

Given COM's mission, what challenges and opportunities does the external environment and Marin's culture present?

Population	High Cost of Living	Education	Diversity/Equity	Workforce
Population growth in the Bay Area is slowing, and Marin County has lost population.			Marin County is wealthier than the Bay Area, California overall and the poverty rate is lower than all but San Mateo County. Economic inequality is among the widest.	
COM employees most commonly cite high cost of living and affordable housing as factors that impact the College.				In addition to housing, childcare and transportation costs contribute to the high cost of living.
Marin County is more highly educated than the Bay Area. 57% of residents have a bachelor's degree or higher.				Marin County high school student SAT scores are far higher than the state average.
Marin County's population is far older than in the other Bay Area counties.				The number of young adults in Marin is declining.
The number of high school graduates is not a good predictor of COM's enrollment.				Less than 25% of Marin public and private high school graduates attend a community college.
COM's student body is more racially/ethnically diverse than the county.				Marin ranks 1 st in California's racial disparities.
"Marin has a workforce shortage, economic inequity, and housing shortage and other factors that influence our ability to grow and prosper."				Marin is the work-from-home capital of the North Bay.
Only 39% of Marin residents work in Marin.				Marin provides low-wage jobs for the Bay Area.
More Marin residents work in educational services, healthcare, and social assistance.				Employment in Marin is primarily self-employed individuals and businesses with less than 25 employees.
Marin's workforce is aging.				The number of workers in Marin with less than a high school education increased.
Five industry groups may grow in Marin: biotech, tourism, health care, food and agriculture, and education.				SRJC and CCSF are COM's primary community college competitors.
COM has many workforce, K-12, and community partners.				Undocumented residents are at-risk given current immigration policies and controversies.
US international student enrollment is declining				CA State/Chancellor's Office focus on AB 705, tuition-free first year, and online college