

2019-2020

ENVIRONMENTAL SCAN



ALAMO COLLEGES DISTRICT
Palo Alto College

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EXECUTIVE SUMMARY

Annually, the Office of Institutional Research, Planning, and Effectiveness at Palo Alto College (PAC) conducts an Environmental Scan that focuses on educational, economic, and social trends to gauge the environment as it impacts the College. This report includes: an overview of the college, population educational attainment trends, workforce projections, and legislative updates. The intent of this document is to provide information to be used during annual planning processes and guide the direction of the institution.

Key Findings: College Update

- Palo Alto College has experienced continuous enrollment growth at a greater rate than many other Texas two-year public institutions. Enrollment at PAC increased 16.9% from Fall 2013 to Fall 2018.
- PAC graduation rates surpass state averages for full-time and part-time FTIC students, and only 26.7% of Palo Alto College students graduate with debt compared to 30.6% statewide.
- PAC will be implementing ALAMOPromise starting Fall 2020 and is expected to enroll one-third of the ALAMOPromise participating students during the first year.

Key Findings: Population Growth and Demographic Shifts

- The U.S. population is expected to age considerably and become more racially and ethnically diverse.
- San Antonio is expected to nearly double in population size by 2040.
- 64% percent of San Antonio's population is Hispanic or Latino.
- San Antonio continues to have a greater percentage of people living below the poverty level (20.0%), compared to Texas (14.9%) and the U.S. (13.1%).

Key Findings: Education and Income

- Educational attainment levels are lower for San Antonio residents than national rates. A higher proportion the national population holds at least a bachelor's degree, while a higher proportion of San Antonio residents have less than a high school diploma.
- As educational attainment increases, the likelihood of living below the poverty rate decreases; 28% of adults 25 years and over who have less than a high school credential lives in poverty, compared to 17% of adults who have a high school credential or equivalent.
- Over the past couple of years, the gender pay gap has narrowed in San Antonio while increasing at both the state and national levels.
- The City of San Antonio has adopted a target rate of 80% post-secondary enrollment for all high school graduates by 2020, yet the rate is 47.5% as of 2018.

- The City of San Antonio has adopted a target rate of 85% of high school graduates testing as college-ready in English and Math by 2020. The rate as of 2018 is 40.6%.

Key Findings: Economic Competitiveness and Workforce

- As of 2018, over a million individuals are employed in the San Antonio-New Braunfels MSA with a median annual wage of \$33,890.
- Total employment in the Alamo Workforce Development Area is projected to grow 15.5% from 2016 to 2026.
- Major regional employers include: several military bases, a school district, a regional supermarket chain, and financial institutions.
- The industry sector with the highest percentage growth in San Antonio over the past year was Mining and Logging with an increase of 27.27%. The largest numeric growth was in Professional and Business Services with 5,100 jobs being created from 2017 to 2018.
- The San Antonio Area Foundation has set a target for STEM occupations to make up 16.4% of total employment opportunities in the area by 2020. Total employment rates in STEM occupations has remained around 11% for the past few years.

Key Findings: Legislation Update

- SB 1- General Appropriations Bill: The State of Texas set aside a budget of \$66,832,870 for Alamo Colleges for FY 19-20 and FY 20-21.
- SB 2- Property Tax Reform and Transparency Act: Requires taxing units (cities, counties, etc.) to seek voter approval before implementing tax increases of 3.5% or greater from one year to the next. Community colleges must obtain similar approval for increases of 8% or more.

COLLEGE OVERVIEW

1.1 College Update

Palo Alto College celebrated 35 years of service to the South Side community of San Antonio, Texas with continuous enrollment growth and progress in many student success metrics. Enrollment at PAC has increased 16.9% from Fall 2013 to Fall 2018, whereas the average percent change in enrollment for two-year public institution statewide during the same five-year period was 5.3% (THECB Almanac, 2019). Palo Alto College serves the largest proportion of economically disadvantaged students across the Alamo Colleges District. During the 2018 Fiscal Year, 32% percent of PAC students received Federal Pell Grants with an average amount of \$4,407, while only 26% percent of student received an average amount of \$4,134 across THECB peer group institutions (THECB Online Resume for Legislators and Other Policy Makers, 2019).

Palo Alto College also serves the largest percentage of students who do not meet state readiness standards in one or more areas under the Texas Success Initiative (TSI) across the five Alamo Colleges, with 68% of First Time in College (FTIC) students needing developmental

education for the Fall 2018 cohort. However, while the state 3-year graduation rate for full-time FTIC students in the Fall 2015 cohort who needed developmental education was only 17.8%, the graduation rate for PAC was 32.1%.

As shown in *Table 1*, PAC’s graduation rates surpass state averages for full-time and part-time FTIC students. Also, only 26.7% of Palo Alto College students graduate with debt compared to 30.6% statewide. PAC students who graduate with debt, leave owing \$1,796 less on average than statewide graduates. Native student debt, or the average debt of students who graduated from the institution where they were enrolled as a FTIC student, is even lower for PAC students at \$13,733 for FY 2018 graduates.

Table 1: Graduation Rates, Palo Alto College and Texas Two-Year Public Institutions

Graduation Rates	Palo Alto College	Statewide Two-Year Public Institutions	Percentage Point Difference
3-Year (Full-time)	37.0%	23.3%	13.7%
4-Year (Full-time)	36.6%	30.5%	6.1%
6-Year (Full-time)	44.5%	36.9%	7.6%
3-Year (Part-time)	14.6%	11.7%	2.9%
4-Year (Part-time)	21.3%	18.5%	2.8%
6-Year (Part-time)	24.0%	22.6%	1.4%

Source: Texas Higher Education Coordinating Board (2019)

Even with a higher percentage of students enrolled part-time at PAC (78.9%), compared to the statewide rate of 76.7%, the average time to complete an associate degree is lower at PAC (3.7 years) than the statewide average of 4 years. Additionally, PAC students graduate with an average of 78 credit hours, which is six less than the statewide average.

The *Digest of Education Statistics* report states that the overall 2016-2017 persistence rate for first time, full-time degree-seeking students at public 2-year institutions was 62.1%, which is on par with Palo Alto College’s persistence rate and higher than Texas’s overall persistence rate of 58.4% (The National Center for Education Statistics, 2018).

In efforts to continue to provide access to affordable higher education to the South Side community, PAC will be implementing ALAMOPromise starting Fall 2020. The Alamo Colleges District, in partnership with the local government and community, developed AlamoPROMISE, a program through which financial barriers to higher education are eliminated by providing last-dollar funding to fill the gap between a student’s financial aid award and the cost of tuition and mandatory fees for up to three years at one of the Alamo Colleges District’s five colleges.

1.2 ALAMOPromise

Inspired by successful Promise programs across the country, AlamoPROMISE partners with UP Partnership, San Antonio Education Partnership, and SA Works with the goal of increasing the college-going rate of high school seniors to 70% in five years (current rate is 45% for San Antonio and 49% for Phase 1 schools).

In the first phase of the program, graduating high school seniors from any of the 25 local high schools shown in *Table 2* are eligible to participate in ALAMOPromise. Out of the 25 participating high schools, 11 are direct feeders to PAC. As a result, PAC is expected to receive one-third of the ALAMOPromise participating students during the first year.

Table 2: AlamoPROMISE Eligible High Schools, Phase 1

High School	District
Dillard McCollum High School	Harlandale ISD
East Central High School	East Central ISD
Fox Technical High School	San Antonio ISD
G. W. Brackenridge High School	San Antonio ISD
Harlandale High School	Harlandale ISD
Highlands High School	San Antonio ISD
John Jay High School	Northside ISD
John F. Kennedy High School	Edgewood ISD
Judson High School	Judson ISD
Karen Wagner High School	Judson ISD
Legacy High School	Southwest ISD
Legacy of Educational Excellence High School	North East ISD
Luther Burbank High School	San Antonio ISD
Memorial High School	Edgewood ISD
Oliver Wendell Holmes High School	Northside ISD
Sam Houston High School	San Antonio ISD
Somerset High School	Somerset ISD
South San Antonio High School	South San Antonio ISD
Southside High School	Southside ISD
Southwest High School	Southwest ISD
Sydney Lanier High School	San Antonio ISD
Theodore Roosevelt High School	North East ISD
Thomas A. Edison High School	San Antonio ISD
Thomas Jefferson High School	San Antonio ISD
Young Women’s Leadership Academy	San Antonio ISD

Source: Alamo Colleges (2019)

ALAMOPromise is expected to have a significant economic impact through its contribution to Bexar County’s gross domestic product. *Table 3* displays the year-to-year economic impact of the Alamo Colleges without the inclusion of ALAMOPromise, whereas *Table 4* shows the 5-year impact of ALAMOPromise in addition to the annual economic impact of the Alamo Colleges shown in *Table 3*. ALAMOPromise is expected to generate \$728 million in overall growth in

labor income and \$962 million in additional economic activity, which is equivalent to 1% of local gross domestic product.

Table 3: Annual Impact of the Alamo Colleges previous to AlamoPROMISE

Impact	Employment	Labor Income	Value Added	Output
Indirect	2,850.50	\$137,352,648.03	\$268,641,487.07	\$489,196,231.47
Induced	722.84	\$34,011,980.42	\$57,989,164.22	\$99,089,739.34
Total	3,573.35	\$171,364,628.44	\$326,630,651.29	\$588,285,970.81

Source: Alamo Colleges Office of Institutional Research and Effectiveness Services

Table 4: 5-Year Impact of the Alamo Colleges due to AlamoPROMISE

Impact	Employment	Labor Income	Value Added	Output
Direct	12,013.17	\$484,493,025.36	\$519,083,071.83	\$943,156,463.01
Indirect	2,227.88	\$102,501,431.32	\$202,463,982.13	\$338,575,848.84
Induced	2,996.31	\$141,140,692.82	\$240,500,599.63	\$411,188,090.48
Total	17,237.36	\$728,135,149.50	\$962,047,653.59	\$1,692,920,402.32

Source: Alamo Colleges Office of Institutional Research and Effectiveness Services

POPULATION GROWTH AND DEMOGRAPHIC SHIFTS

2.1 Population Growth

The annual growth rate of the United States population has been declining over the past decade and dropped to a low of 0.5% from 2018 to 2019, marking the first time natural increase (or when the number of births is greater than the number of deaths) dropped below one million in decades. The South experienced the largest population growth (0.8%), while the Northeast region saw a -0.1% population decrease. Despite slowing population growth, the U.S. population is expected to increase by 79 million people, surpassing 400 million, by 2060.

Texas, the second most populous state, is the fastest growing state in terms of population size and is predicted to approach 47.4 million by 2050, an 88.3% increase since 2010 (Texas Demographic Center, 2019). While over half of U.S. counties decreased in population size from 2010 to 2019, six of the ten counties with the largest increases in population were located in Texas, including Bexar county.

Bexar ranked sixth in terms of numeric growth with a 16.8% increase population from slightly over 1.7 million in 2010 to over two million in 2019 (U.S. Census Bureau, 2019). Based on patterns observed in Texas between 2010 and 2015, the Texas Demographic Center predicts Bexar county’s population will expand to over 3.3 million by 2050.

On a national level, San Antonio had the second largest numeric increase from 2017 to 2018 and is the 7th most populous city with over 1.5 million people (U.S. Census Bureau, 2018). According to SA 2020’s 2018 Impact report, San Antonio is expected to nearly double in population size by 2040.

2.2 Demographic Shifts

The U.S. Census Bureau (2020) published a report marking the year 2030 as a demographic turning point in the United States. By 2030, one in five Americans are projected to be an older adult as all baby boomers will be over 65 years of age. Older adults will outnumber children for the first time in U.S. history by mid-2030s. The U.S. population is expected to age considerably, with the number of people over the age of 65 nearly doubling from 49 million in 2016 to 95 million in 2060. Additionally, the United States is expected to become more racially and ethnically diverse. As birth rates decrease and the number of deaths increase, immigration is projected to surpass natural increase as the primary driver of population growth. By 2060, one in three Americans are projected to be a race other than White. People who are two or more races are the fastest-growing racial or ethnic group, followed by Asians and Hispanics.

Like the rest of the nation, Texas is projected to undergo similar demographic shifts. The Texas population grew 14.9% between 2010 and 2018, yet growth has not been distributed evenly across age and racial/ethnic groups. By 2050, 8.3 million Texans, or 17.5% of the population, are expected to be over 65 years of age. Individuals over 85 years of age will be the fastest growing age group between 2010 and 2050, nearly quadrupling in size and approaching 1.5 million. Meanwhile, children ages 0 to 4 and 5 to 17 are projected to be the slowest growing age groups. Even with slow growth, the population between the ages of 0 to 17 is still expected to increase by over 56% by 2050 in Texas. Non-Hispanic Asians are expected to be the fastest growing racial/ethnic group, nearing 6 million by 2050. The other two fastest growing racial/ethnic groups are people who are two or more races and Hispanics. The Hispanic population is expected to surpass the non-Hispanic White population in size by 2022 (Texas Demographic Center, 2019).

In San Antonio, 64% percent of the population is Hispanic or Latino, which is 24.4% percent higher than the State's overall percentage of 39.6%. The percent of the population 65 years and over in San Antonio mirrors the overall percentage in Texas at 12.4%, but is 3.6% less than the U.S. percentage. While, median age is increasing at local, state, and national levels, San Antonio's median age (33.7 years) is lower than the State (34.9 years) and national (38.2 years) median ages. Poverty rates have decreased since 2014, but San Antonio has continued to have a greater percentage of people living below the poverty level (20%), compared to Texas (14.9%) and the U.S. (13.1%) as of 2018 (U.S. Census Bureau, 2018).

In District 4, where Palo Alto College is located, approximately 81% of the population is Hispanic or Latino and 19.2% of individuals live below the poverty level. The per capita income for District 4 is \$18,500, with an unemployment rate is 7.5%. For San Antonio, the per capita income is \$24,684 and the unemployment rate is 6.1% (SA2020, 2020).

EDUCATION AND INCOME

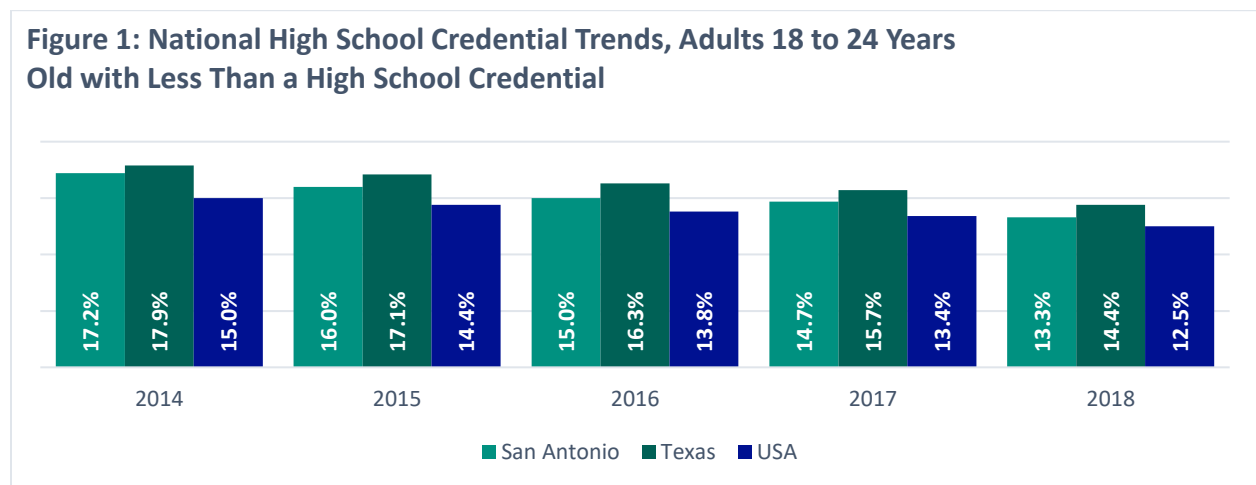
3.1 Educational Attainment in San Antonio

Educational attainment has traditionally been considered a challenge for San Antonio. Historically, the proportion of young adults (residents age 18 to 24) without a high school credential has been greater in our community than the national average. This gap has narrowed from 1.3 to 0.8 percentage points, but remains an area of concern. This demographic characteristic is critical for Palo Alto College, as lower educational attainment rates have a demonstrable impact on poverty for residents of our community. This section summarizes educational attainment trends for San Antonio and compares it to national, state, and regional averages.

3.1.1 Population with Less than a High School Degree

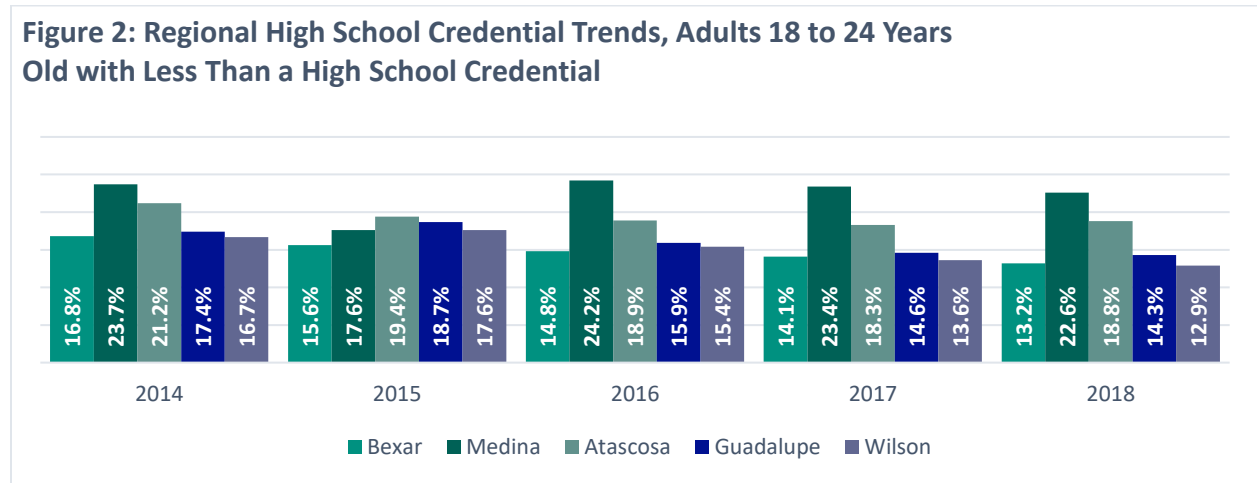
The most recent American Community Survey (ACS) shows that 82.0% of the San Antonio population over 25 years of age attained at least a high school degree or equivalency, compared to 87.7% nationally. This figure compares favorably against the four closest counties (Medina, Atascosa, Guadalupe, and Wilson) and the average for Texas. However, young adults living in San Antonio are less likely to have a high school credential than the United States on average, a difference of 0.8 percentage points (U.S. Census Bureau, 2018).

Figure 1 summarizes changes in the number of young adults with less than a high school credential in San Antonio. ACS estimates show a steady improvement in educational attainment with a decrease in the percentage of young adults with less than a high school credential from 17.7% in 2014 to 13.3% in 2018. San Antonio young adult, 18 to 24 years of age, remain more likely to have completed a high school credential than the overall Texas rate, but remain less likely to do so than the United States average.



Source: US Census Bureau, S1501 Educational Attainment (2018)

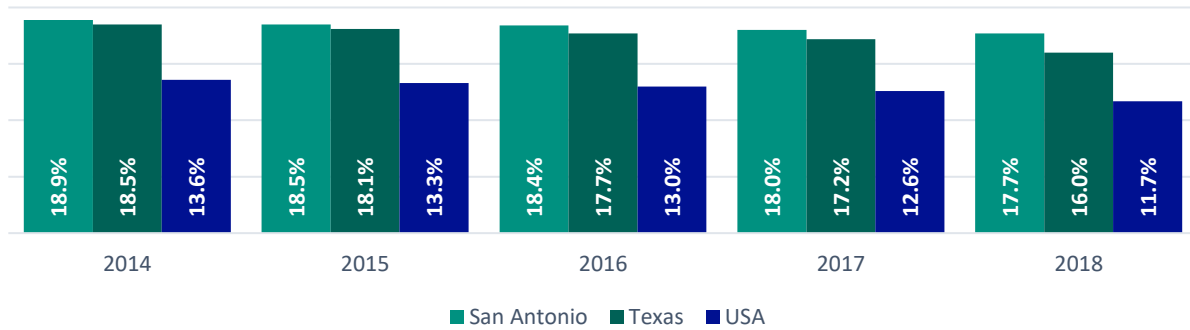
Figure 2 demonstrates a comparison for the same group of residents but with a regional focus. Trends show Bexar County as a regional leader in educational attainment, with steady improvements over the past five years. Feeder counties, those proximal to Bexar County and representing an important source of student enrollment for Palo Alto College, show mixed results where educational attainment is concerned. A notable exception to the general trend is Wilson county which reported a smaller proportion of young adults lacking a high school credential than Bexar county in 2017 and 2018.



Source: US Census Bureau, S1501 Educational Attainment (2018)

A review of educational attainment trends for older adults (25 years and older) reveals a different pattern. When considering proportion of the population with a high school credential, San Antonio consistently lags slightly behind Texas and further behind the United States. Percentages of adults 25 years and older with less than a high school credential has decreased consistently over the past five years at local, state, and national levels, as shown in *Figure 3*. When reviewing *Figure 3*, decreases in percentages over time represent improvements in educational attainment.

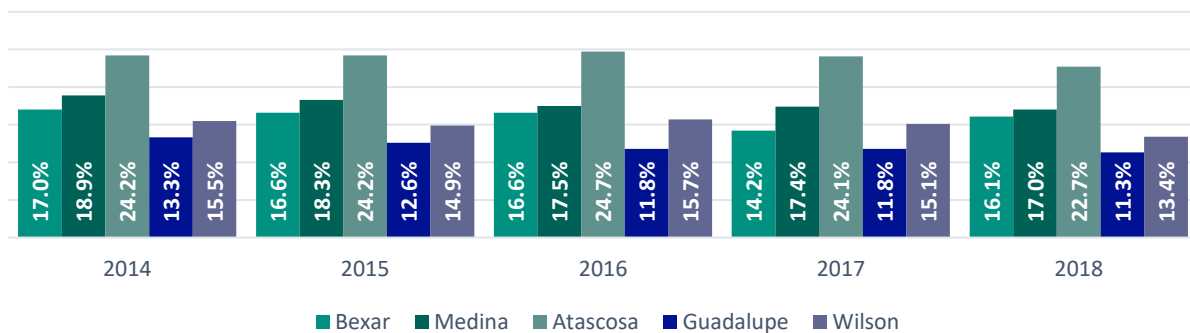
Figure 3: National High School Credential Trends, Adults 25 Years Old and Older with Less Than a High School Credential



Source: US Census Bureau, S1501 Educational Attainment (2018)

Analysis of high school credential patterns for adults 25 years and older on a regional scale reveals a decrease in the proportion of adults with less than a high school credential across all five counties in the past five years. Bexar County made substantial improvements between 2014 and 2017, but then saw an approximate 2% increase in adults with less than a high school credential in 2018. *Figure 4* demonstrates the steady improvements in this metric over time for Bexar County and the other feeder counties. In 2018, Guadalupe County and Wilson County report smaller percentages of older adults lacking a high school credential than Bexar county.

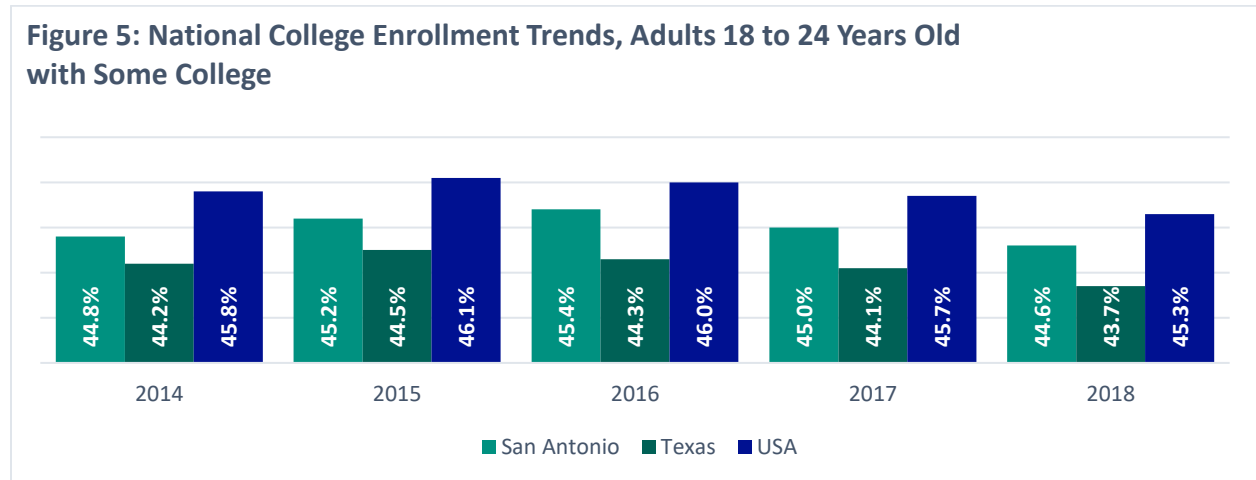
Figure 4: Regional High School Credential Trends, Adults 25 Years Old and Older with Less Than a High School Credential



Source: US Census Bureau, S1501 Educational Attainment (2018)

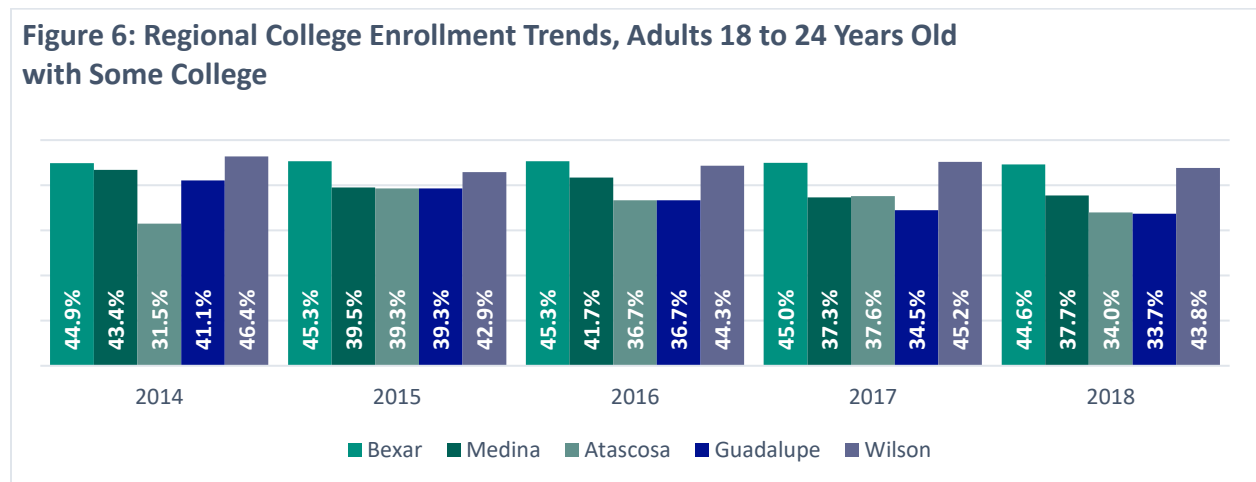
3.1.2 Population with Some College Education or an Associate Degree

Educational attainment figures from the ACS also speak to the proportion of young adults attempting a post-secondary education by obtaining at least some college credit or an associate degree. Data patterns in this comparison, summarized in *Figure 5*, indicate that San Antonio residents are more likely to obtain this level of education than the Texas average, though those same figures are below the national average. Data for 2018 reveals that San Antonio residents were slightly less likely (-0.4%) to attempt some college than in the previous year. State and national figures reveal similar declines.



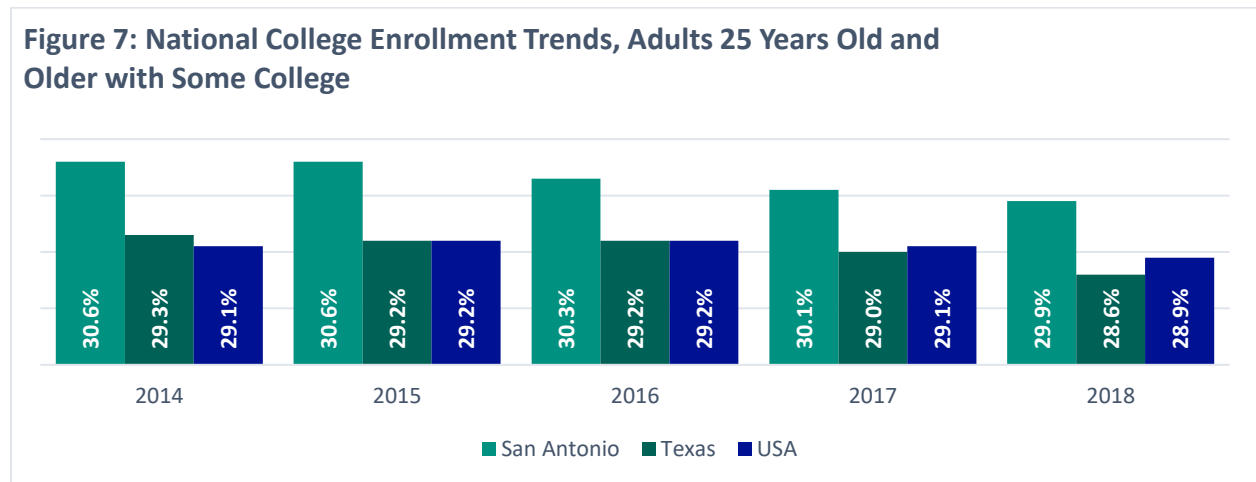
Source: US Census Bureau, S1501 Educational Attainment (2018)

Figure 6 highlights the same group of residents on a regional scale. Results indicate that a higher percentage of Bexar County young adults have attempted some college or completed an associate degree than residents of all feeder counties, with Wilson County residents trailing slightly behind.



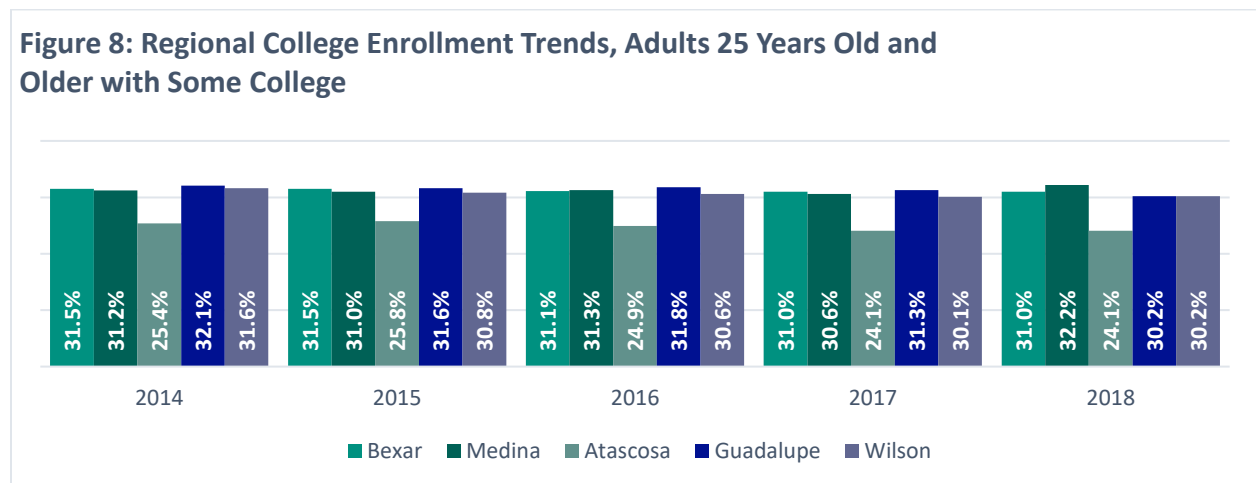
Source: US Census Bureau, S1501 Educational Attainment (2018)

As shown in *Figure 7*, San Antonio leads both Texas and the United States in the percentage of older adults who attained at least some post-secondary education. Over time, the proportion of the population attempting college has largely held steady for all comparison groups. However, there has been a slight decline in the percentage of older adults with some college education in San Antonio from 30.6% in 2014 to 29.9% in 2018.



Source: US Census Bureau, S1501 Educational Attainment (2018)

On a regional scale, the general trend for educational attainment in older adults is one of slow decline, with the exception of a 1% increase over the past five years for Medina County. As demonstrated in *Figure 8*, the percentage of Bexar County adults attempting some college has remained around 31%, with small declines over the past five years resulting in a change of -0.5 percentage points. Feeder counties see slightly more variability in this measure but over time have seen losses between 0.5 and 1.9 percentage points, with the exception of Medina County.

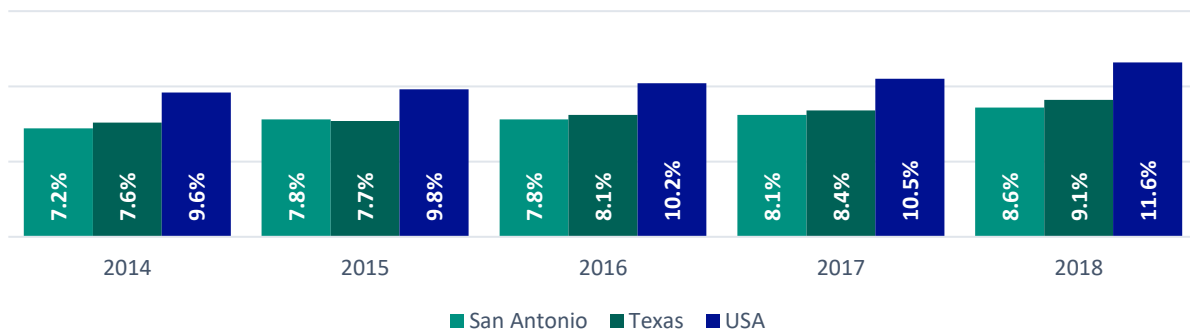


Source: US Census Bureau, S1501 Educational Attainment (2018)

3.1.3 Population with Bachelor's Degree or Higher

ACS educational attainment data for individuals completing at least a bachelor's degree reveals additional promising trends. Generally, a growing fraction of the population has completed a bachelor's degree across city, county, state, and national levels. Young adults are increasingly likely to complete a college program. This pattern holds true for all comparison analysis levels in *Figure 9*. However, San Antonio lags behind Texas and the United States.

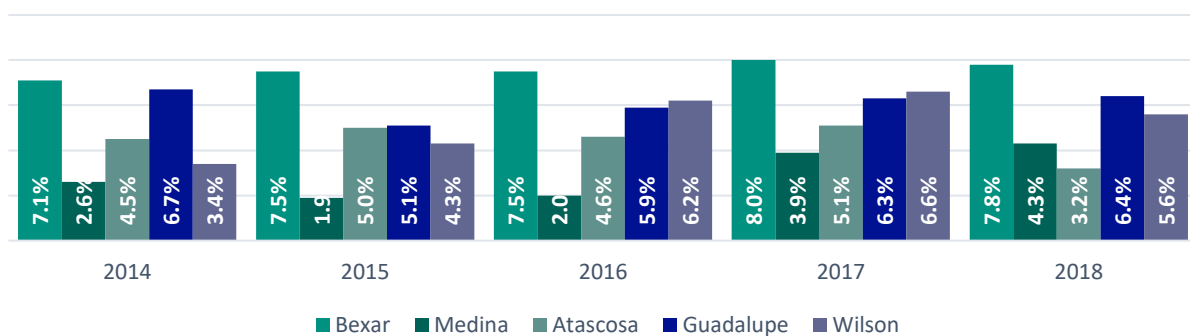
Figure 9: National College Completion Trends, Adults 18 to 24 Years Old with At Least a Bachelor's Degree



Source: US Census Bureau, S1501 Educational Attainment (2018)

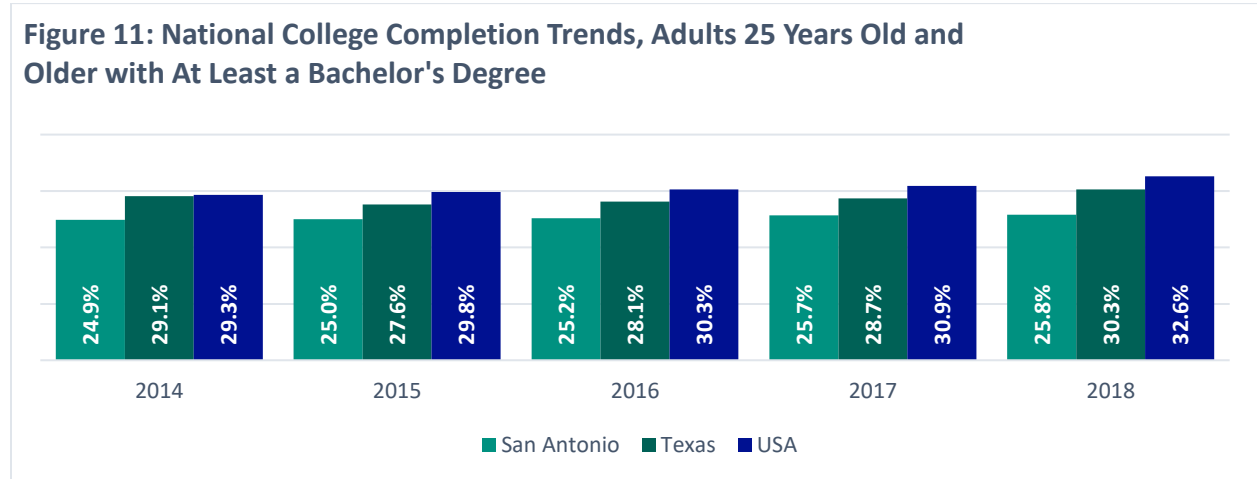
A comparable pattern of results can be found from county-level data organized in *Figure 10*. As shown before, the proportion of young adults completing a bachelor's degree in Bexar County has increased over the past five years. The percentage of adults 18 to 24 years old with at least a bachelor's degree in Bexar County is consistently higher than the same metric from PAC feeder counties.

Figure 10: Regional College Completion Trends, Adults 18 to 24 Years Old with At Least a Bachelor's Degree



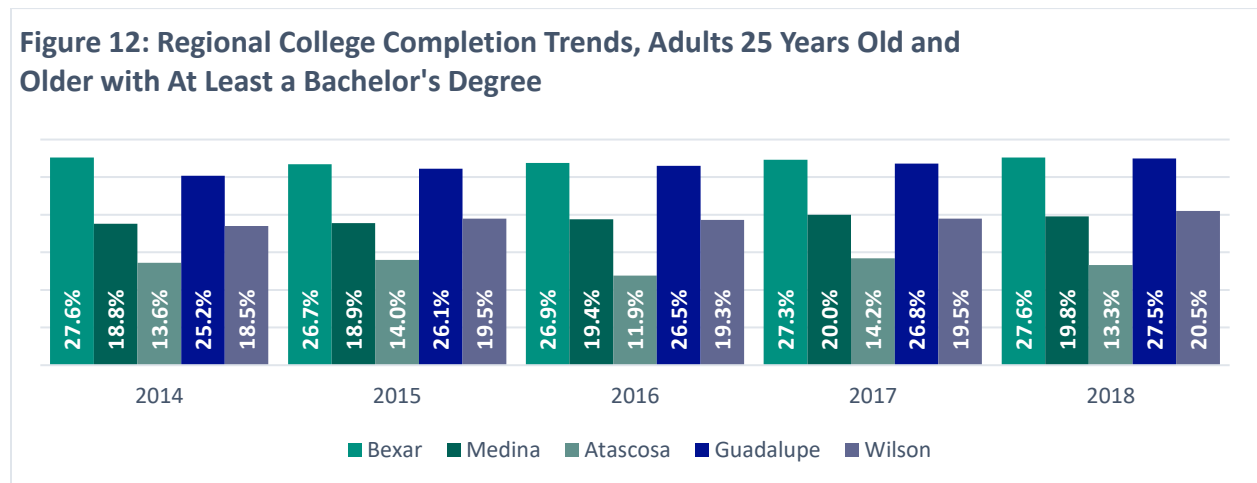
Source: US Census Bureau, S1501 Educational Attainment (2018)

Educational attainment of bachelor's degrees for older adults reveals similar results. *Figure 11* demonstrates small, consistent increases in educational attainment over the past five years for San Antonio, Texas, and the United States. While San Antonio lags behind the state and national figures, these trends show positive growth.



Source: US Census Bureau, S1501 Educational Attainment (2018)

At a regional level, the trend for older adults obtaining a bachelor's degree is less consistent over time and across counties. Educational attainment at this level is generally improving for Medina, Guadalupe, and Wilson counties, while remaining constant for Bexar County and slightly decreasing for Atascosa County. Data for all Palo Alto College feeder counties are displayed in *Figure 12*.



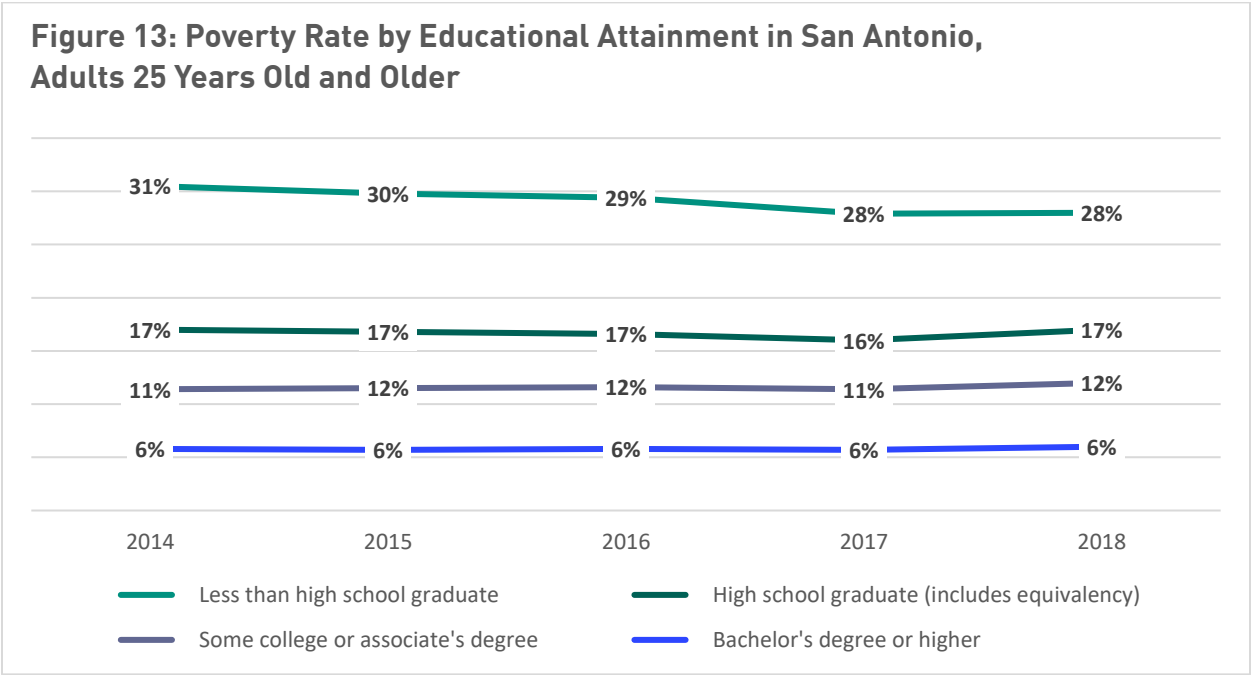
Source: US Census Bureau, S1501 Educational Attainment (2018)

3.2 Income and the Impact of Educational Attainment in San Antonio

High poverty rates have been a challenge for San Antonio. Historically, the proportion of individuals living below the poverty level has been greater in our community than the national and state averages. While the city’s poverty rate has decrease over the past five years, it remains an area of concern with nearly one out of five individuals living in poverty. This demographic characteristic is critical for Palo Alto College, as many of the students served by the college come from low-income areas. This section summarizes income trends for San Antonio as it relates to educational attainment and compares it to national, state, and regional averages.

3.2.1 Poverty Rate for Population 25 Years and Older by Educational Attainment Level

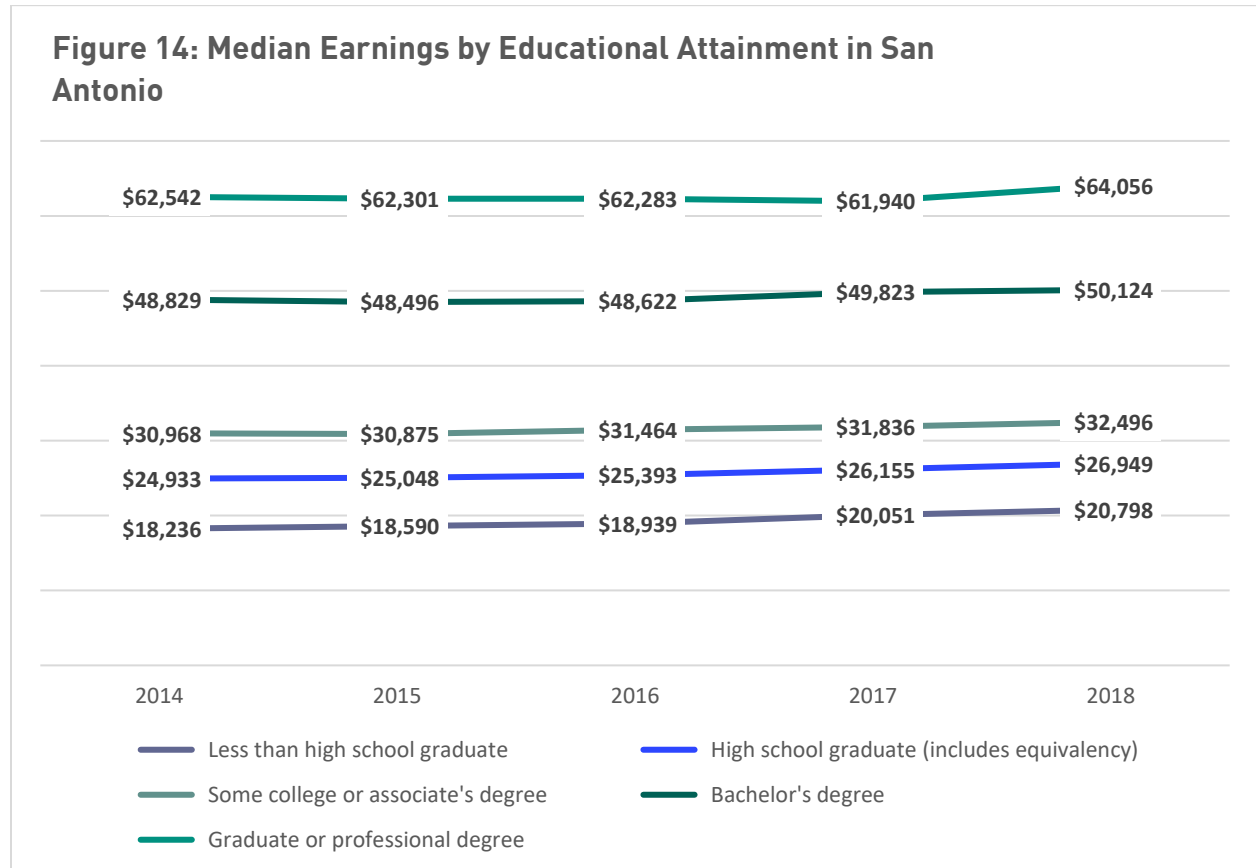
The poverty rate of San Antonio residents is correlated to educational attainment, as demonstrated in *Figure 13*. As educational attainment increases, the likelihood of individuals being classified as living below the poverty rate decreases. The single most substantial improvement is observed for individuals completing at least a high school credential. Notably, the poverty rate for individuals without a high school credential has fallen slowly over the past five years. Conversely, the poverty rate for all other levels of educational attainment has generally held steady or decreased slightly.



Source: US Census Bureau, S1501 Educational Attainment (2018)

3.2.2 Median Earnings in the Past 12 Months for Population 25 Years and Over by Educational Attainment

Median earnings for adults in San Antonio are related to educational attainment. As educational attainment increases (from no high school credential to graduate/professional degree), median income increases. Data summarized in *Figure 14* suggests that the largest increases in median income are associated with the completion of a bachelor's degree and with the completion of a graduate/professional degree.

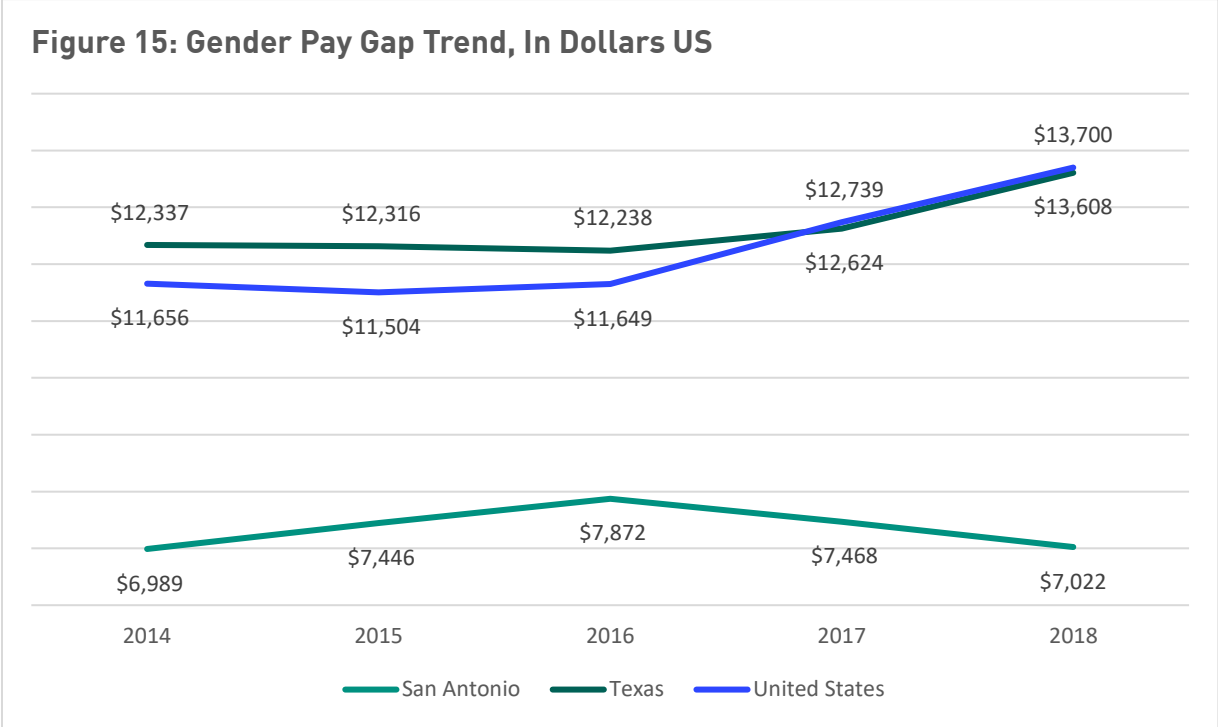


Source: US Census Bureau, S1501 Educational Attainment (2018)

3.2.3 Median Earnings in The Past 12 Months, Gender Gap

Review of ACS data with a focus on observing potential differences in economic outcomes between individuals in the Palo Alto College service area highlights a continuing and growing difference in earnings between males and females. *Figure 15* displays differences in median earnings between sexes from 2014 through 2018. For much of this timeframe the gender pay gap slowly decreased in Texas and the United States, while it increased in San Antonio. The two most recent years of figures demonstrates a reversal of this trend: the gender pay gap shrunk in San Antonio while it increased in both the state and most sharply for the nation. In

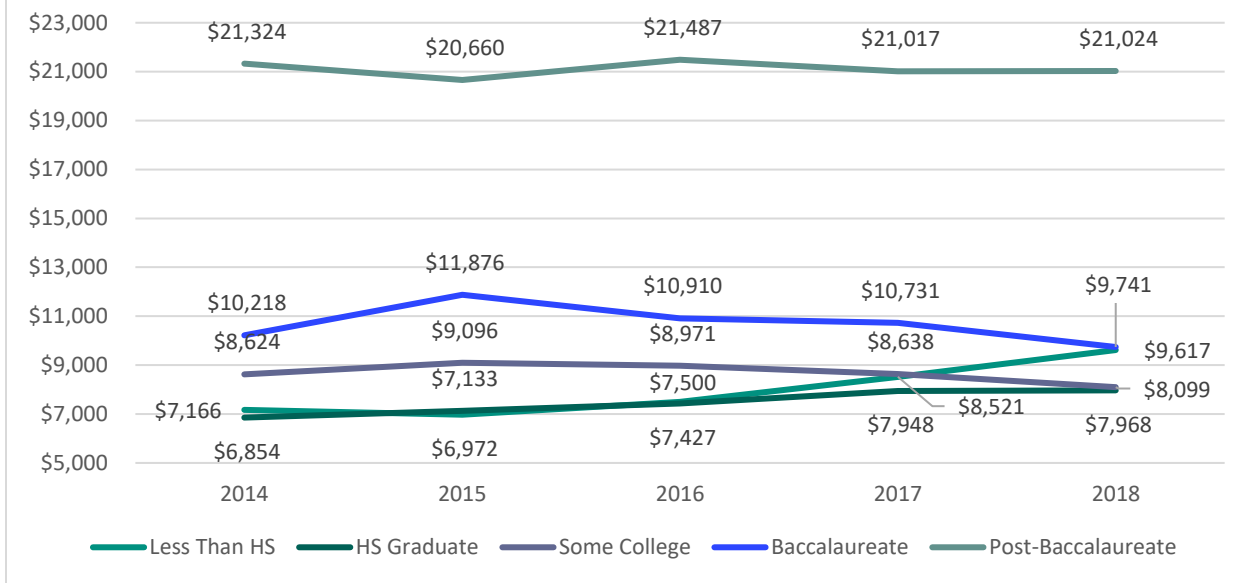
interpreting this figure, it is important to remember that increased dollar amounts refer to the difference in median earnings between males and females; a positive number indicates that males earn more than females (a zero value would indicate equivalence in male and female earnings). San Antonio's gender pay gap has remained smaller than the state and national gap.



Source: US Census Bureau, American Community Survey, B20004 Educational Attainment (2018). Displayed figures are calculated from male and female median wage data.

In order to further understand the gender gap phenomenon in San Antonio, these data were segmented by educational attainment and are summarized in *Figure 16*. Trends over this timeframe reveal that the gender pay gap increases with educational attainment and has generally increased over time. Focusing on changes over the past two years reveals that pay gap has increased for the two groups with the lowest educational attainment, less than high school and high school graduates. At the same time, the pay gap has decreased a small amount for all other educational attainment groups. However, the largest gap is seen among men and women with post-baccalaureate, with men earning approximately \$21,000 more than women.

Figure 16: Gender Pay Gap in San Antonio by Educational Attainment, In Dollars US



Source: US Census Bureau, American Community Survey, B20004, Educational Attainment (2019)

3.3 College Enrollment and College Readiness

Lower college going rates and lack of college readiness have been a challenge for San Antonio. With less than half of high school graduates enrolling in college and approximately only 40% considered college ready, meeting college enrollment and college readiness goals has been difficult. This section summarizes post-secondary enrollment and college readiness trends for San Antonio as it relates to state and city goals.

3.3.1 College Enrollment

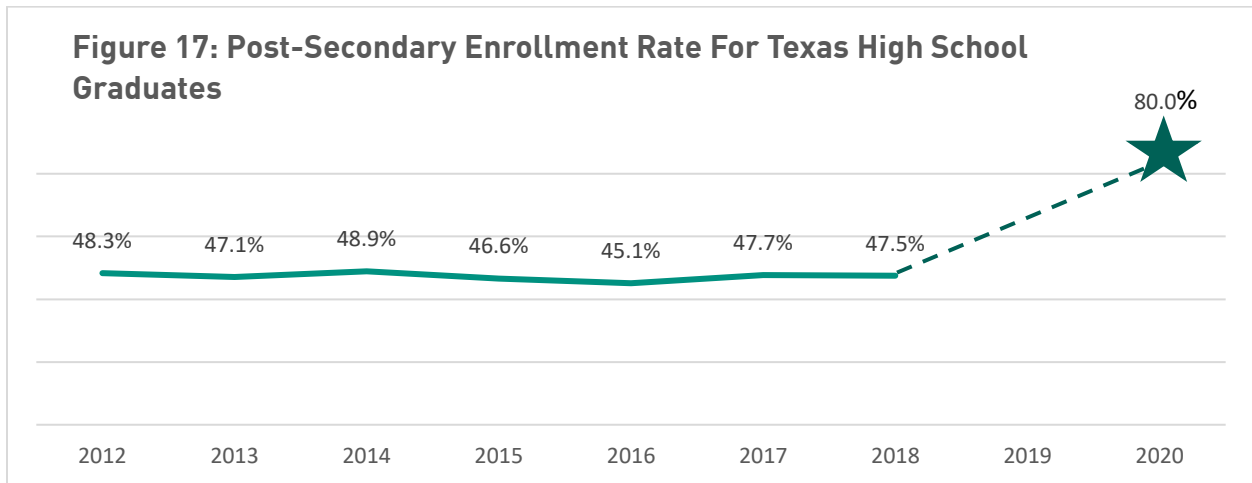
Community colleges play an important role in higher education. The geographic proximity to home, open admission policy, and low tuition make community colleges an important part of post-secondary education, especially for economically disadvantaged and first-generation in college students.

According to the National Center for Education Statistics, 35% of all undergraduate students and 21% of all full-time undergraduate students were enrolled in community colleges in Fall 2017. Additionally, 49% of all students who completed a degree at a four-year institution in 2015-2016 had enrolled in a two-year institution at some point in the previous 10 years (National Student Clearinghouse 2017). Texas had the most former community college students among bachelor's degree earners in 2015-2016, with 75% of four-year graduates attending a community college previously.

National Student Clearinghouse data from Fall 2017 through Fall 2018 indicates that overall postsecondary enrollment decreased by 1.4% for two-year and four-year Title IV, degree-

granting institutions. Between 2017 and 2019, community colleges enrollment of full-time students declined from 39% to 38%, and overall full-time undergraduate student enrollment remained at 64%.

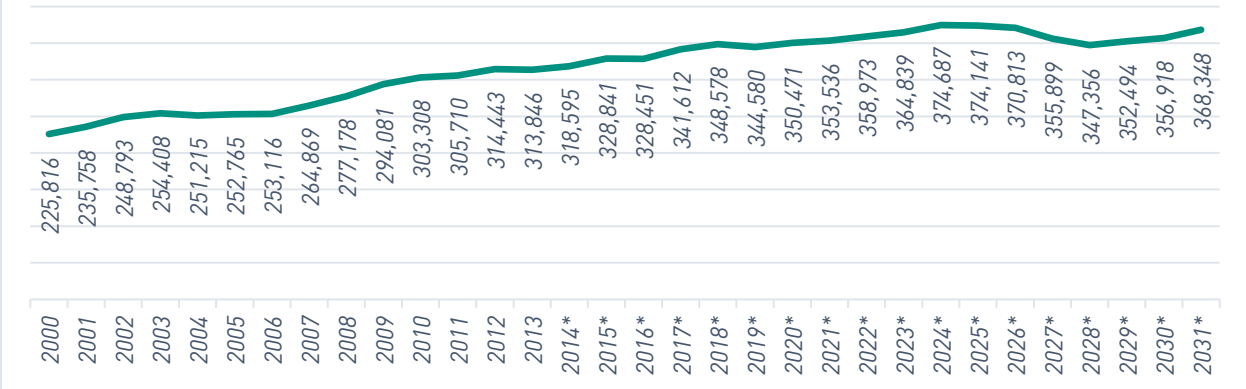
Focusing on local post-secondary enrollment trends, the City of San Antonio, through the San Antonio Area Foundation, adopted a target rate of 80% post-secondary enrollment for all high school graduates by 2020. Accomplishing this goal has been challenging; Figure 17 demonstrates that this metric has fluctuated in the 45% to 50% ranges since 2012. Reaching the 80% target would require a substantial acceleration in the post-secondary enrollment rate of high school graduates.



Source: San Antonio 2020, San Antonio Area Foundation, THECB. (2018)

Palo Alto College is diligently working toward increasing the proportion of San Antonio residents pursuing a post-secondary education. Among the factors informing this expectation is the increasing supply of students earning a high school credential. This indicator has increased in the past 10 years and is expected to increase by 12% between 2015 and 2031. High school graduate supply data are organized in Figure 18. Further strengthening this expectation is that share of Hispanic students graduating from high school will remain constant (50%) from 2015 to 2031. As a Hispanic Serving Institution (HSI), Palo Alto College will be well-positioned to serve Hispanic students looking for higher education opportunities.

Figure 18: Texas High School Graduates Projection



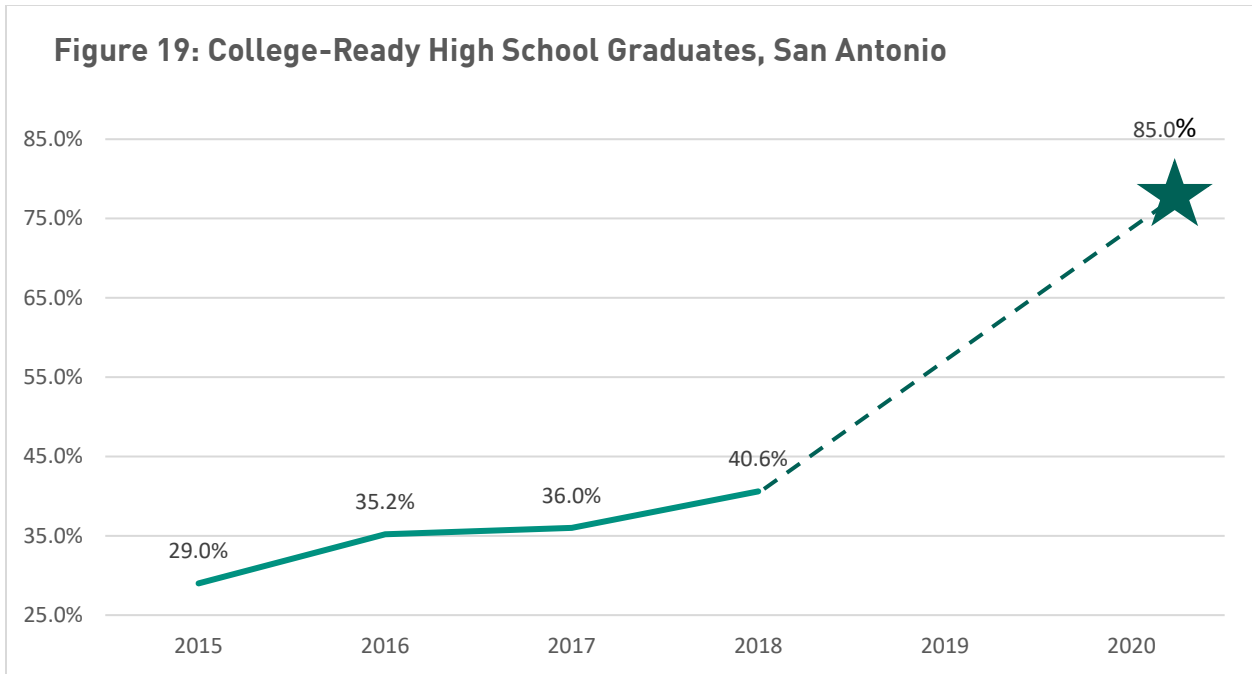
Source: Western Interstate Commission for Higher Education (2016)

Similarly, a recent Texas Higher Education Coordinating Board (THECB) Enrollment Forecast (2018-2030) indicated that public two-year colleges in Texas are expected to have an enrollment increase of 15.7% between 2019 and 2030, or an annualized growth rate of 1.3% on average. It is important to note that these projections exclude changes in concurrent enrollment and speak exclusively to college students.

3.3.2 College Readiness

Texas Success Initiative (TSI) Assessment has been designed to help two-year and four-year institutions to determine college readiness by evaluating students in three areas: math, reading, and writing. An incoming college student in Texas is required to take the TSI, unless exempt by ACT, SAT, transfer, or veteran status. The TSI determines whether the students are placed in college-level or developmental courses upon post-secondary matriculation.

The City of San Antonio, through the San Antonio Area Foundation, has adopted a target rate of 85% of high school graduates testing as college-ready in English and Math by 2020. Texas recently changed college readiness assessments, so trend data is difficult to conceptualize. However, given current rates of college readiness, goal achievement will be challenging, as shown in Figure 19.



Source: San Antonio 2020, San Antonio Area Foundation, TEA. (2019)

ECONOMIC COMPETITIVENESS AND WORKFORCE

4.1 Employment in Target Industries

Like many other community colleges, Palo Alto College is the display of our community's desire for transformation - educationally and economically. In order to promote the mutual prosperity of our residents and the enterprises thriving in San Antonio, it is important for PAC to periodically review local labor market trends. *Table 5* summarizes San Antonio's major employers, sorted by the number of local individuals it employs as reported by the San Antonio Economic Development Foundation. At least half of the top 6 entries are federally-supported military bases, joined by one school district, a regional supermarket chain, and a financial institution whose primary market consists of military personnel.

Table 5: 20 Major Regional Employers in San Antonio

Employer	Sector	Number of Local Employees
Lackland Air Force Base	Military	37,000
Fort Sam Houston-U.S. Army	Military	32,000
H-E-B	Super Market Chain	20,000
USAA	Financial Services and Insurance	18,305
Northside I.S.D.	School District	13,977
Randolph Air Force Base	Military	11,000
Methodist Healthcare System	Health Care Services	9,851
City of San Antonio	San Antonio	9,145
North East I.S.D.	School District	8,789
San Antonio I.S.D.	School District	7,703
Baptist Health System	Health Care Services	6,383
Wells Fargo	Financial Services	5,073
JP Morgan Chase	Financial Services	5,000
Harland Clarke	Managed Services	5,000
Andeavor	Oil refiner	5,000
Bill Miller Bar-B-Q	Restaurant Chain	4,500
ATT	Phone, Wireless, and Internet services	4,300
Valero Energy Corp.	Oil Refiner and Gasoline Mktg	4,000
Rackspace	IT Managed Hosting Solutions	3,540
CPS Energy	Utilities	3,125

Source: San Antonio Economic Development Foundation (2018)

Similarly, *Table 6* organizes the largest corporate headquarters in San Antonio, sorted by the number of local employees (not necessarily working in the headquarters). These organizations have recognized the unique advantages of doing business in San Antonio and have elected to partner more closely with this community. Organizations on this list represent a diverse range of industries like extraction, financial services, manufacturing and information technology.

Table 6: Corporate Headquarters in San Antonio

Employer	Sector	Number of Local Employees
H-E-B	Super Market Chain	20,000
USAA	Financial Services and Insurance	17,000
Cullen / Frost Bankers	Financial Services	3,982
Bill Miller Bar-B-Q	Fast Food Chain	3,540
Rackspace	IT Managed Hosting Solutions	3,300
CPS Energy	Utilities	3,022
Toyota Motor Manufacturing	Auto Manufacturing	2,900
Clear Channel Communications, Inc.	TV & Radio Stations, Outdoor Ads	2,800
Southwest Research Institute	Applied Research	2,715
Valero Energy	Oil Refiner & Gasoline Mktg.	1,653
Harland Clarke	Check Printing	1,500
KCI	Medical Supplies	1,400
Tesoro	Oil Refiner & Petroleum Products	1,300
HVHC	Optical Manufacturing	1,200
Security Service Federal Credit Union	Financial Institution	1,200
The SWBC	Insurance	1,200
NuStar Energy	Energy	550

Source: San Antonio Economic Development Foundation (2018)

4.1.1 Employment by Sector

According to the U.S. Bureau of Labor Statistics, the industry sector with the highest percentage growth in San Antonio in the past year was Mining and Logging with an increase of 27.3%. *Table 7* displays relatively small changes in most other employment sectors.

Table 7: Major Employment Sectors in San Antonio-New Braunfels Statistical Area

Sector	2018	2017	Change
Total Nonfarm	1,074,900	1,052,300	2.15%
Government	174,700	173,200	0.87%
Education and Health Services	167,700	162,900	2.95%
Professional and Business Services	143,300	138,200	3.69%
Leisure and Hospitality	134,300	130,800	2.68%
Trade, Transportation, and Utilities	186,200	186,700	-0.27%
Financial Activities	93,400	90,800	2.86%
Mining, Logging	11,200	8,800	27.27%
Construction	53,800	52,000	3.46%
Manufacturing	50,800	50,300	0.99%
Other Services	39,100	37,800	3.44%
Information	20,800	20,400	-1.96%

Source: U.S. Bureau of Labor Statistics (2019)

4.1.2 Employment by Industry

According to LMCI-TRACER, total employment is projected to grow 15.5% from 2016 to 2026. *Table 8* presents the industries adding the most jobs.

Table 8: Alamo Workforce Development Area* - Industries Adding the Most Jobs

Industry Title	2016	2026	Number Change	Growth Rate
TOTAL ALL INDUSTRIES	1,128,665	1,303,435	174,770	15.48%
Education and Health Services	256,400	302,229	45,829	17.87%
Trade, Transportation, and Utilities	186,319	210,776	24,457	13.13%
Leisure and Hospitality	134,275	167,402	33,127	24.67%
Professional and Business Services	127,566	152,437	24,871	19.50%
Financial Activities	86,262	100,577	14,315	16.59%
Self Employed Workers, All Jobs	85,187	88,719	3,532	4.15%
Public Administration	77,970	83,529	5,559	7.13%
Construction	52,984	65,603	12,619	23.82%
Manufacturing	48,967	52,503	3,536	7.22%
Other Services	40,788	45,773	4,985	12.22%
Information	20,897	22,306	1,409	6.74%
Natural Resources and Mining	11,050	11,581	531	4.81%

Source: Texas Workforce Commission (www.tracer2.com, 03/2019)

Note: Table shows total employment in all industries and the industries adding the most jobs

*Defined as Atascosa, Bandera, Bexar, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, and Wilson Counties.

4.1.3 Wages and Benefits by Industry

According to the US Bureau of Labor Statistics, the number of people employed in the San Antonio-New Braunfels MSA 2019 was 1,054,260 with a median annual wage of \$33,890 in 2018. The top 10% of the population employed earned an annual wage of \$84,709, while the lowest 10% of the population employed earned an annual wage of \$19,019. Industry and occupational wage data for the San Antonio-New Braunfels statistical area is summarized in *Table 9*.

Table 9: San Antonio-New Braunfels Statistical Area, Occupation Wage data 2019

Occupation	Employment	Hourly median wage	Annual median wage	Hourly 10th percentile wage	Hourly 90th percentile wage	Annual 10th percentile wage	Annual 90th percentile wage
All Occupations	1,054,260	\$16.89	\$35,136	\$9.14	\$40.73	\$19,019	\$84,709
Office and Administrative Support	181,170	\$16.33	\$33,971	\$10.35	\$26.86	\$21,528	\$55,865
Sales and Related	116,400	\$12.83	\$26,693	\$8.85	\$32.84	\$18,407	\$68,313
Food Preparation and Serving Related	114,920	\$10.12	\$21,042	\$8.08	\$16.23	\$16,809	\$33,752
Healthcare Practitioners and Technical	64,760	\$29.99	\$62,371	\$15.44	\$63.49	\$32,123	\$132,064
Transportation and Material Moving	64,140	\$15.04	\$31,282	\$9.53	\$28.43	\$19,825	\$59,140
Education, Training, and Library	64,070	\$25.65	\$53,355	\$9.97	\$38.47	\$20,743	\$80,023
Business and Financial Operations	55,100	\$32.47	\$67,535	\$19.42	\$52.60	\$40,392	\$109,400
Construction and Extraction	46,210	\$18.20	\$37,850	\$12.49	\$29.97	\$25,979	\$62,345
Production	46,070	\$15.58	\$32,410	\$9.65	\$30.22	\$20,062	\$62,868
Personal Care and Service	43,900	\$9.99	\$20,774	\$8.01	\$15.75	\$16,668	\$32,757
Management	43,810	\$47.32	\$98,424	\$23.69	\$95.18	\$49,283	\$197,975
Installation, Maintenance, and Repair	42,810	\$20.16	\$41,942	\$12.14	\$33.27	\$25,259	\$69,205

Table 9 (cont.): San Antonio-New Braunfels Statistical Area, Occupation Wage Data

Occupation	Employment	Hourly median wage	Annual median wage	Hourly 10th percentile wage	Hourly 90th percentile wage	Annual 10th percentile wage	Annual 90th percentile wage
Healthcare Support	33,960	\$13.44	\$27,961	\$8.81	\$20.96	\$18,322	\$43,596
Building and Grounds Cleaning and Maintenance	29,980	\$12.00	\$24,952	\$8.61	\$17.91	\$17,916	\$37,251
Computer and Mathematical	27,630	\$38.39	\$79,842	\$20.61	\$62.87	\$42,873	\$130,767
Protective Service	26,240	\$19.27	\$40,077	\$10.07	\$36.37	\$20,936	\$75,658
Architecture and Engineering	15,310	\$36.14	\$75,173	\$19.08	\$64.78	\$39,695	\$134,738
Arts, Design, Entertainment, Sports, and Media	12,280	\$20.94	\$43,552	\$10.34	\$39.30	\$21,500	\$81,737
Community and Social Service	12,080	\$22.10	\$45,960	\$13.36	\$35.11	\$27,792	\$73,026
Legal	6,170	\$30.76	\$63,983	\$14.71	\$77.70	\$30,591	\$161,608
Life, Physical, and Social Science	5,840	\$32.10	\$66,760	\$17.25	\$56.17	\$35,879	\$116,835
Farming, Fishing, and Forestry	1,410	\$11.49	\$23,902	\$8.29	\$19.53	\$17,236	\$40,623

Source: U.S. Bureau of Labor Statistics (2019)

4.2 Workforce

The city's economic sustainability derives from a robust education system of 15 colleges and universities, which graduate approximately 25,000 students each year, as well as many training programs. The continuous growth of industries within our development area comes with an increase in the civilian labor force and a decrease in unemployment rate.

4.2.1 Employment and Unemployment Rates

The San Antonio Economic Development Foundation (SAEDF) provides data on civilian labor force growth and unemployment rate. In October 2017, San Antonio's total civilian workforce was 1,127,457, with an associated unemployment rate of 3.3%. The According to SAEDF, San Antonio is ranked as the top city in the nation for economic growth potential and as one of the strongest performing economies based on employment and unemployment levels. San Antonio has experienced continued growth in its civilian labor force in recent years, with a decline in unemployment rate since 2012. Unemployment figures for San Antonio are summarized in *Table 10*.

Table 10: San Antonio Workforce-Employment and Unemployment 2003-2017

Year	Total Civilian Labor Force	Percent Growth	Number of People Employed	Number of People Unemployed	Unemployment Rate
2017	1,165,892	2.66%	1,127,457	38,435	3.30%
2016	1,135,725	3.30%	1,093,136	42,589	3.70%
2015	1,099,597	3.30%	1,057,538	42,059	3.80%
2014	1,064,254	1.45%	1,018,694	45,560	4.30%
2013	1,049,019	2.20%	986,252	62,767	6.00%
2012	1,026,242	1.40%	959,876	66,366	6.50%
2011	1,012,433	2.40%	943,728	75,318	7.40%
2010	988,764	2.40%	928,675	72,505	7.30%
2009	965,670	2.10%	906,524	64,391	6.70%
2008	942,671	2.20%	898,774	44,351	4.70%
2007	921,968	0.80%	883,141	37,919	4.10%

Source: U.S. Bureau of Labor Statistics (2019)

4.2.2 Fastest Growing Occupations

According to the Texas Workforce Commission’s Labor Market & Career Information (LMCI)-TRACER data, the fastest expected growing occupations in 2026 will be within the Food preparation and Serving Related, and Healthcare sectors. Industry figures are summarized in *Table 11*.

Table 11: Alamo Workforce Development Area* - Fastest Growing Occupations

Occupations	Annual Average Employment 2016	Annual Average Employment 2026	Number Change 2016-2026	Percent Growth 2016-2026
Total, All Occupations	1,128,665	1,303,435	174,770	15.5%
Food Preparation and Serving Related	112,694	141,812	29,118	25.8%
Healthcare Support	30,091	37,430	7,339	24.4%
Healthcare Practitioners and Technical	67,014	80,485	13,471	20.1%
Legal	8,604	10,306	1,702	19.8%
Personal Care and Service	54,109	64,747	10,638	19.7%
Construction and Extraction	48,981	58,347	9,366	19.1%
Computer and Mathematical	30,463	36,278	5,815	19.1%
Architecture and Engineering	13,689	16,155	2,466	18.0%
Building and Grounds Cleaning and Maintenance	35,243	41,290	6,047	17.2%
Business and Financial Operations	61,439	71,276	9,837	16.0%
Installation, Maintenance, and Repair	43,466	50,408	6,942	16.0%
Community and Social Service	17,585	20,155	2,570	14.6%
Transportation and Material Moving	61,913	70,689	8,776	14.2%
Education, Training, and Library	66,857	76,313	9,456	14.1%
Life, Physical, and Social Science	5,621	6,375	754	13.4%
Protective Service	26,996	30,495	3,499	13.0%

Table 11 (cont.): Alamo Workforce Development Area* - Fastest Growing Occupations

Occupations	Annual Average Employment 2016	Annual Average Employment 2026	Number Change 2016-2026	Percent Growth 2016-2026
Sales and Related	121,449	136,394	14,945	12.3%
Management	64,478	71,268	6,790	10.5%
Office and Administrative Support	185,936	205,499	19,563	10.5%
Arts, Design, Entertainment, Sports, and Media	16,684	18,372	1,688	10.1%
Production	44,917	49,083	4,166	9.3%
Farming, Fishing, and Forestry	10,436	10,258	-178	-1.7%

Source: Texas Workforce Commission (www.texaslmi.com, 03/2020)

*Defined as Atascosa, Bandera, Bexar, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, and Wilson Counties.

4.3 San Antonio STEM Economy

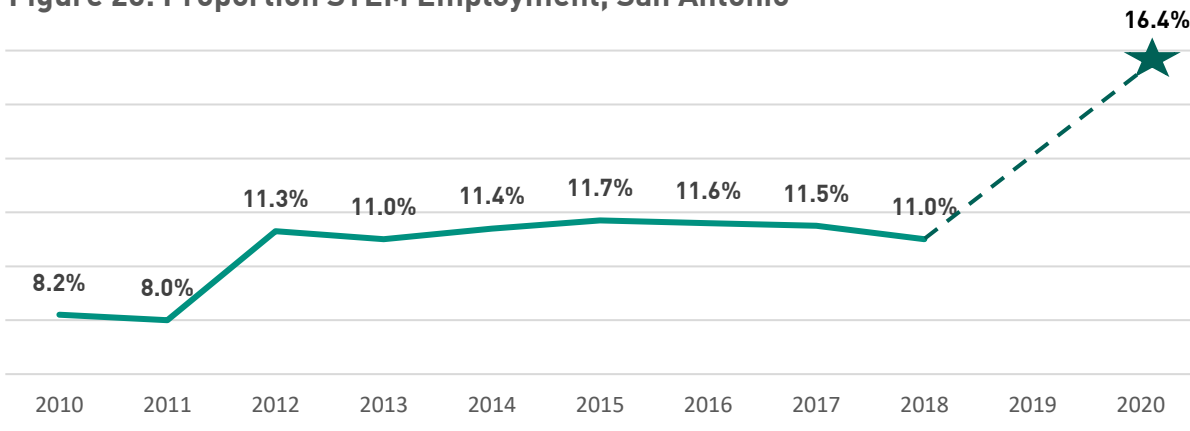
The 2019 Impact Report published by SA2020 characterizes the San Antonio workforce as highly educated, with an economic engine driven by entrepreneurship and a highly capable workforce. As a result of these economic drivers, this city is home for many technological/manufacturing companies including Toyota, Boeing, Rackspace, and Sirius, as well as many military/aeronautical bases.

4.3.1 Employment in STEM Occupations

The San Antonio Area Foundation, a community foundation that works to address San Antonio's needs through grants, programs, and scholarships, has set a target for STEM occupations to make up 16.4% of total employment opportunities in the area by 2020. While the STEM economy for San Antonio has grown recently, there seems to be a challenge in creating and filling STEM employment opportunities since total employment rates in STEM occupations has remained constant.

Figure 20 displays the fraction of employment opportunities in San Antonio classified as STEM occupations. This trend can be considered as moderate growth over the past few years. However, substantial acceleration in STEM employment growth will be necessary if San Antonio is to achieve its 16.4% goal by 2020.

Figure 20: Proportion STEM Employment, San Antonio



Source: San Antonio 2020, San Antonio Area Foundation, U.S. Bureau of Labor Statistics (2019)

LEGISLATION UPDATE

The State Educational Legislation section of our Environmental Scan contains legislation updates from the State of Texas 86th Legislative Session that potentially affects education.

SB 1- General Appropriations Bill

Signed: 06/15/2019

	FY Ending August 31, 2020	FY Ending August 31, 2021
Core Operations	\$ 680,406	\$680,406
Student Success	\$9,160,109	\$9,160,109
Contact Hour Funding	\$52,933,955	\$52,933,963
Veterans Assistance Ctrs	\$4,058,400	\$4,058,400
Total	\$66,832,870	\$66,832,878

SB 2- Property Tax Reform

Signed: 06/15/2019

Requires taxing units (cities, counties, etc.) to seek voter approval before implementing tax increases of 3.5% or greater from one year to the next. Community colleges must obtain similar approval for increases of 8% or more.

HB 3- School Finance Reform

Signed: 06/02/2019

Provides 11.6 billion dollars in school finance with 6.5 billion in new funding, representing approximately a 20% increase over previous funding commitments. Legislation also includes 5.1 billion in property tax reductions.

SB 11- School Safety

Signed: 06/06/2019

Focuses on increasing school safety preparedness, including mandatory instruction for students and staff. Also establishes school district threat assessment teams to identify potential threats and interventions.

SB 12- Teacher Pension Reform

Signed: 06/09/2019

Allocates 1.1 billion in new funding for teacher retirement pension obligations. Also authorizes disbursement of a one-time supplementary payment to retired teachers.

HB 1545- Rules Governing Alcohol Sales

Signed: 06/15/2019

Reverses previous regulations for breweries abolishing the sale of alcohol for consumption off premises. Additionally, increases the amount of liquor licenses held by any single individual.

SB 1978- Religious Freedom

Signed: 06/10/2019

Prohibits government retaliation against individuals or groups based on their religious affiliation. Known as the "Save Chick-fil-A" bill, this statute empowers the State Attorney General to file suit against government bodies in Texas believed to be in violation.

HB 3809- Sex Abuse Statute of Limitation Extension

Signed: 06/14/2019

Extends the statute of limitations on filing lawsuits (civil) in sex abuse cases from 15 to 30 years. This extension also applies to *culpable entities*.

APPENDIX A

Appendix A. Industries at a Glance

List of Supersectors and Associated Subsectors	
Information	
	Newspaper, Periodical, Book, and Directory Publishers: NAICS 5111
	Software Publishers: NAICS 5112
	Motion Picture and Video Industries: NAICS 5121
	Sound Recording Industries: NAICS 5122
	Radio and Television Broadcasting: NAICS 5151
Financial Activities	
	Monetary Authorities - Central Bank: NAICS 5211
	Depository Credit Intermediation: NAICS 5221
	Nondepository Credit Intermediation: NAICS 5222
	Activities Related to Credit Intermediation: NAICS 5223
	Securities and Commodity Contracts Intermediation and Brokerage: NAICS 5231
Professional and Business Services	
	Legal Services: NAICS 5411
	Accounting, Tax Preparation, Bookkeeping, and Payroll Services: NAICS 5412
	Architectural, Engineering, and Related Services: NAICS 5413
	Specialized Design Services: NAICS 5414
	Computer Systems Design and Related Services: NAICS 5415
Educational and Health Services	
	Elementary and Secondary Schools: NAICS 6111
	Junior Colleges: NAICS 6112
	Psychiatric and Substance Abuse Hospitals: NAICS 6222
	Specialty (except Psychiatric and Substance Abuse) Hospitals: NAICS 6223
	Nursing Care Facilities: NAICS 6231
Leisure and Hospitality	
	Promoters of Performing Arts, Sports, and Similar Events: NAICS 7113
	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures: NAICS 7114
	Independent Artists, Writers, and Performers: NAICS 7115
	Museums, Historical Sites, and Similar Institutions: NAICS 7121
	Amusement Parks and Arcades: NAICS 7131

Source: U.S. Bureau of Labor Statistics (www.bls.gov)

Note: Appendix A shows partial list of supersector and associated subsectors. For a more detailed list visit: <https://www.bls.gov/iag/tgs/iag07.htm>

APPENDIX B

Appendix B. Program(s) of Study and Training by Occupation

Program(s) of Study and Training by Occupation	
Mathematical Science Occupations	
	26.1102 Biostatistics
	27.0101 Mathematics, General
	27.0102 Algebra and Number Theory
Occupational Therapy & Physical Therapist Assistants & Aides	
	51.0803 Occupational Therapist Assistant
	51.0806 Physical Therapy Technician/Assistant
	51.2604 Rehabilitation Aide
Supervisors of Food Preparation & Serving Workers	
	12.0503 Culinary Arts/Chef Training
	12.0505 Food Preparation/Professional Cooking/Kitchen Assistant
	12.0508 Institutional Food Workers
Preschool, Primary, Secondary, & Special Ed School Teachers	
	13.1099 Special Education and Teaching, Other
	13.1202 Elementary Education and Teaching
	13.1203 Junior High/Intermediate/Middle School Education and Teaching
Nursing, Psychiatric, & Home Health Aides	
	51.2601 Health Aide
	51.2602 Home Health Aide/Home Attendant
	51.3902 Nursing Assistant/Aide and Patient Care Assistant/Aide
Health Diagnosing & Treating Practitioners	
	51.2009 Industrial and Physical Pharmacy and Cosmetic Sciences
	51.2306 Occupational Therapy/Therapist
	51.2501 Veterinary Sciences/Veterinary Clinical Sciences, General
Other Healthcare Support Occupations	
	51.0601 Dental Assisting/Assistant
	51.0801 Medical/Clinical Assistant
	51.0808 Veterinary/Animal Health Technology/Technician and Veterinary Assistant
Other Education, Training, & Library Occupations	
	19.0706 Child Development
	19.0707 Family and Community Services
	25.9999 Library Science, Other
Computer Occupations	
	11.0101 Computer and Information Sciences, General
	11.0102 Artificial Intelligence
	11.0103 Information Technology

Source: Economic Development and Employer Planning System (www.edeps.org)

Note: Appendix B shows partial list of programs of study by occupation. For a more detailed list visit:

<http://www.edeps.org/SelectUA.aspx?st=ZZ>