

# WWCC Strategic Planning Demographic Backgrounder

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## Summary

The information in this document is meant to help inform discussions during strategic planning at Walla Walla Community College by helping to understand the demographic profiles of our students, our employees, and our community.

Below is a quick reference section with more detailed information available in subsequent pages. Data come from a variety of sources, notably the US Census and college records.

## Our Community at a Glance

Data come from the US Census Bureau. Walla Walla and Columbia counties make up the Walla Walla Metropolitan Statistical Area (MSA), which is a good comparison for the college as a whole. If comparing only the Walla Walla or Clarkston campuses, use Walla Walla or Asotin counties as appropriate.

County/Area	Population	Female	HU People of Color <sup>1</sup>	Disability Reported (under 65yrs old)	Median Age	Median Household Income	Persons in Poverty	High school grad or higher (of persons 25+)	BA or higher (of persons 25+)
WW MSA	64,745	49%	28%	11%	38.8	--	13%	88%	30%
Walla Walla	60,760	49%	29%	11%	37.1	\$57,858	13%	88%	30%
Columbia	3,985	51%	15%	13%	49.4	\$53,423	12%	91%	26%
Garfield	2,225	51%	10%	11%	45.5	\$55,900	13%	94%	25%
Asotin	22,582	51%	10%	13%	45.0	\$53,715	14%	91%	21%

## Our Students at a Glance

WWCC student demographics from fall 2019, to avoid possible effects from COVID-19. Not all demographics<sup>2</sup> or locations shown; figures do not total 100%.

Campus	Population	Female	HU Students of Color	Disability Reported	Median Age	First Generation	Received Aid	Academic Transfer	Workforce
WWCC Total	2,864	61%	35%	6%	23.2	54%	51%	28%	53%
Walla Walla	2,001	56%	36%	7%	21.6	55%	51%	30%	52%

<sup>1</sup> Historically unrepresented people of color include persons of known race and ethnicity other than White and Asian (i.e., Black/African American, American Indian/Alaska Native, Hispanic/Latinx, Pacific Islander).

<sup>2</sup> Do not include Dept. of Corrections, high school dual-enrolled, or self-support students (i.e., state-funded students only).

Clarkston	452	76%	25%	7%	26.8	60%	68%	22%	68%
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### Walla Walla Public School Students at a Glance

Academic Year	Population	Female	HU Students of Color
2019-20	5,716	49%	43%

### Our Employees at a Glance

Employee demographics from fall 2019. Employees categorized by primary employee type, so an Exempt employee who teaches one course per term for 25% of their total workload would be listed once under Exempt and not both Exempt and PT Faculty. Figures are for WWCC as a whole. No data codes exist to assign employees to a specific location.

Employee Type	Population		Female	Employees of Color <sup>3</sup>	Disability Reported	Median Age
TOTAL	452		54%	15%	0%	48
FT Faculty	123	27%	44%	11%	0%	50
Exempt	77	17%	58%	13%	0%	48
Classified	106	23%	64%	25%	0%	47
PT Faculty	146	32%	53%	13%	1%	49

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<sup>3</sup> SBCTC reporting does not include HU employees of color.

## Our Community in Detail

### US Census

Data come from the US Census Bureau's QuickFacts.<sup>4</sup>

	Walla Walla County, Washington	Columbia County, Washington	Garfield County, Washington	Asotin County, Washington
<b>PEOPLE</b>				
<b>Population</b>				
Population estimates, July 1, 2019, (V2019)	60,760	3,985	2,225	22,582
Population estimates base, April 1, 2010, (V2019)	58,781	4,078	2,266	21,623
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	3.4%	-2.3%	-1.8%	4.4%
Population, Census, April 1, 2010	58,781	4,078	2,266	21,623
<b>Age and Sex</b>				
Persons under 5 years, percent	5.3%	4.7%	7.5%	5.1%
Persons under 18 years, percent	20.7%	18.0%	21.0%	20.0%
Persons 65 years and over, percent	18.7%	28.5%	25.3%	24.0%
Female persons, percent	49.1%	51.2%	51.2%	51.1%
<b>Race and Hispanic Origin</b>				
White alone, percent	91.4%	91.1%	92.8%	93.2%
Black or African American alone, percent(a)	2.2%	0.7%	0.1%	0.8%
American Indian and Alaska Native alone, percent(a)	1.4%	1.8%	0.7%	1.8%
Asian alone, percent(a)	1.7%	1.4%	3.2%	1.0%
Native Hawaiian and Other Pacific Islander alone, percent(a)	0.4%	2.0%	N/A	0.3%
Two or More Races, percent	2.8%	3.0%	3.2%	2.9%
Hispanic or Latino, percent(b)	21.7%	7.9%	5.6%	4.4%
White alone, not Hispanic or Latino, percent	71.3%	84.4%	88.1%	89.8%
<b>Population Characteristics</b>				
Veterans, 2015-2019	4,590	393	252	2,080
Foreign born persons, percent, 2015-2019	10.1%	7.4%	2.4%	2.9%
<b>Housing</b>				
Housing units, July 1, 2019, (V2019)	25,103	2,175	1,250	10,125
Owner-occupied housing unit rate, 2015-2019	64.8%	67.9%	71.5%	70.7%
Median value of owner-occupied housing units, 2015-2019	224,800	179,400	149,400	198,100

<sup>4</sup> QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits. Median age comes from 2014-18 American Community Survey, 5-year estimates.

Median selected monthly owner costs -with a mortgage, 2015-2019	1,439	1,295	1,071	1,250
Median selected monthly owner costs - without a mortgage, 2015-2019	491	399	361	426
Median gross rent, 2015-2019	926	763	598	797
Building permits, 2019	190	4	2	86
<b>Families &amp; Living Arrangements</b>				
Households, 2015-2019	22,646	1,795	984	9,101
Persons per household, 2015-2019	2.44	2.18	2.24	2.44
Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	78.5%	85.3%	82.7%	83.1%
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	19.4%	8.9%	4.7%	4.2%
<b>Computer and Internet Use</b>				
Households with a computer, percent, 2015-2019	92.2%	87.1%	87.9%	90.5%
Households with a broadband Internet subscription, percent, 2015-2019	85.0%	78.3%	77.1%	81.2%
<b>Education</b>				
High school graduate or higher, percent of persons age 25 years+, 2015-2019	88.3%	91.2%	94.4%	91.4%
Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019	29.8%	25.6%	24.5%	21.4%
<b>Health</b>				
With a disability, under age 65 years, percent, 2015-2019	10.8%	12.8%	10.8%	13.1%
Persons without health insurance, under age 65 years, percent	8.7%	7.1%	4.7%	7.0%
<b>Economy</b>				
In civilian labor force, total, percent of population age 16 years+, 2015-2019	57.1%	55.7%	53.3%	56.5%
In civilian labor force, female, percent of population age 16 years+, 2015-2019	56.1%	49.4%	46.0%	52.4%
Total accommodation and food services sales, 2012 (\$1,000)(c)	92,688	3,153	281	25,233
Total health care and social assistance receipts/revenue, 2012 (\$1,000)(c)	443,457	11,882	(suppressed confidential info)	99,085
Total manufacturers shipments, 2012 (\$1,000)(c)	(suppressed confidential info)	(suppressed confidential info)	0	50,511
Total merchant wholesaler sales, 2012 (\$1,000)(c)	(suppressed confidential info)	(suppressed confidential info)	(suppressed confidential info)	(suppressed confidential info)
Total retail sales, 2012 (\$1,000)(c)	555,488	30,494	10,440	285,863
Total retail sales per capita, 2012(c)	9,351	7,633	4,686	13,060
<b>Transportation</b>				

Mean travel time to work (minutes), workers age 16 years+, 2015-2019	16	19.2	20.5	16.7
<b>Income &amp; Poverty</b>				
Median household income (in 2019 dollars), 2015-2019	57,858	53,423	55,900	53,715
Per capita income in past 12 months (in 2019 dollars), 2015-2019	29,035	36,551	26,742	29,695
Persons in poverty, percent	12.7%	12.3%	12.9%	13.8%
<b>BUSINESSES</b>				
Total employer establishments, 2018	1,396	119	44	444
Total employment, 2018	20,495	930	304	4,944
Total annual payroll, 2018 (\$1,000)	887,761	44,242	10,606	195,620
Total employment, percent change, 2017-2018	0.9%	8.4%	-1.0%	2.3%
Total nonemployer establishments, 2018	3,386	222	141	1,033
All firms, 2012	3,921	376	142	1,274
Men-owned firms, 2012	1,868	142	122	579
Women-owned firms, 2012	1,110	191	(<25 firms)	453
Minority-owned firms, 2012	415	51	(<25 firms)	82
Nonminority-owned firms, 2012	3,178	312	133	1,121
Veteran-owned firms, 2012	238	(<25 firms)	38	123
Nonveteran-owned firms, 2012	3,362	348	98	1,019
<b>GEOGRAPHY</b>				
Population per square mile, 2010	46.3	4.7	3.2	34
Land area in square miles, 2010	1,270.13	868.63	710.69	636.21

## Walla Walla Trends

Selected charts from [Walla Walla Trends website](#), run by the Port of Walla Walla and Eastern University, to help visualize some trends pertinent to understanding the community. Data come from a variety of courses, including the US Census Bureau.

Figure 1: Population by Age Group

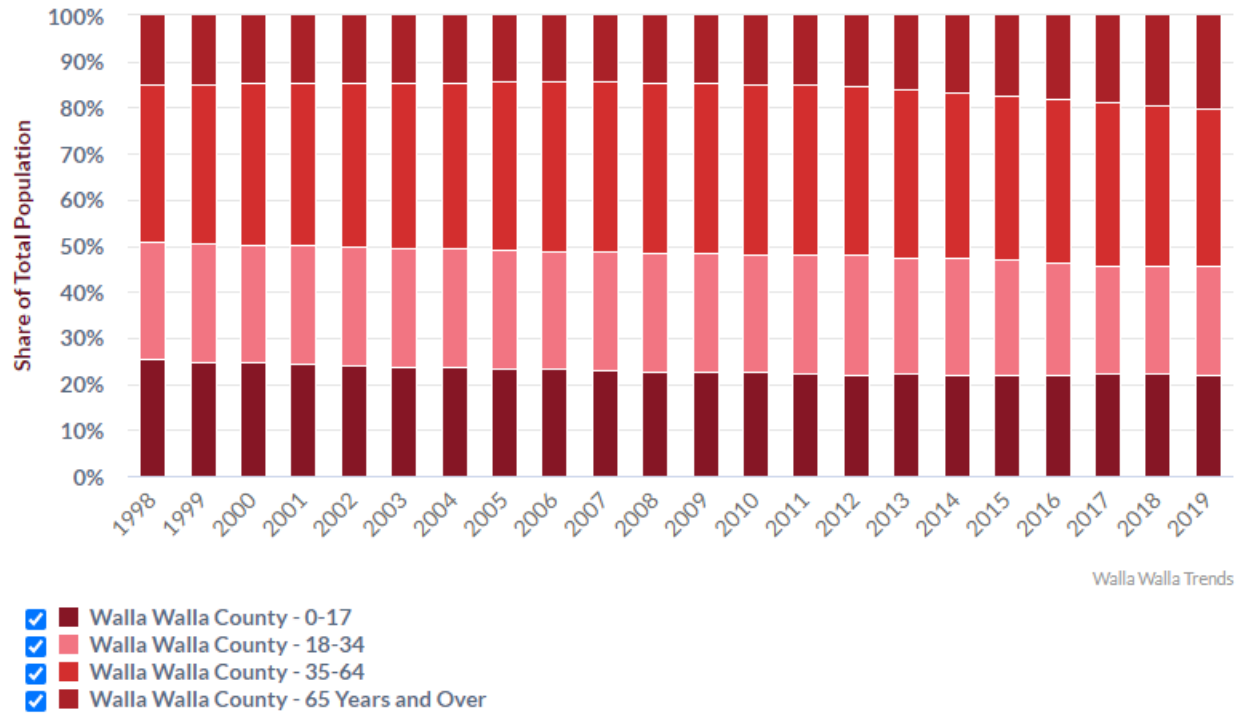


Figure 2: Migration

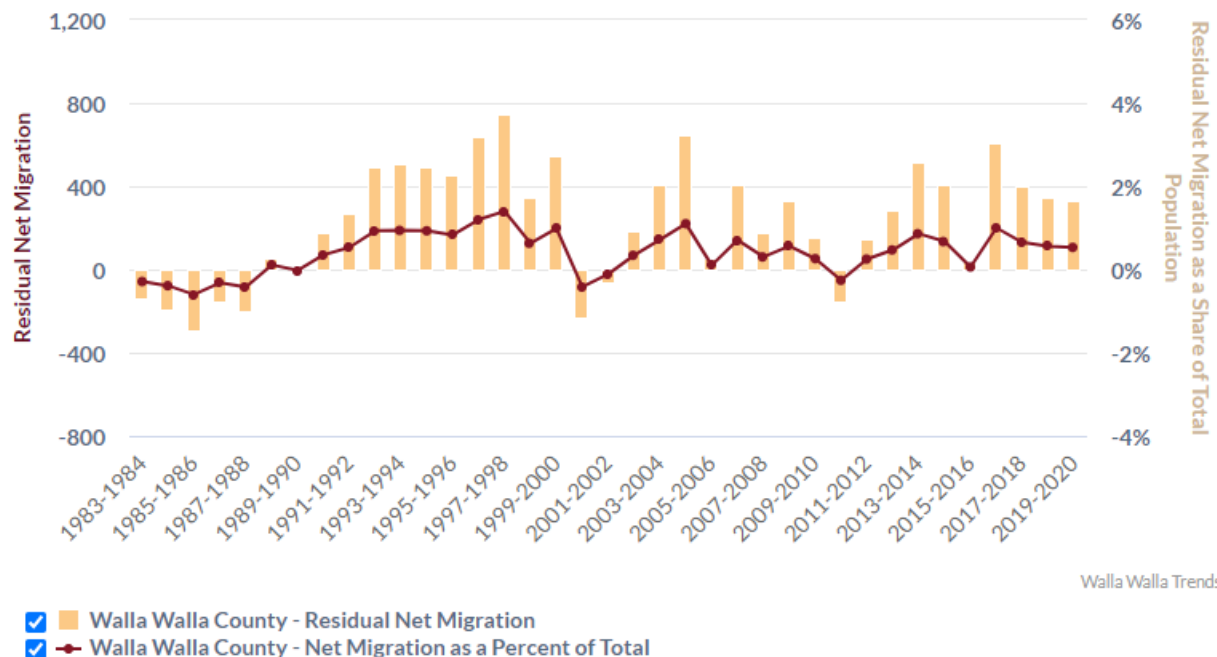
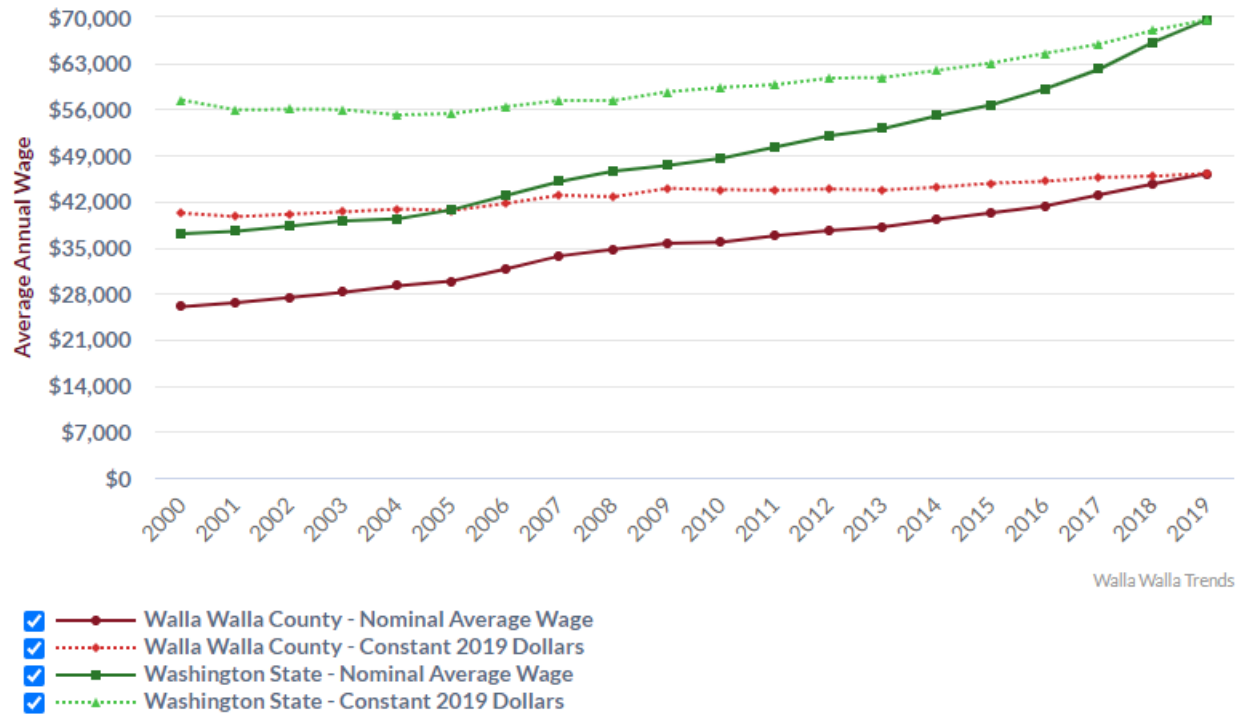
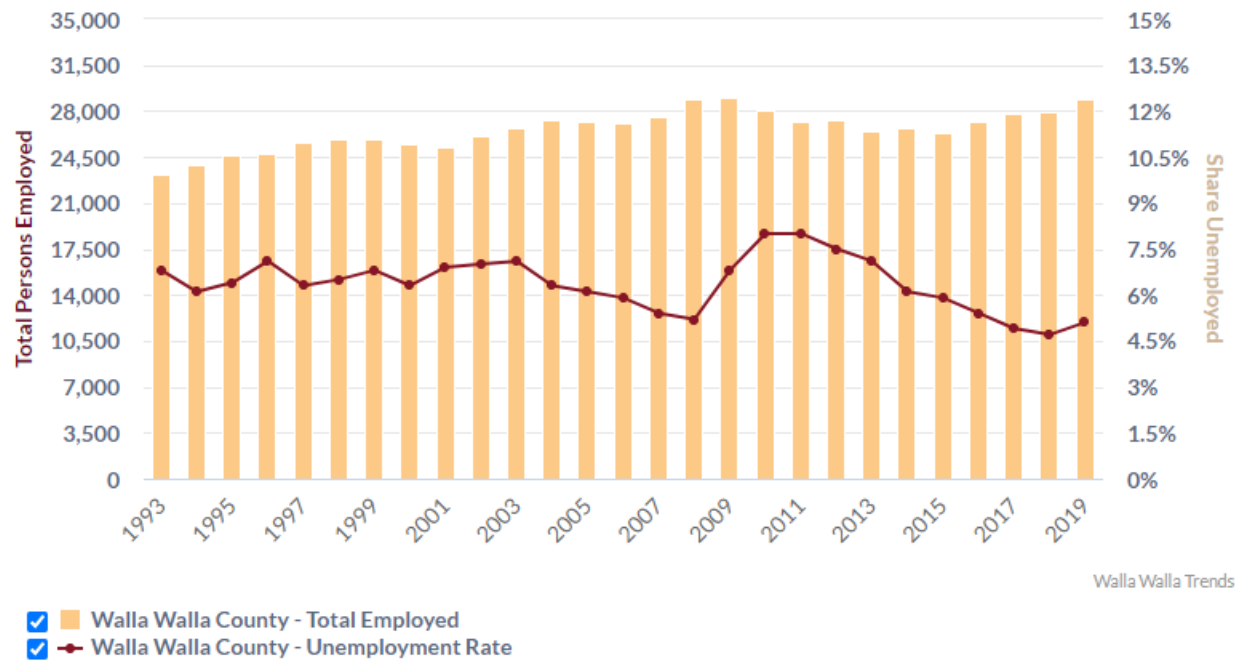


Figure 3: WW County vs WA State Wages



Walla Walla Trends

Figure 4: Employment



Walla Walla Trends

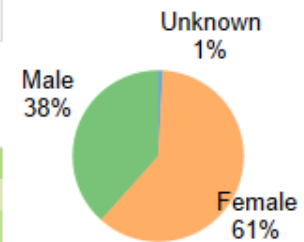
# Our Students in Detail

WWCC Quick Facts – Fall 2019

## WWCC Quick Facts

Full time	63%
Rcvd Aid	51%

### Sex

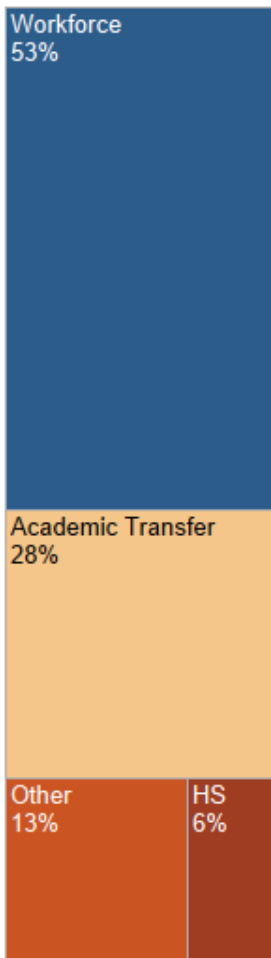


### Location (majority of coursework)

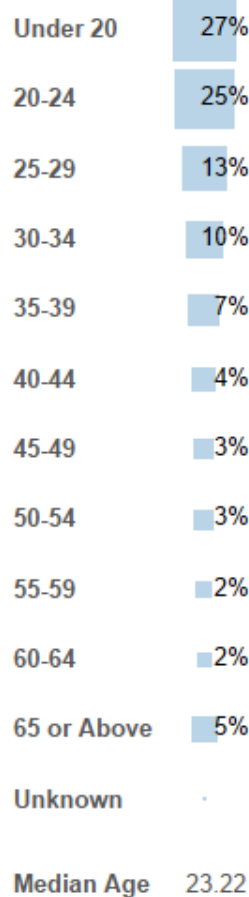
*Counts may duplicate if multiple quarters selected*

Clarkston (day)	428
Clarkston (eve)	24
Distance	251
Other (incl. DOC)	160
Walla Walla (day)	1,958
Walla Walla (eve)	43

### Educ. Intent



### Age Distribution



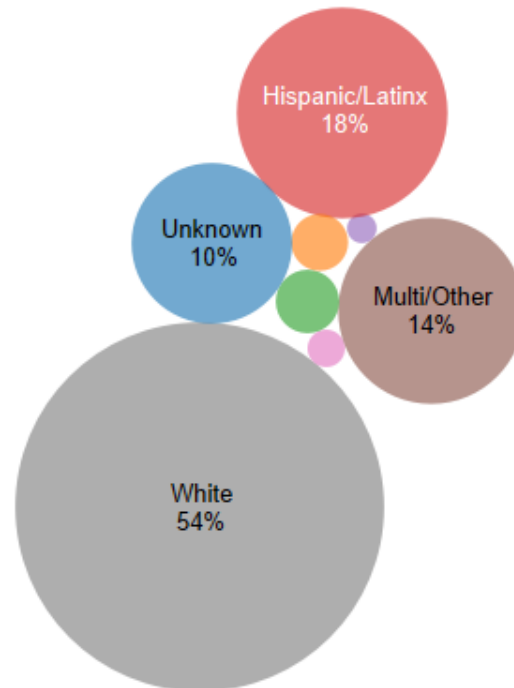
### Family Status

Single parent	285
Couple w/ depe..	427
No dependents	1,453
Other	436
Unknown	263

### Work Status

Employed	1,096
Unemployed	786
Worker Retrain..	354
Workfirst	23
Other	605

### Race/Ethnicity (see below for details)





## Race & Ethnicity

Table shows multiyear percentages of state-funded students in fall by prioritized race-ethnicity.<sup>5</sup> Percentages are based on headcount and are rounded to the nearest whole. Data come from SBCTC Enrollment dashboard, ultimately from WWCC college records, and present categories that match their other public reports.

	Fall '10	Fall '11	Fall '12	Fall '13	Fall '14	Fall '15	Fall '16	Fall '17	Fall '18	Fall '19
<b>Am.Ind / AK Native</b>	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>Asian</b>	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%
<b>Black / Afr.Am.</b>	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
<b>Hispanic</b>	16%	16%	17%	17%	18%	18%	18%	19%	17%	18%
<b>Pacific Islander</b>		1%				1%	1%			
<b>White</b>	70%	67%	65%	63%	61%	59%	59%	58%	58%	54%
<b>2+ Races</b>	5%	6%	6%	7%	8%	9%	10%	11%	11%	14%
<b>Not Reported</b>	7%	8%	8%	9%	10%	10%	9%	7%	9%	10%

By ethnicity (i.e., Hispanic vs non), many of the students listed above as being of two or more races could be considered Hispanic or Latinx.

	Fall '10	Fall '11	Fall '12	Fall '13	Fall '14	Fall '15	Fall '16	Fall '17	Fall '18	Fall '19
<b>Hispanic (alone or in combination)</b>	18%	18%	19%	21%	22%	23%	23%	25%	23%	26%
<b>Other Students</b>	76%	74%	72%	70%	69%	67%	68%	68%	68%	63%
<b>Not Reported</b>	7%	8%	8%	9%	10%	10%	9%	7%	9%	10%

## Equity Gaps in Completion

Hispanic/Latinx males complete their programs of study at a lower rate than do their female peers. This is especially evident if increasing the timeframe from completion within three year (150% normal time to completion, also known as the “student right to know” rate) to four.

<sup>5</sup> Race and ethnicity are distinct but related social constructs pertaining to culture, place of origin, native language, and other aspects of identity. SBCTC and US Census collect data on ethnicity related to Hispanic (sometimes “Latinx”) origin and on a variety of self-identified race classifications. The categories listed here are a standard set within the WA CTC system, though not the only set, that prioritizes answers provided by students in separate questions for which multiple choices may be allowed.

Figure 5: Completion within Three Years

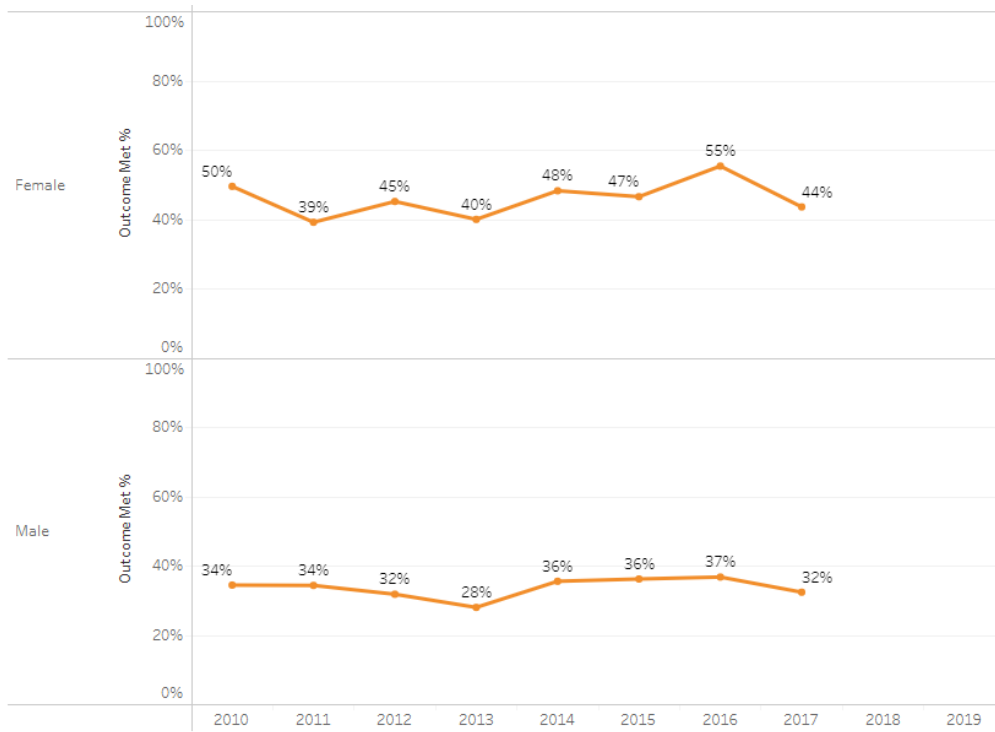
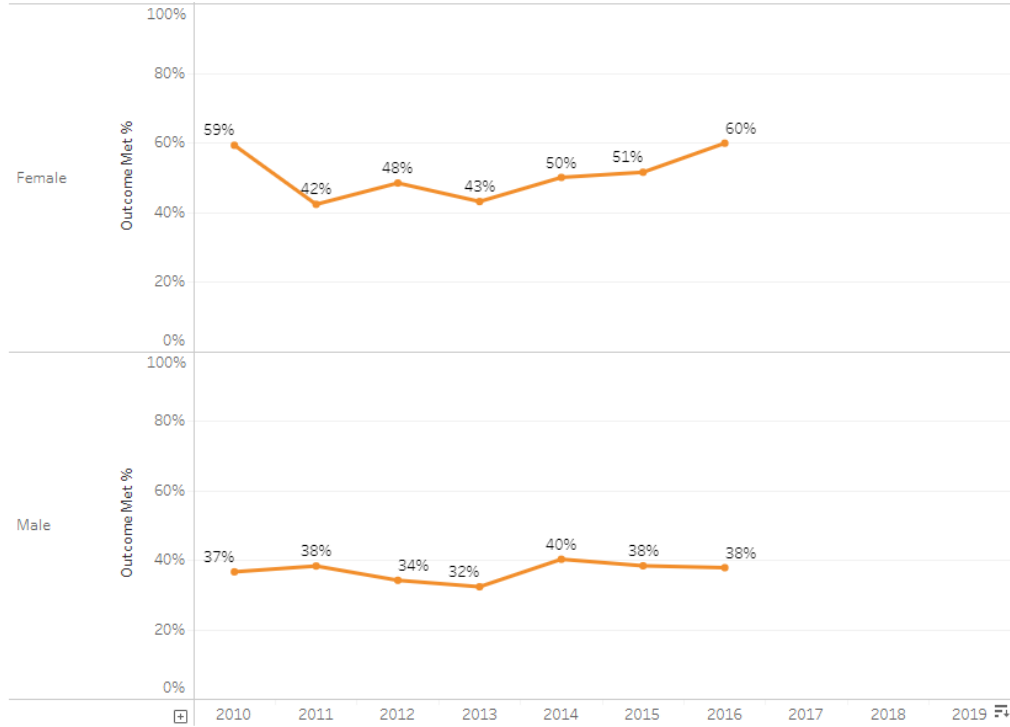


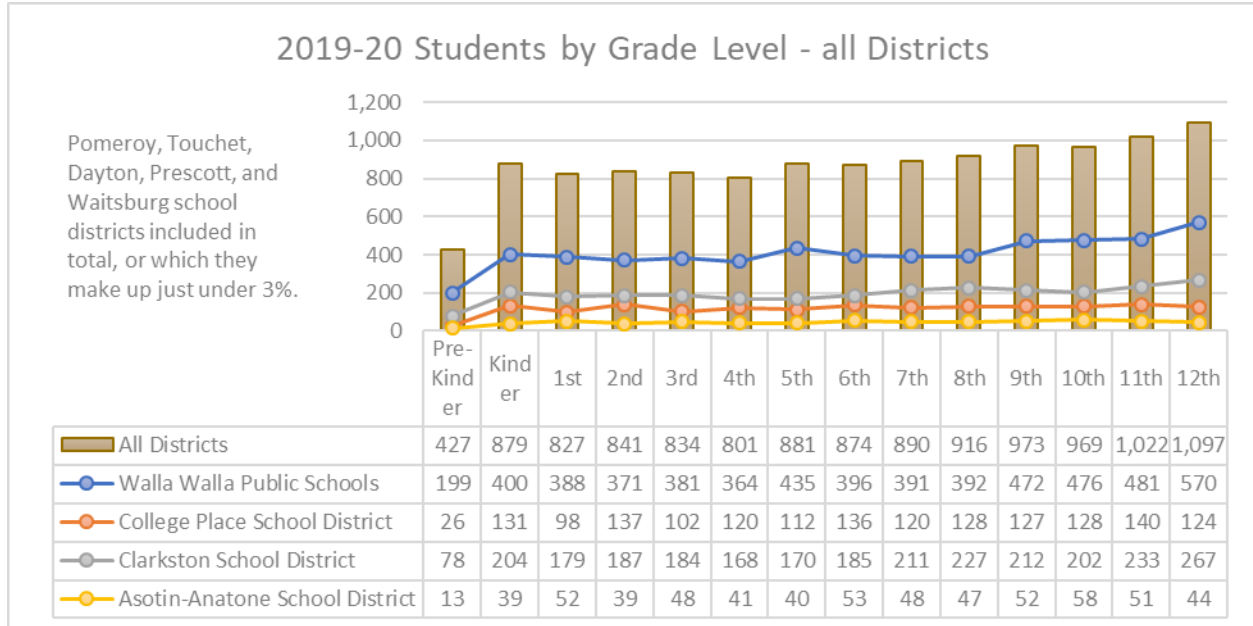
Figure 6: Completion within Four Years



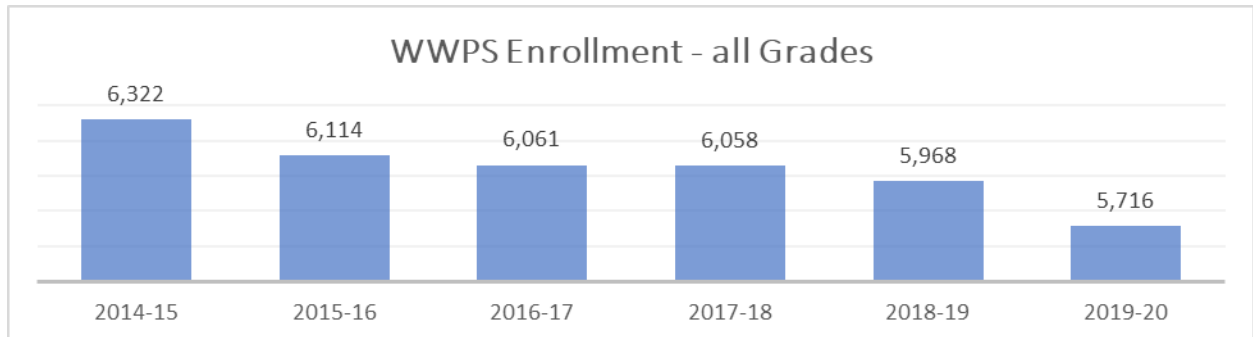
## Public Schools in Detail

Data from WA Office of Superintendent of Public Instruction (OSPI), Walla Walla Public Schools (WWPS), and WA Education Research and Data Center (ERDC).<sup>6</sup>

### School Districts



### Walla Walla Public Schools



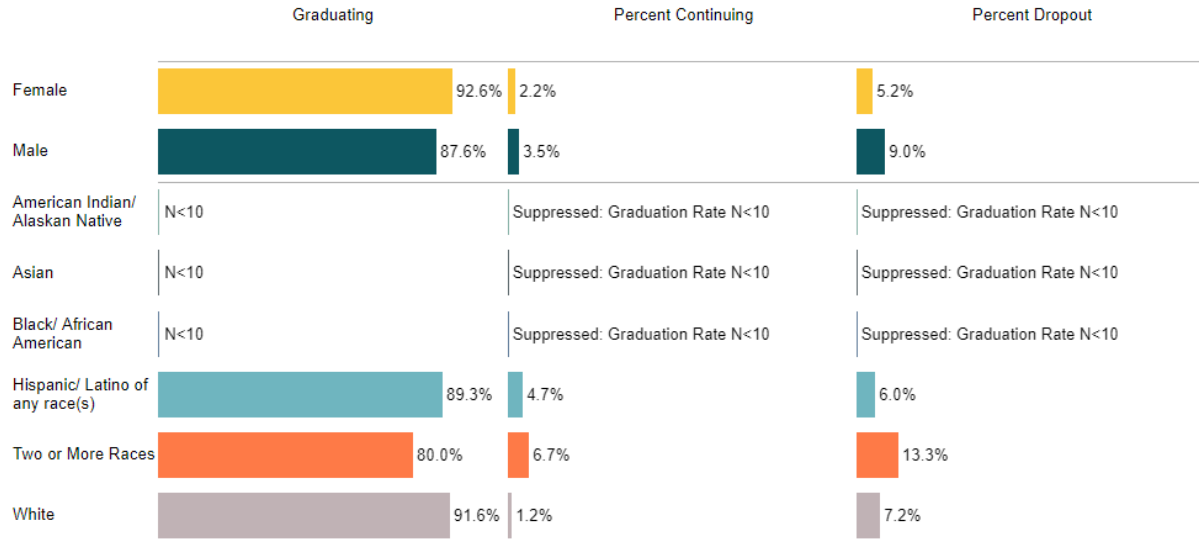
<b>Total Students 2019-20</b>	<b>5,716 (N)</b>
Female	49%
Gender X	<1%
Male	51%
American Indian/ Alaskan Native	<1%
Asian	1%
Black/ African American	1%
Hispanic/ Latino of any race(s)	42%

<sup>6</sup> Washington Economic Research & Data Center <<https://erdc.wa.gov/data-dashboards/high-school-graduate-outcomes>>, WA Office of Superintendent of Public Schools <<https://washingtonstatereportcard.ospi.k12.wa.us/ReportCard/ViewSchoolOrDistrict/100283>>.

Native Hawaiian/ Other Pacific Islander	<1%
Two or More Races	3%
White	53%

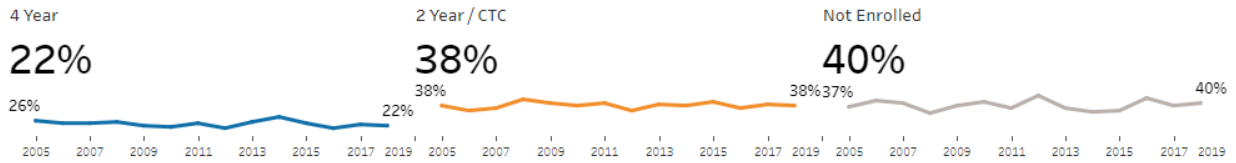
## What percent of students graduated in four years, by student demographics?

### Walla Walla Public Schools 2019

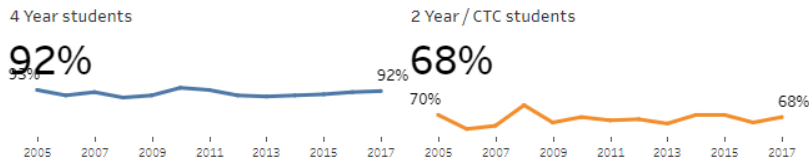


## WWPS All High Schools Post-Graduate Outcomes

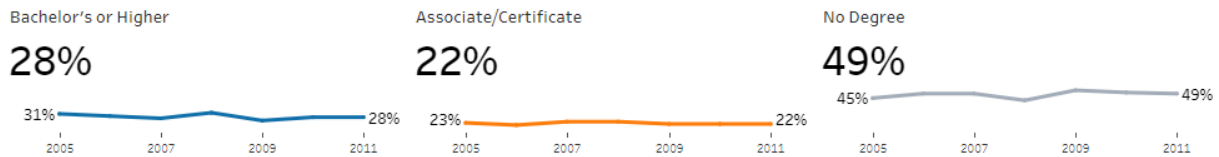
What percent of students enrolled in the first year after graduation?



What percent of enrollees persisted beyond the first year?



What were the highest degrees attained within 8 years of graduation?

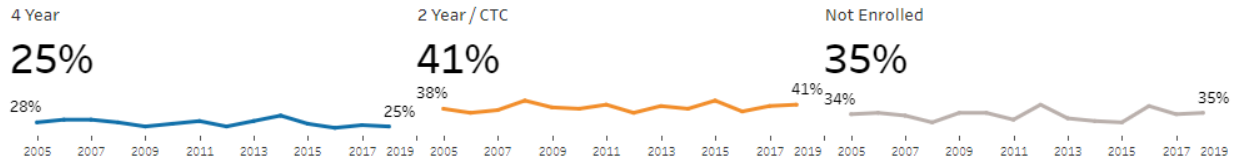


What were the median earnings of graduates in the first 12 years after graduation?

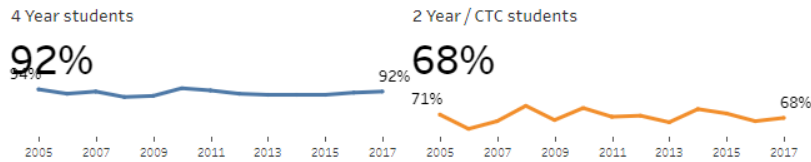


## Walla Walla High School Post-Graduate Outcomes

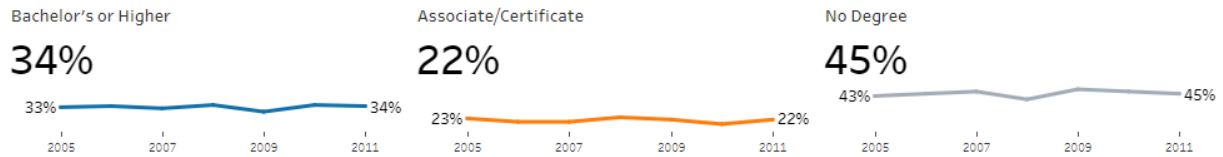
What percent of students enrolled in the first year after graduation?



What percent of enrollees persisted beyond the first year?



What were the highest degrees attained within 8 years of graduation?



What were the median earnings of graduates in the first 12 years after graduation?



## Where did postsecondary enrollees attend college in the first year?

Percent of WWPS Graduates Who Enrolled in College (60% of total above)		2012	2013	2014	2015	2016	2017	2018
2 Yr/CTC	<b>Walla Walla</b>	58	57	54	58	61	57	57
	<b>Other 2Yr/CTC</b>	4	2	3	3	2	4	4
	<b>Private/out of state - 2Yr/CTC</b>	2	3	2	3	2	3	3
4 Yr	<b>Private/out of state - 4Yr</b>	17	22	19	20	16	19	20
	<b>WSU</b>	8	4	6	4	5	7	5
	<b>UW</b>	3	3	5	3	3	2	5
	<b>EWU</b>	5	4	6	2	2	3	3
	<b>WWU</b>	0-2	4	3	3	5	2	1
	<b>Other 4Yr</b>	2	2	0-1	3	3	3	3

Percent of WWPS Students One Year After Graduation by Demographics			2012	2013	2014	2015	2016	2017	2018
All Students	All	4 Yr	20	25	29	24	20	23	22
		2 Yr/CTC	34	39	38	41	36	39	38
		Not Enrolled	46	36	33	34	44	38	40
Gender	Female	4 Yr	23	30	32	30	21	27	24
		2 Yr/CTC	36	42	44	41	37	39	42
		Not Enrolled	42	29	24	30	43	34	34
	Male	4 Yr	18	19	25	18	20	19	20
		2 Yr/CTC	32	35	31	42	35	38	33
		Not Enrolled	51	46	44	39	45	43	47
Race/Ethnicity	Other (Redacted)	4 Yr	16	15	26	31	42	30	25
		2 Yr/CTC	34	36	38	38	42	46	46
		Not Enrolled	49	49	36	31	17	25	29
	Spanish/Hispanic/Latino	4 Yr	11	10	13	15	16	13	13
		2 Yr/CTC	44	46	45	48	45	47	45
		Not Enrolled	46	44	43	37	39	40	43
	White	4 Yr	27	30	30	30	27	26	26
		2 Yr/CTC	34	34	33	36	35	34	33
		Not Enrolled	39	37	37	34	38	39	41
FRPL	FRPL	4 Yr	8	14	22	10	9	11	12
		2 Yr/CTC	35	46	44	47	38	44	38
		Not Enrolled	58	40	35	43	53	45	50
	Not FRPL	4 Yr	30	32	35	35	31	34	30
		2 Yr/CTC	33	34	33	37	34	34	38
		Not Enrolled	37	34	32	28	35	32	32
Bilingual	Bilingual	4 Yr	0-5	0-5	0-5	0-10	6-9	0-5	0-5
		2 Yr/CTC	40-44	35-39	35-39	40-49	40-44	50-54	50-54
		Not Enrolled	55-59	60-64	55-59	50-59	50-54	45-49	40-44
	Not Bilingual	4 Yr	23	24	25	26	25	23	23
		2 Yr/CTC	37	38	37	39	38	38	37
		Not Enrolled	40	39	38	34	37	39	41
Learning Assistance	Learning Assistance Program	4 Yr	4	3	6	6	6	5	5
		2 Yr/CTC	35	35	36	42	37	37	36
		Not Enrolled	61	62	58	51	57	58	59
	Not Learning Assistance Program	4 Yr	24	25	27	29	28	27	26
		2 Yr/CTC	37	38	37	39	39	39	38
		Not Enrolled	39	37	36	32	34	34	36
Section 504	Section 504	4 Yr	0-20	23	31	26	24	18	16
		2 Yr/CTC	41-60	55	38	53	48	47	42
		Not Enrolled	21-40	23	31	21	27	34	42
	Not Section 504	4 Yr	22	23	24	26	24	23	22
		2 Yr/CTC	37	37	37	39	38	38	37
		Not Enrolled	41	40	39	35	37	39	41
Special Education	Special Education	4 Yr	0-5	0-10	0-5	0-5	0-5	0-5	0-5
		2 Yr/CTC	25-29	30-39	35-39	25-29	35-39	35-39	40-44
		Not Enrolled	70-74	60-69	60-64	65-69	60-64	60-64	55-59
	Not Special Education	4 Yr	23	27	32	26	22	26	24
		2 Yr/CTC	35	39	38	43	36	39	38
		Not Enrolled	42	34	30	30	42	35	38
GPA	≥3.0	4 Yr	43	52	50	48	42	47	45
		2 Yr/CTC	31	30	30	29	33	33	36
		Not Enrolled	25	18	21	23	26	20	18
	<3.0	4 Yr	3	5	10	5	5	6	5
		2 Yr/CTC	36	45	45	51	38	43	39
		Not Enrolled	61	50	44	44	56	51	56

## Our Employees in Detail

Employee Type	Population		Female	People of Color	Disability Reported	Median Age
TOTAL	452		54%	15%	0%	48
FT Faculty	123	27%	44%	11%	0%	50
Exempt	77	17%	58%	13%	0%	48
Classified	106	23%	64%	25%	0%	47
PT Faculty	146	32%	53%	13%	1%	49

Age Group							
Employee Type	Under 30	30-39	40-49	50-59	60-69	70-79	80+
TOTAL	4%	20%	27%	27%	17%	3%	0%
FT Faculty	1%	15%	30%	33%	20%	0%	0%
Exempt	3%	18%	34%	32%	13%	0%	0%
Classified	11%	25%	21%	26%	14%	1%	1%
PT Faculty	3%	21%	27%	20%	20%	10%	0%

Race-Ethnicity in Detail							
Employee Type	Am.Ind. / AK Native	Asian	Black / Afr.Am.	Hispanic	White	Other Race	2+ races
Walla Walla Total	2%	1%	2%	9%	85%		0%
FT Faculty	4%	1%	1%	5%	89%		
Exempt	1%		2%	10%	86%		
Classified	3%	2%	1%	18%	75%		2%
PT Faculty	1%	1%	2%	7%	87%	1%	1%