Goal II – Enrollment and Access
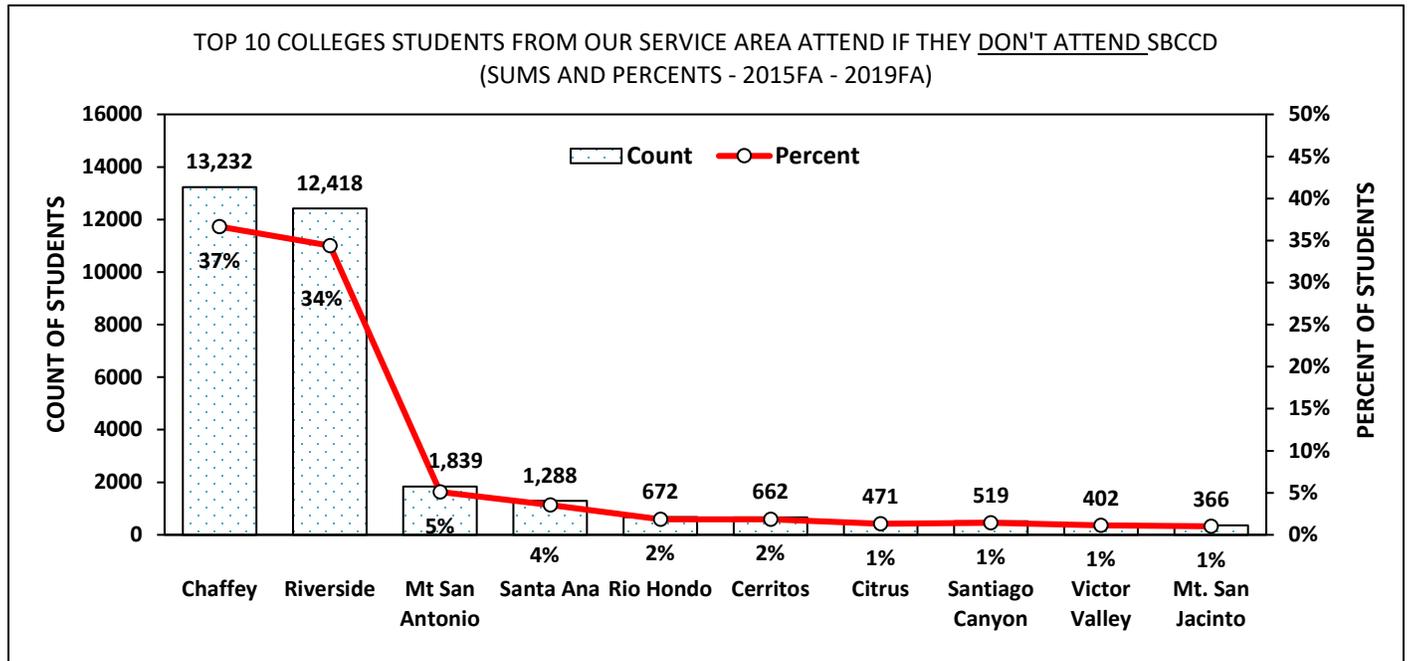**KPI II.F – Participation Rate in Service Area**

Objective: Increase our student population to improve the higher education participation rate and supply a well-equipped, educated workforce for our communities.

Definition: The rate of matriculating SBCCD students that are residents of cities in our service area. It is measured by taking the total number of SBCCD matriculating students that are residents of our service area divided by the total number of community college students from our service area (**CHC Service Area Cities**: Lake Arrowhead, Loma Linda, Mentone, Redlands, Running Springs, Yucaipa ; **SBVC Service Area Cites:** San Bernardino, Colton, Rialto, Highland).

Measurement Frequency: Annual

KPI II.F: Participation Rate in Service Area	2015FA Total	2016FA Total	2017FA Total	2018FA Total	2019FA Total
Crafton Hills College (CHC)	55.50%	55.91%	54.44%	55.69%	55.41%
San Bernardino Valley College (SBVC)	55.68%	52.71%	53.64%	52.84%	55.68%
SBCCD (Total)	55.63%	53.55%	53.85%	53.58%	55.61%

EQUITY ANALYSIS: Please note that current data sources do not provide the race/ethnicity or gender for students in each service area city. Also note that college participation rates are for the entire service area.

TOP 10 COLLEGES STUDENTS FROM OUR SERVICE AREA ATTEND IF THEY DON'T ATTEND SBCCD (SUMS AND PERCENTS - 2015FA - 2019FA)

Analysis: Over this five-year period (Fall 2015 to Fall 2019), 36,104 students from our service area chose **not to** attend SBCCD. The majority (71%) of these students attended Chaffey (37%), Riverside CCD (34%) or Mt. San Antonio College (5%).