

Context Map – Environmental Scanning

Note: all entries included as written

Political Climate

- Health care for all agenda***
- State budget *****
- Succession planning
- Funding the war**
- Image of college – pro or con
- Mortgage***
- Money exchange
- Energy*
- Green Initiatives
- Global Warming
- Presidential Election*****
 - Woman and African-American running for president
- NCLB?
- BC president & other administrative turnover*
- Over ½ of community college president positions are open
- Unprepared students in spite of HS Exit Exam
- Population growth (means more diverse views)
- AB540 students/access to college for immigrants
- Disabilities Acts
- How do we best accomplish goals / available resources?
- Education
- Treated as a commodity
- State funding limited**
- CSEA unsettled contract
- Lack of money
- Fate of Basic Skills Initiative?
- Faculty apathy to serve on committees
- State – no funding*
- Prop. 92***
- Committees aren't functional
- Future college sites
- Voc Ed.
- High School Exit Exam
- 2008 elections
- Immigration*

Economic Climate

- Strings on the \$
- Economic downturn – will increase enrollment***
- Budget cuts 11*

- Recession 1***
- Job training
- Career change
- Boom
- Minimum wage*
- GI bill will affect CC
- Influx of students*
- State budget *
- Energy*
- Increase in the cost of fuel
- 14 billion deficits
- Bond coming up
- Basic skills initiative
- State budget decrease*
- No growth funding*
- Minimum wage increase
- Decreasing infrastructure
- Competition with other institutions
- Inability to seek out, write and get grants
- Prop 92* more money to CCs
- Asked to do more for students w/ less resources
- Increased financial aid?
- State of California cost of education cheaper than elsewhere
- No longer producers/strongly consumers
- On-line – centralization
- Outsourcing of services
- “Teaching”
- No consistency in priority of spending
- Lack of money*
 - Lack of staff development funds
- Increased enrollment after recession
- Inability to replace faculty
- War and national debt draining resources*
- War ends – GI bill*
- Increase in handicap citizens
- Increase in mandates from fed and state government
- Home loss (foreclosures)*
- Decrease in housing price
- Layoffs = enrollment increase w/ less funding*
- Cost factor between CSU’s and CC’s
- Our standard of living will go down because of our world economy changing
- Health care – we need universal healthcare
- Health insurance for adjuncts
- Weak economy = more students & less money

- War (Iraq & Afghanistan draining national funds)*
- Increase in mandates from federal & state government that are funded or not funded at all
- Lack of computers for students at home=more computers needed at school
- Wireless campus and community
- Decreasing value of the US dollar*
- Globalization*
- Cost of fuel

Student Needs

- Exit exam=Remedial
- Foundations of Excellence
- Must accommodate untraditional student
- War veterans w/ medical and psychosocial needs*
- More classes for student enrollments
- Increased student enrollment
- Well-rounded students
- More classrooms and buildings for programs
- Basic Skill Needs***
- Funding will lag - enrollment swings
- Maintain standard of knowledge as basis of education
- First-time, first year experience – formalized programs
- More counselors to meet student needs
- Increase due to economy
- Increase due to CSU developments*
- Marketing Choir CD
- Larger class sizes
- Class size limitations
- Students have many choices in schools
- Need to focus on critical thinking
- Diverse learning skills
- Need more parking & shuttles between campuses at peak hours**
- Versatile instruction
- Grammar/email
- Wireless*
- Campus hazards
- Improve lighting
- Signage for facilities
- Books through BC bookstore more easily
- E-books
- On-line text
- Generational difference
- More staff training on learning styles

- Better public relations for outreach and image
- More community services classes
- More satellite centers (and student services at these centers)
- Offer more academies so that students can attain certificates/degrees in shorter amounts of time
- CSU budget cuts
- Degree inflation
- Complete transfer programs
- ESL*
- Soldiers*
- Immigration
- Teams and small groups*
- Awareness of needs and communication
- Second language*
- Textbooks
- Better orientation process
- Trend: No stay-at-home parents background
- Students need versatility in offering classes
- Full-time center in Southwest – evenings and weekends**
 - No lab or services for evening students
- Computer and technology school (geographically based)
 - Job shadow opportunities
 - Work experience
- Paper waste – lead recycling program
- Outreach to jail/prison system (online)

Community Needs

- Must accommodate non-traditional students
- 100 FTE
- Nursing shortage per hospital site
- Community reaction due to ability to get into classes
- Large waitlist
- Community is expanding but islands forming
- Satellite schools
- Improve enrollment management plan
- Lack of counselors
- Data gathering trends not supported by campus – awareness of
- Conflicting information from counseling/transferring
- Support of K-12 is increasing
- Rid of “no child left behind”
- A trained and prepared workforce
- Lifelong learners – Baby Boomers

- Those trying to figure out what they want to do
- Growth and new location
- A prepared workforce
- 49% of community is Hispanic
- Need more Spanish classes
- Healthcare
- Economic decline
- Staff development
- Future college sites
- CSUB shortened enrollment period and capped # students=growth for BC*
- Recycling should increase (we should be leading this w/ community involvement)
- Income from recycling used for Bridge activities
- Connections between students and businesses
- Programs needed in high schools
- Integrate and link English, math and technology
 - Communication between departments

Technology Factors

- The “haves and have-nots”
- On-line education (e-books and online ordering for faculty)*
- Social networking, i.e. My Space
- Open Source and Free Ware
- Farming out e-mails
- More expensive to keep up with technology
- Improving medical technology with increasing frequency*
- Privatization and specialization*
- Increases in wireless access and expansion***
- Digital natives vs. Digital immigrants
- Technology changing faster than we can handle*****
- Decreased costs
- Open sources software
- Farmed out email
- Pod casting of lectures*
- On-line courses – can we meet the need?
- Inability of college to keep up with technology needs
- Register online
- Online teaching – less social
- Need to focus on critical thinking
- Students need wireless access
- Upgrade equipment
- Need training for faculty & staff

- National school safety
- Digital security
- Replacement funding for current equipment
- BC needs to remain technologically current
- Missing equipment
- Classroom design
- Staff training on current technology**
- Testing w/ current technology
- More online classes
- Communication and socialization of students
- Increase of students taking online classes
- Security
- Solar energy
- Global Warming
- Go Green
- Wireless networks (currently there is an overload of use)***
- Not all students have access and knowledge (technical)
- Open support centers
- Increase hours to facilitate needs of evening students
- All classrooms need PC's*
- Computers for financial aid students
- Cell phone ubiquity
- Technology causing a distraction w/ students ***

Cultural Environment

- Lowest college-going rates around (Kern County?)*
- Kern literacy rate = 30%
- Involve students in technology planning
- Partnership w/ industry but protect standards
- Safety a big issue
- Very diverse
- On campus there are less opportunities to interact – staff dining room closed
- Bowling League is a positive activity*
- Staff development
- Lack of evening activities in Bakersfield
- Lunchroom*
 - Communication
- Campus instability and turnover in administrators
- California protecting itself- - lots of regulations
- Cultural difference between faculty (mostly Anglo) and students mostly Hispanic
- Majority of students no longer transfer
- Students are seeking tech. Ed., certificates and vocational goals

- Students expect quick gratification
- Bilingual automotive instructor
- Paid lab assistants
- Instructors unable to communicate w/ their students
- Diversity
- Immigrant/immigration issues affect economy**
- “Throw-away Society”
- Demographic changes
- 1% for the arts*
- Hispanic population growth***
- Low-college going rate
- First generation college goers
- Campus shootings *
- Gang Activity*
- Bring back Puente (Bridge)
- Truly serve the Hispanic community—not just daytime students
- Emergency preparedness*
- More careers in lifetime (living longer)
- Changing student expectation, attitudes, and perceptions on college and work
- Growth in students w/ Autism, Assberger Syndrome and other psychological issues
- Growth in students w/out high school diploma
- Increase ESL offerings to meet student needs*
- Help remove perceived stigma in taking ESL classes
- Re-establish cultural centers for students
- More diverse student population***
 - Growth in women students*
 - Growth in Hispanic students*
 - Growth in older students**
- Training of faculty on cultural differences
- Classes/activities for baby boomers**
- Disconnect between faculty and students regarding technology
- War veterans-needs-injuries—train DSPS counselors and faculty
- Increase diversity of faculty
- More computers available for students
- Higher education culture
 - Problems w/ CSUB*

Identified Trends from All Categories

- Basic Skills Training
- in text-messaging formats
- Wireless campus
- Accessibility needs and expectations
- Need to advance classroom technology
- Lack of classroom space
- Financial uncertainty
- Growing need of skilled blue collar workers needing certification
- Increasing business emphasis in education enterprise
- More business people being asked to be leaders
- Nursing shortage
- More English language learners
- Need to market our open college before semester to families
- Increased need to versatility in offering classes
- Flexible schedules
- Retiree learning
- Returning military training
- College going rates
- Brain-drain – turnover
- Rollercoaster budgets
- SIFE
- Recycle Bins
- 13% of Kern County w/ Bachelor's degree
- Funding formulas
- CSUB 2/1 applications w/ enrollment caps