



**South Central Coast Regional Consortium
Strong Workforce Program Regional Plan – UPDATE January 2019**



ACCOUNTABILITY. TRANSPARENCY. SIMPLICITY.

South Central Coast Regional Consortium (SCCRC)

Strong Workforce Program (SWP) Plan Update January 2019

Colleges/Districts:

- Allan Hancock College Allan Handcock Joint CCD
- Antelope Valley College/Antelope Valley CCD
- College of the Canyons/Santa Clarita CCD
- Cuesta College/San Luis Obispo CCD
- Santa Barbara City College/Santa Barbara CCD
- Ventura County CCD
 - Oxnard College
 - Ventura College
 - Moorpark College



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INTRODUCTION

The following information is an update to the [South Central Coast Regional Consortium \(SCCRC\) SWP Regional 3-Year Plan](#) submitted on January 31, 2017. Only changes or revisions to the original plan are documented in this update. For additional information, go to the SCCRC SWP webpage at: <https://sccrcolleges.org/swp>

BACKGROUND

In addition to the SWP legislation and the SCCRC Regional 3-Year Strategic Plan FINAL Oct 2016 that were the basis of the SCCRC SWP Regional 3-Year Plan submitted January 2017, this SWP Plan Update and the resubmission of our next four-year plan, due in 2020, will consider the positive incentive funding and the new statewide [Vision for Success](#).

The [Vision for Success](#) adopted by the Board of Governors outlines six ambitious goals to meet California's needs and calls for the California Community College system to achieve these outcomes by 2022.

While all six goals focus on greater student attainment, the bolded goals stand out in their direct relationship to the use of Strong Workforce Program dollars:

- **Increase by at least 20 percent the number of CCC students annually who earn degrees, credentials, certificates or specific skill sets to prepare them for an in-demand job;**
- Increase by 35 percent the number of CCC students transferring annual to a UC or CSU;
- Decrease the average number of units accumulated by CCC students earning associates degrees, from approximately 87 total units (the most recent system-wide average) to 79 total units – the average among the quintile of colleges showing the strongest performance on this measure;
- **Increase the percentage of CTE students who report being employed in their field of study from 60 to 69 percent – the average among the quintile of colleges showing the strongest performance on this measure;**
- **Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups, with the goal of cutting achievement gaps by 40% within 5 years and fully closing those achievement gaps within 10 years.**
- **Reduce regional achievement gaps across all of the above measures through faster improvements among colleges located in regions with the lowest educational attainment of adults, with the ultimate goal of fully closing regional achievement gaps within 10 years.**

The goal is to braid the positive incentive funds to deliver ‘more and better CTE’ that propels students toward the Vision for Success and Strong Workforce Program outcomes metrics listed in [Launchboard](#). As we continue to track our outcomes to inform and formulate our regional investments, we will continue to ensure that our colleges/districts keep in mind that “the percentage of a community college district’s total full-time equivalent students enrolled in career technical education courses relative to the total full-time equivalent students enrolled in the district shall not be reduced from the percentage computed for the 2015–16 fiscal year” [88825 (i)]. Additionally, we will ensure that regional positive incentive funding and all regional investments stay in keeping with the legislation and intended to fund regionally prioritized projects and programs that meet the needs of local and regional economies, as identified in regional plans and Workforce Innovation and Opportunity Act (Public Law 113-128) regional plans [88824 (c)(2)].



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WHO WAS ENGAGED IN THIS PLAN UPDATE AND HOW

In September and October 2018, the region hosted three external stakeholder meetings in each of our geographic sub-regions—a Buellton meeting for San Luis Obispo and Santa Barbara counties, a Ventura meeting for Ventura County, and a Palmdale meeting for the Santa Clarita and Antelope Valley areas (northern LA County zip codes within our region). While we use the data and information gathered during our stakeholder meetings in preparing this SWP regional plan update, our focus this past year has been on strengthening ongoing relationships, communications and data use within the region. This has provided better alignment and collaboration between regional key talent, faculty (via our CTE liaisons), and the colleges/districts in the region.

The region hosts a monthly meeting, and while most are held in Ventura, we also met in Buellton and at College of the Canyons to better serve those at the far ends of the region. We also host two SWP planning and decision-making meetings involving the Regional Consortium in addition to college/district leadership. The January meeting in Ventura focuses on SWP plan updates and the June meeting focuses on SWP decision-making and project implementation for the coming fiscal year.

In addition, there has been increased engagement with the SCCRC SWP District CEO Voting Group, and the SCCRC SWP Steering committee in proposal development, evaluation, and decision-making. It is important to note that we have had excellent Workforce Development Board representation at our regional meetings as well as K12 stakeholders participating.

With the new K12 SWP legislation, three sub-regional K12 Engagement Sessions were held in November 2018 in collaboration with the Chancellor's Office. The goal was to provide information to our K12 partners along with the community colleges in that sub-region, and provide opportunities for asking questions of and providing feedback to the Chancellor's Office. There was also time set aside for the K12s to meet with their respective community college partners to begin collaborating.

NEW SCCRC SWP GOVERNANCE STRUCTURE

The SCCRC Steering Committee is now made up of the following:

- CTE Voting Dean from each of the 8 colleges
- 2 Chief Instructional Officers (CIOs)
- 1 Chief Student Services Officer (CSSO)
- 1 CTE faculty liaison
- 1 Deputy Sector Navigator (DSN)
- Center of Excellence (COE) (non-voting)
- Regional Chair (RC) and Co-Chair (non-voting)

Each constituency groups will select their respective representative(s) to vote on behalf of their respective constituency group. The Steering Committee will make recommendations to the District CEOs for final approval of all SWP funding decisions and any changes to the governance structure.

As for decision-making around K12 SWP funding, the region will select a Regional Review Team that will consist of community college and K12 representatives from in the region. Once identified, that Review Team will nominate applicants to the Chancellor's Office (CO) and the California Department of Education (CDE) for the Regional K12 Selection Committee. The K12 Selection Committee will review



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applications submitted regionally, select grant recipients, and determine funding amount for each grant.

DATA ANALYSIS FOR THE REGION

Regional labor market data was prepared by the region's Center of Excellence, reviewed by Deputy Sector Navigators and the regional consortium membership, and vetted with stakeholder groups. Organized by Priority Sector and occupational cluster, the data focuses on employment demand for occupations relevant to community college-level education and training programs, specifically the top 100 middle skills jobs within the region. Detailed tables, charts, and analysis were developed and made available to the region.

In 2018, there were over 975,000 jobs in the South Central Coast Region. Jobs have grown by approximately 60,000 over the last five years. In the region, as is typical across the state, the government sector accounts for the majority of employment (160,329 jobs). Following government, healthcare and social assistance (118,898 jobs), retail trade (105,149 jobs), and accommodation and food services (95,824 jobs) are the largest industry employers. Combined, these four industry sectors account for nearly half of all jobs in the region – 49%. Over the next five years, the number of new jobs is expected to increase by 43,392, bringing the total number of jobs in the region to over 1 million.

The Deputy Sector Navigators for the region's six priority and emerging sectors are working closely with our Center of Excellence Director to create current Sector Profiles. The South Central Coast region's priority and emerging sectors are:

- Advanced Manufacturing
- Information Computer Technologies & Digital Media
- Health
- Global Trade
- Business & Entrepreneurship
- Agriculture, Water & Environmental Technologies

The Profiles will be completed in Spring 2019 and colleges (CTE faculty and deans) will then analyze them, coupled with LaunchBoard data, in relation to their programs. By Fall 2019 plans will be in place to address industry gaps and supply/demand and to inform the 4-year Strong Workforce Program Plan due in January 2020.

Advanced Manufacturing: In the South Central Coast region, computer-numeric-control (CNC) manufacturing dominates the advanced manufacturing sector. For example, in the Santa Clarita Valley, there are more than 100 CNC industries, many serving specialized niches. A major CNC employer is Haas Automation, a machine and tool building company in Oxnard. Locally, the aerospace industry has been increasingly seeking workers skilled in assembly. Within the region key industry partners include Northrop Grumman, Lockheed Martin, Lance Campers, BYD, and General Dynamics. Other strong regional advanced manufacturing subsectors include medical devices and automotive parts. Emerging areas with growing demand for skilled workers include: drone technology, robotics, and composites and fabrication.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Advanced Manufacturing were found to be among the Top 100:



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Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
First-Line Supervisors of Production and Operating Workers	2,757	2,856	3.6%	1,477
Industrial Machinery Mechanics	1,103	1,193	8.2%	582
Industrial Production Managers	1,084	1,097	1.2%	412
Computer-Controlled Machine Tool Operators, Metal and Plastic	779	803	3.0%	418
Welders, Cutters, Solderers, and Brazers	1,728	1,828	5.8%	1,055
Mobile Heavy Equipment Mechanics, Excpt Engines	903	923	2.3%	462

There are eight colleges in the South Central Coast region offering programs related to these occupations in Advanced Manufacturing. In 2017, these colleges conferred 303 awards. Of these, one of the programs with the most annual completions is Welding Technology/Welder (102).

Advanced Transportation and Logistics: The transportation industry is one of the fastest growing industries in the state, and in the South Central Coast region, with a growing number of in-demand jobs that pay competitive wages.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Advanced Transportation and Logistics were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Heavy and Tractor-Trailer Truck Drivers	6,449	6,861	6.4%	3,942
Automotive Service Technicians and Mechanics	4,903	5,038	2.7%	2,444
Bus Drivers, School or Special Client	1,732	1,882	8.7%	1,222
First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,891	2,002	5.9%	1,096
Production, Planning, and Expediting Clerks	2,040	2,081	2.0%	1,088
First-Line Supervisors of Mechanics, Installers, and Repairers	1,965	2,094	6.5%	985
Parts Salespersons	1,476	1,516	2.7%	972
Bus Drivers, Transit and Intercity	1,340	1,425	6.3%	913
Bus and Truck Mechanics and Diesel Engine Specialists	863	943	9.3%	483
Captains, Mates, and Pilots of Water Vessels	656	764	16.6%	467
Mobile Heavy Equipment Mechanics, Except Engines	903	923	2.3%	462
Automotive Body and Related Repairers	839	884	5.4%	454
Aircraft Mechanics and Service Technicians	718	734	2.2%	311
Transportation Attendants, Except Flight Attendants	392	405	3.3%	277
Reservation and Transportation Ticket Agents and Travel Clerks	406	417	2.7%	232



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There are seven colleges in the South Central Coast region offering programs related to these occupations in Advanced Transportation and Logistics. In 2017, these colleges conferred 270 awards. Of these, the program with the most annual completions is Automobile/Automotive Mechanics Technology/Technicians (146).

Agriculture, Water, and Environmental Technologies: The agriculture, water, and environmental technologies sector is critical to the South Central Coast, generating billions of dollars each year in revenue. In recent years, the agriculture, water, and environmental technologies sector has undergone a significant labor market shift due to an exacerbated shortage in agricultural workers. This has resulted in the adoption of new technologies and increasingly mechanized processes on local farms. This labor market shift represents a convergence across advanced manufacturing, agricultural production and environmental technologies. Demand for occupations related to the fabrication and repair of mechanized equipment is expected to rise. Increased mechanization also may be the result of minimum wage increases and new labor regulations affecting overtime earned by field workers. Other changes caused by new state requirements and regulations are resulting in an increased need for agricultural supervisors and safety trainers. Regional program development and expansion may be required as the following trends gain even more traction within the South Central Coast economic landscape: mechanized agriculture, pesticide safety, soil science and ammonia refrigeration.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Agriculture, Water, and Environmental Technologies were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
First-Line Supervisors of Farming, Fishing, and Forestry Workers	1,627	1,735	6.6%	1,207
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	1,496	1,518	1.5%	754
Cost Estimators	1,375	1,450	5.4%	752
Water and Wastewater Treatment Plant and System Operators	1,014	1,016	0.2%	428
Veterinary Technologists and Technicians	556	679	22.3%	360

There are eight colleges in the South Central Coast region offering programs related to these occupations in Agriculture, Water, and Environmental Technologies. In 2017, these colleges conferred 276 awards. Of these, the program with the most annual completions is Water Quality and Wastewater Treatment Management and Recycling Technology/Technician (94).

Energy, Construction, and Utilities: The sector covers a wide variety of program areas, and with California’s new “zero net energy” goals, energy is expected to be a major driver in the construction industry in coming years. Starting in 2020, construction of all new homes must incorporate a combination of renewable energy and energy efficiency measures, including automated systems for lighting and climate control. Within the industry, automation control specialists are in demand as more smart homes are built. Locally, there is high demand and a shortage of skilled workers to fill positions.



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In addition, state policy mandates for energy efficiency training are expected to impact the energy, construction, and utilities (ECU) labor market. Demand is expected for workers with in-depth knowledge of how to integrate renewable energy into buildings, as well as energy efficiency measures, such as insulation and lighting controls. Environmental control technology and energy auditing are becoming highly valued specializations. Energy auditors and analysts are particularly needed by contractors and professional engineering firms seeking to drive business growth. Another emerging occupation is that of facility manager, an individual tasked with overseeing the systems and activities ensuring the optimal functioning of a building.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Energy, Construction, and Utilities were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Maintenance and Repair Workers, General	7,627	8,127	6.5%	4,273
Plumbers, Pipefitters, and Steamfitters	3,204	3,607	12.6%	2,162
Electricians	3,309	3,438	3.9%	2,016
First-Line Supervisors of Construction Trades and Extraction Workers	3,330	3,402	2.2%	1,794
Operating Engineers and Other Construction Equipment Operators	1,911	2,016	5.5%	1,175
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1,811	2,046	13.0%	1,158
Welders, Cutters, Solderers, and Brazers	1,728	1,828	5.8%	1,055
First-Line Supervisors of Mechanics, Installers, and Repairers	1,965	2,094	6.5%	985
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	1,496	1,518	1.5%	754
Industrial Machinery Mechanics	1,103	1,193	8.2%	582
Sheet Metal Workers	678	753	11.1%	444
Water and Wastewater Treatment Plant and System Operators	1,014	1,016	0.2%	428
Construction and Building Inspectors	632	656	3.7%	369
Architectural and Civil Drafters	606	624	2.9%	281
Solar Photovoltaic Installers	231	345	49.1%	259
Glaziers	376	407	8.3%	255
Telecommunications Line Installers and Repairers	455	470	3.2%	244
Structural Iron and Steel Workers	361	394	9.2%	231

There are eight colleges in the South Central Coast region offering programs related to these occupations in Energy, Construction, and Utilities. In 2017, these colleges conferred 656 awards. Of these, the program with the most annual completions is Welding Technology/Welder (102).



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Global Trade: Global trade is a driver of economic growth, jobs, and competitive goods and services in the United States, California, and the South Central region. The U.S. is home to 5% of the world’s population, thus 95% of consumers and 80% of the world’s purchasing power reside outside the United States. Future economic growth and jobs for California and our nation increasingly depend on expanding global trade and investment opportunities in the global marketplace. The South Central Coast region generates 3.5% of California’s goods exports valued at 3.6 trillion dollars. Each microregion contributes billions of dollars through exports

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Global Trade were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Heavy and Tractor-Trailer Truck Drivers	6,449	6,861	6.4%	3,942
First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,891	2,002	5.9%	1,096
Production, Planning, and Expediting Clerks	2,040	2,081	2.0%	1,088
Transportation, Storage, and Distribution Managers	700	722	3.2%	294
Transportation Attendants, Except Flight Attendants	392	405	3.3%	277

There are eight colleges in the South Central Coast region offering programs related to these occupations in Global Trade. In 2017, these colleges conferred 1,086 awards. Of these, the program with the most annual completions is Business Administration and Management, General (1,029).

Healthcare: Healthcare is one of the fastest growing industries in the South Central Coast region with many in-demand jobs that pay competitive wages. Emerging areas with crossover to the health care sector that warrant attention and pose opportunities for students are: Biotechnology; Cybersecurity; Health information technology (HIT). The South Central Coast region is facing a shortage of specialty nurses, certified nursing assistants, and emergency medical services (EMS) workers, such as paramedics and emergency medical technicians (EMTs), in addition to case managers.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Healthcare were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Registered Nurses	13,411	14,962	11.6%	5,090
Nursing Assistants	4,734	5,458	15.3%	3,540
Medical Assistants	4,980	5,701	14.5%	3,510
Fitness Trainers and Aerobics Instructors	3,076	3,292	7.0%	2,839
Medical Secretaries	4,135	4,658	12.6%	2,839
Dental Assistants	2,932	3,254	11.0%	1,982
Licensed Practical and Licensed Vocational Nurses	3,385	3,747	10.7%	1,609



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First-Line Supervisors of Personal Service Workers	1,682	1,879	11.7%	1,045
Pharmacy Technicians	2,049	2,154	5.1%	912
Massage Therapists	1,262	1,425	12.9%	838
Clinical Laboratory Technologists and Technicians	1,503	1,636	8.8%	613
Dental Hygienists	1,282	1,445	12.7%	563
Phlebotomists	870	966	11.1%	558
Health Technologists and Technicians, All Other	970	1,163	19.9%	518
Emergency Medical Technicians and Paramedics	1,019	1,148	12.7%	452
Medical Records and Health Information Technicians	1,131	1,230	8.8%	447
Healthcare Support Workers, All Other	616	662	7.4%	435
Radiologic Technologists	1,123	1,233	9.8%	410
Veterinary Technologists and Technicians	556	679	22.3%	360
Medical Transcriptionists	395	428	8.4%	277
Surgical Technologists	487	558	14.5%	271
Respiratory Therapists	736	826	12.2%	269
Dental Laboratory Technicians	397	416	4.9%	249
Physical Therapist Assistants	260	324	24.3%	234
Opticians, Dispensing	450	507	12.6%	224

There are eight colleges in the South Central Coast region offering programs related to these occupations in Healthcare. In 2017, these colleges conferred 3,005 awards. Of these, one of the programs with the most annual completions is Registered Nursing/Registered Nurse (550).

Retail, Hospitality and Tourism: The retail, hospitality, and tourism sector plays an important role for businesses in the South Central Coast region. This region sees a massive number of guests due to historical missions, coastal getaways, and a myriad of retail outlets. The South Central Coast region has a population of more than 2.2 million people, and the region is expected to grow by two percent over the next five years. Between a steadily growing population and a forecasted increase in tourism, the South Central Coast region will need to provide a steady workforce to meet the demands of the retail, hospitality, and tourism sector.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Retail, Hospitality and Tourism were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
First-Line Supervisors of Retail Sales Workers	9,482	9,562	0.8%	5,251
First-Line Supervisors of Food Preparation and Serving Workers	5,690	6,356	11.7%	4,881
Food Service Managers	2,826	2,984	5.6%	1,707



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First-Line Supervisors of Non-Retail Sales Workers	2,171	2,174	0.2%	1,001
Sales and Related Workers, All Other	1,264	1,293	2.3%	854
Chefs and Head Cooks	1,004	1,089	8.5%	729
First-Line Supervisors of Housekeeping and Janitorial Workers	1,125	1,194	6.1%	711

There are eight colleges in the South Central Coast region offering programs related to these occupations in Retail, Hospitality, and Tourism. In 2017, these colleges conferred 1,260 awards. Of these, the program with the most annual completions is Business Administration and Management, General (1,029).

Information & Communications Technology (ICT)/Digital Media: Nearly every industry and occupation today involves some aspect of ICT/digital media. From advanced manufacturing firms to health care, there are many opportunities in ICT/digital media due to its crossover with other fields. Within the South Central Coast region, ICT/digital media plays an important role in the deployment of technology in agriculture, the aerospace and defense industries, and biomedical industry. Emerging areas include artificial intelligence (AI), big data and data analytics. Cloud computing is another area to watch as companies turn to cloud solutions as an overall strategy to reduce costs. Other opportunities exist in the areas of programming and IT as an aging workforce retires. Strong cybersecurity employment growth is also expected over the next 12 months, ranging from 4% to 21% for key work roles, representing an increase of about 14,300 positions. In 2016, the most recent year of available data, 242 accredited postsecondary institutions in California offered 1,177 programs that were related to cybersecurity. However, only 3,200 awards were conferred by programs that focused directly on cybersecurity or clearly included aspects of cybersecurity in their curriculum. As a result, a study conducted by the Centers of Excellence, concludes that California’s educational institutions are not currently supplying enough qualified candidates to fill the thousands of cybersecurity job openings that exist.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Information & Communication Technology (ICT)/Digital Media were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Computer User Support Specialists	3,644	3,930	7.9%	1,647
Property, Real Estate, and Community Association Managers	2,280	2,335	2.4%	926
Graphic Designers	1,714	1,720	0.3%	808
Library Technicians	1,011	1,089	7.7%	758
Computer Occupations, All Other	1,956	2,032	3.9%	740
Photographers	1,291	1,336	3.6%	625
Network and Computer Systems Administrators	1,661	1,737	4.6%	603
Computer Network Support Specialists	1,091	1,163	6.6%	477
Web Developers	1,140	1,198	5.1%	462
Audio and Video Equipment Technicians	672	702	4.5%	341
Producers and Directors	635	646	1.8%	308



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There are eight colleges in the South Central Coast region offering programs related to these occupations in Information & Communication Technology (ICT)/Digital Media. In 2017, these colleges conferred 948 awards. Of these, the program with the most annual completions is Art/Art Studies, General (148).

Life Sciences: According to the California Life Sciences Industry 2018 Report, there are nearly 300,000 workers in California’s life sciences industry. Santa Barbara and Ventura Counties employ 12,116 of these workers, which accounts for 4% of the state’s life sciences employment. Santa Barbara and Ventura Counties ranked 5th in geographical clusters, behind the Bay Area, Los Angeles County, San Diego County and Orange County. The Santa Barbara and Ventura Counties geographical cluster leads the state in average life sciences wages. Workers in the county had average annual wages of \$169,002, and beat out all other California biotech hubs as the highest paid region. On average, life sciences workers in Santa Barbara and Ventura Counties earn 49% more than the average California life sciences worker.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Life Sciences were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Clinical Laboratory Technologists and Technicians	1,503	1,636	8.8%	613
Health Technologists and Technicians, All Other	970	1,163	19.9%	518

There are five colleges in the South Central Coast region offering programs related to these occupations in Life Sciences. In 2017, these colleges conferred 35 awards. Of these, the program with the most annual completions is Medical Laboratory Technician (30).

Public Safety: Most jobs in the public safety sector offer competitive wages, comprehensive benefit packages, and many career advancement opportunities. Developing a quality public safety workforce across a full spectrum of occupations is crucial for the health and safety of the state’s residents as well a vital component to the South Central Coast’s economic health. Because this region has a population of 2.2 million people and an expected growth rate of two percent over the next five years, a steady supply of public safety workers will be required to satisfy the South Central Coast region. Police and sheriff’s patrol officers, the most prominent public safety occupation in the region, is forecasted to increase by six percent over the next five years. Firefighters are forecasted to increase by five percent over the next five years in the region.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Public Safety were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Police and Sheriff’s Patrol Officers	5,358	5,654	5.5%	2,035
Social and Human Service Assistants	2,511	2,889	15.0%	1,950



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Firefighters	2,351	2,480	5.5%	914
Correctional Officers and Jailers	1,895	1,909	0.7%	790
Interpreters and Translators	726	773	6.4%	383

There are eight colleges in the South Central Coast region offering programs related to these occupations in Public Safety. In 2017, these colleges conferred 2,196 awards. Of these, the program with the most annual completions is Criminal Justice/Police Science (646).

Business and Entrepreneurship: Just as in the national economy, small businesses play an important role in the economy of the South Central Coast. Primary areas of focus for small businesses in the region are agriculture, tourism, and recreation. Small mom- and-pop businesses with three to four employees are predominant in the region. The tourism sector is a major driver behind these small businesses. Meanwhile, the service industry also is fueling growth, in areas such as personal training, massage therapy, and child care. The rise of small businesses in the region has been propelled by the gig economy, as younger workers increasingly take on project-based work as freelancers and independent contractors.

Occupational analysis: Middle-Skill Jobs in the South Central Coast were analyzed and the following occupations related to Small Business and Entrepreneurship were found to be among the Top 100:

Occupational Title	2017 Jobs	2022 Jobs	% Change 2017-22	Openings
Customer Service Representatives	10,155	10,560	4.0%	6,935
First-Line Supervisors of Retail Sales Workers	9,482	9,562	0.8%	5,251
First-Line Supervisors of Food Preparation and Serving Workers	5,690	6,356	11.7%	4,881
First-Line Supervisors of Office and Administrative Support Workers	8,137	8,355	2.7%	4,225
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,600	6,802	3.1%	3,600
Sales Representatives, Services, All Other	5,348	5,622	5.1%	3,510
Business Operations Specialists, All Other	6,869	7,068	2.9%	3,301
Medical Secretaries	4,135	4,658	12.6%	2,839
Insurance Sales Agents	3,850	4,043	5.0%	2,105
Food Service Managers	2,826	2,984	5.6%	1,707
First-Line Supervisors of Farming, Fishing, and Forestry Workers	1,627	1,735	6.6%	1,207
First-Line Supervisors of Personal Service Workers	1,682	1,879	11.7%	1,045
First-Line Supervisors of Non-Retail Sales Workers	2,171	2,174	0.2%	1,001
Parts Salespersons	1,476	1,516	2.7%	972
Property, Real Estate, and Community Association Managers	2,280	2,335	2.4%	926
Sales and Related Workers, All Other	1,264	1,293	2.3%	854
Cost Estimators	1,375	1,450	5.4%	752



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Administrative Services Managers	1,575	1,649	4.7%	713
Bill and Account Collectors	1,195	1,214	1.6%	665
Training and Development Specialists	1,104	1,189	7.6%	634
Payroll and Timekeeping Clerks	1,217	1,218	0.1%	609
Paralegals and Legal Assistants	981	1,045	6.5%	570
Tax Preparers	659	701	6.4%	396
Medical Transcriptionists	395	428	8.4%	277

There are eight colleges in the South Central Coast region offering programs related to these occupations in Business and Entrepreneurship. In 2017, these colleges conferred 2,327 awards. Of these, the program with the most annual completions is Business Administration and Management, General (1,029).



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SUMMARY OF LOCAL SHARE INVESTMENTS BY SECTOR

See the Doing What Matters for Jobs and the Economy website for Regional and Local SWP investment analytics. Go to: http://doingwhatmatters.cccco.edu/StrongWorkforce/2016_17PlansAndAnalytics.aspx

STRATEGIC PRIORITIES FOR THE REGION

The regional priority and emerging sectors remain the same as in the January 2017 Reginal SWP Plan. In-depth sector profiles in all 10 industry sectors and our revisited regional strategic goals and objectives will drive the new 4-year Regional SWP Plan due in 2020.

Specifically, the Region will determine action steps to meet the critical supply/demand needs for addressing middle skills jobs in each sector. Colleges will submit their Action Plans as part of the 2020 SWP Plan for the region.

Additionally, with the advent of the new K12 Strong Workforce Program (K12 SWP), the region will prioritize the following:

- Working closely with the soon-to-be-hired K12 Pathway Coordinators and K14 TAP,
- Helping the funded K12 LEAs and coordinators with understanding the regional priorities,
- Holding more K12 engagement meetings as new funding will come each year.

In an effort to assist our regional K12 partners with their K12 SWP planning, we created, distributed and made this document available [SCCRC Regional Priorities for K12 SWP](#).

PRIORITIZED PROJECTS/PROGRAMS AND 2018-19 SPENDING PLAN

See Appendix 1 for the SCCRC SWP 18-19 Regional Share Spending Plan.

OUTCOMES AND METRICS

SWP metrics and the Launchboard SWP Outcomes tab data will continue to drive our work with the support of technical assistance provided by the Chancellors Office. Our incentive funding went up in 18-19 so it appears we are on the right track.

FUTURE ENGAGEMENT

While our focus in the coming year will be to continue to strengthen local and regional engagement and collaboration with K12, Adult Education Program, Workforce Development Boards, economic development entities and industry in sharing data and serving our local and regional economies, we will also be concentrating efforts on the following:

- Onboarding all new Doing What Matters (DWM) key talent and the new Guided Pathways Regional Coordinators,
- Onboarding the new K12 Pathway Coordinators and new K14 TAP,
- Onboarding all new administrators working with us in the region,
- Onboarding the new K12 Regional Review Team and Selection Committee members,



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- Meeting with Workforce Development Board representatives proactively to actually align plans,
- Hosting at least two annual Adult Education Program (AEP) meetings for the region,
- Hosting at least two Job Developer meetings for the region,
- Facilitating the review and evaluation of regional SWP projects, including Steering Committee meetings and District CEO meetings (as district CEOs make all final regional college SWP funding decisions),
- Facilitating engagement meetings with County Office of Education leaders as well as K12 district and school leaders to further the K12 Pathway Improvement efforts, especially to relate the regional SWP plan and goals and help improve K12 SWP college linkages and outcomes.
- Actively participate in statewide and regional alignment and strategic planning efforts with Chancellor's Office, DWM key talent, the Guided Pathways Coordinators and regional colleges in support of the Vision for Success and the SWP.

