



ACCOUNTABILITY. TRANSPARENCY. SIMPLICITY.

South Central Coast Regional Consortium (SCCRC)

Strong Workforce Program (SWP) Plan Update January 2020

Colleges/Districts

- Allan Hancock College/Allan Hancock 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



South Central Coast Regional Consortium Strong Workforce Program Regional Plan – UPDATE January 2020

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/strong-workforce-program/community-college-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 2021, will consider the positive incentive funding and the 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 associate 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.**



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The report also includes **seven core commitments** that were designed to support the colleges and the system in achieving the six goals:

- Focus relentlessly on students' end goals.
- Always design and decide with the student in mind.
- Pair high expectations with high support.
- Foster the use of data, inquiry, and evidence.
- Take ownership of goals and performance.
- Enable action and thoughtful innovation.
- Lead the work of partnering across systems.

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)].

South Central Coast Regional Consortium (SCCRC) Strategic Goals:

1. Strengthen communication, coordination, and timely decision-making in regional CTE efforts.
2. Enhance participation in CTE Career Pathways between K-14 and K12.
3. Reinforce regional leadership and operational partnerships among community college, industry, labor, and other workforce and economic development entities to improve the delivery of all CTE efforts.
4. Align college programs with regional and industry needs and provide support for CTE programs.
5. Create a sustained public outreach campaign for industry, high school students, counselors, parents, faculty, staff, and the community at large to promote career development and attainment and the value of career technical education.



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WHO WAS ENGAGED IN THIS PLAN UPDATE

In August and September 2019, the regional Chair and Co-chair visited each of the college districts to discuss SWP efforts and plans. In addition, beginning with our annual June planning meeting, we reached out to external stakeholders inviting them to our monthly meetings and specifically soliciting advice and input to this 2020 Plan Update. Our focus this year has been on strengthening ongoing relationships, communications and data use within the region which 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 as well as facilitates meetings of constituent groups. With SWP regional funding colleges have hired Job Developers whose charge is helping students get ready for work-based learning and internship opportunities as well as job placement. This group has met, along with their supervisors, with the CTE deans and Regional Directors. In addition, the Regional Directors hosted a special meeting with them in December. Twice a year we hold a special regional Adult Education Program gathering immediately following our regular meeting. The region also hosts two SWP planning and decision-making meetings involving all SCCRC stakeholders in addition to college/district leadership. The January meeting in Ventura focused on SWP plan updates and the June meeting focused 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.

Time at meetings is also set aside for the K12s to meet with their respective community college partners to engage in collaboration.

NEW SCCRC SWP GOVERNANCE STRUCTURE

The SCCRC Executive Council was formed with CEO representation from each of the three sub-regions that serves as the conduit from the SCCRC, the Steering Committee to the eight regional CEOs.

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 Regional Director (RD)
- 1 Economic and Workforce Development representative
- Center of Excellence (COE) (non-voting)
- Regional Chair (RC) and Co-Chair (non-voting)



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Each constituency group will select their representative(s) to vote on behalf of their respective 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.

INCREASED K12 ENGAGEMENT

Regarding decision-making around K12 SWP funding, the region has selected a Regional Review Team that consists of community college and K12 representatives. The Review Team nominated 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 applications submitted regionally, select grant recipients, and determine funding amounts for each grant. A successful onboarding and calibration meeting was held in Ventura on January 9th. At our January mini-retreat in Ventura, the following items emerged from table discussion around the topic of increased K12 and community college collaboration and successful partnerships:

- Community College (CC) Deans/K12 leaders should meet frequently to build relationships
- Schedule meetings with high school and CC faculty to build pathways as part of K12 SWP grants.
- Articulation (through dual enrollment lens)/ Dual Enrollment discussion is a big win for high school students – Minimum qualifications are an issue for CC faculty, and it is suggested to have a Dual Enrollment workshop.
- Build relationships with students, high school-to-college in order to create a “hand-off” rather than “send-off.”
- Ask K12 where students are taking classes outside of high school in order to become competitive in region.
- Communication both ways should be aligned around projects.
- Industry should motivate K12/CC collaboration (i.e. High school lab creates entry level jobs/Antelope Valley College programs/ BS degree is a good example).
- High school/CC advisory commits input on priorities.
- Formalize K12/CC engagement through AB288 contracts and MOUs.
- Share information on events/programs (apprenticeships, etc) / leverage communications between systems.
- Examine pre-requisites in relation to CC-to-K12 capstone classes in order to build bridges.
- K12 access to tools like JobSpeaker, Virtual Labs, etc. will become available (start with small groups).
- Must respect bargaining units in both systems.
- Use counselors who meet college Minimum Qualifications for career exploration.



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The SCCRC K12 SWP round one 18-19 awardees are listed in the following table:

K12 SWP 18-19 South Central Coast Awardees

Application Region	Lead Agency	Application Details Pathway Improvement Title	Funding Amount
South Central Coast	Antelope Valley Union High	Pathways to AV's Future	\$1,625,411
South Central Coast	Santa Barbara County – ROP North	Santa Barbara & San Luis Obispo CTE Consortium	\$3,250,820
South Central Coast	Ventura Co. Office of Education	Ventura County Office of Education	\$4,334,427
South Central Coast	William S. Hart Union High	Santa Clarita Valley Consortium	\$1,625,410
		Total	\$10,836,068

K12 SWP round one grantees held several meetings bringing together community college deans and dual enrollment coordinators to meet with high school faculty in order to not only meet round one grant objectives, but to more clearly prepare for round two -especially regarding collaboration between systems. In addition, the Santa Barbara/San Luis Obispo round one grantee offered a successful counselor conference in Buellton in December bringing together K12 and college faculty and counselors and administrators, the region’s Regional Directors, and representatives from industry.

Overall, the region has very strong relationships with K12 as a result of the K12 SWP. We look forward to closer and continued relationship building with a constant focus on the following K12 SWP Metrics:

The K12 Strong Workforce Program (SWP) Metrics that measure K–12 student-level outcomes:

- Completed 2+ CTE courses in high school in the same program of study.
- Completed 2+ CTE courses in high school in the same program of study that include early college credit, work-based learning, or third-party certification.
- Graduated high school.
- Enrolled in a CA Community College within one year of leaving secondary school.

The K12 SWP Metrics that measure postsecondary student-level outcomes:

- Entered registered apprenticeship after participation in high school pre-apprenticeship program.
- Enrolled in another form of job training (other than CA Community College).
- Completed 9+ CTE units in first year of CA Community College.
- Attained a CA Community College certificate/degree or journey-level status.
- Transferred to a four-year institution after exiting CA Community College.



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The K12 SWP Metrics that measure employment student-level outcomes:

- Employed in a job closely related to field of study after exiting CA Community College.
- Median annual earnings of students after exiting CA Community College.
- Attained a living wage after exiting CA Community College

ADULT EDUCATION ENGAGEMENT

The region hosts two Adult Education Program gatherings per year where we bring practitioners from college and K12 programs. We timed the Fall 2019 meeting after the California Adult Education Program Summit meeting in order to capture insights and ideas for moving forward - especially in transitioning adult education students to the colleges.

In particular, we asked the group to report out on Summit breakout sessions that focused on a) increasing adult ed students transitions to community college, b) specific adult education classes leading to college, and c) credit opportunities for adult education students. Some of the particular ideas mentioned were:

- Increasing equity and access for adult education students to credit programs
- Offering concurrent enrollment in particular classes
- Working on updating course coding
- Streamlining data sharing
- Offering credit-by-exam to adult education students (i.e., high school articulation model)
- Strengthening and offering more adult education to adults with disabilities - several programs were highlighted including Santa Barbara City College, College of the Canyons Uniquely Abled program, and the I Can program at Ventura College.
- Cuesta College shared their model of counselors for adult education students meeting them where they are.
- Employability skills like New World of Work and SBCC's Career Skills Institute courses and badges. Allan Hancock's CareerCenter offers work readiness preparation "academies."

Challenges were also discussed such as:

- The need for comprehensive data collection and clarifying data points.
- Use of common language across systems.
- Utilizing Chancellor's Office technical assistance.
- Tracking adult education-to-community college-to employment data.
- Use of the region's investment of regional SWP funding for JobSpeaker for adult education students.

The group is excited to begin working on the above and is planning for the Spring 2020 gathering. The principal goal is to help students bridge the gap between Adult Education and college credit programs and/or employment. Much work is needed in these areas and will be a focus area for the new 2020 SWP Plan for the region.



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DATA ANALYSIS FOR THE REGION

Regional labor market data was prepared by the region’s Center of Excellence, reviewed by Regional Chairs and the regional consortium membership, and vetted with stakeholder groups. Focus group sessions were held with faculty, grouped by sector, at colleges throughout the region to gather their feedback. The following data analysis was completed by the Centers of Excellence for Labor Market Research (COE) using a variety of approaches and methodologies.

LaunchBoard data was examined to consider progress, success, employment, and earnings outcomes for students within each sector. Micro-regional workforce and economic reports were analyzed to provide an overview of each sector. Organized by sector and occupational cluster, the data focuses on employment supply and demand for occupations relevant to community college-level education and training programs, specifically the top middle skills jobs within each sector. The COE examined more than 850 occupational codes from the Standard Occupational Classification (SOC) system and identified approximately 300 occupational codes as middle-skill jobs. Using a TOP-SOC crosswalk, the COE identified the middle-skill jobs programs within each sector train for. The COE then cross-referenced the SOC codes with CIP and TOP codes to compare labor market demand with program supply. The COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. TOP data comes from the California Community Colleges Chancellor’s Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. Detailed tables, charts, and analysis were developed and made available to the region.

REGIONAL OVERVIEW

In 2019, there were close to a million jobs (992,495) in the South Central Coast Region. Jobs have grown by approximately 6% over the last five years. In the region, as is typical across the state, the government sector accounts for the majority of employment (160,512 jobs). Following government, healthcare and social assistance (123,967 jobs), retail trade (105,356 jobs), and accommodation and food services (97,636 jobs) are the largest industry employers. Over the next five years, the number of new jobs is expected to increase by 48,133, bringing the total number of jobs in the region over one million.

6%

Job Growth - Last Five Years

992,495

Regional Jobs - 2019

48,133

New Jobs Expected - Next Five
Years



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ADVANCED MANUFACTURING

The Advanced Manufacturing sector includes industries such as aerospace, maritime, clean technology, biomedical devices and products, pharmaceuticals, sporting goods, beverage and precision manufacturing. Most employers have difficulty finding qualified candidates for production workers, computer numerically controlled machine tool programmers, mechanical engineers and machinists. Because Advanced Manufacturers are small, specialized firms, employers invest significant resources in training their workforce and providing personnel opportunities for job growth.

Santa Barbara County has a growing Computer & Electronic Product Manufacturing sector. San Luis Obispo County is well known for its wine and beverage industries (beverage manufacturing). Ventura County has the distinct quality of hosting three naval warfare center commands research labs, all of which contribute to the region's advanced manufacturing sector and high wage R&D and production jobs. The manufacturing sector in Ventura County accounts for 14% of the total economic output in the County and just under 28,000 jobs. In 2016 Northrop Grumman announced it will be building the new B-21 bomber at its Antelope Valley facility, expanding to an additional 2,200 jobs. Electric vehicle manufacturer BYD is adding 750 jobs to the Antelope Valley area in construction electric buses.

74% of students who graduated from the South Central Coast community colleges' Advanced Manufacturing programs in 2016 were employed after a year of exiting post-secondary education.

ADVANCED MANUFACTURING

FAST FACTS



63,711
people employed



\$82,389
average earnings per job



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ADVANCED MANUFACTURING

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Amgen Inc. (2,200)	Superior Solutions Limited (98)	Raytheon Company (751)	Apple Inc. (24,453)
Skyworks Solutions, Inc. (364)	Sunrun Inc. (86)	Lockheed Martin Corporation (512)	Northrop Grumman Corporation (15,134)
AeroVironment Inc. (352)	Packaging Corporation of America (79)	Deckers Outdoor Corporation (248)	Packaging Corporation of America (9,512)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Biotechnology (24%)	Merchandising (12%)	New Product Development (14%)	New Product Development (10%)
Pharmaceuticals (15%)	Selling Technique (10%)	Strategic Business Unit (13%)	Auditing (7%)
Genetics (14%)	Warehousing (10%)	Electrical Engineering (9%)	Selling Techniques (7%)
Cancer (12%)	Restaurant Operation (9%)	Auditing (9%)	Automation (6%)
Rheumatoid Arthritis (11%)	Packaging and Labeling (8%)	Systems Engineering (9%)	Pharmaceuticals (6%)

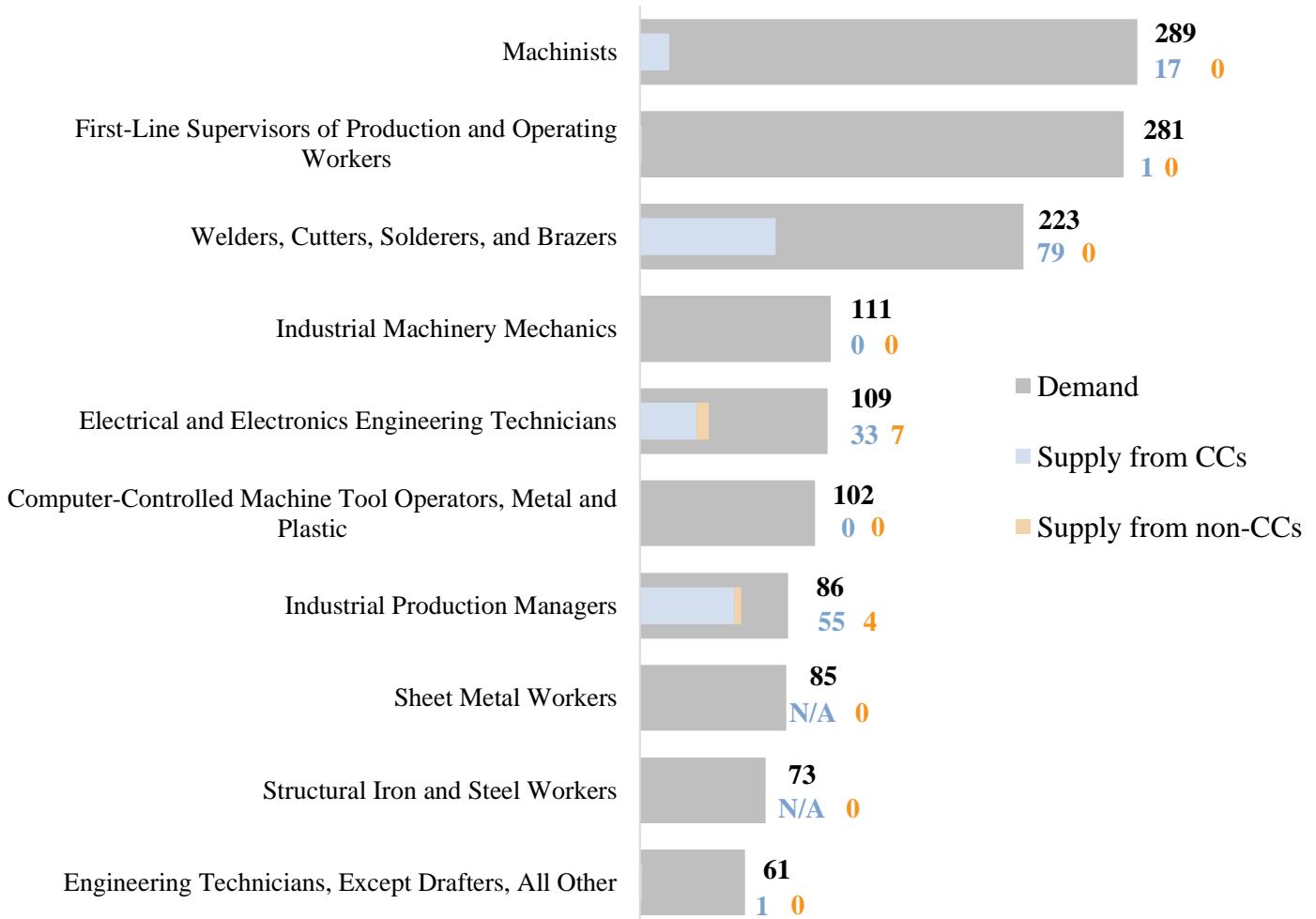


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ADVANCED MANUFACTURING

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Advanced Manufacturing with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

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



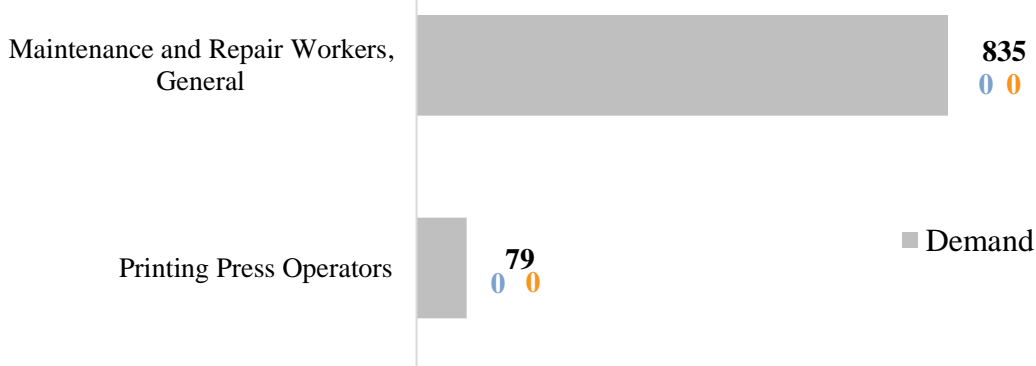


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ADVANCED MANUFACTURING

While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Advanced Manufacturing jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).

Advanced Manufacturing Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast: Labor Market Demand vs. Program Supply



Key Findings: Advanced Manufacturing

Of the 13 occupations (SOC codes) analyzed for the Advanced Manufacturing sector, there is a labor market demand of 2,391 annual job openings, a program supply of 310 awards, which creates a sector supply gap of 2,081 awards.

2,391	310	2,081
annual job openings (labor market demand)	average annual program awards (labor market supply)	supply gap (number of awards needed to close the gap)



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ADVANCED TRANSPORTATION AND LOGISTICS

The Advanced Transportation and Logistics sector includes road, marine, air and rail transport. Freight, transportation, delivery, and port operations are the largest industries within the Advanced Transportation sector in California, most jobs in Advanced Transportation are concentrated in Southern California.

Truck shipments accounted for 81.4% of shipments by weight and 76.4% of shipments by value in 2012 in Santa Barbara County. The Port of Hueneme is California’s smallest, but only deep-water port between Los Angeles and San Francisco, and plays a major role in Ventura County’s economy. Pacific Gas and Electric, which operates the Diablo Canyon Nuclear Powerplant in San Luis Obispo County, is an important utility sector user of the freight system.

To reduce CO₂ emissions and meet transportation needs of a growing global population, public transit increasingly uses new technologies such as smart ticketing systems, electric/hybrid buses, high-speed rails, and driverless shuttles.

42% of South Central Coast community college students who completed Advanced Transportation and Logistics programs in 2016 attained a living wage.

FAST FACTS



19,204

people employed



\$61,626

average earnings per job



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ADVANCED TRANSPORTATION AND LOGISTICS

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
CRST International, Inc. (1,000)	CRST International, Inc. (1,090)	CRST International, Inc. (783)	Lyft Inc. (63,326)
Lyft Inc. (610)	C.R. England Inc. (291)	Lyft Inc. (373)	CRST International, Inc. (56,780)
C.R. England Inc. (446)	Lyft Inc. (238)	C.R. England Inc. (254)	C.R. England Inc. (30,289)

Skills (With Percent of Frequency in Posting)

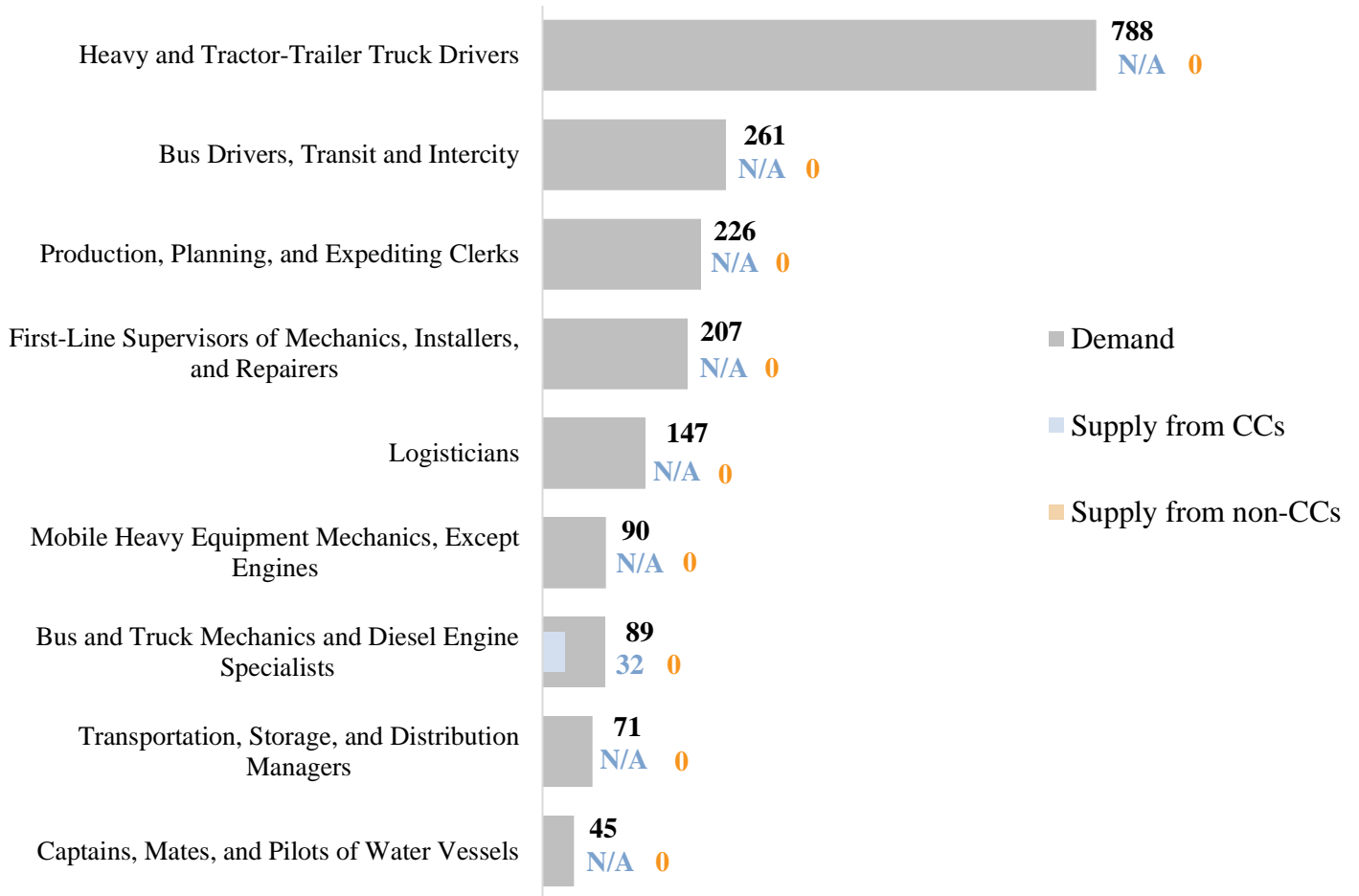
Ventura County	SLO County	SB County	California
Truckload Shipping (11%)	Truckload Shipping (6%)	Truckload Shipping (6%)	Truckload Shipping (9%)
Capital Markets (5%)	Accounting (4%)	Accounting (4%)	Accounting (8%)
Brokerage (4%)	Brokerage (2%)	Purchasing (3%)	Warehousing (5%)
Purchasing (4%)	Billing (2%)	Warehousing (3%)	Capital Markets (4%)
Accounting (3%)	Purchasing (2%)	Peer-to-Peer (3%)	Roundtrip (4%)

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Advanced Transportation and Logistics with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).



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**Advanced Transportation and Logistics Top Middle-Skill Jobs in
South Central Coast Labor Market Demand vs. Program Supply**



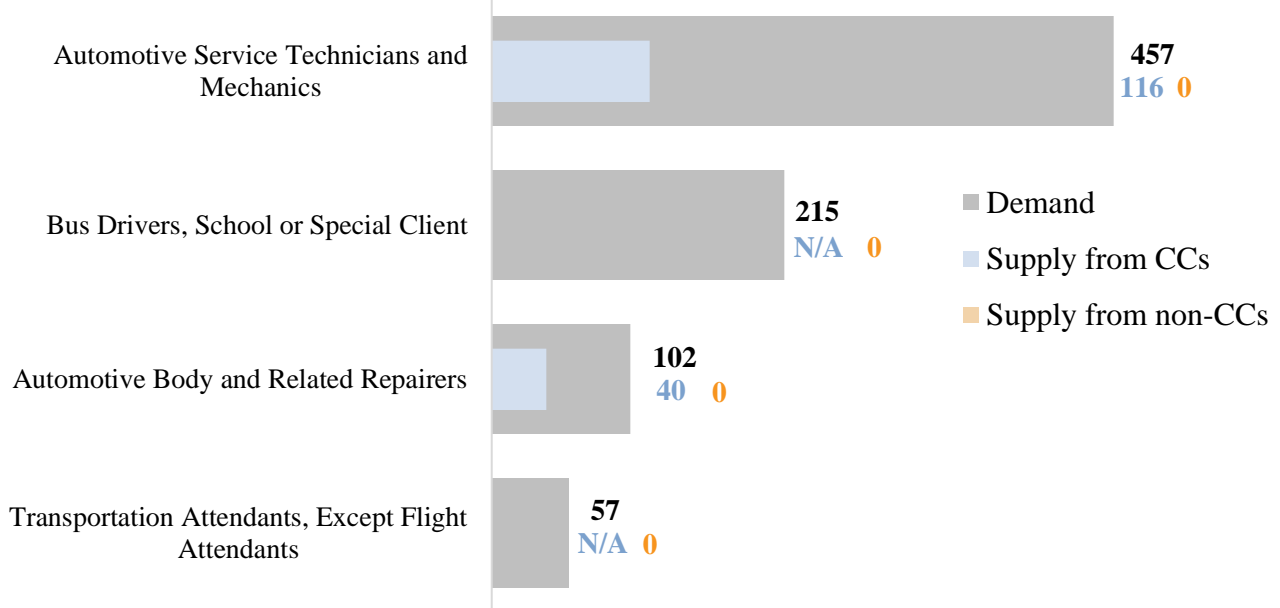


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ADVANCED TRANSPORTATION AND LOGISTICS

While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Advanced Transportation and Logistics jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).

Advanced Transportation and Logistics Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast: Labor Market Demand vs. Program Supply



Key Findings: Advanced Transportation and Logistics

Of the 13 occupations (SOC codes) analyzed for the Advanced Transportation sector, there is a labor market demand of 2,755 annual job openings, a program supply of 188 awards, which creates a sector supply gap of 2,567 awards. All middle-skill Advanced Transportation and Logistics jobs in South Central Coast have supply gaps. According to the demand and supply data, Logistics and Materials Transportation (TOP 0510.00) could train for several occupations with supply gaps.

2,755
annual job openings
(labor market demand)

188
average annual program awards
(labor market supply)

2,567
supply gap (number of
awards needed to close the gap)



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AGRICULTURE, WATER AND ENVIRONMENTAL TECHNOLOGIES

Due to a shortage of agricultural workers in recent years, adoption of new technologies and processes have never been more prevalent on local farms. Many growers have large machine shops on their properties to fabricate and repair mechanical field equipment. Demand for occupations related to the fabrication and repair of mechanized equipment is expected to rise.

Groundwater supplies about 75% of Santa Barbara County’s domestic, commercial, industrial and agricultural water. In a record-breaking 2018, San Luis Obispo County’s crop and livestock values totaled \$1.04 billion, a 12 percent surge over 2017. The Agriculture industry in San Luis Obispo County has had 21% job growth since 2010. Agriculture and agriculture-related businesses account for about 4.4 percent of overall economic activity in Ventura County, generating \$2.2 billion in revenue and \$76 million in indirect business taxes annually.

59% of South Central Coast community college students who completed Agriculture, Water and Environmental Technologies programs in 2016 attained a living wage.

FAST FACTS



56,774
people employed



\$44,476
average earnings per job



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AGRICULTURE, WATER AND ENVIRONMENTAL TECHNOLOGIES

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Dole Food Company Inc. (23)	The Wonderful Company LLC (25)	Fresh Venture Farms, LLC (12)	Marion Frank (715)
Limoneira Company (20)	Decked Up (9)	Decked Up (9)	Foster Poultry Farms (554)
Chiquita Brands International, Inc. (13)	Voloagri Group, Inc. (9)	Department of Agriculture (9)	Roll Global LLC (421)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Food Safety (19%)	Restaurant Operation (24%)	Agriculture (19%)	Selling Techniques (11%)
Warehousing (14%)	Forklift Truck (23%)	Food Safety (18%)	Agriculture (8%)
Agriculture (14%)	Agriculture (17%)	Irrigation (Landscaping and Agriculture) (11%)	Poultry (7%)
Auditing (14%)	Accounting (14%)	Corrective and Prevention Actions (9%)	Salesforce.com (7%)
Accounting (12%)	Warehousing (13%)	Personal and Protective Equipment (8%)	Restaurant Operation (7%)

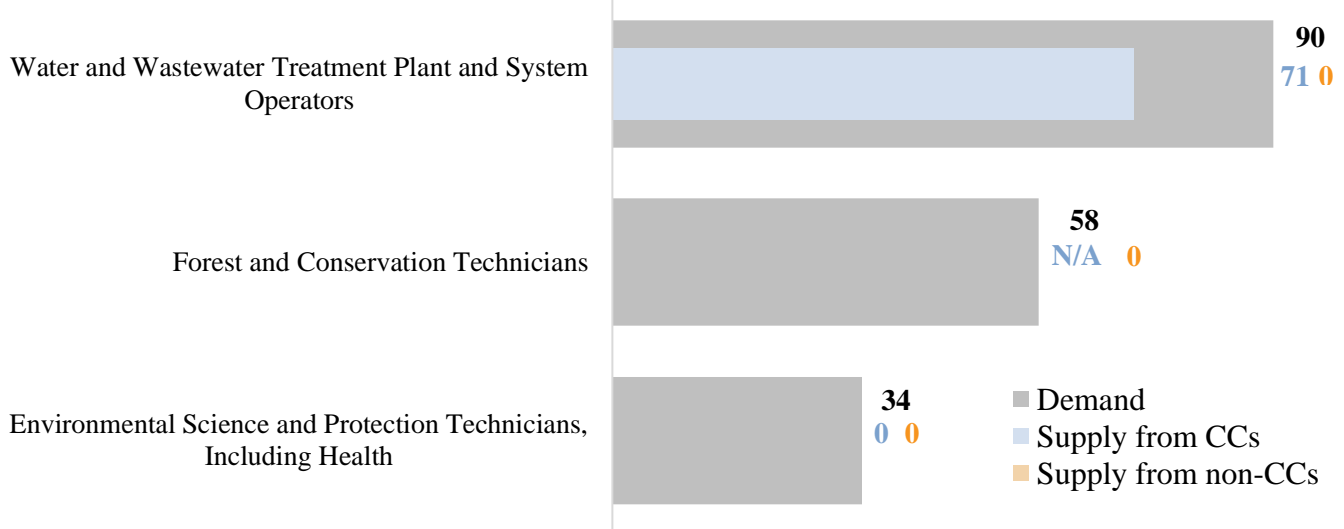


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AGRICULTURE, WATER AND ENVIRONMENTAL TECHNOLOGIES

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Agriculture, Water and Environmental Technologies with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

Agriculture, Water and Environmental Technologies Top Middle-Skill Jobs in South Central Coast: Labor Market Demand vs. Program Supply

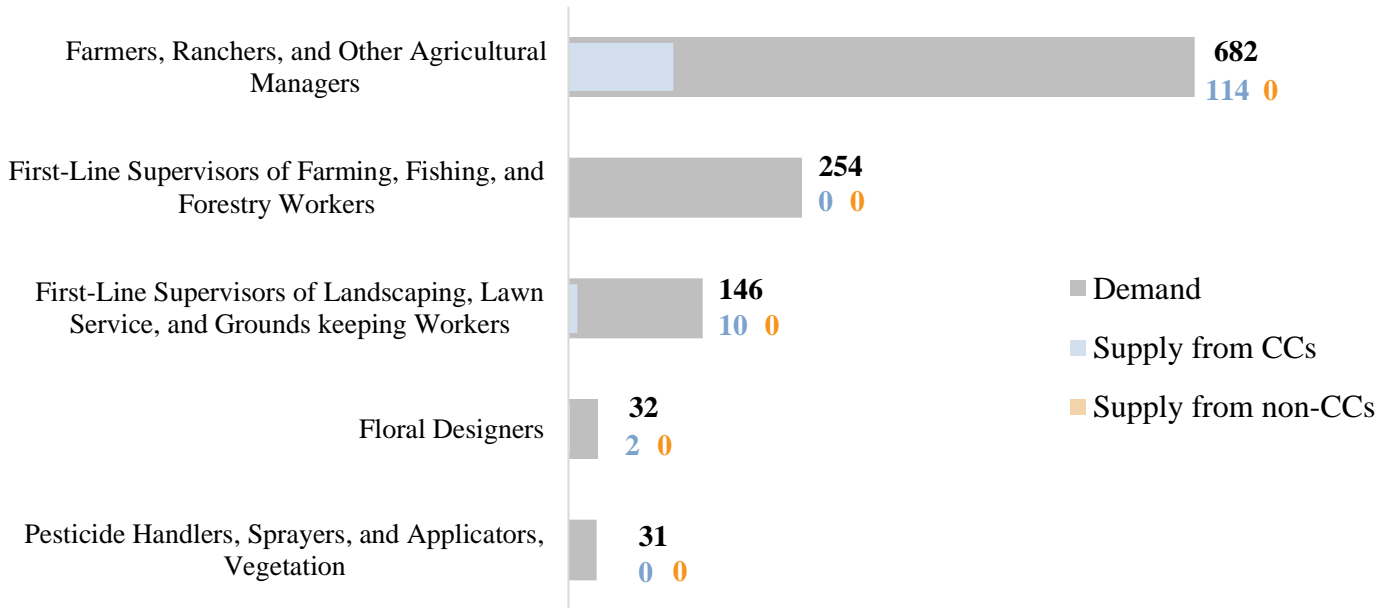


While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Agriculture, Water and Environmental Technologies jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).



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**Agriculture, Water and Environmental Technologies Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast:
Labor Market Demand vs. Program Supply**



Key Findings: Agriculture, Water and Environmental Technologies

Of the eight occupations (SOC codes) analyzed for the Agriculture, Water and Environmental Technologies sector, there is a labor market demand of 1,327 annual job openings, a program supply of 197 awards, which creates a sector supply gap of 1,130 awards. Eight out of the eight Agriculture, Water and Environmental Technologies middle-skill jobs in South Central Coast have supply gaps.

1,327
annual job openings
(labor market demand)

197
average annual program awards
(labor market supply)

1,130
supply gap (number of
awards needed to close the gap)



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BUSINESS AND ENTREPRENEURSHIP

Across California, the largest specific industries for small business owners are: Professional, Technical, and Scientific services followed by personal and laundry services then specialty trade contractors. Entrepreneurs reported the following skills to be most useful when starting a business: social media, marketing, accounting, Information Technology (IT), and employee recruiting. Business owners ranked previous work experience, critical thinking and problem solving to be the most important traits for new hires.

San Luis Obispo County reported a total of 377 new business registrations on Q1 2017. In Ventura County, small business employees account for 62% of the employment base. The BLVD shopping center in downtown Lancaster welcomed 23 new businesses in 2017 alone.

In 2016, 59% of people who completed or exited a Business and Entrepreneurship community college program in the South Central Coast region were employed within two quarters after exit.

FAST FACTS



52,083
people employed



\$63,099
average earnings per job



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BUSINESS AND ENTREPRENEURSHIP

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Anthem Inc. (4,357)	Farrell Smyth Inc. (223)	Anthem Inc. (2,134)	Anthem Inc. (103,459)
Bank of America Corporation (821)	Bank of America Corporation (150)	Bank of America Corporation (180)	Wells Fargo & Company (17,452)
JP Morgan Chase & Co. (488)	JP Morgan Chase & Co. (90)	Wells Fargo & Company (155)	Bank of America Corporation (16,998)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Mortgage Loans (12%)	Loans (22%)	Auditing (9%)	Loans (10%)
Loans (11%)	Mortgage Loans (18%)	Loans (9%)	Auditing (9%)
Auditing (11%)	Selling Techniques (14%)	Strategic Business Units (9%)	Mortgage Loans (9%)
Investments (8%)	Investments (12%)	Managed Care (9%)	Accounting (8%)
Managed Care (8%)	Truth in Lending Act (9%)	Medicare (8%)	Investments (8%)

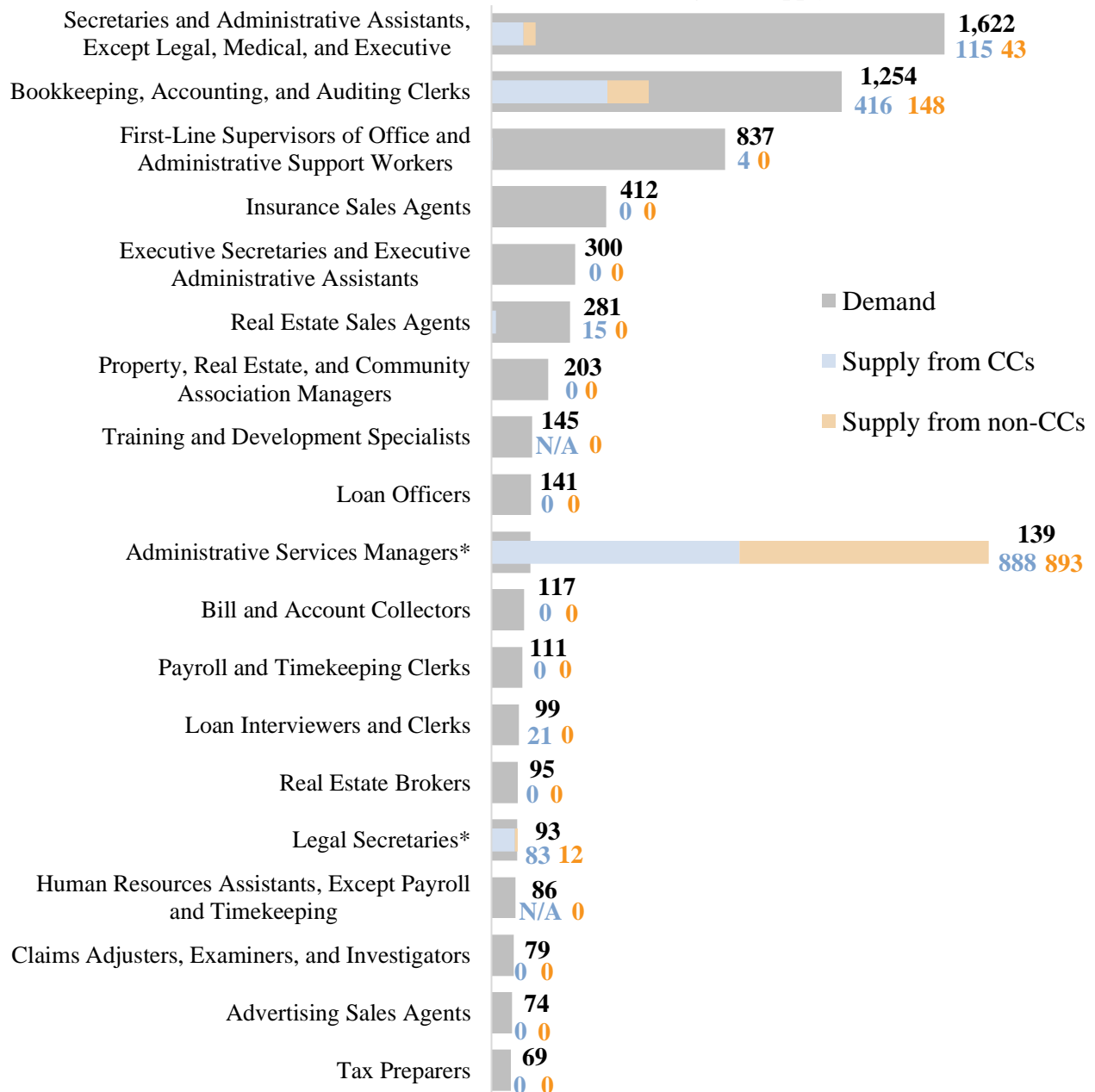


**South Central Coast Regional Consortium
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BUSINESS AND ENTREPRENEURSHIP

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Business and Entrepreneurship with program supply from the region’s community colleges and non-community college providers. In this analysis, top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

**Business and Entrepreneurship Top Middle-Skill Jobs in South Central Coast:
Labor Market Demand vs. Program Supply**



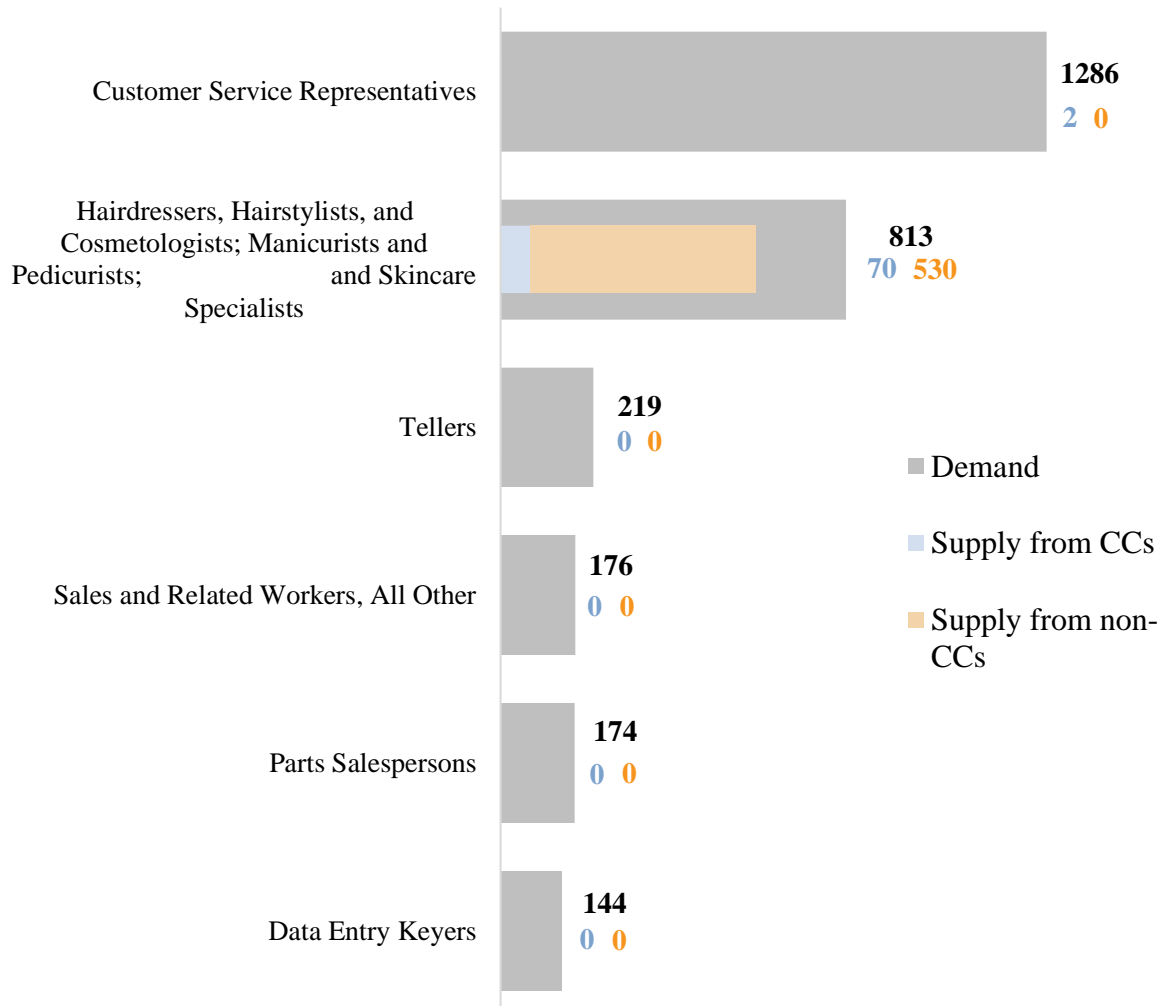


**South Central Coast Regional Consortium
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BUSINESS AND ENTREPRENEURSHIP

While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Business and Entrepreneurship jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).

**Business and Entrepreneurship Middle-Skill Jobs with Entry-Level Wages
Below the California Family Needs Calculator in South Central Coast:
Labor Market Demand vs. Program Supply**





**South Central Coast Regional Consortium
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BUSINESS AND ENTREPRENEURSHIP

Key Findings: Business and Entrepreneurship

Of the 26 top middle-skill jobs (SOC codes) analyzed for the Business and Entrepreneurship sector, there is a labor market demand of 8,969 annual job openings, a program supply of 3,220 awards, which creates a sector supply gap of 5,749 awards.

8,969 annual job openings (labor market demand)	3,220 average annual program awards (labor market supply)	5,749 supply gap (number of awards needed to close the gap)
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ENERGY, CONSTRUCTION, AND UTILITIES

The majority of “clean energy” companies specialize in energy efficiency for buildings and renewable energies such as solar power. This sector is a great fit for job seekers interested in the environment and working with their hands. For job seekers looking to become more competitive in the sector, obtaining a professional licensure validates the skills that they possess to employers.

There are strong employment growth expectations for Energy (and Environment) in Santa Barbara County over the next five years (17%) compared to overall employment in the county (5%). The Building (and Design) industry cluster is responsible for a total of 7,861 jobs in San Luis Obispo County with average earnings of \$70,037. The energy sector has had 11% job growth in San Luis Obispo County since 2010. The closure of the Diablo Canyon Nuclear plant will result in approximately 1,500 energy sector employees losing their jobs. Ventura County ranks fifth among California counties in natural gas production. More than 2,500 single-family housing units and 500 multi-family units are in planning and development in the Lancaster area. Currently there are 850,000 square feet of industrial building, 265,000 square feet of office, and 117,000 square feet of retail space under construction in the Santa Clarita Valley. That level of active construction is the most since 2006. Nearly 1,500 new construction jobs have been created since 2016. The manufacturing sector is also generating new jobs in Santa Clarita Valley, largely due to growth at B&B Manufacturing and TA Aerospace.

Nearly 68% of students who graduated from the South Central Coast community colleges’ Energy, Construction and Utilities programs in 2016 attained living wages.



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ENERGY, CONSTRUCTION, AND UTILITIES

FAST FACTS



64,963
people employed



\$73,619
average earnings per job

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
HomeAdvisor Inc. (106)	Chalk Mountain Services of Texas, LLC (115)	Excel Personnel Inc. (196)	HomeAdvisor Inc. (3,089)
Chalk Mountain Services of Texas, LLC (96)	Pacific Gas and Electric Company (108)	Rosewood Hotels & Resorts LLC (120)	Chalk Mountain Services of Texas, LLC (2,948)
Thousand Oaks (59)	Scientific Drilling Controls Inc. (64)	Chalk Mountain Services of Texas, LLC (79)	Pacific Gas and Electric Company (2,534)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Oil and Gas (8%)	Oil and Gas (19%)	Landscaping (8%)	Subcontracting (9%)
HVAC (8%)	Strategic Business Unit (14%)	Oil and Gas (8%)	Construction Management (8%)
Plumbing (7%)	Electric Utility (13%)	Accounting (7%)	Accounting (7%)
Subcontracting (7%)	Local Class (13%)	Local Class (6%)	Plumbing (6%)
Construction Management (7%)	Psychology (10%)	Subcontracting (6%)	HVAC (6%)

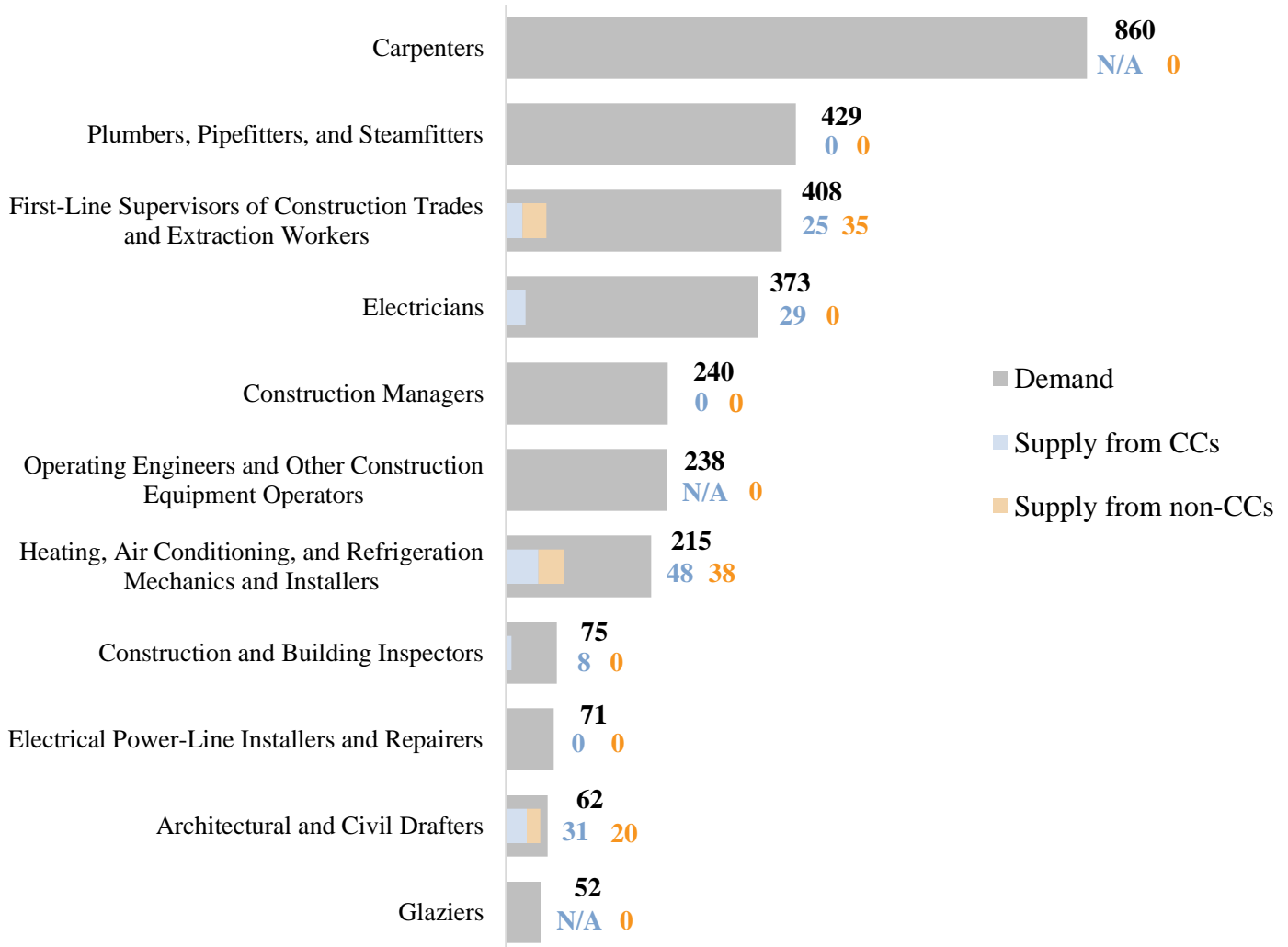


**South Central Coast Regional Consortium
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ENERGY, CONSTRUCTION, AND UTILITIES

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Energy, construction, and Utilities with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

**Energy, Construction and Utilities Top Middle-Skill Jobs in
South Central Coast:
Labor Market Demand vs. Supply**





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ENERGY, CONSTRUCTION, AND UTILITIES

Key Findings: Energy, Construction, and Utilities

Of the 11 occupations (SOC codes) analyzed for the Energy, Construction, and Utilities sector, there is a labor market demand of 3,023 annual job openings, a program supply of 234 awards, which creates a sector supply gap of 2,789 awards. All Energy, Construction, and Utilities middle-skill jobs in South Central Coast have supply gaps.



GLOBAL TRADE

In 2017, U.S. goods and services trade with Mexico amounted to approximately \$616.6 billion, with \$276.2 billion in exports and \$340.3 billion in imports.

Santa Barbara County agriculturalists export to 40 countries. Canada, Japan, Taiwan, European Union and Mexico are the top five importers of agricultural products from San Luis Obispo County. The Port of Hueneme in Ventura County saw 1.6 million tons of cargo move through its docks during the 2018 fiscal year. Fresh fruits and vegetables, automobiles and fertilizer were among the products showing gains in tonnage. Ventura County aims to accelerate their region’s participation in import/export trade, collaborating with the Port of Hueneme to establish Ventura County as a nationally recognized innovator in the global economy. Global trade carries an impact on both urban and rural areas of the County, creating jobs and measures of GDP that further build economic diversity.

FAST FACTS



27,697
people employed



\$89,883
average earnings per job



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GLOBAL TRADE

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Sysco Corporation (153)	O'Reilly Auto Parts (116)	O'Reilly Auto Parts (6,895)	O'Reilly Auto Parts (6,895)
Co-Alliance, LLP (118)	Waste Connections Inc. (27)	Quinn Company (60)	Co-Alliance, LLP (4,105)
O'Reilly Auto Parts (103)	Ferguson Enterprises Inc. (20)	Co-Alliance, LLP (48)	Sysco Corporation (3,665)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Merchandising (16%)	Inventory Management Software (17%)	Merchandising (15%)	Selling Techniques (12%)
Selling Techniques (14%)	Customer Experience (17%)	Inventory Management Software (12%)	Merchandising (11%)
Food Services (11%)	Inventory Control (16%)	Selling Techniques (11%)	Warehousing (11%)
Warehousing (10%)	Merchandising (16%)	Customer Experience (10%)	Food Services (6%)
Mortgage Loans (8%)	Selling Techniques (10%)	Inventory Control (9%)	Restaurant Operation (5%)

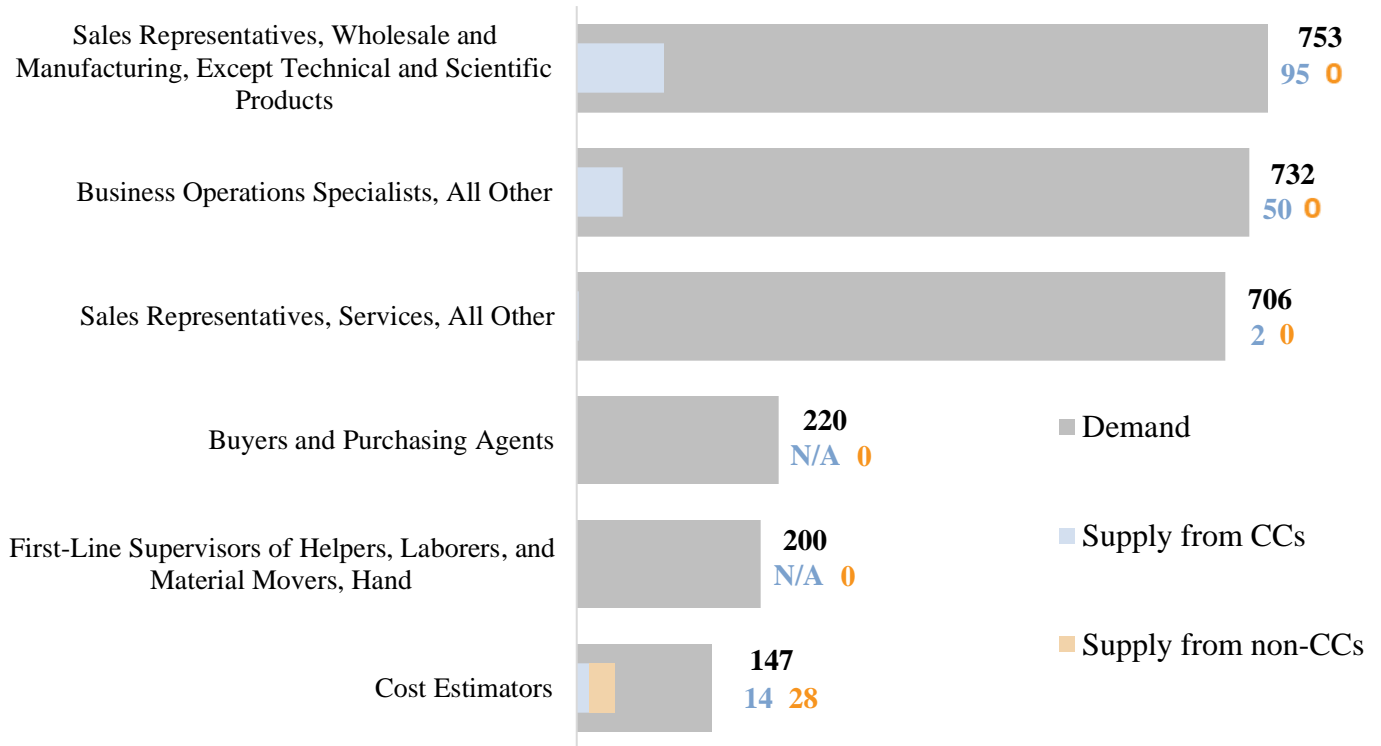
GLOBAL TRADE

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Global Trade with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).



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



Key Findings: Global Trade

Of the 6 occupations (SOC codes) analyzed for the Global Trade sector, there is a labor market demand of 2,758 annual job openings, a program supply of 189 awards, which creates a sector supply gap of 483 awards. All middle-skill Global Trade jobs in South Central Coast have supply gaps.

2,759
annual job openings
(labor market demand)

189
average annual program awards
(labor market supply)

2,569
supply gap (number of
awards needed to close the gap)



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HEALTH CARE

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. Primary care physicians in Santa Barbara County see 1,324 patients per year on average. 94% of the population of San Luis Obispo County has health coverage, with 46.4% on employee plans, 15.8% on Medicaid, 15% on Medicare, 15.6% on non-group plans, and 1.2% on military or VA plans. Dentists in Ventura County see 1,130 patients per year, and mental health providers see 306 patients per year. The Healthcare sector in San Luis Obispo has experienced 26% job growth since 2010. There are now 9,300 healthcare jobs in the Santa Clarita Valley, making healthcare the fifth largest industry. Since the early 2000s, the number of healthcare jobs has increased by more than 150 percent, which is much faster than any other sector.

FAST FACTS



123,257
people employed



\$59,255
average earnings per job



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HEALTH CARE

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Sunbelt Staffing LLC (1,000)	Dignity Health (495)	Dignity Health (711)	Kaiser Permanente (31,023)
Dignity Health (672)	Tenet Healthcare Corporation (441)	Cottage Health System (575)	Sunbelt Staffing LLC (18,938)
HCA Holdings, Inc. (413)	Sunbelt Staffing LLC (384)	Sunbelt Staffing LLC (208)	Sutter Health (14,775)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Nursing (22%)	Nursing (22%)	Nursing (19%)	Nursing (22%)
Pediatrics (13%)	Basic Life Support (18%)	Emergency Departments (14%)	Basic Life Support (15%)
Cardiopulmonary Resuscitation (CPR) (12%)	Primary Care (14%)	Intensive Care Unit (14%)	Cardiopulmonary Resuscitation (CPR) (9%)
Basic Life Support (11%)	Cardiopulmonary Resuscitation (CPR) (14%)	Primary Care (14%)	Rehabilitation (9%)
Emergency Departments (11%)	Outpatient Surgeries (12%)	Outpatient Surgeries (12%)	Acute Care (8%)

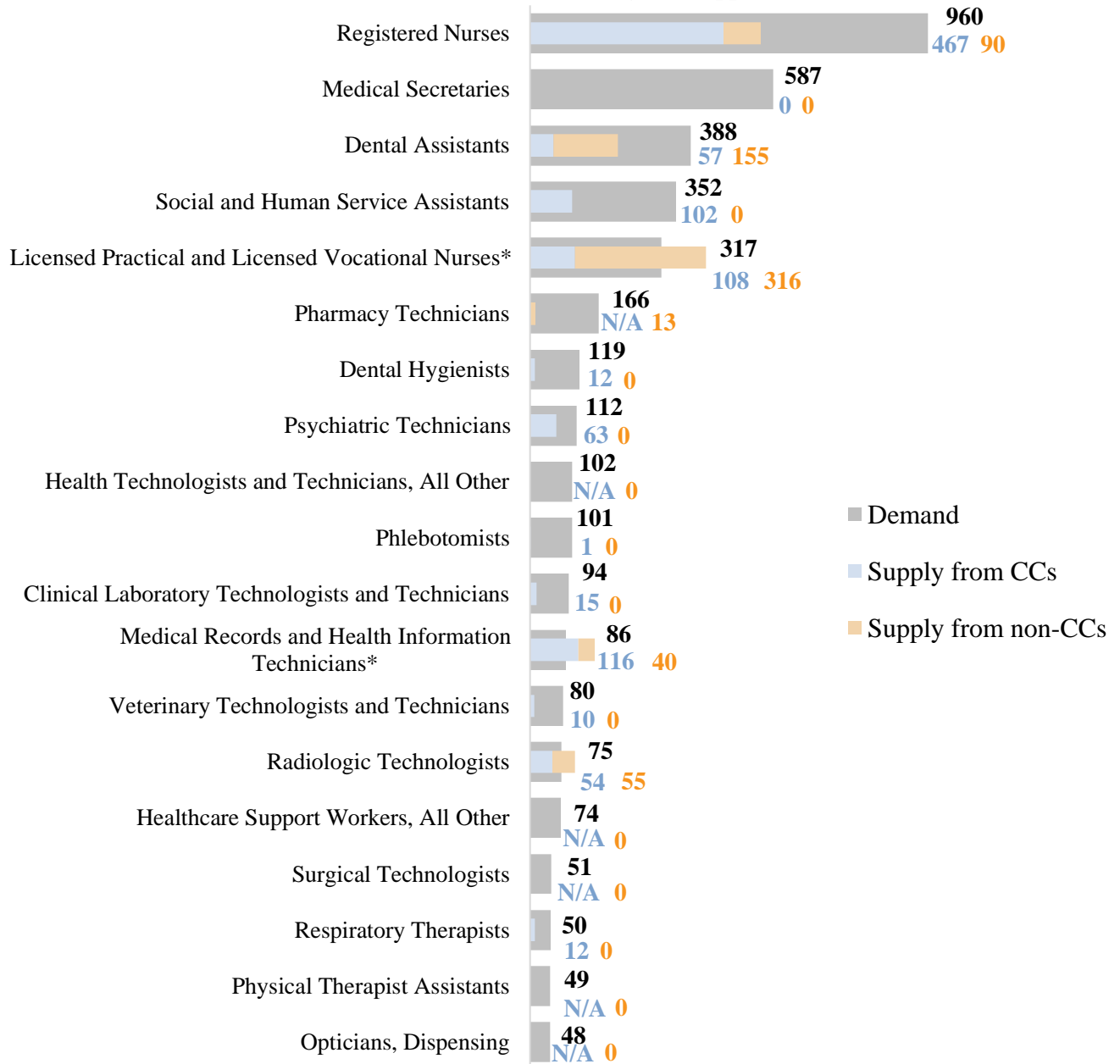


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HEALTH CARE

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Health Care with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

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



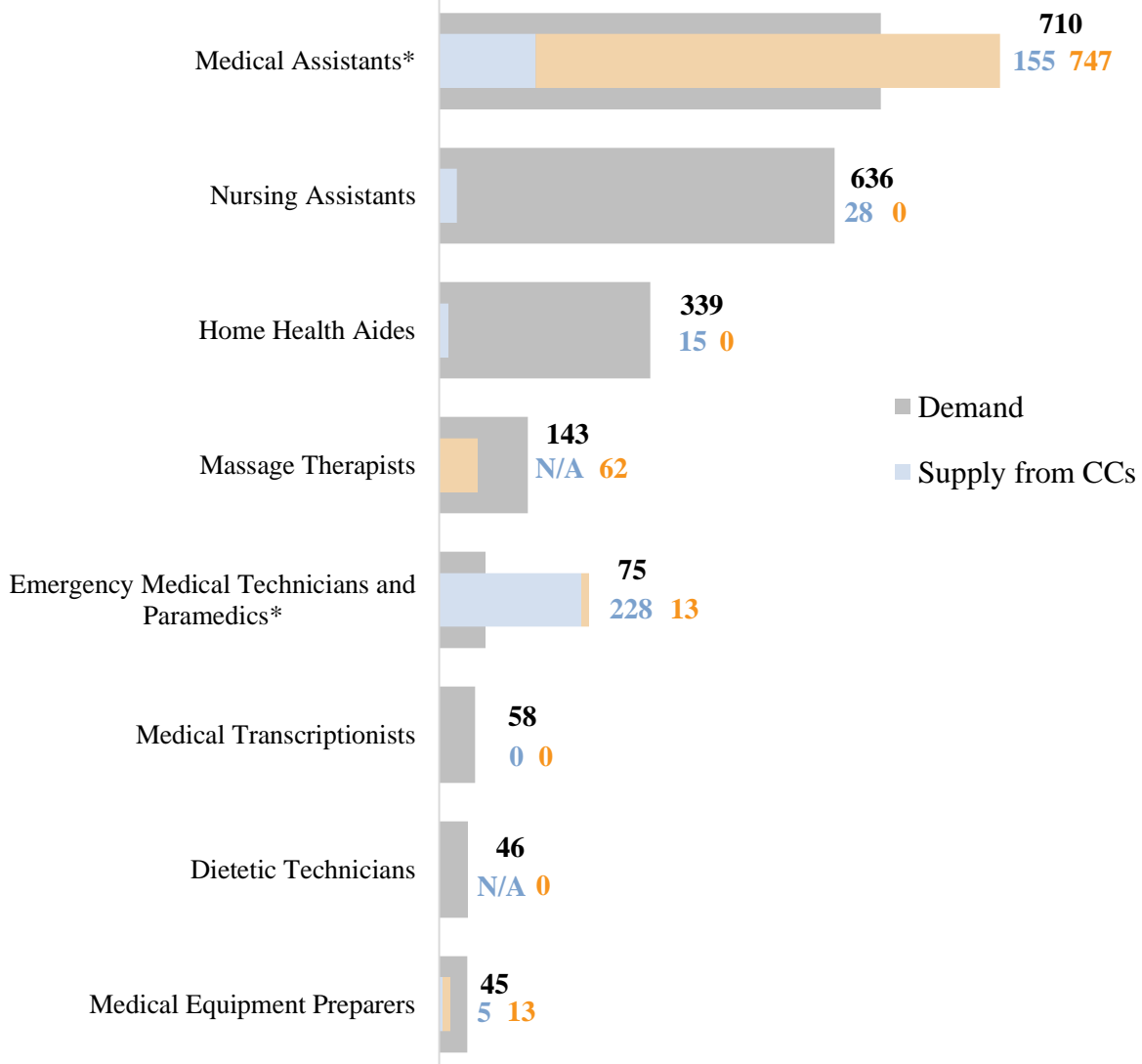


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HEALTH CARE

While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Health Care jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).

**Health Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast:
Labor Market Demand vs. Program Supply**





**South Central Coast Regional Consortium
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HEALTH CARE

Key Findings: Health Care

Of the 27 occupations (SOC codes) analyzed for the Health 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 (number of awards needed to close the gap)
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INFORMATION & COMMUNICATION TECHNOLOGIES (ICT) AND DIGITAL MEDIA

ICT workers develop new innovative products and services that improve productivity of firms across all industries. ICT companies include those in telecommunications, web development, data analytics, cybersecurity, video game development, and computer software. ICT and Digital Media employers place significant value in industry certifications and/or portfolios of previous work. Industry-based certifications are offered by the companies who developed the software, such as Microsoft, Cisco or CompTIA. Certificates are awarded based on completion of coursework and typically require a set number of instructional hours.

ICT companies can range from small, innovative startup companies with less than 5 employees to large, global corporations with more than 1,000 employees. In Santa Barbara County, Technology (and Innovation) employs 10,756 people (4% of workforce). According to the San Luis Obispo County Industry Cluster Overview, the industry that saw the greatest proportional growth in the county since 2010 is information & communication technologies (ICT) (51%). The highest paid jobs held by residents of Ventura County by median earnings, are Computer & Mathematical Occupations (\$90,857), Computer, Engineering, & Science Occupations (\$87,273), and Architecture & Engineering Occupations (\$87,196). The momentum of Smart City development and the entrepreneurial ecosystem in Ventura County has increased the demand for skilled labor in technology field. The ICT sector in San Luis Obispo County has experienced 51% job growth since 2010. Each year the Antelope Valley Film Office tracks over 400 Film/TV Productions generating an estimated economic impact of ten million dollars.



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Companies that focus on digital media entertainment...and information technology are expanding quickly within the Santa Clarita Valley. 68% of students who graduated from the South Central Coast community colleges’ ICT and Digital Media programs in 2016 were employed after a year of exiting post-secondary education.

INFORMATION & COMMUNICATION TECHNOLOGIES (ICT) AND DIGITAL MEDIA

FAST FACTS



Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Uber Technologies, Inc. (540)	Uber Technologies, Inc. (539)	AppFolio, Inc. (452)	Oracle Corporation (63,188)
AT&T Inc. (143)	Mindbody Inc. (468)	Uber Technologies, Inc. (286)	Uber Technologies, Inc. (42,724)
Charter Communication, Inc. (118)	Charter Communication, Inc. (123)	Dish Network LLC (172)	Google Inc. (12,476)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Peer-to-Peer (18%)	Restaurant Operation (24%)	Agile Software Development (24%)	New Product Development (11%)
Customer Experience (15%)	Food Services (24%)	Software as a Service (SaaS) (17%)	Software Engineer (11%)
Selling Techniques (11%)	Food Delivery (24%)	Customer Experience (13%)	Selling Techniques (9%)
Merchandising (6%)	Customer Experience (9%)	Accounting (13%)	Peer-to-Peer (9%)
Telecommunications (6%)	Peer-to-Peer (8%)	Property Management (12%)	Agile Software Development (9%)

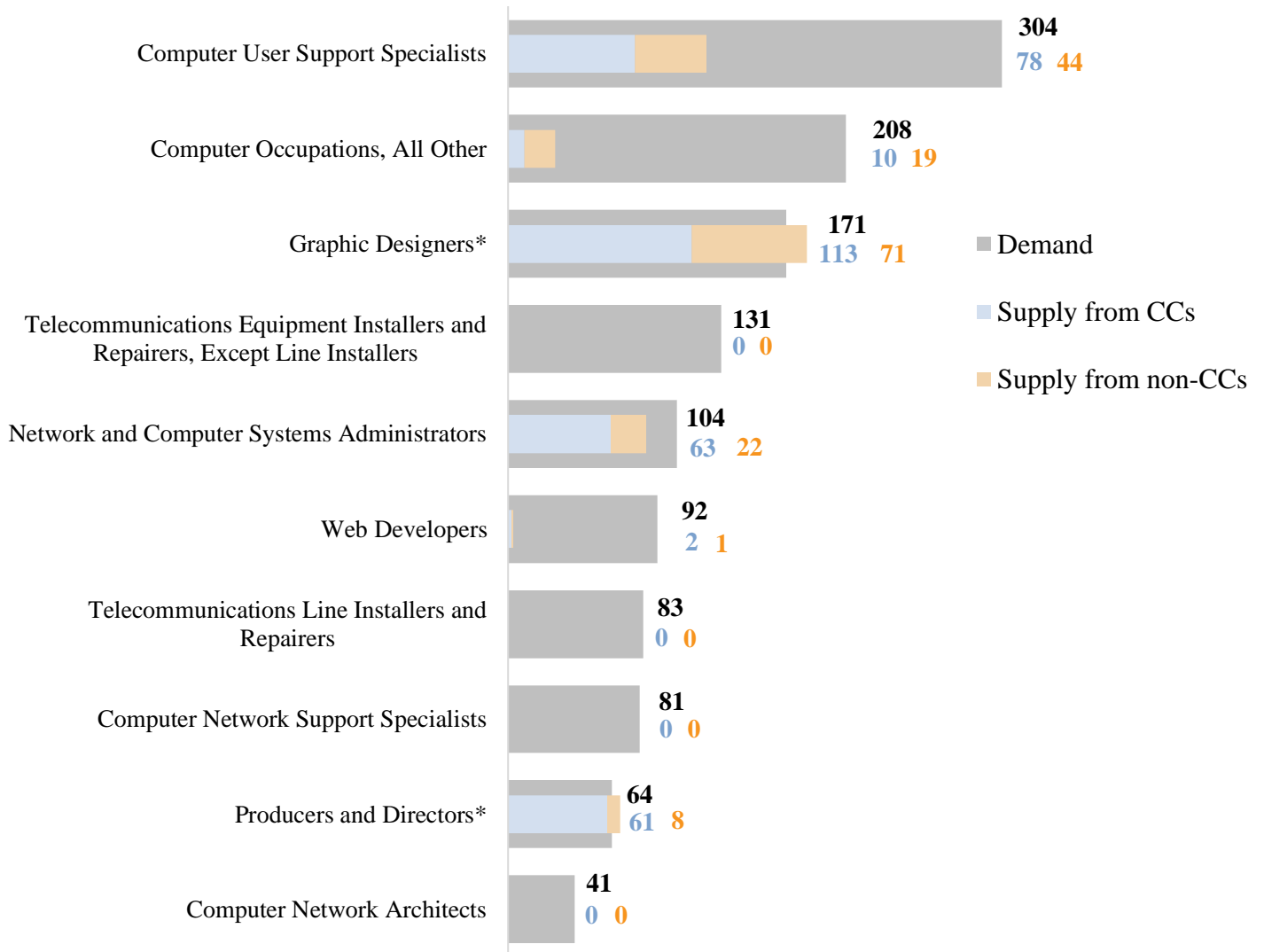


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INFORMATION & COMMUNICATION TECHNOLOGIES (ICT) AND DIGITAL MEDIA

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in ICT and Digital Media with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

**ICT and Digital Media Top Middle-Skill Jobs in South Central Coast:
Labor Market Demand vs. Program Supply**



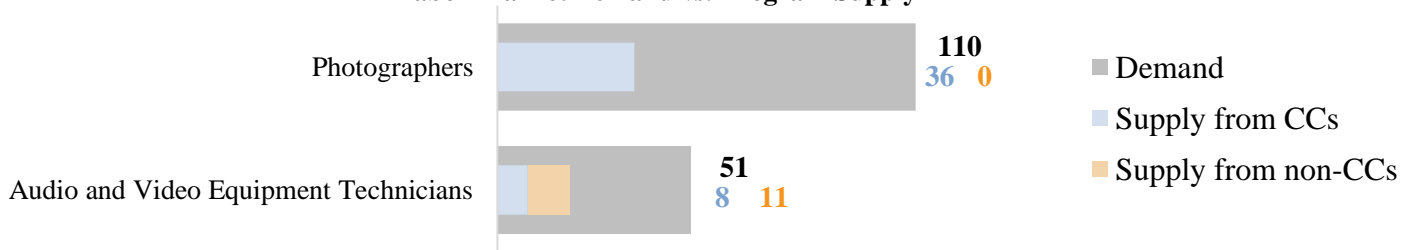


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INFORMATION & COMMUNICATION TECHNOLOGIES (ICT) AND DIGITAL MEDIA

While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill ICT and Digital Media jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).

**ICT and Digital Media Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast:
Labor Market Demand vs. Program Supply**



Key Findings: ICT and Digital Media

Of the 12 occupations (SOC codes) analyzed for the ICT and Digital Media sector, there is a labor market demand of 1,440 annual job openings, a program supply of 547 awards, which creates a sector supply gap of 893 awards. Ten out of the twelve ICT and Digital Media middle-skill jobs in South Central Coast have supply gaps.

1,440
annual job openings
(labor market demand)

547
average annual program awards
(labor market supply)

893
supply gap (number of
awards needed to close the gap)



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LIFE SCIENCES AND BIOTECHNOLOGY

Life Sciences and Biotechnology is a sector that exists at the crossroads of innovative scientific research and the dynamic market economy. It is comprised of professional, scientific and technical industries that involve the scientific study of living organisms. Individuals who obtain employment in this industry are typically rewarded with high-paying, challenging positions that provide considerable advancement opportunities.

In 2019, California leads the world in Life Sciences innovation and is the number one state for Life Sciences employment with over 311,000 direct jobs and 958,000 total jobs, including direct, indirect, and induced jobs. The 3,400+ Life Sciences companies in California are mostly Biotechnology and Pharmaceutical or Medical Equipment and Device Manufacturing with over 1,300 therapies in the pipeline and over 450 approved medical devices.

In 2017, the average annual Life Sciences industry wage in Santa Barbara and Ventura Counties was \$155,711. In San Luis Obispo County, the Biotechnology & Biomedical Devices (B&BD) Industry Cluster is responsible for a total of 989 jobs with average earnings of about \$77,979, a job growth of 23% since 2010, and a job concentration that is 39% below national average. Amgen is the region's largest biotech employer with 20,800 employees as of December 31, 2017.

FAST FACTS



57,401
people employed



\$91,593
average earnings per job



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LIFE SCIENCES AND BIOTECHNOLOGY

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
Allied Universal (776)	San Luis Personnel Services Inc. (156)	Procore Technologies, Inc. (399)	RANDSAT Holdings (25,322)
H&R Block, Inc. (367)	Advantage Solutions, Inc. (122)	Allied Universal (279)	Allied Universal (25,286)
The Sage Group PLC (291)	Nurse Recruiter (102)	H&R Block, Inc. (167)	Deloitte LLP (15,919)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Auditing (7%)	Merchandising (11%)	Auditing (9%)	Auditing (7%)
Pharmaceuticals (7%)	Nursing (8%)	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance) (8%)	Accounting (7%)
SQL (Programming Language) (6%)	Basic Life Support (8%)	Construction Management (8%)	Java (Programming Language) (7%)
Accounting (6%)	Brand Awareness (8%)	Agile Software Development (6%)	Agile Software Development (7%)
Project Management (5%)	Demonstration Skills (7%)	Software as a Service (SaaS) (6%)	SQL (Programming Language) (6%)

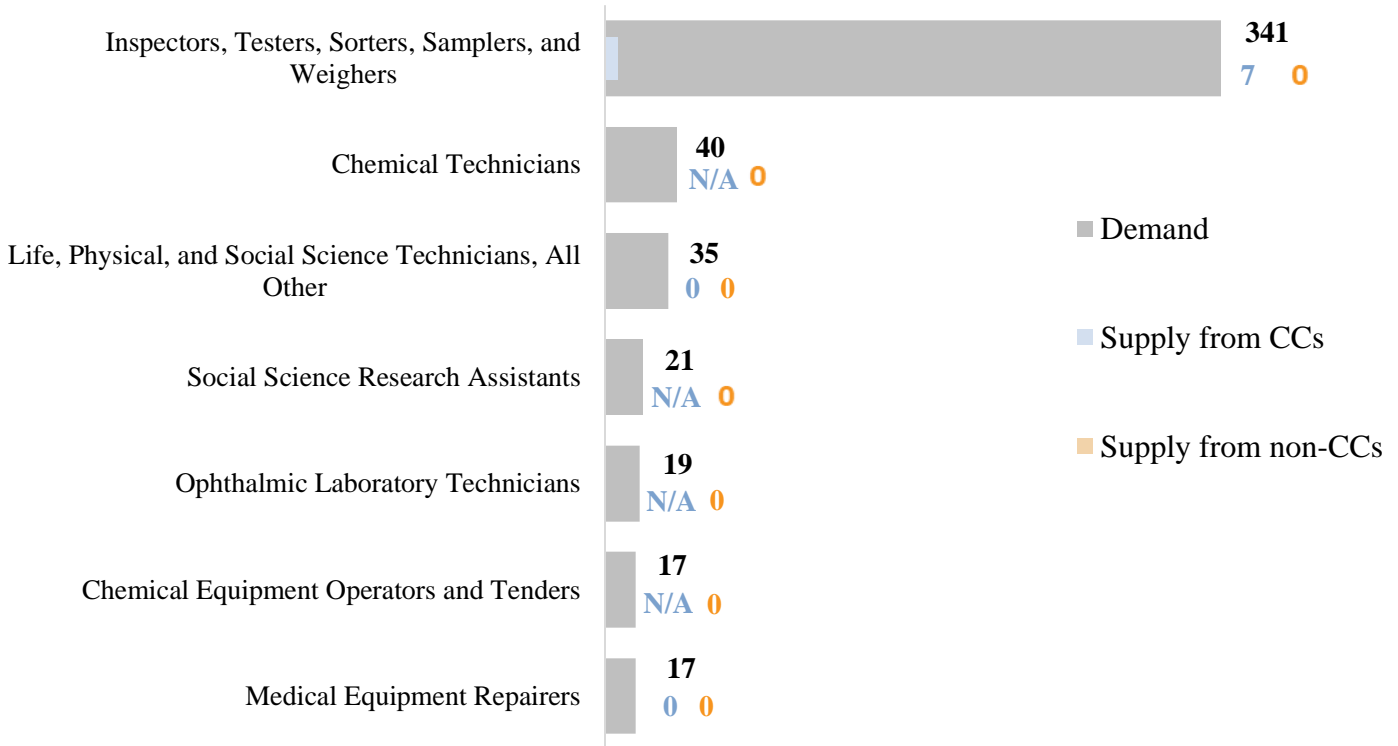


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LIFE SCIENCES AND BIOTECHNOLOGY

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Life Sciences and Biotech with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

**Life Sciences and Biotech Top Middle-Skill Jobs in South Central Coast:
Labor Market Demand vs. Program Supply**



Key Findings: Life Sciences and Biotech

Of the 7 occupations (SOC codes) analyzed for the Life Sciences and Biotech sector, there is a labor market demand of 490 annual job openings, a program supply of 7 awards, which creates a sector supply gap of 483 awards. All middle-skill Life Sciences and Biotech jobs in South Central Coast have supply gaps.

490	7	483
annual job openings (labor market demand)	average annual program awards (labor market supply)	supply gap (number of awards needed to close the gap)



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RETAIL, HOSPITALITY, AND TOURISM

Tourism entry-level jobs can prepare job seekers for careers within the same sector or across industries. Skills developed by working in the Tourism sector include problem-solving, communication and customer service.

From 2009 through 2018 Santa Barbara County retail sales went up 36%. Since July 2014, monthly tourism revenue received from local hotels, inns and other lodging in San Luis Obispo has seen between an 8 percent and 20 percent monthly year-over-year increase. Jobs in Leisure & Hospitality are up more than 20% over the past ten years in Ventura County. Moorpark and Lancaster are both experiencing the construction of new hotels which will boost the number of Hospitality jobs in the area. The Tourism, Hospitality, and Recreation industry has experienced 29% job growth since 2010.

In 2016, 67% of people who completed or exited a Tourism community college program in the South Central Coast region were employed within two quarters after exit.

FAST FACTS

 **222,529**
people employed

 **\$34,682**
average earnings per job

Sample of Local Employers (With Unique Job Postings for 2018)

Ventura County	SLO County	SB County	California
24 Hour Fitness Worldwide, Inc. (305)	Cal Poly Corporation (223)	Marriott International, Inc. (356)	Marriott International, Inc. (23,831)
Starbucks Corporation (297)	Starbucks Corporation (176)	Starbucks Corporation (191)	Starbucks Corporation (19,102)
Chipotle Mexican Grill, Inc. (291)	Chipotle Mexican Grill, Inc. (91)	Hilton Worldwide Holdings, Inc. (129)	24 Hour Fitness Worldwide, Inc. (9,571)

Skills (With Percent of Frequency in Posting)

Ventura County	SLO County	SB County	California
Restaurant Operation (50%)	Restaurant Operation (47%)	Restaurant Operation (40%)	Restaurant Operation (46%)
Recipes (13%)	Recipes (13%)	Recipes (12%)	Recipes (12%)
Food Safety (11%)	Food Services (8%)	Safety Training (9%)	Food Services (9%)
Grilling (10%)	Grilling (8%)	Food Services (8%)	Food Safety (8%)
Food Services (8%)	Food Safety (7%)	Grilling (7%)	Grilling (7%)

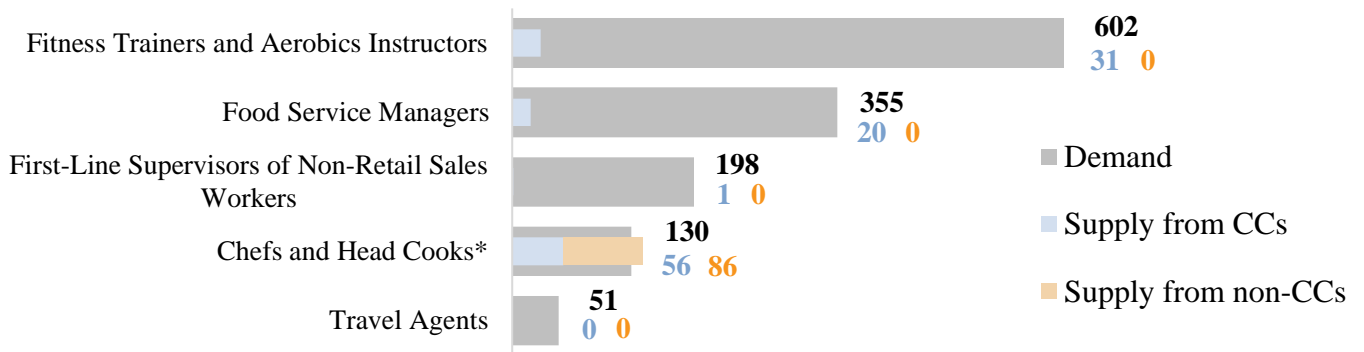


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RETAIL, HOSPITALITY, AND TOURISM

The following chart compares South Central Coast’s labor market demand for the top middle-skill jobs in Retail, Hospitality, and Tourism with program supply from the region’s community colleges and non-community college providers. Top middle-skill jobs are defined as jobs that have both the most labor market demand (annual job openings) and entry-level wages at or above the California Family Needs Calculator (commonly known as a “living wage”).

**Retail, Hospitality, and Tourism Top Middle-Skill Jobs in
South Central Coast: Labor Market Demand vs. Program Supply**

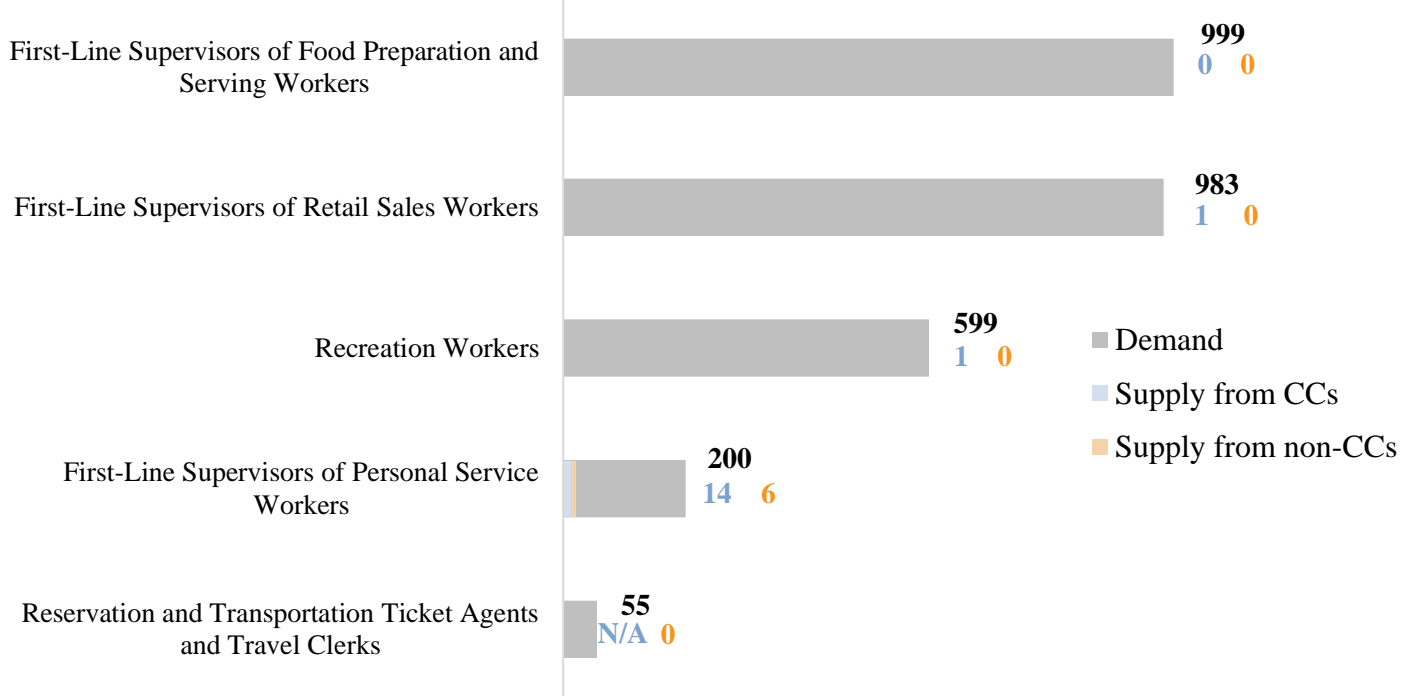


While it is important to understand which top middle-skill jobs have opportunities for increased program supply, it is also important to consider middle-skill occupations that have entry-level wages below the California Family Needs Calculator but median wages above it. Since wages generally increase with additional experience and training, students could potentially earn self-sustaining wages with additional apprenticeship or work-based learning opportunities. As seen in the following chart, middle-skill Retail, Hospitality, and Tourism jobs with entry-level wages below the California Family Needs Calculator have a significant number of annual job openings (labor market demand).



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**Retail, Hospitality, and Tourism Middle-Skill Jobs with Entry-Level Wages Below the California Family Needs Calculator in South Central Coast:
Labor Market Demand vs. Program Supply**



Key Findings: Retail, Hospitality, and Tourism

Of the 10 occupations (SOC codes) analyzed for the Retail, Hospitality, and Tourism sector, there is a labor market demand of 4,172 annual job openings, a program supply of 216 awards, which creates a sector supply gap of 3,956 awards. Nine out of the ten Retail, Hospitality, and Tourism middle-skill jobs in South Central Coast have supply gaps.

4,172
annual job openings
(labor market demand)

216
average annual program awards
(labor market supply)

3,956
supply gap (number of
awards needed to close the gap)



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STRATEGIC PRIORITIES FOR THE REGION

SIGNATURE REGIONAL PROJECTS

The work-based learning continuum is a priority in our region. This is and will continue to be reflected in our regional investments in Job Developers/Placers and support services at each of the colleges, and the recent investment in JobSpeaker in partnership with LinkedIn Learning and our ongoing Career Strategist Digital badge project. All of this aligns with our continued regional investments in our Regional Directors and their work with the K12s, colleges and employers.

JobSpeaker is a cloud-based career services application that supports individual colleges with their day-to-day operations and tracking of the work-based learning continuum. Regionally, we are leveraging our individual college efforts to provide customer service and responsiveness to our employers through a SCCRC portal. Employers will have the opportunity to communicate needs to the region that colleges can then fulfill. In addition, students across the region can achieve their career objectives through increased opportunities across the region. Outcome and employer engagement driven; JobSpeaker will provide work-based learning analysis to measure colleges and regional success.

By providing the Career Strategist Digital Badge and LinkedIn Learning, colleges are able to increase student learning of “Soft Skills” and awareness of career services at the colleges. In addition, faculty are able to embed LinkedIn Learning into their educational offerings when desired.

In addition, Virtual Labs (Practice Labs) adoption by the Inland Empire region as a proven solution reflects the progressiveness of the SCCRC region in erasing inequity through lab access plus the ability to influence change to benefit the state. The SCCRC also supports K12 dual enrollment and articulation alignment using such technical advancements.

SECTOR PRIORITIES

The regional priority and emerging sectors remain the same as in the January 2017 Regional SWP Plan with a focus on employer engagement. 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 2021. 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 2021 SWP Plan for the region.

Below are the overarching priorities in each of our priority and emerging sectors as identified by our Regional Directors. In addition, please see Appendix 2 of this document which restates data and analysis from our 2019 SWP Plan Update. We include this because the region is building upon these data in our ongoing work:



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ADVANCED MANUFACTURING PRIORITIES:

- Regionally expand work-based learning opportunities, to include apprenticeships, pre-apprenticeship, and internships.
- Support greater industry-certifications and credentialing training programs throughout the region.
- Continue to advocate/support fee-based training to immediately address workforce skill gaps, and to timely provide needed incumbent worker training for upgraded skills.
- Explore new mechatronic training initiatives and pathways in the region.
- Continue regionally to support STEM programs focused on student learning experiences and more professional development.

AGRICULTURE, WATER AND ENVIRONMENTAL TECHNOLOGIES PRIORITIES:

- Food Safety is a priority and will be addressed with new curriculum (degrees and certificates) already in the works. Training will be provided to regional growers on the Food Safety Modernization Act (FSMA) as a component of employer engagement. Students will be trained and hired to help growers meet the act requirements as a component of work-based learning. This project is already underway with Hancock College, Cal Poly SLO and Ventura College. Additional partnership opportunities also exist with UC Cooperative Extension.
- Pest Control – new certificate options are being developed at two regional colleges which will allow for students to take the state license exam without the need to obtain a degree.
- Precision Agriculture – new degree/certificate programs are being developed as a statewide sector initiative with a series of stackable certificates which can be shared by institutions.
- Pursuing development of an agriculture biotechnology program and am gathering labor market data at this time. Two other current areas of interest are further developing the research hemp program at Hancock College as a work-based learning opportunity for students. Currently students are employed as lab assistants in the program.
- Developing student experiential learning opportunities in summer research at 4-year universities. These opportunities are paid and are also a form of work-based learning.
- Exploring wildland conservation as a means of fire suppression. This project is still being developed in conjunction with my statewide director.



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BUSINESS AND ENTREPRENEURSHIP PRIORITIES:

- Expand the offerings across the region of certificate (low unit and non-credit also) and degree programs in business and entrepreneurship to meet regional needs.
- Collaborate with regional colleges to provide timely training to address industry needs and identified skill gaps through contract education, credit, and non-credit offerings.
- Embed gig economy, entrepreneurial mindset, and project management concepts and/or modules in disciplines across CTE programs.
- Support and convene faculty communities of practice, encourage continuous learning including industry- recognized certification attainment, and promote professional engagement.
- Increase work-based learning opportunities and regional convenings, which will result in collaborative efforts among employers, business owners, community agencies, and colleges.

ENERGY, CONSTRUCTION AND UTILITIES PRIORITIES:

- Regionally work to create stronger collaboration between employers, contractors’ associations, building trades unions and the colleges.
- Continue support development of a continuum of training opportunities and pathways from K-12, Adult Schools, and Colleges.
- Continue to advocate/support fee-based training to immediately address workforce skill gaps, and to timely provide needed incumbent worker training for upgraded skills.
- Support greater industry-certifications and credentialing training programs throughout the region.
- Explore opportunities for Building and Facilities Maintenance Technician training programs in the region.
- Support faculty communities of practice and professional development.

GLOBAL TRADE PRIORITIES:

Global Trade creates many California jobs and is a significant source of economic vitality for the state.

- To classify technical skills, as well as identify the core competencies required by global employers in the area, Regional Director, Employer Engagement, Global Trade SSC is in the process of developing a sector profile with the help of the regional Center of Excellence (COE), Economic Development Collaborative (EDC), World Trade Center Oxnard, EDD, and third-party researchers.



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- Increase employer engagement with a focus on creating internships and other work-based learning opportunities to help students gain hands-on application of international business skills while they are still in college.
- Promote and support new global trade training initiatives and pathways in the region. Furthermore, evaluate opportunities to upskill workers in the region and implement ways to help those who are currently employed but looking to grow further.
- Support professional development to ensure students are being trained according to the most up-to-date industry requirements.

HEALTH PRIORITIES:

- In order to meet the needs to facilitate professional development opportunities to update the skills of nursing and allied health faculty; attendees will have an opportunity to participate in a two-day workshop which will cover the basic strategies and daily practice of transitioning from the field into the classroom.
- In an effort to promote a broader scope of health-related careers that are in alignment with Regional Labor Market Information; it is the health sector Regional Director's priority to coordinate/or provide provision of funding for career pathway exploration activities. Scrubs Camps will provide a broader awareness to careers in the health sector as well as provide a venue where with middle and high school students can engage with professionals in allied health and emergency services, by participating in a simulated scenario event, bridging career awareness with job shadowing. The Behavioral Health Careers Awareness symposium will provide a venue where high school and college students can engage with professionals in health and human services, by participating in a professional style symposium designed to bridge career awareness from paraprofessional to professional in the behavioral health field.
- In order to meet the needs to facilitate professional development opportunities to update the skills of community health professionals, nursing faculty, allied health faculty, health and human services faculty, other community college staff; a workshop/training will be provided with the goal to cover the importance of utilizing trauma-informed lens (industry driven and evidence based) when working with clients/patients. The workshop/training framework will be interdisciplinary modeled after the health sector's new integrative service delivery approach.
- In an effort to increase employer engagement, opportunities will be sought out to collaborate with employers to leverage resources for providing both professional development and incumbent worker trainings at the community colleges with the goal in mind further build the relationship and open the doors to future opportunities such as internships and work-based learning.



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**INFORMATION AND COMMUNICATION TECHNOLOGIES AND
DIGITAL MEDIA (ICT/DM) PRIORITIES:**

- Address workforce ICT/DM identified skill gaps by working with regional colleges to provide timely training opportunities for incumbent worker and for the community at large through contract-ed, credit, and noncredit.
- Champion with collaboration of regional faculty, the development of cybersecurity, cloud computing, entertainment and STEM educational offerings across multiple ICT/DM sector disciplines.
- Support greater industry-certifications achievement and increase educational offerings/training programs throughout the region in ICT/DM.
- Expand student career exploration/opportunities and convene faculty in continuous learning through professional opportunities, employer engagement, events, and advisories.
- Regionally expand work-based learning opportunities for student placement and employer engagement in ICT/DM.

K12 STRONG WORKFORCE PROGRAM ALIGNMENT

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

- Work closely with the soon-to-be-hired K12 Pathway Coordinators and the K14 TAP on mapping pathways between K12 and community college pathways in each of the college/district service areas.
- Help the funded K12 LEAs and coordinators with understanding the regional priorities,
- Hold 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](#).



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PRIORITIZED PROJECTS/PROGRAMS - 2019-20 SPENDING PLAN

See Appendix 1 for the SCCRC SWP 19/20 Regional Share Spending Plan.

METRICS AND OUTCOMES

SWP metrics and progress data will continue to drive our work with the support of technical assistance provided by the Chancellor’s Office. Our base and incentive funding have increased every year, so we are on the right track.

Community College Strong Workforce Program Metrics:

1. CTE Completion
2. Transfer
3. Employment in field of study
4. Earnings
5. Median change in earnings
6. Proportion of students who attained living wages

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 the new K12 Pathway Coordinators and new K14 TAP,
- Onboarding all new administrators working with us in the region,
- Continued engagement with the K12 Regional Review Team and Selection Committee members,
- Meeting with Workforce Development Board representatives proactively to 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, the Executive Council, and District CEO meetings (as district CEOs make all final regional college SWP funding decisions),



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- 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.
- Host a regional Perkins Consultation Group meeting to gather input for the Comprehensive Local Needs Assessment (CLNA) required by all of the colleges for their Perkins V application.
- Actively participate in statewide and regional alignment and strategic planning efforts with Chancellor's Office, key talent, the Guided Pathways Coordinators and regional colleges in support of the Vision for Success, Student Centered Funding Formula, Perkins and the SWP. Sharing best practices to improve integrated planning at the local, regional and statewide level in serving our respective community's needs.

In sum, the region is heavily engaged in Sector Profile work with colleges, faculty and administrators as well as Regional Directors, CTE deans and employers. This will lead to new certificates and awards concentrating on middle skill jobs and skill sets for students and meeting local, regional and statewide workforce needs. Additionally, the SCCRC is launching work groups and meetings to build our new Regional Strong Workforce Program 4-Year Plan in January 2020.

SCCRC SWP 19-20 Regional Share Spending Plan APPROVED NOV 2019

SCCRC REGIONAL SWP BASE FUNDING SPENDING PLAN 2019-2020

SOUTH CENTRAL COAST REGIONAL BASE FUNDING (19-20)		5,988,265	<i>(See SWP 2019-20 Base Funding Memo dated 0802019)</i>							
5% Admin/Fiscal to SBCC		299,413								
		5,688,852								
BASE FUNDING IS ALLOCATED TO THE DISTRICTS (% to each District based on the percent of the Total Local Share Base Funding Allocated to each District in the Region)		2,844,426			Regional Director (RD)/ Technical Assistance					
Allan Hancock (12%)			District Allocation	Job Dev Support Services	RD or TAP	Job Developer	Jobspeaker		TOTAL TO DISTRICT	
BASE		341,331							AHC	
INCENTIVE (TBD)										
TOTAL		341,331	341,331	48,750	100,000	112,500	200,000		802,581	
Antelope Valley (18%)			District Allocation	Job Dev Support Services	RD or TAP	Job Developer			TOTAL TO DISTRICT	
BASE		511,997							AVC	
INCENTIVE (TBD)										
TOTAL		511,997	511,997	48,750		112,500			673,247	
Cuesta (10%)			District Allocation	Job Dev Support Services	RD or TAP	Job Developer			TOTAL TO DISTRICT	
BASE		284,443							Cuesta	
INCENTIVE (TBD)										
TOTAL		284,443	284,443	48,750	100,000	112,500			545,693	
Canyons (16%)			District Allocation	Job Dev Support Services	RD or TAP	Job Developer	Virtual Labs/ Cybersecurity	ACUE (CTE Faculty Professional Development)	Teacher Prep	TOTAL TO DISTRICT
BASE		455,108								COC
INCENTIVE (TBD)										
TOTAL		455,108	455,108	48,750	400,000	112,500	150,000	97,000	140,000	1,403,358
** Note below										
REVISED										
VCCCD (3 colleges - 32%)			District Allocation	Job Dev Support Services	RD or TAP	Job Developer			TOTAL TO DISTRICT	
BASE		910,216							VCCCD	
INCENTIVE (TBD)										
TOTAL		910,216	910,216	146,250	100,000	337,500			1,493,966	
SBCC (12%)			District Allocation	Job Dev Support Services	DSN or TAP	Job Developer	Career Strategist		TOTAL TO DISTRICT	
BASE		341,331							SBCC	
INCENTIVE (TBD)										
TOTAL		341,331	341,331	48,750	100,000	112,500	80,000		682,581	
SOUTH CENTRAL COAST REGIONAL BASE FUNDING (19-20)		2,844,426								
REGIONAL PROJECTS										
Association of College and University Educators (ACUE) (CTE Faculty Development) - COC Administrators		97,000								
Job Developers/Job Placers (1 @ ea college 112,500)		900,000								
Job Development/Placement Support Services (\$48,750 per college)		390,000								
Job Developer/Placer Coordination and Support - SCCRC administrators via SBCC		10,000								
Virtual Lab/Cybersecurity - COC Administrators		150,000								
Teacher Preparation Pipeline-COC Administrators		140,000								
Career Strategist - SBCC administrators		80,000								
Telling the Regional SWP Story - SCCRC administrators via SBCC		50,000								
Regional Support for Jobspeaker - AHC administrators		127,426								
*NOTE: Funding to be supplemented with \$72,574 from regional incentive funding correction funds for a project total of \$200K										
Key Talent Support (\$100,000 each)		900,000								
Information Communication Tech/Digital Media (Hosted at COC)										
Health (Hosted at COC)										
Business and Entrepreneurship (Hosted at Cuesta)										
Global Trade and Logistics (Hosted at SBCC)										
Ag Water and Environmental Tech (Hosted at AHC)										
Advance Manufacturing (Hosted at COC)										
Energy, Construction, Utilities (Hosted at Kern CCD)										
Center of Excellence Technical Assistance Provider (Hosted at MC)										
K14 Technical Assistance Provider (Hosted at COC)										
**NOTE: Funding to be held at SBCC as the SWP Fiscal Agent until the position is filled at COC.										
5% of total for Fiscal Agent/Regional Admin		299,413								
SOUTH CENTRAL COAST REGIONAL BASE FUNDING (19-20)		5,988,265								



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APPENDIX 2

The following section is taken from the SCCRC Strong Workforce Program Update January 2019 and is included here as this work is ongoing and ties directly to the Sector Profile data presented in this 2020 Plan Update.

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.



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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:

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, Except 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:



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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

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).



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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 (1



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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.



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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
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).



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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
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.



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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

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).



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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.



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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
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).

Small 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.



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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
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 Small 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).