



REGIONAL SCAN & PROGRAM DEMAND REPORT

LACCD - WEST LOS ANGELES COLLEGE



Contents

<i>Executive Summary</i>	3
<i>Regional Population Summary</i>	4
<i>Population: Detailed Data</i>	5
<i>Educational Attainment</i>	7
<i>Regional Industry Summary</i>	10
<i>Regional Industries: Detailed Data</i>	11
<i>Regional Occupation Summary</i>	23
<i>Regional Occupations: Detailed Data</i>	24
<i>Occupation Demand & Program Comparison</i>	29
<i>About EMSI & the Data</i>	34

Introduction

This report is designed to integrate and analyze data from multiple sources with the goal of helping community and technical colleges (and other regional stakeholders) with their strategic planning efforts. The overall goal is to help colleges align their program offerings with the demographic and economic characteristics of their service regions. To do this, the report provides an overview of the region’s population, economy, and workforce, using state and national comparisons where appropriate to highlight unique regional characteristics.

The industry and occupation employment numbers are based on numerous published sources from the federal Bureau of Labor Statistics, Bureau of Economic Analysis, Bureau of the Census, and the National Center for Education Statistics. In addition, the report integrates industry/occupation data and projections created by the labor market information agencies of the individual state(s) included in the selected region.

These data sources have been specially processed and harmonized to provide more complete and detailed data than any individual source used. For more information, see the final page of this report.

PREPARED FOR:

LACCD - West Los Angeles College

REGION DEFINITION (COUNTYs):

Los Angeles, CA:

Los Angeles, CA (6037)

Key Terms and Concepts

Understanding the following terms is crucial to interpreting the data included in this report.

Earnings: For industries, current total annual earnings per worker is reported; these earnings include wages, salaries, profits, and benefits.

Occupational earnings are reported as current median hourly wage only.

Industry: A category of business activity defined by the North American Industry Classification System (NAICS).

Jobs: Full-time and part-time positions held by proprietors and payroll employees in the public or private sector. May exceed actual worker count.

Location Quotient (LQ): A measure of how “concentrated” a particular industry, occupation, or demographic group is in a region as compared to a larger reference region, e.g., state or nation.

Occupation: A category of workers defined by the Standard Occupational Classification (SOC).

Openings (Annual): The sum of new jobs and replacement jobs for a given occupation.

Programs: Courses of postsecondary study defined by CIP (Classification of Instructional Programs) codes.

Projections: Estimates of future job or population numbers based on (1) recent regional trends and (2) published forecasts created by a consensus of state and federal agencies

Replacement Jobs: The estimated number of job openings in an occupation due to retirement, turnover, and other factors aside from job growth. Based on national percentages by occupation.

EXECUTIVE SUMMARY

Regional Demographics

From 2010 to 2013, the region can expect the total population to change by 143,213 persons, or 1.46%. The age groups with the highest growth are:

Age Group	Change in Persons
60 to 64 years	50541
65 to 69 years	49230
55 to 59 years	40521
25 to 29 years	32922
20 to 24 years	32461

Similarly, the racial/ethnic groups with the highest expected population growth are:

Group	Change in Persons
White, Hispanic	118934
Asian, Non-Hispanic	41215
Two or More Races, Non-Hispanic	15477

Detailed tables are on pages 4-6.

Educational Attainment

Total regional attainment of a college degree (any level) is below average compared to the state and below average compared to the nation. Detailed tables are on pages 7 through 10.

High-Growth Industries

The following industries show the highest total job growth from 2010 to 2013:

- Full-Service Restaurants
- Limited-Service Eating Places
- Other Scientific and Technical Consulting Services
- Unclassified Industry
- Temporary Help Services
- Warehouse Clubs and Supercenters
- Elementary and Secondary Schools (Private)
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Janitorial Services
- Lessors of Residential Buildings and Dwellings

Critical Occupations in High-Growth Industries

The following occupations show the most growth within the top ten high-growth industries. Detailed tables begin on p. 18.

- Combined Food Preparation and Serving Workers, Including Fast Food
- Waiters and Waitresses
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners
- Real Estate Sales Agents
- Cooks, Restaurant
- Cashiers
- Accountants and Auditors
- Retail Salespersons
- Maids and Housekeeping Cleaners
- Management Analysts

High-Growth Occupations (Across All Industries)

These occupations show the most total growth across all industries. Detail table is on p. 26.

- Real Estate Sales Agents
- Personal Financial Advisors
- Securities, Commodities, and Financial Services Sales Agents
- Accountants and Auditors
- Property, Real Estate, and Community Association Managers
- Bookkeeping, Accounting, and Auditing Clerks
- Cooks, Restaurant
- Registered Nurses
- Hairdressers, Hairstylists, and Cosmetologists
- Insurance Sales Agents

College Programs

For a quick comparison of the college's completers from the Department of Education's IPEDS database related to the region's high-growth occupations, turn to page 28.

REGIONAL POPULATION SUMMARY

Knowing regional demographics can help colleges provide more targeted services. For example, regions with an aging population may require more classes for older residents to update their job skills. And, of course, a projected rise or decline in total population has serious implications for college enrollment, funding, and facilities planning. Note that nearly all regional numbers are compared to state or national averages—this gives an idea of the unique situation facing the region.

Regional Change Comparison

TOTAL POPULATION CHANGE

Total regional population change is below the state average.

	2010 Total	2013 Total	Change	% Change
Region	9,826,735	9,969,951	143,216	1%
State	37,338,074	38,389,747	1,051,673	3%

CHANGE IN POPULATION AGE 55+

The percentage of people age 55 and over in the region is expected to rise. It is below average compared to the state and below average compared to the nation.

	Total in Region	Total in State	% of Region	% of State	% of Nation
2010	2,093,246	8,345,154	21%	22%	25%
2013	2,271,356	9,127,431	23%	24%	26%

CHANGE BY RACE, 2010 – 2013

Race/Ethnicity	2010 Total	Region Change	State Change	Nation Change
White, Non-Hispanic	2,737,467	-2%	-1%	0%
Black, Non-Hispanic	824,503	-2%	0%	3%
American Indian or Alaskan Native, Non-Hispanic	19,404	-3%	-1%	2%
Asian, Non-Hispanic	1,339,302	3%	6%	8%
Native Hawaiian or Pacific Islander, Non-Hispanic	23,117	2%	5%	7%
Two or More Races, Non-Hispanic	180,983	9%	9%	12%
White, Hispanic	4,322,799	3%	5%	8%
Black, Hispanic	95,747	9%	12%	12%
American Indian or Alaskan Native, Hispanic	127,051	12%	14%	16%
Asian, Hispanic	57,381	12%	14%	14%
Native Hawaiian or Pacific Islander, Hispanic	13,447	9%	11%	12%
Two or More Races, Hispanic	85,534	16%	17%	18%

1. Note: for regions that include areas in multiple states, “state” data uses the sum or average of all states involved.

“Concentrated” Groups

These tables show which regional demographic groups have an above-average presence in the region compared to the state and nation. This is calculated using location quotients or LQs (see p. 2). An LQ of 1.0 indicates a group accounts for an average percentage of the total population.

AGE GROUPS

Above-average presence compared to state:

Age	2010 LQ (State)
35 to 39 years	1.06
30 to 34 years	1.06
25 to 29 years	1.05
40 to 44 years	1.04
20 to 24 years	1.03

Above-average presence compared to nation:

Age	2010 LQ (Nation)
25 to 29 years	1.13
30 to 34 years	1.13
35 to 39 years	1.12
20 to 24 years	1.09
40 to 44 years	1.08

RACE/ETHNICITY GROUPS

Above-average presence compared to state:

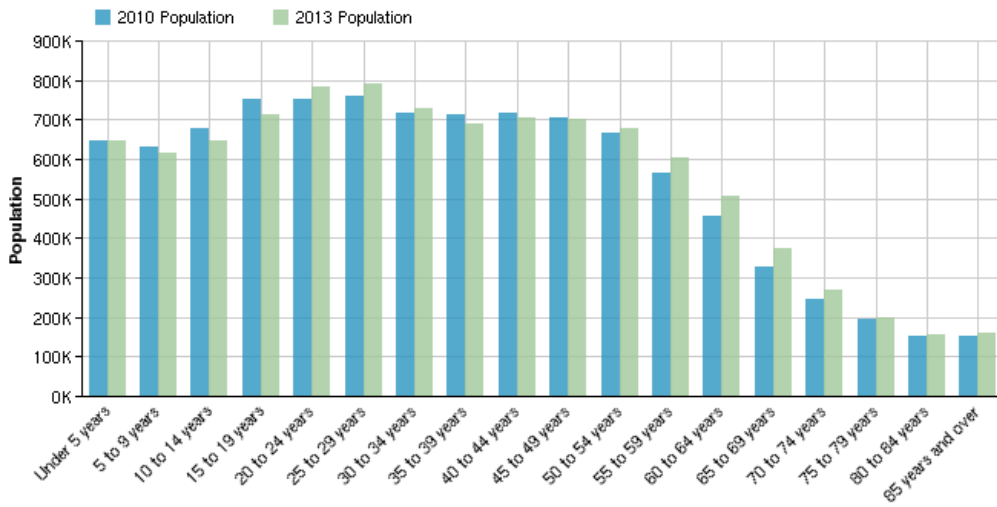
Group	2010 LQ (State)
Black, Non-Hispanic	1.43
White, Hispanic	1.30
Black, Hispanic	1.21

Above-average presence compared to nation:

Group	2010 LQ (Nation)
Asian, Hispanic	3.60
White, Hispanic	3.03
Asian, Non-Hispanic	2.86

POPULATION: DETAILED DATA

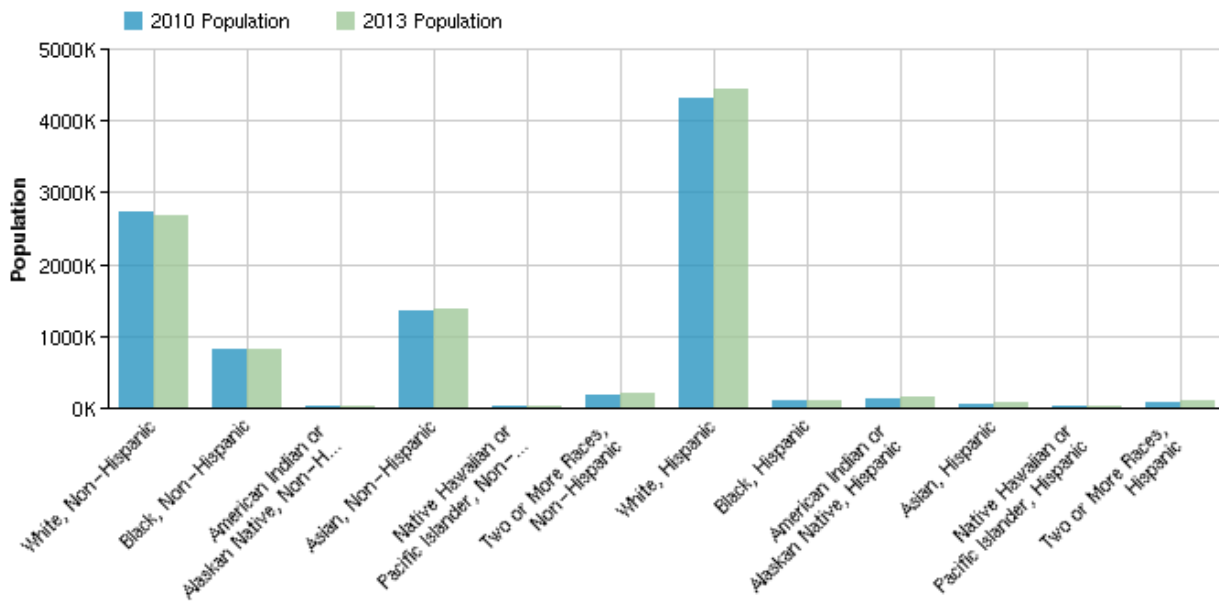
Population by Age Details



Age	2010 Population	2013 Population	Change	Change %	2010 LQ (State)	2010 LQ (Nation)
Under 5 years	645,318	647,163	1,845	0%	0.97	1.01
5 to 9 years	633,068	614,573	-18,495	-3%	0.96	0.98
10 to 14 years	678,517	645,634	-32,883	-5%	0.99	1.03
15 to 19 years	750,574	714,147	-36,427	-5%	1.01	1.07
20 to 24 years	750,540	783,001	32,461	4%	1.03	1.09
25 to 29 years	758,992	791,914	32,922	4%	1.05	1.13
30 to 34 years	717,688	730,297	12,609	2%	1.06	1.13
35 to 39 years	713,432	690,606	-22,826	-3%	1.06	1.12
40 to 44 years	715,590	704,214	-11,376	-2%	1.04	1.08
45 to 49 years	705,467	700,169	-5,298	-1%	1.00	0.98
50 to 54 years	664,304	676,875	12,571	2%	0.98	0.94
55 to 59 years	564,352	604,873	40,521	7%	0.97	0.90
60 to 64 years	456,759	507,300	50,541	11%	0.94	0.85
65 to 69 years	325,549	374,779	49,230	15%	0.94	0.82
70 to 74 years	246,649	269,175	22,526	9%	0.96	0.83
75 to 79 years	193,098	198,874	5,776	3%	0.96	0.83
80 to 84 years	153,456	154,736	1,280	1%	0.96	0.84
85 years and over	153,383	161,619	8,236	5%	0.96	0.87
Total	9,826,735	9,969,951	143,216	1%		

Source: EMSI Complete Employment - 2013.2.

Population by Race/Ethnicity Details



Race/Ethnicity	2010 Population	2013 Population	Change	Change %	2010 LQ (State)	2010 LQ (Nation)
White, Non-Hispanic	2,737,467	2,678,608	-58,859	-2%	0.69	0.44
Black, Non-Hispanic	824,503	805,294	-19,209	-2%	1.43	0.68
American Indian or Alaskan Native, Non-Hispanic	19,404	18,791	-613	-3%	0.45	0.27
Asian, Non-Hispanic	1,339,302	1,380,517	41,215	3%	1.05	2.86
Native Hawaiian or Pacific Islander, Non-Hispanic	23,117	23,553	436	2%	0.66	1.46
Two or More Races, Non-Hispanic	180,983	196,460	15,477	9%	0.75	1.01
White, Hispanic	4,322,799	4,441,733	118,934	3%	1.30	3.03
Black, Hispanic	95,747	104,513	8,766	9%	1.21	1.29
American Indian or Alaskan Native, Hispanic	127,051	141,934	14,883	12%	1.05	2.69
Asian, Hispanic	57,381	64,429	7,048	12%	0.98	3.60
Native Hawaiian or Pacific Islander, Hispanic	13,447	14,664	1,217	9%	1.04	2.37
Two or More Races, Hispanic	85,534	99,456	13,922	16%	0.85	1.93

Source: EMSI Complete Employment - 2013.2.

EDUCATIONAL ATTAINMENT

In today’s competitive knowledge economy, advanced education, training, and skills are more vital than ever. Studies also show that higher education levels are strongly tied to higher earnings, lower unemployment rates, and improved lifestyles. Regional educational attainment levels help colleges identify educational gaps in the region’s workforce (especially in comparison to state and national levels). This helps state, college, and regional policymakers form a targeted plan to increase workforce education. Note that attainment is only tracked for persons age 25 and older.

Educational Attainment Summary

In the region, college degree attainment is below average compared to the state and below average compared to the nation.

	% of Region	% of State	% of Nation
Less Than High School Diploma	25.3%	20.2%	15.6%
High School Diploma or Some College	39.5%	42.6%	49.2%
College Degree	35.2%	37.2%	35.2%

Educational Attainment Totals, Detail

Educational Level	2010 Total (age 25+)	% of Region (age 25+)	% of State (age 25+)	% of Nation (age 25+)
Less Than 9th Grade	842,708	13.2%	10.1%	5.8%
9th Grade to 12th Grade	767,944	12.1%	10.2%	9.8%
High School Diploma	1,311,050	20.6%	21.0%	28.5%
Some College	1,206,729	18.9%	21.5%	20.7%
Associate's Degree	427,359	6.7%	7.6%	7.5%
Bachelor's Degree	1,192,446	18.7%	18.9%	17.5%
Graduate Degree and Higher	620,483	9.7%	10.7%	10.3%
	6,368,718	100%	100%	100%

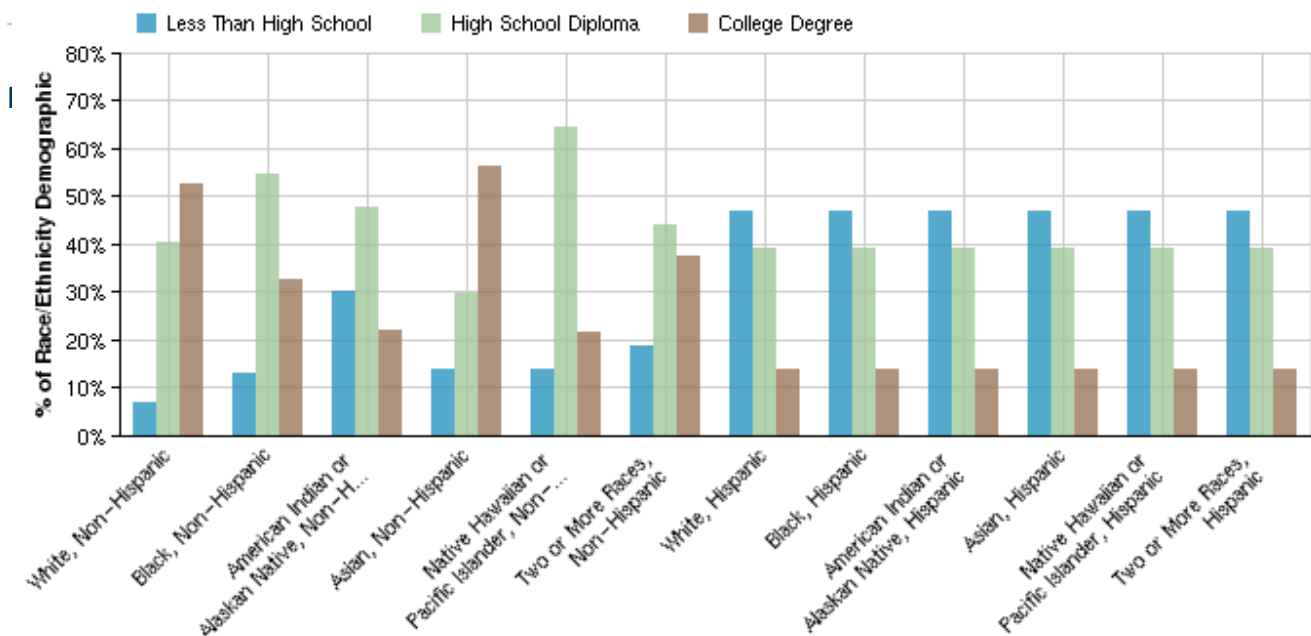
Source: EMSI Complete Employment - 2013.2.

Educational Attainment by Race/Ethnicity

COMPARISON OF COLLEGE DEGREE ATTAINMENT TO STATE AND NATION

Differences are expressed in percentage points. Positive numbers indicate higher attainment levels in the region compared to the state or nation; negative numbers indicate lower attainment levels in the region.

Race/Ethnicity	Difference in College Attainment (State)	Difference in College Attainment (Nation)
White, Non-Hispanic	5.2	13.7
Black, Non-Hispanic	1.0	7.4
American Indian or Alaskan Native, Non-Hispanic	1.5	1.5
Asian, Non-Hispanic	0.4	-0.4
Native Hawaiian or Pacific Islander, Non-Hispanic	-2.4	-2.0
Two or More Races, Non-Hispanic	0.2	3.5
White, Hispanic	-1.0	-3.9
Black, Hispanic	-1.6	-5.8
American Indian or Alaskan Native, Hispanic	-1.2	-2.9
Asian, Hispanic	-2.1	-4.4
Native Hawaiian or Pacific Islander, Hispanic	-1.8	-3.9



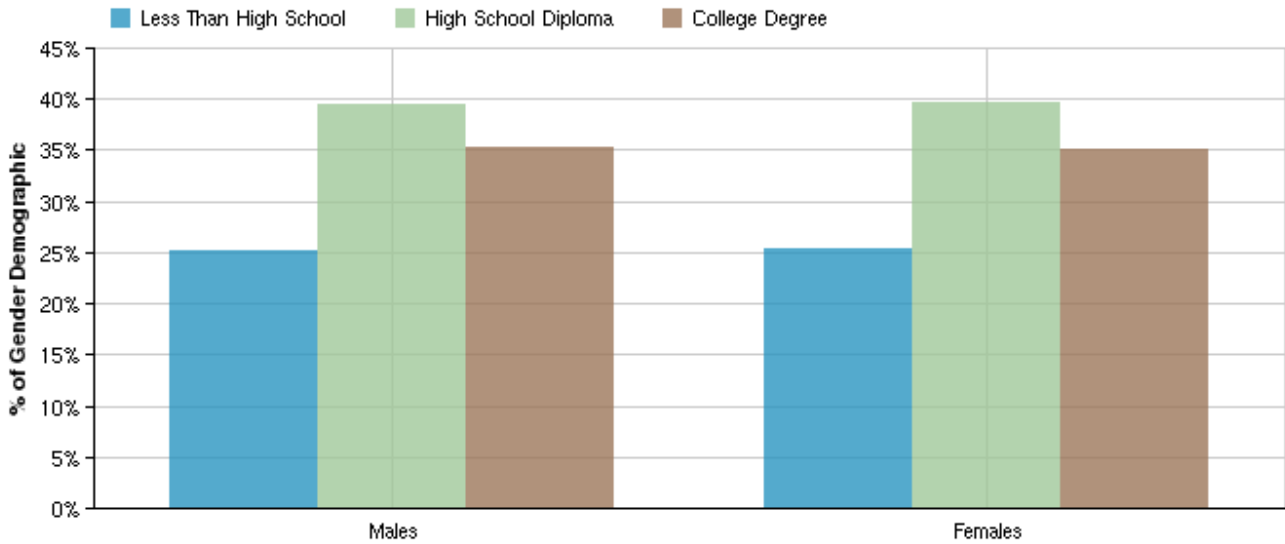
Race/Ethnicity	2010 Persons (age 25+)	Less Than High School	HS Diploma or Some College	College Degree
White, Non-Hispanic	2,092,702	146,909	844,921	1,100,872
Black, Non-Hispanic	545,508	70,450	297,603	177,455
American Indian or Alaskan Native, Non-Hispanic	13,998	4,221	6,695	3,081
Asian, Non-Hispanic	980,888	135,043	291,925	553,920
Native Hawaiian or Pacific Islander, Non-Hispanic	14,245	1,949	9,185	3,110
Two or More Races, Non-Hispanic	89,493	16,656	39,335	33,502
White, Hispanic	2,439,581	1,145,154	952,991	341,436
Black, Hispanic	46,641	21,884	18,211	6,546
American Indian or Alaskan Native, Hispanic	71,293	33,480	27,863	9,949
Asian, Hispanic	28,433	13,345	11,106	3,982
Native Hawaiian or Pacific Islander, Hispanic	6,943	3,259	2,712	972
Two or More Races, Hispanic	38,992	18,301	15,230	5,461
	6,368,718	1,610,651	2,517,779	2,240,288

Source: EMSI Complete Employment - 2013.2.

Educational Attainment by Gender

In the region, females have higher high school attainment rates and lower college degree attainment rates compared to males.

	2010 Total (age 25+)	Less Than High School	High School Diploma	College Degree
Males	3,076,353	25.2%	39.5%	35.3%
Females	3,292,365	25.4%	39.6%	35.1%



Source: EMSI Complete Employment - 2013.2.

REGIONAL INDUSTRY SUMMARY

Part of a college's mission is to support the workforce needs of vital regional industries. By using several different metrics for identifying such industries, this section of the report provides a map of the region's economy, thus helping colleges allocate workforce training resources. The listing of critical occupations within high-growth industries (right column) highlights high-growth occupations in these industries. Because these occupations are not filtered by education level, they may be served by non-credit continuing education, for-credit certificate or associate's track courses, or courses designed for transfer to four-year institutions.

Industries with the Most Jobs

- Education (Local Government)
- Local Government, Excluding Education and Hospitals
- Private Households
- Full-Service Restaurants
- Limited-Service Eating Places

High-Growth Industries

- Full-Service Restaurants
- Limited-Service Eating Places
- Other Scientific and Technical Consulting Services
- Unclassified Industry
- Temporary Help Services

Concentrated Industries

These industries have an above-average share of total regional employment (compared to the U.S.):

- Port and Harbor Operations
- Motion Picture and Video Production
- Women's and Girls' Cut and Sew Apparel Manufacturing
- Postproduction Services and Other Motion Picture and Video Industries
- Cut and Sew Apparel Contractors

Competitive Industries

These industries are outperforming national trends:

- Full-Service Restaurants
- Warehouse Clubs and Supercenters
- Unclassified Industry
- Other Scientific and Technical Consulting Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services

Critical Occupations in High-Growth Industries

Full-Service Restaurants:

- Waiters and Waitresses
- Cooks, Restaurant
- Dishwashers
- Dining Room and Cafeteria Attendants and Bartender Helpers
- Food Preparation Workers

Limited-Service Eating Places:

- Combined Food Preparation and Serving Workers, Including Fast Food
- Cooks, Fast Food
- First-Line Supervisors of Food Preparation and Serving Workers
- Food Preparation Workers
- Counter Attendants, Cafeteria, Food Concession, and Coffee Shop

Other Scientific and Technical Consulting Services:

- Management Analysts
- Market Research Analysts and Marketing Specialists
- Business Operations Specialists, All Other
- Office Clerks, General
- General and Operations Managers

Unclassified Industry:

- Retail Salespersons
- Cashiers
- Combined Food Preparation and Serving Workers, Including Fast Food
- Office Clerks, General
- Waiters and Waitresses

Temporary Help Services:

- Laborers and Freight, Stock, and Material Movers, Hand
- Office Clerks, General
- Team Assemblers
- Packers and Packagers, Hand
- Helpers--Production Workers

REGIONAL INDUSTRIES: DETAILED DATA

Industry Sectors, Region and State, 2010 – 2013

The following table summarizes the region's economy in comparison to the state's. Broad industry sectors are sorted by total 2010 jobs.

NAICS Code	Description	REGION					STATE				
		2010 Jobs	2013 Jobs	Change	% Change	EPW	State 2010	State 2013	State % Change	State EPW	
90	Government	603,432	571,942	-31,490	-5%	\$76,829	2,687,620	2,603,117	-3%	\$72,949	
62	Health Care and Social Assistance	526,491	554,431	27,940	5%	\$56,677	1,852,232	1,952,127	5%	\$59,978	
44-45	Retail Trade	485,088	492,336	7,248	1%	\$35,385	1,862,123	1,907,312	2%	\$35,822	
81	Other Services (except Public Administration)	464,359	483,763	19,404	4%	\$21,991	1,405,720	1,484,262	6%	\$23,894	
54	Professional, Scientific, and Technical Services	422,067	454,613	32,546	8%	\$75,995	1,708,472	1,862,874	9%	\$81,787	
31-33	Manufacturing	395,745	385,401	-10,344	-3%	\$73,357	1,318,911	1,332,454	1%	\$93,576	
72	Accommodation and Food Services	349,136	385,402	36,266	10%	\$22,992	1,357,764	1,463,632	8%	\$22,834	
56	Administrative and Support and Waste Management and Remediation Services	345,189	375,889	30,700	9%	\$35,202	1,238,794	1,371,877	11%	\$37,682	
53	Real Estate and Rental and Leasing	283,123	300,142	17,019	6%	\$37,875	1,041,687	1,107,973	6%	\$33,216	
52	Finance and Insurance	250,982	276,305	25,323	10%	\$85,424	955,938	1,067,021	12%	\$83,093	
42	Wholesale Trade	230,143	242,538	12,395	5%	\$64,719	720,004	772,781	7%	\$74,904	
51	Information	227,708	232,222	4,514	2%	\$107,207	510,986	525,563	3%	\$114,399	
71	Arts, Entertainment, and Recreation	189,459	200,878	11,419	6%	\$58,475	533,325	587,787	10%	\$38,155	
48-49	Transportation and Warehousing	188,942	197,325	8,383	4%	\$54,194	568,708	609,815	7%	\$51,193	
23	Construction	187,563	202,559	14,996	8%	\$48,756	880,345	947,252	8%	\$55,268	
61	Educational Services (Private)	152,244	168,141	15,897	10%	\$42,615	452,196	504,478	12%	\$38,857	
55	Management of Companies and Enterprises	56,214	60,262	4,048	7%	\$110,063	206,626	220,165	7%	\$114,051	
21	Mining, Quarrying, and Oil and Gas Extraction	15,988	18,246	2,258	14%	\$56,486	60,411	71,071	18%	\$73,795	
22	Utilities	12,157	12,949	792	7%	\$136,468	59,168	62,853	6%	\$144,013	
99	Unclassified Industry	10,434	21,456	11,022	106%	\$80,591	50,991	74,046	45%	\$75,630	
11	Agriculture, Forestry, Fishing and Hunting	9,496	8,539	-957	-10%	\$34,213	479,307	501,146	5%	\$32,079	
		5,405,961	5,645,339	239,378	4%	\$55,769	19,951,329	21,029,608	5%	\$57,209	

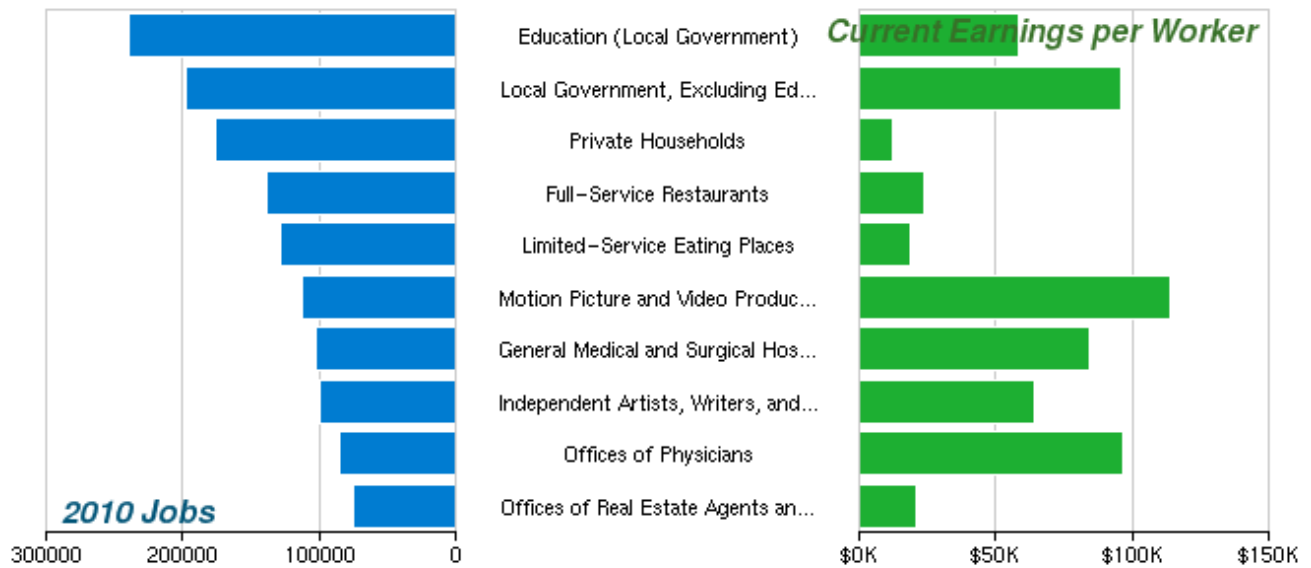
Source: EMSI Complete Employment - 2013.2.

EPW stands for "earnings per worker," which is the total wage, salary, bonuses, and other compensation paid in the industry divided by the number of workers. Note that for regions including areas in multiple states, the "state" values are the sum or average of the values for all states involved.

Industry sectors and specific industries in the following sections are listed by NAICS code. For more information, see <http://www.bls.gov/bls/naics.htm>.

Regional Industries Providing the Most Jobs, 2010

This section shows industries at a much greater level of detail than the sectors on the previous page.

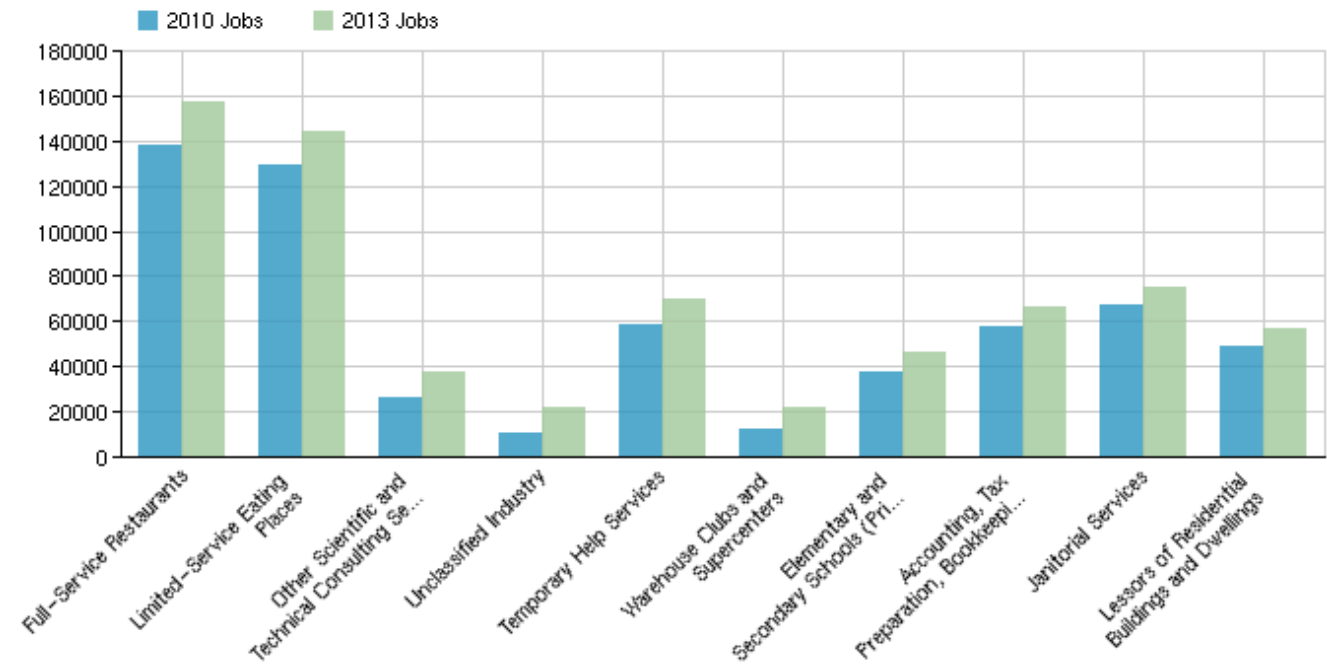


NAICS Code	Description	2010 Jobs	2013 Jobs	Change	% Change	Current EPW
90361	Education (Local Government)	239,793	220,128	-19,665	-8%	\$58,062
90399	Local Government, Excluding Education and Hospitals	197,367	188,537	-8,830	-4%	\$95,732
81411	Private Households	176,461	182,741	6,280	4%	\$11,988
72211	Full-Service Restaurants	137,898	157,701	19,803	14%	\$23,570
72221	Limited-Service Eating Places	128,910	143,826	14,916	12%	\$18,973
51211	Motion Picture and Video Production	112,089	111,605	-484	0%	\$113,647
62211	General Medical and Surgical Hospitals (Private)	103,066	104,384	1,318	1%	\$84,195
71151	Independent Artists, Writers, and Performers	99,537	106,941	7,404	7%	\$63,852
62111	Offices of Physicians	84,853	88,973	4,120	5%	\$96,933
53121	Offices of Real Estate Agents and Brokers	75,260	74,475	-785	-1%	\$21,107
44511	Supermarkets and Other Grocery (except Convenience) Stores	71,932	74,142	2,210	3%	\$34,540
56172	Janitorial Services	67,511	75,024	7,513	11%	\$18,214
61131	Colleges, Universities, and Professional Schools (Private)	62,197	66,301	4,104	7%	\$55,567
62441	Child Day Care Services	61,059	62,543	1,484	2%	\$17,476
54111	Offices of Lawyers	61,040	61,650	610	1%	\$111,948
81299	All Other Personal Services	59,416	66,491	7,075	12%	\$21,799
56132	Temporary Help Services	58,710	69,515	10,805	18%	\$32,846
54121	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	58,053	66,535	8,482	15%	\$68,074
55111	Management of Companies and Enterprises	56,214	60,262	4,048	7%	\$110,063
90261	Education (State Government)	49,845	52,775	2,930	6%	\$67,311

Source: EMSI Complete Employment - 2013.2.

Highest Growth Regional Industries, 2010 – 2013

These industries are projected to add the most total jobs.



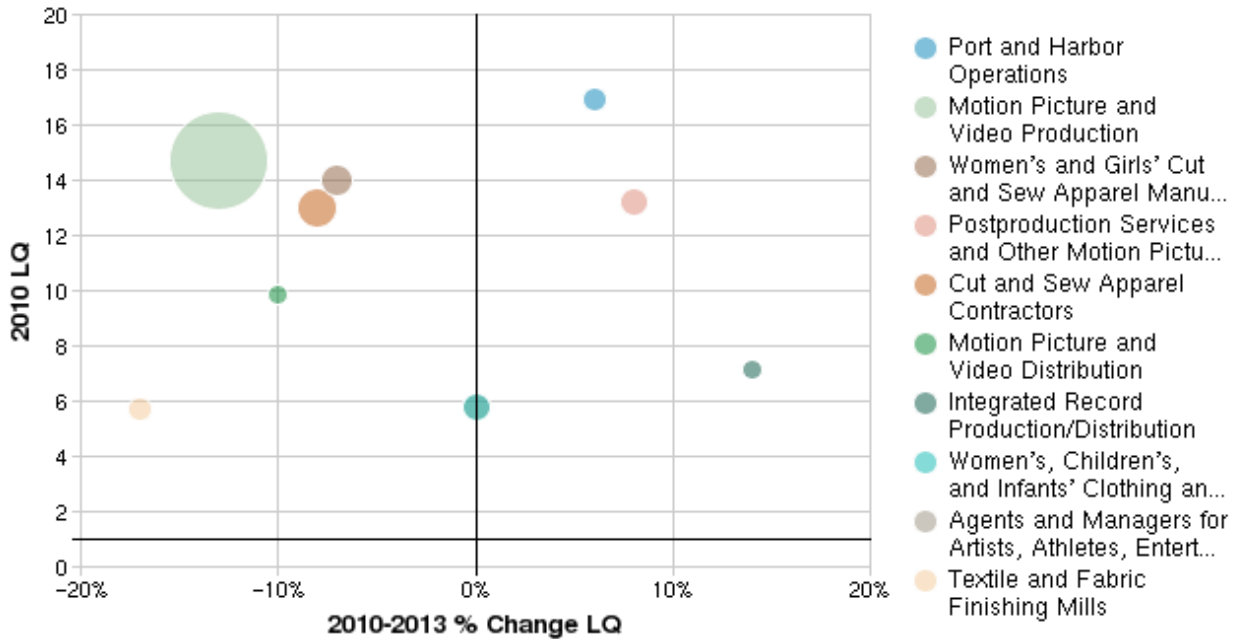
NAICS Code	Description	2010 Jobs	2013 Jobs	Change	% Change	Current EPW
72211	Full-Service Restaurants	137,898	157,701	19,803	14%	\$23,570
72221	Limited-Service Eating Places	128,910	143,826	14,916	12%	\$18,973
54169	Other Scientific and Technical Consulting Services	25,903	37,489	11,586	45%	\$54,196
99999	Unclassified Industry	10,434	21,456	11,022	106%	\$80,591
56132	Temporary Help Services	58,710	69,515	10,805	18%	\$32,846
45291	Warehouse Clubs and Supercenters	12,245	22,113	9,868	81%	\$33,247
61111	Elementary and Secondary Schools (Private)	37,447	46,085	8,638	23%	\$42,880
54121	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	58,053	66,535	8,482	15%	\$68,074
56172	Janitorial Services	67,511	75,024	7,513	11%	\$18,214
53111	Lessors of Residential Buildings and Dwellings	49,034	56,479	7,445	15%	\$34,067
71151	Independent Artists, Writers, and Performers	99,537	106,941	7,404	7%	\$63,852
81299	All Other Personal Services	59,416	66,491	7,075	12%	\$21,799
54161	Management Consulting Services	37,260	43,736	6,476	17%	\$73,842
81411	Private Households	176,461	182,741	6,280	4%	\$11,988
62161	Home Health Care Services	37,564	43,736	6,172	16%	\$28,418
52393	Investment Advice	32,446	38,156	5,710	18%	\$75,510
52392	Portfolio Management	23,989	28,870	4,881	20%	\$128,981
81211	Hair, Nail, and Skin Care Services	44,352	49,136	4,784	11%	\$18,033
56133	Professional Employer Organizations	10,500	14,999	4,499	43%	\$38,599
53112	Lessors of Nonresidential Buildings (except Miniwarehouses)	23,175	27,376	4,201	18%	\$93,486

Source: EMSI Complete Employment - 2013.2.

Most Concentrated Regional Industries, 2010 – 2013

Location quotients (LQs) are a way of measuring an industry’s regional concentration. A region with an average presence (or concentration) of a certain industry, compared to the national economy, will have an LQ of 1.0 for that industry. High-LQ industries are generally ones that are important to the region’s economic base—that is, they bring money into the region rather than circulating what is already there. As such, they are important targets for retention, expansion, and workforce development efforts.

Note: circle size indicates number of jobs in the industry.

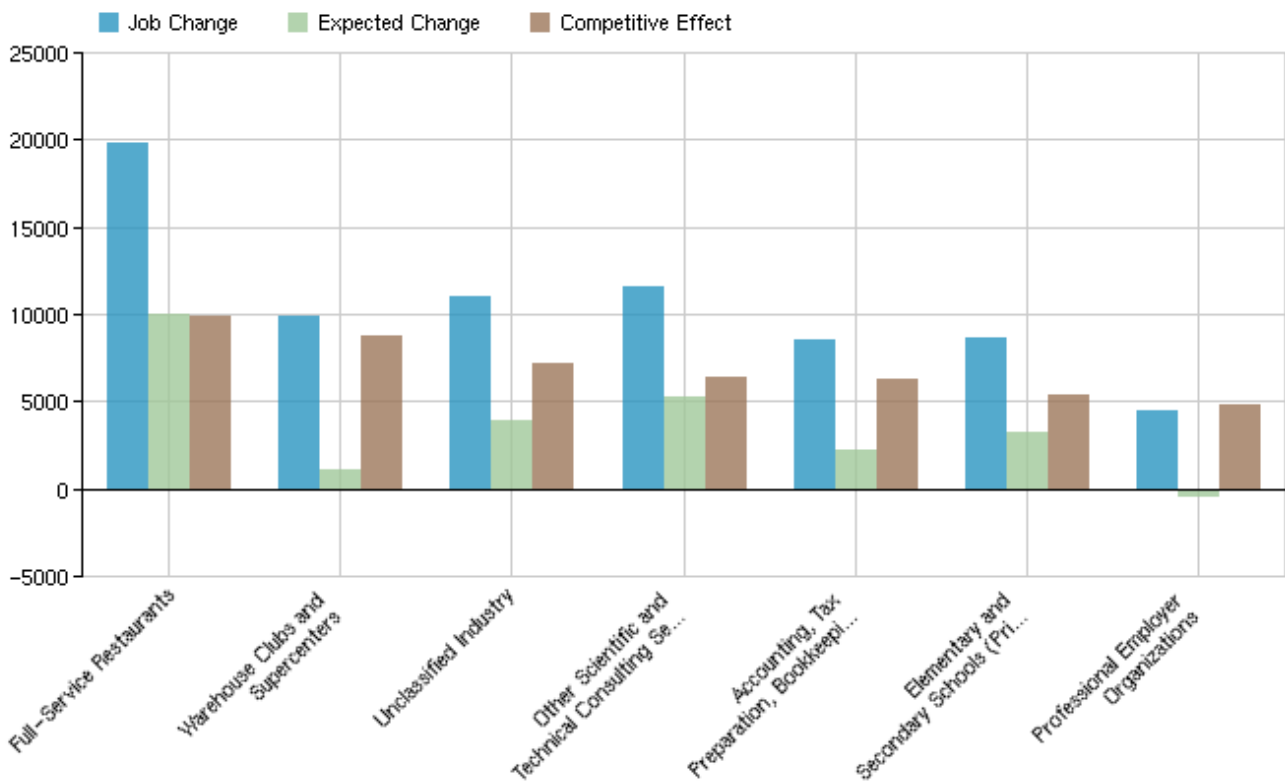


NAICS Code	Description	2010 Jobs	2013 Jobs	2010 LQ	2010-2013 % Change in LQ	Current EPW
48831	Port and Harbor Operations	9,670	12,816	16.96	6%	\$111,615
51211	Motion Picture and Video Production	112,089	111,605	14.71	-13%	\$113,647
31523	Women's and Girls' Cut and Sew Apparel Manufacturing	17,084	15,477	13.98	-7%	\$50,064
51219	Postproduction Services and Other Motion Picture and Video Industries	10,985	11,871	13.24	8%	\$134,195
31521	Cut and Sew Apparel Contractors	27,653	28,559	12.97	-8%	\$38,736
51212	Motion Picture and Video Distribution	2,608	2,140	9.82	-10%	\$208,727
51222	Integrated Record Production/Distribution	1,161	1,263	7.11	14%	\$126,739
42433	Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	13,740	16,530	5.82	0%	\$53,997
71141	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	12,954	14,563	5.81	0%	\$96,708
31331	Textile and Fabric Finishing Mills	5,603	4,834	5.70	-17%	\$36,658
42431	Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	4,798	4,657	5.33	0%	\$52,035
51224	Sound Recording Studios	2,281	2,390	4.73	0%	\$65,794
51223	Music Publishers	1,184	1,316	4.72	0%	\$81,843
31529	Other Cut and Sew Apparel Manufacturing	2,591	2,182	4.46	0%	\$65,761
42444	Poultry and Poultry Product Merchant Wholesalers	1,583	1,057	4.29	-25%	\$45,819
51741	Satellite Telecommunications	1,799	1,105	4.11	-25%	\$80,511
31183	Tortilla Manufacturing	2,294	2,085	4.06	0%	\$40,270
31699	Other Leather and Allied Product Manufacturing	1,856	1,962	4.01	0%	\$40,642
51221	Record Production	467	512	3.81	0%	\$72,123
42392	Toy and Hobby Goods and Supplies Merchant Wholesalers	3,512	3,297	3.72	0%	\$94,672

Most Competitive Regional Industries, 2010 – 2013

The regional competitiveness of an industry can be quantified using the standard “shift share” method. This method generates a “competitiveness effect” for the industry, which is basically regional job growth in the industry that exceeded national trends. These national trends include the percent growth of the U.S. economy and the percent growth of the given industry at the national level. The higher the competitiveness effect, the more the regional industry is outperforming national averages. Industries with a high competitiveness effect can give clues about the region’s comparative advantages, and are prime targets for regional workforce initiatives.

INDUSTRIES WITH HIGHEST COMPETITIVE EFFECT



NAICS Code	Description	Job Change	Ind. Mix Effect	Natl. Effect	Expected Change	Competitive Effect
72211	Full-Service Restaurants	19,803	3,167	6,776	9,944	9,859
45291	Warehouse Clubs and Supercenters	9,868	477	602	1,079	8,788
99999	Unclassified Industry	11,022	3,360	513	3,873	7,149
54169	Other Scientific and Technical Consulting Services	11,585	3,966	1,273	5,239	6,346
54121	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	8,482	-639	2,853	2,213	6,269
61111	Elementary and Secondary Schools (Private)	8,638	1,422	1,840	3,262	5,376
56133	Professional Employer Organizations	4,498	-867	516	-351	4,849
23611	Residential Building Construction	3,342	-3,078	1,695	-1,383	4,726
81299	All Other Personal Services	7,075	1,002	2,920	3,922	3,153
44814	Family Clothing Stores	2,516	-1,330	906	-423	2,939
62311	Nursing Care Facilities	2,499	-1,757	1,887	130	2,369
23822	Plumbing, Heating, and Air-Conditioning Contractors	2,926	-195	1,015	820	2,106
52211	Commercial Banking	2,548	-1,122	1,566	444	2,105
61131	Colleges, Universities, and Professional Schools (Private)	4,104	-887	3,056	2,169	1,935
71151	Independent Artists, Writers, and Performers	7,404	595	4,891	5,486	1,917
72221	Limited-Service Eating Places	14,916	6,750	6,334	13,084	1,832
62322	Residential Mental Health and Substance Abuse Facilities	2,077	100	310	410	1,667

Industries With Highest Competitive Effect (Cont.)

NAICS Code	Description	Job Change	Ind. Mix Effect	Natl. Effect	Expected Change	Competitive Effect
56131	Employment Placement Agencies and Executive Search Services	4,082	1,695	780	2,475	1,607
53121	Offices of Real Estate Agents and Brokers	-785	-6,050	3,698	-2,352	1,567
53111	Lessors of Residential Buildings and Dwellings	7,445	3,558	2,409	5,967	1,478

Source: EMSI Complete Employment - 2013.2.

NOTE ON SHIFT SHARE TERMINOLOGY

In shift share analysis, “expected” job growth is based on the total regional industry jobs at the beginning of the timeframe, the regional jobs that could be attributed to the growth rate of the national economy during the timeframe (“national growth effect”), and the regional jobs that could be attributed to the growth rate of the same industry at the national level during the timeframe (“industry mix effect”). The difference between this expected job change and actual job change is called the regional “competitiveness effect.”

Critical Occupations in High-Growth Industries

The following tables show the highest-growth occupations within each of the highest-growth regional industries from 2010 to 2013. They provide a business-oriented view of the most in-demand jobs over that timeframe, and the demand-driven college will seek to align its offerings accordingly. Many jobs found here, especially with an education level of “short-term or moderate-term on-the-job training” (ST OJT or MT OJT), are likely to be good candidates for industry-oriented continuing education programs.

Education level abbreviations:

ST OJT: Short-term on-the-job training; MT OJT: Moderate-term on-the-job training; LT OJT: Long-term on-the-job training; Exp. in Field: Work experience in a related field; PS Award: Postsecondary award; Associate’s: Associate’s degree; Bachelor’s: Bachelor’s degree; DG + Exp.: Degree plus work experience; Master’s: Master’s degree; Doctoral: Doctoral degree; Prof. DG: First professional degree

Critical Occupations: Full-Service Restaurants

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Waiters and Waitresses	7,593	\$8.97	ST OJT
Cooks, Restaurant	3,556	\$10.57	MT OJT
Dishwashers	1,505	\$8.99	ST OJT
Dining Room and Cafeteria Attendants and Bartender Helpers	1,253	\$8.92	ST OJT
Food Preparation Workers	1,240	\$9.14	ST OJT
First-Line Supervisors of Food Preparation and Serving Workers	1,066	\$12.62	N/A
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	1,013	\$9.25	ST OJT
Bartenders	771	\$9.17	ST OJT
Combined Food Preparation and Serving Workers, Including Fast Food	310	\$9.01	ST OJT
Cooks, Short Order	288	\$10.82	ST OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Limited-Service Eating Places

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Combined Food Preparation and Serving Workers, Including Fast Food	8,800	\$9.01	ST OJT
Cooks, Fast Food	1,639	\$8.77	ST OJT
First-Line Supervisors of Food Preparation and Serving Workers	1,177	\$12.62	N/A
Food Preparation Workers	838	\$9.14	ST OJT
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	742	\$9.14	ST OJT
Cashiers	613	\$9.52	ST OJT
Driver/Sales Workers	380	\$10.95	ST OJT
Dishwashers	168	\$8.99	ST OJT
Waiters and Waitresses	147	\$8.97	ST OJT
Cooks, Restaurant	106	\$10.57	MT OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Other Scientific and Technical Consulting Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Management Analysts	2,211	\$33.11	N/A
Market Research Analysts and Marketing Specialists	528	\$27.51	Bachelor's
Business Operations Specialists, All Other	455	\$30.92	LT OJT
Office Clerks, General	392	\$14.20	ST OJT
General and Operations Managers	374	\$52.45	N/A
Sales Representatives, Services, All Other	329	\$25.51	ST OJT
Customer Service Representatives	301	\$16.93	ST OJT
Executive Secretaries and Executive Administrative Assistants	283	\$23.71	N/A
Accountants and Auditors	267	\$31.93	Bachelor's
Bookkeeping, Accounting, and Auditing Clerks	219	\$18.52	MT OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Unclassified Industry

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Retail Salespersons	448	\$10.97	ST OJT
Cashiers	343	\$9.52	ST OJT
Combined Food Preparation and Serving Workers, Including Fast Food	279	\$9.01	ST OJT
Office Clerks, General	239	\$14.20	ST OJT
Waiters and Waitresses	239	\$8.97	ST OJT
Registered Nurses	236	\$40.20	Associate's
Customer Service Representatives	225	\$16.93	ST OJT
Laborers and Freight, Stock, and Material Movers, Hand	211	\$11.38	ST OJT
Stock Clerks and Order Fillers	184	\$11.07	ST OJT
General and Operations Managers	174	\$52.45	N/A

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Temporary Help Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Laborers and Freight, Stock, and Material Movers, Hand	991	\$11.38	ST OJT
Office Clerks, General	608	\$14.20	ST OJT
Team Assemblers	558	\$11.34	MT OJT
Packers and Packagers, Hand	496	\$9.58	ST OJT
Helpers--Production Workers	492	\$10.02	ST OJT
Human Resources, Training, and Labor Relations Specialists, All Other	391	\$33.21	Bachelor's
Customer Service Representatives	318	\$16.93	ST OJT
Construction Laborers	278	\$14.94	ST OJT
Registered Nurses	267	\$40.20	Associate's
Assemblers and Fabricators, All Other	233	\$12.73	MT OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Warehouse Clubs and Supercenters

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Cashiers	2,211	\$9.52	ST OJT
Retail Salespersons	2,029	\$10.97	ST OJT
Stock Clerks and Order Fillers	1,561	\$11.07	ST OJT
First-Line Supervisors of Retail Sales Workers	808	\$15.55	N/A
Laborers and Freight, Stock, and Material Movers, Hand	357	\$11.38	ST OJT
First-Line Supervisors of Office and Administrative Support Workers	305	\$26.61	N/A
Customer Service Representatives	270	\$16.93	ST OJT
Sales and Related Workers, All Other	235	\$20.45	MT OJT
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	198	\$11.59	ST OJT
Bakers	129	\$11.87	LT OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Elementary and Secondary Schools (Private)

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Elementary School Teachers, Except Special Education	1,346	\$33.16	Bachelor's
Secondary School Teachers, Except Special and Career/Technical Education	1,155	\$30.34	Bachelor's
Teacher Assistants	788	\$13.97	ST OJT
Teachers and Instructors, All Other	541	\$20.95	Bachelor's
Preschool Teachers, Except Special Education	404	\$13.40	Associate's
Middle School Teachers, Except Special and Career/Technical Education	393	\$30.90	Bachelor's
Education Administrators, Elementary and Secondary School	301	\$49.29	Master's
Childcare Workers	249	\$9.32	ST OJT
Kindergarten Teachers, Except Special Education	229	\$31.36	Bachelor's
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	200	\$11.59	ST OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Accounting, Tax Preparation, Bookkeeping, and Payroll Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Accountants and Auditors	2,938	\$31.93	Bachelor's
Bookkeeping, Accounting, and Auditing Clerks	979	\$18.52	MT OJT
Tax Preparers	658	\$22.48	MT OJT
Billing and Posting Clerks	495	\$17.30	ST OJT
Office Clerks, General	321	\$14.20	ST OJT
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	266	\$16.95	ST OJT
Actors	209	\$29.71	LT OJT
Financial Managers	187	\$50.88	N/A
First-Line Supervisors of Office and Administrative Support Workers	180	\$26.61	N/A
Executive Secretaries and Executive Administrative Assistants	179	\$23.71	N/A

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Janitorial Services

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,609	\$11.59	ST OJT
Maids and Housekeeping Cleaners	2,238	\$10.10	ST OJT
First-Line Supervisors of Housekeeping and Janitorial Workers	626	\$16.08	N/A
Installation, Maintenance, and Repair Workers, All Other	352	\$15.66	MT OJT
Laundry and Dry-Cleaning Workers	241	\$10.85	ST OJT
Pest Control Workers	185	\$13.66	MT OJT
Maintenance and Repair Workers, General	109	\$18.28	MT OJT
Laborers and Freight, Stock, and Material Movers, Hand	45	\$11.38	ST OJT
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	33	\$16.95	ST OJT
Building Cleaning Workers, All Other	32	\$14.50	ST OJT

Source: EMSI Complete Employment - 2013.2.

Critical Occupations: Lessors of Residential Buildings and Dwellings

Occupation	Job Growth (In Industry)	Median Hourly Wage (All Industries)	Average Education
Real Estate Sales Agents	3,939	\$17.56	N/A
Property, Real Estate, and Community Association Managers	1,329	\$21.31	N/A
Real Estate Brokers	770	\$30.28	N/A
Appraisers and Assessors of Real Estate	486	\$24.17	Associate's
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	203	\$11.59	ST OJT
Maintenance and Repair Workers, General	82	\$18.28	MT OJT
Bookkeeping, Accounting, and Auditing Clerks	74	\$18.52	MT OJT
Managers, All Other	55	\$26.55	N/A
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	47	\$16.95	ST OJT
Chief Executives	41	\$68.15	N/A

Source: EMSI Complete Employment - 2013.2.

REGIONAL OCCUPATION SUMMARY

Employment outlooks organized by occupation provide a more workforce-oriented (rather than industry-oriented) perspective. These are jobs that are in demand across all industries in the region.

All tables except those showing major occupation groups have been filtered to include only occupations with an average education level between "Moderate-term on-the-job training" and "Bachelor's degree" inclusive. These jobs can be well-served through the development of for-credit certificate, associate's, or transfer programs.

Occupation Groups Providing the Most Jobs

The major occupation groups accounting for the most total regional jobs in 2010 are:

- Office and Administrative Support Occupations
- Sales and Related Occupations
- Management Occupations
- Food Preparation and Serving Related Occupations
- Transportation and Material Moving Occupations

Specific Occupations Providing the Most Jobs

The largest specific occupations are:

- Real Estate Sales Agents
- Registered Nurses
- Bookkeeping, Accounting, and Auditing Clerks
- First-Line Supervisors of Retail Sales Workers
- Managers, All Other

High-Growth Occupations

The occupations with the most total new jobs from 2010 to 2013 are:

- Real Estate Sales Agents
- Personal Financial Advisors
- Securities, Commodities, and Financial Services Sales Agents
- Accountants and Auditors
- Property, Real Estate, and Community Association Managers

Occupations with Most Total Openings

The occupations with the most estimated openings (new jobs plus replacement jobs) are:

- Real Estate Sales Agents
- Personal Financial Advisors
- Accountants and Auditors
- Securities, Commodities, and Financial Services Sales Agents
- Registered Nurses

REGIONAL OCCUPATIONS: DETAILED DATA

Major Occupation Groups, Region and State, 2010 – 2013

The following table summarizes regional occupations by major group, sorted by total 2010 jobs.

SOC Code	Description	REGION				Openings	Median Earnings	STATE		State Median Earnings
		2010 Jobs	2013 Jobs	Change	% Change			State 2010	State 2013	
43	Office and Administrative Support Occupations	783,147	807,341	24,194	3%	80,447	\$17.32	2,741,808	2,843,824	\$17.57
41	Sales and Related Occupations	704,471	735,571	31,100	4%	94,836	\$17.63	2,617,307	2,763,148	\$17.09
11	Management Occupations	346,989	360,562	13,573	4%	38,577	\$39.76	1,346,855	1,411,111	\$38.47
35	Food Preparation and Serving Related Occupations	328,158	363,117	34,959	11%	73,277	\$9.60	1,276,289	1,385,076	\$9.79
53	Transportation and Material Moving Occupations	324,186	339,206	15,020	5%	42,623	\$14.52	1,084,158	1,152,969	\$15.13
27	Arts, Design, Entertainment, Sports, and Media Occupations	323,683	337,300	13,617	4%	40,423	\$25.13	801,299	847,630	\$21.42
39	Personal Care and Service Occupations	310,063	334,084	24,021	8%	48,543	\$10.95	988,851	1,077,313	\$10.99
13	Business and Financial Operations Occupations	308,413	338,576	30,163	10%	50,369	\$31.73	1,204,301	1,319,662	\$31.41
51	Production Occupations	283,819	286,694	2,875	1%	25,261	\$14.22	899,718	928,918	\$15.15
25	Education, Training, and Library Occupations	273,666	269,790	-3,876	-1%	19,328	\$26.43	1,007,355	1,016,047	\$25.68
37	Building and Grounds Cleaning and Maintenance Occupations	250,595	262,355	11,760	5%	26,080	\$11.25	896,810	957,303	\$11.62
29	Healthcare Practitioners and Technical Occupations	212,924	221,994	9,070	4%	23,532	\$40.73	803,858	837,558	\$41.85
47	Construction and Extraction Occupations	155,670	166,510	10,840	7%	23,008	\$19.23	724,806	772,930	\$20.82
49	Installation, Maintenance, and Repair Occupations	149,237	155,576	6,339	4%	17,436	\$20.42	585,620	617,349	\$20.73
31	Healthcare Support Occupations	130,304	140,347	10,043	8%	16,486	\$13.26	455,638	491,219	\$13.85
33	Protective Service Occupations	115,573	114,624	-949	-1%	9,586	\$21.60	380,506	384,578	\$24.38
15	Computer and Mathematical Occupations	107,631	113,000	5,369	5%	11,738	\$37.01	511,712	561,089	\$40.45
17	Architecture and Engineering Occupations	78,361	77,898	-463	-1%	6,453	\$40.09	345,382	352,369	\$40.34
21	Community and Social Service Occupations	71,385	72,588	1,203	2%	6,801	\$23.73	254,536	256,851	\$23.18
23	Legal Occupations	56,882	57,932	1,050	2%	4,340	\$50.98	183,914	188,677	\$46.50
19	Life, Physical, and Social Science Occupations	44,544	45,292	748	2%	5,361	\$33.52	217,266	224,847	\$33.69
99	Unclassified Occupation	19,891	19,244	-647	-3%	0	\$15.83	73,411	75,537	\$15.34
55	Military occupations	18,365	18,145	-220	-1%	242	\$15.70	223,945	220,193	\$15.77
45	Farming, Fishing, and Forestry Occupations	8,003	7,594	-409	-5%	762	\$11.55	325,983	343,409	\$9.71

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SOC Code	Description	2010 Jobs	2013 Jobs	Change	% Change	Openings	Median Earnings	State 2010	State 2013	State Median Earnings
		5,405,961	5,645,339	239,378	4%	665,507	\$21.37	19,951,329	21,029,608	\$21.52

Source: EMSI Complete Employment - 2013.2.

Note: For regions including areas in multiple states, "state" values are the sum or average of all states involved.

Top-Ranked Occupations by Total Jobs, 2010

Occupations have been filtered by average education level to include only those between “Moderate-term on-the-job training” and “Bachelor’s degree” inclusive.

SOC Code	Description	2010 Jobs	2013 Jobs	Change	% Change	Openings	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	118,464	126,524	8,060	7%	16,591	\$17.56	PS Award
29-1111	Registered Nurses	69,304	73,087	3,783	5%	7,752	\$40.20	Associate's
43-3031	Bookkeeping, Accounting, and Auditing Clerks	64,861	68,812	3,951	6%	6,222	\$18.52	MT OJT
41-1011	First-Line Supervisors of Retail Sales Workers	63,500	64,135	635	1%	5,188	\$15.55	Exp. in Field
11-9199	Managers, All Other	57,074	60,061	2,987	5%	6,990	\$26.55	Exp. in Field
43-1011	First-Line Supervisors of Office and Administrative Support Workers	53,110	54,941	1,831	3%	6,240	\$26.61	Exp. in Field
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	52,350	54,649	2,299	4%	6,157	\$25.44	MT OJT
13-2011	Accountants and Auditors	52,232	56,589	4,357	8%	8,005	\$31.93	Bachelor's
43-6011	Executive Secretaries and Executive Administrative Assistants	47,317	49,121	1,804	4%	3,779	\$23.71	Exp. in Field
11-9141	Property, Real Estate, and Community Association Managers	42,219	46,453	4,234	10%	7,168	\$21.31	Exp. in Field
31-1012	Nursing Aides, Orderlies, and Attendants	39,450	41,932	2,482	6%	4,105	\$12.37	PS Award
13-2052	Personal Financial Advisors	39,347	46,764	7,417	19%	9,032	\$35.14	Bachelor's
25-3999	Teachers and Instructors, All Other	37,716	37,182	-534	-1%	1,706	\$20.95	Bachelor's
27-4021	Photographers	37,599	38,798	1,199	3%	2,326	\$15.66	LT OJT
25-2021	Elementary School Teachers, Except Special Education	37,595	36,725	-870	-2%	2,515	\$33.16	Bachelor's
41-3031	Securities, Commodities, and Financial Services Sales Agents	32,574	37,267	4,693	14%	7,780	\$31.65	Bachelor's
13-1199	Business Operations Specialists, All Other	32,555	34,125	1,570	5%	3,532	\$30.92	LT OJT
49-9071	Maintenance and Repair Workers, General	32,526	33,913	1,387	4%	3,259	\$18.28	MT OJT
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	29,160	27,863	-1,297	-4%	2,286	\$30.34	Bachelor's
27-2042	Musicians and Singers	27,948	29,994	2,046	7%	4,232	\$22.80	LT OJT

Source: EMSI Complete Employment - 2013.2.

Top-Ranked Occupations by Total Growth, 2010 – 2013

Occupations have been filtered by average education level to include only those between “Moderate-term on-the-job training” and “Bachelor’s degree” inclusive.

SOC Code	Description	2010 Jobs	2013 Jobs	Change	% Change	Openings	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	118,464	126,524	8,060	7%	16,591	\$17.56	PS Award
13-2052	Personal Financial Advisors	39,347	46,764	7,417	19%	9,032	\$35.14	Bachelor's
41-3031	Securities, Commodities, and Financial Services Sales Agents	32,574	37,267	4,693	14%	7,780	\$31.65	Bachelor's
13-2011	Accountants and Auditors	52,232	56,589	4,357	8%	8,005	\$31.93	Bachelor's
11-9141	Property, Real Estate, and Community Association Managers	42,219	46,453	4,234	10%	7,168	\$21.31	Exp. in Field
43-3031	Bookkeeping, Accounting, and Auditing Clerks	64,861	68,812	3,951	6%	6,222	\$18.52	MT OJT
35-2014	Cooks, Restaurant	25,954	29,792	3,838	15%	5,742	\$10.57	MT OJT
29-1111	Registered Nurses	69,304	73,087	3,783	5%	7,752	\$40.20	Associate's
39-5012	Hairdressers, Hairstylists, and Cosmetologists	26,790	30,262	3,472	13%	5,203	\$9.90	PS Award
41-3021	Insurance Sales Agents	25,782	29,087	3,305	13%	5,304	\$24.60	MT OJT
11-9199	Managers, All Other	57,074	60,061	2,987	5%	6,990	\$26.55	Exp. in Field
31-1012	Nursing Aides, Orderlies, and Attendants	39,450	41,932	2,482	6%	4,105	\$12.37	PS Award
13-1161	Market Research Analysts and Marketing Specialists	16,367	18,843	2,476	15%	3,982	\$27.51	Bachelor's
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	24,852	27,170	2,318	9%	4,046	\$12.62	Exp. in Field
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	52,350	54,649	2,299	4%	6,157	\$25.44	MT OJT
27-2042	Musicians and Singers	27,948	29,994	2,046	7%	4,232	\$22.80	LT OJT
43-1011	First-Line Supervisors of Office and Administrative Support Workers	53,110	54,941	1,831	3%	6,240	\$26.61	Exp. in Field
43-6011	Executive Secretaries and Executive Administrative Assistants	47,317	49,121	1,804	4%	3,779	\$23.71	Exp. in Field
13-2051	Financial Analysts	15,029	16,815	1,786	12%	2,854	\$38.15	Bachelor's
43-6013	Medical Secretaries	19,584	21,206	1,622	8%	2,475	\$15.89	MT OJT

Source: EMSI Complete Employment - 2013.2.

Top-Ranked Occupations by New + Repl. Jobs, 2010 – 2013

Occupations have been filtered by average education level to include only those between “Moderate-term on-the-job training” and “Bachelor’s degree” inclusive.

SOC Code	Description	2010 Jobs	2013 Jobs	New + Repl. Jobs	Median Earnings	Education Level
41-9022	Real Estate Sales Agents	118,464	126,524	16,591	\$17.56	PS Award
13-2052	Personal Financial Advisors	39,347	46,764	9,032	\$35.14	Bachelor's
13-2011	Accountants and Auditors	52,232	56,589	8,005	\$31.93	Bachelor's
41-3031	Securities, Commodities, and Financial Services Sales Agents	32,574	37,267	7,780	\$31.65	Bachelor's
29-1111	Registered Nurses	69,304	73,087	7,752	\$40.20	Associate's
11-9141	Property, Real Estate, and Community Association Managers	42,219	46,453	7,168	\$21.31	Exp. in Field
11-9199	Managers, All Other	57,074	60,061	6,990	\$26.55	Exp. in Field
43-1011	First-Line Supervisors of Office and Administrative Support Workers	53,110	54,941	6,240	\$26.61	Exp. in Field
43-3031	Bookkeeping, Accounting, and Auditing Clerks	64,861	68,812	6,222	\$18.52	MT OJT
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	52,350	54,649	6,157	\$25.44	MT OJT
35-2014	Cooks, Restaurant	25,954	29,792	5,742	\$10.57	MT OJT
41-3021	Insurance Sales Agents	25,782	29,087	5,304	\$24.60	MT OJT
39-5012	Hairdressers, Hairstylists, and Cosmetologists	26,790	30,262	5,203	\$9.90	PS Award
41-1011	First-Line Supervisors of Retail Sales Workers	63,500	64,135	5,188	\$15.55	Exp. in Field
27-2042	Musicians and Singers	27,948	29,994	4,232	\$22.80	LT OJT
31-1012	Nursing Aides, Orderlies, and Attendants	39,450	41,932	4,105	\$12.37	PS Award
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	24,852	27,170	4,046	\$12.62	Exp. in Field
13-1161	Market Research Analysts and Marketing Specialists	16,367	18,843	3,982	\$27.51	Bachelor's
43-6011	Executive Secretaries and Executive Administrative Assistants	47,317	49,121	3,779	\$23.71	Exp. in Field
41-1012	First-Line Supervisors of Non-Retail Sales Workers	27,068	28,611	3,702	\$20.27	Exp. in Field

Source: EMSI Complete Employment - 2013.2.

OCCUPATION DEMAND & PROGRAM COMPARISON

This section compares regional occupations with the most annual openings to the college's completers from the Department of Education's IPEDS database, with the goal of indicating where the college might look to increase its capacity. The occupations are taken directly from the "Top-Ranked Occupations by New + Repl. Jobs" table on the previous page. "Related programs" associated with occupations are identified using a crosswalk developed by the U.S. Department of Education with some customizations by EMSI. College enrollment numbers by CIP code are provided by LACCD - West Los Angeles College.

Summary: High-Demand Occupations and Related Enrollment

Description	2010-2013 Avg. Annual Openings	Median Hourly Earnings	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
Real Estate Sales Agents	5,530	\$17.56	23
Personal Financial Advisors	3,011	\$35.14	0
Accountants and Auditors	2,668	\$31.93	0
Securities, Commodities, and Financial Services Sales Agents	2,593	\$31.65	0
Registered Nurses	2,584	\$40.20	0
Property, Real Estate, and Community Association Managers	2,389	\$21.31	23
Managers, All Other	2,330	\$26.55	22
First-Line Supervisors of Office and Administrative Support Workers	2,080	\$26.61	0
Bookkeeping, Accounting, and Auditing Clerks	2,074	\$18.52	15
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,052	\$25.44	1
Cooks, Restaurant	1,914	\$10.57	0
Insurance Sales Agents	1,768	\$24.60	0
Hairdressers, Hairstylists, and Cosmetologists	1,734	\$9.90	0
First-Line Supervisors of Retail Sales Workers	1,729	\$15.55	0
Musicians and Singers	1,411	\$22.80	1
Nursing Aides, Orderlies, and Attendants	1,368	\$12.37	0
First-Line Supervisors of Food Preparation and Serving Workers	1,349	\$12.62	0
Market Research Analysts and Marketing Specialists	1,327	\$27.51	0
Executive Secretaries and Executive Administrative Assistants	1,260	\$23.71	0
First-Line Supervisors of Non-Retail Sales Workers	1,234	\$20.27	0
Carpenters	1,211	\$16.89	0

Source: EMSI Complete Employment - 2013.2.

Note that many occupations have multiple related programs and vice versa, so students enrolled in a program may be included in more than one row in the table above. "Average annual openings" is total new and replacement jobs divided by the number of years in the given timeframe.

Detail: High-Demand Occupations and Related Program Enrollment

Occupation	2010-2013 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
Real Estate Sales Agents	5530	\$17.56	TOTAL, ALL RELATED PROGRAMS	23
			Real Estate	13
			Real Estate	10
Personal Financial Advisors	3011	\$35.14	TOTAL, ALL RELATED PROGRAMS	0
			Finance, General	
			Financial Planning and Services	
Accountants and Auditors	2668	\$31.93	TOTAL, ALL RELATED PROGRAMS	0
			Accounting and Finance	
			Accounting and Business/Management	
			Accounting	
			Taxation	
			Accounting and Computer Science	
			Auditing	
Securities, Commodities, and Financial Services Sales Agents	2593	\$31.65	TOTAL, ALL RELATED PROGRAMS	0
			Financial Planning and Services	
			Investments and Securities	
			Business and Personal/Financial Services Marketing Operations	
Registered Nurses	2584	\$40.20	TOTAL, ALL RELATED PROGRAMS	0
			Nurse Midwife/Nursing Midwifery	
			Critical Care Nursing	
			Pre-Nursing Studies	
			Nursing Science (MS, PhD)	
			Occupational and Environmental Health Nursing	
			Health/Medical Preparatory Programs, Other	
			Pediatric Nurse/Nursing	
			Nursing, Other	
			Nursing/Registered Nurse (RN, ASN, BSN, MSN)	
			Psychiatric/Mental Health Nurse/Nursing	
			Health Services/Allied Health/Health Sciences, General	
			Adult Health Nurse/Nursing	
			Public Health/Community Nurse/Nursing	
Nurse Anesthetist				
Perioperative/Operating Room and Surgical Nurse/Nursing				
Family Practice Nurse/Nurse Practitioner				
Maternal/Child Health and Neonatal Nurse/Nursing				
Clinical Nurse Specialist				
Property, Real Estate, and Community Association Managers	2389	\$21.31	TOTAL, ALL RELATED PROGRAMS	23
			Real Estate	13
			Real Estate	10
Managers, All Other	2330	\$26.55	TOTAL, ALL RELATED PROGRAMS	22
			Public Administration	
			Non-Profit/Public/Organizational Management	

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Occupation	2010-2013 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
			Entrepreneurial and Small Business Operations, Other	
			Public Administration and Social Service Professions, Other	
			Business Administration, Management and Operations, Other	
			Theatre/Theatre Arts Management	
			Business/Commerce, General	1
			Arts Management	
			Business/Commerce, General	1
			Entrepreneurship/Entrepreneurial Studies	
			Tourism and Travel Services Management	
			Business Administration and Management, General	20
			Franchising and Franchise Operations	
			Hospitality Administration/Management, Other	
			Business, Management, Marketing, and Related Support Services, Other	
			Small Business Administration/Management	
First-Line Supervisors of Office and Administrative Support Workers	2080	\$26.61	TOTAL, ALL RELATED PROGRAMS	0
			Customer Service Management	
			Agricultural Business Technology	
			Medical/Health Management and Clinical Assistant/Specialist	
			Office Management and Supervision	
Bookkeeping, Accounting, and Auditing Clerks	2074	\$18.52	TOTAL, ALL RELATED PROGRAMS	15
			Accounting and Related Services, Other	
			Accounting Technology/Technician and Bookkeeping	5
			Accounting Technology/Technician and Bookkeeping	10
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2052	\$25.44	TOTAL, ALL RELATED PROGRAMS	1
			Sales, Distribution, and Marketing Operations, General	1
			Business, Management, Marketing, and Related Support Services, Other	
			Special Products Marketing Operations	
			General Merchandising, Sales, and Related Marketing Operations, Other	
			Fashion Merchandising	
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			Apparel and Accessories Marketing Operations	
Cooks, Restaurant	1914	\$10.57	TOTAL, ALL RELATED PROGRAMS	0
			Cooking and Related Culinary Arts, General	
			Culinary Arts/Chef Training	
Insurance Sales Agents	1768	\$24.60	TOTAL, ALL RELATED PROGRAMS	0
			Insurance	

Regional Scan & Program Demand Report | LACCD - West Los Angeles College

Occupation	2010-2013 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
Hairdressers, Hairstylists, and Cosmetologists	1734	\$9.90	TOTAL, ALL RELATED PROGRAMS	0
			Cosmetology/Cosmetologist, General	
			Electrolysis/Electrology and Electrolysis Technician	
			Make-Up Artist/Specialist	
			Hair Styling/Stylist and Hair Design	
			Permanent Cosmetics/Makeup and Tattooing	
			Salon/Beauty Salon Management/Manager	
			Cosmetology, Barber/Styling, and Nail Instructor	
First-Line Supervisors of Retail Sales Workers	1729	\$15.55	TOTAL, ALL RELATED PROGRAMS	0
			Special Products Marketing Operations	
			Retailing and Retail Operations	
			E-Commerce/Electronic Commerce	
			Selling Skills and Sales Operations	
			Specialized Merchandising, Sales, and Marketing Operations, Other	
			Consumer Merchandising/Retailing Management	
			Floriculture/Floristry Operations and Management	
Musicians and Singers	1411	\$22.80	TOTAL, ALL RELATED PROGRAMS	1
			Piano and Organ	
			Voice and Opera	
			Jazz/Jazz Studies	
			Violin, Viola, Guitar and Other Stringed Instruments	
			Music Pedagogy	
			Music, Other	
			Music, General	1
Nursing Aides, Orderlies, and Attendants	1368	\$12.37	TOTAL, ALL RELATED PROGRAMS	0
			Health Aide	
			Health Services/Allied Health/Health Sciences, General	
			Nurse/Nursing Assistant/Aide and Patient Care Assistant	
First-Line Supervisors of Food Preparation and Serving Workers	1349	\$12.62	TOTAL, ALL RELATED PROGRAMS	0
			Cooking and Related Culinary Arts, General	
			Restaurant, Culinary, and Catering Management/Manager	
			Foodservice Systems Administration/Management	
Market Research Analysts and Marketing Specialists	1327	\$27.51	TOTAL, ALL RELATED PROGRAMS	0
			Marketing Research	
			International Marketing	

Regional Scan & Program Demand Report | LACCD - West Los Angeles College

Occupation	2010-2013 Avg. Annual Openings	Median Hourly Earnings	Related Programs	2011 Completers, All Related Programs (LACCD - West Los Angeles College)
			Applied Economics	
			Consumer Merchandising/Retailing Management	
			Marketing/Marketing Management, General	
Executive Secretaries and Executive Administrative Assistants	1260	\$23.71	TOTAL, ALL RELATED PROGRAMS	0
			Medical Administrative/Executive Assistant and Medical Secretary	
			Administrative Assistant and Secretarial Science, General	
			Executive Assistant/Executive Secretary	
First-Line Supervisors of Non-Retail Sales Workers	1234	\$20.27	TOTAL, ALL RELATED PROGRAMS	0
			Business, Management, Marketing, and Related Support Services, Other	
			Special Products Marketing Operations	
			General Merchandising, Sales, and Related Marketing Operations, Other	
			Specialized Merchandising, Sales, and Marketing Operations, Other	
Carpenters	1211	\$16.89	TOTAL, ALL RELATED PROGRAMS	0
			Construction Trades, General	
			Carpentry/Carpenter	

Source: EMSI Complete Employment - 2013.2.

ABOUT EMSI & THE DATA

Economic Modeling Specialists Inc. (EMSI) is a professional services firm that specializes in integrated, value-added datasets, web-based analysis tools (Analyst), data-driven reports, and custom consulting. EMSI's comprehensive dataset is generated from over 70 state, federal, and private sources.

Population Data

EMSI's custom population data and projections are based on several sources, including the 1990 and 2000 Census, U.S. Census Bureau annual estimates (including net migration), localized fertility/mortality rates by race/ethnicity and gender from the U.S. Health Department, and even projected regional job growth estimated from state and national employment projections, on the assumption that people will follow jobs.

Educational Attainment Data

EMSI's educational attainment numbers are based on Census 1990, Census 2000, the Current Population Survey, and EMSI's demographic data. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

High School Graduation Data

High school graduation data are created by EMSI using the U.S. Department of Education's National Center for Education Statistics (NCES), as well as from EMSI's own demographic projections. Because the race/ethnicity categories used by NCES are somewhat different from EMSI's standard categories, they are converted to EMSI's categories. In addition, every year there are some U.S. counties with missing data, so EMSI generates estimates based on a regression of demographically and economically similar counties. Finally, the original numbers do not include private school graduations, so EMSI adds in estimates of these numbers based on a state-level NCES data source, using interpolation techniques to distribute the numbers to the county level.

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data combined with past trends in each industry and the industry growth rates in national projections (Bureau of Labor Statistics) and states' own projections, where available.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.