

**Study Regarding the Feasibility of Attaining Four Year University Degree Offerings
In
The Northern Santa Barbara County Region
September 2014**

Introduction

The Economic Alliance of Northern Santa Barbara County (EconAlliance) is a grassroots, nonprofit organization comprised of a diverse group of private sector and community leaders committed to leveraging regional assets and talent to support economic development efforts in the region. Its mission is to create a high-performance region characterized by well-paying jobs.

Need for a Four-Year College/University - Early on in the work of the Economic Alliance of Northern Santa Barbara County, the organizing committee became impressed with the impact a four-year college/university could bring to community development in the Northern Santa Barbara County Region. As realization of this potential impact grew, a community meeting was held in March of 2012 in the Santa Maria City Library to determine what the community's interest was in such an endeavor. Interest was overwhelmingly positive. As a result of this meeting, the EconAlliance University Attraction Team was asked to study this option and Allan Hancock College was confirmed as an active partner in the process.

Assumption - For the purposes of this study, the University of California Santa Barbara (UCSB) and California State Polytechnic University San Luis Obispo (Cal Poly) were not included in this study. These excellent schools recruit students from all over the nation and the world. Consequently, not all local qualified students are admitted.

Definition of Terms

- **The Northern Santa Barbara County Region:** Southern San Luis Obispo County (San Luis Obispo and south) and Northern Santa Barbara County (Santa Ynez Valley and north)..
- **Research Methods** – Feasibility of a four-year college/university in the Northern Santa Barbara County region was determined through local action research and the study of regional/national data that addressed our research questions. Research methods included:
 - A structured survey/interview was used with the CEOs, general managers and owners of 58 employers in the Northern Santa Barbara County Region to determine their four-year university/college degree needs. Employers surveyed were primarily large

employers of key growth industries identified by EconAlliance. The Employer Survey was conducted in cooperation with Allan Hancock College.

- Correspondingly, a survey of 310 Allan Hancock College students was conducted during the 2013-2014 academic year to determine what university/college degree needs students wished to pursue. Related demographic factors were also surveyed.
- Finally, a literature review relative to the study's research questions (see Appendix) was conducted to understand state and national research already conducted.

Background and History of Northern Santa Barbara County Post-Secondary Education

What would later become Allan Hancock College was founded in 1920. Classes were held in Santa Maria High School until 1937, when a bond issue passed and a college wing was built on the northwest corner of the Santa Maria High School campus. In 1954, because of expanding enrollment, the college moved to Hancock Field, which previously housed the Hancock College of Aeronautics, and later, the University of Southern California's School of Aeronautics. Shortly thereafter, the community approved a junior college district. The school was then named *Allan Hancock College* to honor Captain G. Allan Hancock, a prominent community member.

In 1958, voters approved a bond to purchase the USC School of Aeronautics and finance a building program. In July 1963, the Allan Hancock Community College District was formed by annexing the areas served by the Santa Ynez Valley High School District and Lompoc Unified School District. This expanded the district to 3,000 square miles, including the Channel Islands.

Today, Allan Hancock College offers 87 degree programs and 103 certification programs (2003 WASC Self Study). Approximately 11,000 credit students and more than 5,500 noncredit/community services students enroll each semester. Hancock also offers educational services at its Lompoc Valley Center which is situated on a bluff above the city of Lompoc. Most recently (2014), the Lompoc Valley Center became the home of the Allan Hancock Public Safety Training Complex, a state-of-the-art facility housing a number of public safety programs (EMT Academy, Fire Academy, Police Academy, Hazmat Academy), all well received.

Post-Secondary Institutional Demographics in the Northern Santa Barbara County Region

To best determine the potential student audience from which a four-year college/university could draw, a review of post-secondary institutions in the Northern Santa Barbara County region was conducted in May of 2012 (See Appendix). Findings from that review revealed:

1. Allan Hancock College is the only college in Northern Santa Barbara County that offers a comprehensive variety of courses that are transferable to a four-year college/university.

The two major state colleges/universities in the region (University of California at Santa Barbara and Cal Poly San Luis Obispo) recruit students from all over the nation and the world. Both schools are dramatically oversubscribed and were excluded from this study.

2. The three community colleges in the Santa Barbara/San Luis Obispo County area annually enroll 45,000 students, and high schools in the same area graduate over 4600 students – a healthy pool of nearly 50,000 students from which a local four-year college/university could draw (see Appendix).
3. No four-year college or university in the Northern Santa Barbara County region offers a range of courses toward a variety of Bachelors or Masters Degrees.

College Going Rates to Public Universities in Santa Barbara and San Luis Obispo Counties

A review from the CA.gov – Postsecondary Education Commission revealed the college-going rate data of students from San Luis Obispo and Santa Barbara Counties to California Community Colleges, California State Universities (CSU) and University of California (UC) campuses as being above the state average. These data from 2009 showed that a comparatively high percentage of high school graduates from both counties proceed from high school graduation to college student status (in either a community college, CSU or UC). These same data also show a comparative underutilization of CSU campuses by Santa Barbara County students (see Appendix).

A look at the Hancock College student pool that could proceed forward after community college is shown in the table below. These data were gathered from AHC Banner, Key Performance Indicators.

Hancock College AA/AS Degrees Awarded Annually 2007/2008 – 2012/2013

	2007-2008 Degrees	2008-2009 Degrees	2009-2010 Degrees	2010-2011 Degrees	2011-2012 Degrees	2012-2013 Degrees
Associate Arts Degrees	AA 757	AA 740	AA 633	AA 732	AA 622	AA 442
Associate Science Degrees	AS 258	AS 283	AS 260	AS 295	AS 289	AS 232

Note: Over the six academic years displayed in this chart, the number of AS degrees earned remained reasonably constant while the number of AA degrees showed a recent drop. This requires further consideration by decision makers.

Factors Influencing Four-Year Degree Completion – In November of 2011, the Higher Education Institute at UCLA published Completing College, Assessing Graduation Rates at Four-Year Institutions. This study found that students who were well prepared for college/university and “chose to live at or near home” had substantial success in completing college in four to five years, but if more than five years were required, the degree completion rate dropped appreciably. This “time limit” needs to be considered as a regional four-year college/university is planned.

Regional Employer Survey - As this study proceeded, the college/university degrees that local employers needed in their employees was considered. Consequently, during 2012-2013, a survey of major employers in the Northern Santa Barbara County region’s target growth industries was conducted. Those surveyed were the CEO’s, general managers and/or owners of 58 key corporations/businesses/institutions in the region. The following degree programs, listed in priority order, at the Masters, Bachelors and Masters/Bachelor degree levels, represent the most needed degrees desired by employers for their employees in the Northern Santa Barbara County region.

Most Needed Employee College Degree Majors by Employers in the Northern Santa Barbara County Region, in Order of Preference

Chart One

Top MA/MS Choices	Top BA/BS Choices	Composite of Top MA/MS and BA/BS Degree Choices
Business Administration	Business Administration	Business Admin
Engineering – Mechanical	Marketing	Management
Biology	Management	Marketing
Human Resource Mgt	Information Systems and Technology	Information Systems and Technology
Management	Human Resource Mgt	Human Resource Mgt
Economics	Computer Science	Engineering-Mechanical
Engineering Electrical	Agricultural Business	Engineering – Electrical
Information Systems and Technology	Viticulture & Enology	Viticulture/Enology
Marketing	Communications	Biology

Viticulture/Enology	Engineering, Mechanical	Ag Business
Ag Business	Engineering, Electrical	Economics
	Engineering, Environmental	

Analysis of Most Needed Employee College Degree Majors by Employers in the Northern Santa Barbara County Region

Chart One above reveals the following:

1. Business Administration, Management and Marketing are the most desired three degrees in the Bachelors and Masters/Bachelors range by local employers.
2. When all the different forms of engineering were combined, Engineering became the most sought after degree area at both the MA and BA level among regional employers.
3. The needs of employers surveyed show a future workforce that is skilled and talented in Management, Technology, Agriculture and Science/Engineering. Additionally, California state and national data indicate K-12 teaching as a viable profession in the future economy.

Most Preferred College/University Majors by Students and Related Demographic Factors

Following the completion of the above employer survey, 310 Hancock College students were surveyed during the 2013-2014 academic year. The survey gathered the following data:

Age and Ethnic Identify of Participants - Nearly 80% of the student respondents were in the 18-24 age range with 58% of those surveyed female and 42% male. Fifty-six percent of students were Hispanic while 42 % described themselves as White. All other respondents described themselves as Asian, American Indian, Black or African, or Hawaiian/Pacific Islander.

Education Levels of Survey Participants -The table below shows the level of education of survey respondents. The majority identified themselves as having completed a “High School Diploma/GED” or “Some College.”

Academic Level of Student Survey Respondents

Academic Level Choices	Responses %	Number of Respondents
Some High School	1.61%	5
High School Diploma or GED	28.06%	87
Some College	52.9%	164

AA-Associate 2 year Degree	15.81%	49
BA/BS – Bachelor (4 year) Degree	1.61%	5

Total **310 students**

Weighted Composite Frequency Analysis of Top Three BA/BS Degree Major Choices by Hancock Students Combined With Ranked Employer Degree Needs - **Chart Two (below)**

Hancock College students were surveyed regarding their four-year degree aspirations. All 310 of the students surveyed were asked to identify their top three BA/BS degree choices.

The top three degree choices of each student were then weighted to differentiate the level of importance of each student’s response. The top choice of each student received a factor weight of “3.” The second choice of each student received a factor weight of “2.” The third choice of each student received a factor weight of “1.” Chart Two below displays degrees most wanted by Hancock College students utilizing the weighted composite frequency analysis. It identifies the weighted first, second, and third choices of Hancock students for desired BA and BS degrees.

Chart Two also includes the BA/ BS degree needs of local major employers, printed in red numerals in the body of the chart. A red numeral **1** indicates the most wanted major by local employers. A red numeral **12** indicates the lowest ranked degree major wanted by regional employers, among employer top 12 degree choices. Absence of a **red numeral** next to a degree major indicates that the employers did not list that major as being among their top 12 choices at the present time.

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Weighted Composite Frequency Analysis of Top 3 Bachelor Degrees Wanted by Hancock College Student Survey Takers

Chart Two

BA/BS Degree Preference – highest to lowest using weighted factors to delineate the importance of each student major choice.	1st Choice x 3	2nd Choice x 2	Third Choice x 1	Total
Biology/Environmental Science 12.	129	28	18	175
Psychology	78	50	17	145
Education K-12	81	22	17	130
Business-Accounting	91	18	9	128
Business Management-Organizational Leadership 3.	39	44	22	105
Business Administration 1.	42	42	17	101
Chemistry/Physics	18	44	26	88
Nursing/BSN	39	36	9	84
Sociology	21	46	16	83
IT Computer Science 6.	36	24	14	74
Humanities: English, Spanish, History	15	39	20	74
Engineering – Mechanical 10.	51	12	8	71
Criminal Justice	39	20	19	68
Graphic Arts – Multimedia	33	18	17	68
Communications 9.	30	30	8	68
Business – Marketing 2.	30	26	11	67
Agri-Business 7.	18	34	14	66
Engineering – Electrical 11.	24	18	17	*59
Engineering – General	33	12	9	*54
Engineering – Aerospace	15	18	10	*43
Agriculture – Wine Viticulture – Enology 8.	6	14	19	*39
Geology	3	20	12	35
IT Information Systems & Technology 4.	9	12	10	31
Engineering – Petroleum	9	6	9	24

Construction Management	6	8	7	21
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Notes and Analysis of Data from Chart Two (above)

- Among the top seven BS/BA degrees most wanted by Hancock students, Business Management- Organizational Development and Business Administration degrees were also highly ranked by local employers.
- *When all “Engineering” degrees were combined, Engineering became the most sought after major among students with a composite total weight of 195 (see Chart Two above).
- The fifth highest BA/BS Degree needed by employers was Human Resource Management. It was not included in the student survey.
- Though not high listed, teacher education was highly valued by local school administrators who did not take the survey.

The employer and student surveys were conducted to discover where, or even if, there was alignment between employer degree needs and degrees desired by students. Any alignment would point to degree areas with greater potential for both student and community support. Among the top 12 majors most selected by students, the following were also selected by employers:

- **Business Administration**
- **Business Organizational Leadership**
- **Biology, Environmental Science**
- **IT Computer Science**
- **Mechanical Engineering**

The BA and BS degrees most wanted by employers in descending order were:

1	Business Administration	7	Agri-Business
2	Business Marketing	8	Agriculture – Wine Viticulture – Enology
3	Business Management-Organizational Development	9	Communications
4	IT Information Systems & Technology	10	Engineering – Mechanical
5	Human Resource Management (not selected by students)	11	Engineering – Electrical

6	Computer Science	12	Biology/Environmental Science
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The BA and BS degrees most wanted by students in descending order were:

1	Biology/Environmental Science	14	Graphic Arts – Multimedia
2	Psychology	15	Communications
3	Education K-12	16	Business – Marketing
4	Business Accounting	17	Agri-Business
5	Business Management – Organization Leadership	18	Engineering – Electrical
6	Business Administration	19	Engineering – General
7	Chemistry/Physics	20	Engineering – Aerospace
8	Nursing - BSN	21	Agriculture – Wine Viticulture - Enology
9	Sociology	22	Geology
10	IT Computer Science	23	IT Information Systems & Technology
11	Humanities: English, Spanish, History	24	Engineering – Petroleum
12	Engineering - Mechanical	25	Construction Management
13	Criminal Justice		

The following student-selected majors were not selected by employers in this survey.

Psychology	Graphic Arts: Multimedia
Teacher Education K-12	Engineering – General
Business Accounting	Engineering – Aerospace
Chemistry	Geology
Nursing BSN	Engineering – Petroleum
Sociology	Construction Management
Humanities – English/Spanish/History	Physics

Research Findings

Students Want Another Four-Year Degree Option Beyond Those Currently Available

Eighty-eight percent of Hancock College students surveyed indicated they would consider attending a four-year college/university in the Northern Santa Barbara County region. Twelve percent responded “no” to this option.

Interestingly, when Hancock College students were asked to consider a new local four-year college/university option versus existing CSU and UC campuses, fifty-six percent of student respondents indicated they would select the local option. This combined with the large number of high school seniors and community college students in the region each year suggests a Northern Santa Barbara County regional college/university could meet a real need. Additionally, 53% of the Hancock College students surveyed identified themselves as being between high school graduation and achievement of their AA/AS degree. This suggests a large number of area students who are potentially on their journey towards a four-year degree.

The Business, Professional and Industrial Sector Wants Local BA/BS Graduates

The CEOs of the 58 businesses surveyed in the Northern Santa Barbara County region show strong support for locally educated workers who have achieved BA/BS degrees in the following high-listed majors (shown in descending importance) Business Administration, Business Marketing, Business Management – Organizational Management, Information Systems Technology, Human Resource Management (high listed by employers and not asked of students), Computer Science, Agri-Business, Wine Viticulture-Enology, Communications, Engineering – Mechanical, Engineering – Electrical, and Biology-Environmental Sciences (see charts on page seven and eight for more details).

Student Demographics Support More Regional BA/BS Degree Options

The large annual number of regional community college students and high school graduates suggests there is an unmet need that a four-year college/university could meet. These data suggest a youthful student group that already has completed some college coursework, but has not yet achieved their AA/AS degree. Additionally, college-going-rate research shows an unexplained drop in college going participation in Santa Barbara County after completion of community college. An accessible four-year college/university in the Northern Santa Barbara County Region could provide BA/BS degree access that could change this statistic.

AA and AS degree attainment data over the period of 2007 – 2013 gathered from the AHC Banner-Key Performance Indicators suggests a healthy annual pool of AA/AS degree graduates from Hancock College. The recent drop in the number of AA degrees being awarded by Hancock College needs to be considered as this four-year university option is developed.

Large Number of Students Potentially Journeying Toward BA/BS Degree Annually

Over 4600 high school graduates are generated each year in the Northern Santa Barbara County region. Additionally, the same area finds 45,000 community college students enrolled in courses each school year (Cuesta College, Hancock College and Santa Barbara City College).

Interest Among Stakeholders Gives Hope for Future Infrastructure Development

EconAlliance is working with community stakeholders to identify property that could be used for a university or university programs in Northern Santa Barbara County. The president of

Hancock College has a strong interest in a University Center Model which could house four to six college/university extension programs under one roof in the region – hopefully within the immediate vicinity of Hancock College.

In addition, the EconAlliance University Attraction Team continues to work with the president of Cal Lutheran University (CLU) regarding a possible future for their extension program at the undergraduate level in our region. As an indicator of their interest, CLU extended the broadcast reach of the university radio program to the Santa Maria Valley in June of 2013. It is important to note that recent telephone survey work by CLU with Santa Maria households indicated a large concern regarding the affordability of CLU tuition.

Tuition and Related School Fees Are Very Important

A review of the student survey findings regarding “Financing a Four-Year College/University Education” indicates genuine concern among Hancock College students regarding the cost of a four-year degree. Nearly 80% of Hancock students indicated that scholarships and/or financial aid was important to their future attainment of a BA/BS degree.

Non-Academic Factors Exist

Being able to attend school while living at or near home is a definite draw for area students who otherwise may not consider a four-year degree. The ability to use their existing social network to secure part-time employment could be another non-academic factor. The mild regional climate is its own draw. Tuition expense again presents itself as a nonacademic factor and student concern.

On Campus Studies Preferred

Over seventy percent of respondents stated that they preferred on-campus studies over on-line options for their academic pursuits after completion of Allan Hancock College.

Willing to Drive a Distance to Pursue Post-Hancock Education - Slightly over seventy percent of respondents were willing to travel 11-49 miles to attend their post-Hancock college education.

Affordability and Job Potential – Students surveyed placed primary importance on college affordability (tuition, fees, etc.). The potential of gaining local employment upon degree completion was second in importance to students surveyed. Finally, 88% of students surveyed indicated that they would select a local college/university if, upon graduation, they could be hired in their most desirable career option, in the region.

Conclusions

Northern Santa Barbara County Region College/University a Definite Need

Hancock college students and leaders of local business and industry view a four-year college/university, in the Northern Santa Barbara County region, as a need that could help deliver

necessary education, that will, in turn, meet economic needs of students and those of the general economy. Student enthusiasm for such a program was demonstrated by over 70% indicating they would drive 11-49 miles to pursue a degree where such a school existed.

Four Year Degrees Wanted by Employers and Students

BA/ BS degrees wanted by employers are listed in descending order. *Indicates degree interests by students also.

Employer Degree Needs

1	Business Administration*	7	Agri-Business
2	Business Marketing	8	Wine-Viticulture-Enology
3	Business Management – Organizational Management*	9	Communications
4	Information Systems Technology	10	Engineering-Mechanical*
5	Human Resource Management	11	Engineering-Electrical
6	Computer Science*	12	Biology/Environmental Sciences*

Note: Educational leaders revealed an ongoing need for new teachers in grades K-12, through non-survey respondents
 *These degree majors are top priority for students and also high listed by employers.

Pursuit of Four Year Degrees at UC and CSU Campuses Down

County statistics show a drop in four-year degree completion after community college. It appears that the placement of an accessible four-year college/university in the Northern Santa Barbara County region could provide more opportunity for students to complete their four-year degree.

Large Annual Student Pool

High school graduates and community college students annually combine to make a potential pool of 50,000 people journeying toward a four-year degree in the Northern Santa Barbara County region. Seventy percent of Hancock students surveyed preferred regular classroom-based courses over on-line options in such a school.

Infrastructure Capacity

Local interest by educators, college presidents, members of the business, professional and industrial sector and, the Economic Alliance of Northern Santa Barbara County all spell hope for building infrastructure capacity.

Tuition Cost is Biggest Obstacle

Eighty percent of students surveyed strongly felt that the greatest obstacle to their pursuit of a four-year degree program was financial. Any regional four year university venture must take very seriously the issue of student financial aid.

Timely Degree Completion

Students attending a local four-year college/university must have every opportunity to complete their BA/BS degree within five academic years. Not doing so will dramatically decrease their chances of achieving a four-year degree.

Innovative Responses Required

Over the past year, members of the University Attraction Team had the good fortune to visit the College of the Canyons University Center. This innovative “different right answer” for college degree attainment in that high desert region finds six different colleges/universities nested in a University Center on the College of the Canyons Campus. There, each university has the opportunity to offer a number of college courses that lead towards BA/BS degrees. Each school receives permission to offer courses of study that will not be duplicated by other colleges/universities offering classes in the University Center. The outcome has been a collective college/university setting that annually graduates large numbers of students from the University Center. This appears to be a “different right answer” that works and it allows College of the Canyon students to matriculate to a four-year institution on their own community college campus.

Innovative ideas will be needed to find the right college/university model for the Northern Santa Barbara County region.

Recommendations

- Working with Hancock College, and other college partners, find four-year college/university partners who would join in a University Center effort.
- Identify local stake holders who are willing to build or provide infrastructure capacity that could make a four-year college/university offering possible in the Northern Santa Barbara County Region.
- Identify and work with local stakeholders who have an interest in seeing a facility or facilities developed to house such a four-year college/university offering.
- Develop a temporary student classroom/administration unit to house the initial degree-bound class offerings or consider innovative solutions such as a “distributed” university center, leveraging employer facilities to house programs within an employer environment that also could provide students with internship or mentoring opportunities.
- Develop and market start-up offerings through initial college/university partners.
- Develop a team that will work with local foundations, including the Santa Barbara Foundation, to develop awareness of this effort and offer financial assistance to students who pursue this local degree option.

- Select initial offerings from student and employer priorities to support both student and economic development objectives. After initial offerings have succeeded, develop a time line for the roll-out of other degree offerings that were “high listed” by local employers and students in this study.

It is with a sense of enthusiasm that we present this study to the community and decision makers of the Northern Santa Barbara region. Opportunity awaits our regional students and we may hold the key to their future.

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[The foundation of every state is the education of its youth.](#)

Diogenes Laertius

Appendix

Research Questions

1. Is the placement of a four-year university/college in the Greater Santa Maria Region perceived as a need by area students?

2. Is the placement of a four-year university/college in the Greater Santa Maria Region perceived as a need by leaders in the business and professional sector?

3. Do demographic factors in the region support the success of a regional college/university?

4. How many high school students graduate from high schools in the Greater Santa Maria Region?

5. Will students in the region seek a four-year degree from a local four-year college/university option upon completion of their community college education?

6. Is there a substantial regional infrastructure that would support such a regional venture?

7. To what extent will tuition levels and other school-related costs be a factor in attracting students to a regional college/university option?

8. Are there non-academic factors that could draw or repel potential students to or from such an option?

**Demographic Data – Post-secondary Enrollments in San Luis Obispo and Santa Barbara Counties. Note: Data gathered in 2012
Santa Maria course offerings are in *italics***

College Name	Campus Location	Student Enrollments
<i>Allan Hancock College</i>	<i>Santa Maria</i>	<i>13,176</i>
Antioch University	Santa Barbara	347
Brooks Institute	Santa Barbara	1,743
<i>Brandman University</i>	<i>Santa Maria</i>	<i>400</i>
Cal Poly San Luis Obispo	San Luis Obispo	19,777
<i>CET Santa Maria</i>	<i>Santa Maria</i>	<i>157</i>
Cuesta College	San Luis Obispo	10,920
Design’s School of Cosmetology	Paso Robles	60
Fielding Graduate University	Santa Barbara	1,585
<i>Laurus College</i>	<i>Santa Maria</i>	<i>Santa Maria, San Luis Obispo, Oxnard and Atascadero (700 in four cities)</i>
<i>University of LaVerne</i>	<i>VAFB, Santa Maria Bonita and SB County</i>	<i>300</i>
Pacifica Graduate Institute	Carpenteria	659
Paul Mitchell – The School	Santa Barbara	35
<i>Santa Barbara Business College</i>	<i>Santa Maria</i>	<i>165</i>
Santa Barbara City College	Santa Barbara	21,632
University of California – Santa Barbara	Santa Barbara	21410
Westmont College	Santa Barbara	1,337

Note: Community college students taking credit in addition to non-credit courses may be counted more than once.

A grasp of the annual number of graduating high school seniors from regional high schools was needed to determine the potential student population that could possibly consider a college/ university option in the Northern Santa Barbara County region.

**Enrollment Data - High Schools in San Luis Obispo and Santa Barbara Counties. Note:
Data gathered is 2011 data unless otherwise stated.**

School	District	High School Enrollment	Senior Class Size
Arroyo Grande HS	Lucia Mar Unified	2172	477
Lopez Continuation HS	Lucia Mar Unified	164	105
Nipomo HS	Lucia Mar Unified	1148	259
Pioneer HS	Santa Maria Joint Union HSD	2625	537
Santa Maria HS	Santa Maria Joint Union HSD	2369	580
Righetti HS	Santa Maria Joint Union HSD	2283	571
St Joseph HS	LA Archdiocese	550	167
Valley Christian HS	Independent Baptist School	268	12
Delta HS	Santa Maria Joint Union HSD	516	298
Mission Prep HS	Monterey Archdiocese	288	78
Orcutt Academy HS	Orcutt USD	488	97
Olive Grove Charter HS	Blochman SD	473	65
Family Partnership Charter	Los Olivos SD	437	120
Santa Ynez HS	Santa Ynez HSD	1031	254
Cabrillo HS	Lompoc USD	1490	354
Lompoc HS	Lompoc USD	1375	303
Refugio HS	Santa Ynez HS District	42	26
San Luis Obispo HS	San Luis Coastal SD	1530	371
Pacific Beach High School	San Luis Coastal SD	34	35

Note #1 Information regarding enrollment at St. Joseph High School and Mission Prep High School was gathered from each school's website and from the administration at each school.

Note #2 Information regarding Valley Christian was gathered from enrollment data on the school's webpage.

Note #3 All public school enrollment data was gathered from the California Department of Education webpage and is 2010-2011 data.

College Going Rates to Community Colleges, California State Universities and University of California campuses of students from Santa Barbara and San Luis Obispo Counties

2009 High School Grads by County	HS grads #	First Time UC	First Time CSU	First Time Cal Comm College	Total	College Going Rate UC	College Going Rate CSU	College Going Rate CCC	Total
Santa Barbara County	4283	261	239	1372	1872	6.1%	5.6%	32%	43.7%
San Luis Obispo County	2702	132	313	961	1406	4.9%	11.6%	35.6%	52%
State of California									40.6%

**Frequency Analysis of Hancock Student Selections of Top Three College/University Majors
(Respondents were asked to identify their top three majors. Survey is in Appendix)**

# Selections	First Choice	Second Choice	Third Choice
43	Biology/Environmental Science		
42			
41			
40			
39			
38			
37			
36			
35			
34			
33			
32			
31	Business Accounting		
30			
29			
28			
27	Education K-12		
26	Psychology		Chemistry/Physics
25		Psychology	
24			
23		Sociology	
22		Chemistry/Physics Business /Organizational Leadership	Business Mgt/Organizational Leadership

21		Business Administration	
20			Humanities-English/Spanish/History
19			Criminal Justice
18		Nursing BSN	Biology/Environmental Science
17	Engineering - Mechanical	Agri-Business	Graphic Arts/Multimedia Business Administration Education K-12 Psychology Engineering - Electrical
16			Sociology
15		Communications	
14	Business Administration	Biology – Environmental Science	Agri-Business IT Computer Science
13	Business Organizational Leadership Criminal Justice Nursing BSN	Business-Marketing Humanities – English/Spanish/ History	
12	IT Computer Science	IT Computer Science	Geology
11	Engineering - General	Education K-12	Business Marketing
10	Business Marketing Communications	Geology Criminal Justice	Engineering Aerospace IT Information Systems
9		Engineering – Aerospace Graphic Arts-Multimedia Engineering - Electrical	Engineering – General Business Accounting Petroleum Engineering
8	Engineering - Electrical		Engineering – Mechanical Communications
7		Viticulture - Enology	Construction Management
6	Chemistry/Physics Agri-Business	Engineering – Mechanical Engineering - General	
5	Engineering – Aerospace Humanities – English/Spanish/ History		

Notes: