

Johnson County Community College
Fall 2016
Environmental Scan
Demographics

Trend #1: Population Growth in Johnson County

A general population increase is forecast in Johnson County between 2016 and 2019, though the percent increase could vary from 3% to 6%.

Trend #2: Educational Level in Johnson County

Educational level in the Johnson County population will remain roughly similar to current high levels although overall numbers of people in each category will increase as county population will increase.

Trend #3: Household Income

Household Income in Johnson County is expected to increase but somewhat unevenly across income lines.

Trend #4: Unemployment

As unemployment drops, there are many Johnson Countians that are not currently classified in the labor force that might require training to reenter the labor force. Job growth will also provide increased opportunities for workforce training.

Trend #5: Aging of the Population

The population of Johnson County will continue to age over the next few years with the 55-74 demographic increasing at a rate that is double the projected increase in the size of the county's population.

Trend #6: Ethnicity

Ethnic diversity will slowly grow in Johnson County although the county will remain largely white. The Hispanic and black populations specifically deserve attention as its percentage of the county population will have tripled between 2000 and 2019.

Trend #7: Poverty

The poverty rate in Johnson County has increased significantly since 1999. Within the past five years, there has been an increase of roughly 4,000 individuals living in poverty in Johnson County.

Trend #8: Veterans

A substantial number of veterans under the age of 65 live/will live in Johnson County although the overall number of veterans will continue to decline.

Trend #1	Population Growth in Johnson County																					
Direction of Change for the next 3-5 years	A general population increase is forecast in Johnson County between 2016-2019, though the anticipated percent increase varies among sources from a 3% increase to a potential 6% increase. Forecasts for the 15-24 demographic are even more varied with potential increases ranging from 0.25% to 10.6%.																					
Probability of change for the next 3-5 years	Based on existing trends, this increase seems likely and will provide opportunities to educate students.																					
Opportunity or Threat	Opportunity																					
Support Rationale	<p>The population of the county has grown from 451,085 to 544,179 between 2000 and 2010 (+20.6%). Projections suggest the county will continue to grow but at a lower rate.</p> <table border="0"> <tr> <td colspan="4">Total Population:</td> <td>Census</td> <td colspan="2">CEDBR</td> </tr> <tr> <td>2010 Census</td> <td>2016 Emsi Estimate</td> <td>2019 Emsi Projections</td> <td>2019 CEDBR Projections</td> <td>2000 to 2010</td> <td>2010 to 2015</td> <td>2014 to 2024</td> </tr> <tr> <td>544,179</td> <td>587,962</td> <td>604,638 (+3%)</td> <td>625,524 (+6%)</td> <td>20.6%</td> <td>6.6%</td> <td>18.1%</td> </tr> </table>	Total Population:				Census	CEDBR		2010 Census	2016 Emsi Estimate	2019 Emsi Projections	2019 CEDBR Projections	2000 to 2010	2010 to 2015	2014 to 2024	544,179	587,962	604,638 (+3%)	625,524 (+6%)	20.6%	6.6%	18.1%
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Sources	Census, Emsi, Center for Economic Development and Business Research (WSU)																					

Trend #2	Educational level in the Johnson County population will remain roughly similar to current high levels although overall numbers of people in each category will increase as county population will increase.																																																																																																																								
Direction of Change for the next 3-5 years	The overall number of citizens with college degrees will increase.																																																																																																																								
Probability of change for the next 3-5 years	Likely. Job growth in the county will likely require a variety of higher education degrees. Along with the continued high education level of the county will come demand for cultural/intellectual pursuits as well as higher education enrollment of various types. Some potential exists to target students who have some college but who have never finished a degree as they account for 21% of those 25 and over.																																																																																																																								
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Trend #3	Household Income in Johnson County continue to increase but unevenly across income lines.																																																																																																																													
Direction of Change for the next 3-5 years	As average household income continue to increase, the number of households with incomes of less than \$75,000 will decrease while households with incomes of \$100,000 and higher will make up a larger percent of the county.																																																																																																																													
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Direction of Change for the next 3-5 years	Assuming economic growth continues, some of the 127,000 estimated Johnson Countians who are not in the labor force may seek to reenter. There will also continue to be opportunities for continued workforce training for the growing number of area employees.																																																						
Probability of change for the next 3-5 years	Employment continues to increase in Johnson County. Between June 2014 to June 2015, the county experienced the fastest rate of job growth in KS followed closely by Wyandotte County. Employment gains in both counties exceeded the national job growth rate. It should also be noted that the Kansas City metropolitan area has had annual job gains of at least 10,000 since June 2013 according to an August 2016 BLS news release. This trend in area job growth is likely to continue.																																																						
Opportunity or Threat	Opportunity																																																						
Support Rationale	<p>Unemployment rates for Johnson County have remained between 3% - 4% for the past couple of years, which is below the national unemployment rate of 5%-6% during that same time.</p> <div data-bbox="370 743 1487 1310" data-label="Figure"> <p style="text-align: center;">Figure 14: Monthly Unemployment Rate for Area Closest to Johnson County, KS Tracked by BLS</p> <table border="1"> <caption>Estimated Data for Figure 14</caption> <thead> <tr> <th>Date</th> <th>United States (%)</th> <th>Johnson County (%)</th> </tr> </thead> <tbody> <tr><td>10-Jan</td><td>9.5</td><td>6.5</td></tr> <tr><td>10-Jun</td><td>9.2</td><td>6.0</td></tr> <tr><td>10-Nov</td><td>9.0</td><td>5.8</td></tr> <tr><td>11-Apr</td><td>8.8</td><td>5.5</td></tr> <tr><td>11-Sep</td><td>8.5</td><td>5.2</td></tr> <tr><td>12-Feb</td><td>8.2</td><td>4.8</td></tr> <tr><td>12-Jul</td><td>8.0</td><td>4.5</td></tr> <tr><td>12-Dec</td><td>7.8</td><td>4.2</td></tr> <tr><td>13-May</td><td>7.5</td><td>4.0</td></tr> <tr><td>13-Oct</td><td>7.2</td><td>3.8</td></tr> <tr><td>14-Mar</td><td>7.0</td><td>3.5</td></tr> <tr><td>14-Aug</td><td>6.8</td><td>3.2</td></tr> <tr><td>15-Jan</td><td>6.5</td><td>3.0</td></tr> <tr><td>15-Jun</td><td>6.2</td><td>2.8</td></tr> <tr><td>15-Nov</td><td>6.0</td><td>2.5</td></tr> <tr><td>16-Apr</td><td>5.8</td><td>2.8</td></tr> <tr><td>16-Sep</td><td>5.0</td><td>3.5</td></tr> </tbody> </table> </div>	Date	United States (%)	Johnson County (%)	10-Jan	9.5	6.5	10-Jun	9.2	6.0	10-Nov	9.0	5.8	11-Apr	8.8	5.5	11-Sep	8.5	5.2	12-Feb	8.2	4.8	12-Jul	8.0	4.5	12-Dec	7.8	4.2	13-May	7.5	4.0	13-Oct	7.2	3.8	14-Mar	7.0	3.5	14-Aug	6.8	3.2	15-Jan	6.5	3.0	15-Jun	6.2	2.8	15-Nov	6.0	2.5	16-Apr	5.8	2.8	16-Sep	5.0	3.5
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Probability of change for the next 3-5 years	Likely. By 2019, approximately 8,500 more Johnson Countians will enter the 55-74 demographic (an increase of 7%), according to Emsi. The CEDBR estimates this age-group to grow by 17,000 (a 14% increase). This growing market, including more retirees, seems ripe for JCCC programs aimed at life-long learning, second careers, and cultural activities.																																																																													
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Trend #6	Ethnic diversity will slowly grow in Johnson County although the county will remain largely white. The Hispanic and black populations deserves attention as their percentages of the county population will have doubled between 2000 and 2019.																																																																																																													
Direction of Change for the next 3-5 years	The overall percentage of white residents of Johnson County will drop slightly from 87% to 86% with continued slow growth of minority populations.																																																																																																													
Probability of change for the next 3-5 years	Likely. Existing trends should continue. Services to attract and retain Hispanic/Minority students should be considered (developmental English, various EAP programs). Also, consider how to make the campus feel more comfortable to students of color.																																																																																																													
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Trend #7	The poverty rate in Johnson County has increased significantly since 1999.												
Direction of Change for the next 3-5 years	The overall number of Johnson Countians living at or below the poverty line will likely increase but the amount of that increase is highly uncertain.												
Probability of change for the next 3-5 years	Overall economic growth trends will compete with income concentration trends to lead to limited predictability here. More students as a percentage may have a challenge affording college.												
Opportunity or Threat	Both												
Support Rationale	<p>The overall poverty rate in the county almost doubled from 3.4% in 1999 to 6% in 2011 (roughly 32,000 people in the county). The poverty rate has continued to increase to 6.5% in 2015 (35,995 people in the county). Of particular interest is the high number of individuals aged 18-54 living in poverty.</p> <p>Johnson County, KS Poverty (2015) Break Out by Age Group</p> <table> <tr> <td>Under 12 Years</td> <td>21%</td> </tr> <tr> <td>Poverty 12 to 17 Years</td> <td>10%</td> </tr> <tr> <td>Poverty 18 to 34 Years</td> <td>32%</td> </tr> <tr> <td>Poverty 35 to 54 Years</td> <td>21%</td> </tr> <tr> <td>Poverty 55 to 64 Years</td> <td>8%</td> </tr> <tr> <td>Poverty 65+ Years</td> <td>9%</td> </tr> </table>	Under 12 Years	21%	Poverty 12 to 17 Years	10%	Poverty 18 to 34 Years	32%	Poverty 35 to 54 Years	21%	Poverty 55 to 64 Years	8%	Poverty 65+ Years	9%
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Sources	Census Bureau Data;												

Trend #8	A substantial number of veterans under the age of 65 live/will live in Johnson County although the county population of veterans is expected to steadily decrease.																																																
Direction of Change for the next 3-5 years	In terms of the demographic that JCCC serves, the trend line will show slightly declining numbers of returning veterans.																																																
Probability of change for the next 3-5 years	This depends on the highly unpredictable nature of foreign affairs. What is certain is the existing population of veterans (with GI Bill Funding) who could be potential students of JCCC if marketed to and appropriately supported will remain though 2021.																																																
Opportunity or Threat	Opportunity																																																
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