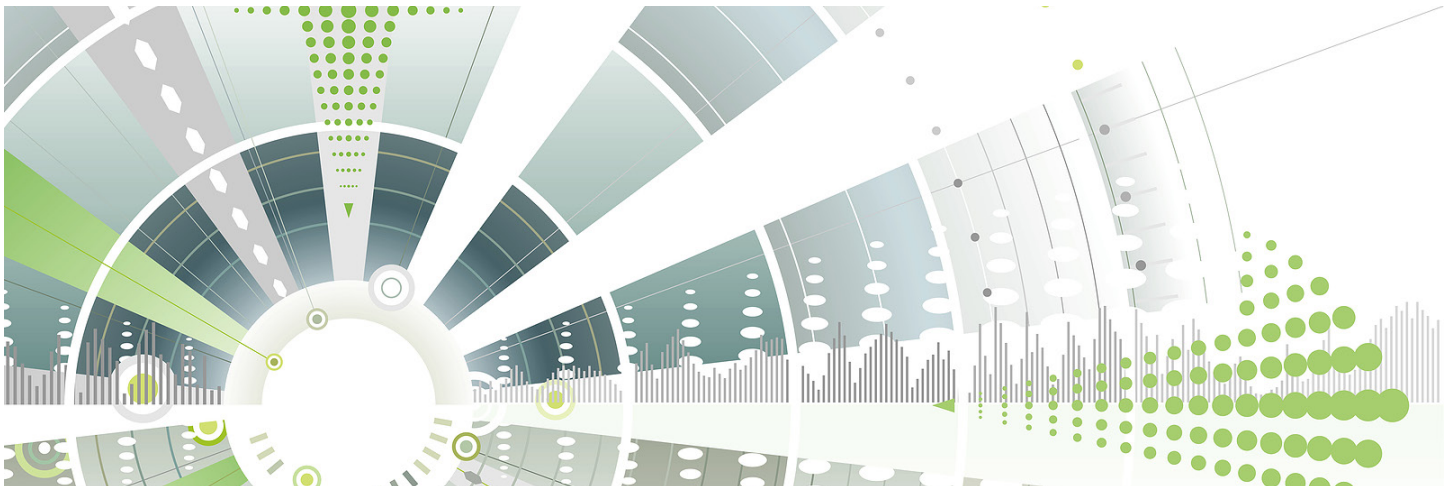


June 2018

SUMMARY



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

IMPERIAL COUNTY



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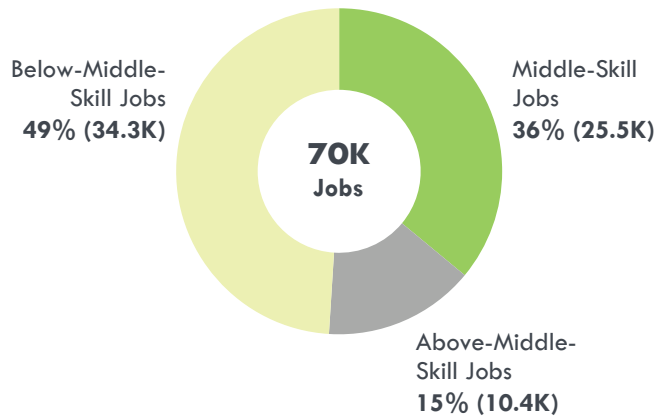
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THE MIDDLE-SKILL JOB MARKET IN IMPERIAL COUNTY

This summary highlights key points from the study, Opportunities for Career Education to Close the Middle-Skill Jobs Gap. The study explores where the middle-skill job opportunities are in Imperial County and identifies job gaps that could potentially be filled with public Career Education programs.

Middle-skill jobs constitute a significant portion of the Imperial County labor market. In 2017, 36% of the 69,859 jobs in Imperial County were middle-skill jobs.

Jobs Breakdown in Imperial County, 2017



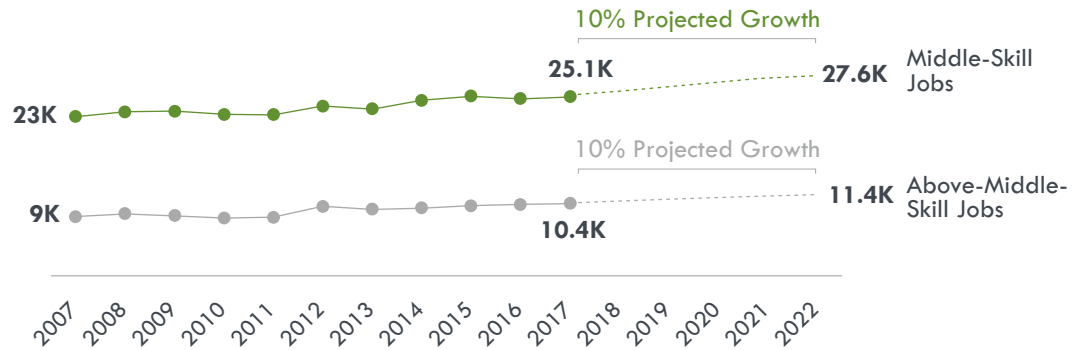
What is a Middle-Skill Job?

A middle-skill job has the following training requirements:

- > Some college coursework, a postsecondary certificate, and/or an associate degree; or
- > High school diploma or equivalent with on-the-job training greater than 12 months; or
- > Apprenticeship; or
- > Bachelor's degree if at least 33% of workers in the occupation, age 25 or older, have completed, as their highest level of education, some college coursework or an associate degree.

Number of People Employed in Middle-Skill and Above-Middle-Skill Jobs in Imperial County

Between 2017 and 2022, the number of middle-skill jobs in the region is projected to increase by 2,409 jobs or 10%.



TOP 100 MIDDLE-SKILL JOBS

There are 298 Standard Occupational Classification (SOC) codes that define middle-skill jobs. This study analyzes the top 100 SOC codes for middle-skill jobs that have the most labor market demand, stable employment growth, and entry-level wages at or above the Self-Sufficiency Standard.¹

90

The number of top middle-skill jobs with supply gaps in the region.

2,260

The number of job openings per year between 2017 and 2022 for the top 100 middle-skill jobs.

1,861

The number of awards that training providers will need to generate to close the supply gap for the top 100 middle-skill jobs.

¹ The Self-Sufficiency Standard is the hourly wage (\$11.32) that a single adult in a two-adult household with two children needs to earn to meet basic needs in Imperial County.

TOP 100 MIDDLE-SKILL JOBS

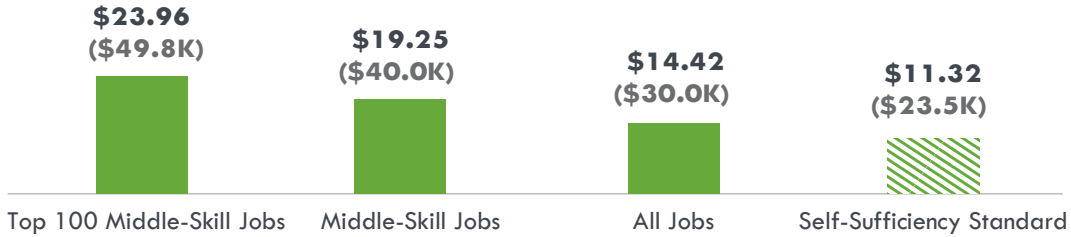
A comparison of labor market demand (annual job openings) with labor supply (program awards) from the region's educational institutions indicates that there are 91 top middle-skill jobs with supply gaps. Occupations with an asterisk (*) indicate an oversupply.

Administrative Services Managers*	Heating, Air Conditioning, and Refrigeration Mechanics and Installers*
Automotive Body and Related Repairers	Heavy and Tractor-Trailer Truck Drivers
Bookkeeping, Accounting, and Auditing Clerks	Human Resources Assistants, Except Payroll and Timekeeping
Bus and Truck Mechanics and Diesel Engine Specialists	Industrial Machinery Mechanics
Bus Drivers, School or Special Client	Industrial Production Managers
Bus Drivers, Transit and Intercity	Insurance Sales Agents
Business Operations Specialists, All Other	Interpreters and Translators
Carpenters	Legal Secretaries
Chefs and Head Cooks	Library Technicians
Claims Adjusters, Examiners, and Investigators	Licensed Practical and Licensed Vocational Nurses
Community Health Workers	Loan Interviewers and Clerks
Computer Network Support Specialists	Loan Officers
Computer Occupations, All Other	Machinists
Computer User Support Specialists*	Maintenance and Repair Workers, General
Computer, Automated Teller, and Office Machine Repairers	Massage Therapists
Construction and Building Inspectors	Medical and Clinical Laboratory Technicians
Construction Managers	Medical Assistants
Correctional Officers and Jailers	Medical Records and Health Information Technicians
Cost Estimators*	Medical Secretaries
Customer Service Representatives	Mobile Heavy Equipment Mechanics, Except Engines
Data Entry Keyers	Network and Computer Systems Administrators
Dental Assistants	Nursing Assistants
Detectives and Criminal Investigators	Operating Engineers and Other Construction Equipment Operators
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay*	Paralegals and Legal Assistants
Electrical Power-Line Installers and Repairers	Payroll and Timekeeping Clerks
Electricians	Pesticide Handlers, Sprayers, and Applicators, Vegetation
Emergency Medical Technicians and Paramedics	Pharmacy Technicians*
Executive Secretaries and Executive Administrative Assistants	Phlebotomists
Farm Equipment Mechanics and Service Technicians	Plumbers, Pipefitters, and Steamfitters
Firefighters	Police and Sheriff's Patrol Officers
First-Line Supervisors of Construction Trades and Extraction Workers	Power Plant Operators
First-Line Supervisors of Correctional Officers	Preschool Teachers, Except Special Education*
First-Line Supervisors of Farming, Fishing, and Forestry Workers	Production, Planning, and Expediting Clerks
First-Line Supervisors of Fire Fighting and Prevention Workers	Property, Real Estate, and Community Association Managers
First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	Purchasing Agents, Except Wholesale, Retail, and Farm Products
First-Line Supervisors of Housekeeping and Janitorial Workers	Radiologic Technologists
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	Real Estate Sales Agents
First-Line Supervisors of Mechanics, Installers, and Repairers	Registered Nurses
First-Line Supervisors of Non-Retail Sales Workers	Sales and Related Workers, All Other
First-Line Supervisors of Office and Administrative Support Workers	Sales Representatives, Services, All Other
First-Line Supervisors of Personal Service Workers	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
First-Line Supervisors of Production and Operating Workers	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
First-Line Supervisors of Protective Service Workers, All Other	Social and Human Service Assistants
First-Line Supervisors of Retail Sales Workers	Telecommunications Equipment Installers and Repairers, Except Line Installers
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	Tellers
Fitness Trainers and Aerobics Instructors	Training and Development Specialists
Forest and Conservation Technicians	Transportation, Storage, and Distribution Managers
Graphic Designers	Water and Wastewater Treatment Plant and System Operators*
Health Technologists and Technicians, All Other	Welders, Cutters, Solderers, and Brazers
Healthcare Support Workers, All Other	Wholesale and Retail Buyers, Except Farm Products

KEY FINDINGS

Training for the top 100 middle-skill jobs can provide job seekers with opportunities for income mobility: The average median hourly wage of all middle-skill jobs is \$19.25, the average median hourly wage of all jobs in the region is \$14.42, and the Self-Sufficiency Standard is \$11.32. The average median hourly earnings of the top 100 middle-skill jobs analyzed in this study is \$23.96, which is higher than all three.

Median Hourly Earnings (Annual Salary) vs. Self-Sufficiency Standard



Of the top 100 middle-skill jobs identified in this study, 90 have supply gaps, 8 have labor surpluses (an oversupply of labor), and 2 have neither. Comparatively, the top 100 above-middle-skill jobs have 70 supply gaps, suggesting that middle-skill jobs have more opportunities to develop programs than above-middle-skill jobs.



The top 100 middle-skill jobs have a labor market demand of 2,260 annual job openings and a program supply of 399 awards. That is a difference of 1,861 awards that could be produced by the region to meet labor market demand.

Not all middle-skill jobs require an associate degree. Of the 2,260 annual job openings, 18% are related to supervisory or management roles, 15% are related to administrative or secretarial roles, and 13% are related to sales roles. The majority of these occupations require less than an associate degree as their typical entry-level education. This suggests that there are opportunities for short-term certificate programs that can fill these roles. Short-term certificate programs require less than two years to complete.

Percentage of Annual Job Openings with Management, Sales or Administrative Job Titles³
(Top 100 Middle-Skill Jobs)



² There is insufficient data to calculate the supply gap for 13 occupational codes in the above-middle-skill jobs category

³ These percentages have some overlap because an occupation may have more than one role: For example, First-Line Supervisors of Office and Administrative Support Workers are both supervisory and administrative positions.

RECOMMENDATIONS FOR MORE PROGRAM SUPPLY

Career Education programs can help fill the supply gaps with short-term certificates or associate degrees. The following list of six-digit Taxonomy of Programs (TOP6) codes are recommended for increased awards to close the supply gap. The TOP system is used at the state level to collect and report information on community college programs. TOP6 programs that train for occupations with a supply gap of at least 5 job openings are included below. Programs with an asterisk (*) may be suitable for short-term certificate programs.

TOP6	TOP6 Program Title	TOP6	TOP6 Program Title
010300	Plant Science	095220	Electrical
010310	Agricultural Pest Control Adviser and Operator (Licensed)*	095230	Plumbing, Pipefitting, and Steamfitting
010930	Nursery Technology*	095600	Manufacturing and Industrial Technology
011400	Forestry	095630	Machining and Machine Tools
011600	Agricultural Power Equipment Technology	095650	Welding Technology
050200	Accounting	095700	Civil and Construction Management Technology
050400	Banking and Finance*	120510	Phlebotomy*
050630	Management Development and Supervision*	120800	Medical Assisting
050640	Small Business and Entrepreneurship	120810	Clinical Medical Assisting
050650	Retail Store Operations and Management*	120820	Administrative Medical Assisting*
050800	International Business and Trade*	120830	Health Facility Unit Coordinator*
050900	Marketing and Distribution*	122000	Speech/Language Pathology and Audiology*
050920	Purchasing	122300	Health Information Technology*
050940	Sales and Salesmanship*	122310	Health Information Coding*
050970	E-Commerce (Business Emphasis)*	122500	Radiologic Technology
051000	Logistics and Materials Transportation*	123000	Nursing
051100	Real Estate*	123010	Registered Nursing
051110	Escrow	123020	Licensed Vocational Nursing
051200	Insurance*	123030	Certified Nurse Assistant
051400	Office Technology/Office Computer Applications*	124010	Dental Assistant
051410	Legal Office Technology*	126200	Massage Therapy*
051420	Medical Office Technology*	130600	Nutrition, Foods, and Culinary Arts*
051440	Office Management	130630	Culinary Arts*
086000	Educational Technology	130710	Restaurant and Food Services and Management*
093430	Telecommunications Technology	140200	Paralegal
093440	Electrical Systems and Power Transmission	160200	Library Technician (Aide)*
094500	Industrial Systems Technology and Maintenance	210400	Human Services*
094700	Diesel Technology	210440	Alcohol and Controlled Substances*
094720	Heavy Equipment Maintenance	210510	Corrections
094730	Heavy Equipment Operation	210540	Forensics, Evidence, and Investigation*
094740	Railroad and Light Rail Operations	210550	Police Academy
094750	Truck and Bus Driving*	213300	Fire Technology
094900	Automotive Collision Repair*	213350	Fire Academy
095200	Construction Crafts Technology	219900	Other Public and Protective Services*
095210	Carpentry	300700	Cosmetology and Barbering*

RECOMMENDATIONS FOR FURTHER ANALYSIS

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

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

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For the full report, visit San Diego-Imperial at coecc.net.

