



# **Centers of Excellence for Labor Market Research**

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**Industry Sector Profiles  
Overview of Data Points and Preview of Key Findings**



# The COE Network





# **Centers of Excellence for Labor Market Research**

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## **Methodology**

# Selecting Sector Codes

	A	B	C
1	Sector	NAICS Code	NAICS Title
2	Advanced Manufacturing	311111	Dog and Cat Food Manufacturing
3	Advanced Manufacturing	311119	Other Animal Food Manufacturing
4	Advanced Manufacturing	311211	Flour Milling
5	Advanced Manufacturing	311212	Rice Milling
6	Advanced Manufacturing	311213	Malt Manufacturing
7	Advanced Manufacturing	311221	Wet Corn Milling
8	Advanced Manufacturing	311224	Soybean and Other Oilseed Processing
9	Advanced Manufacturing	311225	Fats and Oils Refining and Blending
10	Advanced Manufacturing	311230	Breakfast Cereal Manufacturing
11	Advanced Manufacturing	311313	Beet Sugar Manufacturing
12	Advanced Manufacturing	311314	Cane Sugar Manufacturing
13	Advanced Manufacturing	311340	Nonchocolate Confectionery Manufacturing
14	Advanced Manufacturing	311351	Chocolate and Confectionery Manufacturing from Cacao Beans
15	Advanced Manufacturing	311352	Confectionery Manufacturing from Purchased Chocolate
16	Advanced Manufacturing	311411	Frozen Fruit, Juice, and Vegetable Manufacturing
17	Advanced Manufacturing	311412	Frozen Specialty Food Manufacturing
18	Advanced Manufacturing	311421	Fruit and Vegetable Canning
19	Advanced Manufacturing	311422	Specialty Canning
20	Advanced Manufacturing	311423	Dried and Dehydrated Food Manufacturing
21	Advanced Manufacturing	311511	Fluid Milk Manufacturing
22	Advanced Manufacturing	311512	Creamery Butter Manufacturing
23	Advanced Manufacturing	311513	Cheese Manufacturing
24	Advanced Manufacturing	311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing
25	Advanced Manufacturing	311520	Ice Cream and Frozen Dessert Manufacturing
26	Advanced Manufacturing	311611	Animal (except Poultry) Slaughtering

## Selecting Middle Skill Jobs

	A	B	C
1	SOC CODE	SOC TITLE	<div> <div> <div></div> <div> <div></div> <div> <div></div> <div></div> </div> </div> <div> <div></div> <div></div> </div> </div> </div>
2	11-1011	Chief Executives	Above Middle-Skill
3	11-1021	General and Operations Managers	Middle-Skill
4	11-1031	Legislators	Above Middle-Skill
5	11-2011	Advertising and Promotions Managers	Above Middle-Skill
6	11-2021	Marketing Managers	Above Middle-Skill
7	11-2022	Sales Managers	Above Middle-Skill
8	11-2031	Public Relations and Fundraising Managers	Above Middle-Skill
9	11-3011	Administrative Services and Facilities Managers	Middle-Skill
10	11-3021	Computer and Information Systems Managers	Above Middle-Skill
11	11-3031	Financial Managers	Above Middle-Skill
12	11-3051	Industrial Production Managers	Above Middle-Skill
13	11-3061	Purchasing Managers	Above Middle-Skill
14	11-3071	Transportation, Storage, and Distribution Managers	Middle-Skill
15	11-3111	Compensation and Benefits Managers	Above Middle-Skill
16	11-3121	Human Resources Managers	Above Middle-Skill
17	11-3131	Training and Development Managers	Above Middle-Skill
18	11-9013	Farmers, Ranchers, and Other Agricultural Managers	Middle-Skill
19	11-9021	Construction Managers	Above Middle-Skill
20	11-9031	Education and Childcare Administrators, Preschool and Daycare	Above Middle-Skill
21	11-9032	Education Administrators, Kindergarten through Secondary	Above Middle-Skill
22	11-9033	Education Administrators, Postsecondary	Above Middle-Skill
23	11-9039	Education Administrators, All Other	Above Middle-Skill
24	11-9041	Architectural and Engineering Managers	Above Middle-Skill
25	11-9051	Food Service Managers	Middle-Skill
26	11-9071	Gambling Managers	Middle-Skill
27	11-9081	Lodging Managers	Middle-Skill

## Top Middle Skill Jobs



Identified jobs related  
to each sector



Filtered by Middle-Skill  
classification



Sorted by labor market  
demand (annual job  
openings)



Entry-level wages that  
meet or exceed the  
Living Wage



Family Needs  
Calculator sets hourly  
Living Wage at **\$17.58**

To view Supply data below, make selections in the boxes to the right.

REFRESH - Clear All Filters

For more detail, click on the "+"

\*3 Yr Avg for CCs is 2018-19 through 2020-21.

TIP: To filter your choices, click on your selection in the boxes below. To select more than one, hold down the Control Key while making your selections.

Type of Educ. Ins...

Community College

Regions

South Central

Economic Subregions

Orange

San Diego/Imperial

Santa Cruz & Monterey

Silicon Valley

South Central

County

Los Angeles

San Luis Obispo

Santa Barbara

Ventura

Alameda

Butte

TOP4 with Title

0101 - Agriculture Technology and Sciences, ...

0102 - Animal Science

0103 - Plant Science

0104 - Viticulture, Enology, and Wine Business

0109 - Horticulture

0112 - Agriculture Business, Sales and Service

0201 - Architecture and Architectural Technol...

0301 - Environmental Science

TOP6 with Title

493060 - Elementary Education (Grades 1-8)

493062 - Secondary Education (Grades 9-12...)

493072 - Leadership Skills Development

493086 - English as a Second Language - Li...

493087 - English as a Second Language - In...

493100 - Vocational ESL

493200 - General Work Experience

999999 - Unknown

Institution Name

Allan Hancock

Antelope Valley

Canyons

Cuesta


Moorpark

Oxnard

Santa Barbara

Ventura

TOP6 - Program Title	2018 -19	2019 -20	2020- 21	Latest 3 Yr Avg
010100 - Agriculture Technology and Sciences, General	3	5	7	5
010200 - Animal Science	80	82	72	78
010210 - Veterinary Technician (Licensed)	15	18	8	14
010300 - Plant Science	3	7	15	8
010400 - Viticulture, Enology, and Wine Business	18	15	18	17
010900 - Horticulture	17	19	12	16
010910 - Landscape Design and Maintenance	63	39	75	59
010920 - Floriculture / Floristry	3	7	-	3
010930 - Nursery Technology	4	3	1	3
011200 - Agriculture Business, Sales and Service	5	14	22	14
020100 - Architecture and Architectural Technology	7	4	8	6
030100 - Environmental Science	2	4	3	3
030200 - Environmental Studies	7	9	7	8
030300 - Environmental Technology	31	28	17	25
040100 - Biology, General	486	329	732	516
040800 - Natural History	2	-	2	1
043000 - Biotechnology and Biomedical Technology	5	12	9	9
050100 - Business and Commerce, General	92	141	752	328
050200 - Accounting	543	613	601	586
050210 - Tax Studies	-	7	11	6
050400 - Banking and Finance	2	5	5	4
050500 - Business Administration	1,065	1,127	1,256	1,149
050600 - Business Management	185	230	352	256
050630 - Management Development and Supervision	22	4	6	11
050640 - Small Business and Entrepreneurship	74	51	47	57
050650 - Retail Store Operations and Management	-	1	-	0
050800 - International Business and Trade	10	11	14	12
050900 - Marketing and Distribution	133	70	88	97
050940 - Sales and Salesmanship	5	1	13	6
050970 - E-Commerce (Business emphasis)	4	4	9	6
051100 - Real Estate	20	27	24	24
051400 - Office Technology/Office Computer Applicatio	131	114	113	119
051410 - Legal Office Technology	2	1	-	1
051420 - Medical Office Technology	84	86	52	74
051440 - Office Management	26	16	64	35




**Community College Pipeline**  
Community college offerings, student characteristics, milestones, completion, and employment outcomes to support program review and planning.

[Explore](#)



**Adult Education Pipeline**  
Comprehensive, multi-level data on student demographics, enrollment, outcomes, types of services received, and employment using new adult education data and accountability metrics.

[Explore](#)



**Strong Workforce Program**  
Completion and employment data for examining long-term outcomes.

[Explore](#)



**K12 Strong Workforce Program**  
Examine CTE system engagement and high school graduation for K12 students at institutions awarded K12 SWP funding.

[Explore](#)



California  
Community  
Colleges

LaunchBoard





# **Centers of Excellence for Labor Market Research**

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## **Report Features**

# Example Executive Summary

## Key Findings from the South Central Coast Center of Excellence's Sector Analysis Project

### Fast Facts<sup>1</sup>

#### Employment



**85,125**  
people employed

**12%** (10,035)  
5-year projected  
job growth

**\$78,624**  
average earnings  
per job

#### Education



**8**  
regional community  
colleges offering courses

**12,076**  
students taking  
courses in the region

**72%**  
completers employed  
within 6 months

**50%**  
median change in  
earnings upon completion

#### Student Demographics



**33%**  
male  
**66%**  
female

**81%**  
economically  
disadvantaged

**35%**  
first-generation

**11%**  
skill-builders

**19%**  
previously earned a  
certificate or degree

Industry-wide employment,  
projected job growth, and  
earnings data

Regional student outcomes

Regional student demographic  
data

# Example Executive Summary

## New regional Industry Developments and highlights from our Community Colleges



### Did You Know?<sup>2</sup>

- **Health Care is considered “recession-proof”** because employment increased during the 2007-2009 recession when most sectors experienced job decline.
- Health Care occupations are great for individuals interested in **learning on the job**. Health Care professionals need to regularly develop their **technical skills** as new research and technology change the field.
- Job seekers interested in a Health Care career would benefit from **interning or volunteering** at Health Care facilities. Employers prefer candidates with **prior work experience** and report that to be the number one reason why they have difficulty in hiring qualified candidates.
- When selecting a Health Care training program, be sure to research the **necessary clinical hours** for the profession. Occupations such as Registered Nurses require clinical training hours for students to become fully certified.
- The Public Policy Institute of California estimates the state will need an additional **190,000 allied health care workers by 2024**, including licensed vocational nurses, certified nursing assistants, medical assistants, imaging technologist, dental hygienist, and dental assistants.

# Example Supply and Demand Data

## Labor Market Demand for Middle-Skill Occupations, Regional Supply, and the Supply Gap

Of the 27 occupations (SOC codes) analyzed in this report for the sector, there is a labor market demand of 5,863 annual job openings, a program supply of 2,952 awards, which creates a sector supply gap of 2,911 awards.



**5,863**

annual job openings  
(labor market demand)



**2,952**

average annual program awards  
(labor market supply)

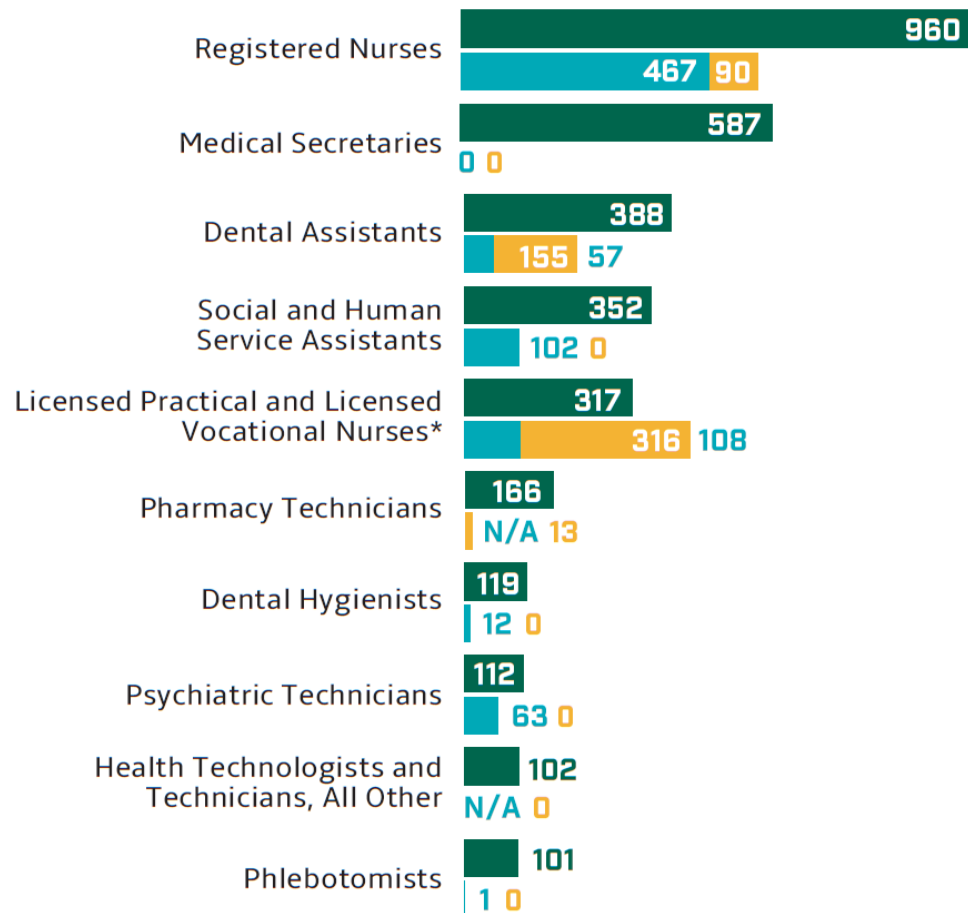


**2,911**

supply gap  
(awards needed to close the gap)

Source: Economic Modeling Specialists International (EMSI)

# Example Middle-Skill Jobs Data



Source: Supply Table

## Top Middle-Skill Jobs in South Central Coast: Labor Market Demand vs. Program Supply

### LEGEND

- Demand
- Supply from CCs
- Supply from non CCs

# Example Middle-Skill Jobs Data

## Top Middle-Skill Jobs in South Central Coast: Labor Market Demand vs. Program Supply

SOC Code	SOC Occupational Title	Demand Annual Openings	Entry-Level Wage 25th Percentile	Median Wage
29-1141	Registered Nurses	960	\$38.68	\$47.51
43-6013	Medical Secretaries	587	\$16.41	\$20.18
31-9091	Dental Assistants	388	\$16.52	\$19.73
21-1093	Social and Human Service Assistants	352	\$16.65	\$19.47
29-2061	Licensed Practical and Licensed Vocational Nurses	317	\$21.74	\$26.11
29-2052	Pharmacy Technicians	166	\$16.62	\$19.74
29-2021	Dental Hygienists	119	\$42.90	\$49.61
29-2053	Psychiatric Technicians	112	\$30.14	\$33.68
29-2099	Health Technologists and Technicians, All Other	102	\$17.56	\$20.62
31-9097	Phlebotomists	101	\$17.83	\$20.80

Source: Supply Table

# Example Career Education Guide

Minimum educational attainment for jobs, with 25<sup>th</sup> and 75<sup>th</sup> percentile earnings

High School Diploma Or Equivalent + Additional Training	
File Clerks	\$12.45 - \$20.76
Healthcare Support Workers, All Other	\$17.26 - \$23.83
Hearing Aid Specialists	\$19.52 - \$36.60
Home Health Aides	\$11.96 - \$20.96
Interviewers, Except Eligibility and Loan	\$16.48 - \$24.23
Medical Secretaries	\$16.41 - \$23.97
Office Clerks, General	\$12.28 - \$21.57
Pharmacy Technicians	\$16.62 - \$23.74
Residential Advisors	\$12.97 - \$20.79
Social and Human Service Assistants	\$16.65 - \$24.12
Some College Or Postsecondary Non-Degree Award	
Dental Assistants	\$16.52 - \$23.63
Health Technologists and Technicians, All Other	\$17.56 - \$26.06
Licensed Practical and Licensed Vocational Nurses	\$21.74 - \$30.26
Massage Therapists	\$11.96 - \$29.37
Medical Assistants	\$14.45 - \$20.89
Medical Records and Health Information Technicians	\$16.31 - \$25.62
Nursing Assistants	\$13.40 - \$18.36
Phlebotomists	\$17.83 - \$23.75
Psychiatric Technicians	\$30.14 - \$36.74
Associate Degree	
Clinical Laboratory Technologists and Technicians	\$20.28 - \$39.98
Dental Hygienists	\$42.90 - \$56.99
Radiologic Technologists	\$23.37 - \$43.85
Respiratory Therapy Technicians	\$13.81 - \$30.10

Source: Economic Modeling Specialists International (EMSI)



## Questions?

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Thank you!



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