



# THE LABOR MARKET LANDSCAPE IN THE INLAND EMPIRE

***Desert/Inland Empire Region***

***October 9, 2014***



CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**

FOR JOBS AND THE ECONOMY



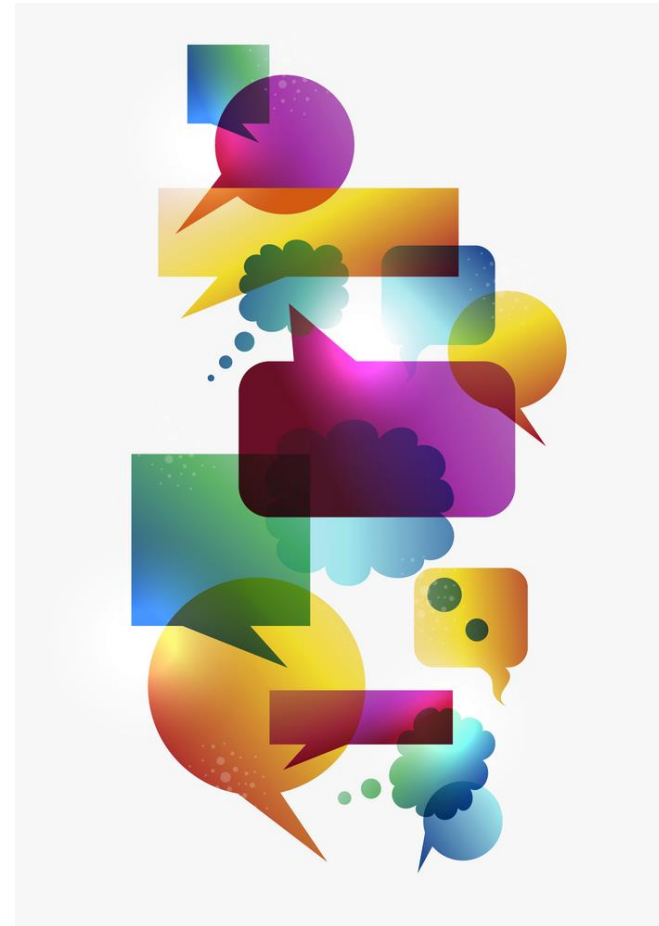
**C·O·E**

CENTERS OF EXCELLENCE

Inform Connect Advance

# Today's presentation

- ❖ Introduction
- ❖ Traditional labor market information
- ❖ Inland Empire labor market
- ❖ Real-time labor market information
- ❖ Resources



# Centers of Excellence for Labor Market Research

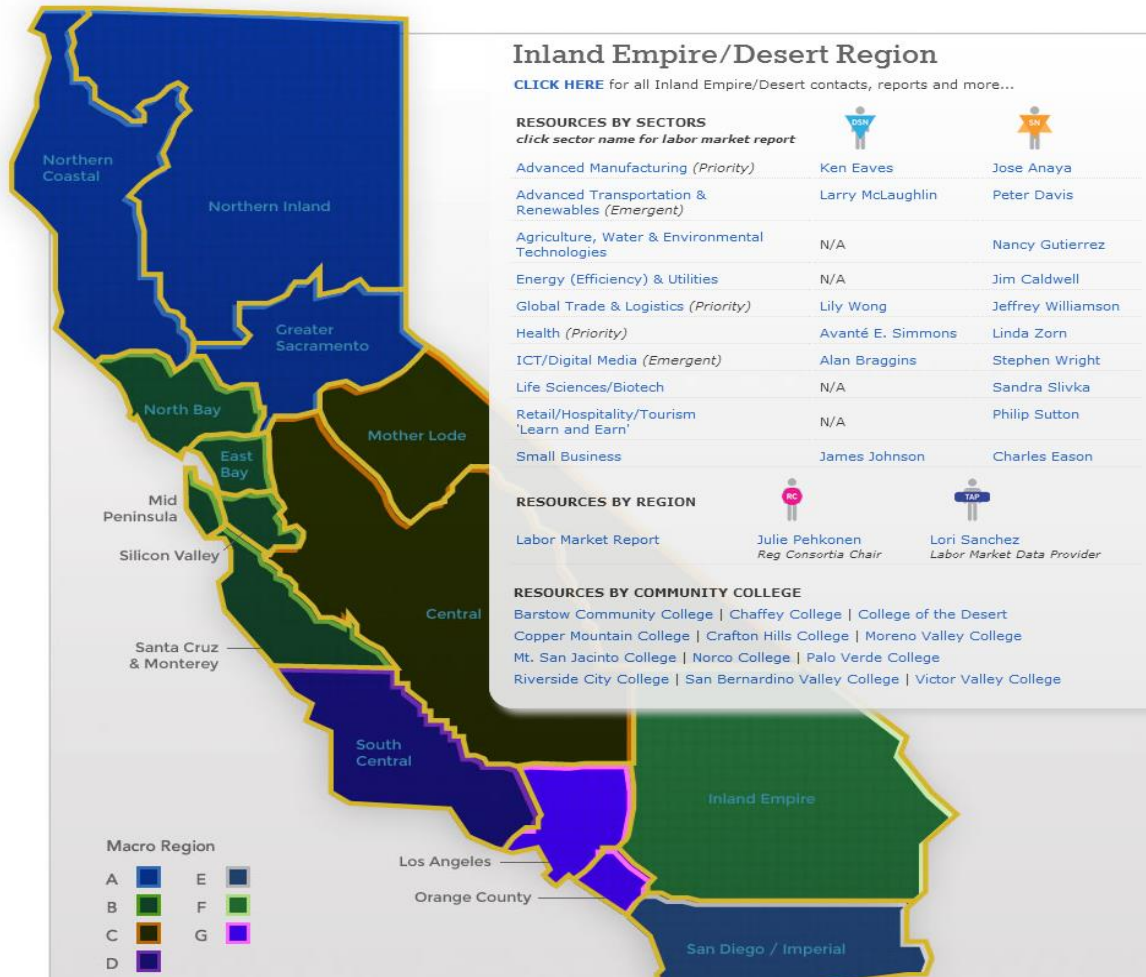


The Centers of Excellence for Labor Market Research (COE) deliver statewide, regional, and local labor market research customized for community college decision making and workforce development.

As a technical assistance provider, the COE work with colleges, regions and sector networks to ...

- identify opportunities and trends in high growth, emerging, and economically critical industries and occupations.
- estimate the gap between labor market demand, available training, and existing or future workers.
- help regions respond to workforce needs by providing them quality information for decision-making.

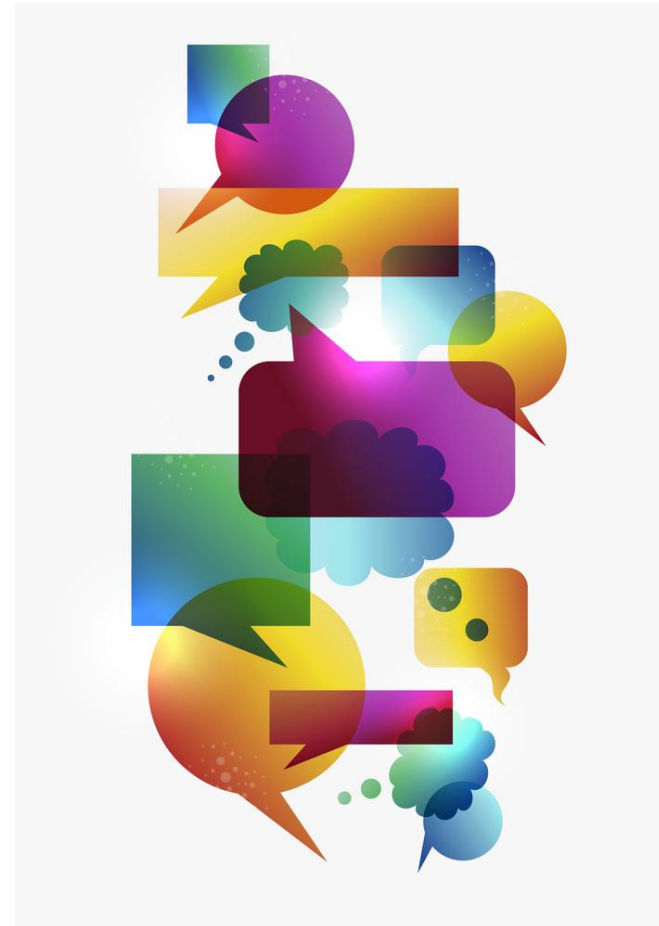
# Centers of Excellence for Labor Market Research



[www.doingwhatmatters.cccco.edu](http://www.doingwhatmatters.cccco.edu)

# Today's presentation

- ❖ Introduction
- ❖ Traditional labor market information
- ❖ Inland Empire labor market
- ❖ Real-time labor market information
- ❖ Resources



# Traditional Labor Market Information

## Example Questions



Which occupations are most in **demand** in our region?

What is the **education requirement** for the occupation my student is interested in?

What are expected **earnings** for an occupation?

What **skills** should students be learning to be qualified on the labor market?



# Traditional Labor Market Information

## Industry definition



### North American Industry Classification System (NAICS)

- used to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data

Example:

23 Construction

236 Construction of Buildings

2361 Residential Building Construction

23611 Residential Building Construction

236117 New Housing For-Sale Builders

# Industry data

## What data is available?

- # of jobs
- # of establishments
- average earnings per job
- employment change
- occupations employed by industry
- location quotient





# Traditional Labor Market Information

## Occupation definition



### Standard Occupational Classification (SOC) System

- used to classify workers into occupational categories for the purpose of collecting, analyzing, and publishing statistical data

#### Example:

15-0000 Computer and Mathematical Occupations

15-1100 Computer Occupations

15-1120 Computer and Information Analysts

15-1121 Computer Systems Analysts

# Occupational data

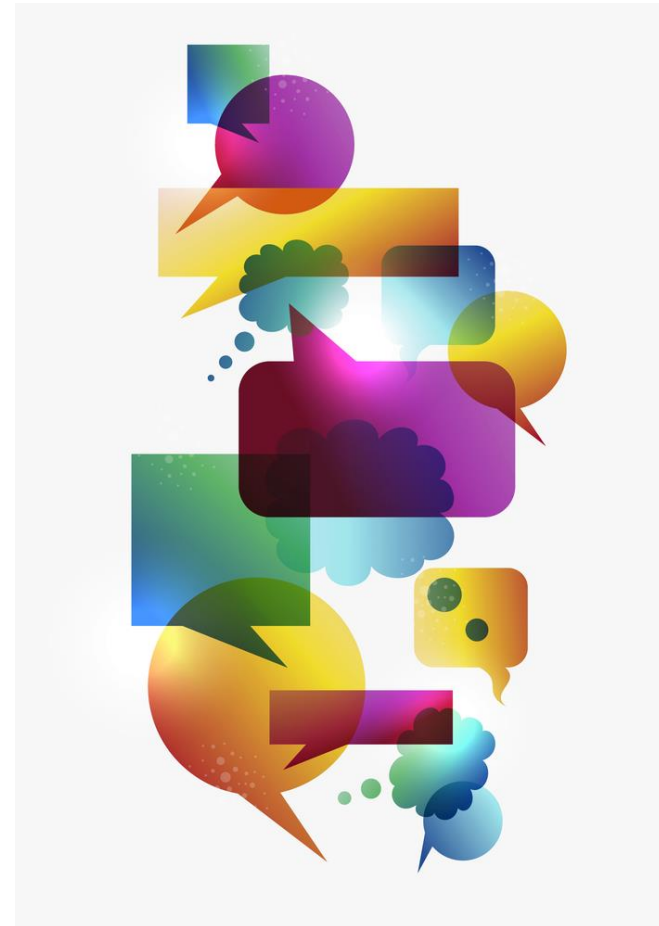


## What data is available?

- # of occupational jobs
- jobs change (growth/decline)
- earnings (median, average, percentile)
- typical minimum education requirement
- jobs openings
- demographics

# Today's presentation

- ❖ Introduction
- ❖ Traditional labor market information
- ❖ Inland Empire labor market**
- ❖ Real-time labor market information
- ❖ Resources



# IE Labor Market Snapshot

1,479,461  
Jobs  
(2014)

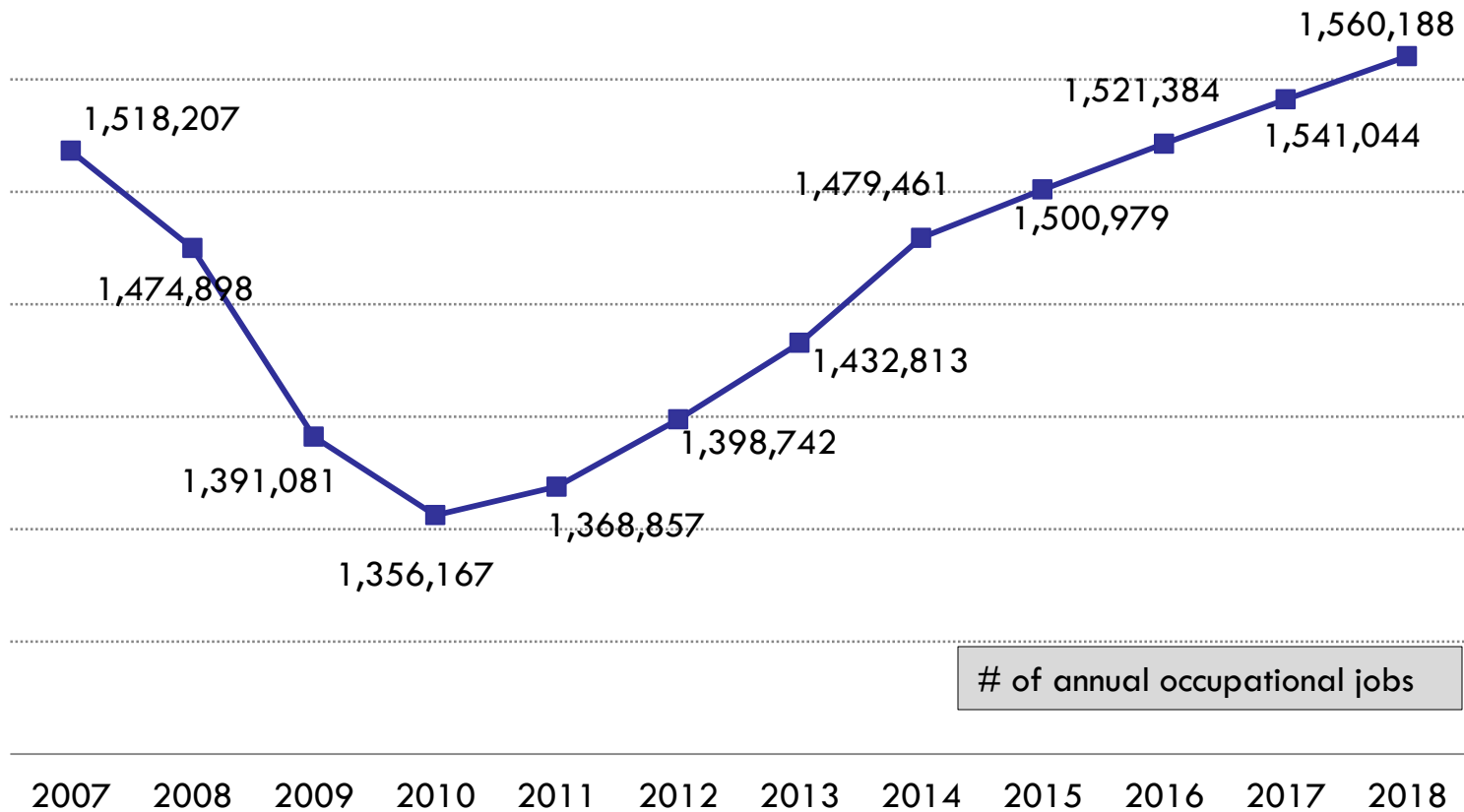
\$47,600  
Average  
earnings  
per worker  
(2014)

9% job  
growth  
(2013-  
2018)

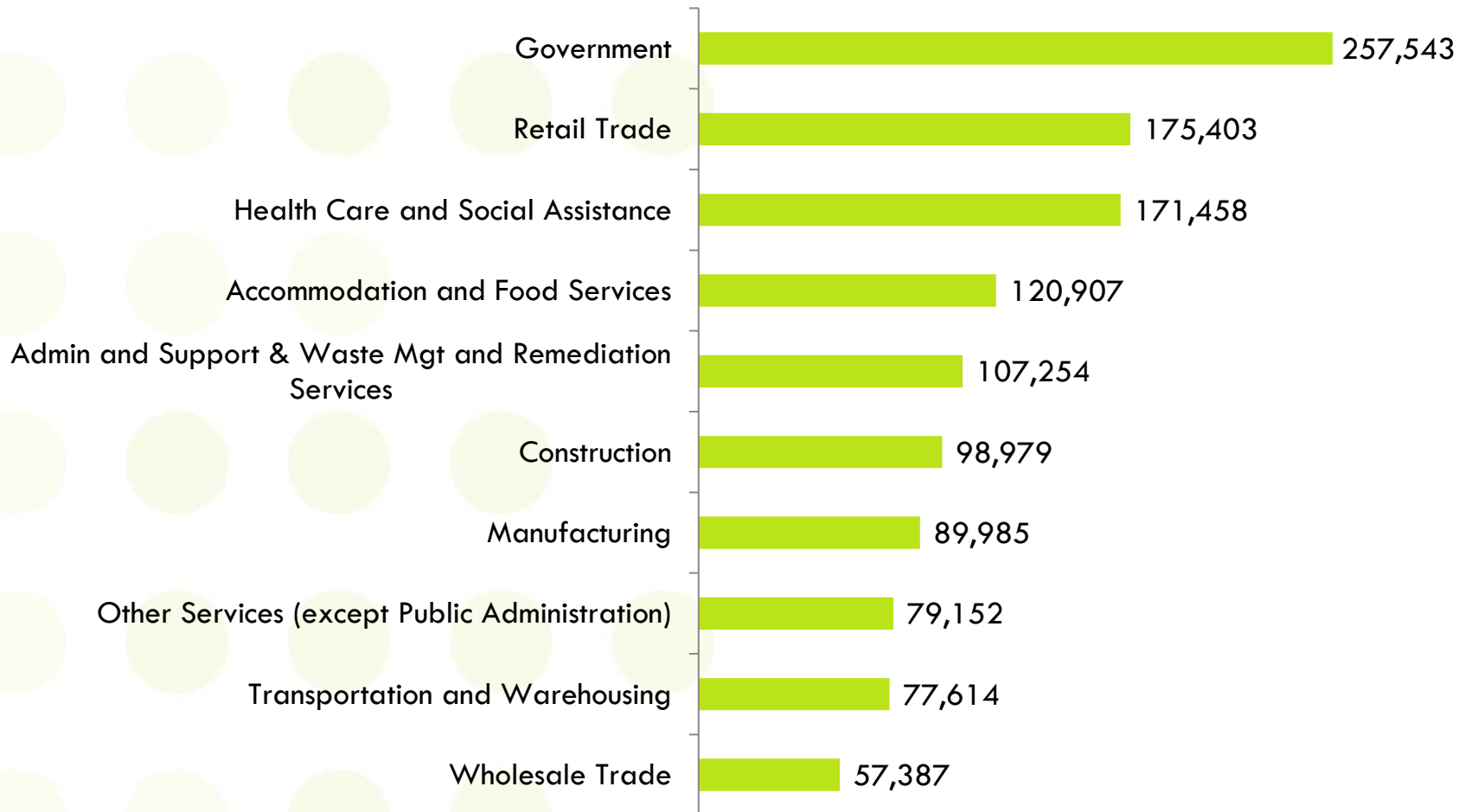
98,474  
business  
establish-  
ments  
(2014)



# IE Labor Market Jobs trend



# Top 10 industries in the Inland Empire, by 2013 jobs





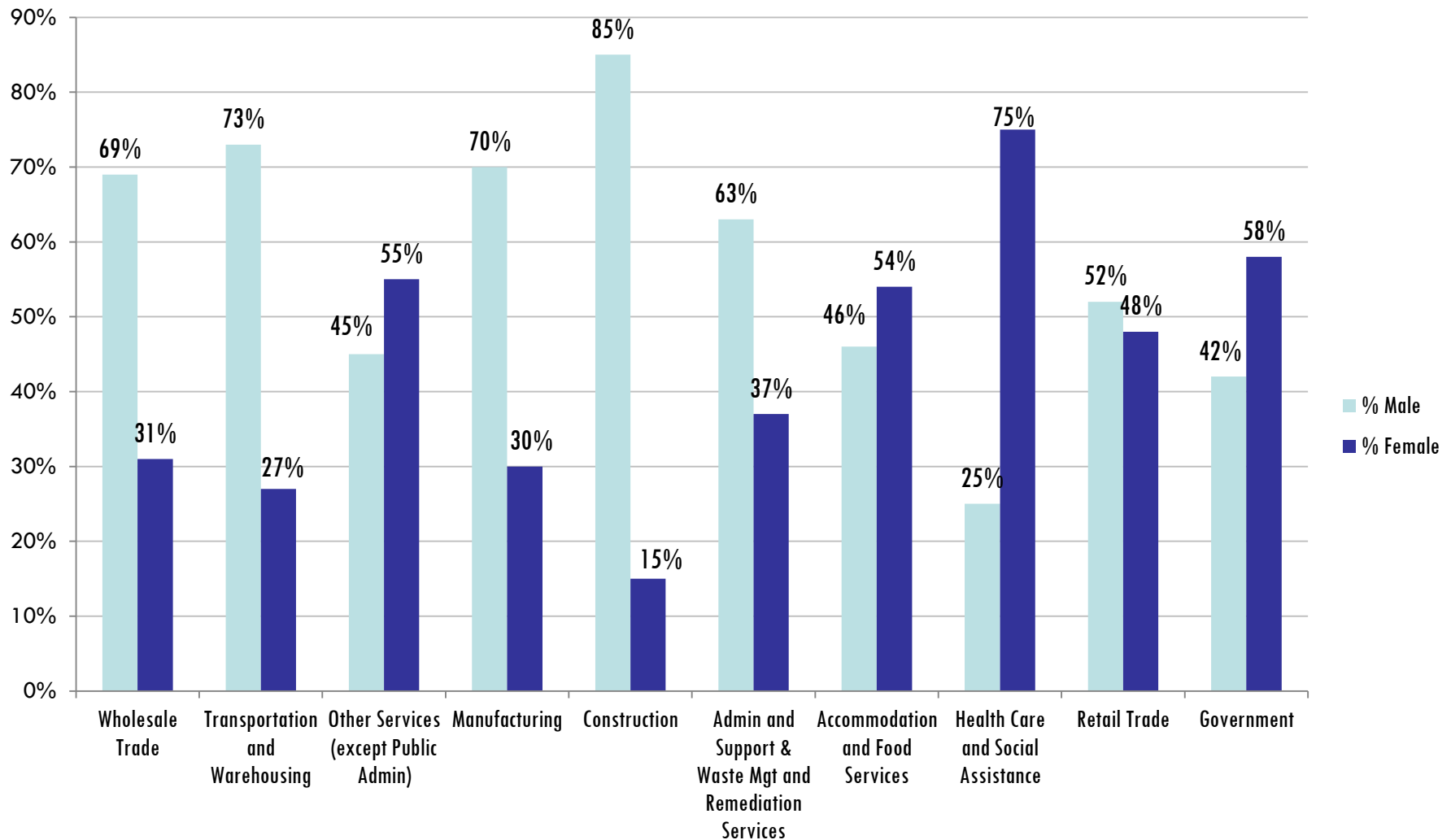
# Make-up of top industries by gender



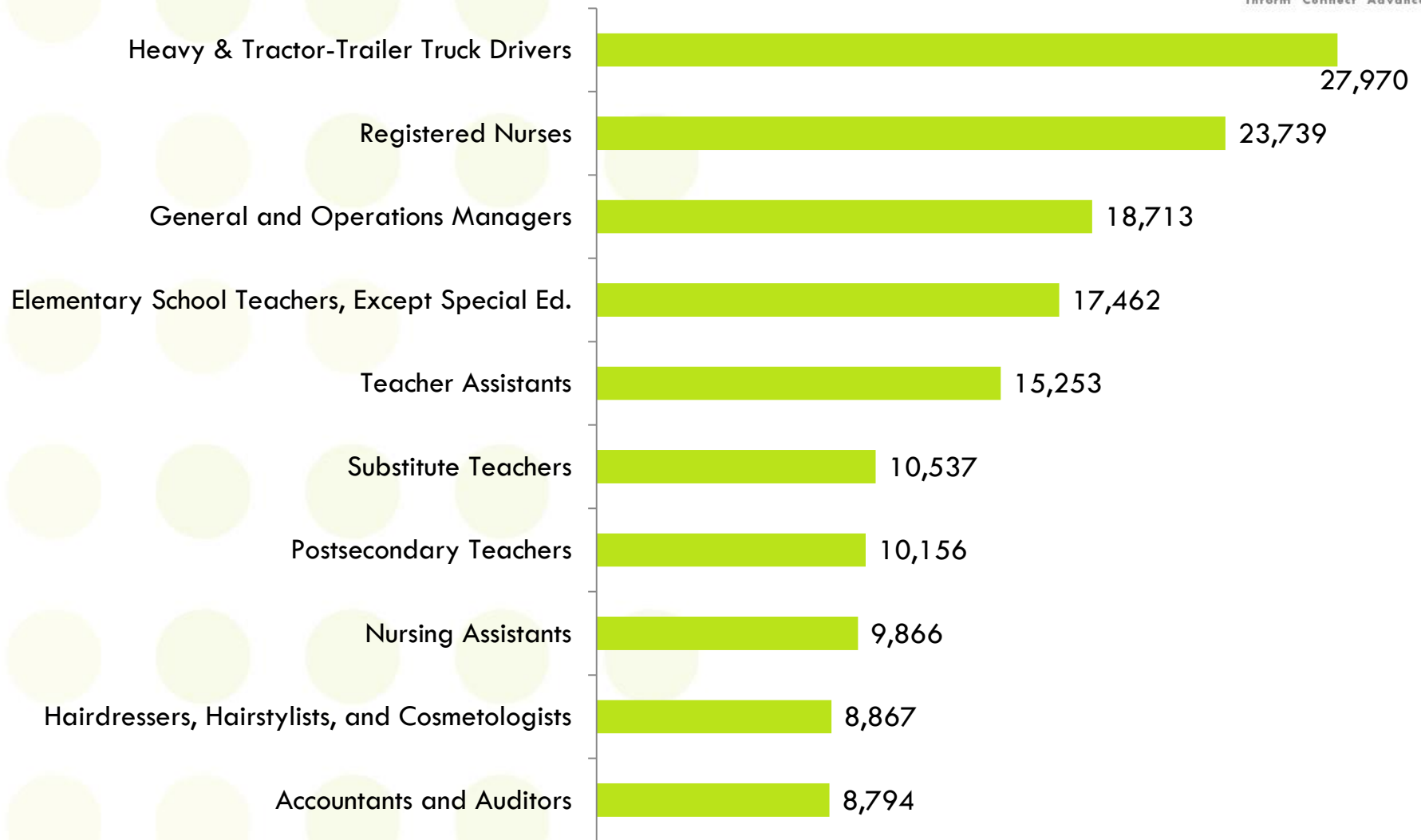
C.O.E.

CENTERS OF EXCELLENCE

Inform Connect Advance



# Top 10 occupations in the Inland Empire, by 2013 jobs

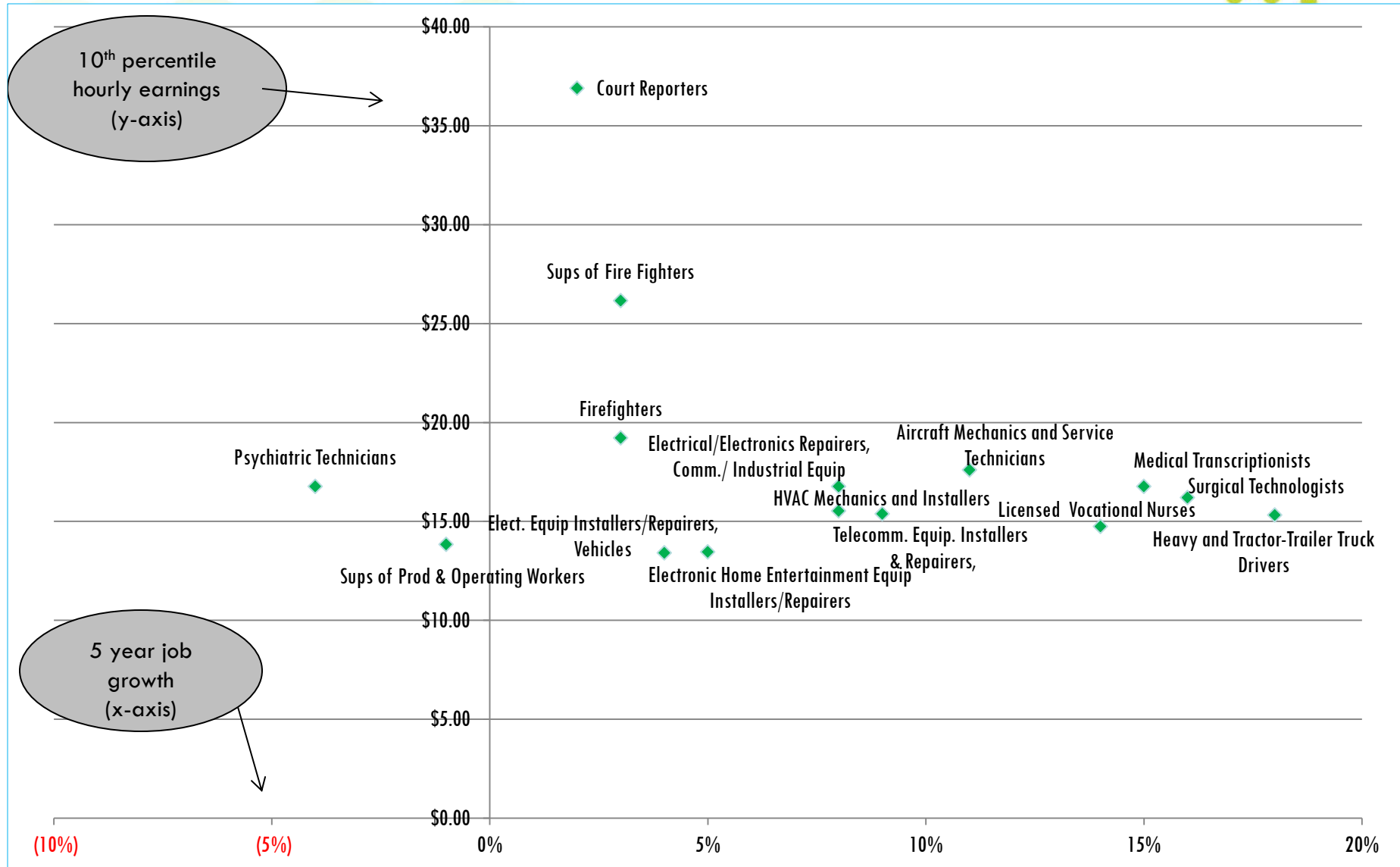


# Job openings (new+replacement) and education requirement



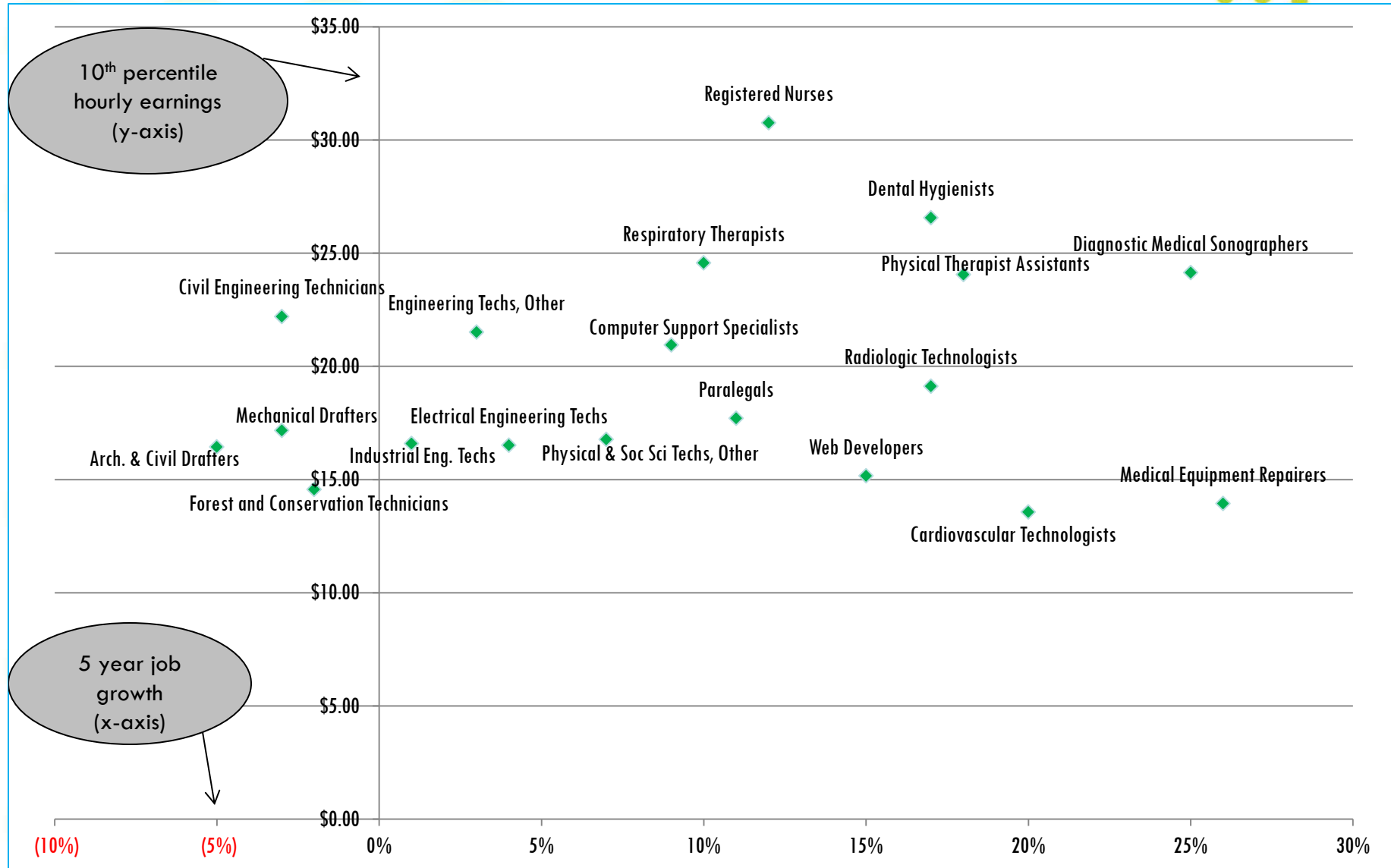
Occupation	Annual Openings 2013-2018	Typical Minimum Ed Req.
Heavy and Tractor-Trailer Truck Drivers	1,149	Postsecondary certificate
Registered Nurses	1,066	Associate's degree
General and Operations Managers	697	Bachelor's degree
Elementary School Teachers, Except Special Education	614	Bachelor's degree
Nursing Assistants	558	Postsecondary certificate
Teacher Assistants	467	Some college, no degree
Accountants and Auditors	458	Bachelor's degree
Hairdressers, Hairstylists, and Cosmetologists	403	Postsecondary certificate
Licensed Vocational Nurses	393	Postsecondary certificate
Medical Assistants	354	Postsecondary certificate
Secondary School Teachers, Except Special & Career Tech Ed	278	Bachelor's degree
Substitute Teachers	259	Bachelor's degree
Management Analysts	250	Bachelor's degree
Middle School Teachers, Except Special & Career Tech Ed	211	Bachelor's degree
Dental Assistants	190	Postsecondary certificate
Preschool Teachers, Except Special Education	162	Associate's degree
Computer User Support Specialists	151	Some college, no degree
HVAC Mechanics and Installers	149	Postsecondary certificate
Market Research Analysts and Marketing Specialists	148	Bachelor's degree
Sales Managers	146	Bachelor's degree

# Growth and earnings post-secondary certificate ed req.



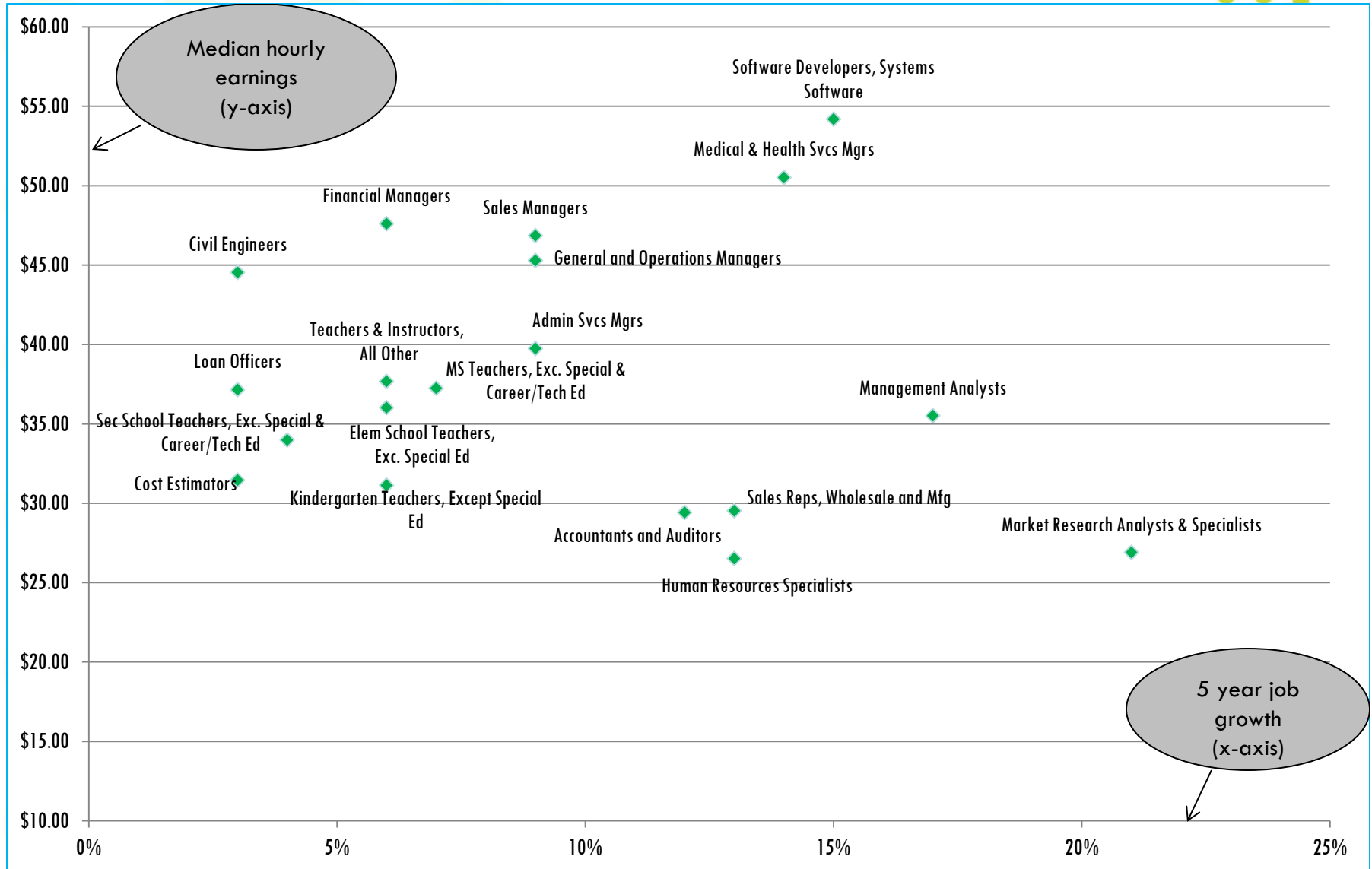
# Growth and earnings

## Associate degree ed req.



# Growth and earnings

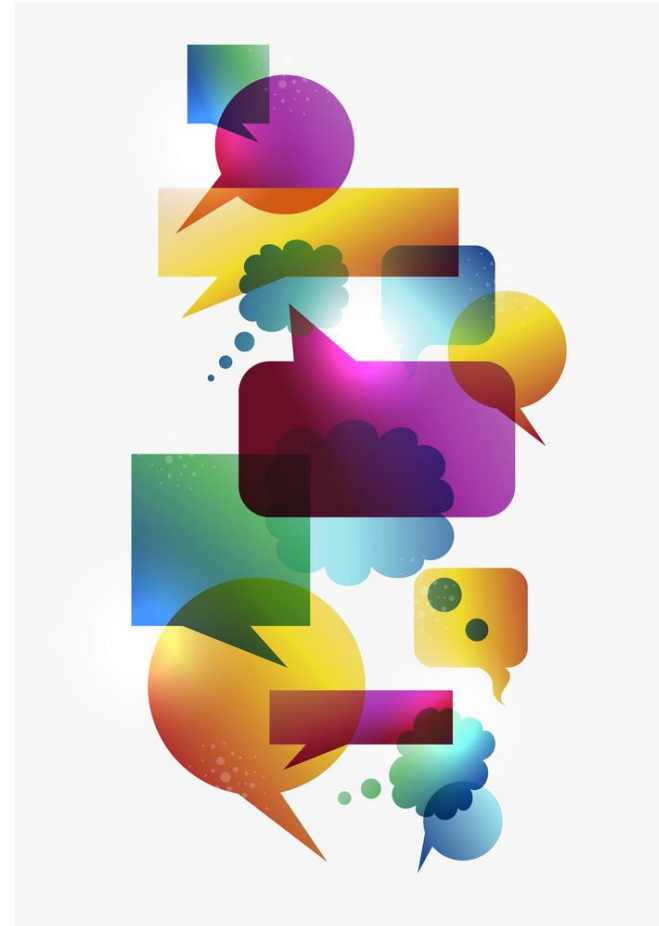
## Bachelor's degree ed req.





# Today's presentation

- ❖ Introduction
- ❖ Traditional labor market information
- ❖ Inland Empire labor market
- ❖ **Real-time labor market information**
- ❖ Resources



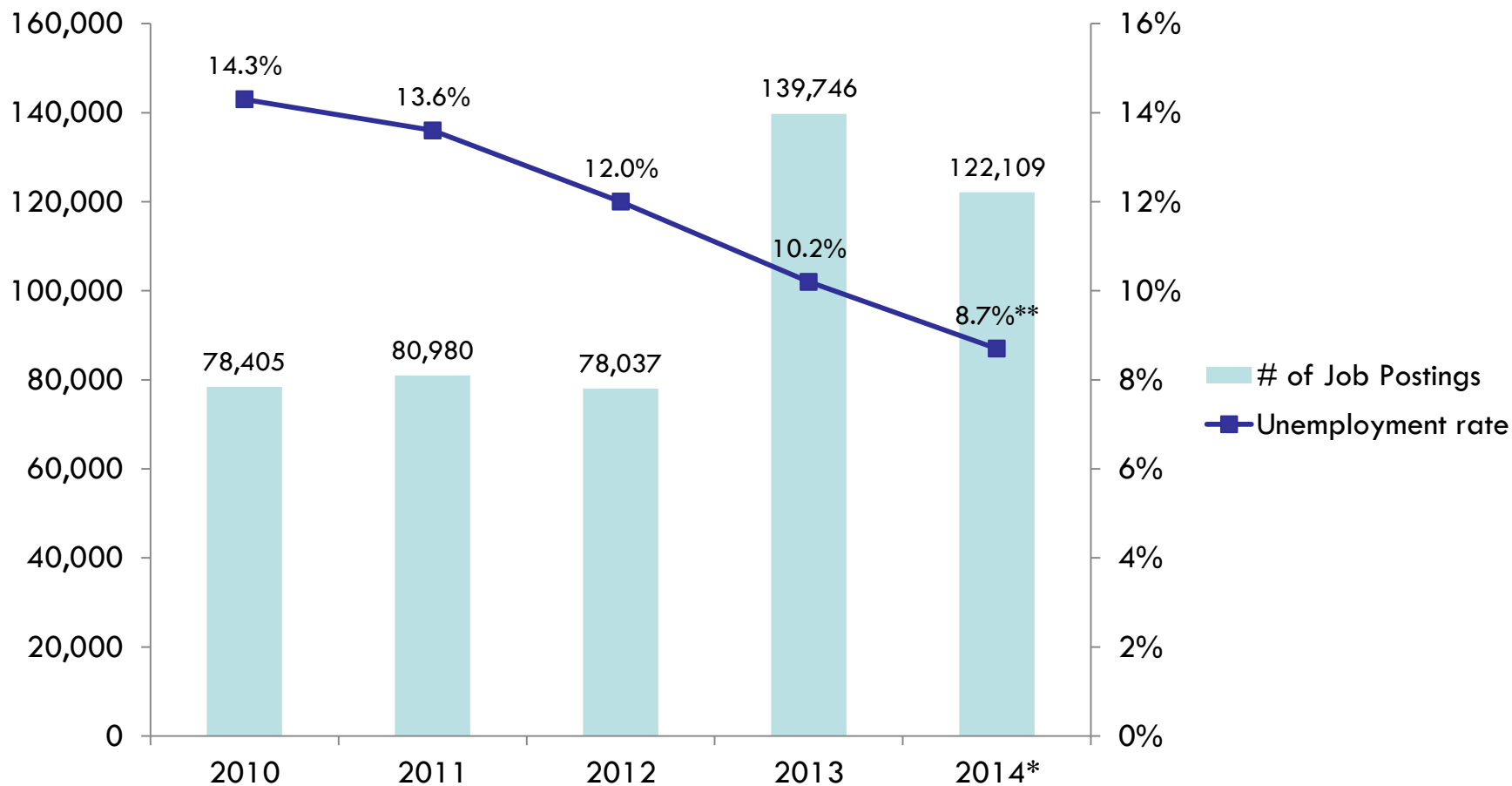
# Real-time labor market information



Real-time LMI is:

- Labor market intelligence derived from the analysis of job postings and resumes placed into public and private exchanges
- Tools “spider” to thousands of online job boards
- Data represents aggregated totals from job postings pulled from the internet daily

# Employer job postings and unemployment rate



Sources: Labor Insight: Burning Glass,  
U.S. Bureau of Labor Statistics

\*Jan-Sep 2014; \*\*Aug 2014

# Employer job ads in the IE

January – December, 2013



<b><u>Employers</u></b>	<b><u># of postings</u></b>
Loma Linda University / Medical Center	1,892
Pizza Hut	1,878
Kaiser Permanente	1,424
Sears	1,136
University Of California	964
24 Hour Fitness	816
Eisenhower Medical Center	693
Petco	690
Marriott International Inc.	689
County Of San Bernardino	678

<b><u>Job Title</u></b>	<b><u># of postings</u></b>
Registered Nurse	2,634
Sales Associate	1,983
Customer Service Representative	1,214
Sales Representative	1,170
Class A Driver	1,034
Assistant Manager	1,013
Cashier	952
Speech Language Pathologist	948
Licensed Vocational Nurse	853
Administrative Assistant	853

# Employer job ads in the IE

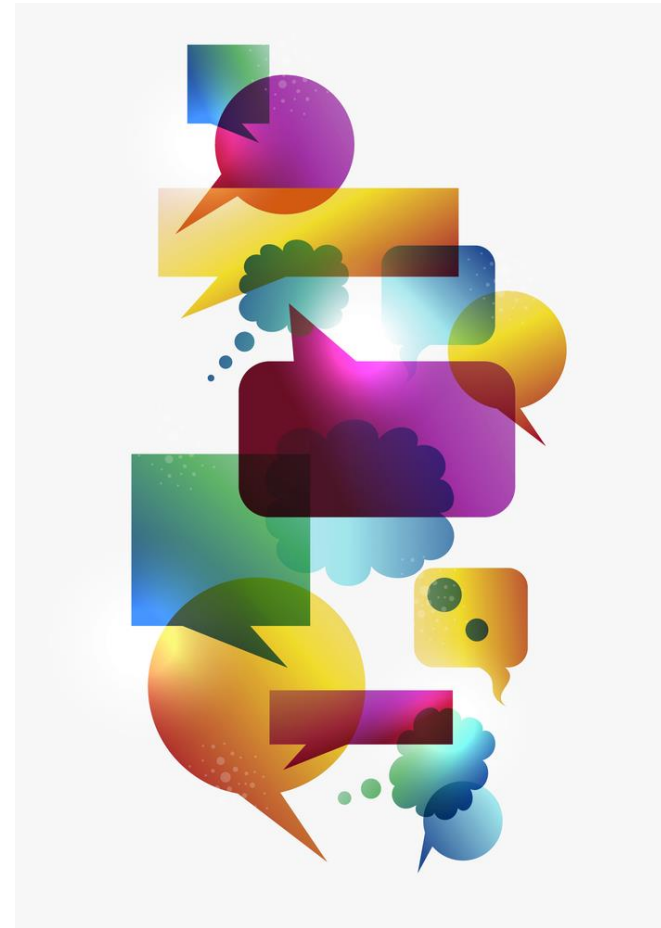
January – December, 2013

<b><u>Skills</u></b>	<b><u># of postings</u></b>
Sales	10,429
Repair	7,916
Mathematics	7,094
Inspection	5,693
Scheduling	5,549
Patient Care	4,789
Cleaning	4,761
Merchandising	4,592
Accounting	4,528
Product Sale and Delivery	3,833

<b><u>Certificates</u></b>	<b><u># of postings</u></b>
Registered nurse	6,905
First aid CPR AED	2,665
Commercial driver's license (A, B, C)	2,351
Basic cardiac life support	1,871
Advanced cardiac life support (ACLS)	1,019
Licensed vocational nurse (LVN)	983
Certified public accountant	871
Neonatal resuscitation	688
American Heart Association	675
Certified nursing assistant (CNA)	626

# Today's presentation

- ❖ Introduction
- ❖ Traditional labor market information
- ❖ Inland Empire labor market
- ❖ Real-time labor market information
- ❖ Resources





# Resources

## Whodouwant2b?



[Whodouwant2b.com/student/pathways](http://Whodouwant2b.com/student/pathways)

This site includes information on California high school and community college courses, career options, and financial assistance. It will help students make decisions about the right courses to take in high school and community college.

**WHO DO U WANT 2B?**

Pathways Wage Report Share Your Story Counselors Resource Room

Enter zip code Find a College

**QUIZ**  
"WHO DO U WANT 2B?"

**VIDEOS**  
STUDENTS PUTTING IN WORK

**GAME**  
"PATHFINDER3"

**THE 15 CAREER PATHWAYS**

**SALARY RANGES**

Insurance Underwriters	\$22.83 - \$40.00
Sales Managers	\$31.75 - \$74.96
Construction and Building Inspectors	\$24.73 - \$39.40
Tax Examiners, Collectors and Revenue Agents	\$20.88 - \$37.23
Architectural and Civil Drafters	\$20.12 - \$31.39
Real Estate Sales Agents	\$14.88 - \$37.70
Associate Teachers/Educators	\$9.07 - \$12.76

# Resources

## Path2Careers



[www.path2careers.net](http://www.path2careers.net)

Path2Careers contains quick two to three minute YouTube videos and slideshare presentations that give a fast snapshot of different occupations in California that are in high demand, along with college programs that offer these types of programs.

A screenshot of the Path2Careers website. The header includes the 'PATH 2 CAREERS' logo with the tagline 'Pathways To Emerging Careers', navigation links for 'Career Counseling Tools', 'Program Development Tools', 'Students', and 'Contact Us', and a 'Sign Up for eNews' link. The main content area features a large graphic with three arrows (blue, green, and brown) pointing in different directions, with the text 'Choosing The RIGHT PATH'. To the right of this graphic are four smaller images with text overlays: 'Career Counseling Tools' (Targeted information to guide student choices), 'Program Development Tools' (Market-validated information for course development), 'Students' (Find your career path), and 'Path2Careers eNews' (Sign up now). The footer includes the copyright notice 'Path2Careers © All Rights Reserved 2014' and a project attribution to 'C.O.E. CENTERS OF EXCELLENCE'.


# Resources

## Salary Surfer



[www.salarysurfer.cccco.edu/](http://www.salarysurfer.cccco.edu/)

The Salary Surfer uses the aggregated earnings of graduates from a five year period to provide an estimate on the potential wages to be earned two years and five years after receiving a certificate or degree in certain disciplines. This tool provides information on which colleges offer programs in those specific disciplines.


Communications

☒ Display only programs with wage data

## Communications

Instructional programs that study the theory, principles and methods of creation, transmission, reception and evaluation of various media.

Curriculum	Award Type	Median Annual Salary		
		2 Years Before	2 Years After	5 Years After
Computer Graphics and Digital Imagery	Degree	\$17,577	\$18,007	\$16,486
Computer Graphics and Digital Imagery	Certificate	\$14,292	N/A	\$30,160
Digital Media	Degree	\$14,927	\$11,377	N/A
Film Production	Degree	\$14,302	\$12,571	\$24,448
Film Production	Certificate	\$23,460	N/A	\$20,333
Journalism	Degree	\$19,689	\$29,972	\$18,614
Multimedia	Degree	\$10,856	\$20,569	\$31,693
Multimedia	Certificate	\$16,464	\$24,729	\$24,691
Radio	Degree	N/A	\$18,871	N/A
Radio and Television	Degree	\$13,472	\$22,573	\$35,312
Television (including combined TV/Film/Video)	Degree	\$19,021	\$31,087	\$44,419
Television (including combined TV/Film/Video)	Certificate	\$14,091	\$22,164	\$36,367
Website Design and Development	Degree	N/A	\$36,732	\$36,228
Website Design and Development	Certificate	\$37,164	\$46,525	\$32,459

# Resources

## O\*Net OnLine



[www.onetonline.org](http://www.onetonline.org)

O\*NET OnLine is an interactive application for exploring and searching occupations. This tool contains information on new and emerging occupations, “green” jobs, knowledge and skills areas, and more.

The screenshot shows the O\*NET OnLine website interface. At the top, there's a navigation bar with the O\*NET logo, the text "O\*NET OnLine", and a subtext "A proud partner of the americanjobcenter® network". To the right is an "Occupation Quick Search" bar. Below the navigation bar are links for "Help", "Find Occupations", "Advanced Search", "Crosswalks", "Share", and "O\*NET Sites". The main content area features a large banner with a construction crane image and the text "Build your future with O\*NET OnLine." followed by a welcome message and a "What is O\*NET?" button. To the right of the banner is a "What's New?" section with links to "Learn More" and "RSS". Below the banner is an "Occupation Search" section with a search bar and a "Keyword or O\*NET-SOC Code:" label. Below the search bar are three main sections: "Find Occupations" (with a magnifying glass icon), "Advanced Search" (with a wrench icon), and "Crosswalks" (with a person icon). Each section has a brief description of its function. At the bottom, there are three dropdown menus: "Bright Outlook", "Browse by O\*NET Data:", and "Apprenticeship". On the right side of the page, there are several promotional boxes: "I want to be a..." (with a "Find It Now" button), "ATTN: VETERANS" (with a "Get Started" button), and "The Green Economy" (with a "Get Started" button).

# Thank You!



**Lori Sanchez**

Director

Desert/Inland Empire

Center of Excellence for Labor Market Research

[lori.sanchez@chaffey.edu](mailto:lori.sanchez@chaffey.edu)

coeccc.net