

STATE BOARD OF COMMUNITY COLLEGES
State Board Reserve Funding for Demographic Analysis for Strategic Planning

Request: The State Board is asked to approve up to \$40,500 from State Board Reserve funds for a contract with Carolina Demography for demographic analysis to occur between March 17, 2017, and June 30, 2017. Carolina Demography is a demographic research service at the Carolina Population Center at UNC-Chapel Hill. The contract would be for a combination of database development (connecting population data to NCCCS/other data sets) and direct analysis that would support the State Board's strategic planning process.

Background: In February 2017, the State Board of Community Colleges approved a process and timeline for the development of the next North Carolina Community College System strategic plan. The second phase of the process (scheduled for March through August) focuses on environmental scanning, which requires an analysis of present conditions and trends that could impact community colleges. As a part of environmental scanning, staff wants to better understand how North Carolina demographics (population factors such as in-migration, age distribution, gender, race, ethnicity and county distribution of population) affect community colleges now and into the future. Analysis could yield insights about community college enrollment, retention and attainment.

Rationale: Rebecca Tippett with Carolina Demography presented to the SBCC Strategic Planning in February on general demographic shifts that could affect community colleges. This presentation yielded questions from committee members and SBCC leadership. Carolina Demography's assistance with database development would enable the System Office to do analysis needed for environmental scanning and quickly set up a database that could be used both for the environmental scan and for future analysis by System Office staff.

Examples of staff questions that the database and analysis would help NCCCS answer include:

- How might population factors affect community college enrollment?
- How are the populations of service areas projected to change in the next 5, 10+ years?
- Are there gaps in who is being served, comparing what we know about the populations of possible community college and university students and enrollment data?

Method of Procurement: In accordance with the procurement practice of the State of North Carolina, there is no requirement for competition or approval by outside purchasing authorities for contracts between state agencies.

Contract Period and Amount: March 17, 2017, through June 30, 2017, not to exceed \$40,500.

Fund Source and Availability: FY 2016-17 funding is available from the State Board Reserve fund.

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