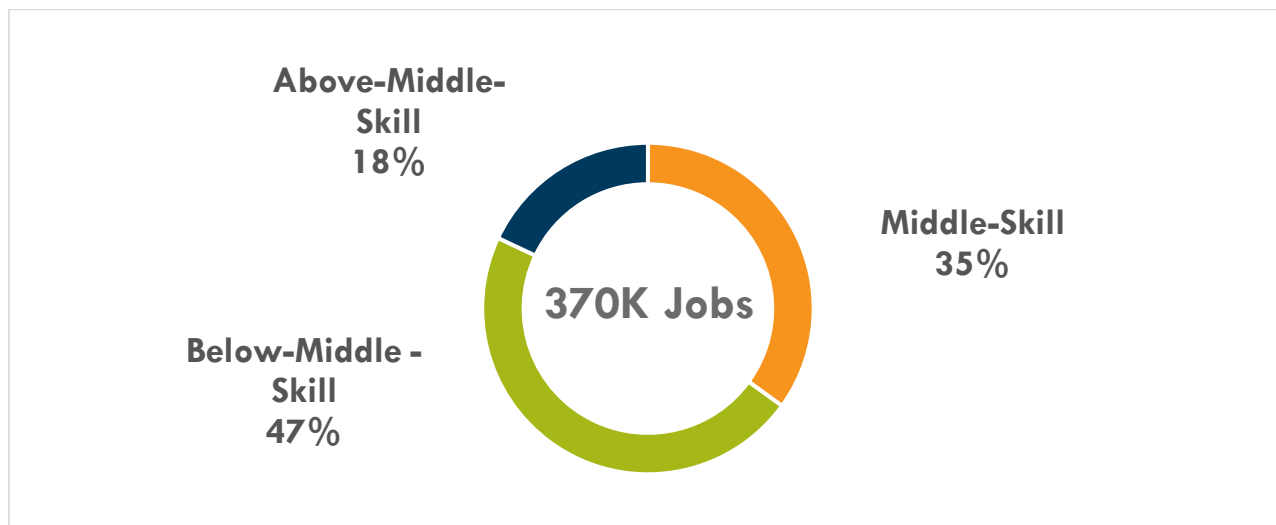


OPPORTUNITIES FOR CAREER EDUCATION TO CLOSE THE MIDDLE-SKILL JOBS GAP

in the SOUTH CENTRAL COAST – SAN LUIS OBISPO AND SANTA BARBARA COUNTIES

THE MIDDLE-SKILL JOB MARKET IN SAN LUIS OBISPO AND SANTA BARBARA COUNTIES

Middle-skill jobs constitute a significant portion of the San Luis Obispo and Santa Barbara Counties labor market. In 2017, 35% of the 370,000 jobs in the micro-region were middle-skill jobs.



Defining Middle-Skill Jobs

To define “middle-skill jobs”, the Centers of Excellence for Labor Market Research examined 867 occupational codes from the Standard Occupational Classification (SOC) system and classified 298 occupational codes as “middle-skill jobs” and 204 codes as “above-middle-skill jobs”.

Middle-Skill Jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Above-Middle-Skill jobs include occupations that require an educational attainment of a bachelor’s degree or higher (excluding those in the middle-skills jobs category).

Below-Middle-Skill jobs require an educational attainment of a high school diploma or less.

Largest Industries

Industry	2017 Jobs	2018 Jobs	Change in Jobs (2017-2018)	% Change
Local Government, Excluding Education and Hospitals	16,615	16,735	120	1%
Full-Service Restaurants	16,176	16,516	340	2%
Crop Production	15,428	15,697	269	2%
Elementary and Secondary Schools (Local Government)	13,580	13,696	116	1%
Colleges, Universities, and Professional Schools (State Government)	13,203	13,636	433	3%
Limited-Service Restaurants	10,612	10,956	344	3%
Hotels (except Casino Hotels) and Motels	9,295	9,512	217	2%
Farm Labor Contractors and Crew Leaders	8,476	8,778	302	4%
General Medical and Surgical Hospitals	7,170	7,372	202	3%
Supermarkets and Other Grocery (except Convenience) Stores	6,478	6,521	43	1%
Services for the Elderly and Persons with Disabilities	6,332	6,889	557	9%
Offices of Physicians (except Mental Health Specialists)	5,930	6,168	238	4%
Colleges, Universities, and Professional Schools (Local Government)	4,763	4,723	(40)	(1%)
Landscaping Services	4,645	4,708	63	1%
Colleges, Universities, and Professional Schools	4,335	4,483	148	3%
Private Households	4,208	4,377	169	4%
State Government, Excluding Education and Hospitals	4,151	4,215	64	2%
Wineries	3,674	3,807	133	4%
Federal Government, Military	3,599	3,570	(29)	(1%)
Engineering Services	3,588	3,629	41	1%

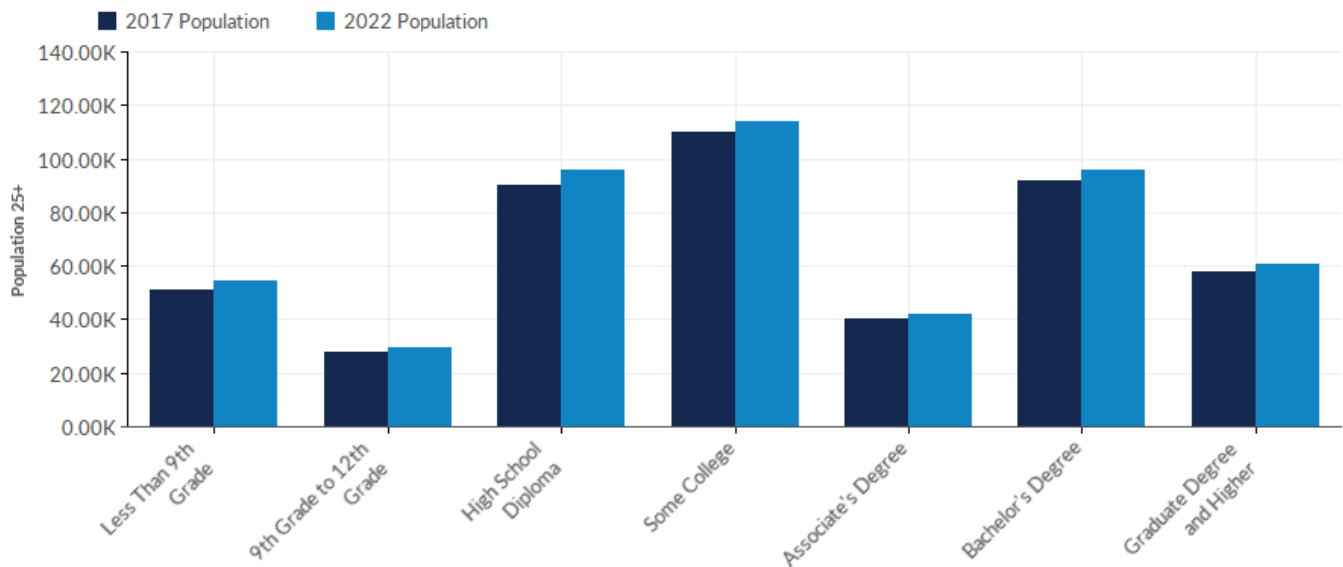
Highest Paying Industries

Industry	2017 Jobs	2018 Jobs	Change in Jobs (2017-2018)	% Change	2017 Earnings Per Worker
Fossil Fuel Electric Power Generation	44	44	0	0%	\$357,168
Hydroelectric Power Generation	55	65	10	18%	\$335,752
Other Electric Power Generation	14	12	(2)	(14%)	\$263,445
Investment Banking and Securities Dealing	220	219	(1)	(0%)	\$249,823
Petroleum Refineries	71	60	(11)	(15%)	\$241,457
Surgical Appliance and Supplies Manufacturing	176	153	(23)	(13%)	\$240,865
Nuclear Electric Power Generation	1,497	1,623	126	8%	\$225,557
Crude Petroleum Extraction	201	228	27	13%	\$188,097
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	323	332	9	3%	\$180,352
Diagnostic Imaging Centers	39	33	(6)	(15%)	\$179,213
Natural Gas Distribution	603	527	(76)	(13%)	\$174,005
Dental Equipment and Supplies Manufacturing	65	52	(13)	(20%)	\$168,858
Fruit and Vegetable Canning	23	26	3	13%	\$167,807
Securities Brokerage	315	313	(2)	(1%)	\$167,613
Other Communications Equipment Manufacturing	43	49	6	14%	\$162,787
Saw Blade and Handtool Manufacturing	86	99	13	15%	\$161,721
Guided Missile and Space Vehicle Manufacturing	381	396	15	4%	\$157,665
Direct Health and Medical Insurance Carriers	46	39	(7)	(15%)	\$157,033
Semiconductor Machinery Manufacturing	12	12	0	0%	\$153,734
Irradiation Apparatus Manufacturing	278	273	(5)	(2%)	\$151,464

Slowest Growing Industries

Industry	2017 Jobs	2018 Jobs	Change in Jobs (2017-2018)	% Change	2017 Earnings Per Worker
Temporary Help Services	2,478	2,225	(253)	(10%)	\$33,647
Commercial Banking	1,700	1,593	(107)	(6%)	\$91,259
Department Stores	2,546	2,452	(94)	(4%)	\$29,155
Natural Gas Distribution	603	527	(76)	(13%)	\$174,005
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	697	628	(69)	(10%)	\$119,989
Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	1,326	1,271	(55)	(4%)	\$131,191
New Single-Family Housing Construction (except For-Sale Builders)	2,058	2,011	(47)	(2%)	\$58,292
Newspaper Publishers	345	303	(42)	(12%)	\$44,778
Colleges, Universities, and Professional Schools (Local Government)	4,763	4,723	(40)	(1%)	\$52,444
Offices of Real Estate Agents and Brokers	1,272	1,233	(39)	(3%)	\$55,553
Wholesale Trade Agents and Brokers	498	460	(38)	(8%)	\$111,373
Vocational Rehabilitation Services	1,162	1,126	(36)	(3%)	\$30,560
Gasoline Stations with Convenience Stores	895	859	(36)	(4%)	\$30,411
Federal Government, Civilian, Excluding Postal Service	2,990	2,954	(36)	(1%)	\$103,664
Telemarketing Bureaus and Other Contact Centers	251	216	(35)	(14%)	\$52,265
Commercial Printing (except Screen and Books)	385	350	(35)	(9%)	\$50,067
Pharmacies and Drug Stores	1,383	1,348	(35)	(3%)	\$52,767
Gift, Novelty, and Souvenir Stores	358	327	(31)	(9%)	\$22,654
Animal Production	441	410	(31)	(7%)	\$38,913
Other Scientific and Technical Consulting Services	938	908	(30)	(3%)	\$71,860

Demographics: Educational Attainment by Level



Defining Top Occupations

“TOP” Jobs are occupations that have the most labor market demand, stable employment growth, and entry-level wages at or above the Self-Sufficiency Standard. ¹ The top 100 middle-skill jobs have the following characteristics:

- Highest number of annual openings between 2017 and 2022.
- No employment decline between 2017 and 2022.
- Entry-level hourly earnings greater than or equal to \$14.43.

The following table includes the top 100 middle-skill jobs that have been identified per the above parameters. Those with an asterisk* indicate an oversupply of labor. All other occupations have supply gaps, indicating that there is more labor market demand than supply for a given occupation.

¹ The Self-Sufficiency Standard is the hourly wage (\$14.43) that a single adult (with no family) needs to earn to meet basic needs in Santa Barbara and San Luis Obispo Counties. [Selfsufficiencystandard.org](https://selfsufficiencystandard.org)

TOP 100 MIDDLE-SKILL JOBS

Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
Bookkeeping, Accounting, and Auditing Clerks
Sales Representatives, Services, All Other
Fitness Trainers and Aerobics Instructors
Maintenance and Repair Workers, General
First-Line Supervisors of Retail Sales Workers
First-Line Supervisors of Office and Administrative Support Workers
Registered Nurses
Heavy and Tractor-Trailer Truck Drivers
Business Operations Specialists, All Other
Medical Assistants
Interpreters and Translators*
Medical Secretaries
Automotive Service Technicians and Mechanics
Dental Assistants
Electricians
Food Service Managers
Computer User Support Specialists*
First-Line Supervisors of Construction Trades and Extraction Workers
Licensed Practical and Licensed Vocational Nurses
Correctional Officers and Jailers
Operating Engineers and Other Construction Equipment Operators
Computer Occupations, All Other*
Plumbers, Pipefitters, and Steamfitters
Police and Sheriff's Patrol Officers*
Pharmacy Technicians
Sales and Related Workers, All Other
First-Line Supervisors of Production and Operating Workers
Firefighters
Heating, Air Conditioning, and Refrigeration Mechanics and Installers
Social and Human Service Assistants
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
Graphic Designers
Bus Drivers, Transit and Intercity
Inspectors, Testers, Sorters, Samplers, and Weighers
Machinists
Library Technicians
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators
First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand
First-Line Supervisors of Mechanics, Installers, and Repairers
Production, Planning, and Expediting Clerks
Property, Real Estate, and Community Association Managers
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
Chefs and Head Cooks
First-Line Supervisors of Personal Service Workers*
Bus Drivers, School or Special Client
Massage Therapists
Purchasing Agents, Except Wholesale, Retail, and Farm Products*
Buyers and Purchasing Agents*
Payroll and Timekeeping Clerks

Computer Network Support Specialists*
First-Line Supervisors of Housekeeping and Janitorial Workers*
Cost Estimators*
Mobile Heavy Equipment Mechanics, Except Engines
Welders, Cutters, Solderers, and Brazers
Network and Computer Systems Administrators
Industrial Production Managers*
Audio and Video Equipment Technicians*
Training and Development Specialists
Water and Wastewater Treatment Plant and System Operators
Telecommunications Equipment Installers and Repairers, Except Line Installers
Dental Hygienists
Industrial Machinery Mechanics
Medical Records and Health Information Technicians*
Phlebotomists
Lodging Managers
Human Resources Assistants, Except Payroll and Timekeeping
Tax Preparers
Emergency Medical Technicians and Paramedics
Bill and Account Collectors
Electrical and Electronics Engineering Technicians
Web Developers*
Bus and Truck Mechanics and Diesel Engine Specialists
Medical and Clinical Laboratory Technologists
Medical and Clinical Laboratory Technicians
Healthcare Support Workers, All Other
Commercial Pilots
Sheet Metal Workers
Health Technologists and Technicians, All Other
Automotive Body and Related Repairers
Telecommunications Line Installers and Repairers
Structural Iron and Steel Workers
Transportation, Storage, and Distribution Managers*
Computer-Controlled Machine Tool Operators, Metal and Plastic
Construction and Building Inspectors
Radiologic Technologists*
Aircraft Mechanics and Service Technicians
Veterinary Technologists and Technicians
Computer, Automated Teller, and Office Machine Repairers
Surgical Technologists
Life, Physical, and Social Science Technicians, All Other
Opticians, Dispensing
Aircraft Structure, Surfaces, Rigging, and Systems Assemblers
Executive Secretaries and Executive Administrative Assistants*
Computer Network Architects*
First-Line Supervisors of Correctional Officers
Physical Therapist Assistants
Respiratory Therapists
First-Line Supervisors of Fire Fighting and Prevention Workers*
Nuclear Power Reactor Operators

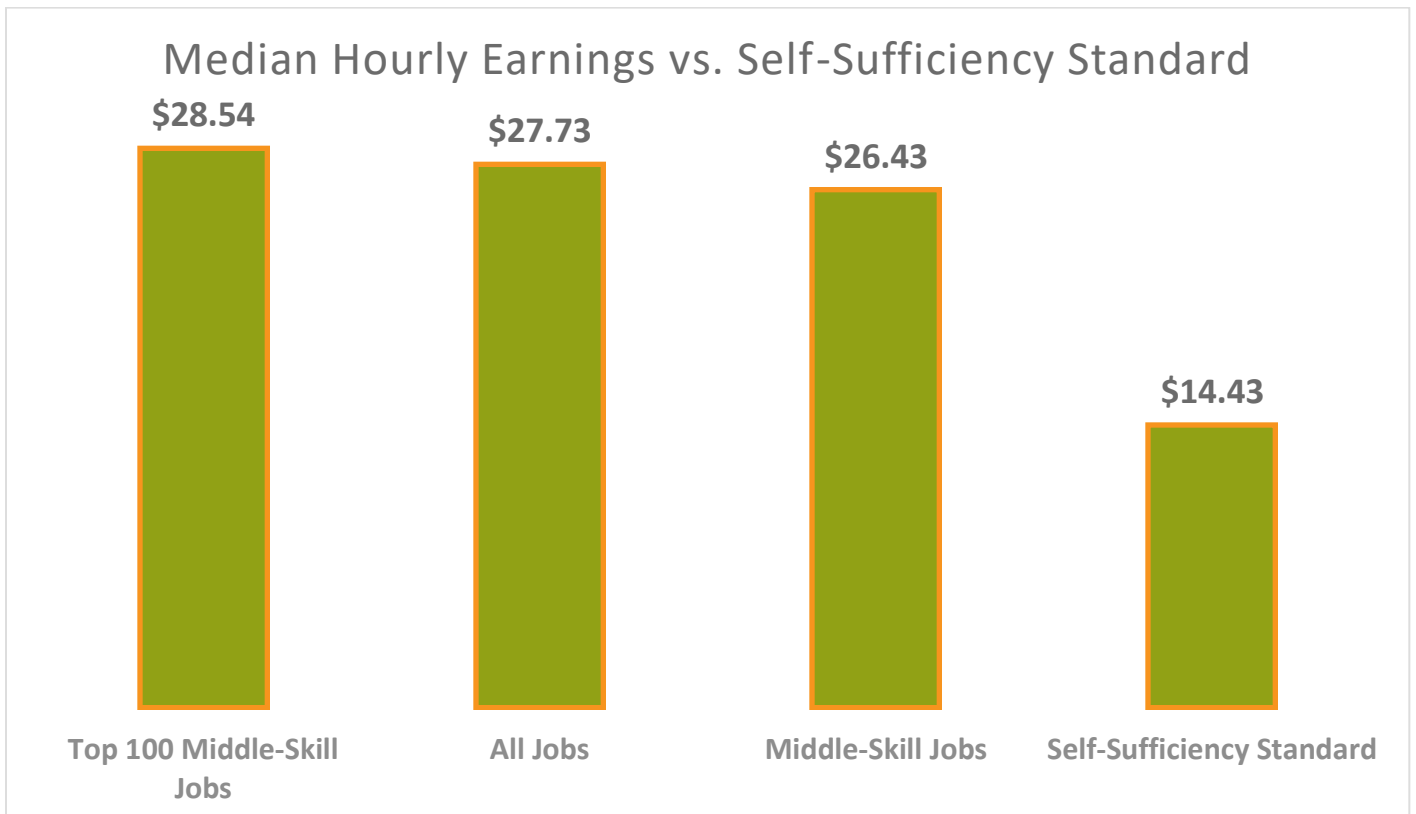
Findings

81 Top Middle-Skill Jobs with Supply Gaps.

9,302 Job Openings in 2018 for the Top 100 Middle-Skill Jobs.

6,769 The number of completions that training providers need to generate to close the supply gap for the top 100 middle-skill jobs.

Training for the top 100 middle-skill jobs can provide job seekers with opportunities for income mobility: The average median hourly wage for all middle-skill jobs is \$26.43, the average median hourly wage of all jobs in the region is \$27.73, and the self-sufficiency standard is \$14.43. The average median hourly wage of the top 100 middle-skill jobs analyzed in this summary is \$28.54.



RECOMMENDATIONS FOR MORE PROGRAM SUPPLY

Career Education programs can help fill labor supply gaps with short-term certificates or associate degrees. The following list of six-digit Taxonomy of Programs (TOP6) codes are recommended for increased awards to close the supply gap. Programs are aligned with occupations for which there was a supply gap of at least 50.

TOP6	TOP Program Title
010910	Landscape Design and Maintenance
019900	Other Agriculture and Natural Resources
050200	Accounting
050640	Small Business and Entrepreneurship
050650	Retail Store Operations and Management
050940	Sales and Salesmanship
050940	Sales and Salesmanship
050960	Display
050970	E-Commerce (business emphasis)
051000	Logistics and Materials Transportation
051100	Real Estate
051400	Office Technology/Office Computer Applications
051420	Medical Office Technology
083520	Fitness Trainer
093440	Electrical Systems and Power Transmission
094600	Environmental Control Technology
094720	Heavy Equipment Maintenance
094730	Heavy Equipment Operation
094750	Truck and Bus Driving
094800	Automotive Technology
095220	Electrical
095230	Plumbing, Pipefitting and Steamfitting
095500	Laboratory Science Technology
095600	Manufacturing and Industrial Technology
120810	Clinical Medical Assisting
120820	Administrative Medical Assisting
122100	Pharmacy Technology
123010	Registered Nursing
124010	Dental Assistant
126100	Community Health Care Worker
126200	Massage Therapy
130620	Dietetic Services and Management
130710	Restaurant and Food Services and Management
160200	Library Technician (Aide)
210510	Corrections
213300	Fire Technology

RECOMMENDATIONS FOR FURTHER ANALYSIS

Further research coupled with this labor market summary may help with decision-making in regard to programs and course offerings:

- > **Conduct primary research to validate these recommendations with employers:** This summary provides lists of recommended TOP codes for short-term certificate and associate degree programs. However, the recommendations have not been validated by industry or businesses. Collecting primary data directly from employers will help further confirm program recommendations.
- > **Examine how well existing programs currently meet labor market needs:** While this summary makes recommendations for program development based on labor market information, it lacks information about the programs themselves. By conducting a program evaluation, the community colleges can gain insight as to why so many programs exist in the region for the top 100 middle-skill jobs, but supply from each program is low.
- > **Validate whether the recommended TOP codes for short-term certificate programs currently train skills-builders:** Many of the TOP codes that this summary recommends may already train for skills-builders in the region. Skills-builders are students who take higher-level Career Education courses, but do not complete a community college program or transfer to a four-year institution. These skills-builders may take a college course to obtain new skills and/or to increase their earnings, but do not need to complete an associate degree program to achieve those goals. By understanding what programs train skills-builders, colleges in the region may want to consider which courses, rather than programs, to market to students and working professionals.

For More information

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