

## Stark State College of Technology 2006 Environmental Scan: Trend Summary

The following list briefly explains all the trends listed in this Environmental Scan. Refer to the appropriate report section for a more detailed explanation of the trend, considerations for Stark State College, links to our strategic goals, and 2005-2006 carry over operational projects that address the trend.

### ***Educational Environment***

- There is escalating demand for postsecondary education.
- There is a continuously changing student “mix.” How, why and where students go to college is changing.

### ***Economic Environment***

- The manufacturing industry in Stark County is still a very large sector, but declining.
- Unemployment in Stark County was 6.4% in 2005. This is an improvement from 2003 and 2004, but still higher than the state (5.9%) and national averages (5.1%).
- The Stark County workforce population (ages 20-44) declined 7% from 1990 to 2000.
- The number of small businesses in Stark County is increasing.
- The health care and social assistance industry is growing in Stark County.
- There are other key industries that seem to be growing, too. Further analysis is required.

### ***Political and State Funding Environment***

- Ohio government is increasing demands for accountability from state institutions of higher learning.
- Many Ohio K-12 school operating levies are not passing, causing K-12 advocates to request more state funding. Possible reallocation of these funds will result in a reduced higher education budget.
- A continued lack of higher education state funding commitments is likely as the current elected officials and the gubernatorial candidates haven't shown support for more higher education funding.

### ***Socio/Demographic Environment***

- The number of students in Stark County public schools decreased 1.5% from 1995-1996 to 2004-2005. Private schools saw a 17.7% decrease from 1999 to 2004.
- More graduating high school students are seeking postsecondary education.
- A high percentage of first-year college students require remedial courses.
- A growing number of older students, especially members of the 76 million baby boomers age 36 to 54 are returning to college for additional job training, new careers or personal growth.
- There is a “brain drain” – an outward migration of educated young people from Stark County / Ohio.

### ***Technological Environment***

- *The Classroom:* Expected and optional technological tools are proliferating.
- *The Classroom:* More two-year colleges are developing integrated technology plans and on-going initiatives to address the proliferation of technology to enhance administration and especially learning.
- *The Online Classroom:* Demand for online classes is growing.
- *Emerging Technology and Economic Development:* Technical education is becoming more “transdisciplinary.”

- *Emerging Technology and Economic Development:* Jackson Township is developing a Research and Technology District.
- *Emerging Technology and Economic Development:* The Third Frontier Project initiative continues to present opportunities for emerging technology development.
- *Emerging Technology and Economic Development:* Ohio has a number of initiatives that address different areas of technology.
- *Emerging Technology and Economic Development:* In education, some trends include collaborative work tools, use of personal and mobile technology, individualized services and collaborative learning, as seen in gaming.
- *Information Technology:* Key issues for associate degree institutions are Administrative/ERP Information systems, IT funding and security and identity management.
- *Information Technology:* There are a number of IT trends that drive course and program development, such as cyber security and the new International Computer Driving License.
- *Biotechnology:* There are several Research and Development and industry initiatives taking place in Ohio in bioscience development.
- *Nanotechnology:* Nanotechnology is in a “pre-competitive” stage, with research conducted at larger institutions.
- *Fuel Cell Technology:* Alternate energy source development is of high interest.

### **Competitive Environment**

- *Global Competitive Environment:* Increased globalization; fewer U.S. science and engineering graduates, increased emphasis on the Knowledge Economy; need for skilled, flexible and globally-aware workers, as well as educational initiatives to address changing workforce needs.
- *Aspirant Institutions:* The continuous improvement model of AQIP will help SSCT strive to achieve benchmark standards.
- *Peer Institutions:*
  - Ohio community and technical college enrollment has grown due to lower tuition and accessibility. Enrollment has grown especially among first-generation, lower-income and under-prepared students. This includes a large number of part-time students and remedial students.
  - Retention rates (SSCT at 59% vs. state technical college average of 55%) and three-year success rates (measured by degree attainment and enrollment persistence) with SSCT at 58% vs. 55% for all Ohio technical colleges.
- *Online Institutions:* Online courses are growing in popularity.
- *Online Institutions:* Tuition costs at online institutions are significantly higher than SSCT.
- *Local Institutions:*
  - Kent State Stark campus tuition for fall 2006 is \$217 per credit hour.
  - University of Akron Summit College fall 2006 tuition is \$245.50 per credit hour.
  - Kent State Stark offers 3 associate, 8 bachelor and 1 masters degree that students can complete entirely at the Stark campus as well as non-credit and corporate programs.
  - Summit College offers 24 associate and 7 bachelor degrees.
  - Kent State Stark Campus enrollment has grown from 2,749 in 1998 to 3,881 in 2005.
  - Malone College enrollment has grown from 2,235 in 1998 to 2,300 in 2005.
  - Walsh University enrollment has grown from 1,555 in 1998 to 1,839 in 2005.
  - Aultman Hospital will begin a nursing college in fall 2006.