

# **Preliminary Labor Market Analysis**

## **San Diego-Imperial Region**

January 10, 2018



**C·O·E**

CENTERS OF EXCELLENCE  
Inform Connect Advance

# Overview



# Meeting Goals

- Review preliminary labor market data
- Provide feedback via polling and discussion questions

# Emerging Occupations

In a **separate** study, we will look at emerging skills and occupations that cannot be found in traditional labor market information.

The COE team will keep a “pulse” on recent job postings, news articles and reports related to new technologies.

Using CTE advisory boards and focus groups, we will document which new technologies may affect the labor market.

**What does the labor market  
look like?**

# This study analyzes...

1. Advanced Manufacturing
2. Advanced Transportation & Logistics
3. Energy, Construction & Utilities
4. Health Care
5. Life Sciences/Biotech
6. **ICT & Digital Media\***
7. **Business & Entrepreneurship\***
8. **Global Trade\***
9. Agriculture, Water & Environmental Technologies
10. Tourism (Leisure & Hospitality)
11. Education
12. Public Safety and Services (Gov't)
13. Retail & Wholesale Trade
14. Social Assistance

\*Due to their uniqueness, these sectors are defined differently than the rest

# San Diego-Imperial Sectors

1. Advanced Manufacturing
2. Advanced Transportation & Logistics\*
3. Energy, Construction & Utilities\*
4. Health Care
5. ICT & Digital Media
6. Life Sciences/Biotech
7. Business & Entrepreneurship
8. Global Trade\*

\*Originally 1) Advanced Transportation & Renewable Energy and 2) Global Trade & Logistics

# SANDAG Sectors

1. Tourism (Leisure & Hospitality)
2. Military
3. Health Care and Social Assistance
4. Education
5. Government
6. Retail & Wholesale Trade
7. Transportation & Utilities
8. Finance, Real Estate, Insurance, Professional & Information
9. Manufacturing
10. Construction



Please keep in mind that...

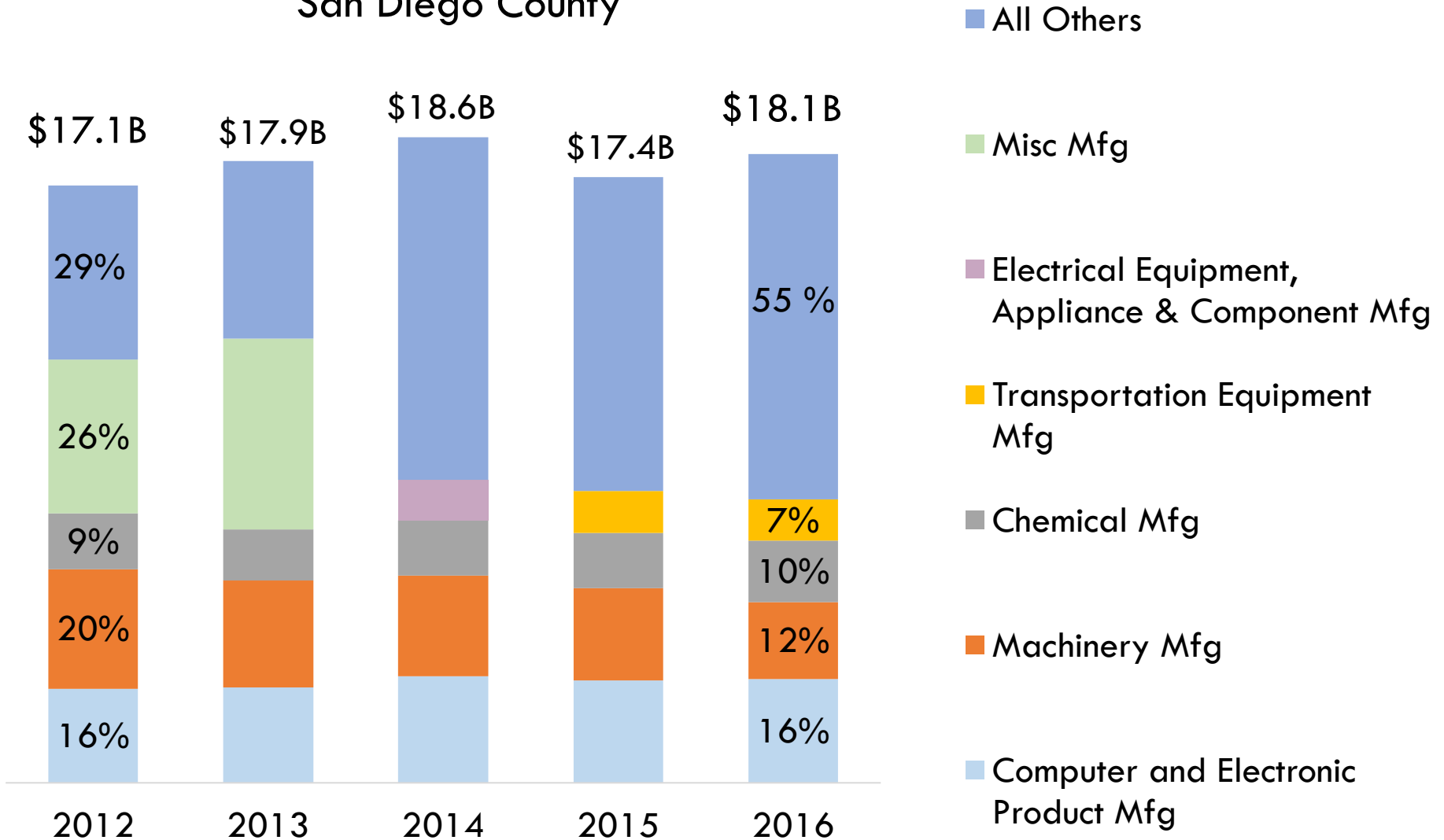
- Depending on the definition of the sector, the results can differ from report to report or from organization to organization.
- Centers of Excellence (COE) directors throughout the state are updating the sectors' definitions; therefore, some of these numbers may change.

# Why does it matter how a sector is defined?

NAICS & Industry Name	Community Colleges	SANDAG
115115: Farm Labor Contractors and Crew Leaders	Agriculture, Water & Environmental Technologies	Manufacturing
624221: Temporary Shelters	Social Assistance	Health Care and Social Assistance

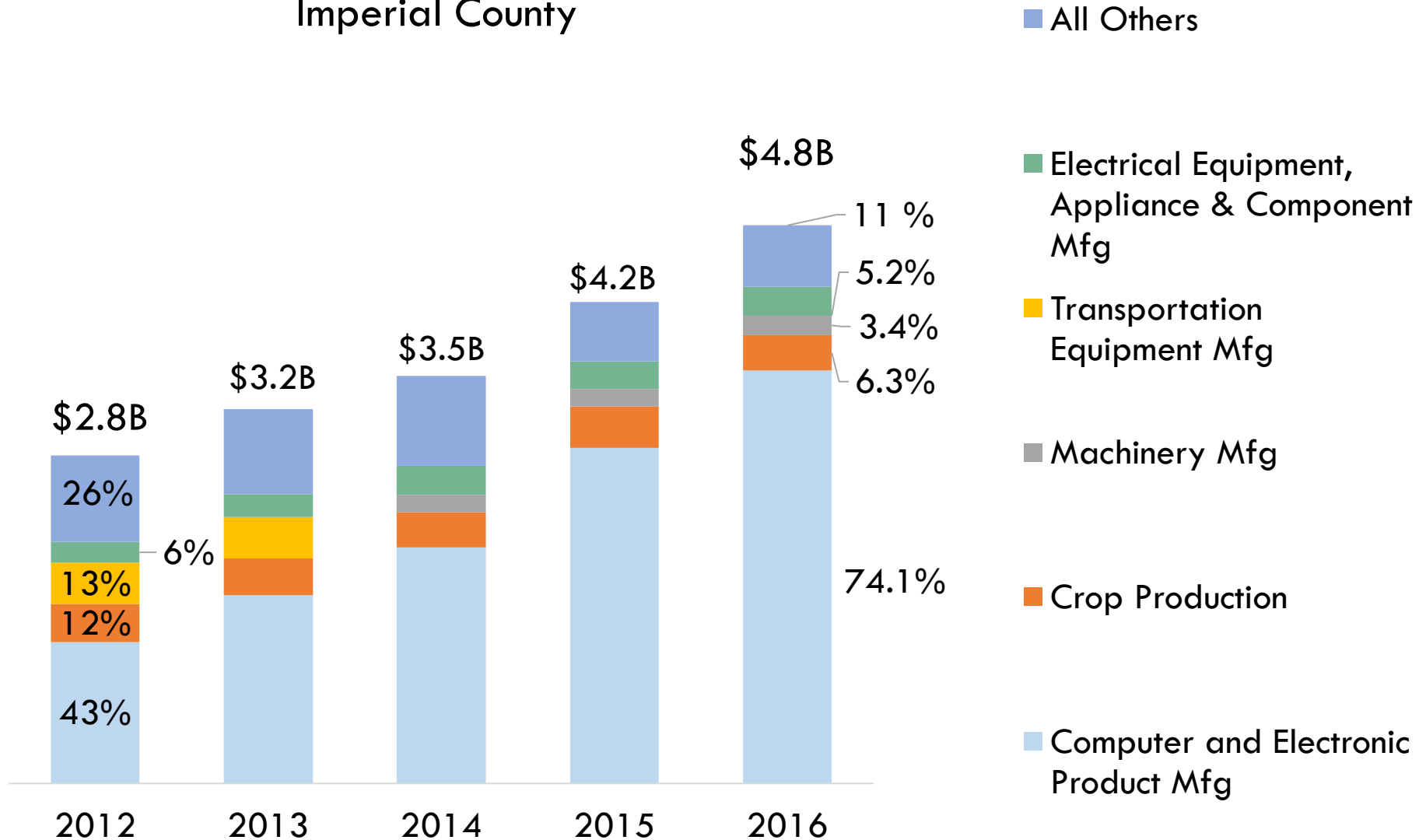
# Top Five Export Industries by \$

San Diego County



# Top Five Export Industries by \$

Imperial County



# Sector Definitions Reviewed by Partners



UC San Diego | Extension

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Please keep in mind that...

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# Appendix A – Definitions

Sector definitions are included in Appendix A.

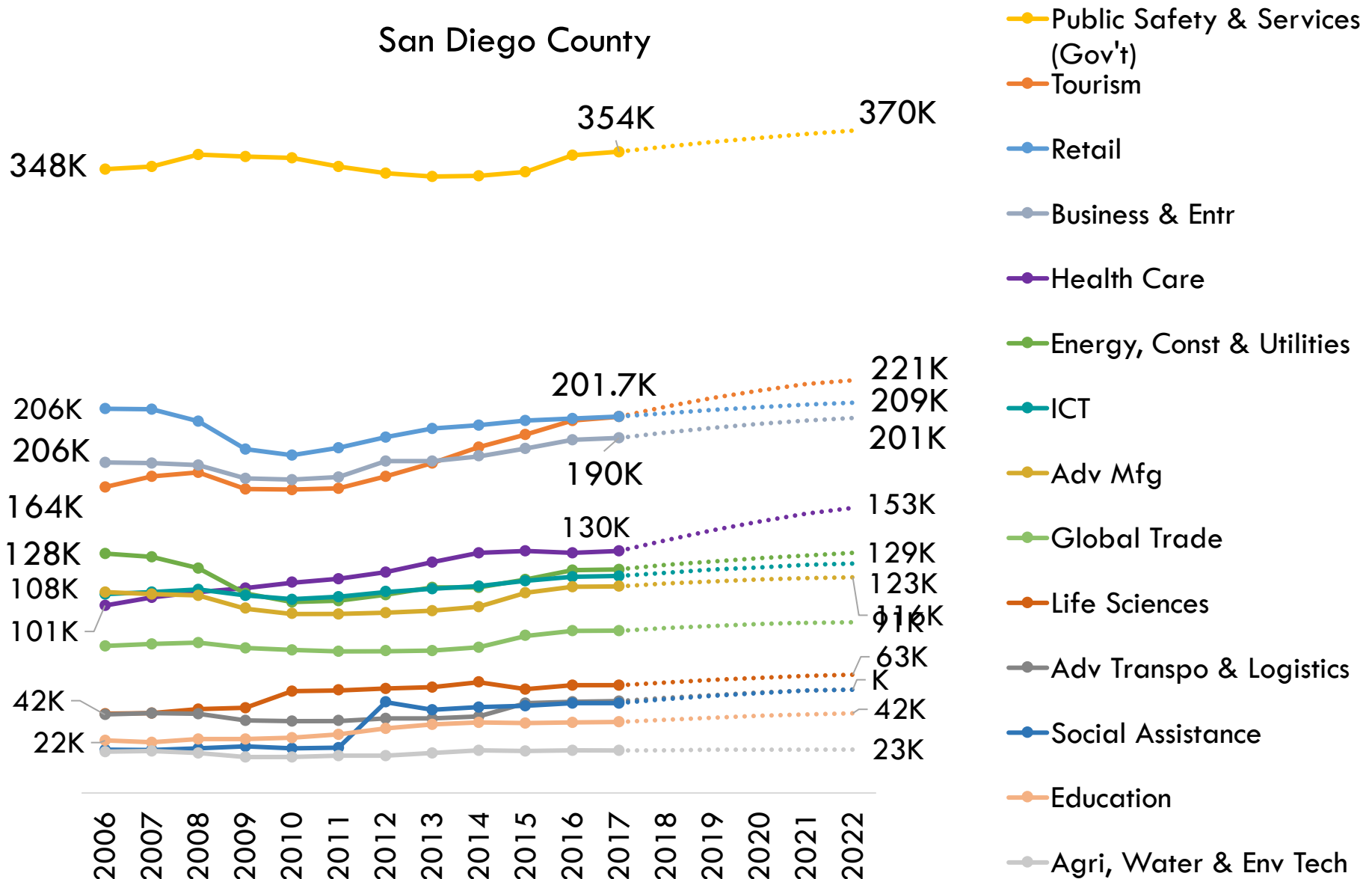
Please let me know if you are interested in the NAICS/SOC codes that make up each sector and I can email you the file.

**What are the top industries?**



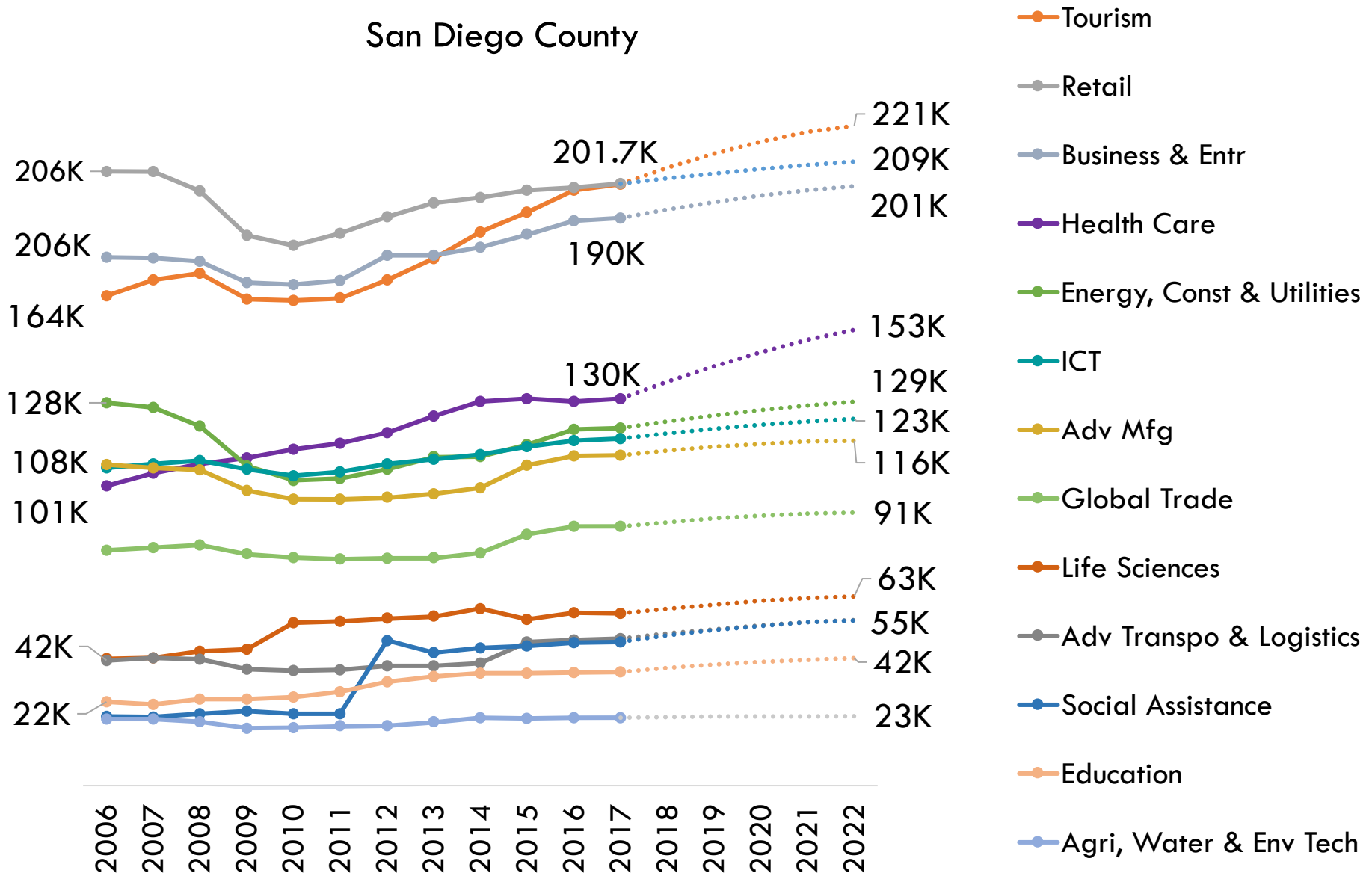
## Number of Jobs by Sector

# San Diego County



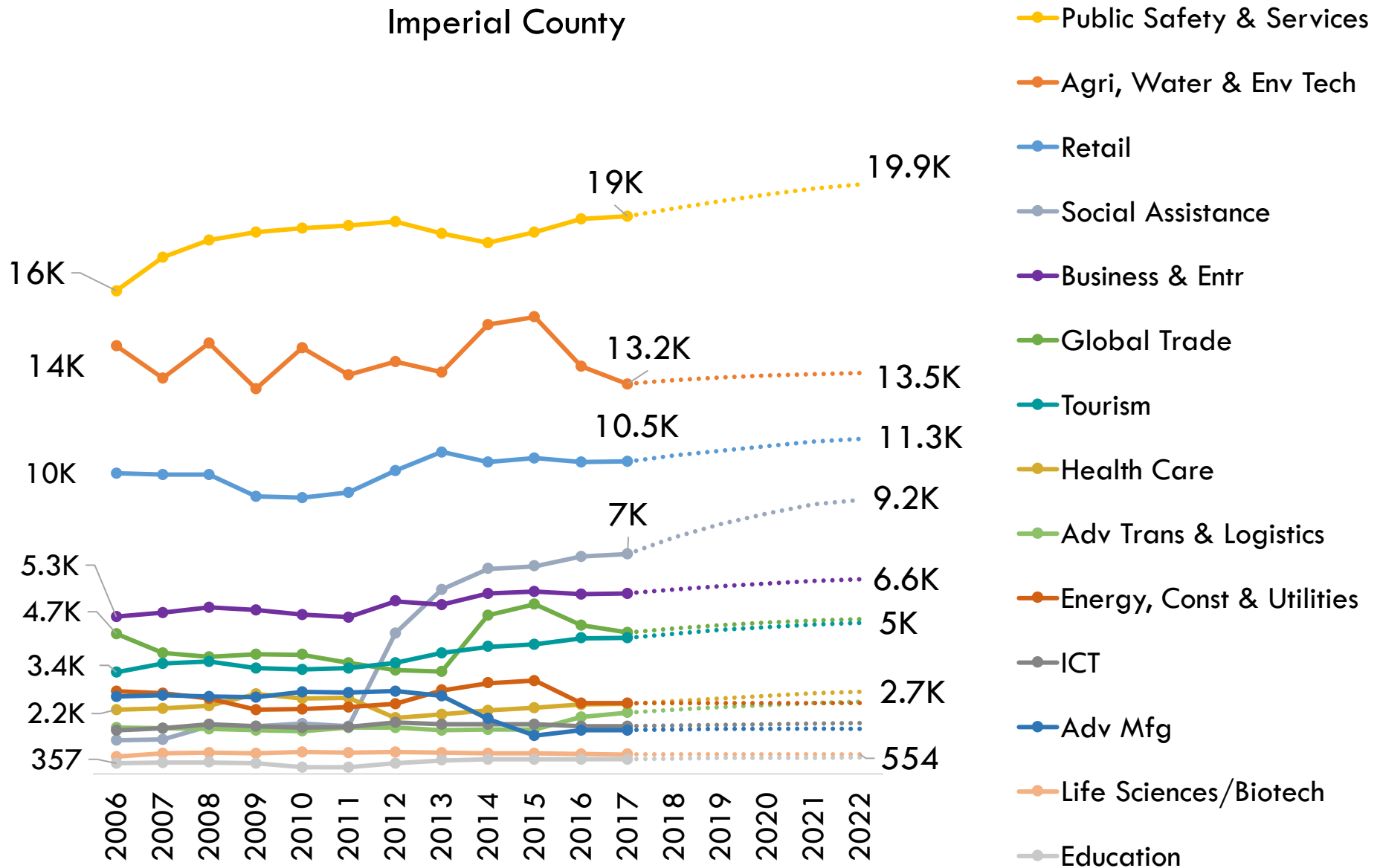
# Number of Jobs by Sector

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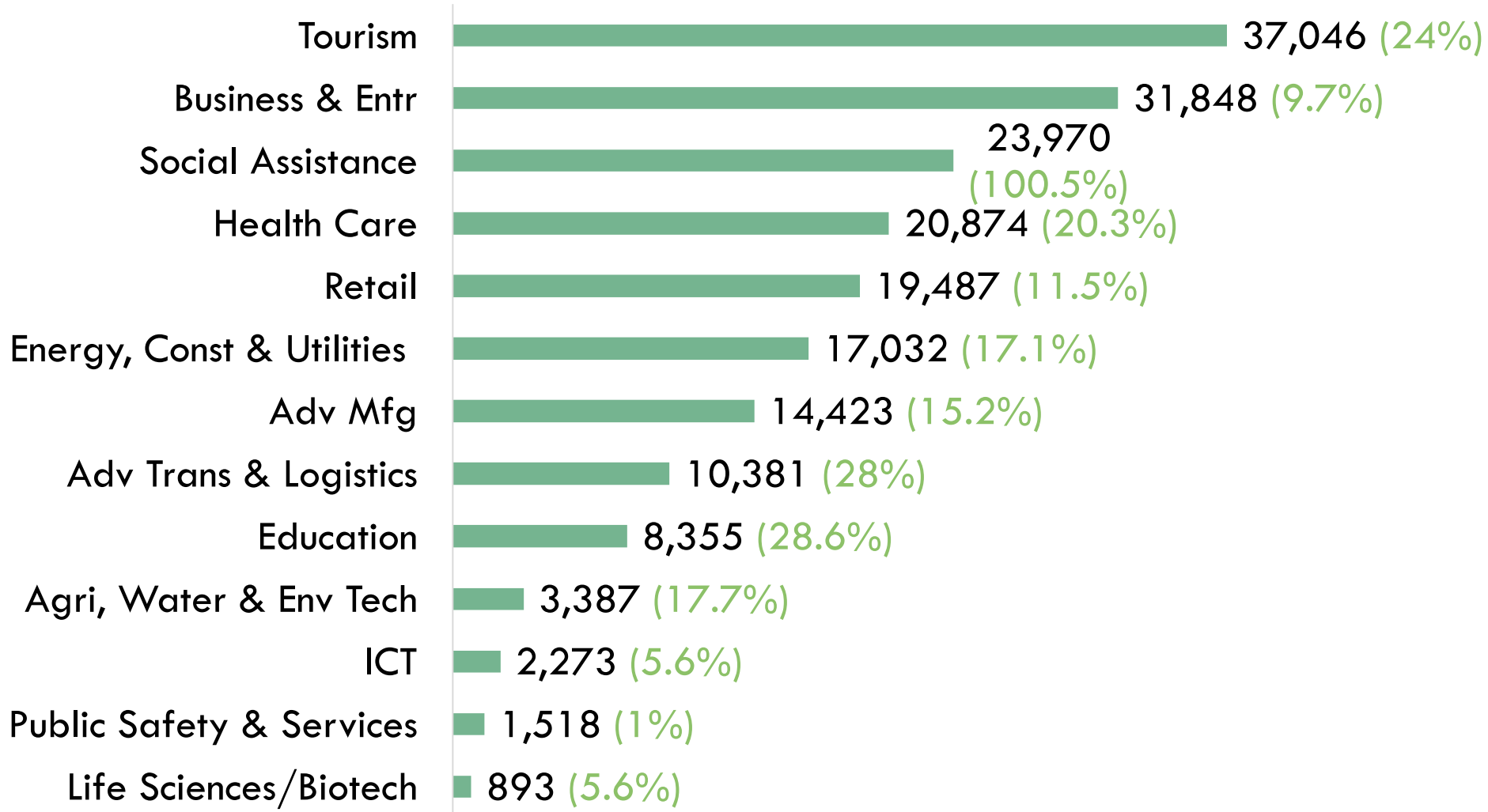
## Number of Jobs by Sector

# Imperial County



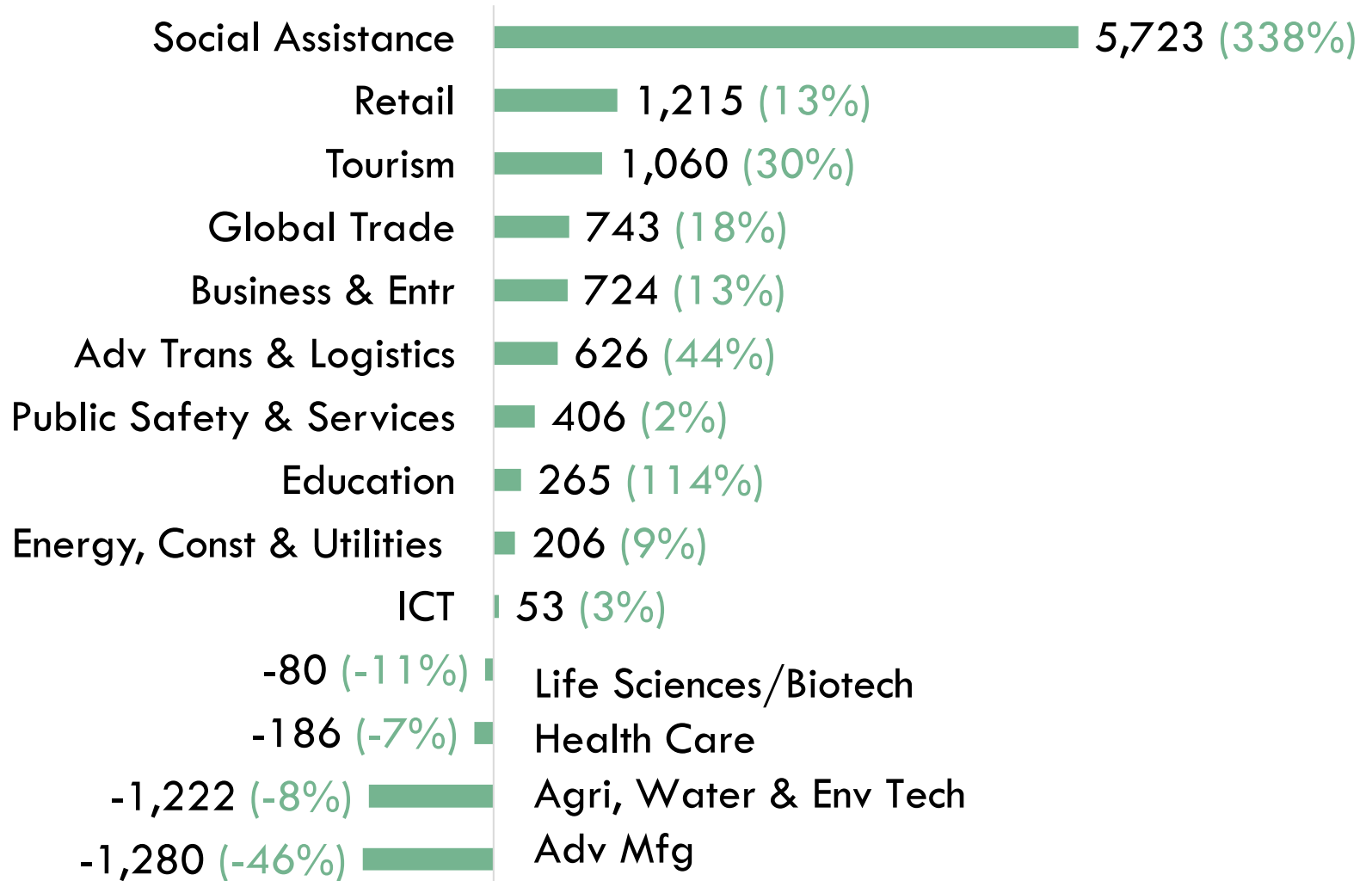
# 2010-2017 Employment Change

## San Diego County



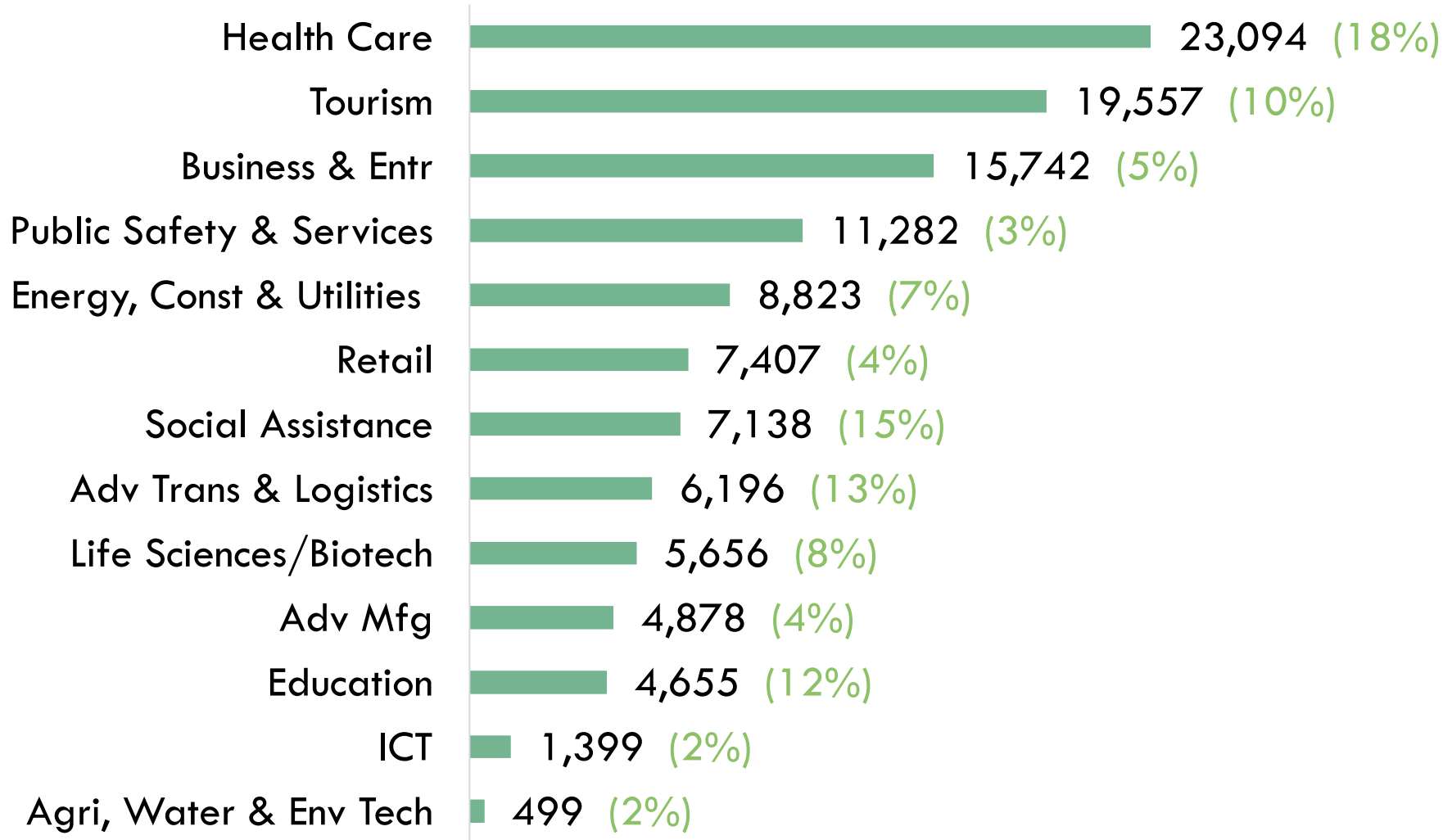
# 2010-2017 Employment Change

## Imperial County



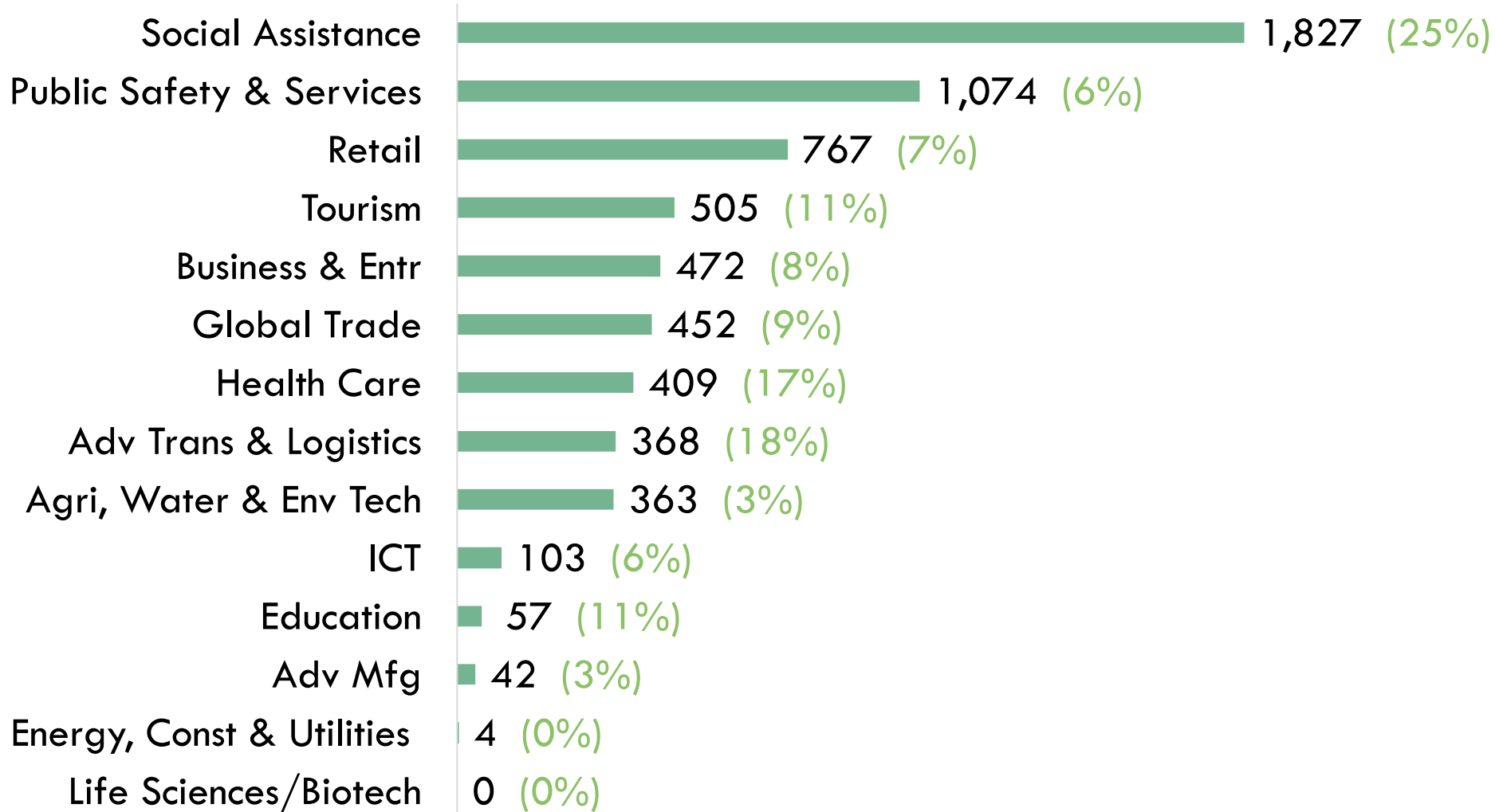
# Projected 2017-2022 Employment Change

San Diego County



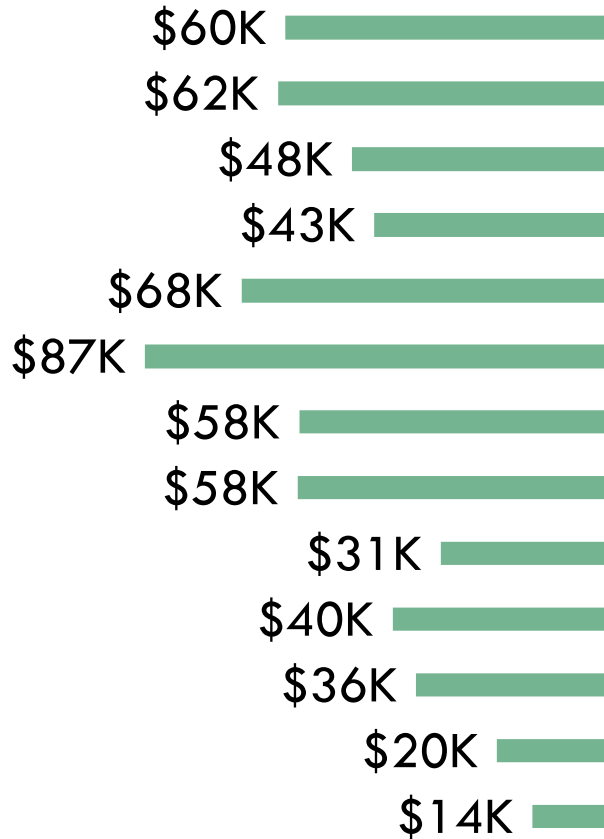
# Projected 2017-2022 Employment Change

Imperial County

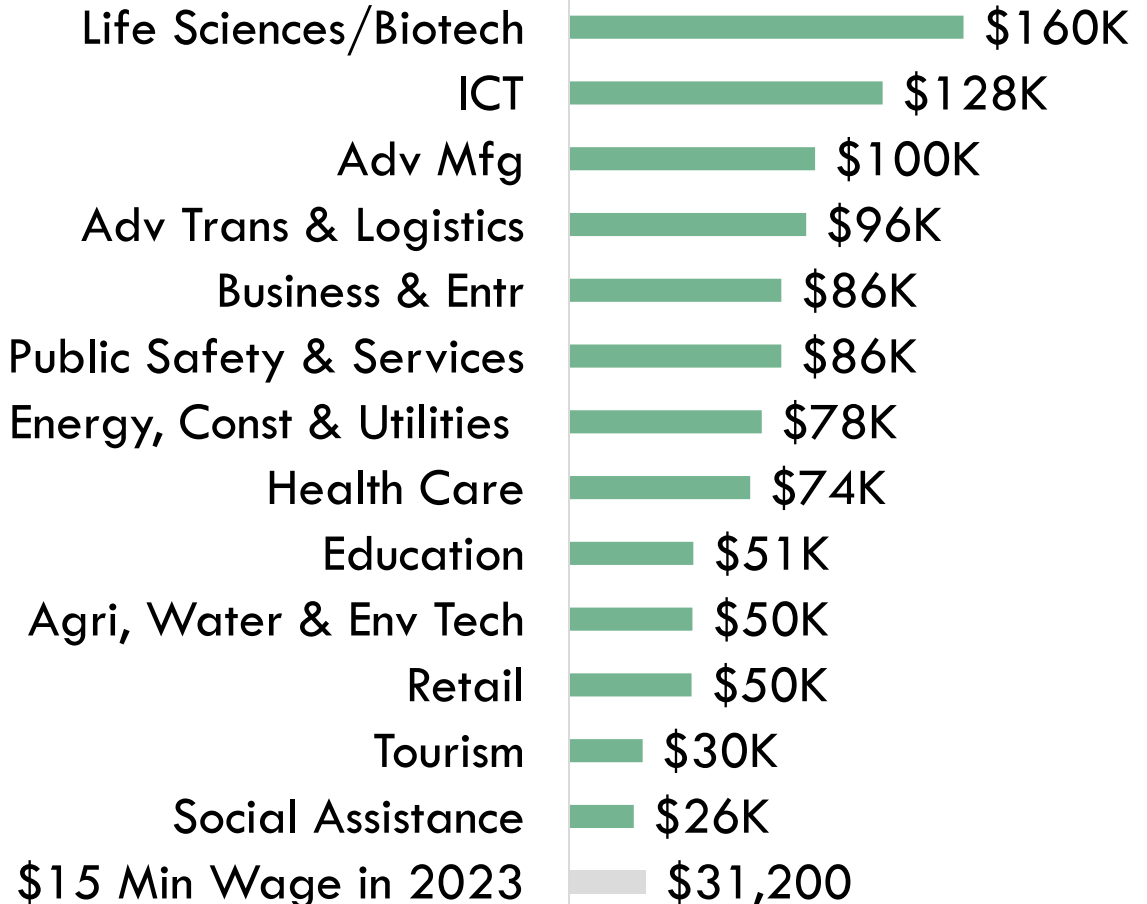


# Average Earnings Per Job, 2017

## Imperial County



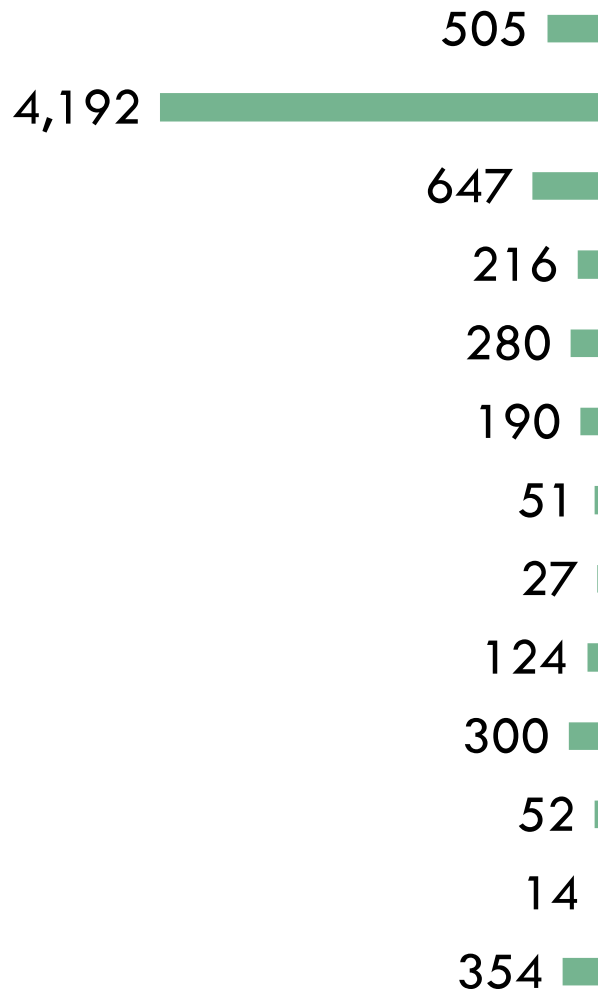
## San Diego County



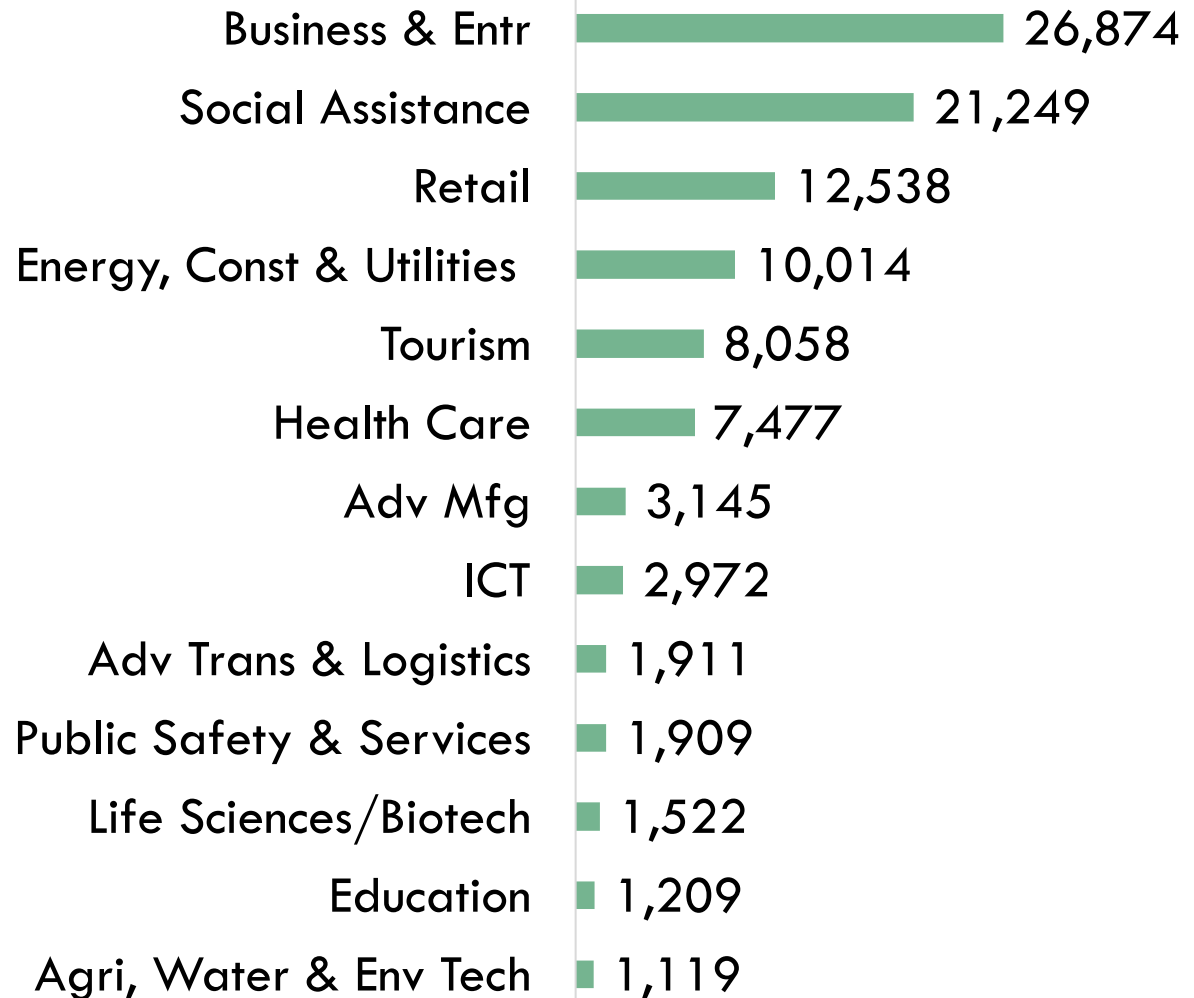


# Number of Establishments, 2017

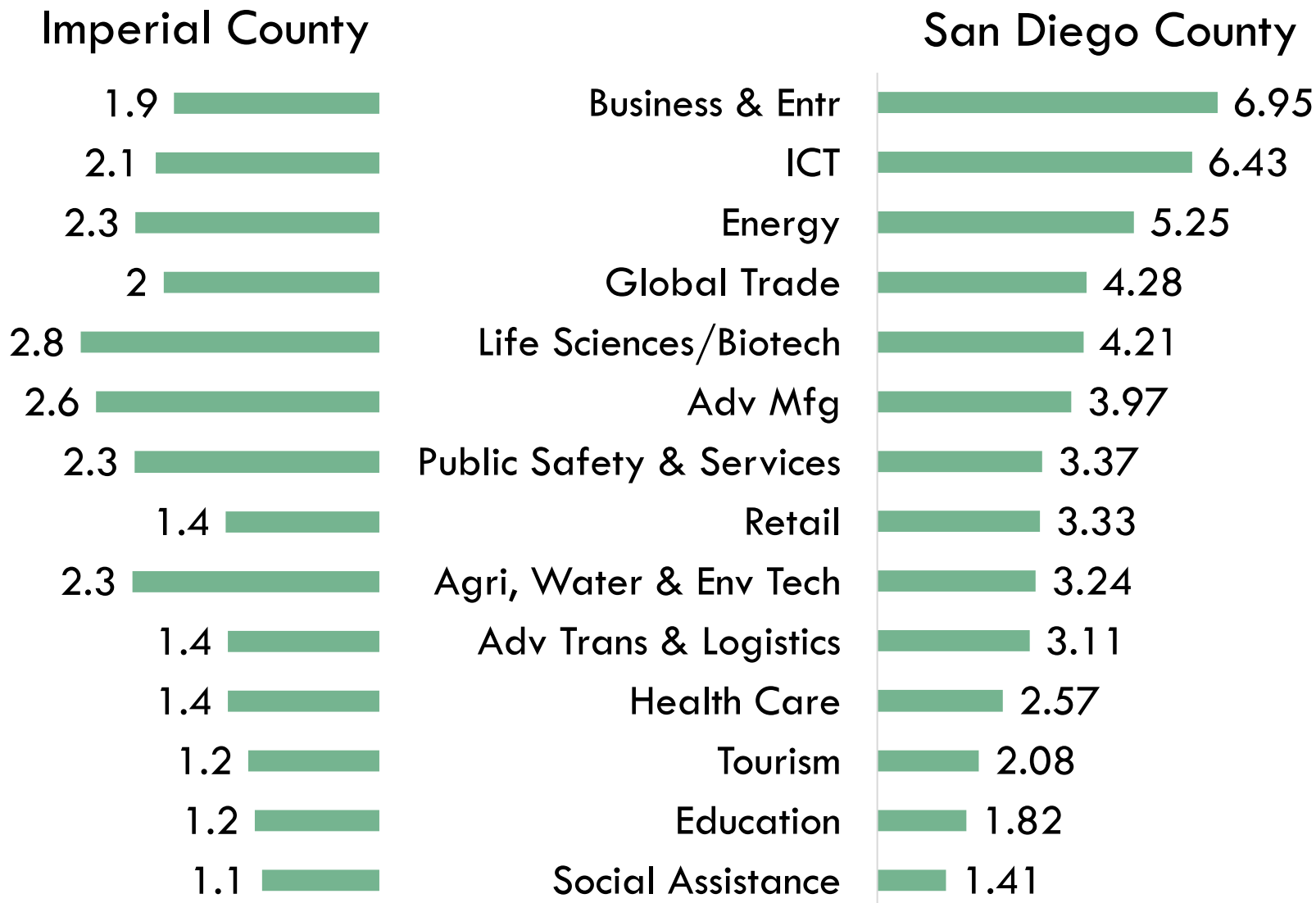
## Imperial County



## San Diego County



# Jobs Multiplier, 2017



# Which metrics are important?

- Number of Jobs by Sector (2017-2022)
- 2010-2017 Employment Change
- 2010-2017 % Employment Change
- Projected 2017-2022 Employment Change
- Projected 2017-2022 % Employment Change
- Average Earnings Per Job
- Number of Establishments
- Jobs Multiplier
- Other?

# Discussion Questions

What are your initial impressions?

Should we look at other metrics?

- Location Quotient
- Concentration of middle-skill jobs

Should the metrics be weighted equally?

What are the top middle-skill jobs?

# Appendix C – Middle-Skill Jobs

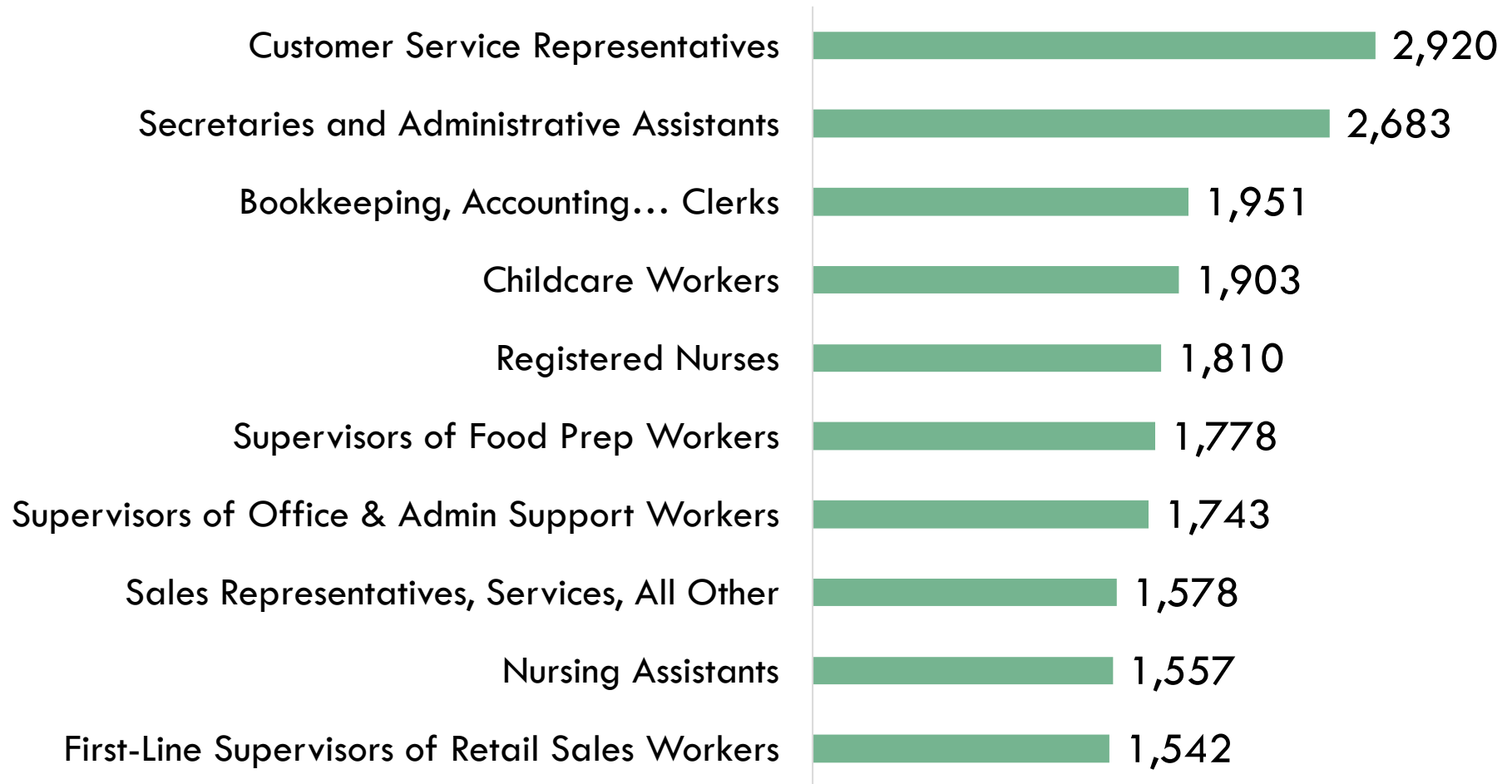
This study analyzes 298 middle-skill jobs.

Occupations that met the following minimum education requirements were included in the study:

- 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 percent of workers in the occupation, age 25 or higher, have completed, as their highest level of education, some college coursework or an associate degree.

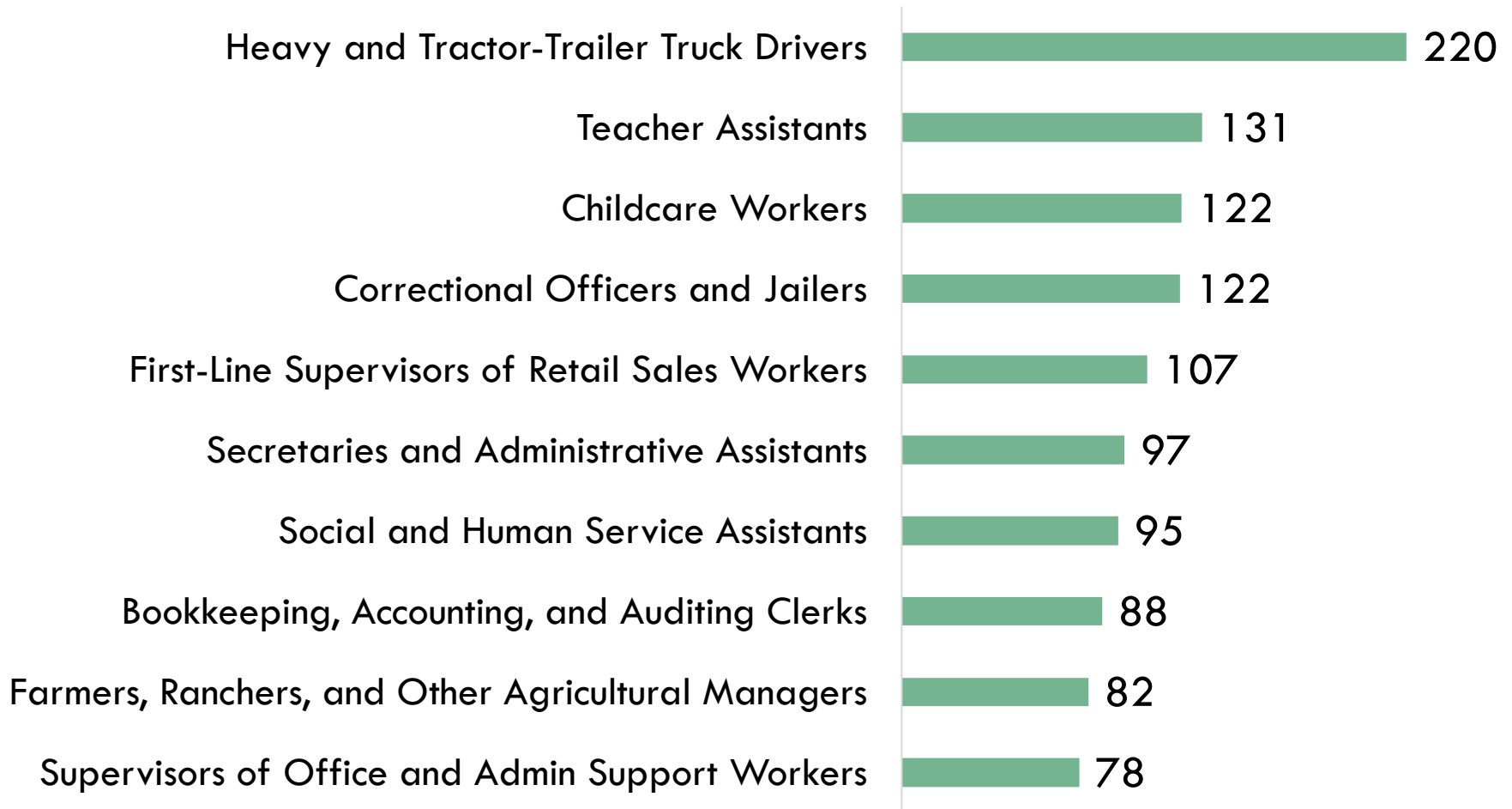
# Top 10 Middle-Skill Jobs by Annual Openings

San Diego County (2017-2022)



# Top 10 Middle-Skill Jobs by Annual Openings

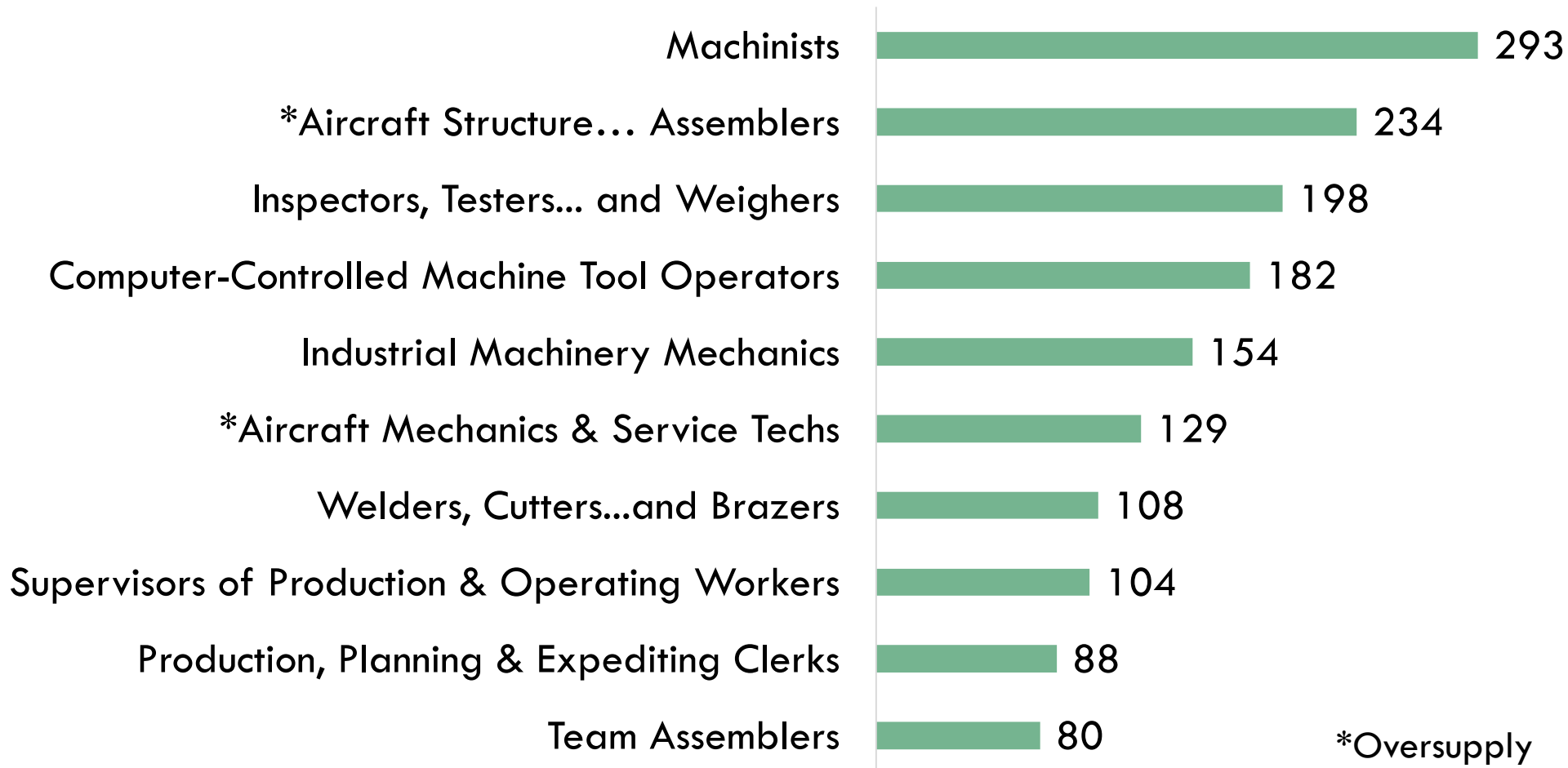
Imperial County (2017-2022)





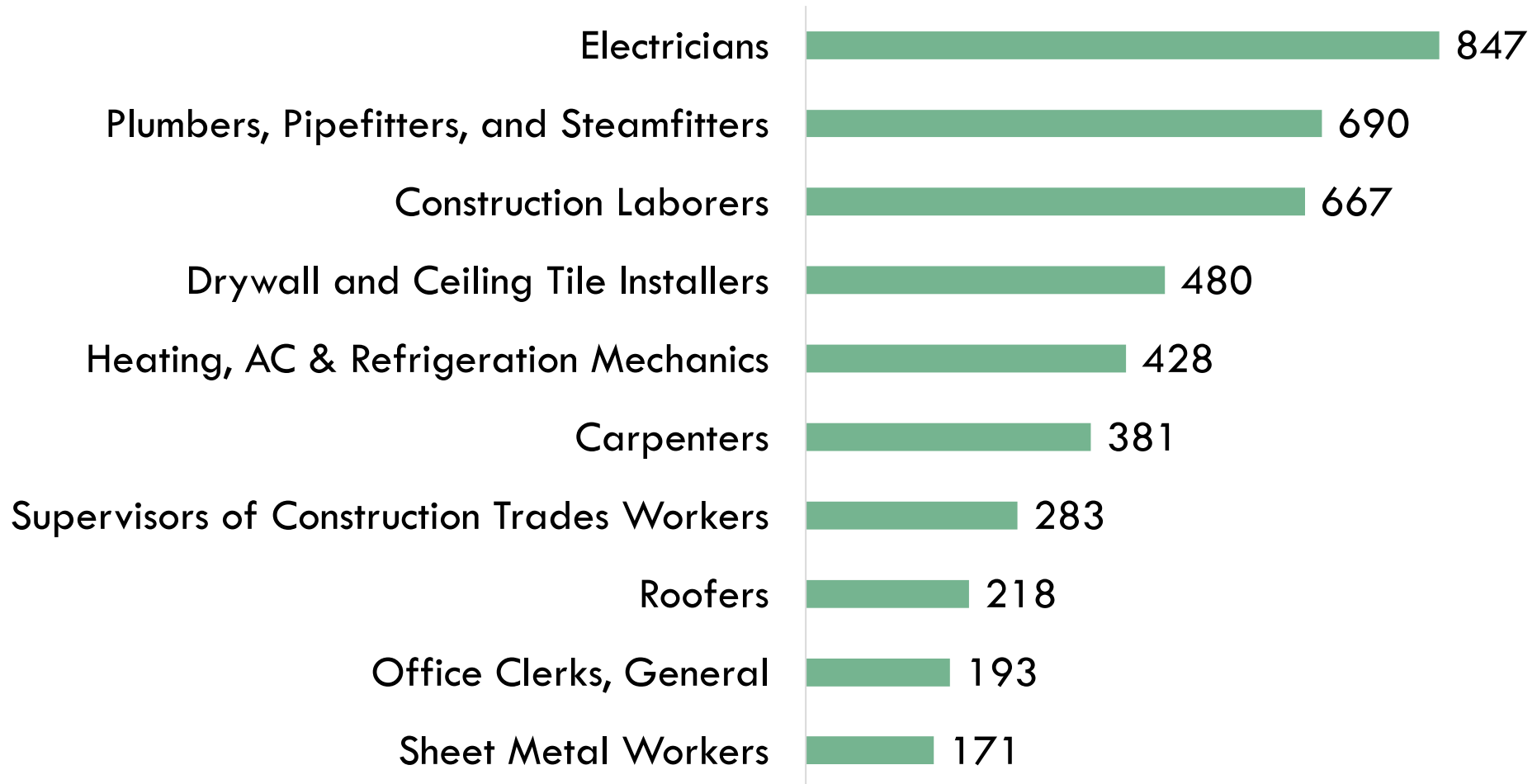
# MSJs with Most Employment Growth in Sector (2017-2022)

## Advanced Manufacturing, San Diego County



# MSJs with Most Employment Growth in Sector (2017-2022)

Energy, Construction & Utilities, San Diego County



**What programs are available?**

# Top Middle-Skill Jobs by Annual Openings

	Supply Gap or Oversupply	# CC Programs	# Other Programs
Customer Sales Reps	2,915	2	0
Secretaries and Administrative Assistants, Except Legal, Medical & Executive	1,477	10	2
Bookkeeping, Accounting, and Auditing Clerks	1,374	8	2
Childcare Workers	651	24	2
Registered Nurses	1,250 (-19)*	7	6

\*Including four-year universities' completions

# Top Middle-Skill Jobs by Annual Openings

	Supply Gap or Oversupply	# CC Programs	# Other Programs
First-Line Supervisors of Food Preparation and Serving Workers	682	14	2
FL Sups of Office and Admin Support Workers	1,735	11	0
Sales Representatives, Services, All Other	1,563	2	0
Nursing Assistants	1,116	3	2
First-Line Supervisors of Retail Sales Workers	1,458	7	1
Teacher Assistants	1,387	1	1

**Discussion and Q&A**