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VENTURA COUNTY STATE COLLEGE

OPERATIONAL IN 1970

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WHY A STATE COLLEGE FOR VENTURA COUNTY IN 1970

A report submitted to the Facilities Committee of the Coordinating Council for Higher Education on September 15, 1964, in Room 1138, Serra Building, 107 South Broadway, Los Angeles, California, by the Ventura County State College Committee (an official Committee of the Ventura County Board of Supervisors). Members of the Committee are:

- Mrs. Milton Teague, Chairman . . . . . Santa Paula
- Rodney Smith, Vice Chairman . . . . . Ojai
- Charles E. Neuman, Secretary . . . . . Ventura
- Richard Bard, Sr. . . . . Somis
- William A. Bertles . . . . . Ventura
- Mrs. Monroe M. Everett . . . . . Moorpark
- Emmor E. Houston . . . . . Oxnard
- Bruce Johnston . . . . . Ventura
- Mrs. William L. Morris . . . . . Fillmore
- Ernest R. Nichols . . . . . Saticoy
- Norman Nicholson . . . . . Camarillo
- Robert H. Pearson . . . . . Camarillo
- Ray D. Prueter . . . . . Port Hueneme
- W. A. Rothschild . . . . . Thousand Oaks
- David L. Strathearn, Jr. . . . . Simi

\* \* \* \* \*

\* Reason for Report \*

\* The Master Plan for Higher Education in California calls for the development, \*  
 \* expansion, and integration of the facilities, curriculum, and standards of \*  
 \* higher education to meet the needs of the State. This plan for higher education \*  
 \* in California identified policies, procedures, and recommendations which \*  
 \* guarantee a higher education for California young people. The Committee is \*  
 \* making this report to document the need for a State College in Ventura \*  
 \* County--Operational in 1970. \*

\* \* \* \* \*

## Presentation Procedure

The overhead projector will be used to present the materials to the Facilities Committee. Information that will be shown on the screen is amplified on the following pages so Committee members may have a record of the presentation.

### Sequence of Statements and Projections

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I. A Ventura County State College Operational in 1970

Narration

Education beyond high school is perhaps the most significant problem confronting our nation. Not only is it a matter of sustaining, and, indeed, improving the educational level of our people, but it also is a matter of making our system of higher education meet the realistic needs of local citizenry. We, who are committed to the idea of a state college for Ventura County by 1970 are at work several years in advance of our target date of 1970. We have started early, and are working hard, because we are convinced that the need for a state college in Ventura County is crucial--we hope this afternoon to be able to convince you as well.

II. Geographical Make Up of the Ventura County Area

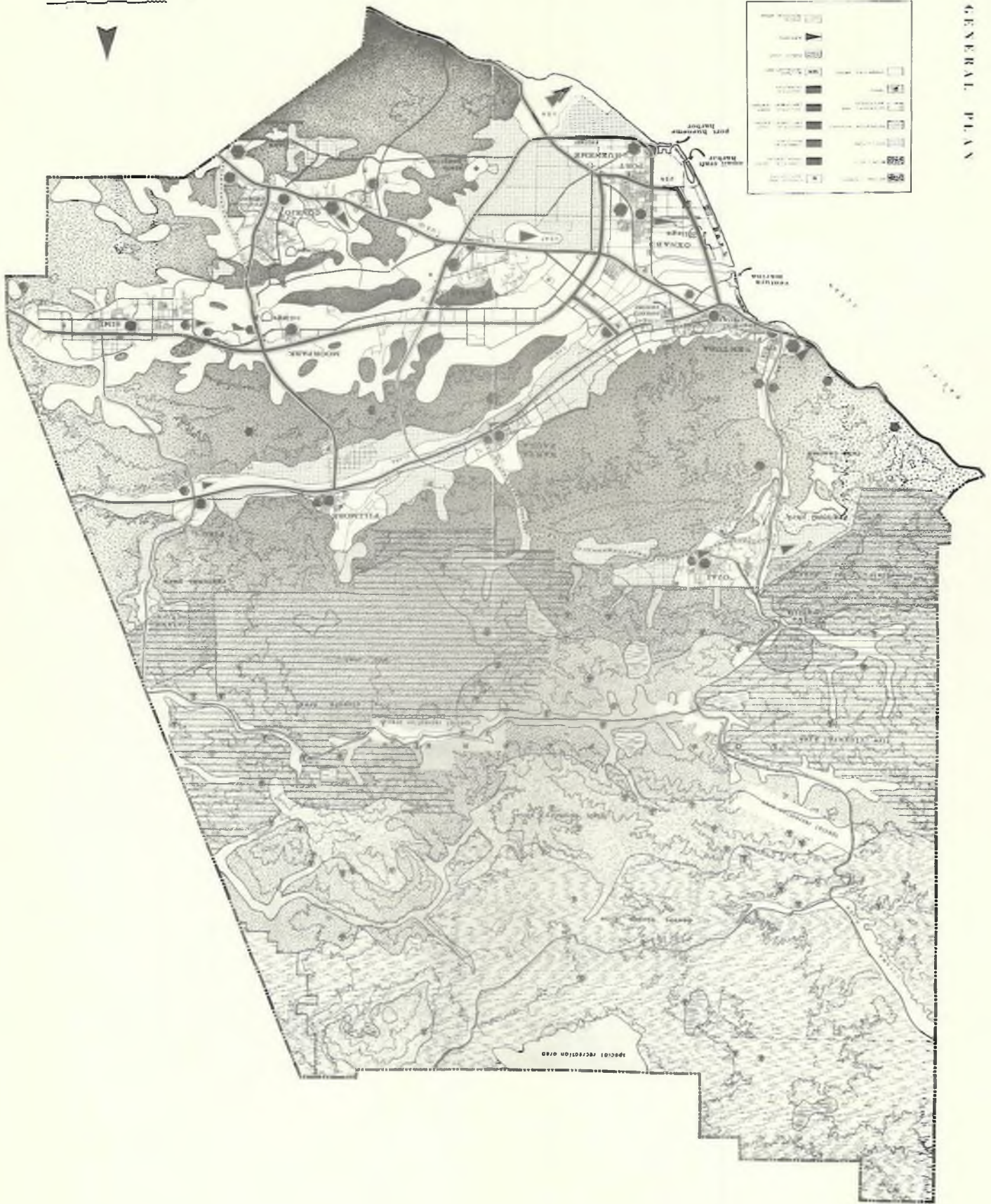
Narration

Ventura County involves two roughly equal sections--a northern area consists of rugged, and in many parts inaccessible mountain country; and a southern area of fertile valleys and low plains. The southern area represents the urban center of the County. The population of the northern area, because of the rugged mountain terrain is limited; in the southern section, however, the topography of the land lends itself to enormous utilization as a major population center.

One added factor may be of interest. If we draw a line bisecting the County from east of Santa Paula to east of Camarillo we now find that approximately 75% of our population live west of this line and more than 40 miles from the present San Fernando Valley State College. In 1985, the Ventura County Planning Department estimates that 62% of the population will still live west of this line.

# 1985 GENERAL PLAN

1985 GENERAL PLAN



Planning Agency's Copy

Population Study and Forecast (by T. J. Dwyer)

III. Urbanization of Ventura County

Where Has This Population Growth Occurred

Planning Area	Population		Population Increase	
	April 1960	April 1964	Number	Percent
Camarillo	17,270	22,579	5,309	30.7
Conejo-Coastal	9,941	27,001	17,060	171.6
Fillmore-Piru	8,755	9,310	555	6.3
Los Padres	309	324	15	4.9
Moorpark	4,013	4,895	882	22.0
Ojai	15,288	18,769	3,481	22.8
Oxnard	72,277	97,885	25,608	35.4
Santa Paula	16,905	18,780	1,875	11.1
Simi	8,110	32,491	24,381	300.6
Ventura	46,270	56,241	9,971	21.5
Totals:	199,138	288,275	89,137	44.8

SOURCE: U. S. Bureau of Census, 1960  
 Ventura County Planning Department

Narration

The population of Ventura County as of April 1, 1964 was 288,275, an increase of 39,418 or 15.8% over April 1, 1963. The County is presently growing at an adjusted annual rate of 11.2%; this is the fastest growth rate of any of the California Counties. It is anticipated that the County's growth rate indicates that during 1964 Ventura County will gain over 40,000 new residents who will occupy more than 11,000 new dwellings. We call the dramatic shift toward urbanization in Ventura County to your attention because we believe that it is a significant factor in support of our petition for a state college. Ventura County is also undergoing a major development of its community culture. As the County has shifted from an agrarian to an urban center, symphony orchestras, theatre, lecture forums, and a host of other cultural elements--vital to a setting for a quality state college--have developed.

V.

## Industrial Growth

### Industry is Coming to Ventura County Because:

1. Ventura County has the nation's finest smog-free year-round climate...
2. Ventura County is an integral part of the nation's second largest market...
3. Ventura County has California's fastest growth rate--11.1% in 1963...
4. It has an assured future water supply as a part of the State Water Program, the Metropolitan Water District, and the United Water Conservation District...
5. Ventura County's governmental, civic, business and agricultural leaders welcome industry and have developed a favorable business climate...
6. A workable land use plan is being developed with ample land set aside for industry...
7. Ventura County has an outstanding labor force with high manual and mechanical skills and excellent work habits...
8. The basic county tax rate is one of California's lowest...
9. Ventura County has ample new housing at prices ranging from \$12,500 - \$40,000. More than 10,000 new dwelling units will be built in 1964...
10. It has unexcelled living conditions with fine new schools, modern shopping centers, uncongested suburban atmosphere, and beautiful scenery...
11. Ventura County has outstanding recreational facilities usable twelve months of the year--including lakes, streams, parks, marinas, beaches, forests and golf courses...
12. It has a fine transportation system and is joined to the Southern California Metropolitan Area by new and expanding freeways...

SOURCE: Ventura County Economic Development Association - 1964 Factual Analysis

### Narration

May I now allow you a moment to glance at the twelve factors which account for the extraordinary movement of industry to Ventura County. (pause to allow time to read) The forces which account for industrial growth account also for more people and for a greater demand for higher education. Importantly industry is coming to Ventura County because the conditions are favorable. People in turn, are coming to Ventura County because the conditions are favorable. We contend that a state college must come in the near future to Ventura County because the conditions are favorable.

VI. Population Characteristics of Ventura County Complement a State College

Major Occupational Groups - 1960

Occupation	Number Employed	% of Total Employed
Professional, Technical & Kindred Workers	9,410	13.9
Farmers & Farm Managers Managers, Officials & Proprietors	1,263	1.8
Clerical & Kindred Workers	5,286	7.8
Sales Workers	8,522	12.6
Craftsman, Foreman, & Kindred Workers	3,975	5.8
Operatives & Kindred Workers	9,496	14.0
Private Household Workers	9,352	13.8
Other Service Workers	1,342	2.0
Farm Laborers & Foreman	5,283	7.8
General Labores	7,518	11.1
Occupations Not Reported	3,155	4.6
	3,249	4.8
Total Employed	67,851	100.0

SOURCE: Official U. S. Census, April, 1960

Narration

A 1960 survey of major occupational groups in Ventura County, carried out under the auspices of the 1960 United States Census indicate that roughly 21% of the labor force are engaged in professional, technical, and managerial functions. Children from homes in which fathers are engaged in these sorts of occupations tend to express a strong desire for achievement of a college degree. The dramatic need for a state college is emphasized by the fact that virtually 41% of the employed population are engaged in endeavors -- professional, technical, managerial functions -- which require some college training beyond the junior college level.



VII. High School Graduates on the Up-Swing

	County Population	12th Grade Graduates
1950	144,647	592
1960	199,138	1,723
1961	212,200	2,001
1962	229,337	2,088
1963	248,857	2,344
1964	281,444	3,082
<u>Projection for the Future</u>		
1970	450,000	4,926
1980	1,000,000	10,950

SOURCE: State Department of Finance

Narration

The need for a state college is most clearly evidenced by the numbers of high school graduates who will require its services. As the above illustration suggests, the percentage of twelfth grade graduates has risen sharply between 1950 and 1964. In brief, while the total County population, between 1950 and 1964 has roughly doubled--the percentage of twelfth grade students has multiplied five times in the same period. The statistics seems clearly to suggest that families with school age children are moving to Ventura County and that the percentage of potential enrollment of college bound youth will continue to rise markedly in the decade ahead. Projecting ahead, it seems reasonable to assume that approximately 5,000 high school students will be interested in potential attendance at a four year state college.

VIII. Potential Enrollment from Ventura Junior College

Semester	13	14	Total
Fall, 1963	1,420	667	2,087
Fall, 1964	2,049	676	2,725
Fall, 1965	2,384	1,001	3,385
Fall, 1966	2,726	1,144	3,870
Fall, 1967	2,844	1,251	4,095
Fall, 1968	2,960	1,302	4,262
Fall, 1969	3,118	1,371	4,488
Fall, 1970	3,260	1,434	4,694

Estimates are based on October 31, 1962 and March 31, 1963 Ventura Junior College Enrollment Figures

Narration

Another factor in establishing the need for a state college is the potential number of transfers from the local two year countywide college. The estimates of potential enrollment from Ventura College, a two year institution, suggests that by 1970 the number of students interested in transferring to a four year institution will rise some 40%. It is evident that the potential enrollment from Ventura College by 1970 would approximate 5,000 students.

IX. County Residents Attending Other Colleges and Universities

State Colleges

Alameda	1	Los Angeles	13
K-V	25	Sacramento	4
S. L. O.	126	San Diego	32
Chico	54	San Fernando	123
Fresno	57	San Francisco	28
Humbolt	25	San Jose	103
Long Beach	36		

Other Colleges & Universities

Colleges Other Than Four-Year State Colleges	528
<u>TOTAL</u>	1,256

SOURCE: State Department of Finance

Narration

As the figures from the State Department of Finance indicate, a large percentage of Ventura County residents now find it necessary to attend a state college in a distant geographical area. More importantly, in a two year period, 1961 to 1963 the total number of County residents in attendance at other state colleges has risen more than 30%. If these figures are extrapolated--applying the formula for predicted increase in population by 1970 to the figures for attendance at other state colleges--it is evident that well over two-thousand students from Ventura County will find it necessary to travel a considerable distance from their base to attend a four year institution.

X. Potential Enrollment from the Local Community

Oxnard	588
Thousand Oaks, Newbury Park	94
Santa Paula, Fillmore, Piru	148
Ventura, Saticoy, Montalvo	597
Camarillo, Somis	219
Port Hueneme	112
Simi, Santa Susana, Moorpark	54
Oak View, Ojai	101
Pacific Missile Range	698
Out of County	26
Total	1939

Survey made by Ventura County Newspapers, 1963

Narration

A recent survey by the newspapers of Ventura County indicated that almost 2,000 adult citizens are interested in attending a four year institution. While a percentage of these is presumably interested in part time attendance one may reasonably assume that there would still be a sufficient number which by 1970 would add some 3,000 additional potential students to the enrollment of a state college.

X-A.

Service to Contiguous Areas

Narration

As Ventura County has contributed substantially to the enrollment of San Fernando State College, logically a state college in Ventura County would provide service to potential students from a number of contiguous areas. Chief among these is the county of Santa Barbara. Additional however, it is likely that residents of the Newhall-Saugus area and other portions of north Los Angeles County, as well as residents in the Malibu section of Los Angeles County will also find a state college in Ventura County convenient.

In a related point the current enrollment of San Fernando State College is likely to achieve saturation in the near future. For example, developments are now underway to establish a 4,000 acre suburban community in the Newhall-Saugus area.<sup>1</sup> As a consequence population will rise sharply in this area to 180,000 in the late 1970's.<sup>2</sup> Clearly, San Fernando State College will probably not be able to handle the enrollment with which it will be faced.

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<sup>1</sup> Conference with California Land Company Executives

<sup>2</sup> Page 16, Part 2, Background For Planning - The Regional Planning Commission of Los Angeles County

XI.

The Potential

5, 000 HIGH SCHOOL STUDENTS

5, 000 JR. COLLEGE TRANSFERS

2, 000 IN OTHER INSTITUTIONS

3, 000 FROM INCREASED POPULATION

15, 000 POTENTIAL

Narration

Now, if I may summarize statistically, the implications of what I have just said, it is evident that the combined potential enrollment of a state college in Ventura County by 1970 will achieve a figure of virtually 15,000 students: the number of high school graduates will provide some 5,000 potential enrollees-- an additional 5,000 will be eligible to transfer from the countywide junior college-- some 2,000 students will by that time be attending colleges and universities outside Ventura County--and, extrapolating the figures for the estimated increase in population, an additional 3,000 local professional, technical and kindred workers will seek attendance. Gentlemen, I submit, that we recognize that these are maximum expanded and most optimistic figures, but let's just cut this figure in half, and we still have a solid 7,000 students by 1970 in dire need of a state college in this County.

## XII. Land is Currently Available--Two Gift Sites Have Been Tendered

### Narration

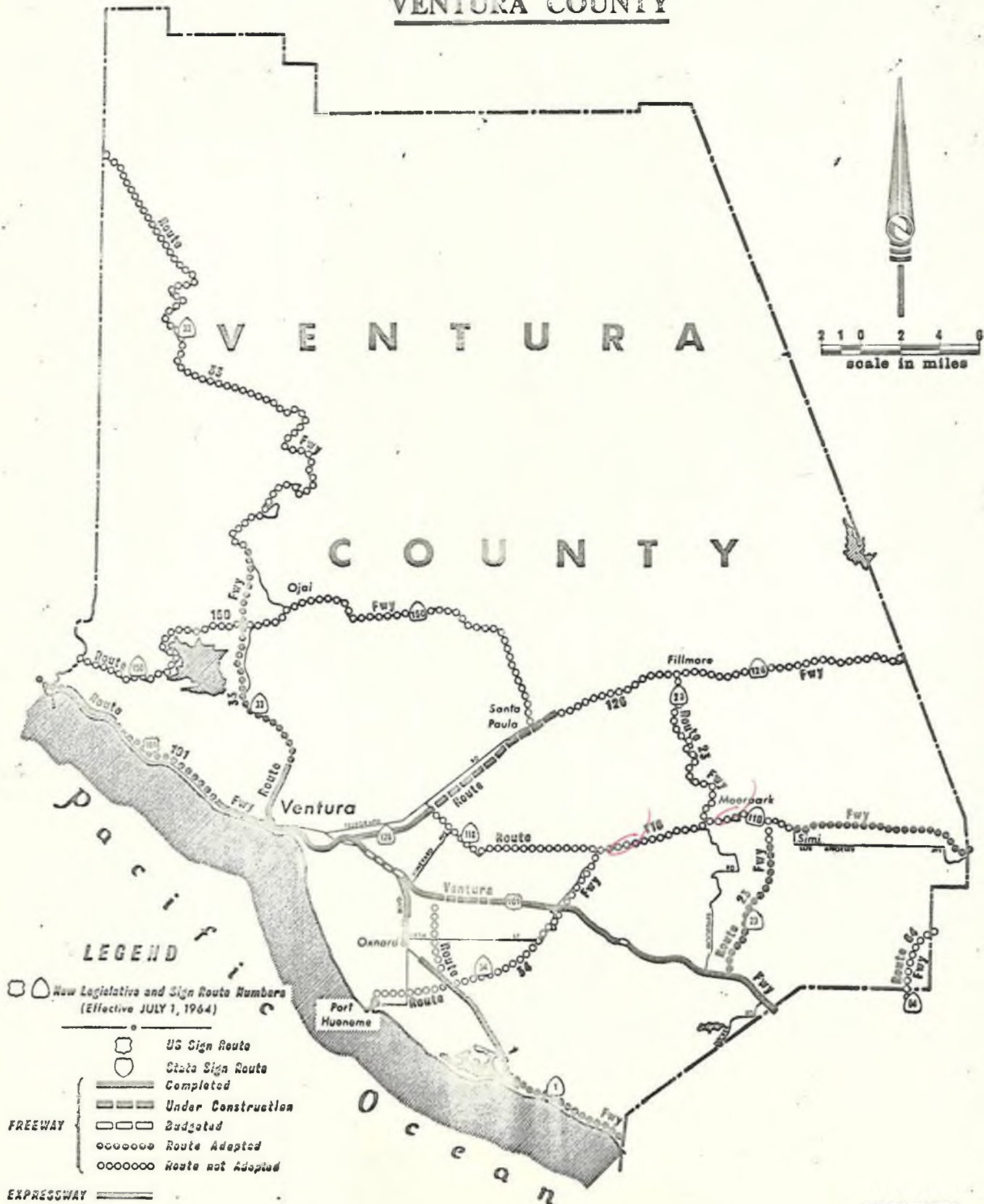
Feasibility studies of construction sites indicate that approximately 5% of the county is level enough for large scale building. Because of the relatively small amount of level ground with which to accommodate the construction need of an expanding population, land prices are now high, and moreover appear to be rising approximately 3% per month in the eastern area of the county. However, pursuant to the terms and conditions of Section 22604 of the Education Code, two land gifts have been offered for use as a State College campus. .

This land is now available near the center of the Ventura County population. The first gift is being tendered by Mr. William Clark, representing the Trans-Coast Investment Company (ask Mr. Clark to stand). The other gift is being offered by Mr. Richard Bard, Sr., who is representing the Berylwood Investment Company (ask Mr. Bard to stand).

The Trans-Coast Investment Company's gift offer is located on Peach Hill adjacent to Moorpark. The Berylwood Investment Company's offer is approximately half way between Moorpark and Somis. Both of these offers have enormous possibilities for a state college because they are in the center of the urbanized population of Ventura County, they have easy access to freeways and the topography of each of these sites would make it possible to build an excellent state college campus.

# CALIFORNIA FREEWAY AND EXPRESSWAY SYSTEM

## VENTURA COUNTY



U.S. Dept. of Pub. Works



### XIII.

#### Precious Talent is Being Lost

Perhaps the strongest argument for our position lies in the fact that many youth who can profit from a college education fail to do so because of the absence of a four year institution within reasonable distance. It is this dropout factor -- the loss of the cream of our nation's talent -- that is our most precious commodity. More than one-third of the nation's youth with an IQ above 140 still fail to complete a four year college program. Each time a bit of the flame is lost, the future of a strong America is diminished.

**XIV. POPULATION DESIRE NEED SETTING**

**DEMAND**

**A**

**VENTURA COUNTY STATE COLLEGE**

**OPERATIONAL IN 1970**

**Narration**

Now Gentlemen, we have endeavored to outline the problem, namely, 7,000 plus college students in 1970 with no place to go in Ventura County.

Further, we have also endeavored to give you the answer, namely, an offering of college sites being tendered to the State. We have established that our industrial and economic tax base will more than support and pay our own way after our college is established. Thus, there now remains only that final important requirement of taking the necessary legislative action to establish the school and build it to meet our 1970 needs, and, in this task we most earnestly seek your aid and assistance with the request that you approve the foregoing presentation with the necessary recommendation to establish our state college operational by 1970. We thank you for your time and attention and will be grateful for your reply as early as possible.