

Johnson County Community College
2017 Environmental Scan
Mega Trends

1. A general population increase between 3-6% is predicted for Johnson County over the next 3-5 years; while the county will remain primarily white, an increase in racial and ethnical diversity is expected (specifically in the Hispanic and black populations).
2. As unemployment drops those that are not currently in the labor force might need job training to re-enter the labor market. Often a decrease in unemployment rate also indicates a decrease in college enrollment (specifically community colleges).
3. The state of Kansas' budget for higher education continues to be negatively affected. Over the next 3-5 years, state funding provided to higher education institutions will continue to decrease.
4. Johnson County is the job growth engine for the Kansas City metropolitan area. Employment is projected to continue to grow in line with the national average. Given this trend similar trends are expected in household incomes, housing market, and small business developments.
5. An ever-increasing focus on accountability is being placed on the higher education sector putting a focus on student outcomes and the value versus cost of higher education.
6. Changes in recent federal policy limited the success of the for-profit educational sector through increased accountability causing several of the local for-profit colleges to close; it remains unknown the attitude the current administration will have towards the for-profit sector.
7. As public funding for higher education continues to decrease the burden for paying is transferred to the student causing an increase in student loans which is currently more than credit card debt. This perception should make the affordability of community colleges more appealing to students.
8. The current economy has caused more higher education students to live at home and work while attending college. This creates a higher risk of students to dropout or stop out prior to completing their educational goals.
9. The digitalization of education is gaining more mind share of academic and school leadership and changing the way students live and learn. However, the full advantage of digitalization requires a concerted change in people, process and technology.
10. The college continues to experience an increase in underprepared students; given the growth in minority populations in Johnson County and the reduced support of federal and state aid, the college will continue to find it challenging to help these students meet their academic, career and personal goals.

In fall 2016, the College conducted in-depth environmental scans identifying major trends in demographics, economics, education competition, politics, social, and technology. For more details please visit:
<http://www.jccc.edu/about/leadership-governance/administration/president/strategic-planning/input.html>