

FLORIDA

DEPARTMENT OF EDUCATION



Community College Penetration Study

Fast Fact #86

Jeanine Blomberg, Commissioner

April 2007

J. David Armstrong, Jr., Chancellor

Introduction. The college penetration rate is one method to measure a college's effectiveness in attracting persons from the potential pool of students in its service area. Factors unrelated to the college's outreach efforts could affect the penetration rate. For example, the availability of multiple postsecondary institutions in the service area could reduce the college's penetration because there are numerous avenues for postsecondary enrollment. Overall, the Florida Community College System penetration rate was 10% of the identified potential student pool in 2005-2006.

Methodology. This study was limited to the population of ages 18-44 because people within this age bracket are more likely to attend college to earn a certificate or degree. Outreach efforts tend to focus on these outcomes, therefore the scope of the study was designed to mirror outreach efforts. For each college, the Student Data Base was utilized to determine the number of students in each racial/ethnic group that were ages 18-44 in 2005-2006. The 2005 Population Estimates published by the U.S. Census Bureau were utilized to calculate the number of persons ages 18-44 by race/ethnicity that resided within each college's county service area. A simple penetration rate was calculated using the 2005-2006 headcount of students ages 18-44 from each racial/ethnic group as the numerator and the number of persons ages 18-44 from each racial/ethnic group contained in the 2005 estimates of population as the denominator.

Findings. Systemwide, the penetration rate was 10.0% (see Exhibit 1), meaning that the number of students ages 18-44 enrolled in Florida's community colleges constituted 10.0% of the population of persons ages 18-44 in Florida in 2005. The penetration rate into the African American community (10.6%) was slightly better than the penetration rates into the White community (9.3%) or into the Hispanic community (9.6%).

College penetration rates varied substantially from a low of 4.5% to a high of 20.6%. Indian River Community College showed the highest penetration rate into both the African American (18.5%) and the Hispanic (21.5%) communities.

For more information, please contact Dr. Pat Windham via telephone at (850) 245-9482 or via e-mail at Pat.Windham@fldoe.org.

**Exhibit 1
Rates of Penetration by Race/Ethnicity, 2005**

College Name	Population, Ages 18-44 in Service Area	Total Rate	White Rate	African American Rate	Hispanic Rate
Brevard	167,563	11.58%	11.46%	10.79%	10.33%
Broward	644,607	7.32%	5.29%	8.22%	8.27%
Central Florida	130,962	9.53%	8.76%	9.96%	8.03%
Chipola	43,857	8.56%	9.43%	7.35%	3.11%
Daytona Beach	179,513	11.81%	10.66%	14.56%	12.25%
Edison	311,945	4.47%	4.93%	5.72%	2.45%
FCC @ Jax	366,457	14.05%	12.91%	12.70%	14.07%
Florida Keys	27,537	7.07%	7.06%	10.02%	4.78%
Gulf Coast	68,226	20.58%	21.24%	16.70%	15.51%
Hillsborough	445,416	8.35%	8.21%	9.59%	6.97%
Indian River	158,399	16.28%	14.10%	18.54%	21.45%
Lake City	49,337	11.35%	12.14%	8.95%	6.86%
Lake-Sumter	97,069	5.08%	5.05%	4.58%	3.09%
Manatee	184,358	7.42%	7.47%	9.68%	3.64%
Miami Dade	937,100	11.88%	7.16%	13.07%	12.28%
North Florida	43,272	5.41%	5.84%	5.17%	1.89%
Okaloosa-Walton	91,025	11.97%	11.41%	11.77%	12.84%
Palm Beach	404,964	9.85%	9.20%	11.75%	7.81%
Pasco-Hernando	156,646	6.57%	6.61%	7.10%	5.20%
Pensacola	168,947	9.31%	8.83%	9.77%	9.84%
Polk	181,933	7.83%	8.39%	7.13%	5.93%
St. Johns River	137,907	5.35%	4.94%	6.34%	4.09%
St. Petersburg	304,324	11.93%	12.12%	9.70%	8.07%
Santa Fe	133,544	15.19%	15.82%	11.34%	16.62%
Seminole	161,588	14.30%	11.63%	17.27%	15.83%
South Florida	46,927	11.27%	12.51%	11.00%	8.68%
Tallahassee	162,909	13.79%	13.74%	13.10%	12.35%
Valencia	542,401	8.22%	8.09%	7.16%	6.76%
System	6,348,733	10.03%	9.28%	10.61%	9.64%
Minimum		4.47%	4.93%	4.58%	1.89%
Maximum		20.58%	21.24%	18.54%	21.45%

NUMERATOR=Student Headcount by Ethnicity, Ages 18-44, 2005-2006, Florida Community College Student Data Base.
DENOMINATOR=U. S. Census Bureau, 2005 Estimates, Ages 18-44, Florida Race and Hispanic Origin Data by County.

Office of the Chancellor
Florida Community Colleges
Florida Department of Education
325 W. Gaines Street, Room 1314
Tallahassee, Florida 32399-0400
(850) 245-0407
www.fldoe.org/cc