

Enrollment Projections and Scenarios for College of the Desert

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March 31, 2008

Executive Summary

This report provides baseline, or status quo, enrollment projections for College of the Desert as well as enrollment management scenarios based on the College's choices in increasing market shares of key market segments. Key market segments include Hispanic youth, all youth, and working-aged adults. Status quo projections and scenarios are reported for the entire College and separately for the main Palm Desert campus and the EVC center. Projections are based on fall headcounts over the projection period ending in fall 2040.

Because its underlying demographics are strong, steady enrollment growth is predicted for College of the Desert. If the College continues its present mode of operations, maintaining its current penetration of key market segments, overall growth will double from 10,588 in 2006 to 21,505 in 2040. Actions to increase the penetration rate for Hispanic youth will increase enrollment to 25,112 by 2040. Actions to increase the penetration rate for all youth, regardless of race/ethnicity, will yield an overall enrollment of 26,674. Actions to increase the penetration rate for working aged adults will result in an enrollment gain of 29,243. Collectively, the result of deeper penetration of all of these key market segments could net the College of the Desert a fall headcount enrollment of 34,412 by the year 2040, triple its current enrollment.

Data are presented for the baseline, or status quo, projection and each enrollment management scenario by age range and race/ethnicity. Under the status quo projection the largest enrollment volume will occur in the age ranges from 20 to 34 while Hispanic youth will increase from 56% of current total enrollment to 63% in 2040. If the Hispanic youth segment is penetrated more deeply their proportions could grow to 69%. This report illustrates the probable impact on the College of deliberate enrollment management decisions made throughout the projection period.

Introduction

In this report, we provide a baseline enrollment projection for the College of the Desert over the time period 2010 to 2040 and four enrollment management scenarios. These sets include:

1. Baseline or Status Quo: All market shares are held constant at current (2006) values. This projection assumes that College of the Desert will choose not to increase its current penetration rates of available market segments.
2. Hispanic Youth: Market shares for Hispanic youth ages 18-24 are increased over the baseline to the year 2040.
3. All Youth: Market shares for youth of all races/ethnicities ages 18-24 are increased over the baseline to the year 2040.

4. Working Aged Adults (All Races): Market shares for working aged adults (ages 25-44) are increased over the baseline to the year 2040.
5. Combined: Market shares for both all youth and working-aged adults are increased.

We derived baseline projections for selected combinations of race/ethnicity and age by calculating the market shares of the population in each group that are currently enrolled at the College of the Desert, and applying these market shares to population projections for Riverside County obtained from the California Department of Finance.¹ The projections for simulations 2 through 5 were then obtained by increasing selected market shares over time. Each of these five projections was estimated for the College of the Desert as a whole, as well as separately for the main Palm Desert campus and the Eastern Valley Center.

Data Sources

The projections rely on two types of data. The first set of data were obtained from the California Department of Finance, and represent population projections for Riverside County by race and age categories for the years 2006, 2010, 2015, 2020, 2025, 2030, 2035, and 2040. The second set of data, provided to us by the College of the Desert, contain information on all individual students who were enrolled at the institution in the fall of 2006. We grouped these student-level data according to age, race, and center, with the age and race categories chosen to correspond with the same categories that were available to us from the official population projections for Riverside County.¹ The population projections for Riverside County obtained from the California Department of Finance provide valuable insights into how the College of the Desert's market for students will change in the future. Table 1 contains a comparison of population projections for Riverside County by race/ethnicity from 2006 to 2040.

Table 1: Population Projections by Race for Riverside County, 2006 and 2040

Race	2006	2040	# Change: 2006 to 2040	% Change: 2006 to 2040
White	779,209	1,134,506	355,297	46%
Black	97,212	184,296	87,084	90%
Hispanic	558,480	1,592,432	1,033,952	185%
Asian	71,114	215,861	144,747	204%
Other Race	27,323	65,894	38,571	141%
Total	1,533,338	3,192,989	1,659,651	108%

¹ These data were updated July 2007 and are available here: <http://www.dof.ca.gov/html/DEMOGRAP/ReportsPapers/Projections/P3/P3.php>

The population projections in Table 1 suggest that the total population in Riverside County will more than double between 2006 and 2040. The highest percentage growth will occur for Asians and Hispanics over this period, and almost two-thirds of the total population growth will be for Hispanics. This is important for the College of the Desert because as will be shown later in this report, the institution's current market shares are highest for Hispanics. In contrast, the population growth rate for Whites in Riverside County is the lowest of the race/ethnicity groups considered here. Table 2 contains a breakdown in population projections by age category for Riverside County for 2006 and 2040.

Table 2: Population Projections by Age for Riverside County, 2006 and 2040

Age	2006	2040	# Change: 2006 to 2040	% Change: 2006 to 2040
15-17	111,558	177,005	65,447	59%
18-19	70,343	120,021	49,678	71%
20-24	164,530	299,692	135,162	82%
25-29	136,935	290,093	153,158	112%
30-34	124,138	271,553	147,415	119%
35-39	137,462	241,702	104,240	76%
40-44	150,884	247,378	96,494	64%
45-49	144,243	270,640	126,397	88%
50-54	116,913	251,622	134,709	115%
55-59	92,694	219,708	127,014	137%
60-64	68,536	177,712	109,176	159%
65-69	55,976	155,413	99,437	178%
70-74	50,466	145,599	95,133	189%
75-79	45,506	130,716	85,210	187%
80-84	35,334	95,957	60,623	172%
85+	27,820	98,178	70,358	253%
Total	1,533,338	3,192,989	1,659,651	108%

The population projections by age show that the largest increases in population in Riverside County will occur for the age groups 50 and over. This growth will not be very beneficial to the College of the Desert because community college students are not typically drawn from these age categories at least in large proportions. Nonetheless, the projections call for notable population increases in age groups that are important for the college, including ages 18-19, 20-24, 25-29, 30-34, 35-39, and 40-44. The latter range of age groups, roughly from 25 to 44, consist chiefly of working aged adults who, along with youth segments, constitute a key audience for College of the Desert.

Study Strengths and Limitations

Study strengths. This study uses a “market share” approach to calculating enrollment projections as explained below. These projections, therefore, can be updated as official demographic data become available from the California Department of Finance or other sources. Second, these projections are based on stable data meaning that the market share approach lends itself to greater credibility than enrollment projections based on assumptions that may or may not be accurate. An additional advantage for the market share approach is to model the effect of different decisions a college can make to increase the proportion of enrollment in key market segments. These, like the baseline projections, can be modified to fit experience as College of the Desert gains experience in penetrating markets using the data of this report as a starting point. The College is encouraged to use the data presented here to make periodic adjustments and to monitor the effectiveness of its enrollment management strategies.

Limitations. Projective data by age range and race/ethnicity needed to calculate market shares are unavailable for areas closest to the College. Thus, the external data source includes all of Riverside County. This is not a liability for this study, however, since College of the Desert attracts enrollment shares from outside of Riverside County. A second limitation is that study projections and simulations do not factor the impact on enrollment of increased retention. That is, the projective data reported here might be higher given improvements not just in recruitment but in a total enrollment management effort that produces higher rates of retention. Finally, these projections do not offer separate projections for College of the Desert classes in West Valley or for Virtual Valley (online enrollments) although separate projections are offered for the main campus in Desert Palms and the East Valley Center. Enrollment growth in off-campus locations may be additive to the overall projections and simulations offered here although our experience in community college enrollment management suggests that they may replace, at least in part, enrollment now occurring at the main campus and/or the East Valley Center. In either case, College of the Desert will want to monitor these trends closely and adjust these projections in line with the methodology offered here.

Projections for the College of the Desert

We now proceed first with the enrollment projections for each of the five simulations noted earlier for the institution as a whole. In other words, these projections encompass both the Palm Desert and Eastern Valley centers. In the last section of this report, we provide separate projections for these two centers. By dividing the enrollments in each age/race category by the corresponding population estimates for 2006, we obtained “market shares” for each group. The market shares represent the proportion of the county’s population in each age/race category that are enrolled in the College of the Desert in fall 2006. The current market shares (for 2006) are shown in Table 3.

Table 3: Market Shares by Race and Age for College of the Desert, 2006

Ages	Overall	White	Black	Hispanic	Asian	Other
15-17	0.01%	0.01%	0.00%	0.00%	0.02%	0.22%
18-19	1.60%	1.09%	0.88%	2.03%	1.68%	4.67%
20-24	2.53%	1.75%	1.36%	3.15%	3.19%	5.83%
25-29	1.20%	0.80%	0.43%	1.51%	0.95%	3.37%
30-34	0.81%	0.48%	0.36%	1.00%	1.14%	2.91%
35-39	0.55%	0.30%	0.23%	0.76%	0.68%	2.13%
40-44	0.42%	0.26%	0.15%	0.62%	0.50%	1.47%
45-49	0.33%	0.25%	0.15%	0.46%	0.24%	1.73%
50-54	0.28%	0.22%	0.21%	0.34%	0.23%	1.39%
55-59	0.22%	0.18%	0.19%	0.25%	0.29%	0.98%
60-64	0.18%	0.17%	0.00%	0.21%	0.16%	0.91%
65-69	0.10%	0.09%	0.06%	0.08%	0.08%	1.21%
70-74	0.09%	0.09%	0.00%	0.05%	0.04%	1.00%
75-79	0.06%	0.06%	0.12%	0.03%	0.00%	0.20%
80-84	0.01%	0.01%	0.00%	0.00%	0.00%	0.00%
85+	0.03%	0.03%	0.00%	0.00%	0.00%	0.46%

Notes: Market shares represent the enrollments in 2006 divided by the population projections obtained from the California Department of Finance. Market shares are for the entire institution (Palm Desert and Eastern Valley).

In the baseline projections, we assume that these market shares apply to each race and age category from 2010 through 2040. Accordingly, all changes in enrollment projections in the baseline model are due to changes in the population projections by race and age. For the remaining four simulations for the College of the Desert as a whole, we changed the following market shares.

1. **Hispanic Youth Simulation:** We increased the market share for Hispanic ages 18-19 from 2.03% in fall 2006 to 2.50% in fall 2010 and then to 3.00% for years 2015 to 2040. We also increased the market share for Hispanic ages 20-24 from 3.15% in 2006 to 4.00% in 2010 and then to 5.00% in 2015 to 2040.
2. **All Youth Simulation:** We made the above changes in Hispanic youth projections plus other changes as noted below. The goal was to bring all youth market shares up to at least 2.00% by 2015.

Assumed Market Shares for College of the Desert -- Ages 18-19:

Year	White	Hispanic	Black	Asian	Other
2006	1.09%	2.03%	0.88%	1.68%	4.67%
2010	1.50%	2.50%	1.50%	2.00%	5.00%
2015-2040	2.00%	3.00%	2.00%	2.50%	5.50%

Assumed Market Shares for College of the Desert -- Ages 20-24:

Year	White	Hispanic	Black	Asian	Other
2006	1.75%	3.15%	1.36%	3.19%	5.83%
2010	2.20%	4.00%	1.70%	3.50%	6.50%
2015-2040	2.50%	5.00%	2.00%	4.00%	7.00%

3. **Working Aged Adults (All Races):** We made the following changes to the market shares. The general goal was to bring all adult market shares up to at least 1.00% by 2015.

Assumed Market Shares for College of the Desert -- Ages 25-29:

Year	White	Hispanic	Black	Asian	Other
2006	0.80%	1.51%	0.43%	0.95%	3.37%
2010	1.20%	2.00%	0.75%	1.25%	3.90%
2015-2040	1.50%	2.50%	1.00%	1.50%	4.50%

Assumed Market Shares for College of the Desert -- Ages 30-34:

Year	White	Hispanic	Black	Asian	Other
2006	0.48%	0.76%	0.36%	1.14%	2.91%
2010	0.75%	1.10%	0.75%	1.50%	3.30%
2015-2040	1.00%	1.50%	1.00%	2.00%	3.50%

Assumed Market Shares for College of the Desert -- Ages 35-39:

Year	White	Hispanic	Black	Asian	Other
2006	0.30%	0.76%	0.23%	0.68%	2.13%
2010	0.60%	1.10%	0.60%	1.00%	2.50%
2015-2040	1.00%	1.50%	1.00%	1.50%	3.00%

Assumed Market Shares for College of the Desert -- Ages 40-44:

Year	White	Hispanic	Black	Asian	Other
2006	0.26%	0.62%	0.15%	0.50%	1.47%
2010	0.60%	0.75%	0.50%	0.75%	1.75%
2015-2040	1.00%	1.00%	1.00%	1.00%	2.00%

4. **Combined Youth and Working Aged Adults (All Races).** We combined the market shares from the Youth (All Races) and Adult (All Races) simulations.

Table 4 provides an overview of the projections across the five simulations.

Table 4: Enrollment Projections by Year and Simulation, College of the Desert

Year	Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
2006	10,588	10,588	10,588	10,588	10,588
2010	12,413	13,350	13,988	14,547	16,122
2015	14,376	16,734	17,972	19,580	23,175
2020	15,405	17,754	18,874	21,562	25,031
2025	16,576	19,176	20,349	23,273	27,047
2030	18,299	21,310	22,685	25,306	29,692
2035	19,984	23,326	24,828	27,298	32,142
2040	21,505	25,112	26,674	29,243	34,412

The baseline model shows that if the College of the Desert were to maintain its current market shares by age and race through 2040, total enrollments would more than double between 2006 and 2040. The gain in enrollments under this status quo model is due exclusively to increases in the population projections over this period. However, by increasing the market shares for the population ages 18-24, the College of the Desert could experience notable gains beyond what would occur in the baseline model due to demographics alone. In this illustration, for example, raising the market shares for Hispanics ages 18-19 to 3% and ages 20-24 to 5% by 2015 would lead to a gain of 3,600 students by 2040. Similarly, increases in the market shares for all youth would result in further gains, as would increasing the market shares for young adults (ages 25-44).

To examine the impact that demographics would have on the racial composition of students, Table 5 shows the breakdown of enrollment projections by race under each of the simulations we considered.

Table 5: Enrollment Projections by Race and Simulation in 2040, College of the Desert

Race	Current (2006)	Projections for 2040				
		Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	3,112	4,610	4,610	5,694	6,839	7,922
Black	336	567	567	754	982	1,169
Hispanic	5,888	13,609	17,215	17,215	18,053	21,659
Asian	605	1,456	1,456	1,667	1,927	2,139
Other Race	647	1,264	1,264	1,344	1,443	1,523
Total	10,588	21,505	25,112	26,674	29,243	34,412
Race	Current (2006)	Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	29%	21%	18%	21%	23%	23%
Black	3%	3%	2%	3%	3%	3%
Hispanic	56%	63%	69%	65%	62%	63%
Asian	6%	7%	6%	6%	7%	6%
Other Race	6%	6%	5%	5%	5%	4%

Table 5 demonstrates that due to changing demographics in Riverside County, the racial composition of students at the College of the Desert will also change. The share of total enrollments represented by Hispanic students will rise, with most of the gains coming from reductions in the share of White students at the institution. It is important to note, however, that the projected numbers of students within each racial/ethnic category at the College of the Desert would rise provided that the institution maintained its current market shares within each group.

Tables 6 through 10 show the enrollment projections by year and age category for all races combined under each of the five simulations considered here. In table 6, the status quo scenario, the largest enrollment volume will occur in the age ranges from 20 to 34.

Table 6: Enrollment Projections by Age, College of the Desert – Baseline

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	1,129	1,334	1,328	1,370	1,557	1,773	1,930	2,028
20-24	4,156	4,891	5,643	5,427	5,816	6,641	7,375	7,917
25-29	1,637	2,041	2,473	2,821	2,662	2,874	3,175	3,514
30-34	1,006	1,180	1,538	1,829	2,034	1,937	2,087	2,260
35-39	751	794	937	1,185	1,370	1,519	1,438	1,554
40-44	631	660	707	821	1,004	1,153	1,265	1,198
45-49	476	537	556	586	661	809	924	1,009
50-54	322	399	464	473	486	544	664	758
55-59	203	249	324	374	377	386	431	526
60-64	126	161	207	267	303	303	309	346
65-69	56	67	89	113	143	159	154	156
70-74	44	47	57	74	91	114	124	118
75-79	27	26	27	31	40	49	62	68
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	10,588	12,413	14,376	15,405	16,576	18,299	19,984	21,505

Table 7: Enrollment Projections by Age, College of the Desert – Youth (Hispanic)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	1,129	1,518	1,714	1,771	2,033	2,319	2,528	2,665
20-24	4,156	5,644	7,614	7,375	7,939	9,106	10,118	10,886
25-29	1,637	2,041	2,473	2,821	2,662	2,874	3,175	3,514
30-34	1,006	1,180	1,538	1,829	2,034	1,937	2,087	2,260
35-39	751	794	937	1,185	1,370	1,519	1,438	1,554
40-44	631	660	707	821	1,004	1,153	1,265	1,198
45-49	476	537	556	586	661	809	924	1,009
50-54	322	399	464	473	486	544	664	758
55-59	203	249	324	374	377	386	431	526
60-64	126	161	207	267	303	303	309	346
65-69	56	67	89	113	143	159	154	156
70-74	44	47	57	74	91	114	124	118
75-79	27	26	27	31	40	49	62	68
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	10,588	13,350	16,734	17,754	19,176	21,310	23,326	25,112

Table 8: Enrollment Projections by Age, College of the Desert – Youth (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	1,129	1,706	2,093	2,113	2,449	2,785	3,027	3,170
20-24	4,156	6,094	8,473	8,152	8,697	10,015	11,122	11,943
25-29	1,637	2,041	2,473	2,821	2,662	2,874	3,175	3,514
30-34	1,006	1,180	1,538	1,829	2,034	1,937	2,087	2,260
35-39	751	794	937	1,185	1,370	1,519	1,438	1,554
40-44	631	660	707	821	1,004	1,153	1,265	1,198
45-49	476	537	556	586	661	809	924	1,009
50-54	322	399	464	473	486	544	664	758
55-59	203	249	324	374	377	386	431	526
60-64	126	161	207	267	303	303	309	346
65-69	56	67	89	113	143	159	154	156
70-74	44	47	57	74	91	114	124	118
75-79	27	26	27	31	40	49	62	68
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	10,588	13,988	17,972	18,874	20,349	22,685	24,828	26,674

Table 9: Enrollment Projections by Age, College of the Desert – Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	1,129	1,334	1,328	1,370	1,557	1,773	1,930	2,028
20-24	4,156	4,891	5,643	5,427	5,816	6,641	7,375	7,917
25-29	1,637	2,789	4,212	4,794	4,504	4,792	5,384	5,955
30-34	1,006	1,755	3,009	3,591	3,990	3,785	3,983	4,443
35-39	751	1,245	2,103	2,682	3,105	3,418	3,203	3,342
40-44	631	1,021	1,535	1,746	2,168	2,495	2,709	2,523
45-49	476	537	556	586	661	809	924	1,009
50-54	322	399	464	473	486	544	664	758
55-59	203	249	324	374	377	386	431	526
60-64	126	161	207	267	303	303	309	346
65-69	56	67	89	113	143	159	154	156
70-74	44	47	57	74	91	114	124	118
75-79	27	26	27	31	40	49	62	68
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	10,588	14,547	19,580	21,562	23,273	25,306	27,298	29,243

Table 10: Enrollment Projections by Age, College of the Desert – Youth and Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	1,129	1,706	2,093	2,113	2,449	2,785	3,027	3,170
20-24	4,156	6,094	8,473	8,152	8,697	10,015	11,122	11,943
25-29	1,637	2,789	4,212	4,794	4,504	4,792	5,384	5,955
30-34	1,006	1,755	3,009	3,591	3,990	3,785	3,983	4,443
35-39	751	1,245	2,103	2,682	3,105	3,418	3,203	3,342
40-44	631	1,021	1,535	1,746	2,168	2,495	2,709	2,523
45-49	476	537	556	586	661	809	924	1,009
50-54	322	399	464	473	486	544	664	758
55-59	203	249	324	374	377	386	431	526
60-64	126	161	207	267	303	303	309	346
65-69	56	67	89	113	143	159	154	156
70-74	44	47	57	74	91	114	124	118
75-79	27	26	27	31	40	49	62	68
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	10,588	16,122	23,175	25,031	27,047	29,692	32,142	34,412

Projections for Palm Desert and Eastern Valley Centers

In the last section of this report, we provide separate enrollment projections under the same five simulations shown earlier for the two main centers/campuses within the College of the Desert: Palm Desert and Eastern Valley. We began by breaking down the enrollment data in 2006 for the College of the Desert between these two centers, and then calculated the market shares by age and race for the Eastern Valley center. It should be noted that the current enrollments in West Valley and for Virtual Valley are included in the Palm Desert numbers. These market shares are shown in Table 11. The market shares for Palm Desert center would be calculated as the differences between the market shares for the entire institution (Table 3) minus the market shares for the Eastern Valley center (Table 11). These market shares are shown in Table 12.

Table 11: Market Shares by Race and Age for Eastern Valley Center, 2006

Ages	Overall	White	Black	Hispanic	Asian	Other
15-17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
18-19	0.26%	0.05%	0.13%	0.48%	0.09%	0.41%
20-24	0.41%	0.12%	0.08%	0.73%	0.13%	0.81%
25-29	0.21%	0.07%	0.01%	0.35%	0.09%	0.35%
30-34	0.15%	0.03%	0.03%	0.24%	0.08%	0.39%
35-39	0.11%	0.03%	0.05%	0.21%	0.07%	0.05%
40-44	0.08%	0.03%	0.02%	0.17%	0.06%	0.04%
45-49	0.05%	0.01%	0.03%	0.11%	0.04%	0.16%
50-54	0.03%	0.01%	0.01%	0.09%	0.02%	0.05%
55-59	0.02%	0.01%	0.00%	0.06%	0.02%	0.00%
60-64	0.02%	0.01%	0.00%	0.05%	0.03%	0.08%
65-69	0.01%	0.00%	0.00%	0.03%	0.00%	0.00%
70-74	0.01%	0.00%	0.00%	0.03%	0.00%	0.00%
75-79	0.01%	0.01%	0.00%	0.01%	0.00%	0.00%
80-84	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
85+	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Notes: Market shares represent the enrollments in 2006 divided by the population projections obtained from the California Department of Finance. Market shares are for only the Eastern Valley center of the College of the Desert.

It can be seen in Table 11 that the market shares for the Eastern Valley center are notably smaller than for the college as a whole. The market shares for Eastern Valley, however, are similar to the overall market shares in that the largest market shares are found for Hispanics and students ages 18-24.

Table 12: Market Shares by Race and Age for Palm Desert Center, 2006

Ages	Overall	White	Black	Hispanic	Asian	Other
15-17	0.01%	0.01%	0.00%	0.00%	0.02%	0.22%
18-19	1.34%	1.04%	0.75%	1.55%	1.59%	4.26%
20-24	2.12%	1.63%	1.28%	2.42%	3.06%	5.02%
25-29	0.99%	0.73%	0.42%	1.16%	0.86%	3.02%
30-34	0.66%	0.45%	0.33%	0.76%	1.06%	2.52%
35-39	0.44%	0.27%	0.18%	0.55%	0.61%	2.08%
40-44	0.34%	0.23%	0.13%	0.45%	0.44%	1.43%
45-49	0.28%	0.24%	0.12%	0.35%	0.20%	1.57%
50-54	0.25%	0.21%	0.20%	0.25%	0.21%	1.34%

55-59	0.20%	0.17%	0.19%	0.19%	0.27%	0.98%
60-64	0.16%	0.16%	0.00%	0.16%	0.13%	0.83%
65-69	0.09%	0.09%	0.06%	0.05%	0.08%	1.21%
70-74	0.08%	0.09%	0.00%	0.02%	0.04%	1.00%
75-79	0.05%	0.05%	0.12%	0.02%	0.00%	0.20%
80-84	0.01%	0.01%	0.00%	0.00%	0.00%	0.00%
85+	0.03%	0.03%	0.00%	0.00%	0.00%	0.46%

Notes: Market shares represent the enrollments in 2006 divided by the population projections obtained from the California Department of Finance. Market shares are for only the Eastern Valley center of the College of the Desert.

To derive separate enrollment projections for each center, we began with the assumed changes in the overall market shares for the institution shown earlier in this report. We then made a series of additional assumptions about how selected market shares for the Eastern Valley center would change in the future. The assumed changes that we used for Eastern Valley are as follows.

1. **Hispanic Youth:** We increased the market share for Hispanic ages 18-19 from 0.48% in 2006 to 0.67% in 2010 and then to 0.85% for years 2015 to 2040. We also increased the market share for Hispanic ages 20-24 from 0.73% in 2006 to 0.90% in 2010 and then to 1.20% in 2015 to 2040.
2. **All Youth (All Races):** We made the above changes in Hispanic youth projections plus other changes as noted below. The goal was to bring the market shares within each race category up to at least 0.30% by 2015.

Assumed Market Shares for Eastern Valley Center -- Ages 18-19:

Year	White	Hispanic	Black	Asian	Other
2006	0.05%	0.48%	0.13%	0.09%	0.41%
2010	0.20%	0.67%	0.20%	0.20%	0.75%
2015-2040	0.30%	0.85%	0.30%	0.30%	1.00%

Assumed Market Shares for Eastern Valley Center -- Ages 20-24:

Year	White	Hispanic	Black	Asian	Other
2006	0.12%	0.73%	0.08%	0.13%	0.81%
2010	0.20%	0.90%	0.20%	0.20%	1.20%
2015-2040	0.30%	1.20%	0.30%	0.30%	1.50%

3. **Working Aged Adults (All Races):** We made the following changes to the market shares. The goal was to bring market shares within each race category up to at least 0.20% by 2015.

Assumed Market Shares for Eastern Valley Center -- Ages 25-29:

Year	White	Hispanic	Black	Asian	Other
2006	0.07%	0.35%	0.01%	0.09%	0.35%
2010	0.10%	0.50%	0.10%	0.10%	0.50%
2015-2040	0.20%	0.60%	0.20%	0.20%	0.75%

Assumed Market Shares for Eastern Valley Center -- Ages 30-34:

Year	White	Hispanic	Black	Asian	Other
2006	0.03%	0.24%	0.03%	0.08%	0.39%
2010	0.10%	0.40%	0.10%	0.10%	0.50%
2015-2040	0.20%	0.50%	0.20%	0.20%	0.75%

Assumed Market Shares for Eastern Valley Center -- Ages 35-39:

Year	White	Hispanic	Black	Asian	Other
2006	0.03%	0.21%	0.05%	0.07%	0.05%
2010	0.10%	0.25%	0.10%	0.10%	0.10%
2015-2040	0.20%	0.30%	0.20%	0.20%	0.20%

Assumed Market Shares for Eastern Valley Center -- Ages 40-44:

Year	White	Hispanic	Black	Asian	Other
2006	0.03%	0.17%	0.02%	0.06%	0.04%
2010	0.10%	0.25%	0.10%	0.10%	0.10%
2015-2040	0.20%	0.30%	0.20%	0.20%	0.20%

4. **Youth and Working Aged Adult (All Races).** We combined the market shares from the Youth (All Races) and Adult (All Races) simulations.

These market shares were used to obtain enrollment projections for the Eastern Valley center for the years 2010 through 2040. The Palm Desert center enrollment projections were then obtained by subtracting the Eastern Valley center projections from the overall institutional projections. Table 13 provides an overview of the enrollment projections for the Palm Desert and Eastern Valley centers under each of the five simulations that we consider. Note that the sum of the enrollment projections for the two campuses equal the overall projections presented earlier in Table 4.

Table 13: Enrollment Projections by Year, Simulation, and Center, College of the Desert

Year	Baseline		Youth (Hispanic)		Youth (All Races)		Working Aged Adult (All Races)		Youth and Working Aged Adult (All Races)	
	Eastern Valley	Palm Desert	Eastern Valley	Palm Desert	Eastern Valley	Palm Desert	Eastern Valley	Palm Desert	Eastern Valley	Palm Desert
2006	1,756	8,832	1,756	8,832	1,756	8,832	1,756	8,832	1,756	8,832
2010	2,083	10,331	2,304	11,046	2,466	11,522	2,596	11,951	2,979	13,143
2015	2,454	11,923	3,099	13,635	3,431	14,541	3,704	15,877	4,681	18,495
2020	2,677	12,728	3,321	14,433	3,629	15,245	4,155	17,407	5,107	19,923
2025	2,940	13,636	3,657	15,519	3,987	16,363	4,545	18,728	5,592	21,455
2030	3,257	15,041	4,087	17,222	4,449	18,236	4,930	20,376	6,122	23,570
2035	3,570	16,414	4,490	18,836	4,887	19,941	5,322	21,976	6,639	25,503
2040	3,843	17,662	4,836	20,276	5,250	21,424	5,690	23,553	7,097	27,315

The baseline enrollment projections show that both the Eastern Valley and Palm Desert centers would experience substantial growth in enrollments over the next thirty years provided that they maintain their current market shares by age and race/ethnicity. The projections for each center can rise even further, however, if they are able to make gains in selected market shares for Hispanic youth, all youth, or adults ages 25-44.

Tables 14 and 15 provide summaries of the racial breakdown of enrollments in 2040 for the Palm Desert and Eastern Valley centers under the five simulations that we examine in this report.

Table 14: Total Enrollment Projections by Race and Simulation in 2040, Palm Desert Center

Race	Current (2006)	Projections for 2040				
		Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	2,902	4,299	4,299	5,112	5,986	6,800
Black	306	521	521	659	833	971
Hispanic	4,475	10,327	12,941	12,941	13,710	16,324
Asian	565	1,355	1,355	1,520	1,739	1,904

Other Race	584	1,160	1,160	1,191	1,285	1,316
Total	8,832	17,662	20,276	21,424	23,553	27,315
Race	Current (2006)	Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	12%	8%	6%	11%	15%	16%
Black	2%	1%	1%	2%	3%	3%
Hispanic	80%	85%	88%	81%	76%	75%
Asian	2%	3%	2%	3%	3%	3%
Other Race	4%	3%	2%	3%	3%	3%

Table 15: Total Enrollment Projections by Race and Simulation in 2040, Eastern Valley Center

Race	Current (2006)	<i>Projections for 2040</i>				
		Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	210	311	311	581	853	1,122
Black	30	46	46	95	148	197
Hispanic	1,413	3,282	4,274	4,274	4,343	5,335
Asian	40	101	101	147	189	235
Other Race	63	104	104	153	158	207
Total	1,756	3,843	4,836	5,250	5,690	7,097
Race	Current (2006)	Baseline	Youth (Hispanic)	Youth (All Races)	Working Aged Adult (All Races)	Youth and Working Aged Adult (All Races)
White	12%	8%	6%	11%	15%	16%
Black	2%	1%	1%	2%	3%	3%
Hispanic	80%	85%	88%	81%	76%	75%
Asian	2%	3%	2%	3%	3%	3%
Other Race	4%	3%	2%	3%	3%	3%

Tables 16 through 20 provide separate enrollment projections for the Palm Desert center, and Tables 21 through 25 repeat this information for the Eastern Valley center.

Table 16: Enrollment Projections by Age, Palm Desert Center – Baseline

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	946	1,112	1,103	1,136	1,286	1,463	1,591	1,669
20-24	3,482	4,086	4,695	4,501	4,799	5,493	6,097	6,537
25-29	1,347	1,688	2,041	2,321	2,184	2,354	2,598	2,875
30-34	823	967	1,268	1,505	1,669	1,585	1,705	1,848
35-39	595	625	737	939	1,083	1,197	1,133	1,235
40-44	512	528	560	650	799	917	1,003	949
45-49	406	453	462	482	541	666	759	827
50-54	285	351	401	401	406	453	557	635
55-59	181	221	286	326	324	327	364	448
60-64	113	144	183	235	264	260	263	292
65-69	53	63	84	105	132	144	137	137
70-74	41	44	52	67	82	101	107	98
75-79	24	23	24	27	34	42	53	58
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	8,832	10,331	11,923	12,728	13,636	15,041	16,414	17,662

Table 17: Enrollment Projections by Age, Palm Desert Center – Youth (Hispanic)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	946	1,224	1,344	1,385	1,583	1,803	1,964	2,066
20-24	3,482	4,691	6,167	5,956	6,385	7,334	8,146	8,755
25-29	1,347	1,688	2,041	2,321	2,184	2,354	2,598	2,875
30-34	823	967	1,268	1,505	1,669	1,585	1,705	1,848
35-39	595	625	737	939	1,083	1,197	1,133	1,235
40-44	512	528	560	650	799	917	1,003	949
45-49	406	453	462	482	541	666	759	827
50-54	285	351	401	401	406	453	557	635
55-59	181	221	286	326	324	327	364	448
60-64	113	144	183	235	264	260	263	292
65-69	53	63	84	105	132	144	137	137
70-74	41	44	52	67	82	101	107	98
75-79	24	23	24	27	34	42	53	58
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	8,832	11,046	13,635	14,433	15,519	17,222	18,836	20,276

Table 18: Enrollment Projections by Age, Palm Desert Center – Youth (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	946	1,349	1,620	1,629	1,888	2,144	2,329	2,435
20-24	3,482	5,042	6,796	6,525	6,924	8,006	8,886	9,534
25-29	1,347	1,688	2,041	2,321	2,184	2,354	2,598	2,875
30-34	823	967	1,268	1,505	1,669	1,585	1,705	1,848
35-39	595	625	737	939	1,083	1,197	1,133	1,235
40-44	512	528	560	650	799	917	1,003	949
45-49	406	453	462	482	541	666	759	827
50-54	285	351	401	401	406	453	557	635
55-59	181	221	286	326	324	327	364	448
60-64	113	144	183	235	264	260	263	292
65-69	53	63	84	105	132	144	137	137
70-74	41	44	52	67	82	101	107	98
75-79	24	23	24	27	34	42	53	58
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	8,832	11,522	14,541	15,245	16,363	18,236	19,941	21,424

Table 19: Enrollment Projections by Age, Palm Desert Center – Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	946	1,112	1,103	1,136	1,286	1,463	1,591	1,669
20-24	3,482	4,086	4,695	4,501	4,799	5,493	6,097	6,537
25-29	1,347	2,275	3,366	3,822	3,583	3,803	4,278	4,731
30-34	823	1,377	2,335	2,783	3,090	2,932	3,083	3,443
35-39	595	1,002	1,702	2,175	2,515	2,769	2,598	2,725
40-44	512	773	1,157	1,314	1,639	1,884	2,043	1,900
45-49	406	453	462	482	541	666	759	827
50-54	285	351	401	401	406	453	557	635
55-59	181	221	286	326	324	327	364	448
60-64	113	144	183	235	264	260	263	292
65-69	53	63	84	105	132	144	137	137
70-74	41	44	52	67	82	101	107	98
75-79	24	23	24	27	34	42	53	58
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	8,832	11,951	15,877	17,407	18,728	20,376	21,976	23,553

Table 20: Enrollment Projections by Age, Palm Desert Center – Youth and Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	13	14	13	18	14	16	17	18
18-19	946	1,349	1,620	1,629	1,888	2,144	2,329	2,435
20-24	3,482	5,042	6,796	6,525	6,924	8,006	8,886	9,534
25-29	1,347	2,275	3,366	3,822	3,583	3,803	4,278	4,731
30-34	823	1,377	2,335	2,783	3,090	2,932	3,083	3,443
35-39	595	1,002	1,702	2,175	2,515	2,769	2,598	2,725
40-44	512	773	1,157	1,314	1,639	1,884	2,043	1,900
45-49	406	453	462	482	541	666	759	827
50-54	285	351	401	401	406	453	557	635
55-59	181	221	286	326	324	327	364	448
60-64	113	144	183	235	264	260	263	292
65-69	53	63	84	105	132	144	137	137
70-74	41	44	52	67	82	101	107	98
75-79	24	23	24	27	34	42	53	58
80-84	3	3	3	2	3	3	4	5
85+	8	10	12	13	16	20	25	31
Total	8,832	13,143	18,495	19,923	21,455	23,570	25,503	27,315

Table 21: Enrollment Projections by Age, Eastern Valley Center – Baseline

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	0	0	0	0	0	0	0	0
18-19	183	222	225	234	270	310	339	359
20-24	674	805	948	926	1,017	1,148	1,278	1,379
25-29	290	353	432	500	478	520	577	639
30-34	183	214	270	324	365	352	382	412
35-39	156	169	200	246	287	321	305	319
40-44	119	132	147	171	205	237	262	249
45-49	70	84	94	104	120	143	164	181
50-54	37	48	62	72	80	91	107	123
55-59	22	28	39	48	54	58	66	78
60-64	13	17	24	32	39	43	47	53
65-69	3	4	6	8	11	14	17	19
70-74	3	4	5	7	10	13	17	20
75-79	3	3	3	4	5	7	9	11
80-84	0	0	0	0	0	0	0	0
85+	0	0	0	0	0	0	0	0
Total	1,756	2,083	2,454	2,677	2,940	3,257	3,570	3,843

Table 22: Enrollment Projections by Age, Eastern Valley Center – Youth (Hispanic)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	0	0	0	0	0	0	0	0
18-19	183	294	371	385	450	516	564	599
20-24	674	954	1,447	1,419	1,555	1,772	1,972	2,131
25-29	290	353	432	500	478	520	577	639
30-34	183	214	270	324	365	352	382	412
35-39	156	169	200	246	287	321	305	319
40-44	119	132	147	171	205	237	262	249
45-49	70	84	94	104	120	143	164	181
50-54	37	48	62	72	80	91	107	123
55-59	22	28	39	48	54	58	66	78
60-64	13	17	24	32	39	43	47	53
65-69	3	4	6	8	11	14	17	19
70-74	3	4	5	7	10	13	17	20
75-79	3	3	3	4	5	7	9	11
80-84	0	0	0	0	0	0	0	0
85+	0	0	0	0	0	0	0	0
Total	1,756	2,304	3,099	3,321	3,657	4,087	4,490	4,836

Table 23: Enrollment Projections by Age, Eastern Valley Center – Youth (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	0	0	0	0	0	0	0	0
18-19	183	357	473	484	561	640	698	736
20-24	674	1,052	1,677	1,628	1,773	2,009	2,235	2,409
25-29	290	353	432	500	478	520	577	639
30-34	183	214	270	324	365	352	382	412
35-39	156	169	200	246	287	321	305	319
40-44	119	132	147	171	205	237	262	249
45-49	70	84	94	104	120	143	164	181
50-54	37	48	62	72	80	91	107	123
55-59	22	28	39	48	54	58	66	78
60-64	13	17	24	32	39	43	47	53
65-69	3	4	6	8	11	14	17	19
70-74	3	4	5	7	10	13	17	20
75-79	3	3	3	4	5	7	9	11
80-84	0	0	0	0	0	0	0	0
85+	0	0	0	0	0	0	0	0
Total	1,756	2,466	3,431	3,629	3,987	4,449	4,887	5,250

Table 24: Enrollment Projections by Age, Eastern Valley Center – Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	0	0	0	0	0	0	0	0
18-19	183	222	225	234	270	310	339	359
20-24	674	805	948	926	1,017	1,148	1,278	1,379
25-29	290	514	846	972	921	989	1,106	1,225
30-34	183	377	674	808	900	853	900	1,001
35-39	156	243	401	508	590	649	606	617
40-44	119	248	378	432	530	611	667	624
45-49	70	84	94	104	120	143	164	181
50-54	37	48	62	72	80	91	107	123
55-59	22	28	39	48	54	58	66	78
60-64	13	17	24	32	39	43	47	53
65-69	3	4	6	8	11	14	17	19
70-74	3	4	5	7	10	13	17	20
75-79	3	3	3	4	5	7	9	11
80-84	0	0	0	0	0	0	0	0
85+	0	0	0	0	0	0	0	0
Total	1,756	2,596	3,704	4,155	4,545	4,930	5,322	5,690

Table 25: Enrollment Projections by Age, Eastern Valley Center – Youth and Working Aged Adult (All Races)

Ages	2006	2010	2015	2020	2025	2030	2035	2040
15-17	0	0	0	0	0	0	0	0
18-19	183	357	473	484	561	640	698	736
20-24	674	1,052	1,677	1,628	1,773	2,009	2,235	2,409
25-29	290	514	846	972	921	989	1,106	1,225
30-34	183	377	674	808	900	853	900	1,001
35-39	156	243	401	508	590	649	606	617
40-44	119	248	378	432	530	611	667	624
45-49	70	84	94	104	120	143	164	181
50-54	37	48	62	72	80	91	107	123
55-59	22	28	39	48	54	58	66	78
60-64	13	17	24	32	39	43	47	53
65-69	3	4	6	8	11	14	17	19
70-74	3	4	5	7	10	13	17	20

75-79	3	3	3	4	5	7	9	11
80-84	0	0	0	0	0	0	0	0
85+	0	0	0	0	0	0	0	0
Total	1,756	2,979	4,681	5,107	5,592	6,122	6,639	7,097
