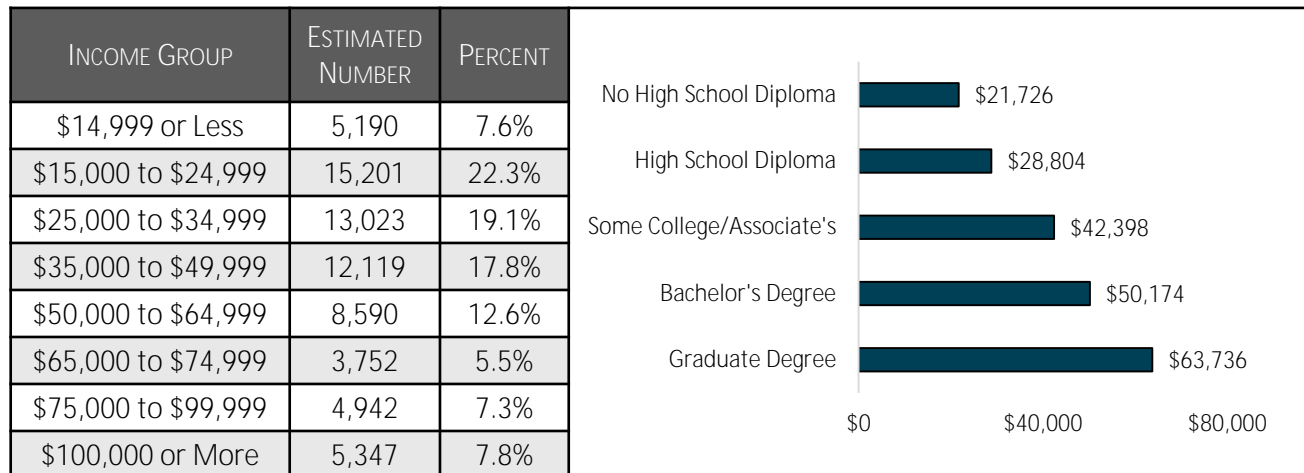


ENVIRONMENTAL SCAN: SALINAS VALLEY

Prepared for Hartnell College

Educational and Income Trends

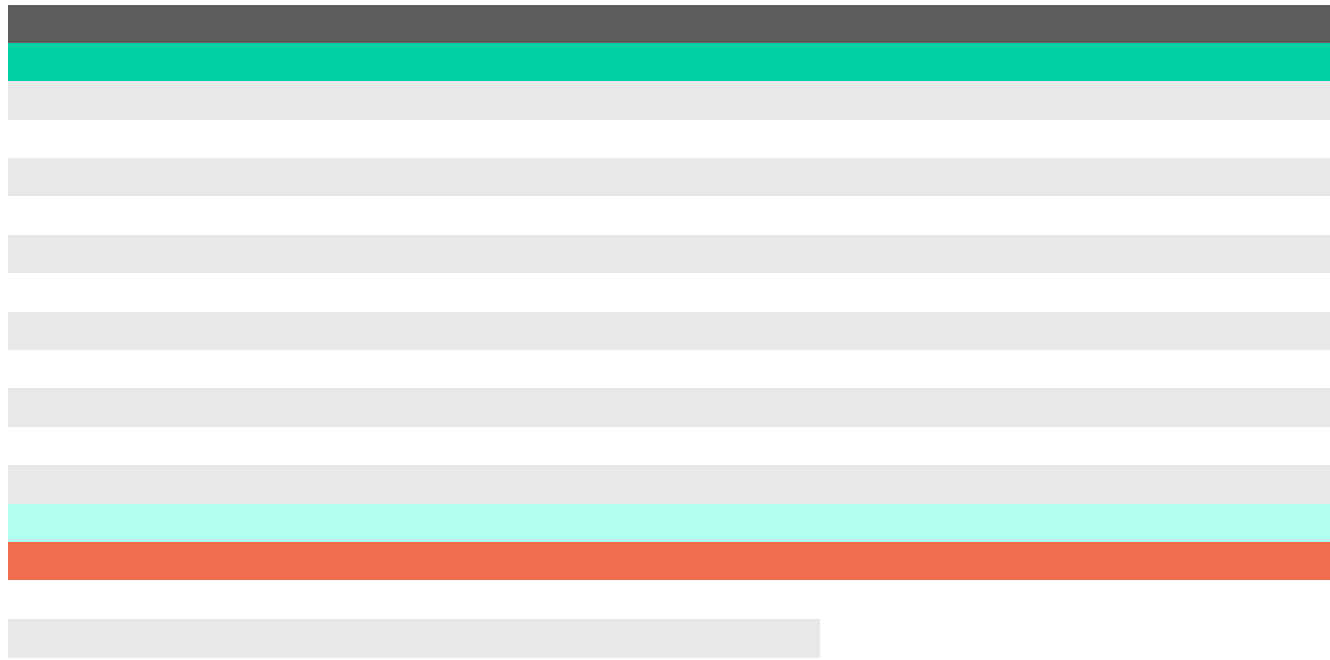
Income Distribution and Median Annual Earnings by Educational Attainment of Salinas Valley Regional Population, 2014*



Source: U.S. Census Bureau

* Income distribution represents median earnings of full-time, year-round workers aged 16 and older. Median earnings by educational attainment includes only adults aged 25 and older.

High School Enrollment and Graduation Rates





Student Demand Trends

Student Demand Trends

PROGRAM	2011-12	2012-13	2013-14	2014-15	2015-16	CAGR
Liberal Arts and Sciences, General	699	586	727	830	956	8.1%
Medical Assisting	49	45	83	86	125	26.4%
Paralegal	73	74	80	89	62	-4.0%
Cosmetology and Barbering	93	33	92	90		



IDEAS INNOVED

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