Cañada College



Apicnic of data

Intentionally Strengthen Enrollment Inquiry Group Meeting #1
October 22, 2026
Office of PRIE

Cañada College

Why this deck?

The data in these slides were created as **food for thought** for the "Intentionally Strengthening Enrollment" inquiry team.

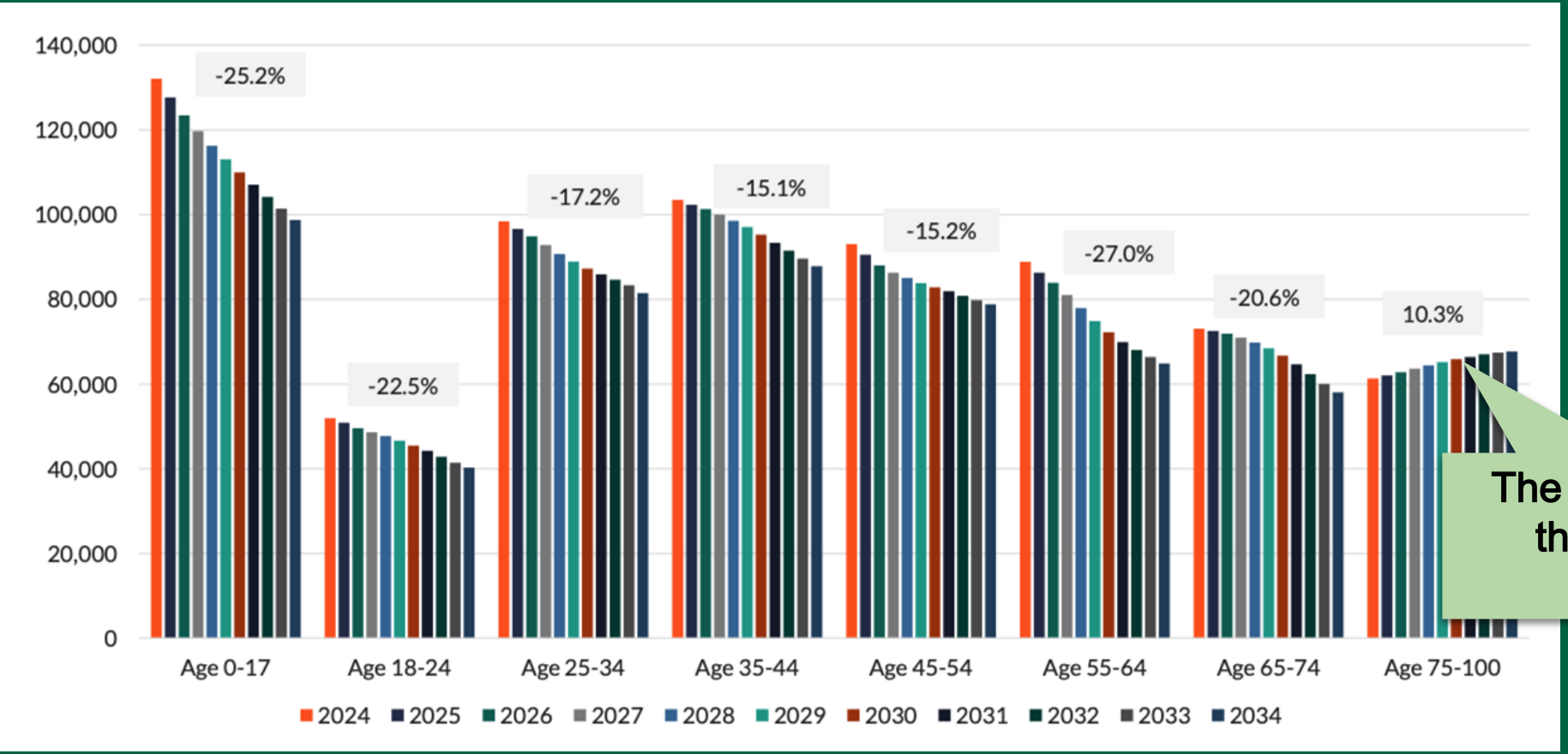
It offers a sample of local demographic trends as a backdrop for your breakout discussion.



01

In the long term, our population is shrinking

Population projections through 2034 in San Mateo County by age bracket



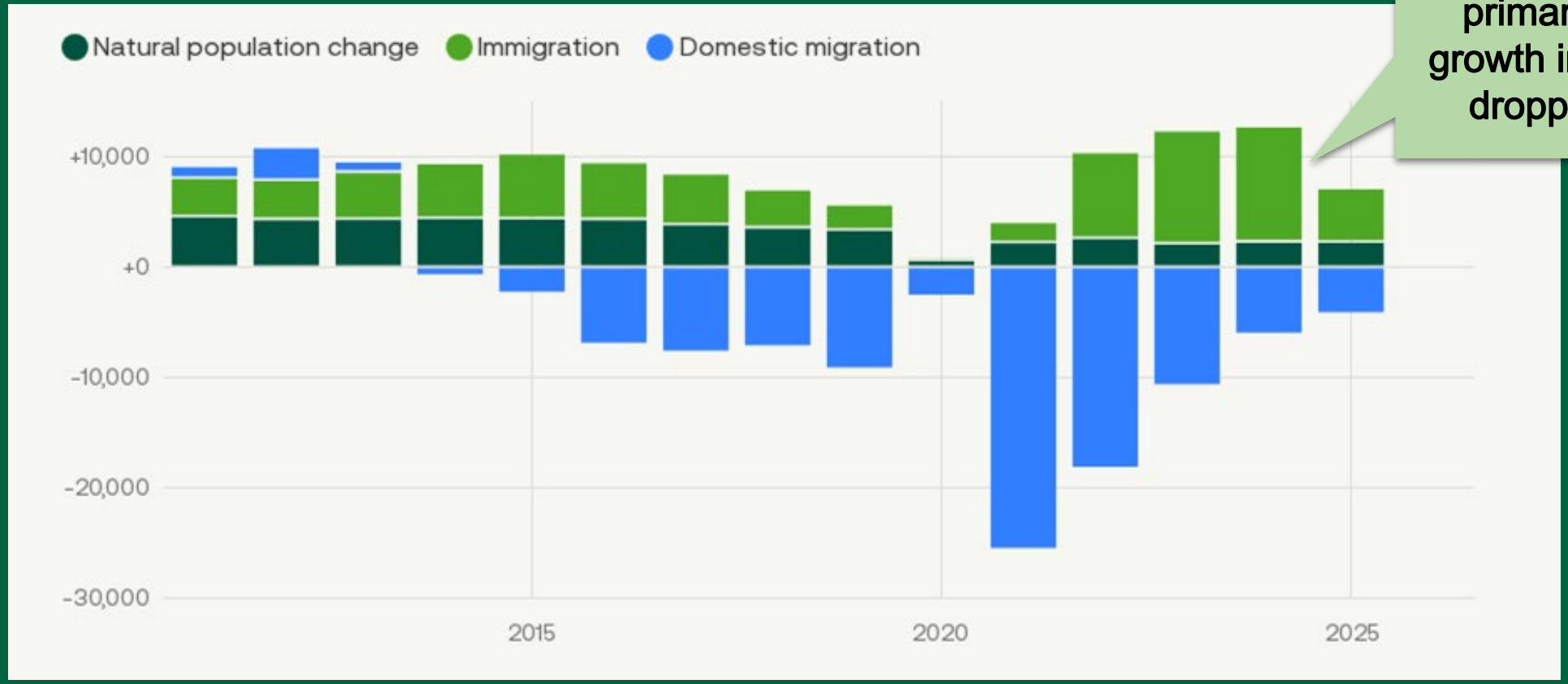
The oldest cohort is the only group growing

Source: Hanover research Industries of Opportunity report for SMCCD (2024)

02

In recent years, fewer people moved to the area

San Mateo County, population change from previous year, 2011- 2025



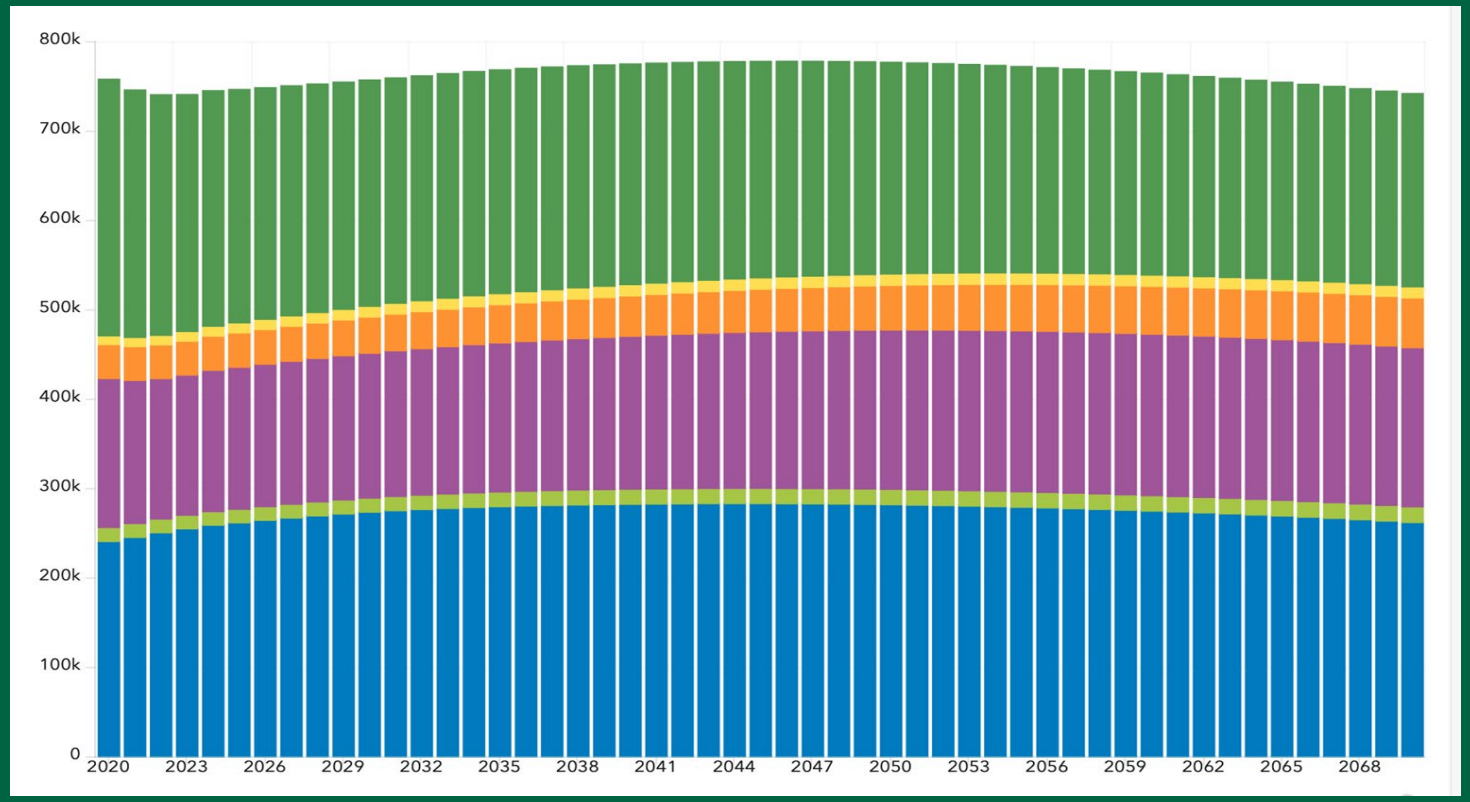
Immigration was the primary driver of growth in 2024, then dropped in 2025

Source: Source: US Census Bureau via (USAfacts)

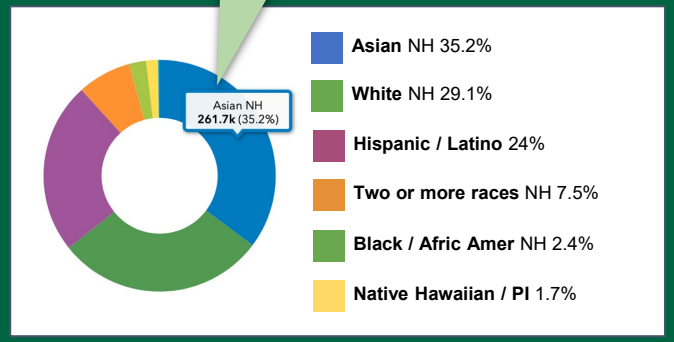
03

The White (non-Hispanic) population is projected to decline over time

San Mateo County, projected population by race / ethnicity (2020-2070)



By 2070, Asians will make up more of San Mateo County than other groups

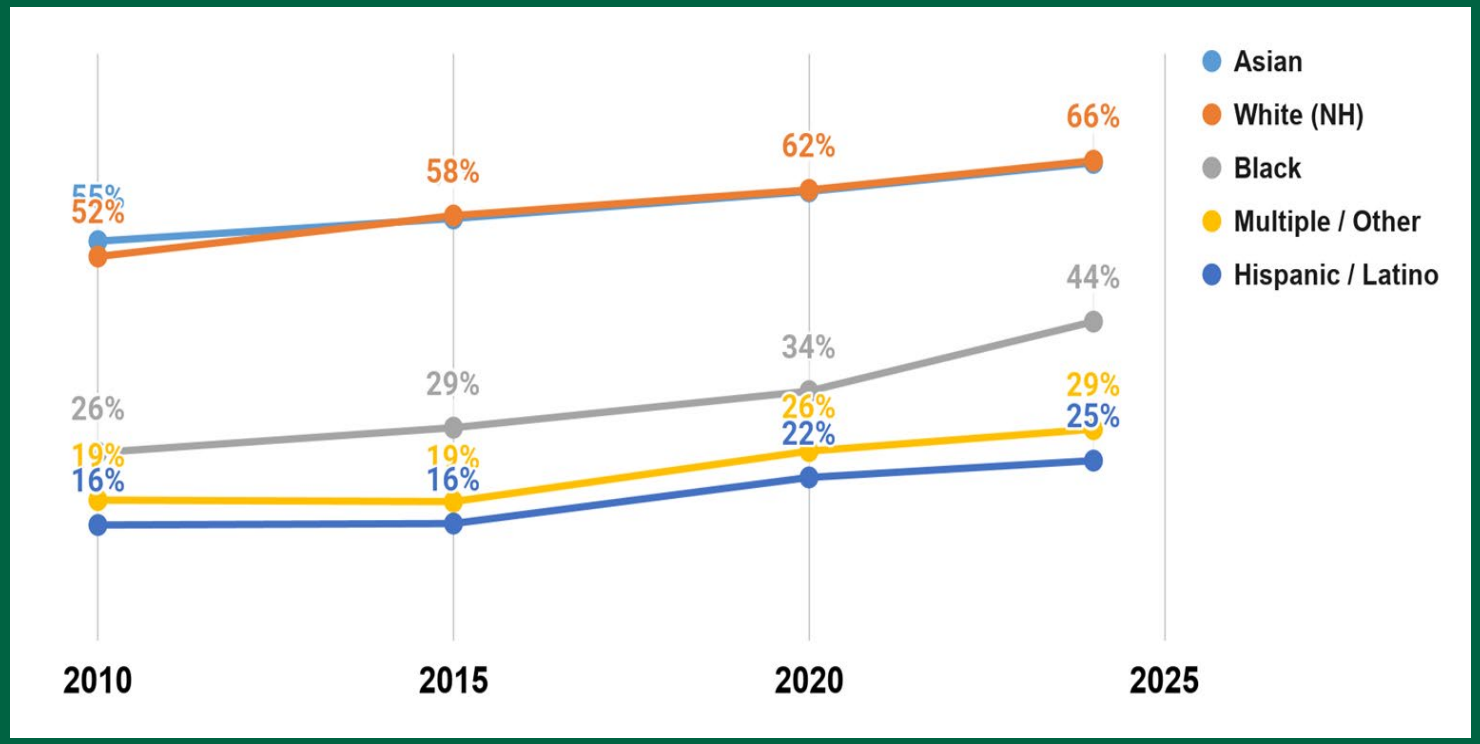


Source: US Census Bureau via CA Dept. of Finance

04

College attainment rates have improved over time, but Hispanic / Latino still lower than other groups

Percentage of Adults with a Bachelor's Degree or Higher, by Race & Ethnicity
San Mateo County | 2010 - 2024

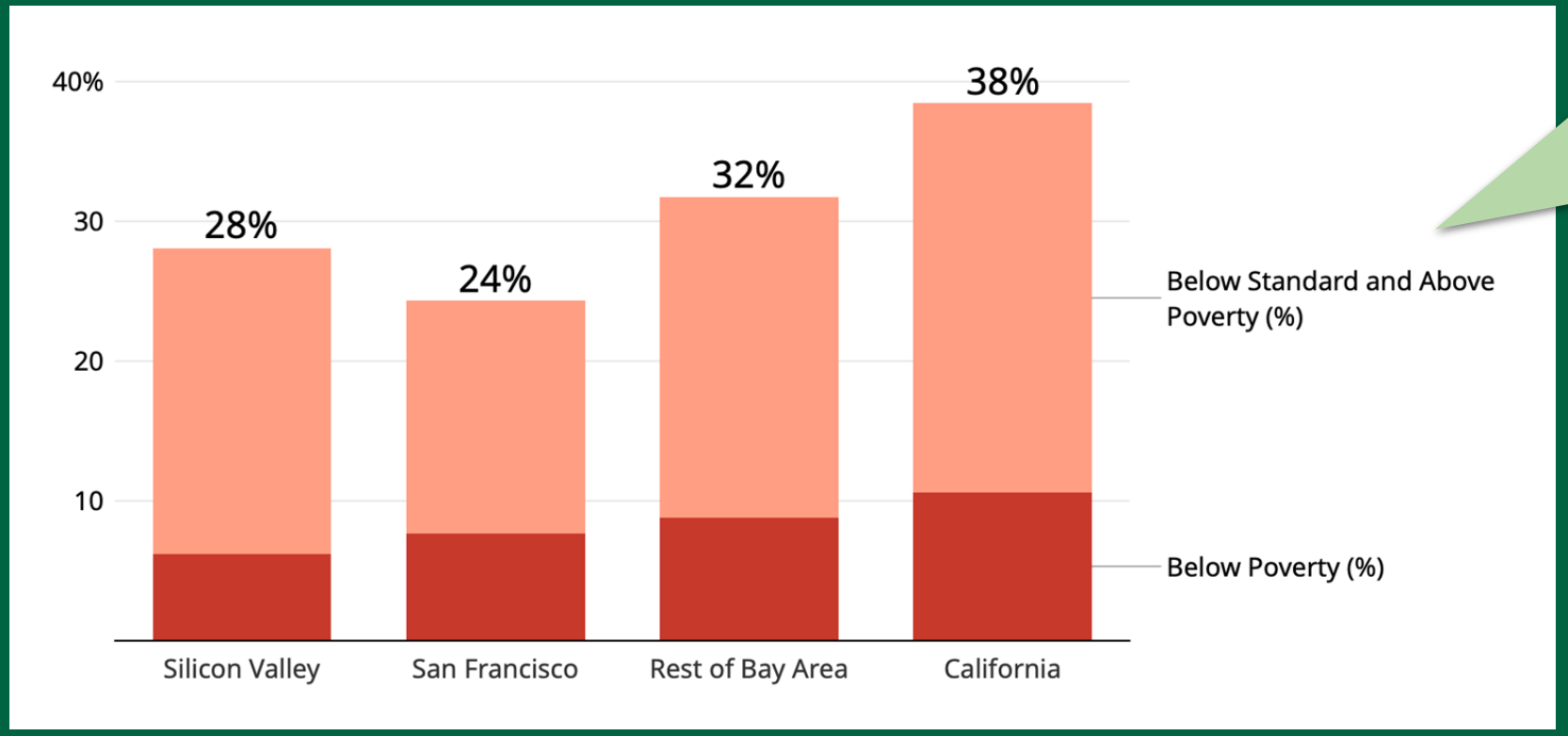


Source: Silicon Valley Indicators data - downloaded data here

05

Because it is expensive to live here, income is inadequate for more than a quarter of the region's households

Percentage of Households Living in Poverty and Below Self-Sufficiency Standards | 2026



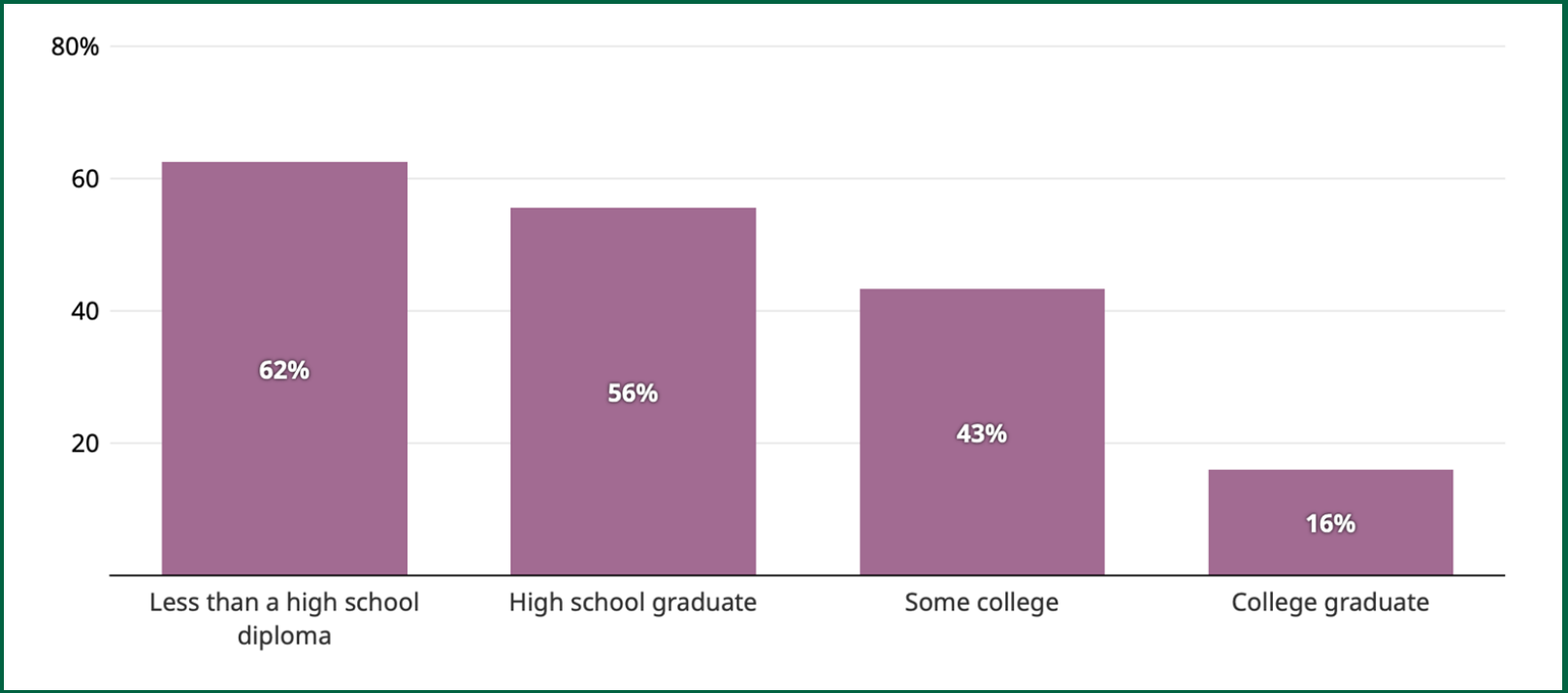
38% of CA's working-age households don't earn enough money to meet basic needs

Source: Center for Women's Welfare, University of Washington; Silicon Valley Institute

06

The financial situation is more stark for those without a college degree

Percentage of Households Living Below the Self-Sufficiency Standards by educational attainment of householder | Santa Clara + San Mateo Counties, 2025

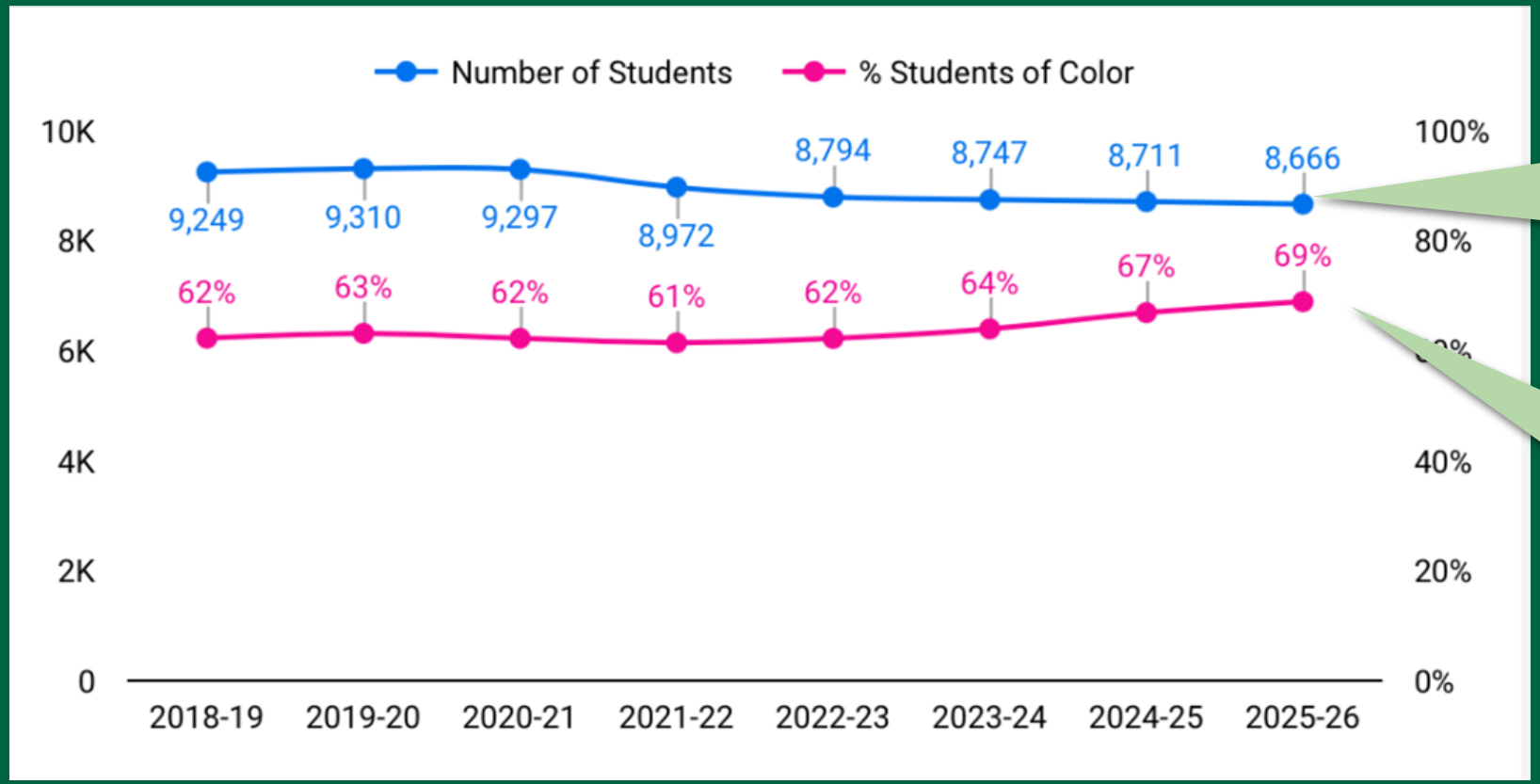


Source: Center for Women's Welfare, University of Washington; Silicon Valley Institute

07

Locally, HS enrollment has dropped 7% in recent years, mirroring the national population decline

Total student enrollment in Sequoia Union HS district, 2+ years, 2018-2026



Long term, enrollment dropped (lower birth rate, cost of living challenges)

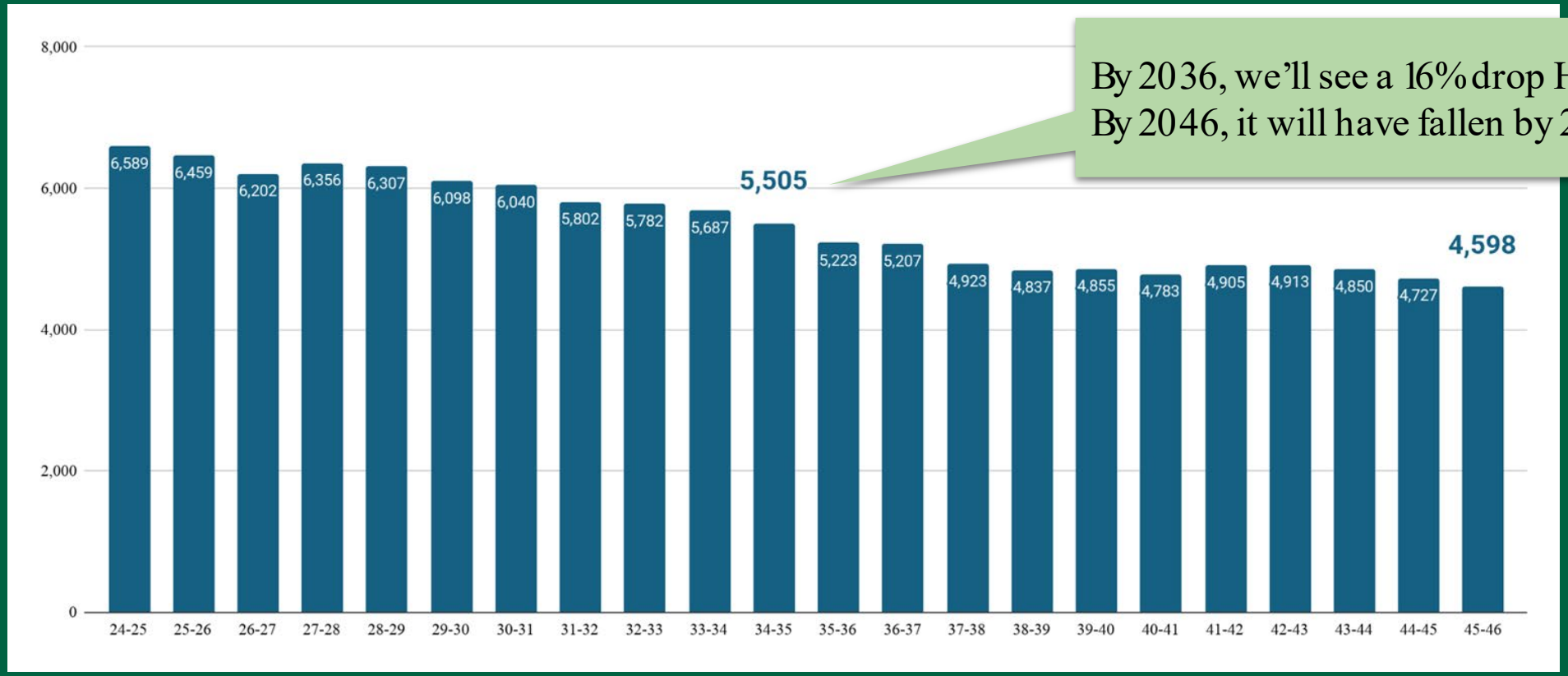
Interestingly, enrollment for students of color has increased since 2021

Source: SUHSD dashboard

08

Locally, HS enrollment has dropped 7% in recent years, mirroring the national population decline

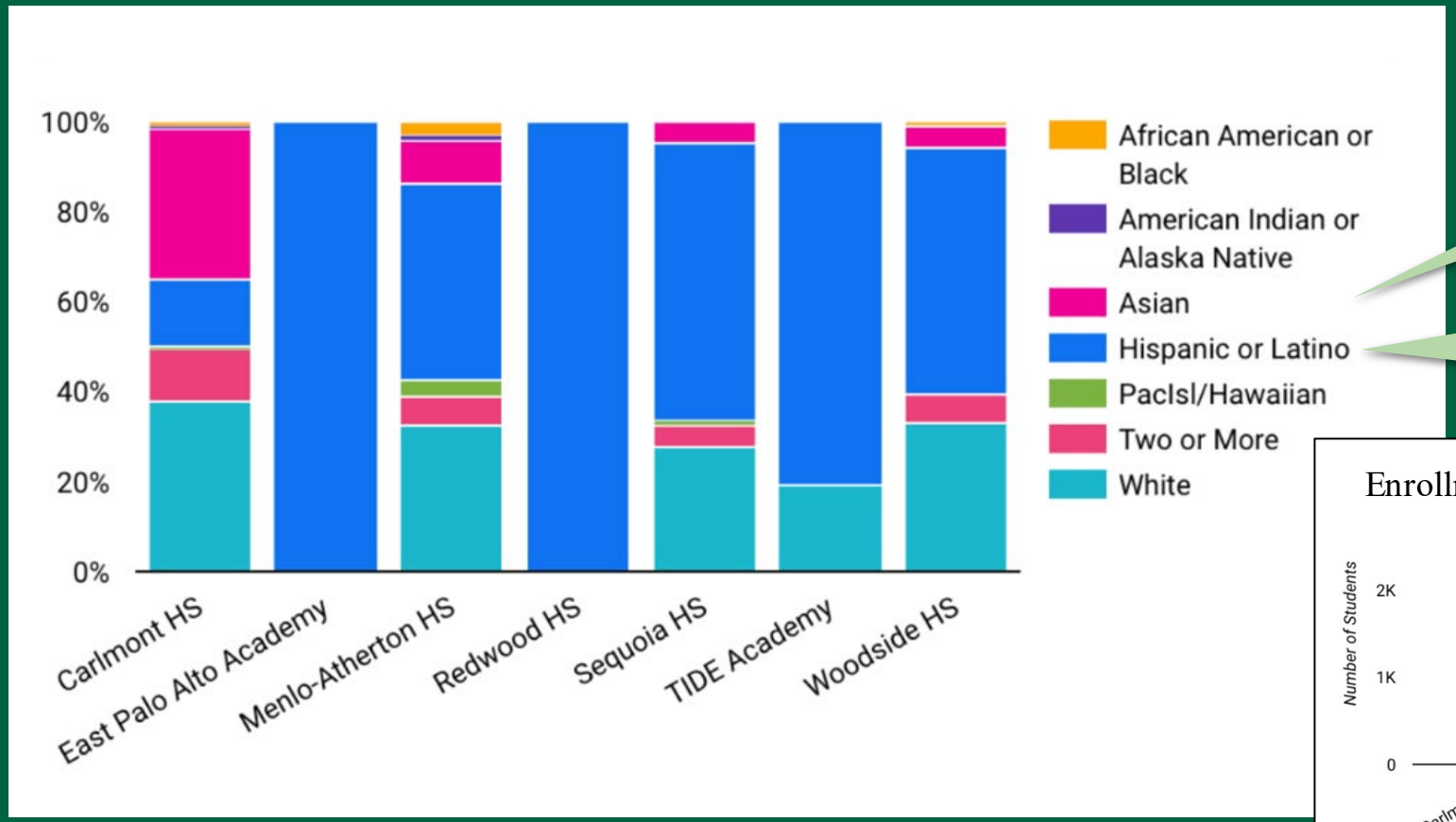
Projected California Public High School Graduates by School Year: San Mateo County



Source: CA Dept of Finance

More students in the district are at Carlmont and Menlo-Atherton high schools

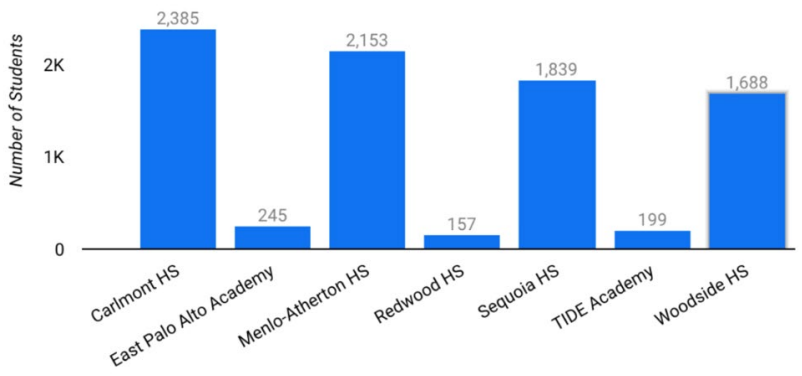
SUHSD School Diversity by Race / Ethnicity



Higher proportion of Asian students at Carlmont

Higher proportion of Hispanic students at Woodside + Sequoia

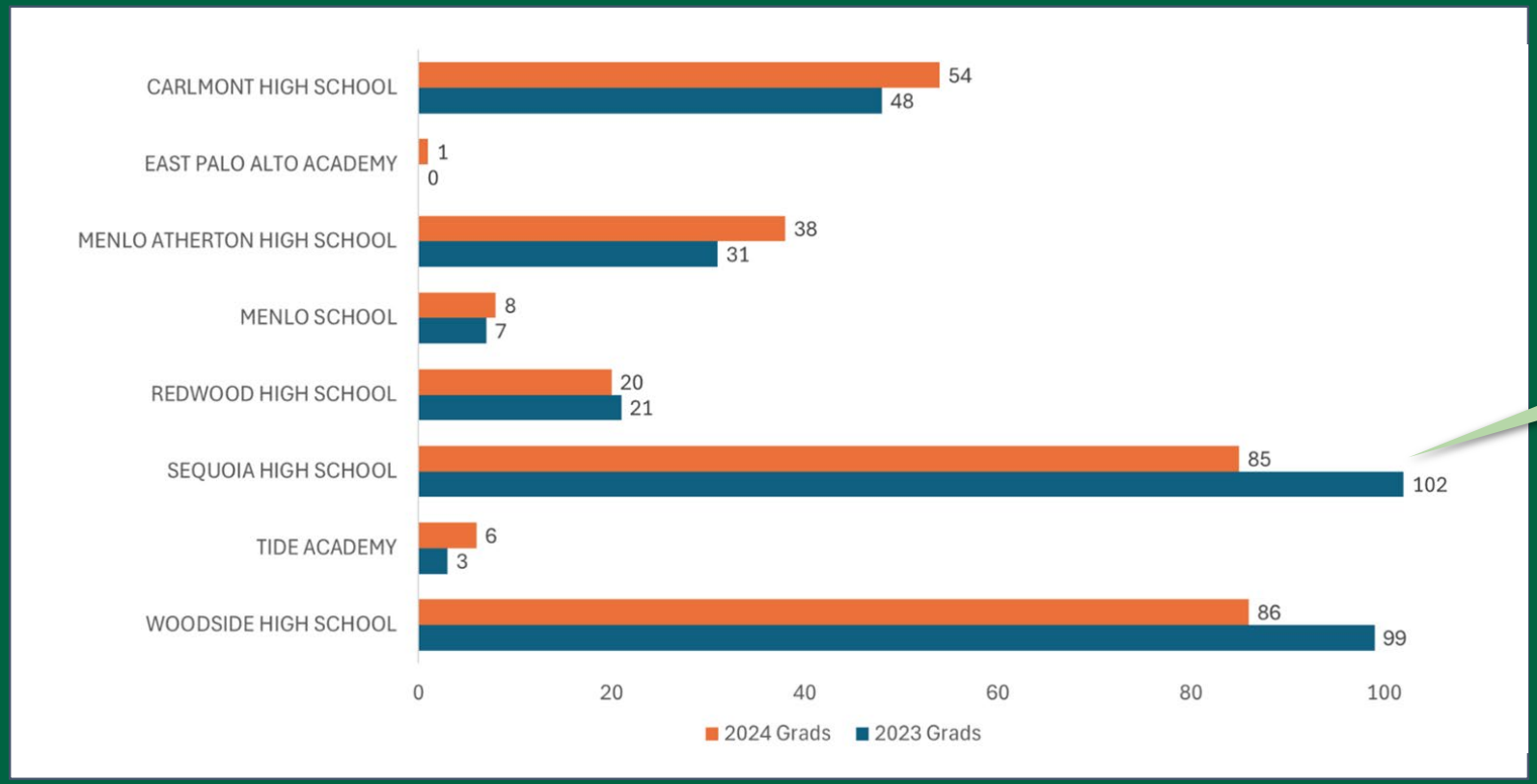
Enrollment by feeder school (2024)



Source: SUHSD dashboard

More Cañada students come from Sequoia and Woodside High Schools

SUHSD students who enrolled as first-time college students within 1year of graduating HS, 2023 vs 2024



Enrollment from Sequoia and Woodside decreased 15% in 2024

Source: Cañada College

White collar jobs are still plentiful, but hardly in growth mode

Occupations with highest # of unique postings in San Mateo County and surrounding area, Jan 2025 - July 2026

Occupation	% Change	Unique Postings	Median Salary	Number of Companies Posting
Software Developers	(24%)	37,483	$193,280	3,496
Marketing Managers	(9%)	20,067	$192,256	2,478
Computer Occupations, All Other	(3%)	15,681	$179,968	2,381
Industrial Engineers	38%	12,723	$173,824	1,589
Project Management Specialists	35%	12,683	$140,032	2,387
Financial Managers	(22%)	12,232	$160,512	2,647
General and Operations Managers	(5%)	11,926	$162,560	2,460
Registered Nurses	(28%)	11,640	$148,224	999
Managers, All Other	(6%)	10,855	$157,440	2,158
Sales Representatives, Wholesale and Manufacturing, Except Tech	(21%)	10,345	$114,432	2,205
Computer and Information Research Scientists	(17%)	10,030	$209,664	967
Data Scientists	(14%)	9,733	$164,608	1,657
Sales Managers	(25%)	9,381	$147,200	2,660
Financial and Investment Analysts	(21%)	8,507	$137,984	1,752
Architectural and Engineering Managers	10%	7,668	$200,192	1,280
Medical and Health Services Managers	(1%)	7,572	$139,008	1,449
Mechanical Engineers	55%	6,914	$155,392	1,015
Electrical Engineers	15%	6,621	$171,520	1,041
Accountants and Auditors	9%	6,551	$105,216	1,819

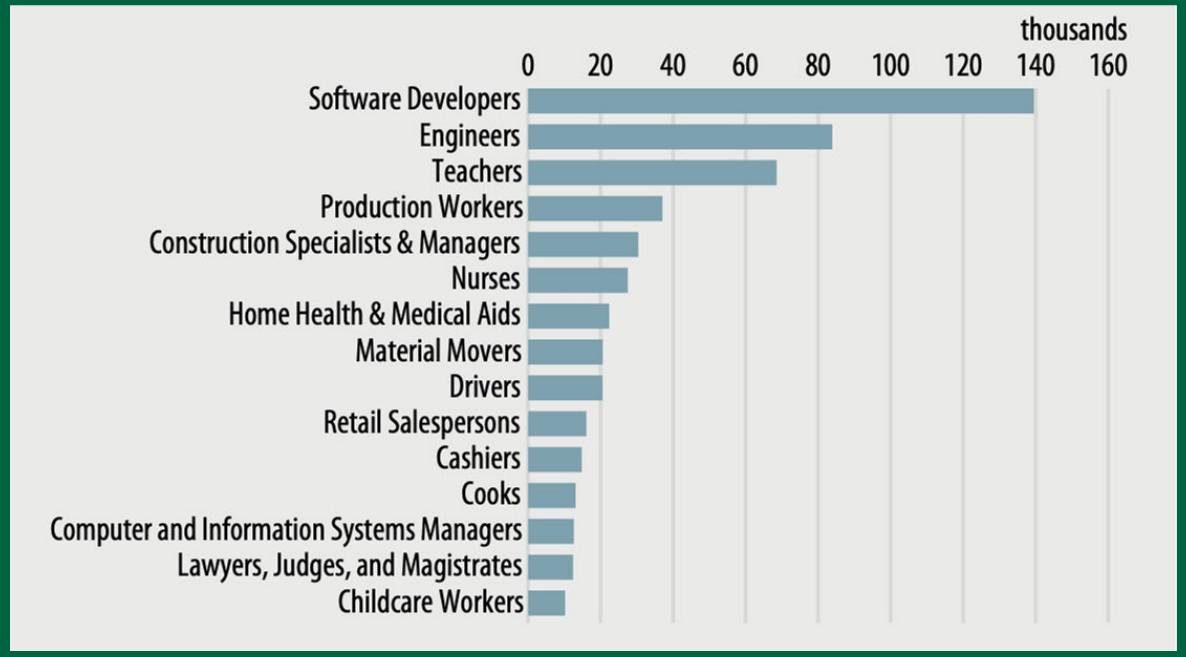
Shrinking fields:
Developers, nursing, sales and finance

Growing fields:
project management, engineers (industrial / mechanical / electrical)

Source: Lightcast Aug 2026 data

Software Developers (~140,000) and Engineers (~84,000) are the largest occupations regionally, but…

Top 15 Silicon Valley Occupations
Santa Clara and San Mateo Counties 2024



Sources: US Census Bureau via Silicon Valley Index, Linkedin and Indeed Hiring Labs research

Overall tech growth modest since 2019 (+4%) since pre-pandemic boom times (+51%)

- Tech pipeline matured (moving to lower cost labor areas, or exposed to AI)
- Senior + AI-fluent roles growing, junior/generalist roles contracting

Healthcare and skilled trades (construction) under-supplied and safer from AI displacement

- "Soft skills" (leadership, communication, cross functional collaboration) are durable even w/ AI

Hungry for more data?

Explore these resources with these example questions4

- Silicon Valley Indicators Maintained by the Silicon Valley Institute for Regional Studies this tracks a number of economic trends in Santa Clara and San Mateo Counties
  - *What % of the population is foreign born?*
  - *How much time do Silicon Valley workers work from home?*

- Department of Finance, State of California Visualizations of population projections by age and race by county
  - *What % of Santa Clara county will be working age in 10 years?*
  - *How does this compare to all of California?*

- USAfacts.org Visualizations for up -to-date, unbiased US government data and reports, non-profit headed by Microsoft co-founder Steve Ballmer
  - *What's the average wage in [location]?*
  - *How many people are enrolled in the ACA in [location]?*

- Sequoia Union High School District Dashboard tracking enrollment, scores, and other demographics in the local public high schools
  - *Which schools have a high number of multilanguage learners?*

- AI unemployment tracker Developed by UC in partnership with CA's Employment Development Dept using unemployment insurance claims against an AI exposure metric
  - *What industries are seeing more claims and showing vulnerability to AI?*

