

Environmental scanning is a tool to help RRCC anticipate changes that will affect the college, particularly changes to the students and to the communities we serve. This study updates a previous scan, conducted in 2012, with more recent demographic and economic data. The general finding of this update is that all of the trends isolated in the previous study have continued and intensified. Follow the link <http://www.rrcc.edu/sites/default/files/strategic-planning-EnvironmentalScanResearchBrief.pdf> to the earlier study if more information is desired.

The previous 2012 study showed that the RRCC service area population aged in the decade 2000 to 2010. This resulted primarily from an increase in older White, not Hispanic residents. At the same time, the service area has become more diverse through a major increase in Hispanic residents, especially those in younger age groups. The trends paint a picture of two service areas: one aging and relatively more affluent and living in unincorporated suburbs, and another that is less affluent, more diverse, and concentrated in the major municipalities closer to the core metropolitan area. RRCC has the opportunity to bridge these two service areas and serve increasingly diverse students.

All of the trends found in the 2012 study continued and intensified.

Occupational and industry growth patterns in the previous study indicated the importance of preparing students for jobs that require strong technical and general educational abilities, such as healthcare support and skilled technicians. We also need to prepare our students for professional careers as healthcare practitioners, business, hospitality and finance managers, engineers, and education and social service providers. Many of these students will go on to complete baccalaureate, graduate, and professional degrees.

Like the 2012 study, this scan will examine data for the four counties in our service area – Clear Creek, Gilpin, Jefferson, and Park. The study will also examine Jefferson County subdivisions and major municipalities within Jefferson County. This is done because, as in the 2012 study, a more focused look at the county subdivisions and the municipalities show that, within the apparent overall stability at the county level, the RRCC service area has been undergoing major change at the local level.

The trends paint a picture of two service areas: one aging and relatively more affluent, the other less affluent and more diverse.

Also as in the 2012 study, the four Jefferson County subdivisions are formal geographic units set by the U.S. Census Bureau in coordination with Jefferson County officials. The approximate boundaries of the four Jefferson Census County Divisions (CCDs) are as follows.

- Central
 - On the north, a line running south of Genesee to the Lakewood city limits.
 - On the east, a line following C470 to US 285, and then running west of Aspen Park to the Park County line.
 - On the south, the Park County line.
 - On the west, the Clear Creek and Park County lines.

- Golden Area
 - On the north, the Boulder County line.
 - On the east, the Wheat Ridge/ Arvada/Lakewood city limits.
 - On the south, the city limits of Genesee.
 - On the west, the Gilpin County line.
- Northeast
 - On the north, the Boulder and Broomfield County lines.
 - On the east, the Adams/Denver County line.
 - On the south, a line following the Lakewood and Morrison city limits.
 - On the west, a line following C470 through Wheat Ridge/ Arvada/Lakewood city limits.
- South
 - On the north, a line from Aspen Park through the Morrison/Lakewood city limits.
 - On the east, the Arapahoe and Douglas County lines.
 - On the south, the Park County line.
 - On the west, the Park County line.

Table 1
State, Metropolitan, and Service Area Population Change

	2000 Population	2010 Population	% Change Between 2000 and 2010	2013 Population	% Change Between 2010 and 2013
Colorado	4,301,261	5,029,196	16.9%	5,192,076	3.2%
Denver Metropolitan Area ¹	2,109,282	2,489,661	18.0%	2,601,465	4.5%
Clear Creek County	9,322	9,088	-2.5%	9,048	-0.4%
Gilpin County	4,757	5,441	14.4%	5,477	0.7%
Jefferson County ²	527,056	534,543	1.4%	540,669	1.1%
Park County	14,523	16,206	11.6%	16,131	-0.5%
Central Jefferson County	23,952	24,390	1.8%	24,135	-1.0%
Golden Area Jefferson County	29,997	35,260	17.5%	35,553	0.8%
Northeast Jefferson County	450,166	450,008	0.0%	455,218	1.2%
South Jefferson County	22,941	24,885	8.5%	25,763	3.5%
Arvada city, Colorado	102,505	106,433	3.8%	108,300	1.8%
Edgewater city, Colorado	5,287	5,170	-2.2%	5,192	0.4%
Golden city, Colorado	17,411	18,867	8.4%	19,034	0.9%
Lakewood city, Colorado	144,089	142,980	-0.8%	144,530	1.1%
Wheat Ridge city, Colorado	33,015	30,166	-8.6%	30,489	1.1%

¹ Denver-Aurora-Lakewood Metropolitan Statistical Area

² The RRCC service area contains most but not all of Jefferson County. Small portions on the southeast and northeast are in other college service areas. Since all major communities in Jefferson County are in the RRCC service area, and the sections outside the RRCC service area in Jefferson County are small, this study will use data for Jefferson County as a whole.

SOURCE: U.S. Census and American Fact Finder (Census STF Tables and ACS Intercensal Estimates)

Table 1 (on the previous page) uses all three different views of population distribution and change. Jefferson County continues to provide most of the RRCC service area population (94.6% in 2013), and the Northeast county subdivision is the most heavily urbanized and holds the majority of the population in Jefferson County (79.7% in 2013). South Jefferson County had the largest growth rate between 2010 and 2013. The service area population stabilized between 2010 and 2013 from the declines in three of the municipal populations that occurred between 2000 and 2010. All of the municipalities showed slight growth.

In Fall 2013, 75.5% of RRCC enrollment came from Jefferson County and 2.4% of enrollment came from Clear Creek, Gilpin, and Park counties. Within Jefferson County, Fall 2013 RRCC enrollment was more evenly distributed from the four subdivisions than one might guess from the 2013 total population.

Jefferson County continues to provide most of the RRCC service area population.

Table 2
Jefferson County Subdivisions
Comparison of 2010 and 2013 Population and RRCC Enrollment

<i>Jefferson County Subdivision</i>	<i>2010 Total Population</i>	<i>Fall 2011 RRCC Enrollment from Jefferson</i>	<i>2013 Total Population</i>	<i>Fall 2013 RRCC Enrollment from Jefferson County</i>
Central	24,390 (4.6%)	851 (11.9%)	24,135 (4.5%)	949 (14.6%)
Golden	35,260 (6.6%)	1,866 (26.0%)	35,553 (6.6%)	1,369 (21.1%)
Northeast	450,008 (84.2%)	3,652 (50.9%)	455,218 (84.2%)	3,476 (53.5%)
South	24,885 (4.6%)	805 (11.2%)	25,763 (4.8%)	702 (10.8%)

2013 Median Age for Jefferson County and Subdivisions

<i>Jefferson County Subdivision</i>	<i>White, Not Hispanic Men</i>		<i>White, Not Hispanic Women</i>	
	<i>Hispanic Men</i>	<i>Hispanic Men</i>	<i>Hispanic Women</i>	<i>Hispanic Women</i>
Central	23.6	48.6	32.2	48.7
Golden	27.2	37.5	31.4	44.9
Northeast	27.1	41.6	28.8	44.8
South	28.2	47.7	40.5	47.6
JeffCo Median Age	27.1	42.1	29.1	45.3

The previous 2012 scan noted the “graying” of the RRCC service area is a major trend that occurred between 2000 and 2010. Growth of the Hispanic population in the service area is another. In Jefferson County, the Hispanic population increase of 23,996 people offset a decrease of 20,256 in the White not Hispanic population. Both the decline in the White, not Hispanic

The “graying” of the RRCC service area is a major trend. Growth of the Hispanic population in the service area is another.

population and the increase in the Hispanic population were attributable to the shrinking of younger age groups in the White Population and the relatively higher proportion of younger people in the Hispanic Population. The 2013 median age in the Jefferson County subdivisions suggest these trends are continuing.

As in the case of the 2012 scan, the educational attainment of the population varies across and within the counties. Jefferson County has the lowest percentage of the population with no postsecondary credential. The Northeast subdivision has the highest percentage with no postsecondary credential in Jefferson County. The service area municipalities closest to the core metropolitan area, Edgewater and Wheat Ridge, have the highest proportion of their population with no postsecondary credential.

Areas closest to the urban metropolitan core continue to have the highest percentage of the population with no postsecondary credential.

Table 3
Educational Attainment
2013 Population Aged 25 Years and Older

	No Postsecondary Credential		Two-year Degree		Four-year Degree		Graduate or Professional Degree		Total
	#	%	#	%	#	%	#	%	
	Denver Metropolitan Area ¹	926,544	53.3%	131,154	7.5%	441,709	25.4%	239,954	
Clear Creek County	3,734	53.6%	456	6.5%	1,818	26.1%	957	13.7%	6,965
Gilpin County	2,603	60.4%	454	10.5%	697	16.2%	558	12.9%	4,312
Jefferson County ²	192,040	51.0%	31,512	8.4%	98,394	26.1%	54,906	14.6%	376,852
Park County	7,226	58.5%	1,170	9.5%	2,860	23.2%	1,096	8.9%	12,352
Central Jefferson County	5,938	33.6%	1,254	7.1%	6,132	34.7%	4,347	24.6%	17,671
Golden Area Jefferson County	8,732	36.5%	1,290	5.4%	7,545	31.5%	6,372	26.6%	23,939
Northeast Jefferson County	171,194	54.0%	27,530	8.7%	78,162	24.7%	39,871	12.6%	316,757
South Jefferson County	6,088	32.9%	1,571	8.5%	6,403	34.6%	4,423	23.9%	18,485
Arvada city, Colorado	41,508	55.8%	6,478	8.7%	17,534	23.6%	8,935	12.0%	74,455
Edgewater city, Colorado	2,417	68.0%	281	7.9%	555	15.6%	301	8.5%	3,554
Golden city, Colorado	4,642	39.6%	750	6.4%	3,318	28.3%	3,013	25.7%	11,723
Lakewood city, Colorado	57,488	56.4%	8,358	8.2%	23,648	23.2%	12,435	12.2%	101,929
Wheat Ridge city, Colorado	13,678	60.5%	1,699	7.5%	4,869	21.5%	2,401	10.6%	22,647

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SOURCE: U.S. Census and American Fact Finder (Census STF Tables and ACS Intercensal Estimates)

Table 4 presents data on occupational changes in the RRCC service area from 2000 to 2013. As background to these tables, it is important to note that the employed civilian population aged 16 years and older decreased in this time period for Clear Creek, Jefferson, and Gilpin counties while growing in Park. This may be attributed in large part to the aging populations in these counties. During this same period, from a peak unemployment rate in the last half of 2009, the Denver Metropolitan area has been engaged in a 76 month job market recovery. The metro region recovered all of the jobs lost in the recent recession by the middle of 2013 and is estimated to have added an additional 46,000 jobs in 2014.

Metro Denver recovered all the jobs lost in the latest recession by the middle of 2013.

Even with this performance, some economists are concerned that the metropolitan Denver labor market is still underutilized. Contingent workers (temporary, independent contractors, and freelance workers) are growing at a rate of about 10%. Self-employed proprietorships were 25% of Colorado’s total employment in 2012, the third highest concentration of the 50 states. However, these statistics are also positive indicators of business growth and Forbes has ranked Denver as the second best city to launch a start-up business out of the 50 most populous U.S. cities in 2014. Eight industry clusters are the core of economic development and job growth in the region: Aerospace, Aviation, Bioscience, Broadcasting and Telecommunications, Energy, Financial Services, Healthcare and Wellness, and Information Technology – Software.

Self-employed proprietorships were 25% of Colorado’s total employment, the third highest concentration of the 50 states.

Table 4
Change in Employment
Clear Creek County

	2000		2009		2013		Change 2000-2013	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Employed Civilian Population 16 Years and Older	5661	100	5411	100	5129	100	-532	-9.4%
<i>OCCUPATION</i>								
Management, professional and related	2242	39.6%	1990	36.8%	1740	33.9%	-502	-22.4%
Service	930	16.4%	1013	18.7%	760	14.8%	-170	-18.3%
Sales and office	1280	22.6%	1348	24.9%	1437	28.0%	157	12.3%
Farming, fishing, and forestry	32	0.6%	30	0.6%	0	0.0%	-32	-100.0%
Construction, extraction, and	696	12.3%	583	10.8%	589	11.5%	-107	-15.4%
Production, transportation, and material moving	481	8.5%	447	8.3%	603	11.8%	122	25.4%
<i>INDUSTRY</i>								
Agriculture, forestry, fishing and hunting, and mining	182	3.2%	123	2.3%	245	4.8%	63	34.6%
Construction	604	10.7%	562	10.4%	331	6.5%	-273	-45.2%
Manufacturing	307	5.4%	114	2.1%	260	5.1%	-47	-15.3%
Wholesale trade	199	3.5%	128	2.4%	85	1.7%	-114	-57.3%
Retail trade	534	9.4%	695	12.8%	634	12.4%	100	18.7%
Transportation, warehousing, and utilities	298	5.3%	343	6.3%	467	9.1%	169	56.7%
Information	166	2.9%	80	1.5%	137	2.7%	-29	-17.5%
Finance, insurance, real estate, and rental and leasing	334	5.9%	364	6.7%	245	4.8%	-89	-26.6%
Professional, scientific, management, and administration	651	11.5%	822	15.2%	737	14.4%	86	13.2%
Educational, health, and social services	857	15.1%	778	14.4%	670	13.1%	-187	-21.8%
Arts, entertainment, recreation, accommodation, and food services	955	16.9%	846	15.6%	723	14.1%	-232	-24.3%
Other services (except public administration)	181	3.2%	153	2.8%	187	3.6%	6	3.3%
Public administration	393	6.9%	403	7.4%	408	8.0%	15	3.8%

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**Change in Employment
 Gilpin County**

	2000		2009		2013		Change 2000-2013	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Employed Civilian Population 16 Years and Older	3077	100	3039	100	3056	100	-21	-0.7%
OCCUPATION								
Management, professional and related Service	1076	35.0%	1190	39.2%	1075	35.2%	-1	-0.1%
Sales and office	585	19.0%	744	24.5%	671	22.0%	86	14.7%
Farming, fishing, and forestry	700	22.7%	595	19.6%	723	23.7%	23	3.3%
Construction, extraction, and maintenance	5	0.2%	17	0.6%	0	0.0%	-5	-100.0%
Production, transportation, and material moving	460	14.9%	351	11.5%	389	12.7%	-71	-15.4%
INDUSTRY								
Agriculture, forestry, fishing and hunting, and mining	251	8.2%	142	4.7%	198	6.5%	-53	-21.1%
Construction	34	1.1%	51	1.7%	12	0.4%	-22	-64.7%
Manufacturing	392	12.7%	272	9.0%	295	9.7%	-97	-24.7%
Wholesale trade	190	6.2%	104	3.4%	172	5.6%	-18	-9.5%
Retail trade	92	3.0%	70	2.3%	54	1.8%	-38	-41.3%
Transportation, warehousing, and utilities	227	7.4%	219	7.2%	363	11.9%	136	59.9%
Information	113	3.7%	88	2.9%	142	4.6%	29	25.7%
Finance, insurance, real estate, and rental and leasing	130	4.2%	58	1.9%	89	2.9%	-41	-31.5%
Professional, scientific, management, and administration	72	2.3%	71	2.3%	129	4.2%	57	79.2%
Educational, health, and social services	302	9.8%	318	10.5%	261	8.5%	-41	-13.6%
Arts, entertainment, recreation, accommodation, and food services	397	12.9%	426	14.0%	266	8.7%	-131	-33.0%
Other services (except public administration)	836	27.2%	889	29.3%	735	24.1%	-101	-12.1%
Public administration	124	4.0%	176	5.8%	224	7.3%	100	80.6%
	168	5.5%	297	9.8%	314	10.3%	146	86.9%

**Change in Employment
 Jefferson County**

	2000		2009		2013		Change 2000-2013	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Employed Civilian Population 16 Years and Older	290962	100	283328	100	281421	100	-9541	-3.3%
OCCUPATION								
Management, professional and related Service	120145	41.3%	117775	41.6%	122659	43.6%	2514	2.1%
Sales and office	33581	11.5%	39415	13.9%	41554	14.8%	7973	23.7%
Farming, fishing, and forestry	83837	28.8%	75745	26.7%	71909	25.6%	-11928	-14.2%
Construction, extraction, and maintenance	301	0.1%	318	0.1%	0	0.0%	-301	-100.0%
Production, transportation, and material moving	27807	9.6%	26364	9.3%	22472	8.0%	-5335	-19.2%
INDUSTRY								
Agriculture, forestry, fishing and hunting, and mining	25291	8.7%	23711	8.4%	22827	8.1%	-2464	-9.7%
Construction	2641	0.9%	2983	1.1%	4316	1.5%	1675	63.4%
Manufacturing	24697	8.5%	24065	8.5%	20435	7.3%	-4262	-17.3%
Wholesale trade	27040	9.3%	23184	8.2%	22605	8.0%	-4435	-16.4%
Retail trade	11279	3.9%	10526	3.7%	8874	3.2%	-2405	-21.3%
Transportation, warehousing, and utilities	34214	11.8%	32559	11.5%	31293	11.1%	-2921	-8.5%
Information	14233	4.9%	13102	4.6%	12950	4.6%	-1283	-9.0%
Finance, insurance, real estate, and rental and leasing	15815	5.4%	9656	3.4%	8812	3.1%	-7003	-44.3%
Professional, scientific, management, and administration	24782	8.5%	23562	8.3%	20958	7.4%	-3824	-15.4%
Educational, health, and social services	38621	13.3%	39790	14.0%	40966	14.6%	2345	6.1%
Arts, entertainment, recreation, accommodation, and food services	45495	15.6%	48916	17.3%	54164	19.2%	8669	19.1%
Other services (except public administration)	22314	7.7%	25450	9.0%	25504	9.1%	3190	14.3%
Public administration	13688	4.7%	14545	5.1%	14049	5.0%	361	2.6%
	16143	5.5%	14990	5.3%	16495	5.9%	352	2.2%

**Change in Employment
 Park County**

	2000		2009		2013		Change 2000-2013	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Employed Civilian Population 16 Years and Older	7902	100	8721	100	8712	100	810	10.3%
OCCUPATION								
Management, professional and related Service	2623	33.2%	3072	35.2%	2773	31.8%	150	5.7%
Sales and office	1044	13.2%	1245	14.3%	1619	18.6%	575	55.1%
Farming, fishing, and forestry	2084	26.4%	2387	27.4%	2149	24.7%	65	3.1%
Construction, extraction, and maintenance	46	0.6%	59	0.7%	0	0.0%	-46	-100.0%
Production, transportation, and material moving	1319	16.7%	1368	15.7%	1373	15.8%	54	4.1%
INDUSTRY								
Agriculture, forestry, fishing and hunting, and mining	786	9.9%	590	6.8%	798	9.2%	12	1.5%
Construction	258	3.3%	208	2.4%	217	2.5%	-41	-15.9%
Manufacturing	1290	16.3%	1538	17.6%	1176	13.5%	-114	-8.8%
Wholesale trade	564	7.1%	463	5.3%	591	6.8%	27	4.8%
Retail trade	207	2.6%	224	2.6%	129	1.5%	-78	-37.7%
Transportation, warehousing, and utilities	1004	12.7%	953	10.9%	1114	12.8%	110	11.0%
Information	366	4.6%	237	2.7%	468	5.4%	102	27.9%
Finance, insurance, real estate, and rental and leasing	332	4.2%	285	3.3%	158	1.8%	-174	-52.4%
Professional, scientific, management, and administration	481	6.1%	591	6.8%	527	6.0%	46	9.6%
Educational, health, and social services	702	8.9%	1088	12.5%	852	9.8%	150	21.4%
Arts, entertainment, recreation, accommodation, and food services	1187	15.0%	1211	13.9%	1305	15.0%	118	9.9%
Other services (except public administration)	789	10.0%	908	10.4%	1056	12.1%	267	33.8%
Public administration	366	4.6%	442	5.1%	351	4.0%	-15	-4.1%
	356	4.5%	573	6.6%	768	8.8%	412	115.7%

In the RRCC service area, growth occupations and industries in the mountain counties of Clear Creek, Gilpin, and Park were in infrastructure: sales, service, retail, and transportation, warehousing, and utilities. Not surprisingly, Jefferson County exhibited major occupational growth in categories similar to the metropolitan region as a whole. While service occupations grew, so did jobs in the energy and mining sector, professional, scientific, management, and administrative jobs, jobs in education, health and social services, and jobs in the arts, entertainment, recreation, accommodation, and food services.

Current occupational growth areas in the Denver Metropolitan Area occur in several sectors. The following areas constitute 79% of all new payroll jobs. (*cf. Metro Denver Economic Development Corporation, Bureau of Labor Statistics*).

- Education and Health (+9000 jobs added – 23% of growth)
- Professional and Business Services (+8,300 jobs added – 22% of growth)
- Government (+6,000 jobs added – 15% of growth)
- Tourism, Leisure, and Hospitality (+5,600 jobs added – 15% of growth)
- Manufacturing (+4,300 jobs added – 11% of growth)
- Natural Resources and Construction (+3,400 jobs added – 9% of growth)

Growth occupations in the mountain communities were in infrastructure, while Jefferson County mirrored the occupational growth of metropolitan region as a whole.

The Manufacturing Sector led all sectors in the rate of payroll growth during 2014. This is partly attributable to labor shortages in skilled trades – such as welders, electricians, and machinists – that are increasing as Baby Boomer generation workers retire without replacement. These positions, which also affect the Construction industry, were the hardest to fill over the past several years, followed by engineers, information technology staffers, sales representatives, and accounting and financial staff. Examples of companies with Jefferson County roots in this sector are Meurer Research, an equipment manufacturer for water and wastewater treatment plants, and Lockheed Martin Aerospace. The region as a whole now is home to 41 robotics firms, a growing area for high skill, high wage technical occupations.

Labor shortages in skilled trades—such as welders, electricians and machinists—were the hardest to fill.

The Denver Metropolitan Area also serves as a home to corporate, regional, and satellite offices for a number of Natural Resources and Construction companies. The majority of Metro Denver’s employment in this area is concentrated in oil and gas extraction companies and support industries. Colorado is home to some oil production and supplied about one out of every 50 barrels of U.S. oil output. Sixty-nine percent of Metro Denver employment in fossil fuels is concentrated in the City and County of Denver and 14% in Adams County with 16.8% in the remaining five counties. This sector also is connected with manufacturing activity for drilling and extraction equipment, as well as renewable energy development, such as Vestas Wind Systems.

Technology and two major demographic shifts – incoming Millennials and retiring Baby Boomers – are driving occupational and workplace change

The RRCC Service Area growth in the other occupational areas between 2000 and 2013 mirrors the Denver Metro region. Professional and Business Services is Metro Denver’s largest economic supersector by employment. Education (which includes proprietary institutions only) and Health Services has reported significant growth every year since 1991, growth prompted in no small part by an aging population. Public education is included in the Government supersector which is comprised of federal (13%), state (25%), and local works (62%).

Technological innovation combined with two state-wide major demographic shifts are contributing to occupational growth. First, the millennial generational group (born 1981 to 1997) became the largest segment of the population in 2014, passing the baby boomers (born 1946 to 1964). Second, the population aged 65 years or more will double from 2010 to 2025. Added to these two shifts is the continuing contribution of migration, versus natural increase, to Colorado’s population growth. Net migration accounted for 63% of the state’s population in 2015 and is projected to increase its share of population growth to over 65% by 2020.

Net migration contributed 63% of Colorado’s population growth in 2015. This trend is projected to increase to over 65% by 2020.

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Table 5
Change in Population by Age
RRCC Service Area Counties

2013	Total population		19 Years and Younger		20 to 34 Years		35 to 59 Years		60 Years and Older		Median age (years)
	Number	%	Number	%	Number	%	Number	%	Number	%	
	Clear Creek County	9,048	100	1,701	18.8%	1,240	13.7%	4,099	45.3%	2,009	
Gilpin County	5,477	100	1,068	19.5%	668	12.2%	2,689	49.1%	1,052	19.2%	44.8
Jefferson County ¹	540,669	100	130,842	24.2%	100,024	18.5%	202,751	37.5%	107,052	19.8%	40.4
Park County	16,131	100	3,307	20.5%	1,936	12.0%	7,146	44.3%	3,742	23.2%	47.5

2010	Total population		19 Years and Younger		20 to 34 Years		35 to 59 Years		60 Years and Older		Median age (years)
	Number	%	Number	%	Number	%	Number	%	Number	%	
	Clear Creek County	9,088	100	1,724	19.0%	1,221	13.4%	4,214	46.4%	1,929	
Gilpin County	5,441	100	1,032	19.0%	737	13.5%	2,697	49.6%	975	17.9%	45.6
Jefferson County ¹	534,543	100	132,544	24.8%	97,216	18.2%	204,248	38.2%	100,535	18.8%	40.4
Park County	16,206	100	3,391	20.9%	1,869	11.5%	7,604	46.9%	3,342	20.6%	46.9

2000	Total population		19 Years and Younger		20 to 34 Years		35 to 59 Years		60 Years and Older		Median age (years)
	Number	%	Number	%	Number	%	Number	%	Number	%	
	Clear Creek County	9,322	100	2,270	24.4%	1,471	15.8%	4,527	48.6%	1,054	
Gilpin County	4,757	100	1,077	22.6%	981	20.6%	2,287	48.1%	412	8.7%	38.3
Jefferson County ¹	527,056	100	146,555	27.8%	101,184	19.2%	209,239	39.7%	70,078	13.3%	36.8
Park County	14,523	100	3,690	25.4%	2,094	14.4%	7,087	48.8%	1,652	11.4%	40.0

Change 2000-2013	Total population		19 Years and Younger		20 to 34 Years		35 to 59 Years		60 Years and Older		Median age (years)
	Number	%	Number	%	Number	%	Number	%	Number	%	
	Clear Creek County	-274	-2.9%	-569	-25.1%	-231	-15.7%	-428	-9.5%	955	
Gilpin County	720	15.1%	-9	-0.8%	-313	-31.9%	402	17.6%	640	155.3%	+7
Jefferson County ²	13,613	2.6%	-15,713	-10.7%	-1,160	-1.1%	-6,488	-3.1%	36,974	52.8%	+3.6
Park County	1,608	11.1%	-383	-10.4%	-158	-7.5%	59	0.8%	2,090	126.5%	+7.5

¹ The RRCC service area contains most but not all of Jefferson County. Small portions on the southeast and northeast are in other college service areas. Since all major communities in Jefferson County are in the RRCC service area, and the sections outside the RRCC service area in Jefferson County are small, this study will use data for Jefferson County as a whole.

SOURCE: U.S. Census, CO State Demographer Profiles, and American Fact Finder (Census STF Tables and American Community Survey Intercensal Estimates)

Table 6
Change in Age Groups 2000 - 2013
RRCC Service Area Municipalities

2013	Arvada	Edgewater	Golden	Lakewood	Wheatridge
<i>Age</i>					
19 or Less	27,464	1,169	4,906	32,277	6,275
20-24 Years	6,381	469	2,405	10,324	1,567
25 - 34	12,801	1,107	3,111	22,048	4,310
35-59	39,743	1,673	5,862	49,324	10,908
60 or more	21,911	774	2,750	30,557	7,429
Total	108,300	5,192	19,034	144,530	30,489
Median Age	40.0	32.8	31.4	38.8	42.6

2010	Arvada	Edgewater	Golden	Lakewood	Wheatridge
<i>Age</i>					
19 or Less	27,275	1,352	4,652	33,358	6,191
20-24 Years	5,836	387	2,444	10,299	1,603
25 - 34	12,597	1,077	2,601	20,414	4,092
35-59	39,257	1,623	6,356	50,049	10,856
60 or more	21,468	731	2,814	28,860	7,424
Total	106,433	5,170	18,867	142,980	30,166
Median Age	40.5	32.5	33.9	39.2	43.7

2000	Arvada	Edgewater	Golden	Lakewood	Wheatridge
<i>Age</i>					
19 or Less	29496	1377	4791	35393	7599
20-24 Years	5639	486	1914	10527	1813
25 - 34	12420	1105	2650	22244	4293
35-59	40127	1634	6277	52289	11570
60 or more	14823	685	1779	23636	7740
Total	102,505	5,287	17,411	144,089	33,015
Median Age	37.1	31.8	32.4	36.8	40.2

% Change 2000 - 2013	Arvada	Edgewater	Golden	Lakewood	Wheatridge
<i>Age</i>					
19 or Less	-6.9%	-15.1%	2.4%	-8.8%	-17.4%
20-24 Years	13.2%	-3.5%	25.7%	-1.9%	-13.6%
25 - 34	3.1%	0.2%	17.4%	-0.9%	0.4%
35-59	-1.0%	2.4%	-6.6%	-5.7%	-5.7%
60 or more	47.8%	13.0%	54.6%	29.3%	-4.0%
Total	5.7%	-1.8%	9.3%	0.3%	-7.7%
Median Age	+2.9	+1.0	-1.0	+2.0	+2.4

The aging of the RRCC service area is documented in Tables 5 and 6. The population of the RRCC service area continued to age at a faster rate between 2000 and 2010 than the Denver Metropolitan Area. The 19 and younger age group in Jefferson County declined by 10.7% while the 60 years or older age group increased by 52.8%. The median age for Jefferson County increased by 3.6 years from 36.8 to 40.4. Clear Creek, Gilpin, and Park counties also showed the same trends as did the Jefferson County cities. Gilpin and Park county residents 65 years old or older increased well over 100% from 2000 to 2013. With the exception of Wheatridge, all the Jefferson County municipalities above increased in residents 65 years old or older. At the same time, Arvada and Golden attracted younger individuals although not at a comparable rate to older residents. The median ages for all the representative municipalities were well above the 35.9 median age for the Denver Metro region as a whole.

The population of the RRCC service area continued to age at a faster rate between 2000 and 2013 than the Denver Metropolitan Area.

Table 7
RRCC Fall Enrollment by Generation

<i>Term</i>	<i>Under 18</i>	<i>Millennials</i>	<i>Gen X</i>	<i>Baby Boomers</i>	<i>Older</i>	<i>Total</i>
Fall 2014	352	6,028	1,287	431	14	8,112
Fall 2013	364	6,216	1,448	557	14	8,599
Fall 2012	339	6,544	1,567	571	10	9,031
Fall 2011	304	6,930	1,660	634	16	9,544
Fall 2010	385	7,073	1,738	617	13	9,826

RRCC enrollment patterns during the past labor market recovery reflect the aging service area. Table 7 shows the greatest enrollment decline in the millennial generation group. This group accounted for 61.0% of the reduction in enrollment between Fall 2010 and Fall 2014.

The Millennial generation is particularly important for RRCC as a competitor in the Metro Denver educational market. The Denver Metro area will grow from 3.05 to 3.54 million people over the next ten years. Individuals in the Millennial generation (born between 1983 and 1999) will predominate in the population and labor market during that period. Metro Denver is a magnet for Millennials as it was for the Baby Boomers before them. In 2012 and 2013 Metro Denver accounted for 75% of total Colorado migration. While it is anticipated that birth rates will return to prerecession rates over the next five years, births will still contribute a much smaller proportion of population increase in the future.

Individuals in the Millennial generation (born between 1983 and 1999) will predominate in the population and labor market during the next ten years.

Metro Denver Generation	2015 Population	% of Total	2025 Population	% of Total
Silent Generation (Born before 1946)	208,100	6.8%	127,790	3.6%
Baby Boomers (1946 to 1964)	681,110	22.4%	617,030	17.4%
Gen X (1965 to 1980)	688,760	22.6%	702,570	19.8%
Millennials (1981 to 1997)	730,230	24.7%	839,710	23.7%
Next Gen (No fixed birth year ranges as yet)	719,920	23.4%	816,830	23.1%
Future Gen (No fixed birth year ranges as yet)	0	-----	436,470	12.3%
TOTAL	3.05 Million	100%	3.54 Million	100%

SOURCE: Colorado State Demography Office

The ethnic and racial diversification of the RRCC service area, particularly growth in the Hispanic population, has helped to buffer the declining millennial enrollment over the past five years. This trend, highlighted in the 2012 environmental scan, has continued although at a slower pace.

Table 8
Population by Hispanic Origin and White Not Hispanic Origin
RRCC Service Area Counties

2014 Estimates

County	Hispanic Origin	% Change from 2010	White, Not Hispanic	% Change from 2010
Clear Creek	450	4.9%	8,496	1.5%
Gilpin	277	3.7%	5,021	1.5%
Jefferson	80,058	4.7%	435,838	2.0%
Park	836	6.8%	15,120	1.9%

2010 Census

County	Hispanic Origin	% Change from 2000	White, Not Hispanic	% Change from 2000
Clear Creek	429	18.8%	8,371	-4.4%
Gilpin	267	32.2%	4,947	13.0%
Jefferson	76,445	45.8%	427,160	-4.5%
Park	783	24.7%	14,842	10.5%

2000 Census

County	Hispanic Origin	% Change	White, Not Hispanic	% Change
Clear Creek	361	-----	8,759	-----
Gilpin	202	-----	4,377	-----
Jefferson	52,449	-----	447,416	-----
Park	628	-----	13,431	-----

SOURCE: U.S. Census STF Tables and ACS Intercensal Estimates

The Hispanic population of Jefferson County increased from 10% of the total county population in 2000 to 14.7% in 2014. Of even greater significance, as shown in Table 8 above, the Hispanic population of the RRCC service area is younger than the White, Not Hispanic population. The greater numbers of younger Hispanics are particularly noticeable in Jefferson County school enrollment and graduation trends.

Table 9
Jefferson County Schools
Enrollment & Graduation Trends

	<i>Hispanic</i>		<i>White, Not Hispanic</i>	
	<i>Number</i>	<i>% of Total</i>	<i>Number</i>	<i>% of Total</i>
Fall 2000 Enrollment	10,589	12.1%	72,320	82.5%
Fall 2014 Enrollment	21,143	24.4%	58,115	67.2%
2010 Graduates	913	16.6%	4,164	75.8%
2014 Graduates	1,119	21.1%	3,826	72.1%

Although the growth of Hispanic enrollment and graduates from Jefferson County public schools is encouraging, it must be noted that overall projected enrollment growth from 2013-14 to 2017-18 will decline by 2,322 students, or 2.7%. The total number of public high school graduates for Colorado as a whole is projected to rise by 6,990, or 15.1%. Hispanic public school graduates for Colorado as a whole will account for 41.7% of the increase in graduates, a growth rate of 26.9%. In contrast, White Not Hispanic graduates will account for 48.2% of the increase in graduates and are projected to grow by 10.6%.

These trends in Colorado high school enrollment and graduation, as well as the diversification of the state’s population as a whole, have led to increased concern about the educational achievement gap among the White, Not Hispanic population, Hispanic, and other ethnic and racial groups. The 2013 *Report on the Postsecondary Progress and Success of High School Graduates* from the Colorado Departments of Higher Education and Education, notes that “Hispanic students, who constitute Colorado’s largest and fastest growing minority population, significantly underperform white students on every measure.”

The report found a 22 percent gap between White, Not Hispanic and Hispanic 2011 high school graduates in college attendance. Based on the data in Table 10, the gap between Hispanic and White, Not Hispanic adults in Jefferson County with a postsecondary credential is 26 percent. This gap represents both a challenge and an opportunity for RRCC to address the needs of the community and to build enrollment.

The postsecondary educational attainment gap between Hispanics and White, Not Hispanics in Jefferson County is 26%

Table 10
Jefferson County Achievement Gap
Hispanic and White, Not Hispanic
2013 Population Aged 25 Years and Older

<i>Educational Attainment Level</i>	<i>Hispanic</i>		<i>White, Not Hispanic</i>	
	<i>Number</i>	<i>%</i>	<i>Number</i>	<i>%</i>
No Postsecondary Credential	32,805	73.2%	150,500	47.4%
Two-year Degree	3,396	7.6%	27,573	8.7%
Four-year Degree	5,580	12.4%	89,722	28.2%
Graduate or Professional Degree	3,049	6.8%	49,951	15.7%

Addressing this challenge will be helped greatly by the overall economic health of the RRCC service area. Jefferson County is home to several primary employers that align with many of the Metro Denver growth trends. In 2015, these employers and the approximate number of jobs they provide include:

- Denver Federal Center (6,200 jobs);
- Lockheed Martin Space Systems (4,700 jobs);
- Miller-Coors Brewing Company (2,500 jobs);
- Exempla Lutheran Medical Center (2,050 jobs);
- Terumo BCT (Medical Devices and Technology - 1,990 jobs);
- Colorado School of Mines (1,800 jobs)
- St. Anthony Hospital (1,600 jobs);
- Ball Corporation (Aerospace/Metal Container Mfg. – 1,220 jobs);
- Jefferson County Public Schools (1,200 jobs);
- Coors Tek (Ceramic Component Mfg. – 1,100 jobs);
- First Bank Holding Co. of Colorado (Financial Services – 1,100 jobs);
- National Renewable Energy Laboratory (1,060 jobs);
- Home Advisor (Home Improvement & Repair Referral – 1,000 jobs);
- Kaiser Permanente Medical Services (900 jobs);
- Travelers Express Money Gram (Financial Services – 854 jobs);
- Red Rocks Community College (840 jobs).

The benefits of highly-skilled tech areas accrue mainly to knowledge, professional and creative workers while higher education becomes increasingly unaffordable to service and blue-collar workers.

As further evidence of the economic strength of the service area, 2013 median household income and house values, with the exception of Park County, are above the median value for the Denver Metropolitan Area. However, there are variations in these two indicators among Jefferson County municipalities and some fall below the Denver Metro median values. Housing and rent costs have been increasing and raise the possibility of heightened income disparity within the RRCC service area as seen in other tech hubs with large numbers of highly paid, college-educated workers. The benefits of such highly-skilled areas accrue mainly to knowledge, professional and creative workers while higher education

becomes increasingly unaffordable to service and blue-collar workers. RRCC could provide a distinct service by tracking this trend and continuing to assure access to all residents.

Table 11
Income and Housing
RRCC Service Area Counties

<i>Median Household Income</i>	<i>2000</i>	<i>2010</i>	<i>2013</i>	<i>Change 2000</i>	<i>%</i>
				<i>to 2013</i>	<i>Change</i>
Denver Metropolitan Area ¹	\$51,191	\$60,452	\$62,742	\$11,551	22.6%
Clear Creek County	\$50,997	\$62,756	\$67,259	\$16,262	31.9%
Gilpin County	\$51,942	\$59,394	\$63,885	\$11,943	23.0%
Jefferson County ²	\$57,339	\$67,827	\$68,984	\$11,645	20.3%
Park County	\$51,899	\$61,284	\$61,570	\$9,671	18.6%

<i>Median House Value</i>	<i>2000</i>	<i>2010</i>	<i>2013</i>	<i>Change 2000</i>	<i>%</i>
				<i>to 2013</i>	<i>Change</i>
Denver Metropolitan Area ¹	\$176,600	\$245,900	\$247,800	\$71,200	40.3%
Clear Creek County	\$200,400	\$279,600	\$268,500	\$68,100	34.0%
Gilpin County	\$180,600	\$316,400	\$281,700	\$101,100	56.0%
Jefferson County ²	\$187,900	\$259,400	\$262,400	\$74,500	39.6%
Park County	\$172,100	\$246,100	\$247,300	\$75,200	43.7%

¹ Denver-Aurora-Lakewood Metropolitan Statistical Area

² The RRCC service area contains most but not all of Jefferson County. Small portions on the southeast and northeast are in other college service areas. Since all major communities are in the RRCC service area, this study will use data for Jefferson County as a whole.

SOURCE: U.S. Census and American Fact Finder (STF Tables and ACS Intercensal Estimates)

In conclusion, the data suggest that in the future Red Rocks Community College should look to diversifying sources of enrollment. The pool of high school graduates will continue to decline although the increasing numbers of Hispanic graduates does present an opportunity. Building on the past success of concurrent enrollment programs provides a strong foundation, particularly for Career and Technical Programs (CTE). The large pool of incumbent workers employed in the service area also provides a major opportunity.

In conclusion, the data suggest that in the future RRCC should look to diversifying sources of enrollment.

The educational and training needs of Millennials demand focused attention. The Millennials are on track to become the most educated generation in history. They place greater emphasis on work-life balance and flexibility within the workplace. Company amenities such as flexible schedules and telecommuting are especially important to Millennials. Surveys report that one-half to two-thirds of Millennials are interested in entrepreneurship and 27 percent are already self-employed. The high cost of education is prompting millennials to be more frugal in their spending and slower into moving into home ownership.

RRCC needs to pay attention to educational and training needs of Millennials.

The Millennials have passed through the past recession acquiring more education. In Colorado, higher education enrollment of students aged 25 to 40 increased 16.4% between 2008 and 2009 and 18.2% between 2010 and 2011. Since 2011 there has been a steady decline in the numbers in this age group attending college and re-entering the labor market. As the job market becomes more favorable to workers and retiring Baby Boomers lessen competition for employment, demand for additional degrees or advanced education will continue to fall.

The decline in demand for higher education will be offset by companies that encourage additional certifications and workers entering skilled trades that require certification, particularly in those occupations experiencing shortages. For both entry-level and incumbent workers, the growth in high skill, high wage jobs suggests that RRCC must take CTE to the next level. At the core of such developments, is the combination of highly refined technical skills combined with management and supervision. Cooperative interplay between CTE and transfer programs to design and deliver such programs could be a competitive edge.

For both entry-level and incumbent workers, the growth in high skill, high wage jobs suggests that RRCC must take CTE to the next level.

To appeal to these diverse groups of potential students, RRCC can offer a value proposition of quality, affordability, and convenience. As observed in the 2012 environmental scan, we must prepare the college to serve an increasingly diverse student through flexible, affordable delivery that compliments rather than competes with demands on our student's time. We need to anticipate emerging technologies, changes in the general knowledge and skills required of all our students, and new occupational performance expectations. Of highest importance is knowing our student and stakeholder needs, and responding to these through a mixed strategy of partnerships, program refinement, and student success.

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