

## INTRODUCTION

The intent of this report is to provide Ventura College professional staff with the background data and baseline information that is necessary to develop a meaningful survey of the post-secondary educational aspirations of Santa Clara River Valley residents. The Santa Clara River Valley (SCRV) encompasses the cities of Fillmore and Santa Paula and includes the unincorporated area of Piru. Population data for these three residential areas were obtained from the U.S. Census Bureau's website. All of the Ventura College enrollment information was extracted from the VCCCD Banner System on November 21, 2006. Ventura College offers classes at three SCRV sites: the East Campus (Santa Paula), Fillmore High School, and Santa Paula High School. Enrollments data for SCRV high schools were obtained from CBEDS (California Basic Educational Data System).

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## SUMMARY

- Selected Demographics of the Santa Clara River Valley

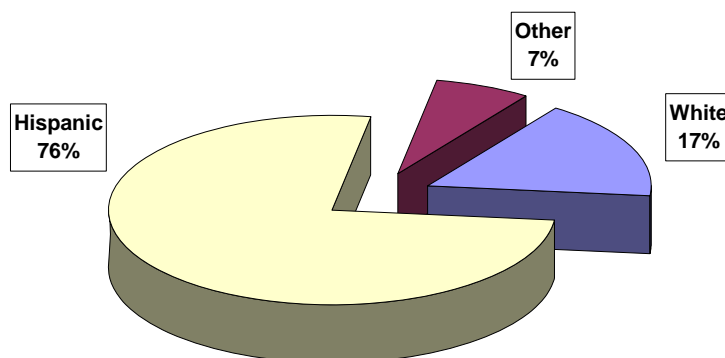
In **2005** the estimated population of the Santa Clara River Valley was **44,530** – **70%** were **Hispanic**.

<u>Residential Area</u>	<u>Population</u>	<u>Hispanics</u>	<u>Hispanic Percentage</u>
Santa Paula	28,478	20,276	71%
Fillmore	14,895	9,920	67%
Piru	1,157	785	68%
<b>Totals &amp; Average %</b>	<b>44,530</b>	<b>30,981</b>	<b>70%</b>

**Females** accounted for **50%** of the population – **58%** of residents were **18 – 64 years** of age.

- Santa Clara River Valley Residents Attending Ventura College

In **fall 2006**, **1,942** residents of the Santa Clara River Valley were enrolled in classes at VC; of which **76%** (1,468) were **Hispanic**; **65%** (1,254) were **female**, and **88%** (1,700) were **18 – 64 years** of age. The ethnic percentages of SCRV residents at VC in fall 2006 are depicted in the chart.



- College Participation Rates of Santa Clara River Valley Residents

In regards to the **three** demographic characteristics cited above, residents of the Santa Clara River Valley are enrolled in Ventura College at **higher** percentages than their proportions in the SCRV.

<u>Category</u>	<u>SCRV Population</u>	<u>SCRV Residents at VC</u>	<u>Participation Rates</u>	<u>Rate Calculations</u>
<b>Hispanics</b>	70%	76%	<b>108%</b>	(76% / 70% x 100)
<b>18 – 64 year olds</b>	58%	88%	<b>152%</b>	(88% / 58% x 100)
<b>Females</b>	50%	65%	<b>130%</b>	(65% / 50% x 100)

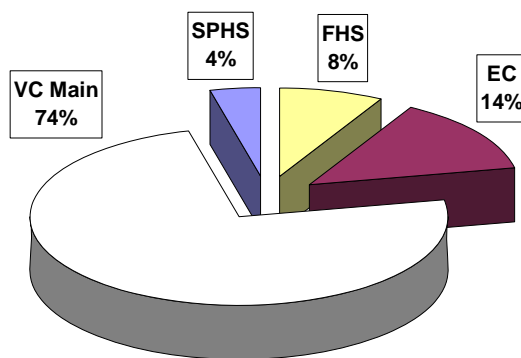
- Enrollments Statistics at SCRV Educational Sites

Several statistics related to students attending SCRV sites in fall 2006 are presented below.

<u>Category</u>	<u>Students</u>	<u>Percent</u>	<u>Category</u>	<u>Students</u>	<u>Percent</u>
Enrolled at SCRV Site	962	100%	19 years old or younger	294	31%
Enrolled as Part-Time	891	93%	29 years old or younger	610	63%
Hispanic	819	85%	First-Time students	270	28%
Female	646	68%	Continuing students	307	32%
Attended SCRV High School	366	38%	Goal: Improve Basic Skills	183	19%
Taking non-credit courses	185	16%	Goal: Credits for HS Diploma	178	18%

• VC Course Enrollments by Santa Clara River Valley Residents

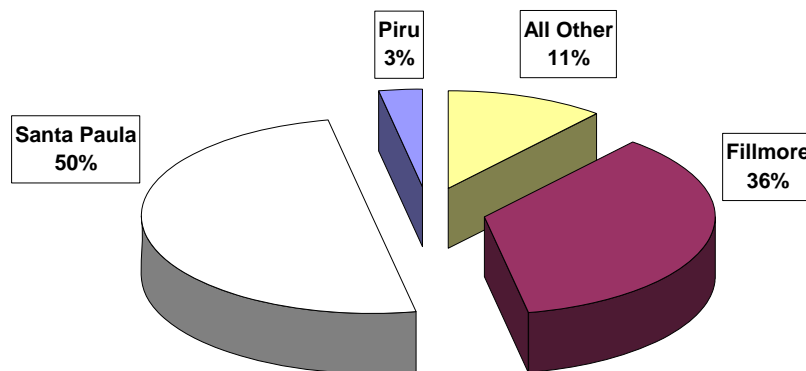
In **fall 2006**, residents of the Santa Clara River Valley were enrolled in **3,964** courses; about **26%** of these enrollments were at the college's Santa Clara River Valley educational sites – the East Campus (EC), Fillmore High School (FHS) or Santa Paula High School (SPHS). The chart and data table provide enrollment-related data for residents of the Santa Clara River Valley.



Course Enrollments – By Santa Clara River Valley Residents		Santa Clara River Valley Educational Sites				VC Main and Other
		Total	EC	FHS	SPHS	
Number	3,964	1,028	551	330	147	2,936
Percentage	100%	26%	14%	8%	4%	74%

• Student and Course Enrollments at Santa Clara River Valley Educational Sites

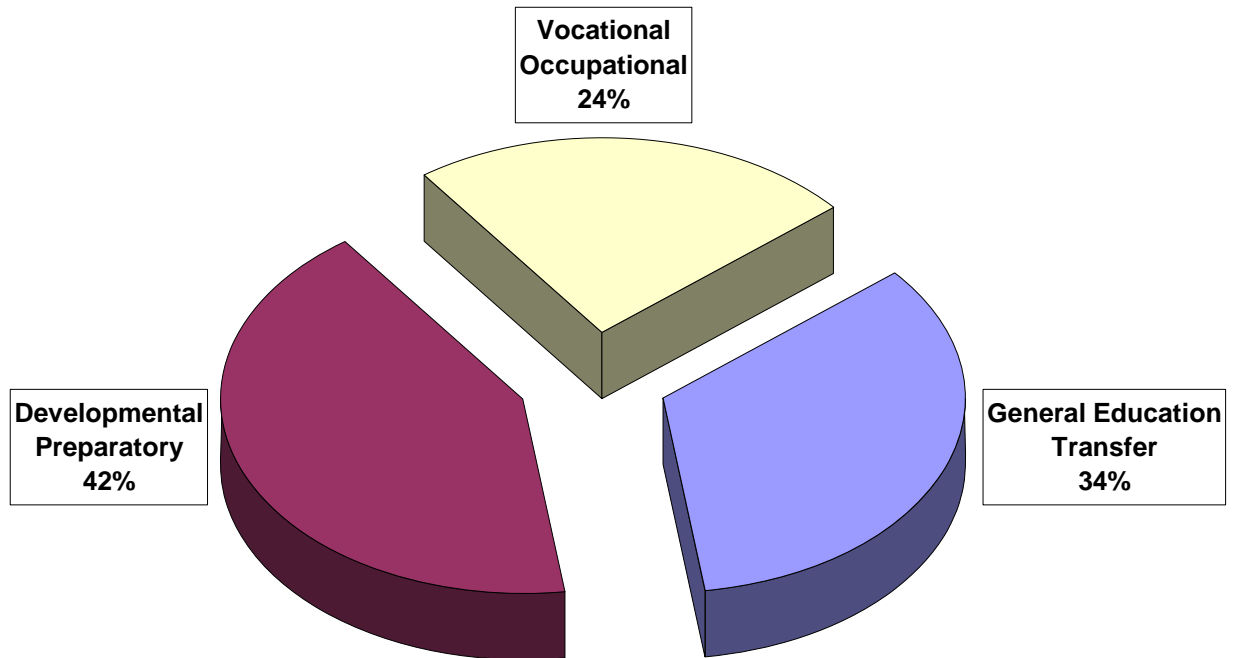
In **fall 2006**, there were **962** students enrolled in **1,134** courses at the three SCRV sites; **851 (89%)** of these students resided in the Santa Clara River Valley. The remaining **111 (11%)** lived in other geographical locations. The chart shows the percentages of students at SCRV sites that lived in Piru, Fillmore or Santa Paula. Student/course enrollments data are summarized in the table.



Students at SCRV Sites Areas of Residence	Students		Course Enrollments	
	Number	Percentage	Number	Percentage
City of Santa Paula	477	50%	593	52%
City of Fillmore	343	36%	382	34%
Piru	31	3%	37	3%
All Other Areas	111	11%	122	11%
<b>Totals</b>	<b>962</b>	<b>100%</b>	<b>1,134</b>	<b>100%</b>

• SCRV Educational Sites -- Course Enrollments by Category

**VENTURA COLLEGE**  
**Santa Clara River Valley Educational Sites**  
**Percentages of Course Enrollments by Category**



**Fall 2006 – SCRIV Educational Sites: Enrollments by Subject Area and Category**

Subject Area Discipline	Total Enrollments	Subject-Area Enrollments by Category		
		General Education Transfer	Developmental Preparatory	Vocational Occupational
ART	20	20		
ENGL	44	44		
HEC	48	48		
HIST	34	34		
MATH	33	33		
PE	55	55		
PSY	28	28		
SL	63	63		
SOC	35	35		
SPAN	29	29		
BESL	185		185	
ESL	288		288	
BIS	55			55
BUS	122			122
CD	25			25
CJ	45			45
RE	25			25
<b>Totals</b>	<b>1,134</b>	<b>389</b>	<b>473</b>	<b>272</b>
<b>Percentages</b>	<b>100%</b>	<b>34%</b>	<b>42%</b>	<b>24%</b>

## SANTA CLARA RIVER VALLEY – POPULATION STATISTICS

### • Selected Demographics of the Santa Clara River Valley

Population data related to the **three** Santa Clara River Valley residential areas were obtained from the U.S. Census Bureau website. Based on **Census 2000** data for these areas, the Census Bureau estimated the population for each area as of **2005** (Table A below, third column). To approximate (a) the **Hispanic populations** in these areas and (b) the numbers of residents that were between **18 and 64 years** of age in **2005**, appropriate percentages from 2000 were applied to the 2005 populations. For example, to estimate the number of Hispanics residing in Santa Paula in 2005, **28,478** (estimated population of Santa Paula in 2005) was multiplied by **71.2%** (the percentage, in 2000, of Santa Paula's residents who were Hispanic), resulting in an estimate of **20,276** persons.

**Table A. Estimates of Selected Santa Clara River Valley Demographics in 2005**

SCRV Residential Areas	Census 2000	Estimated 2005	Hispanics		18 – 64 Year Olds	
			% in 2000	Est. 2005	% in 2000	Est. 2005
Fillmore	13,643	14,895	66.6%	9,920	57.3%	8,535
Piru	1,196	1,157	67.9%	785	57.2%	662
Santa Paula	28,598	28,478	71.2%	20,276	57.9%	16,489
<b>Totals</b>	<b>43,437</b>	<b>44,530</b>	<b>XXX</b>	<b>30,981</b>	<b>XXX</b>	<b>25,686</b>

The aggregated percentages for all three areas of the Santa Clara River Valley are:

**Hispanics: 70%** [(30,981 divided by 44,530) times 100]

**18 – 64 year olds: 58%** [(25,686 divided by 44,530) times 100]

**Females: 50%** [the female-to-male ratio is virtually 50/50]

### • Santa Clara River Valley Residents Attending Ventura College

In fall 2006, there were **1,942** residents of the Santa Clara River Valley enrolled at Ventura College, of which **1,468 (76%)** were **Hispanic**; **1,700 (88%)** were **18 – 64 years** old; and **1,254 (65%)** were **female**. In the table below, SCRVA residents enrolled at VC were aggregated by ethnic category.

**Table B. Fall 2006: SCRVA Residents Enrolled at VC – By IPEDS Ethnic Categories**

IPEDS Ethnic Groups		Students		Courses		Units	
Codes	Descriptions	Number	Percent	Number	Percent	Number	Percent
1	Black Non-Hispanic	5	<1%	12	<1%	34.0	<1%
2	Am. Indian or Alaskan Native	15	1%	34	1%	106.0	1%
3	Asian or Pacific Islander	26	1%	60	1%	174.0	1%
<b>4</b>	<b>Hispanic</b>	<b>1,468</b>	<b>76%</b>	<b>2,894</b>	<b>73%</b>	<b>8,999.0</b>	<b>74%</b>
5	White Non-Hispanic	335	17%	745	19%	2,233.0	18%
6	Other	93	5%	219	6%	679.5	6%
	<b>Totals</b>	<b>1,942</b>	<b>100%</b>	<b>3,964</b>	<b>100%</b>	<b>12,225.5</b>	<b>100%</b>

### • Participation Rates of Santa Clara River Valley Residents

Regarding the three demographic characteristics examined above, SCRVA residents were enrolled in VC at **higher** percentages than their proportions in the SCRVA – i.e., their **participation rates** were **greater** than **100%** (e.g., for Hispanics, 76% divided by 70% equals **108%**).

**Table C. SCRVA – Population Proportions, Percentages at Ventura College, and College Participation Rates**

Categories for Comparing Participation Rates	Estimates for 2005 Based on Census Data Percentages of SCRVA Residents	Percents of SCRVA Residents in Fall 2006 that were Attending Ventura College	SCRVA Residents Participation Rates
<b>Hispanics</b>	<b>70%</b>	<b>76%</b>	<b>108%</b>
<b>18 – 64 year olds</b>	<b>58%</b>	<b>88%</b>	<b>152%</b>
<b>Females</b>	<b>50%</b>	<b>65%</b>	<b>130%</b>