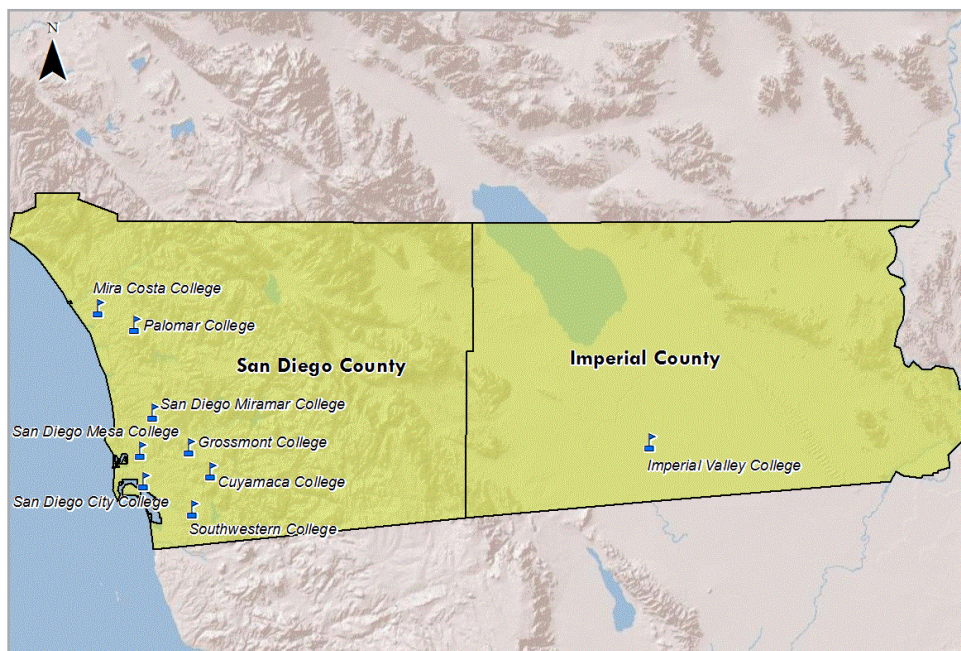


Regional Labor Market Profile

San Diego-Imperial Region

In recent years, as local economies weathered the Great Recession, the quality and timeliness of labor market information has become increasingly important. This is especially true for California Community Colleges. Whether it is aligning career technical education programs with local employer demand, providing career guidance to students, meeting funding requirements or writing grants, colleges rely on labor market data to inform their decision-making process.

To assist colleges in San Diego and Imperial counties, the Centers of Excellence, an initiative of the Economic and Workforce Development program through the California Community Colleges' Chancellor's Office, offer this regional labor market profile — an overview of the region's demographic make-up, current and projected employment, and related resources.



Living in the Region

- Home to 3.3 million people in 2010, by 2020 the region's population is projected to increase to 3.8 million residents
- The labor force for the two counties region totals close to 1.7 million workers; of these, about 170,000 (10.3%) are out of work
- Median household incomes range from \$39,400 (Imperial) to \$61,500 (San Diego)
- Served by 9 community colleges
- Eighty-four percent (84%) of the adult population (18 or older) have completed high school, with 62% moving on to college

In the News

Across the state, regional economies are slowly improving. As new business or job gains are reported, they add not only to the economic wealth of a region but also signal an uptick in labor market momentum. In these counties, a few examples of recent signals include:

- San Diego's innovation economy added 75 new technology companies and 695 jobs during the last three months of 2011, according to the Connect Innovation Report for the fourth quarter of 2011. For the year, Connect counted 109 new software companies, 67 new life sciences companies, 54 in communications, 21 in computers and electronics, and 42 new clean tech startups.
- The Ocotillo Express LLC Wind Energy Project is projected to bring \$442 million in revenue over the life of the project. The Pattern Energy project will cover 12,000 acres of desert while supplying energy to 140,000 homes in San Diego. Construction starts in May, mostly on public land owned by the Bureau of Land Management.

The Region at Work

In March 2012, the combined unemployment rate for the two-county region held at 10.3%, down 0.5 percentage points from March of the previous year. In the same period, the labor force increased by fewer than 10,000 participants, adding that many more job seekers to the competitive market. Overall, these are positive indicators, showing that employment is on the rise even as more adults enter the workforce.

Looking forward to 2014, employment projections estimate industry growth at around 4% or close to 76,000 jobs. The largest gains are projected for professional, scientific and technical services (+13,700) and health-care services (+12,000 jobs). Manufacturing industries are vital components of the region's successful biotechnology economy and provide more than 107,000 jobs for area residents.

Industry Spotlight: Professional, Scientific and Technical Services

In this industry, businesses engage in processes where human capital is the major input. These businesses utilize the knowledge and skills of their employees, often on an assignment basis, to deliver services to the client.

Professional, scientific and technical services industries accounts for more than 198,000 jobs. Through 2014, the largest job gains are projected for management, scientific and technical consulting services.

Employers in Professional, Scientific and Technical Services

Premier Inc.	1,500 jobs
General Atomics	1,300 jobs
Burnham Institute	1,000 jobs
EDAW Inc.	1,000 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Management, Scientific, and Technical Consulting Services	34,342	39,433	5,091	15%	3,479
Scientific Research and Development Services	33,604	36,418	2,814	8%	915
Computer Systems Design and Related Services	26,758	28,740	1,982	7%	2,119
Architectural, Engineering, and Related Services	28,913	30,139	1,226	4%	1,700

Career Opportunities: Within professional, scientific and technical services, the occupations listed below show potential for growth and usually require some college or formal training, an Associate degree or above.

Largest growth: management analysts, medical scientists, computer software engineers (applications), accountants and auditors, managers, computer software engineers (systems software)

Fastest growth: medical scientists, management analysts, computer software engineers (applications and systems software), business operation specialists, market research analysts, biological technicians

Industry Spotlight: Healthcare Services

Healthcare services industries account for more than 67,000 jobs. Through 2014, the largest growth is projected for physicians' offices, hospitals, home health care services and elder care facilities.

Employers in Healthcare Services

Kaiser Permanente	5,000 jobs
Sharp Grossman Hospital	3,000 jobs
Tri-City Medical Center	2,400 jobs
Sharp Rees Stealy Medical Center	2,000 jobs

Industry Spotlight: healthcare services, cont.

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Offices of Physicians	30,132	33,463	3,331	11%	2,625
General Medical and Surgical Hospitals	21,570	23,223	1,653	8%	131
Home Health Care Services	8,828	10,067	1,239	14%	219
Community Care Facilities for the Elderly	8,706	9,900	1,194	14%	323

Career Opportunities: Within healthcare services, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

Largest growth: registered nurses, medical secretaries, medical assistants, nursing aides and attendants, home health aides, physicians and surgeons, licensed practical and licensed vocational nurses

Fastest growth: home health aides, physician assistants, physical therapists, medical assistants, medical and clinical laboratory technicians, personal and home care aides, registered nurses

Industry Spotlight: Manufacturing

Combined, the industry sectors of wholesale and retail trade account for about 107,000 jobs in the two-county region. Through 2014, employment is expected to increase by the greatest amount in navigational, measuring, electromedical and control instruments manufacturing.

Employers in Manufacturing	
Life Technologies Corp.	1,400 jobs
Amylin Pharmaceuticals Inc.	800 jobs
Medimpact Healthcare Systems	450 jobs
BD Biosciences	400 jobs

Industry Sector	2011 Jobs	2014 Jobs	Change	% Change	# of Establishments
Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	9,605	10,748	1,143	12%	189
Pharmaceutical and Medicine Manufacturing	5,373	6,008	635	12%	108
Medical Equipment and Supplies Manufacturing	6,480	6,922	442	7%	206
Metalworking Machinery Manufacturing	1,343	1,574	231	17%	49

Career Opportunities: Within manufacturing, the occupations listed below show potential for growth and usually require some college, an Associate degree or above.

Largest growth: managers, industrial engineers, packaging and filling machine operators and tenders, welders, customer service representatives, computer software engineers (applications)

Fastest growth: managers, industrial engineers, mechanical engineers, purchasing agents, engineering managers and customer service representatives

Online Job Postings

Real-time labor market information (real-time LMI) aggregates postings from hundreds of online job search engines and matches job postings to occupational titles. This data is helpful in better understanding the job market in a region and assisting students/job seekers in making career decisions.

Across all job postings, the top skills/knowledge areas for the region include: sales, accounting, repair, scheduling, spreadsheets, Linux, and SQL. Frequently cited licensing, certifications or other requirements include: registered nurse, first aid CPR, American Heart Association certificate, project management certification, and basic cardiac life support certification.

Job Title	# of Postings
Software developers, applications	1,719
Sales Representatives, Wholesale & Manufacturing	837
Mechanical Engineers	800
Retail Salespersons	758
Computer Programmers	683
Office Clerks, General	632
Registered Nurses	600
First-Line Supervisors of Retail Workers	597
Computer Systems Analysts	556
Secretaries and Administrative Assistants	553

Related Research and Publications

Regional Studies

Recently completed research with information specific to these counties:

- Social Media in California; Mobile Media Occupations
- Solar Industry & Occupations: Distributed and Utility Scale Generation

For More Information

Community colleges in San Diego and Imperial counties are members of the San Diego-Imperial Regional Community College Consortium (SDIC). The SDIC is comprised of 9 colleges and 10 Economic and Workforce Development Initiatives. For more information, go to www.gcccd.edu/sdic-regional-consortium or contact:

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This Regional Labor Market Profile was developed by the Centers of Excellence, a workforce research initiative of the California Community Colleges' Economic and Workforce Development program. For more information on this report or to learn more about the Economic and Workforce Development services available in this region, please contact:

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Data notes and sources

Data and information included in the Regional Labor Market Profile were compiled from the following public and proprietary sources. *Living in the Region*: US Census Bureau, CA Department of Finance, CA Employment Development Department; *In the News*: xconomy.com (Nov. 9, 2011), Imperial Valley Press (April 11, 2012); *The Region at Work*: CA Employment Development Department, Economic Modeling Specialists, Inc., InfoGroup; *Online Job Postings*: The Conference Board - Help Wanted Online