



October 13, 2003 Planning Roundtable C

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II. Considering the following political and governmental policy areas, what are the key political and governmental changes that are likely to influence the directions that the College should take over the next several years?

A. Federal, State, and Local Revenue and Tax Patterns

- Philadelphia is getting poorer, City council payment lag is increasing, and there are no indicators of an expanding tax base.

B. Federal, State, and Local Expenditure Priorities

C. Federal and State Higher Education Funding Policies

- Cost burden of education of shifting from public funding to student funding and students are placing a greater dependency on financial aid.
- Foundation spending is also decreasing. Foundation support may be limited to higher education based on a perception that there have been few visible outcomes from social dollars spent in higher education. Agencies such as United Way have realigned focus of spending to 0-4 years old in the hope of developing a healthier population.
- Many institutions are hiring new personnel with the consideration of their revenue enhancing potential.
- Institutions have to rely more heavily on Institutional Advancement (grant) programs as sources of new revenue.
- Public institutions are acting more like "For Profits". Programs need to be profitable and programs need to meet the needs of their constituency.

- Many colleges are modeling the University of Phoenix R & D approach of piloting programs and encouraging innovative thinking.
- Federal tax cut has decreased federal spending on social programs. Much of the remaining funding is focused on K-12 programs.

D. Changing Political Agenda

- Pennsylvania is a low tax state. As long as this remains constant there will be small allocations for social programs.

E. Federal and State Financial Aid Policies

- Before 1973, there was no PELL, is funding moving back in that direction?

F. Federal and State Regulations

- Government regulation and oversight is going to increase.
- Dollars will increasingly be associated with 1) data collection, 2) accountability, 3) assessment, and 4) tangible and quantifiable outcomes.
- Colleges are adapting flexible tuition policies to cover costs of more expensive programs.

IV. Considering the following social and demographic change areas, what are the key social and demographic changes that are likely to influence the directions that the College should take over the next several years?

A. Population Demographics

- As the city population decreases, it is also experiencing changes in the population distribution and profile, e.g. the aging population is staying in the city, empty nesters are moving into the city, the city is not attractive to young people (group opinion).
- The number of high school graduates is projected to increase.
- Number of high school dropouts is increasing, more are returning to CCP to gain employment skills

B. International Politics and Immigration Patterns

- The growing Hispanic / Latino population is increasing the need for bilingual (Spanish) services.
- There is a difference in services required for Spanish speaking immigrants and residents from Spanish speaking homes. Immigration patterns are fluid.
- Colleges are working on bringing more foreign students into the country while it is more difficult for students to enter the country.
- Community colleges are a good place for foreign students to get their start in the US.
- SEVIS regulations are tightening but foreign students seem to be determined and adapting.
- Recent dip in foreign students was only temporary due to increased regulation.
- Decrease in value of the dollar on the international market makes US education a good value.
- Philadelphia's location between New York and DC is attractive to foreign students.

C. Security and Personal Safety Concerns

- There is a strong perception that Philadelphia is not safe and the CCP's location is in an unsafe place to be.
- Public buildings are increasingly restricting entry and excluding entry to people without proper id or legitimate business on the premises.
- Public buildings are increasing security personnel with a more visible security presence.

D. Family and Lifestyle Changes

- Family and lifestyle changes are necessitating changes in the delivery of education, e.g. increased demand for alternatives in time and place of delivery and acceleration of the traditional course/semester/program educational model.
- Growing trends for more flexible model that incorporates continuous course schedule, less breaks, shorter courses (7 weeks), before work, after work, and weekend availability.
- Growing demand for flexible time and place delivery to meet students' schedule and demands.
- Single parent head of household is a growing population and households caring for elderly parents are increasing. Accommodations for students caring for elderly relatives are a growing consideration. Expanded day care facilities are a necessary service for these populations. Care of children and care of elderly parents are two of the biggest retention issues.

E. Health Care

- Health care remains a huge growth industry however that direction of growth in Philadelphia evolving. There are conflicting views regarding whether the Philadelphia region will continue to sustain its health care prominence (number of hospital beds) or if hospitals will be forced to merge/downsize. Expansion will not be in hospital care but in home care and geriatric care.
- A growing number of hospital beds are in surplus but the number of medical procedures is increasing, direction of expansion is out-patient care. Out-patient facilities require large numbers of highly-trained, technical, non-medical personal i.e. Medical Imaging.
- Students are looking for more information on wellness and health care issues. Health care classes, nutrition, STD's, exercise, etc.
- Health care is elastic. Health care and wellness are two different issues. How baby-boomers spend their health care dollars will affect the industry. Their dollars may be spent on traditional doctors visits but a growing trend is toward alternative health care i.e. medication, vitamins, herbal therapies. Alternative medicine is a growing industry.

F. Leisure-Time Use

- Middle-age adults' children are reaching teen and young adult age leaving the parents with time to incorporate learning that would benefit or expand their lives.
- Absolute "leisure-time" is a scarce and valuable resource.

- Demographic changes in Philadelphia indicate an increase in “empty-nesters” moving into the city. This population is interested in learning that will enhance their lives but is very time and place dependent, more interested in delivery formats that model seminars rather than traditional program course work. Topics of interest to this population include long-term care research opportunities, financial planning, retirement planning, and budgeting.