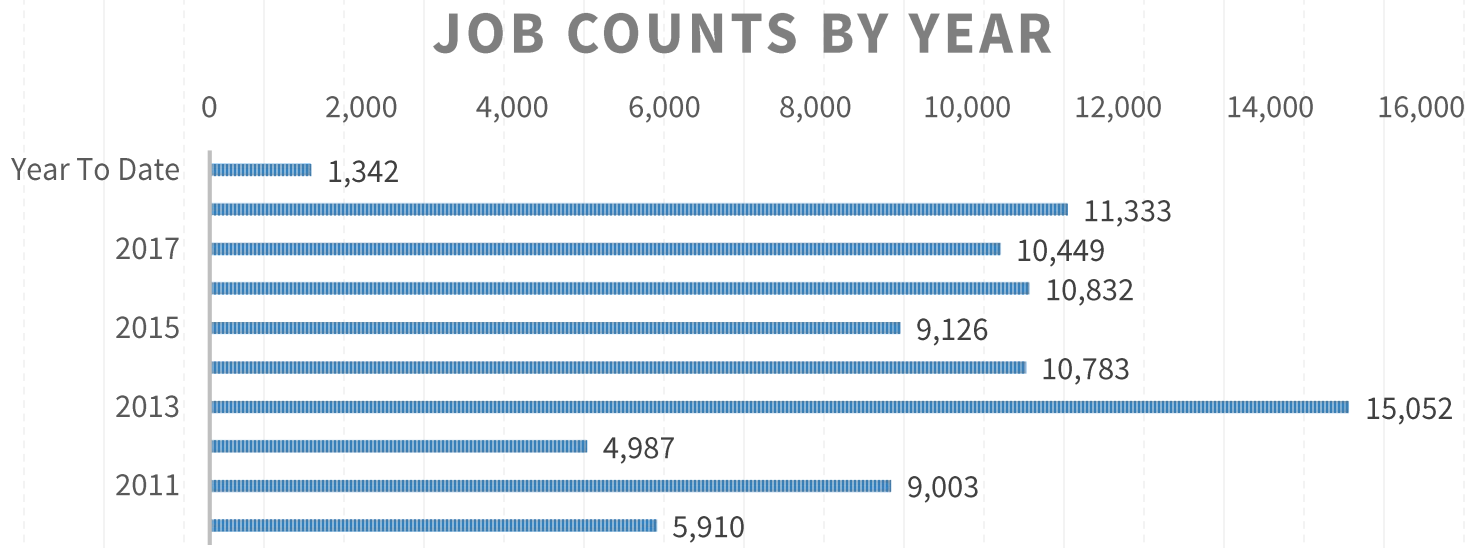
Beaufort/HHI MSA	Statewide
60.5%	57.9%

Beaufort HHI MSA - Job Counts by Year
Associates Degree/Less than Bachelors Inferred

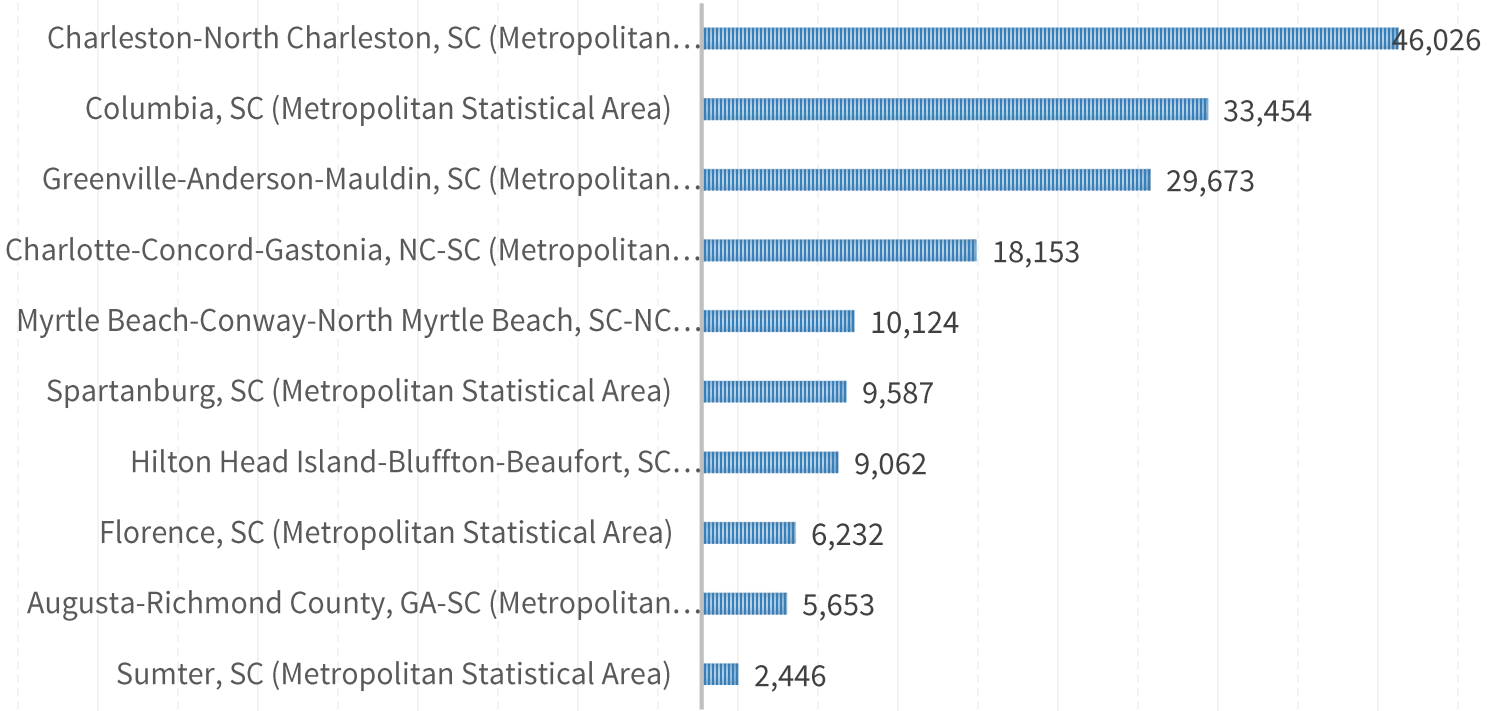




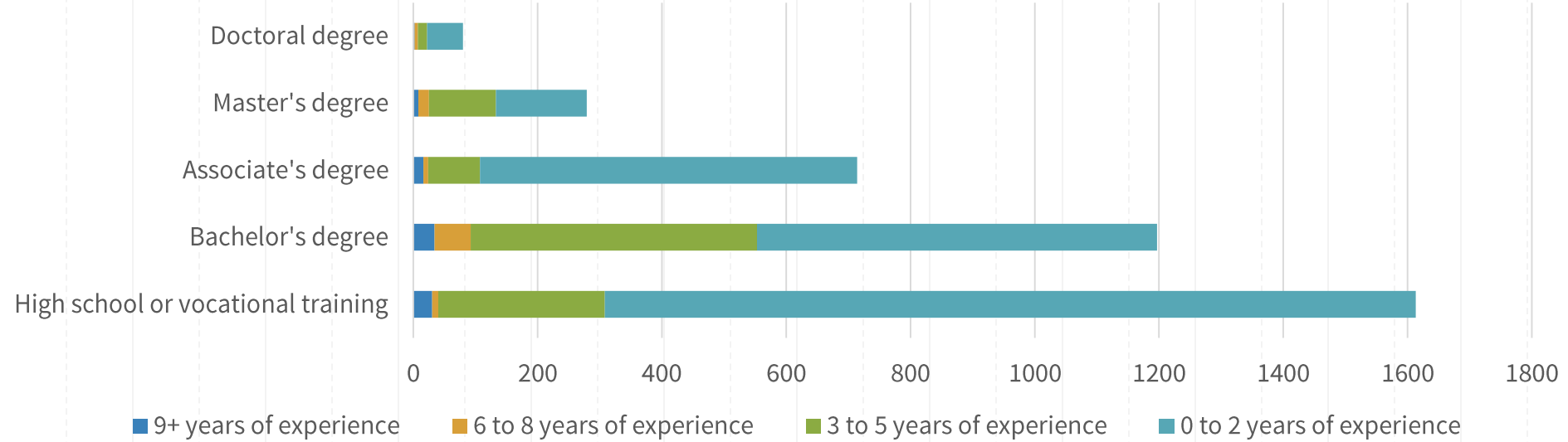
Beaufort HHI MSA - Job Counts by Year
All Degrees Open



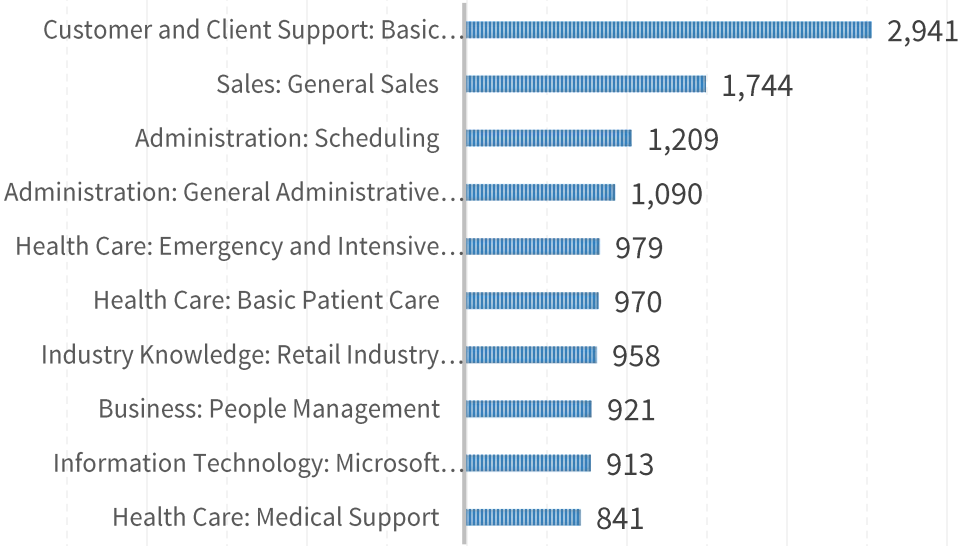
Where are the jobs in South Carolina?
Less than a Bachelor's Degree

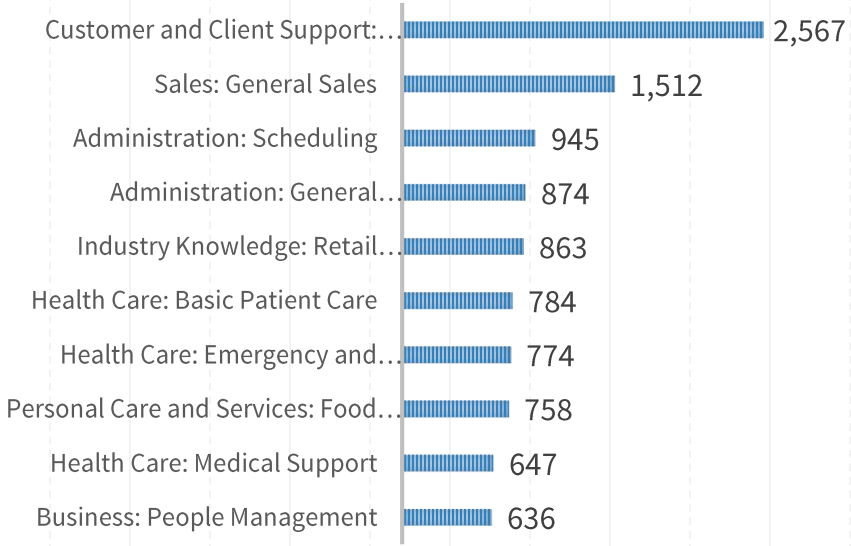


Beaufort HHI MSA - Education x Experience

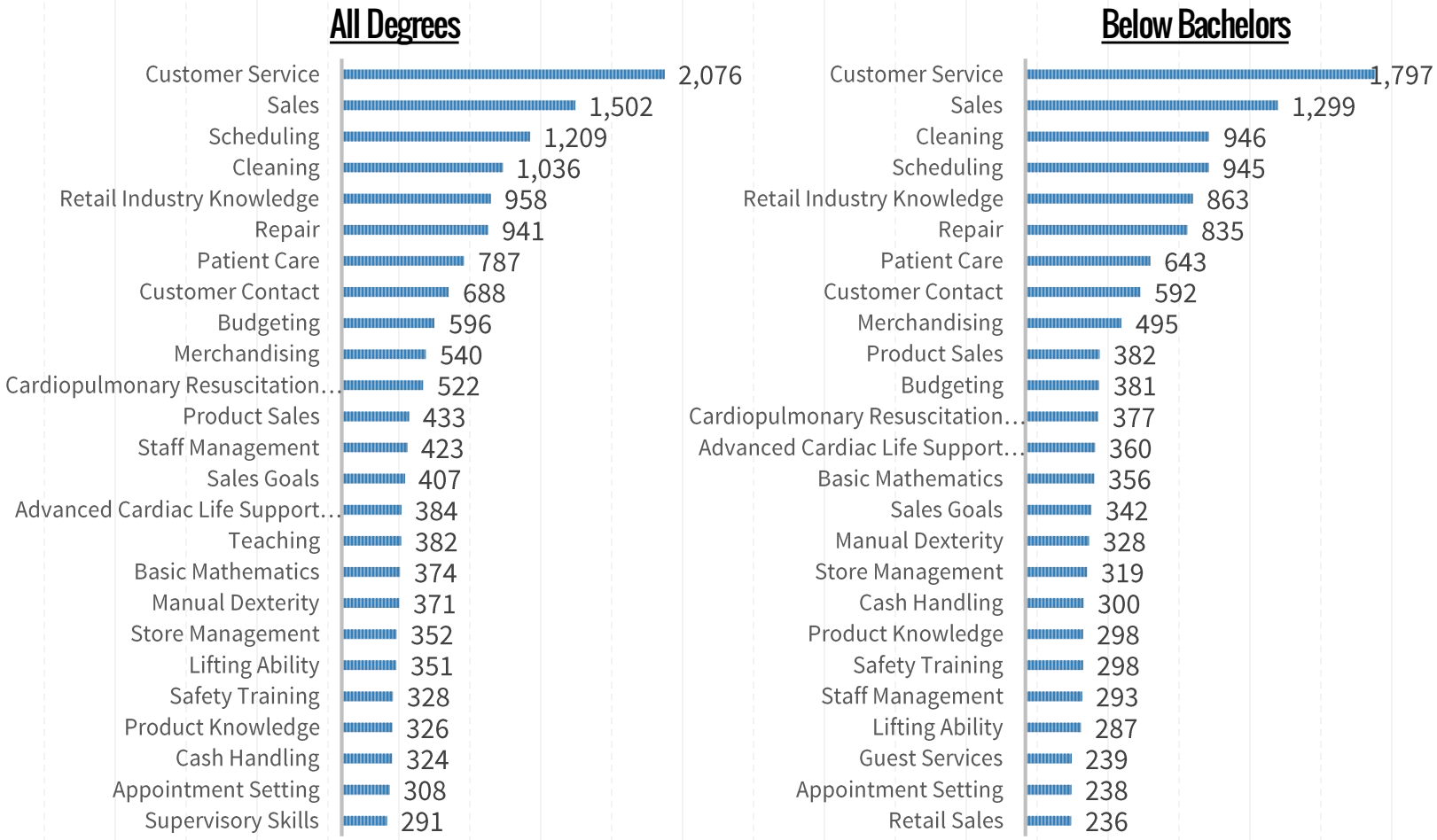


Beaufort HHI MSA - Skill Clusters in Demand

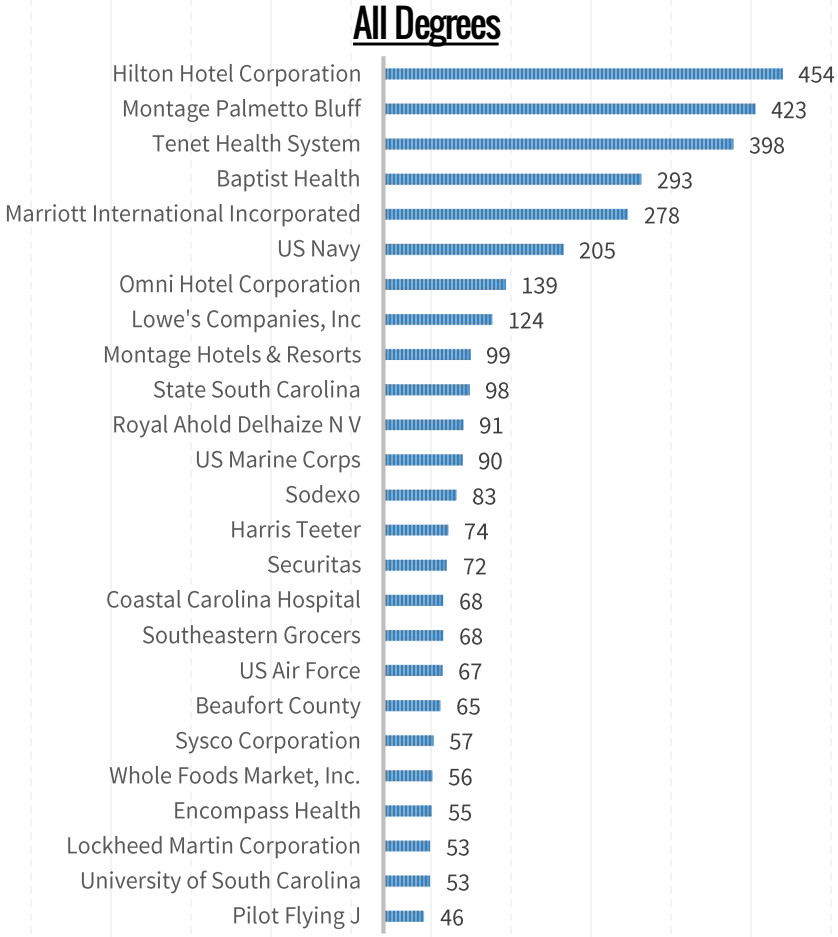


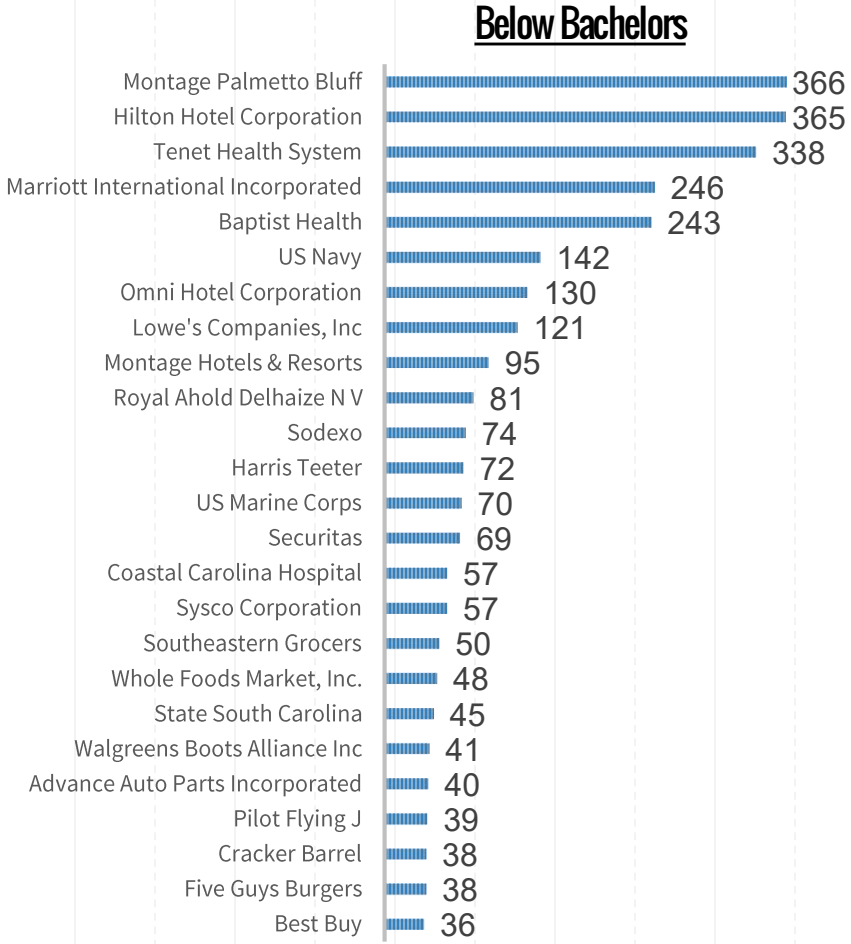


Beaufort HHI MSA - Top Job Skills in Demand



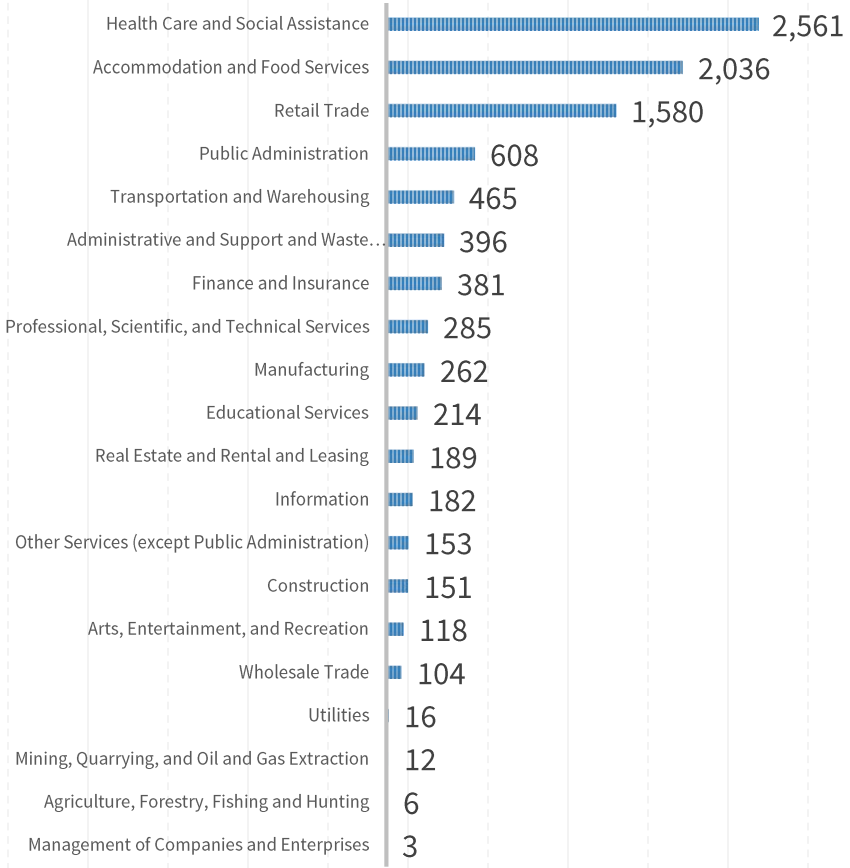
Beaufort HHI MSA - Top Employers



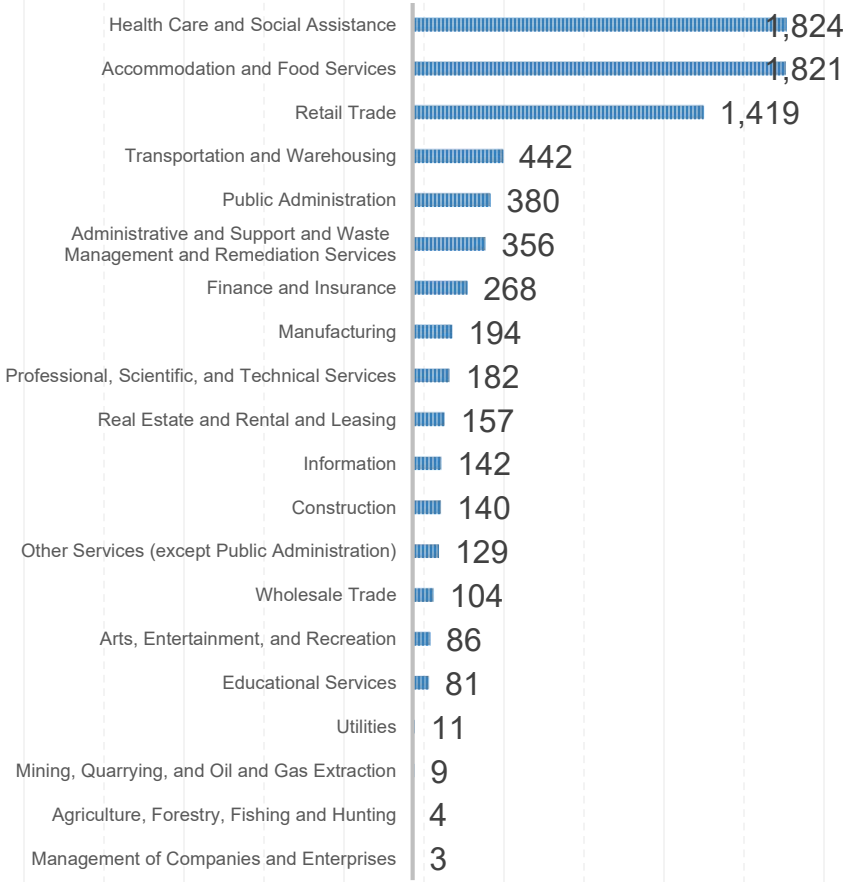


Beaufort HHI MSA - Top Industries

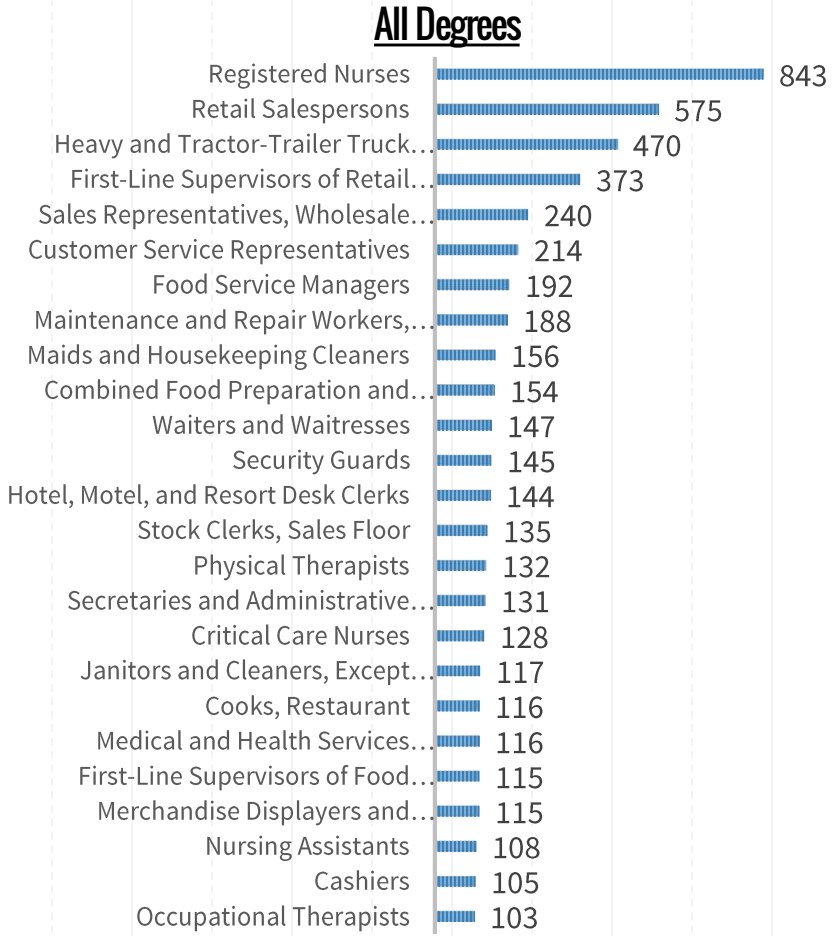
All Degrees

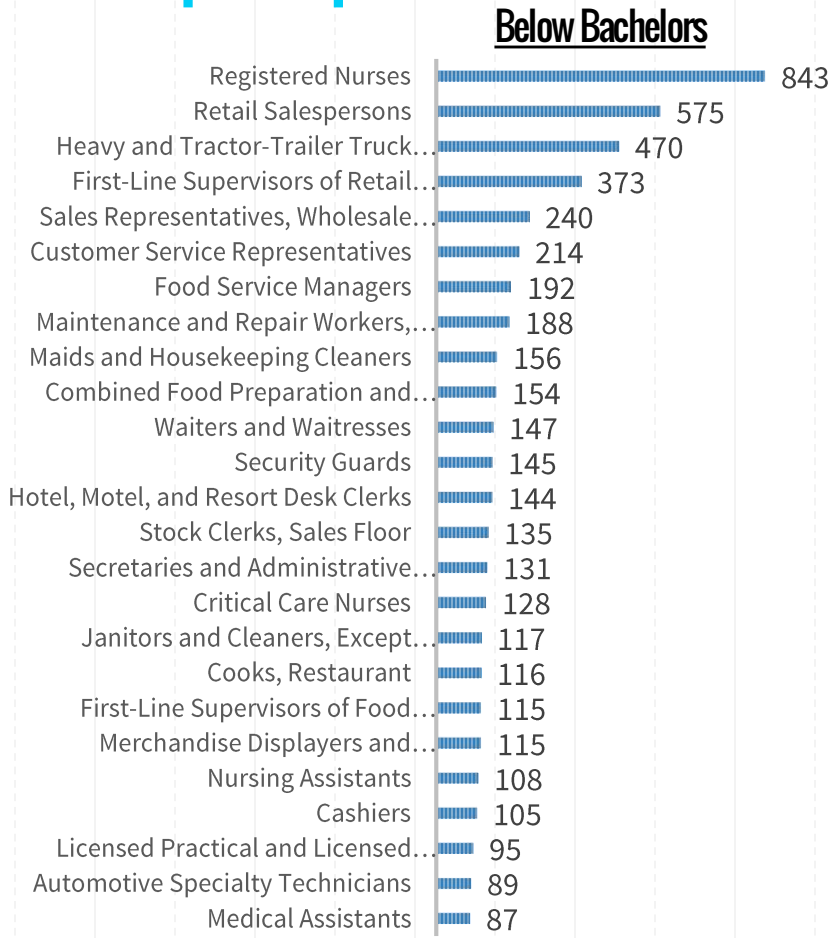


Below Bachelors

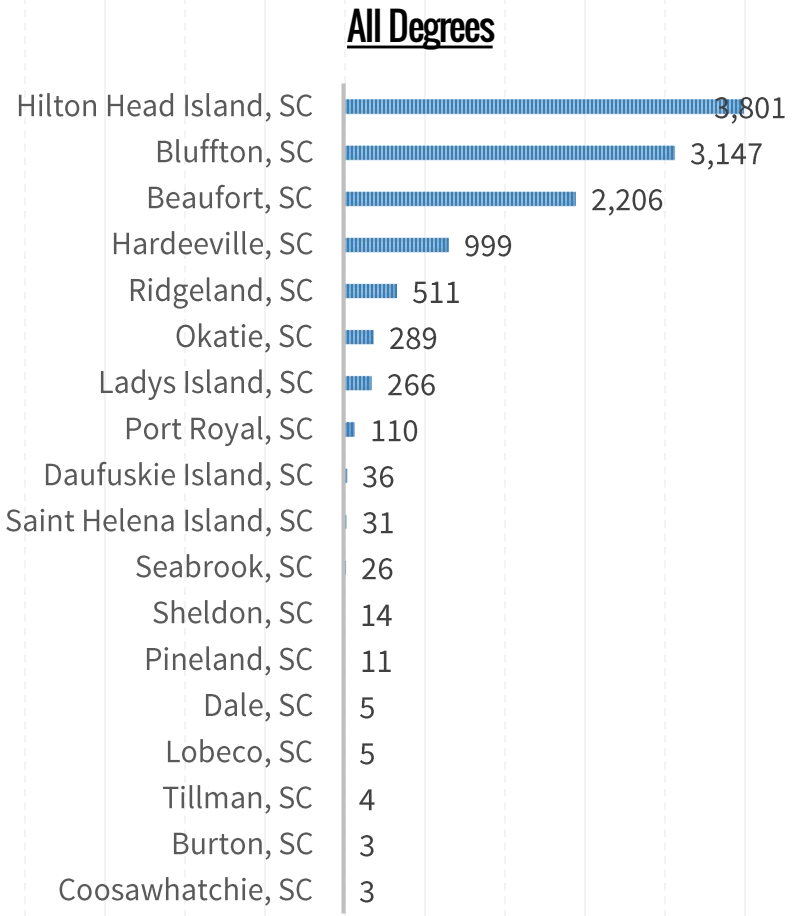


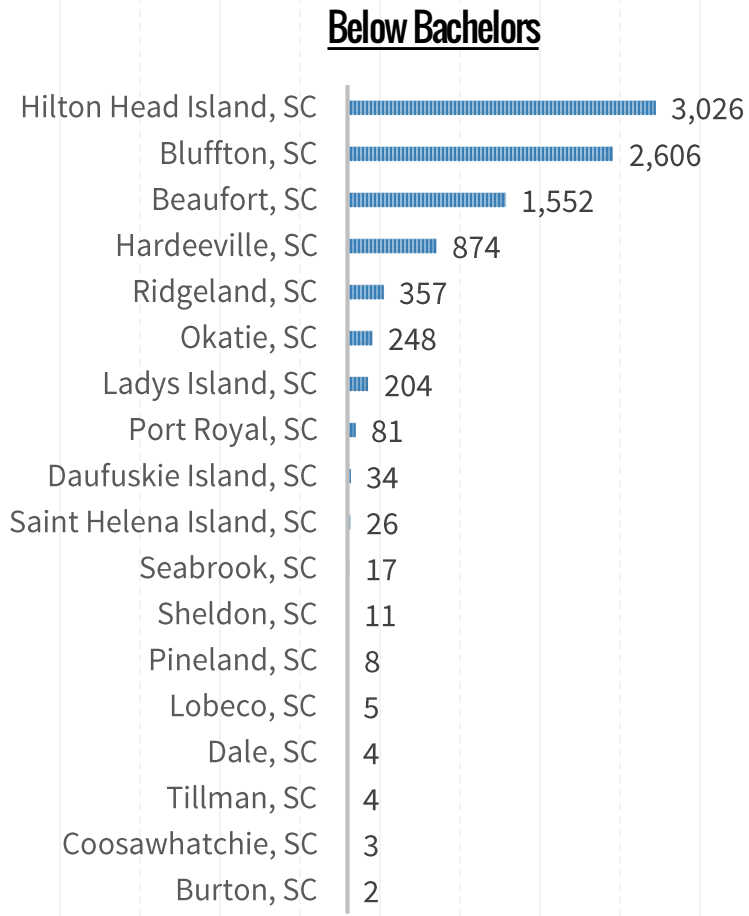
Beaufort HHI MSA - Top Occupations





Beaufort HHI MSA - Top Job Locations





Supply Demand Comparison - Beaufort/HHI MSA

	Number of starter jobs	Conferrals (2017)	Projected Change in Employment (2016 - 2026)	# of Hard to Fill Jobs
Health Care including Nursing	1,903	626	19%	48
Sales	1,749	1,045	10%	18
Hospitality, Food, and Tourism	1,693	335	17%	26
Transportation	689	0	13%	11
Maintenance, Repair, and Installation	434	0	12%	24
Customer and Client Support	415	77	9%	6
Finance	375	635	7%	17
Clerical and Administrative	339	312	3%	16
Education and Training	302	353	7%	14
Business Management and Operations	256	270	15%	19

What are the “Hard to Fill” jobs?

Hard to Fill Jobs - - Beaufort/HHI MSA

VERY HIGH DEMAND – Below Bachelors Degree

	Occ Family	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs io Family
Registered Nurse	Health Care including Nursing	787	Very High	48 days	Much Harder	$78,371	1.5	High	48
Retail Sales Associate	Sales	575	Very High	39 days	Similar	$32,173	1.4	High	18
Tractor-Trailer Truck Driver	Transportation	470	Very High	34 days	Similar	$71,775	1	Average	11
Retail Store Manager / Supervisor	Sales	371	Very High	46 days	Similar	$43,119	1.4	High	18
Customer Service Representative	Customer and Client Support	214	Very High	28 days	Similar	$27,941	0.7	Low	6
Sales Representative	Sales	201	Very High	45 days	Similar	$67,418	0.6	Very Low	18
Restaurant / Food Service Manager	Hospitality, Food, and Tourism	192	Very High	39 days	Similar	$43,391	1.5	High	26
Maid / Housekeeping Staff	Hospitality, Food, and Tourism	181	Very High	35 days	Similar	$23,175	1.8	Very High	26
Food Service Team Member	Hospitality, Food, and Tourism	161	Very High	36 days	Similar	$25,158	1	Average	26
Building and General Maintenance Technician	Maintenance, Repair, and Installation	157	Very High	44 days	Similar	$40,563	1.7	Very High	24
Office / Administrative Assistant	Clerical and Administrative	157	Very High	22 days	Similar	$29,829	0.6	Very Low	16
Waiter / Waitress	Hospitality, Food, and Tourism	155	Very High	38 days	Similar	N/A	1.6	Very High	26
Security Officer	Law, Compliance, and Public Safety	145	Very High	36 days	Similar	$28,805	1.5	High	10
Stocking Clerk / Sales Floor Support	Sales	135	Very High	44 days	Similar	N/A	1.9	Very High	18

Hard to Fill Jobs - - Beaufort/HHI MSA

HEALTH CARE – Below Bachelors Degree

	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Registered Nurse	787	Very High	48 days	Much Harder	$78,371	1.5	High	48
Intensive / Critical Care Nurse	127	High	51 days	Much Harder	N/A	1.4	High	48
Nursing Assistant	100	High	46 days	Much Harder	N/A	1.1	Average	48
Licensed Practical / Vocational Nurse	95	High	50 days	Much Harder	$40,845	1.1	Average	48
Medical Assistant	87	High	46 days	Much Harder	$37,380	1.4	High	48
Surgical Technician / Technologist	72	High	51 days	Much Harder	N/A	3.6	Very High	48
Registrar / Patient Service Representative	50	High	38 days	Harder	N/A	1.1	Average	48
Pharmacy Technician	49	High	47 days	Much Harder	N/A	1.1	Average	48
Physical Therapy Assistant	33	Medium	50 days	Much Harder	N/A	2.4	Very High	48
Clinical Case Manager	32	Medium	50 days	Much Harder	N/A	0.8	Low	48
MRI / CT Technician / Technologist	26	Medium	55 days	Much Harder	N/A	2.6	Very High	48
Home Health Aide	25	Medium	54 days	Much Harder	N/A	0.7	Low	48
Nursing Manager / Supervisor	25	Medium	52 days	Much Harder	N/A	0.7	Low	48
Massage Therapist	24	Medium	56 days	Much Harder	N/A	2.7	Very High	48
Radiologic Technician / Technologist	24	Medium	46 days	Much Harder	N/A	1.2	Average	48
Cardiovascular Technician / Technologist	23	Medium	52 days	Much Harder	N/A	1.6	Very High	48
Ultrasound Technologist / Sonographer	21	Medium	54 days	Much Harder	N/A	1.7	Very High	48
Health Technician / Technologist (Other)	20	Medium	47 days	Much Harder	N/A	0.5	Very Low	48
Sterile Processing Technician	19	Medium	45 days	Much Harder	N/A	1.9	Very High	48
Phlebotomist	17	Medium	41 days	Harder	N/A	1.2	Average	48
Biomedical Equipment Technician	14	Medium	50 days	Much Harder	N/A	2.2	Very High	48
Dental Assistant	14	Medium	46 days	Much Harder	N/A	0.9	Average	48
Respiratory Therapist	13	Medium	51 days	Much Harder	N/A	0.9	Average	48
Occupational Therapy Assistant	12	Medium	57 days	Much Harder	N/A	1.5	High	48
EMT / Paramedic	11	Medium	59 days	Much Harder	N/A	1	Average	48

Hard to Fill Jobs - - Beaufort/HHI MSA

HEALTH CARE – Below Bachelors Degree (continued)

	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Dental Hygienist	8	Medium	61 days	Much Harder	N/A	1.5	High	48
Medication Aide / Technician	8	Medium	52 days	Much Harder	N/A	2	Very High	48
Medical Records Clerk / Technician	7	Medium	33 days	Harder	N/A	0.8	Low	48
Veterinary Technician / Technologist	7	Medium	67 days	Much Harder	N/A	1.4	High	48
Mental Health / Psychiatric Technician	6	Low	46 days	Much Harder	N/A	1	Average	48
Occupational Therapy Aide	6	Low	36 days	Harder	N/A	1.5	High	48
Clinical Analyst / Clinical Documentation and Improvement Specialist	5	Low	48 days	Much Harder	N/A	0.6	Very Low	48
Dietary Aide	5	Medium	51 days	Much Harder	N/A	1.7	Very High	48
EKG Technician	5	Low	46 days	Much Harder	N/A	2.1	Very High	48
Laboratory Technician	5	Low	45 days	Much Harder	N/A	0.1	Very Low	48
Emergency Room / Department Technician	4	Low	38 days	Harder	N/A	1.2	Average	48
Medical Office / Practice Manager	3	Medium	50 days	Much Harder	N/A	1.1	Average	48
Patient Advocate / Navigator	3	Low	47 days	Much Harder	N/A	1.2	Average	48
Patient Transporter	3	Low	34 days	Harder	N/A	0.5	Very Low	48
Dental Laboratory Technician	2	Low	51 days	Much Harder	N/A	1.2	Average	48
Dialysis Technician	2	Low	43 days	Harder	N/A	0.8	Low	48
Health Information Technician / Cancer Registrar	2	Low	47 days	Much Harder	N/A	0.5	Very Low	48
Ophthalmic Technician	2	Low	47 days	Much Harder	N/A	0.7	Low	48
Physical Therapy Aide	2	Low	33 days	Harder	N/A	1	Average	48
Clinical Data Systems Specialist / Manager	1	Low	55 days	Much Harder	N/A	0.2	Very Low	48
Medical Records / Coding Supervisor	1	Low	51 days	Much Harder	N/A	2	Very High	48
Nutrition / Dietetic Technician	1	Low	41 days	Harder	N/A	0.4	Very Low	48
Radiation Therapist	1	Low	50 days	Much Harder	N/A	0.6	Very Low	48

Hard to Fill Jobs - - Beaufort/HHI MSA

ENGINEERING & IT – Below Bachelors Degree

	Occ Family	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Industrial / Mechanical Engineering Technician	Engineering	36	Medium	30 days	Easier	$30,528	0.8	Low	8
General Engineering Technician / Technologist	Engineering	21	Medium	28 days	Easier	N/A	1.1	Average	8
CAD Designer / Drafter	Engineering	9	Medium	31 days	Easier	N/A	0.7	Low	8
Electrical and Electronics Technician	Engineering	9	Medium	30 days	Easier	N/A	0.4	Very Low	8
Civil Engineering Technician	Engineering	6	Medium	28 days	Easier	N/A	1.2	Average	8
Manufacturing / Production Technician	Engineering	6	Low	28 days	Easier	N/A	0.4	Very Low	8
Surveyor	Engineering	3	Low	33 days	Much Easier	N/A	0.7	Low	8
Environmental Engineering Technician	Engineering	1	Low	33 days	Much Easier	N/A	5.5	Very High	8
Computer Support Specialist	Information Technology	61	High	38 days	Similar	N/A	0.6	Very Low	4
Network / Systems Administrator	Information Technology	23	Medium	39 days	Similar	N/A	0.4	Very Low	4
Computer Operator	Information Technology	3	Low	40 days	Similar	N/A	1.8	Very High	4
Network / Systems Support Specialist	Information Technology	2	Low	37 days	Similar	N/A	0.2	Very Low	4

Hard to Fill Jobs - - Beaufort/HHI MSA

MAINTAINENCE, REPAIR, INSTALL – Below Bachelors Degree

	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Building and General Maintenance Technician	157	Very High	44 days	Similar	$40,563	1.7	Very High	24
Automotive Service Technician / Mechanic	83	High	47 days	Similar	N/A	1	Average	24
Repair / Service Technician	38	Medium	44 days	Similar	$45,539	0.8	Low	24
HVAC Mechanic / Installer	36	Medium	42 days	Similar	N/A	1.3	High	24
Maintenance / Service Supervisor	35	Medium	41 days	Similar	N/A	0.7	Low	24
Industrial Mechanic	18	Medium	43 days	Similar	N/A	1.1	Average	24
Satellite / Broadband Technician	15	Medium	41 days	Similar	N/A	1.1	Average	24
Field Service Technician	12	Medium	50 days	Similar	N/A	0.7	Low	24
Cable Technician / Installer	8	Medium	33 days	Similar	N/A	1.1	Average	24
Television / Satellite Television Installer	8	Medium	46 days	Similar	N/A	2.3	Very High	24
Aircraft / A & P Mechanic	7	Medium	43 days	Similar	N/A	1.1	Average	24
Diesel Mechanic	6	Medium	46 days	Similar	N/A	0.2	Very Low	24
Heavy Equipment Mechanic	6	Low	42 days	Similar	N/A	0.7	Low	24
Tire Changer / Technician	6	Low	40 days	Similar	N/A	0.8	Low	24
Auto Body Technician	5	Low	44 days	Similar	N/A	0.4	Very Low	24
Bike Technician	5	Low	71 days	Harder	N/A	5.8	Very High	24
Maintenance Helper / Assistant	4	Low	36 days	Similar	N/A	0.8	Low	24
Millwright	4	Low	40 days	Similar	N/A	1.5	High	24
Alarm / Security System Technician	2	Low	45 days	Similar	N/A	0.4	Very Low	24
Home Appliance Repairer	1	Low	43 days	Similar	N/A	0.3	Very Low	24
Meter Reader	1	Low	26 days	Similar	N/A	1	Average	24
Radio Technician	1	Low	45 days	Similar	N/A	1.5	High	24
Transportation Maintenance Worker	1	Low	40 days	Similar	N/A	0.4	Very Low	24
Utility Line Locator / Technician	1	Low	37 days	Similar	N/A	0.3	Very Low	24

Hard to Fill Jobs - - Beaufort/HHI MSA

MANUFACTURING – Below Bachelors Degree

	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Quality Inspector / Technician	25	Medium	34 days	Similar	N/A	0.6	Very Low	16
Production Worker	24	Medium	33 days	Similar	N/A	0.2	Very Low	16
Manufacturing Machine Operator	8	Medium	33 days	Similar	N/A	0.1	Very Low	16
Hazardous Materials Worker	7	Medium	39 days	Similar	N/A	3.5	Very High	16
Production Supervisor	7	Medium	36 days	Similar	N/A	0.2	Very Low	16
Tailor / Seamstress	6	Low	65 days	Much Harder	N/A	2.1	Very High	16
Stationary Engineer / Boiler Operator	5	Low	42 days	Similar	N/A	2.9	Very High	16
Water Treatment Specialist / Waste Water Operator	5	Low	32 days	Similar	N/A	1.9	Very High	16
Locksmith	4	Low	36 days	Similar	N/A	4.6	Very High	16
Operations and Maintenance Specialist	3	Low	42 days	Similar	N/A	11.9	Very High	16
Coating / Industrial Painter	2	Low	34 days	Similar	N/A	0.5	Very Low	16
Etcher / Engraver	2	Low	28 days	Similar	N/A	6.7	Very High	16
Plant Operator	2	Low	52 days	Similar	N/A	0.6	Very Low	16
Printing Press Operator	2	Low	34 days	Similar	N/A	0.3	Very Low	16
Sewing Machine Operator	2	Low	35 days	Similar	N/A	1	Average	16
Machinist	1	Low	37 days	Similar	N/A	0.1	Very Low	16

Hard to Fill Jobs - - Beaufort/HHI MSA

BUSINESS MGMT & OPERATIONS + HR – Below Bachelors Degree

	# Postings	Demand	Time to Fill	Effort	Salary	Quotient	Concentration	# of Jobs in Family
Laborer / Warehouse Worker	78	High	34 days	Similar	$33,420	0.5	Very Low	19
Inventory Associate	40	Medium	37 days	Similar	N/A	1.1	Average	19
Property / Real Estate / Community Manager	26	Medium	36 days	Similar	N/A	0.8	Low	19
Inventory / Supply Specialist	17	Medium	32 days	Similar	N/A	1.3	High	19
Shipping / Receiving Clerk	15	Medium	27 days	Similar	N/A	0.4	Very Low	19
Warehouse / Distribution Supervisor	12	Medium	35 days	Similar	N/A	0.9	Average	19
Dispatcher	11	Medium	32 days	Similar	N/A	0.7	Low	19
Facilities Manager	6	Medium	37 days	Similar	N/A	0.4	Very Low	19
Forklift / Pallet Jack Operator	5	Low	31 days	Similar	N/A	0.2	Very Low	19
Purchasing Assistant	5	Low	32 days	Similar	N/A	0.8	Low	19
Scheduler / Operations Coordinator	5	Low	34 days	Similar	N/A	0.1	Very Low	19
Cargo Coordinator / Freight Forwarder	4	Low	30 days	Similar	N/A	0.5	Very Low	19
Order Processor / Order Entry Clerk	3	Low	33 days	Similar	N/A	0.2	Very Low	19
Packager	3	Low	32 days	Similar	N/A	0.2	Very Low	19
Recycling / Sanitation Worker	3	Low	53 days	Similar	N/A	1.6	Very High	19
Storage / Distribution Manager	3	Low	36 days	Similar	N/A	0.2	Very Low	19
Logistician / Supply Chain Specialist	2	Low	38 days	Similar	N/A	0.2	Very Low	19
Transportation Manager	2	Low	36 days	Similar	N/A	0.3	Very Low	19
Transportation Supervisor	2	Low	36 days	Similar	N/A	0.4	Very Low	19
Human Resources / Labor Relations Specialist	37	Medium	24 days	Easier	$37,405	0.4	Very Low	3
Recruiter	16	Medium	25 days	Easier	N/A	0.2	Very Low	3
Human Resources Assistant	3	Low	17 days	Similar	N/A	0.2	Very Low	3

So far we have already discussed:

PROGRAM TREND PERFORMANCE • PROGRAM DEMAND • PROGRAMS WINNING AT PEER INSTITUTIONS.

Now let's add some criteria.
And some facts to go along with it...

Programs → Jobs

TCL's 16 programs link to 37 unique jobs → 2.3X jobs per program.

Jobs → Programs

On the flipside, those 37 unique jobs link to 98 degree programs → 2.64 degree codes per jobs.

Associate's as Entry

19 of the 37 unique jobs have a 25%or greater employment with an Associate's degree; of the remaining, 11 are unknown degree level, and the remaining six are bachelor's or higher, however, four are postsecondary teachers (the other two are Chief Executives and Management Analysts).

Associate's as Entry/Associate's in Marketplace

Among those 37 jobs, 8 have an Associate's degree as the typical point of entry. Three have postings of 25%or greater desiring an Associate's. 19 have 25%or more Associate's degrees serving those jobs; only four are at 50%or greater.

Associate's in Marketplace

There are 840 unique jobs; 284 of those unique jobs have a 25% or greater Associate's degree; 44 have 50% or greater.

Market Quotient

We developed a *Labor Area Quotient*, which is a calculation of a job's unique share of total employment in the market relative to the share nationally.

There are 60 unique jobs with Quotients greater than two (90 at 1.5X or better); four require Associate's degrees, and TCL has two programs to fit those four.

Market Quotient

There are six jobs with Quotients greater than 2 and 50%or more have Associate's: however, there are 144 unique jobs with Associates at 25% and above with Quotients greater than 2.

MSA Postings Trend (>50 over twelve months)

There are 45 jobs with more than 50 unique job postings in the last 12 months in the MSA.

Nine of these jobs have at least of quarter of postings desiring an Associate's degree. Three of these jobs have a 50%or more Associate's degrees in the labor market (Surgical Tech, Licensed Practical and Vocational Nurses, Medical Assistants), with 38 jobs having 25%or more with Associate's degrees.

MSA Postings Trend (>100 over twelve months)

There are 22 unique jobs with 100 or more postings in the last 12 months, with seven having that same quarter or more postings with an Associates as the typical education for entry. 19 of those 22 have Associate's degrees among 25%of the labor force, but none with 50%or greater.

Projected Job Growth (Bright Outlook)

Among the 584 jobs with a state-level projection to 2026, 49 are predicted to grow 15% or more over that period. Two of 49 require Associate's degrees (PT Assistant; HR Assistant).

Another five have 25% or more job postings desiring an Associate's degree. 36 jobs have 25% or greater Associate's degrees serving those jobs; three with 50% or greater.

Projected Job Growth (Bright Outlook)

Nationally, 94 are predicted to grow 15%or more over that period. Eight of 94 require Associate's degrees. 35 jobs have 25%or greater Associate's degrees serving those jobs; 14 with 50%or greater. And they aren't all the same at the state level.

Projected Job Growth (Bright Outlook)

Only ten jobs are expected to grow 15%or more statewide with 50 or more job postings in the last 12 months. None require an Associate's degree. Two jobs have 25%or greater postings desire an Associate's degree (CSRs, Stock Clerks). Seven jobs have 25%or greater Associate's degrees filling those jobs. None at 50%or greater. *So, no one has been neglectful.*

Risk of Automation

408 jobs are graded on the risk of automation.
202 are low risk; 102 are medium risk; 103 are high risk.
Of the high risk, 22 are tied to CIP family 52, while only 10 are tied to 51, 12 tied to CIP 19, 5 tied to CIP 15, and one tied to 19.

Risk of Automation

Among high risk automation jobs, 85 have 25%or more employment with Associates degrees, while 115 are low risk.

Among the 41 jobs where 50%or more have Associates degrees, only three are high risk for automation, 11 at medium risk, the remaining 26 are low risk.

Jobs to Programs

341 programs have at least 1:1 jobs to programs matching.
Among the 33 coded to Associates as typical education needed for entry, only 9 fit the bill.

Jobs to Programs

Among those 341 programs with at least 1:1, 109 (of 177 known) have a labor market with 25%or greater Associates degrees;
23 with 50%or greater Associates (of the 44 Total!)

Jobs to Programs

11 of 15 TCL programs have at least 1:1 jobs per program.

What is the occupational outlook for our current programs?

Occupational Outlook:
COMPUTER TECHNOLOGY

Program Match = Data Processing and Data Processing Technology/Technician

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Computer Occupations, All Other	1	13	48	N/A	Low Risk	N/A	8%	Bachelor's degree	37%	8%	9%
Computer Operators	1	1	3	N/A	Medium Risk	N/A	N/A	High school diploma or equivalent	44%	-18%	-23%

Occupational Outlook:
CIVIL ENGINEERING TECHNOLOGY
Program Match = Civil Engineering Technology/Technician

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Civil Engineering Technicians	2	3	6	N/A	Medium Risk	N/A	N/A	Associate's degree	55%	13%	9%

Occupational Outlook:
BUILDING CONSTRUCTION TECHNOLOGY
Program Match = Construction Engineering Technology/Technician

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Construction Managers	2	5	N/A	1.17	N/A	160	N/A	Bachelor's degree	N/A	N/A	11%
Cost Estimators	2	7	3	0.84	Medium Risk	90	N/A	Bachelor's degree	41%	13%	11%
Civil Engineering Technicians	2	3	6	N/A	Medium Risk	N/A	N/A	Associate's degree	55%	13%	9%

Occupational Outlook:
EARLY CARE & EDUCATION

Program Match = Child Care and Support Services Management & Child Care Provider/Assistant

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Home Economics Teachers, Postsecondary	1	6	N/A	N/A	N/A	N/A	N/A	Master's degree	N/A	N/A	8%
Preschool Teachers, Except Special Education	1	3	10	1.04	Low Risk	220	N/A	Associate's degree	39%	12%	11%
Childcare Workers	1	1	118	**	Low Risk	N/A	N/A	High school diploma or equivalent	37%	6%	7%

Occupational Outlook:
LEGAL ASSISTANT/PARALEGAL
Program Match = Legal Assistant/Paralegal

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Paralegals and Legal Assistants	1	1	9	2.09	High Risk	310	N/A	Associate's degree	43%	16%	15%
Title Examiners, Abstractors, and Searchers	1	1	2	N/A	High Risk	N/A	N/A	High school diploma or equivalent	39%	13%	4%
Legal Support Workers, All Other	1	1	1	N/A	High Risk	N/A	N/A	Associate's degree	39%	3%	4%

Occupational Outlook:
ASSOCIATE OF ARTS & ASSOCIATE OF SCIENCE
Program Match = Liberal Arts and Sciences/Liberal Studies

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Postsecondary Teachers, All Other	1	19	25	N/A	N/A	N/A	0%	Doctoral or professional degree	5%	N/A	9%

Occupational Outlook:
CRIMINAL JUSTICE & CRIMINAL JUSTICE TECHNOLOGY
Program Match = Criminal Justice/Safety Studies

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Criminal Justice and Law Enforcement Teachers, Postsecondary	1	21	N/A	N/A	N/A	N/A	N/A	Doctoral or professional degree	N/A	N/A	13%
First-Line Supervisors of Correctional Officers	1	3	N/A	N/A	N/A	N/A	N/A	High school diploma or equivalent	N/A	N/A	-8%
First-Line Supervisors of Police and Detectives	1	13	2	1.54	Low Risk	80	N/A	High school diploma or equivalent	47%	8%	7%

Occupational Outlook:
INDUSTRIAL ELECTRONICS ENGINEERING
Program Match = Industrial Electronics Technology/Technician

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Electrical and Electronics Repairers, Commercial and Industrial Equipment	1	2	N/A	N/A	N/A	N/A	N/A	Postsecondary nondegree award	N/A	N/A	2%
Semiconductor Processors	1	2	1	N/A	High Risk	N/A	N/A	High school diploma or equivalent	27%	N/A	-6%

Occupational Outlook:
PHYSICAL THERAPY ASSISTANT
Program Match = Physical Therapy Technician/Assistant

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Physical Therapist Assistants	1	1	33	1.44	Low Risk	70	N/A	Associate's degree	66%	30%	31%

Occupational Outlook: EMT

Program Match = Emergency Medical Technology/Technician (EMT Paramedic)

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Health Specialties Teachers, Postsecondary	2	60	2	N/A	N/A	N/A	N/A	Doctoral or professional degree	5%	28%	26%
Emergency Medical Technicians and Paramedics	1	1	11	1.2	Low Risk	150	N/A	Postsecondary nondegree award	66%	15%	15%

Occupational Outlook:
RADIOLOGIC TECHNOLOGY
Program Match = Medical Radiologic Technology/Science - Radiation Therapist

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Health Specialties Teachers, Postsecondary	2	60	2	N/A	N/A	N/A	N/A	Doctoral or professional degree	5%	28%	26%
Radiation Therapists	1	1	1	**	Low Risk	N/A	N/A	Associate's degree	45%	15%	13%
Radiologic Technologists	1	3	22	2.14	Low Risk	220	N/A	Associate's degree	64%	17%	12%

Occupational Outlook: NURSING

Program Match = Registered Nursing/Registered Nurse

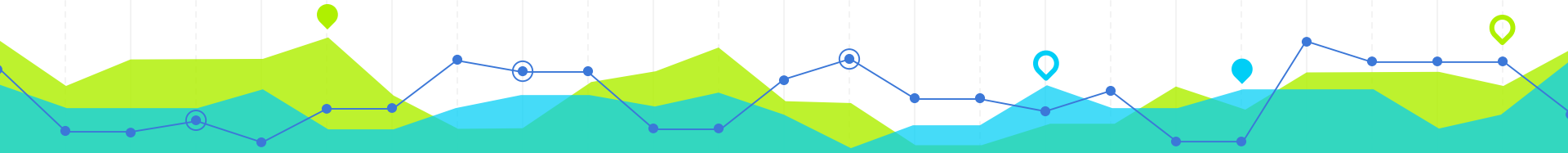
	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Nursing Instructors and Teachers, Postsecondary	1	18	6	N/A	N/A	N/A	N/A	Doctoral or professional degree	5%	26%	24%
Registered Nurses	1	20	974	0.78	Low Risk	1160	66%	Bachelor's degree	41%	19%	15%

Occupational Outlook:
BUSINESS ADMINISTRATION
Program Match = Business/Commerce, General

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Chief Executives	1	7	4	0.9	Low Risk	100	N/A	Bachelor's degree	21%	N/A	-4%
General and Operations Managers	1	9	82	1.16	Low Risk	1300	2%	Bachelor's degree	34%	14%	9%
Sales Managers	1	5	N/A	0.38	N/A	70	N/A	Bachelor's degree	N/A	N/A	8%
Administrative Services Managers	1	4	N/A	0.64	N/A	90	N/A	Bachelor's degree	N/A	N/A	10%
Industrial Production Managers	1	6	N/A	N/A	N/A	N/A	N/A	Bachelor's degree	N/A	N/A	-1%
Transportation, Storage, and Distribution Managers	1	7	N/A	N/A	N/A	N/A	N/A	High school diploma or equivalent	N/A	N/A	7%
Construction Managers	2	5	N/A	1.17	N/A	160	N/A	Bachelor's degree	N/A	N/A	11%
Social and Community Service Managers	1	9	N/A	0.58	N/A	40	N/A	Bachelor's degree	N/A	N/A	18%
Managers, All Other	1	99	N/A	N/A	N/A	N/A	N/A	Bachelor's degree	N/A	N/A	8%
Cost Estimators	2	7	3	0.84	Medium Risk	90	N/A	Bachelor's degree	41%	13%	11%
Management Analysts	1	3	16	0.4	Low Risk	130	29%	Bachelor's degree	17%	17%	14%
Business Teachers, Postsecondary	1	33	1	N/A	N/A	N/A	N/A	Doctoral or professional degree	5%	20%	18%

Occupational Outlook:
ADMINISTRATIVE OFFICE TECHNOLOGY & OFFICE SYSTEMS TECHNOLOGY
Program Match = Administrative Assistant and Secretarial Science, General

	# of Job Overlaps in Lowcountry Programs	# of Overlaps in All Programs	12-month job postings - Beaufort HHI MSA	Beaufort HHI MSA Quotient	Risk of automation	# Employed - Beaufort HHI MSA	%Where Associates Degree is Most Likely Entrant	Typical Entrant Degree	%in Jobs with Associates Degree	Projected Ten Year Change - SC	Projected Ten Year Change - US
Executive Secretaries and Executive Administrative Assistants	1	2	4	0.27	High Risk	80	N/A	High school diploma or equivalent	47%	-14%	-17%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1	2	131	0.96	High Risk	1110	38%	High school diploma or equivalent	47%	-4%	-7%



Let’s put it all together - Programs + Jobs

Program Evaluation Criteria: PROGRAM FACTOR DEFINITIONS

A total of 19 factors were used to grade all Associates degree programs.

- **NON-GRADED CRITERIA –** Factors not used as a form of points, but important to note in review
  - **CIP Family** (Not a grading criteria) **–** Code of primary family for the academic program code
  - **Count of Jobs** (Not a grading criteria) – Number of jobs tied to the academic program code, and used to generate a weight for each item categorized into occupational outlook.
- **PROGRAM FACTORS –** Factors specific to growth, trend, and demand of academic programs.
  - **Program Trend, US –** Where the program sits in the program persona category, looking at growth cycles and trends of programs in the US and the moving average trend from 2010 to 2017, paired with growth to determine the fit of the growth.
  - **Program Trend, SC –** Same criteria as trend in US, but based to SC numbers.
  - **Demand Category, US –** Percentile rank of each program at each program level nationally – tells us how widely available and in-demand each program sits currently.
  - **Demand Category, SC –** Same criteria as demand in US, but based to SC numbers.
  - **Winning Peer Program** – One of the peer schools is enjoying favorable trend for that program.

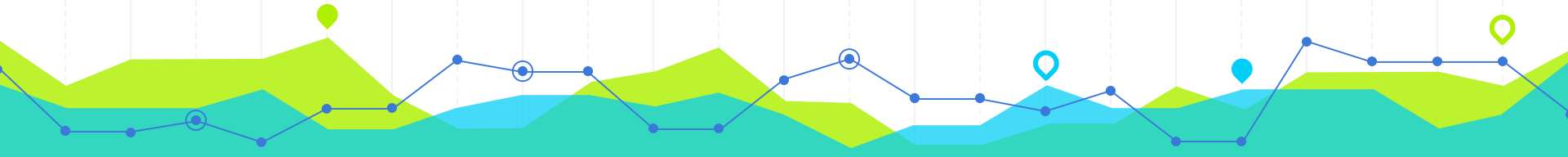
Program Evaluation Criteria: JOB OUTLOOK DEFINITIONS

- **JOB OUTLOOK FACTORS –** Multiple criterion in terms of job outlook as listed in Occupational Outlook, specifically job ties to Associates degree title, job growth, degree level expectations and current proportions for associates degree workers, and risk of automation.
- **Weighing Factors**:
  - **# of Jobs >= to # of Programs** – Percent of job codes tied to the degree program outweigh the number of program codes tied.
  - **No SC Degrees, but Jobs** – There are jobs in South Carolina, but not direct degree ties.
- **MSA Factors**:
  - **MSA > 50 Jobs** – Percent of job codes tied to degree program where there have been 50 job postings in Beaufort/Bluffton/HHI MSA in the last twelve months.
  - **MSA > 100 Jobs** - Percent of job codes tied to degree program where there have been 100 job postings in Beaufort/Bluffton/HHI MSA in the last twelve months.
  - **MSA Quotient > 1.5** – Percent of job codes tied to degree program where the number of job postings is 1.5X the total postings in the state of SC.
  - **MSA Quotient > 2** - Percent of job codes tied to degree program where the number of job postings is 2X the total postings in the state of SC.
  - **Sav. MSA > 100 Jobs** - Percent of job codes tied to degree program where there have been 100 job postings in the Savannah, GA MSA last twelve months.
- **Growth and Sustainability Factors**:
  - **13.5% or more growth – US –** Forecasted growth is 13.5% or above over a ten year period, referred to as “Bright Outlook” jobs.
  - **13.5% or more growth – SC –** Forecasted growth is 13.5% or above over a ten year period, referred to as “Bright Outlook” jobs.
  - **NOT Automation Risk –** Percent of jobs not tied to a risk of automation.
- **Associate Degree Factors**:
  - **>25% Assume Associates –** Percent of jobs where more than 25% of job postings assume an Associate’s degree is a requirement.
  - **>25% Have Associates** – Percent of jobs where more than 25% of those employed in those jobs have an Associates degree.
  - **>50% Have Associates** – Percent of jobs where more than 50% of those employed in those jobs have an Associates degree.
  - **Associate Degree Typical Entry** – Percent of jobs with the presumption that the Associate Degree is most frequent requirement (from different source).

Rundown of Total Performance - Tier 1 & 2 Programs

- There are a total of 854 programs evaluated that tied cleanly to at least one job.
- All Tier One programs have aggregate performance scores that are two standard deviations or more greater than the mean overall score.
  - Tier One saw 54 programs in this category, and it top-heavy in several CIP families.
  - CIP Family 51 (Health Professions and Related Programs) = 25 (of possible 121)
  - CIP Family 15 (Engineering Technologies and Engineering Related Fields) = 9 (of possible 54)
  - TCL has two Tier One programs: PT Assistant & Business Commerce
- All Tier Two programs have aggregate performance scores that are 1.5 to less than 2 standard deviations greater than the mean overall score.
  - Tier Two saw 43 programs in this category, and slightly greater spread than Tier One.
  - CIP Family 51 (Health Professions and Related Programs) = 7 (of possible 121).
  - CIP Family 15 (Engineering Technologies and Engineering Related Fields) = 5 (of possible 54).
  - TCL has two Tier Two programs – Liberal Arts & Sciences & Rad Tech

Let's see the Tier One & Tier Two Programs...



TIER ONE PROGRAMS – Group 1

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend - US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Child Care Provider/Assistant.	19	1	Growth		90-100		No	100%	Yes	100%	100%	100%	100%	100%	0%	0%	100%		100%	0%	0%
Radiologic Technology/Science - Radiographer.	51	1	Growth		90-100		Yes	0%	Yes	0%	0%	100%	100%	0%	0%	100%	100%		100%	100%	100%
Physical Therapy Technician/Assistant.	51	1	Growth	Steady	90-100	75-89		100%		0%	0%	0%	0%	0%		100%	100%		100%	100%	100%
Manufacturing Engineering Technology/Technician.	15	1	Growth	Steady	90-100	25-49		0%		0%	0%	0%	0%	100%		0%	100%	100%	100%	100%	100%
Ophthalmic Technician/Technologist.	51	1	Steady		50-74		No	0%	Yes	0%	0%	100%	100%	0%	100%	100%	100%		100%	100%	0%
Dietetic Technician.	51	1	Steady		50-74		No	0%	Yes	0%	0%	100%	100%	0%	0%	100%	100%		100%	100%	100%
Cooking and Related Culinary Arts, General.	12	5	Growth		75-89		No	100%	Yes	40%	40%	60%	40%	60%	0%	100%	0%	67%	67%	0%	0%
Automation Engineer Technology/Technician.	15	1	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	0%	0%	100%	0%		100%	100%	100%
Sign Language Interpretation and Translation.	16	1	Steady		75-89		No	0%	Yes	0%	0%	100%	100%	0%	100%	100%	100%		100%	0%	0%
Heavy Equipment Maintenance Technology/Technician.	47	2	Growth		75-89		Yes	100%	Yes	0%	0%	50%	50%	0%	0%	0%	100%		100%	0%	0%
Nursing Science.	51	2	Growth		75-89		No	0%	Yes	50%	50%	0%	0%	50%	50%	100%	100%	100%	50%	0%	0%
Business/Commerce, General.	52	12	Growth	Steady	90-100	90-100		83%		8%	0%	0%	0%	42%		75%	75%	50%	40%	0%	0%
Mechanical Engineering/Mechanical Technology/Technician.	15	1	Growth	Growth	90-100	50-74		0%		0%	0%	0%	0%	0%							100%
Agricultural Mechanics and Equipment/Machine Technology.	1	3	Growth		75-89		Yes	67%	Yes	0%	0%	33%	33%	33%	0%	0%	50%		100%	50%	0%
Industrial Production Technologies/Technicians, Other.	15	1	Steady	Watch	75-89	25-49		0%		0%	0%	0%	0%	100%		0%	100%	100%	100%	100%	100%
American Sign Language (ASL).	16	1	Steady		50-74		No	0%	Yes	0%	0%	100%	100%	0%	100%	100%	100%		100%	0%	0%
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician.	51	2	Growth	Steady	90-100	25-49		50%		0%	0%	0%	0%	0%		100%	100%		50%	50%	50%
Dietetics/Dietitian.	51	2	Growth		50-74		Yes	0%	Yes	0%	0%	50%	50%	0%	0%	100%	100%	0%	50%	50%	50%

TIER ONE PROGRAMS – Group 2

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend – US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Industrial Technology/Technician.	15	1	Steady		90-100		No	0%	Yes	0%	0%	0%	0%	100%	0%	0%	100%	100%	100%	100%	100%
Anesthesiologist Assistant.	51	1	Steady		25-49		No	0%	Yes	100%	0%	0%	0%	100%	100%	100%	100%	0%	100%	100%	0%
Chiropractic Assistant/Technician.	51	1	Steady		25-49		No	0%	Yes	100%	0%	0%	0%	100%	100%	100%	100%	0%	100%	100%	0%
Computer Science.	11	10	Growth		90-100		Yes	70%	Yes	0%	0%	0%	0%	20%	40%	50%	100%	0%	50%	0%	20%
Food Service, Waiter/Waitress, and Dining Room Management/Manager.	12	1			0-25		No	0%	Yes	100%	100%	100%	100%	100%	0%	100%	0%	0%	100%	0%	0%
Electromechanical Technology/Electromechanical Engineering Technology.	15	1	Growth		75-89	25-49		0%		0%	0%	0%	0%	0%		100%	0%		100%	100%	100%
Instrumentation Technology/Technician.	15	2	Growth		75-89		No	50%	Yes	0%	0%	0%	0%	0%	0%	100%	0%		100%	100%	50%
Medium/Heavy Vehicle and Truck Technology/Technician.	47	2	Growth		75-89		Yes	50%	Yes	50%	0%	0%	0%	100%	0%	50%	0%	0%	100%	0%	0%
Medical Administrative/Executive Assistant and Medical Secretary.	51	2	Steady		90-100		No	0%	Yes	100%	0%	0%	0%	50%	100%	100%	50%	0%	100%	50%	0%
Clinical/Medical Laboratory Assistant.	51	2	Growth		75-89		No	0%	Yes	0%	0%	0%	0%	50%	50%	100%	100%		50%	0%	50%
Magnetic Resonance Imaging (MRI) Technology/Technician.	51	1	Watch		50-74		No	100%	Yes	0%	0%	0%	0%	0%	0%	100%	100%		100%	100%	100%
Spanish Language and Literature.	16	3	Growth		75-89		Yes	0%	Yes	0%	0%	33%	33%	0%	33%	67%	100%		33%	0%	0%
Computer and Information Systems Security/Information Assurance.	11	6	Growth		90-100		Yes	33%	Yes	0%	0%	0%	0%	0%	17%	40%	100%		80%	0%	17%
Chemical Technology/Technician.	41	3	Growth		90-100		Yes	100%		0%	0%	0%	0%	0%	0%						33%
Psychology, General.	42	5	Growth		90-100		Yes	20%	Yes	0%	0%	0%	0%	20%	20%	100%	100%		0%	0%	0%
Agricultural Business Technology.	1	2	Steady		25-49		No	0%	Yes	100%	0%	50%	50%	100%	0%	50%	100%	50%	100%	0%	0%
Dog/Pet/Animal Grooming.	1	1	Steady		25-49		No	100%	Yes	0%	0%	100%	100%	0%	100%	100%	0%	0%	100%	0%	0%
Electrical and Power Transmission Installation/Installer, General.	46	2	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	50%	0%	50%	100%	0%	100%	0%	0%

TIER ONE PROGRAMS – Group 3

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend – US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Cardiopulmonary Technology/Technologist.	51	1	Steady		25-49		No	0%	Yes	0%	0%	100%	0%	0%	0%	100%	100%	0%	100%	100%	100%
Science Technologies/Technicians, Other.	41	2	Growth		75-89		Yes	50%	Yes	0%	0%	0%	0%	0%	0%	0%	0%		100%	0%	100%
Public Health, General.	51	4	Growth		50-74		Yes	0%	Yes	0%	0%	0%	0%	25%	75%	100%	100%	0%	50%	0%	0%
Nursing Administration.	51	2	Watch		25-49		No	0%	Yes	50%	50%	0%	0%	100%	50%	100%	100%	100%	100%	0%	0%
Adult Health Nurse/Nursing.	51	3	Growth		50-74		No	0%	Yes	33%	33%	0%	0%	33%	67%	100%	100%	50%	33%	0%	0%
Electromechanical and Instrumentation and Maintenance Technologies/Technicians, Other.	15	1	Erratic	Growth	75-89	75-89		0%		0%	0%	0%	0%	0%		100%	0%		100%	100%	100%
Drafting/Design Engineering Technologies/Technicians, Other.	15	1	Growth		50-74		No	0%	Yes	0%	0%	0%	0%	0%	0%	100%	0%		100%	100%	100%
Japanese Language and Literature.	16	2	Growth		50-74		No	0%	Yes	0%	0%	50%	50%	0%	50%	100%	100%		50%	0%	0%
Dental Hygiene/Hygienist.	51	2	Steady	Steady	90-100	75-89		50%		0%	0%	0%	0%	0%		100%	0%		50%	50%	50%
Occupational Therapist Assistant.	51	2	Growth	Erratic	90-100	75-89		50%		0%	0%	0%	0%	0%		100%	100%		50%	50%	50%
Histologic Technician.	51	1	Steady		50-74		No	0%	Yes	0%	0%	0%	0%	100%	0%	100%	100%		100%	0%	100%
Phlebotomy Technician/Phlebotomist.	51	1			0-25		No	100%	Yes	0%	0%	0%	0%	0%	100%	100%	100%		100%	100%	0%
Opticianry/Ophthalmic Dispensing Optician.	51	1	Steady		50-74		No	100%	Yes	0%	0%	0%	0%	0%	100%	100%	0%		100%	100%	0%
Optometric Technician/Assistant.	51	1	Erratic		50-74		No	0%	Yes	0%	0%	100%	100%	0%	100%	100%	100%		100%	100%	0%
Dietitian Assistant.	51	1	Erratic		50-74		No	0%	Yes	0%	0%	100%	100%	0%	0%	100%	100%		100%	100%	100%
Somatic Bodywork.	51	1			0-25		No	0%	Yes	0%	0%	100%	100%	0%	100%	100%	0%		100%	100%	0%
Nursing Assistant/Aide and Patient Care Assistant/Aide.	51	1	Watch		50-74		No	0%	Yes	100%	100%	0%	0%	100%	0%	100%	100%	0%	100%	0%	0%
Computer and Information Sciences, General.	11	8	Growth		90-100		Yes	63%	Yes	0%	0%	0%	0%	25%	13%	33%	100%	0%	50%	0%	0%

TIER TWO PROGRAMS – Group 1

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend – US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Health Information/Medical Records Administration/Administrator.	51	1	Growth		75-89		No	0%		0%	0%	0%	0%	100%	100%						0%
Drama and Dramatics/Theatre Arts, General.	50	4	Growth		75-89		Yes	25%	Yes	0%	0%	0%	0%	0%	0%	50%	100%		50%	0%	0%
Medical Radiologic Technology/Science - Radiation Therapist.	51	3	Decline	Steady	90-100	90-100		67%		0%	0%	67%	67%	0%		100%	100%		67%	33%	67%
Mechanical Engineering.	14	5	Growth		75-89		Yes	40%	Yes	0%	0%	0%	0%	20%	0%	50%	67%		33%	0%	0%
Occupational Safety and Health Technology/Technician.	15	1	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		100%	0%	0%
Petroleum Technology/Technician.	15	1	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	0%	100%	0%	-100%		100%	0%	100%
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician.	47	1	Steady	Steady	90-100	50-74		0%		0%	0%	100%	0%	100%		100%	0%	0%	100%	0%	0%
Welding Technology/Welder.	48	2	Growth		90-100		Yes	100%	Yes	0%	0%	0%	0%	0%	0%	100%	-100%		100%	0%	0%
Athletic Training/Trainer.	51	1	Steady		75-89		No	0%	Yes	0%	0%	0%	0%	0%	100%	100%	100%		100%	0%	0%
Mental Health Counseling/Counselor.	51	1	Growth		50-74		Yes	0%	Yes	0%	0%	0%	0%	0%	100%	100%	100%	0%	0%	0%	0%
Criminal Justice/Police Science.	43	5	Growth		90-100	0-25		20%		0%	0%	20%	20%	0%		0%	100%		100%	50%	0%
Equestrian/Equine Studies.	1	2	Growth		50-74		Yes	50%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		100%	0%	0%
Make-Up Artist/Specialist.	12	2	Growth		50-74		No	0%	Yes	50%	0%	50%	50%	0%	0%	0%	100%		100%	0%	0%
Early Childhood Education and Teaching.	13	2	Growth	Steady	90-100	25-49		0%		0%	0%	0%	0%	0%		0%	100%		100%	0%	50%

TIER TWO PROGRAMS – Group 2

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend – US	Program Trend-SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Fire Services Administration.	43	2	Steady		50-74		No	0%	Yes	0%	0%	50%	50%	50%	0%	0%	100%		100%	100%	0%
Environmental Engineering Technology/Environmental Technology.	15	1	Steady		50-74		No	0%	Yes	0%	0%	0%	0%	0%	0%		100%		100%	100%	100%
Liberal Arts and Sciences/Liberal Studies.	24	1	Growth	Growth	90-100	90-100		0%		0%	0%	0%	0%	0%				0%	0%	0%	0%
Mathematics, General.	27	6	Growth		90-100		Yes	0%	Yes	0%	0%	0%	0%	0%	33%	50%	100%		0%	0%	0%
Political Science and Government, General.	45	3	Growth		90-100		Yes	0%	Yes	0%	0%	0%	0%	33%	0%		100%		0%	0%	0%
Business Administration and Management, General.	52	12	Growth	Erratic	90-100	90-100		83%		8%	0%	0%	0%	42%		75%	75%	50%	40%	0%	0%
High Performance and Custom Engine Technician/Mechanic.	47	2	Growth		75-89		No	0%	Yes	50%	0%	0%	0%	100%	0%	0%	50%	0%	100%	0%	0%
Engineering/Industrial Management.	15	3	Steady		25-49		No	0%	Yes	0%	0%	0%	0%	67%	0%	0%	100%	100%	100%	100%	33%
Deaf Studies.	5	2	Steady		25-49		No	0%	Yes	0%	0%	50%	50%	0%	50%	100%	100%		100%	0%	0%
Foods, Nutrition, and Wellness Studies, General.	19	2	Steady		50-74		No	0%	Yes	0%	0%	50%	50%	0%	0%	100%	100%	0%	50%	50%	50%
Building/Construction Site Management/Manager.	46	2	Growth		75-89		No	50%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		100%	0%	0%
Art/Art Studies, General.	50	5	Growth		90-100		Yes	0%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		50%	0%	0%
Music, General.	50	2	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		50%	0%	0%
Medical Office Assistant/Specialist.	51	2	Decline	Growth	90-100	75-89		0%		100%	0%	0%	0%	50%		100%	50%	0%	100%	50%	0%

TIER TWO PROGRAMS – Group 3

Sorted High to Low on Performance

	CIP Family	Count of Jobs	Program Trend – US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	NOT Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Associate Typical Entry
Palliative Care Nursing.	51	2			0-25		No	0%	Yes	50%	50%	0%	0%	50%	50%	100%	100%	100%	50%	0%	0%
Speech Communication and Rhetoric.	9	5	Growth		90-100		Yes	40%	Yes	0%	0%	0%	0%	0%	0%	0%	100%		0%	0%	0%
Cosmetology and Related Personal Grooming Arts, Other.	12	1			0-25		No	0%	Yes	100%	0%	100%	100%	0%	0%	0%	100%		100%	0%	0%
Robotics Technology/Technician.	15	1	Steady		50-74		No	0%	Yes	0%	0%	0%	0%	0%	0%	100%	0%		100%	100%	100%
Language Interpretation and Translation.	16	2	Steady		50-74		No	0%	Yes	0%	0%	50%	50%	0%	50%	100%	100%		50%	0%	0%
Diesel Mechanics Technology/Technician.	47	1	Steady	Steady	90-100	50-74		0%		0%	0%	0%	0%	100%		100%	0%		100%	0%	0%
Machine Tool Technology/Machinist.	48	13	Growth	Erratic	75-89	75-89		100%		0%	0%	0%	0%	0%		100%	0%		100%	0%	0%
Airline/Commercial/Professional Pilot and Flight Crew.	49	2	Steady		75-89		No	100%	Yes	0%	0%	50%	50%	0%	0%		100%		0%	0%	0%
Health/Health Care Administration/Management.	51	1	Growth		90-100	0-25		0%		0%	0%	0%	0%	100%							0%
Engineering, General.	14	3	Growth		90-100		Yes	0%	Yes	0%	0%	0%	0%	33%	0%	0%	100%		0%	0%	0%
Engineering Science.	14	3	Growth		75-89		Yes	0%	Yes	0%	0%	0%	0%	33%	0%	0%	100%		0%	0%	0%
Sociology.	45	3	Growth		90-100		Yes	0%		0%	0%	0%	0%	33%	0%						0%
Music Technology.	50	3	Growth		75-89		Yes	33%		0%	0%	0%	0%	0%	0%						0%
Cosmetology/Cosmetologist, General.	12	4	Steady		75-89	0-25		75%		25%	0%	25%	25%	0%		67%	33%		100%	0%	0%
Retail Management.	52	3	Steady		25-49		No	0%	Yes	67%	33%	33%	0%	67%	33%	67%	100%	0%	67%	0%	0%

So how did TCL do?

Technical College of the Lowcountry – Overall Program Evaluation

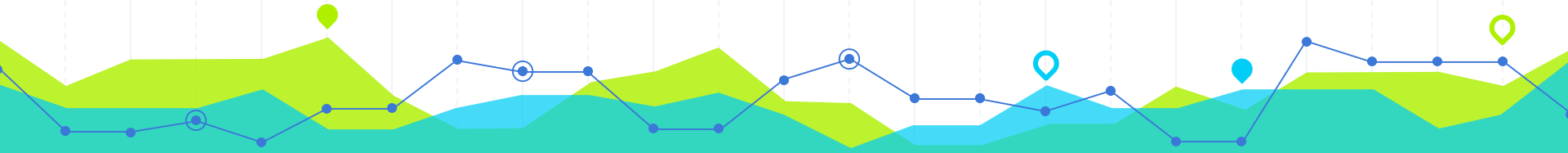
	CIP Family	Count of Jobs	Program Trend - US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Assoc. Typical Entry	Tier Set One	Tier Set Two
Physical Therapy Technician/Assistant.	1	1	Growth	Steady	90-100	75-89	N/A	100%	N/A	0%	0%	0%	0%	0%	N/A	100%	No Risk		100%	100%	100%	One	One
Business/Commerce, General.	12	12	Growth	Steady	90-100	90-100	N/A	83%	N/A	8%	0%	0%	0%	42%	N/A	75%	No Risk	50%	40%	0%	0%	Two	One
Medical Radiologic Technology/Science - Radiation Therapist.	3	2	Decline	Steady	90-100	90-100	N/A	67%	N/A	0%	0%	67%	67%	0%	N/A	100%	No Risk		67%	33%	67%	One	Two
Liberal Arts and Sciences/Liberal Studies.	1	1	Growth	Growth	90-100	90-100	N/A	0%	N/A	0%	0%	0%	0%	0%	N/A			0%	0%	0%	0%	None	Two
Registered Nursing/Registered Nurse.	2	2	Decline	Steady	90-100	90-100	N/A	0%	N/A	50%	50%	0%	0%	50%	N/A	100%	No Risk	100%	50%	0%	0%	One	Three
Industrial Electronics Technology/Technician.	2	1	Growth	Erratic	75-89	75-89	N/A	100%	N/A	0%	0%	0%	0%	0%	N/A		Risk		100%	0%	0%	None	Four
Data Processing and Data Processing Technology/Technician.	2	1	Erratic	Steady	75-89	90-100	N/A	50%	N/A	0%	0%	0%	0%	50%	N/A	0%	Mod. Risk	0%	100%	0%	0%	Four	Four
Child Care and Support Services Management.	2	1	Decline	Steady	90-100	90-100	N/A	0%	N/A	0%	0%	0%	0%	0%	N/A	0%	No Risk		100%	0%	50%	Three	None
Construction Engineering Technology/Technician.	3	1	Decline	Steady	75-89	50-74	N/A	33%	N/A	0%	0%	0%	0%	33%	N/A	0%	Risk		100%	50%	33%	None	None
Administrative Assistant and Secretarial Science, General.	2	1	Decline	Erratic	90-100	90-100	N/A	100%	N/A	50%	50%	0%	0%	50%	N/A	0%	Risk	100%	100%	0%	0%	Three	None
Criminal Justice/Safety Studies.	3	5	Decline	Erratic	90-100	90-100	N/A	33%	N/A	0%	0%	33%	0%	0%	N/A	0%	No Risk		100%	0%	0%	Three	None
Legal Assistant/Paralegal.	3	1	Decline	Decline	90-100	75-89	N/A	100%	N/A	0%	0%	33%	33%	0%	N/A	33%	Risk		100%	0%	67%	Three	None
Civil Engineering Technology/Technician.	1	1	Decline	Decline	75-89	50-74	N/A	0%	N/A	0%	0%	0%	0%	0%	N/A	0%	Risk		100%	100%	100%	Four	None

Technical College of the Lowcountry – Program Rollout: CULINARY

	CIP Family	Count of Jobs	Program Trend - US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Assoc. Typical Entry	Tier Set One	Tier Set Two
Cooking and Related Culinary Arts, General.	12	5	Growth		75-89		N/A	100%	N/A	40%	40%	60%	40%	60%	0%	100%	Mod Risk	67%	67%	0%	0%	Two	One
Culinary Arts/Chef Training.	12	5	Decline	Erratic	90-100	75-89	N/A	100%	N/A	40%	40%	60%	40%	60%		100%	Mod Risk	67%	67%	0%	0%	One	Four
Restaurant, Culinary, and Catering Management/Manager.	12	4	Erratic		75-89	0-25	N/A	25%	N/A	25%	25%	75%	50%	75%		100%	No Risk	50%	100%	0%	0%	One	Three
Culinary Science/Culinology.	12	5			0-25		N/A	40%	N/A	0%	0%	40%	20%	40%	0%	100%	No Risk	50%	50%	0%	0%	Three	Three

Technical College of the Lowcountry – Program Rollout: FIRE SCIENCE

	CIP Family	Count of Jobs	Program Trend - US	Program Trend- SC	Program Demand - US	Program Demand - SC	Winning Peer Program	Jobs >= Programs	No SC Degrees, but Jobs	MSA > 50 jobs	MSA > 100 Jobs	MSA Quotient > 1.5	MSA Quotient >2	Sav. MSA > 100 jobs	13.5% or more growth - US	13.5% or more growth - SC	Auto. Risk	>25% assume Assoc.	>25% have Assoc.	>50% have Assoc.	Assoc. Typical Entry	Tier Set One	Tier Set Two
Fire Prevention and Safety Technology/Technician.	43	2	Decline		90-100		N/A	0%	N/A	0%	0%	50%	50%	0%	0%	0%	No Risk		100%	50%	0%	Four	
Fire Services Administration.	43	2	Steady		50-74		N/A	0%	N/A	0%	0%	50%	50%	50%	0%	0%	No Risk		100%	100%	0%	Three	Two
Fire Science/Fire-fighting.	43	3	Decline	Steady	90-100	25-49	N/A	67%	N/A	0%	0%	33%	33%	0%		0%	No Risk		100%	33%	0%	Three	
Fire/Arson Investigation and Prevention.	43	1			0-25		N/A	0%	N/A	0%	0%	0%	0%	0%	0%		No Risk		100%	0%	0%		
Wildland/Forest Firefighting and Investigation.	43	2	Watch		25-49		N/A	0%	N/A	0%	0%	50%	50%	0%	50%	0%	No Risk		100%	50%	0%	Three	Three
Fire Protection, Other.	43	2	Decline		25-49		N/A	0%	N/A	0%	0%	100%	100%	0%	0%	0%	No Risk		100%	100%	0%	Two	Four



Applicant

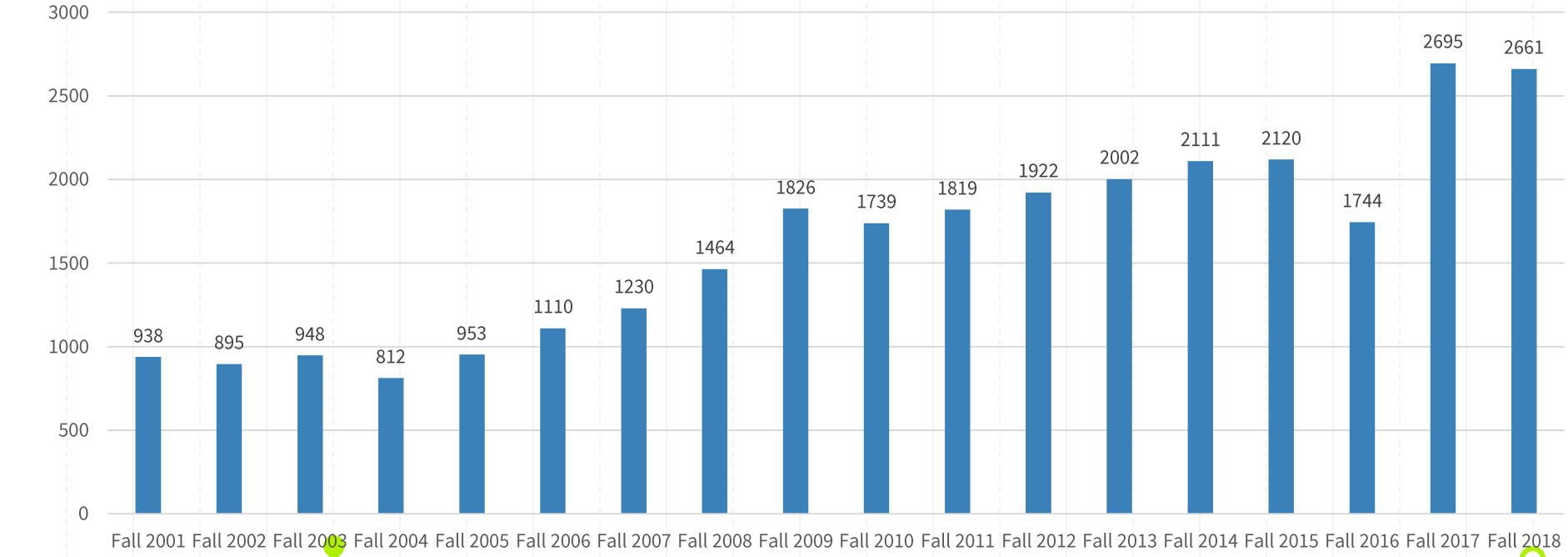
Trends, Performance, and Other Musings

7

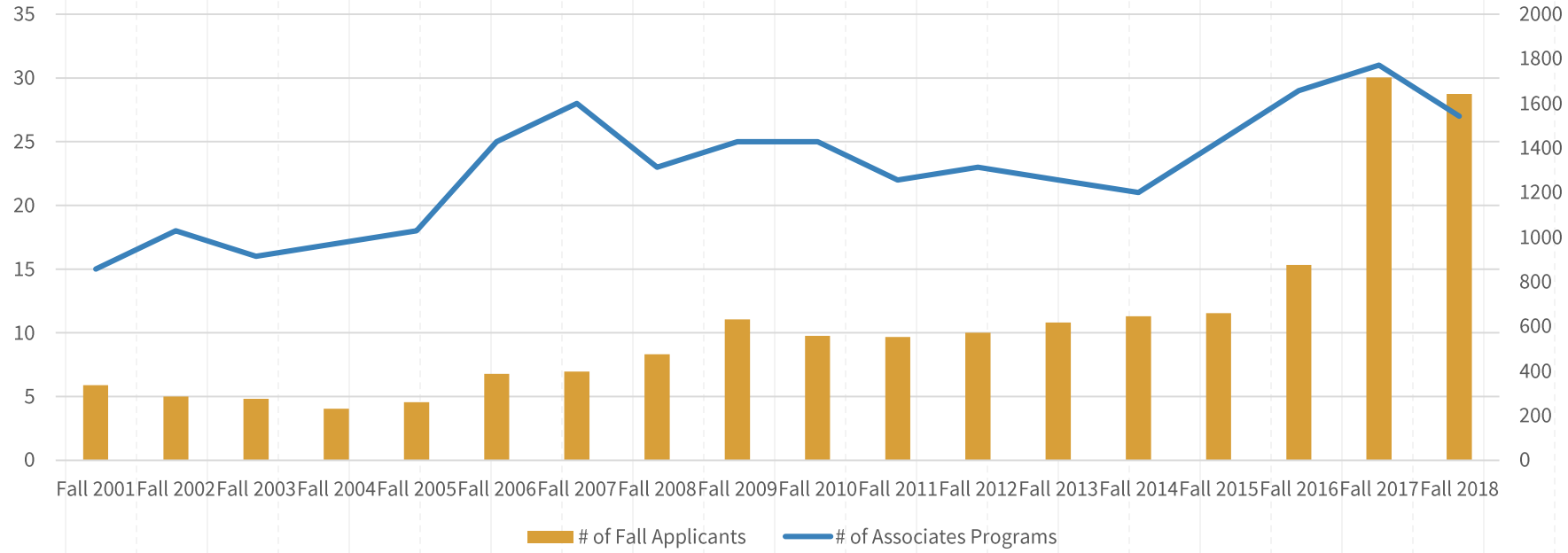
Include in this section

- Applicant trending via multiple looks.
- What has changed, who is performing well, etc.?
- What are some important fluctuations?
- NOTE: This is an early look. We are far from complete in Applicant.

Total Applicant Trend

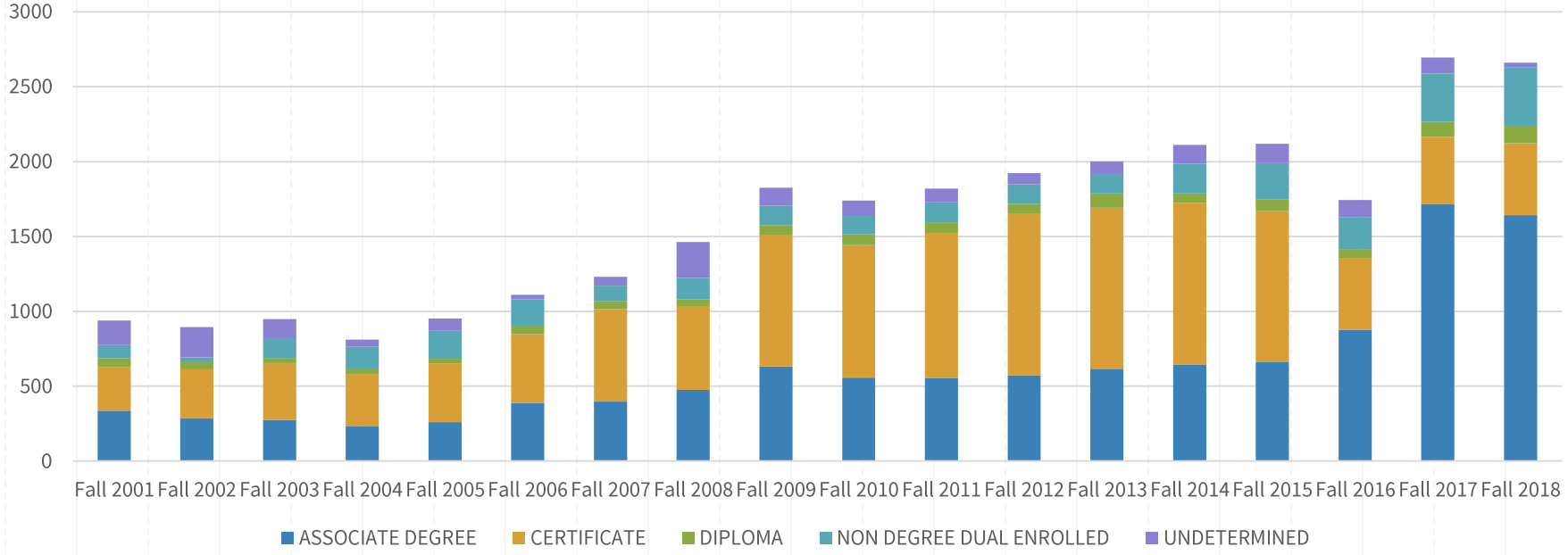


of Associates Applicants x Programs Applied into



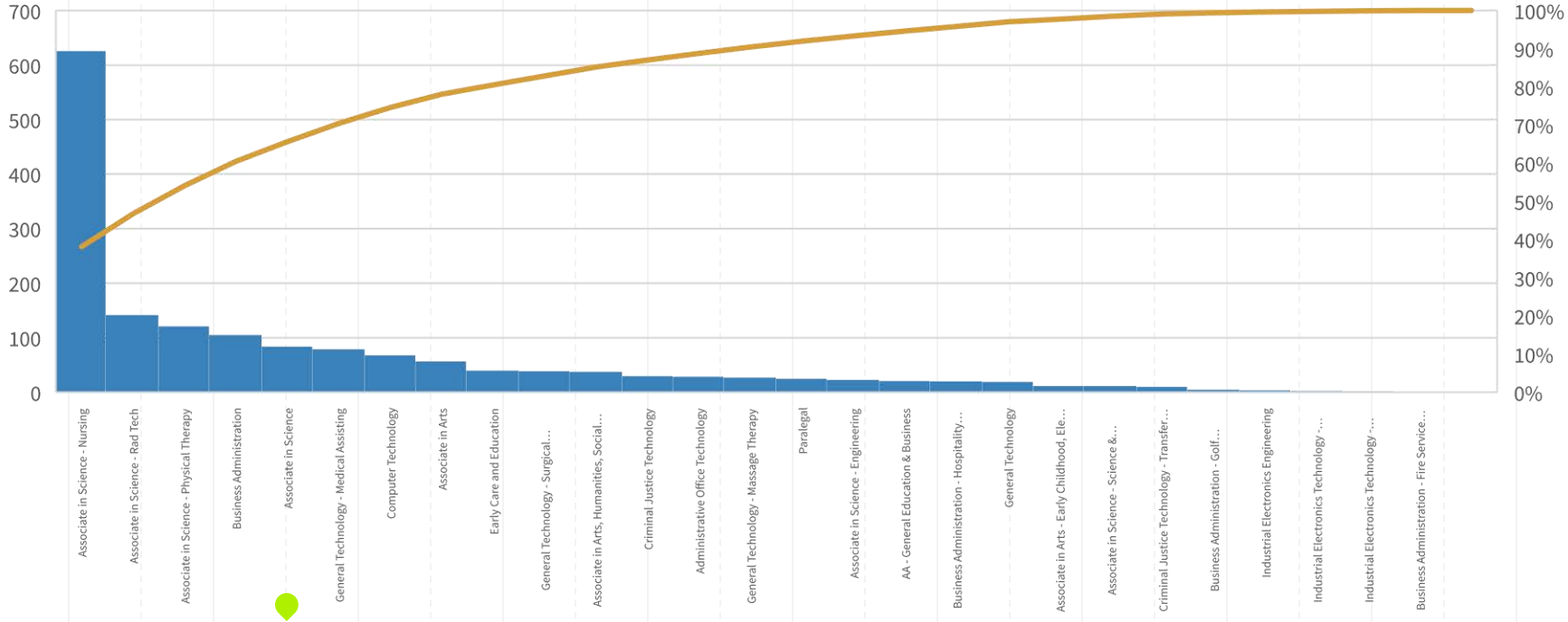
Applicant Trend

- Cert share has declined, though explained more so by increased demand for debuting programs.



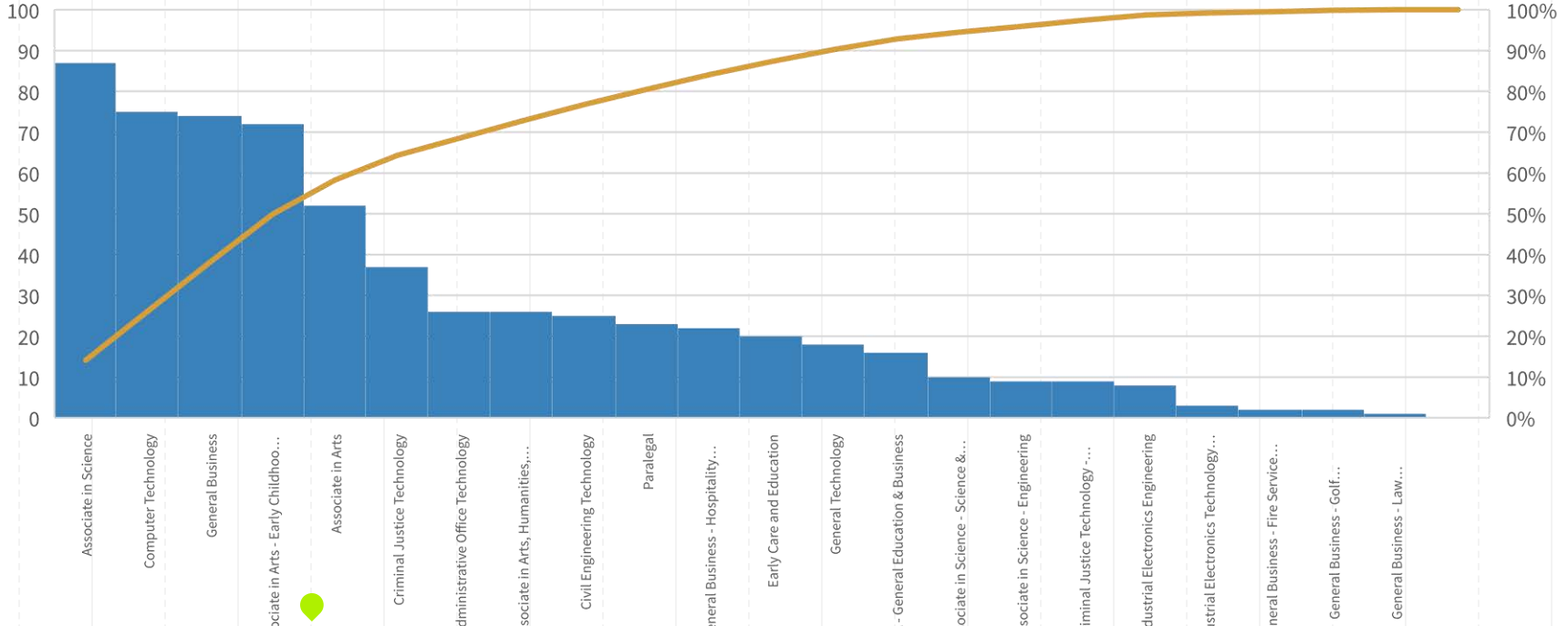
Fall 2018 Applicant Pool

- Total Applications = 1,642; 27 programs; Top-heavy in recently debuting programs.



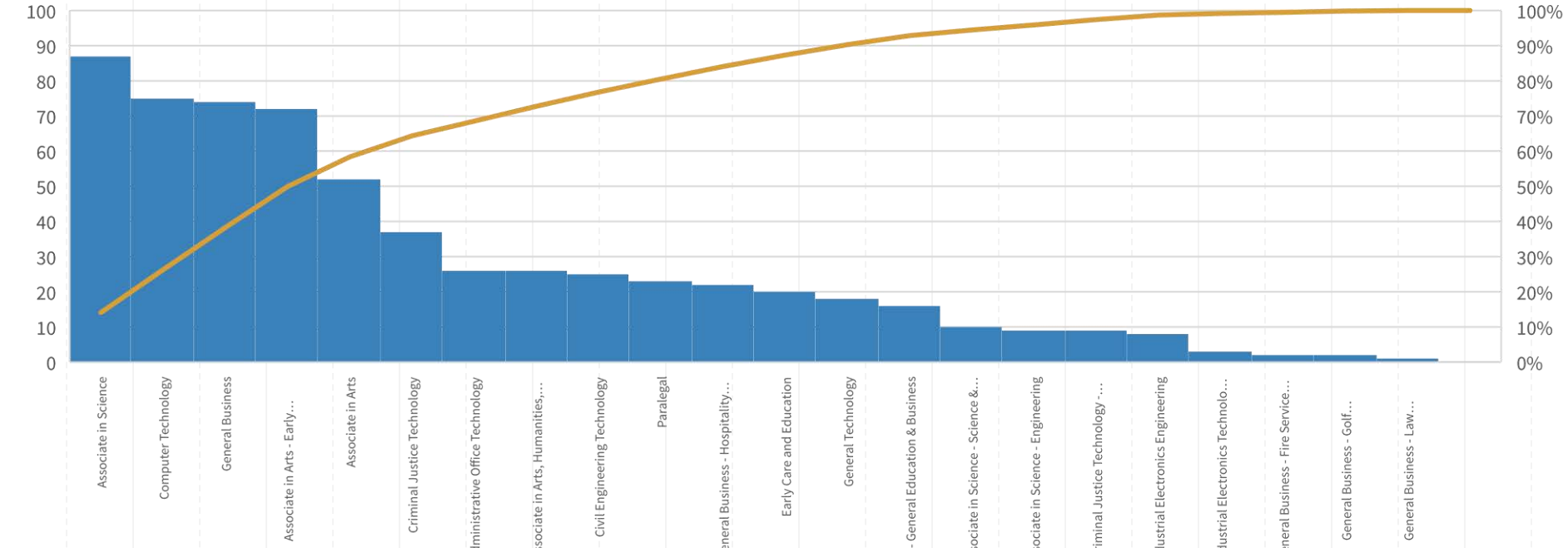
Fall 2013 Applicant Pool

- Total Applications = 617; 22 programs



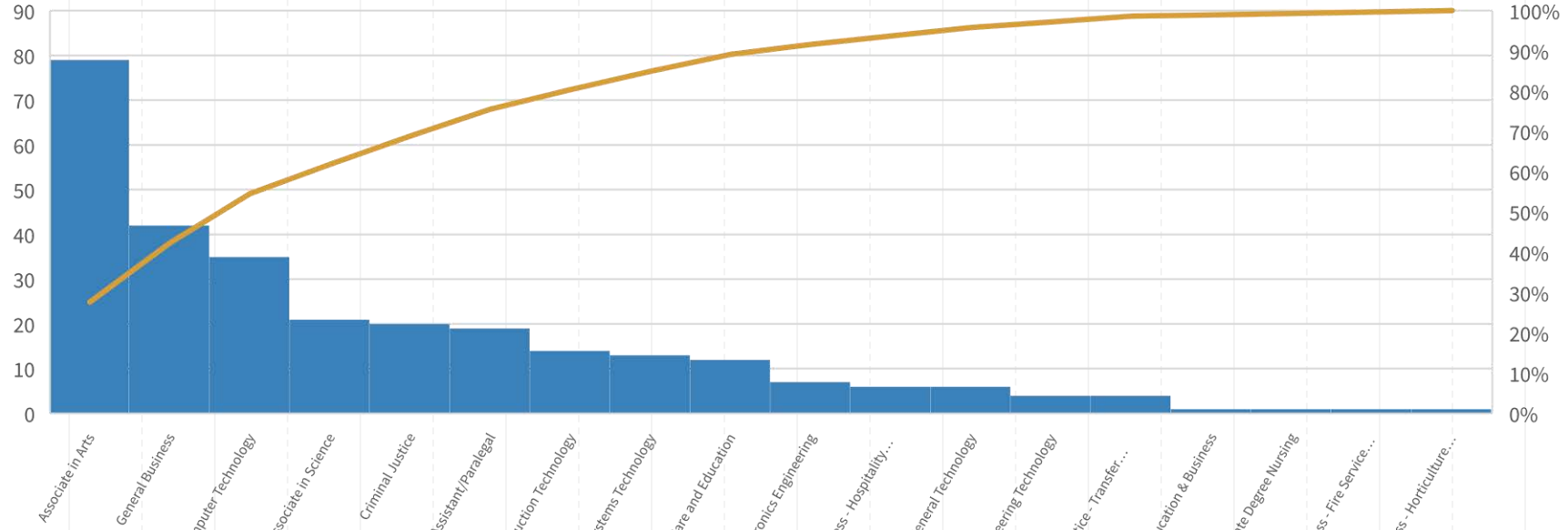
Fall 2008 Applicant Pool

- Total Applications = 475; 23 programs



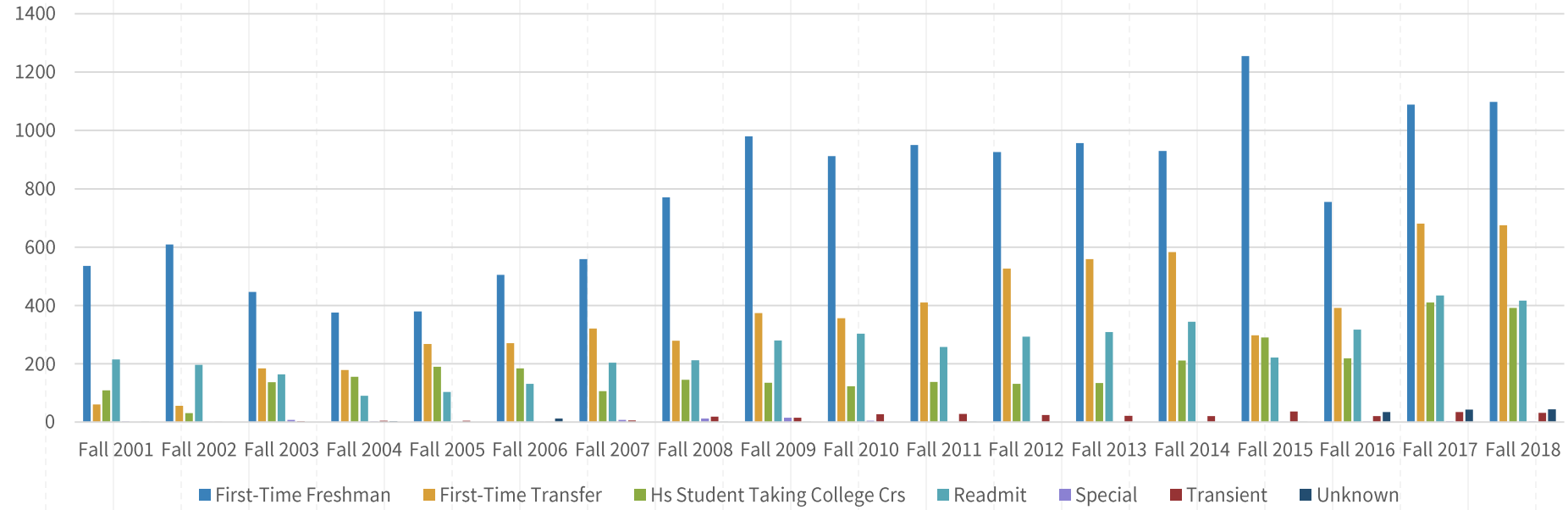
Fall 2003 Applicant Pool

- Total Applications = 286; 18 programs



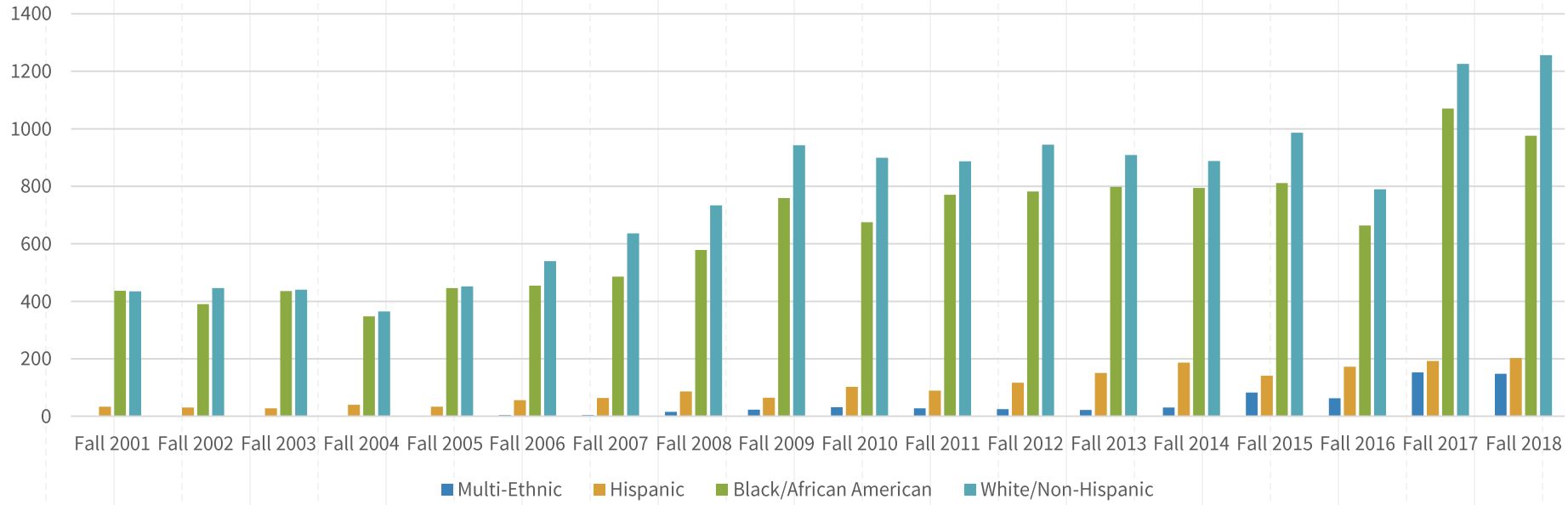
Student Type by Year

- High School students taking courses for credit has grown. It should grow more.



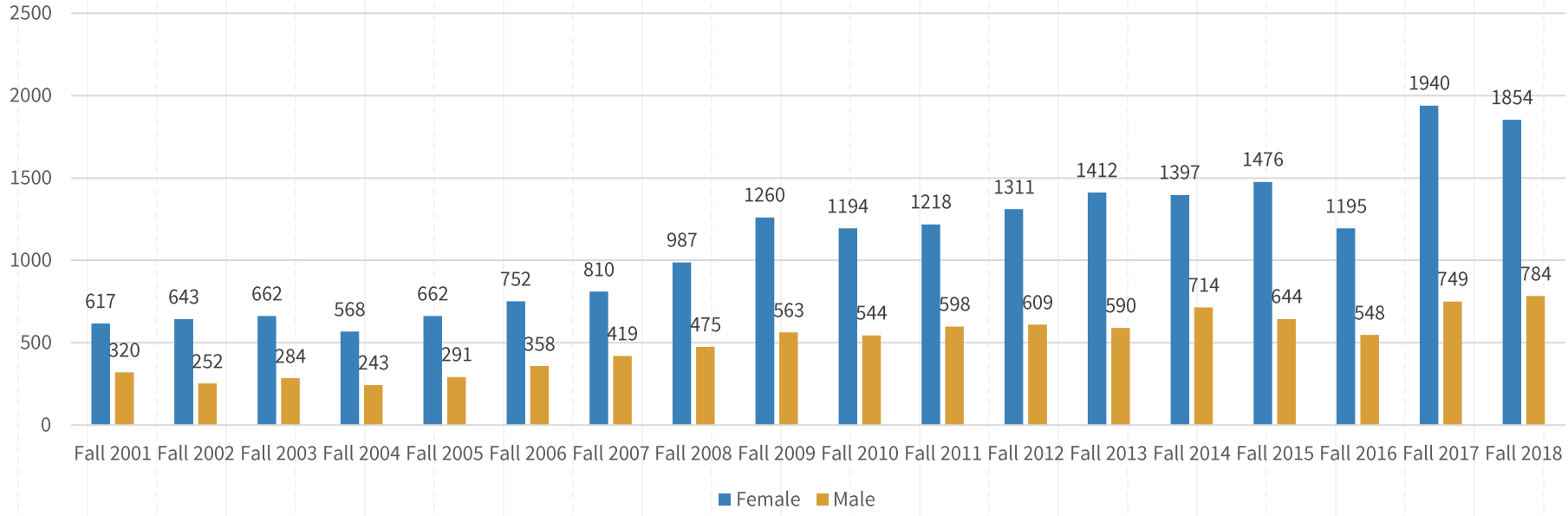
Ethnicity Apps by Year

- Trends are relatively consistent across ethnicity.



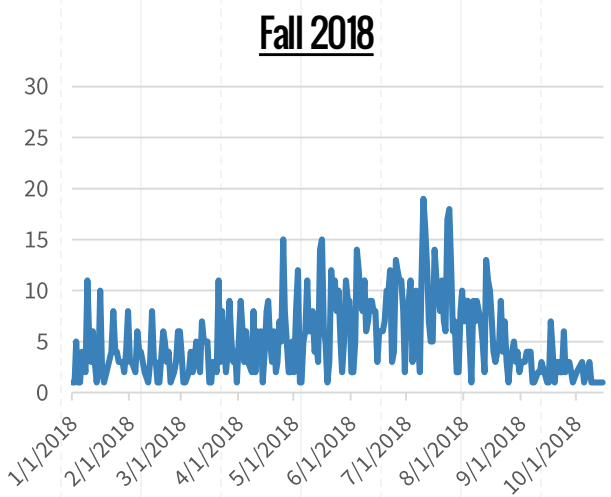
Gender Apps by Year

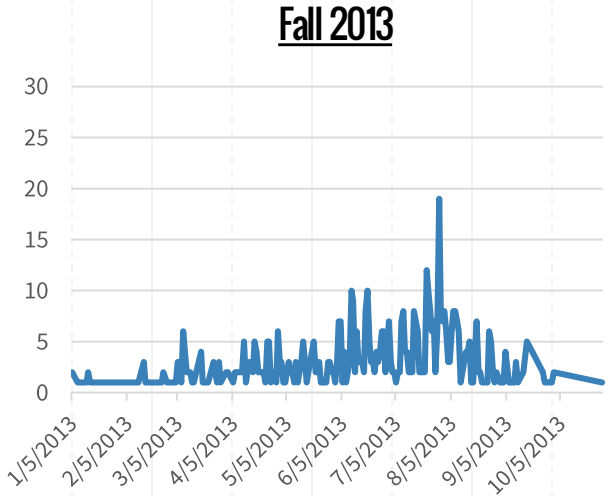
- Women applicants are growing more so by numbers.

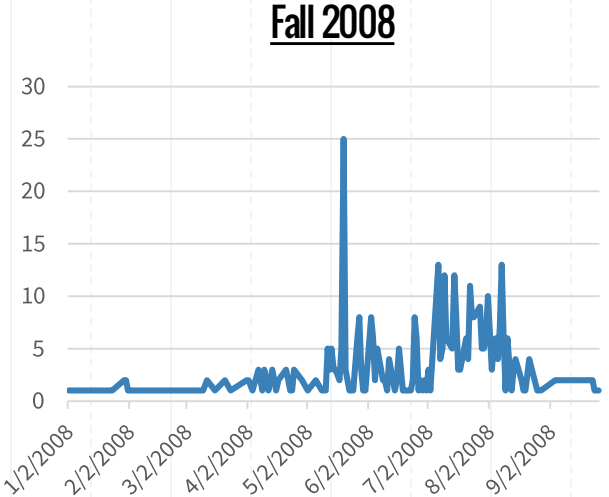


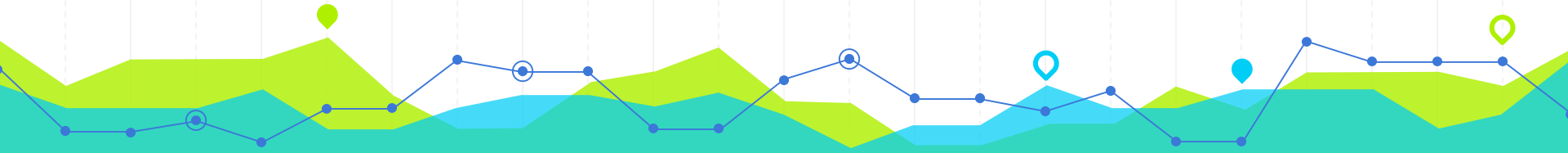
Spread of Fall Applications

- Note the spread over a ten year period.









Where We Go From Here

Next steps

8

Where We Go From Here

NOTE: This was the consideration for 4:08 P.M. EST on March 27th, 2019

- **In-depth grading of programs based on extensive criteria**
- **Rigorous review of enrollment trends**
- **Rigorous review of retention**
- **Funnel Analysis**
- **Target student analysis and Persona development**
- **Marketing Strategy**
- **Recommendations and strategies to acquire target students, optimize program offerings and market yourself within and outside of your service community**

THANKS!

Any questions?

You can reach us at
843.229.0378 or jd@insandouts.org